



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

### KEY PERFORMANCE INDICATORS: NOVEMBER 2018 THROUGH OCTOBER 2019

**\$1.29**  
Average Selling Price  
Category Average Selling Price per Unit for the 4-weeks ending October 6, 2019

**192.6 Million**  
Consumer Media Impressions  
Includes offline, online and social media impressions through October 2019

**799.3 Million**  
Consumer PR Impressions  
Media coverage secured with print, broadcast and online media outlets, as well as retailer communications through October 2019

**9.7 Million**  
Trade Public Relations Impressions  
Positive direct CAC trade public relations circulation through October 2019

**2.34 Million**  
Consumer Website Visits  
A 23% decrease in visits to CaliforniaAvocado.com versus the same period in 2018

**8**  
Foodservice Chain Promotions  
Number of Foodservice chain promotions completed (90 chains contacted)



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE & SOCIAL MEDIA	CONSUMER PR	RETAIL	FOODSERVICE	RESEARCH
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## REVENUE – CROP MOVEMENT AND MEASURES

### U.S. Hass Avocado Supply (November-October)

Origin	2018/19		2017/18		2016/17	
	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	212	118%	338	100%	216	100%
Chile	53	76%	50	100%	90	100%
Mexico	2,023	103%	1,924	100%	1,660	100%
Peru	178	99%	174	100%	139	100%
Other	11	189%	3	100%	8	103%
<b>Total</b>	<b>2,477</b>	<b>103%</b>	<b>2,489</b>	<b>100%</b>	<b>2,113</b>	<b>100%</b>
*based on current projections					Source: HAB/CAC	





HOME

REVENUE

CONSUMER  
ADVERTISING

ONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## REVENUE – CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year											
		November 1 -October 31, 2019					November 1 - October 31, 2018				
		Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$	%
Grade	Size		Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	11%	17.0	38.3	\$ 57.03	1%	8%	20.8	32.4	\$ 40.65	4%
	48	39%	62.8	145.8	\$ 58.49	1%	35%	90.2	145.3	\$ 40.88	2%
	60	25%	39.5	85.5	\$ 54.80	1%	28%	71.2	100.1	\$ 35.56	1%
	70	12%	19.2	38.0	\$ 50.48	2%	16%	40.9	48.9	\$ 30.46	2%
	84	5%	8.8	12.7	\$ 36.73	2%	8%	20.1	18.4	\$ 23.03	1%
	All			161.1	349.1	\$ 54.89	1%		258.9	365.8	\$ 35.94
Hass #2 Conv	All		10.5	19.7	\$ 48.25	2%		25.7	26.8	\$ 26.92	3%
Hass #1 Organic	All		18.1	49.1	\$ 68.51	1%		26.1	47.5	\$ 45.82	1%
California Avocado Region Distribution - This Year vs. Last Year											
		November 1 -October 31, 2019					November 1 - October 31, 2018				
		Region %	(millions)		Avg Lug \$	%	Region %	(millions)		Avg Lug \$	%
Region			Pounds	Dollars				Pounds	Dollars		
EAST CENTRAL		5%	9.5	23.9	\$ 63.64	2%	2%	6.9	9.6	\$ 36.09	3%
NORTHEAST		4%	8.6	21.4	\$ 62.26	1%	3%	9.5	14.7	\$ 39.71	2%
PACIFIC		76%	152.4	328.4	\$ 54.75	2%	80%	257.8	360.1	\$ 35.65	2%
SOUTHEAST		3%	5.5	12.8	\$ 58.92	1%	2%	7.3	10.3	\$ 35.83	1%
SOUTHWEST		4%	7.1	17.2	\$ 60.64	0%	2%	7.0	9.1	\$ 32.95	1%
WEST CENTRAL		5%	10.1	23.3	\$ 58.09	0%	3%	9.5	13.2	\$ 35.54	2%
EXPORT		4%	7.6	15.2	\$ 50.21	1%	7%	23.5	36.6	\$ 39.40	1%



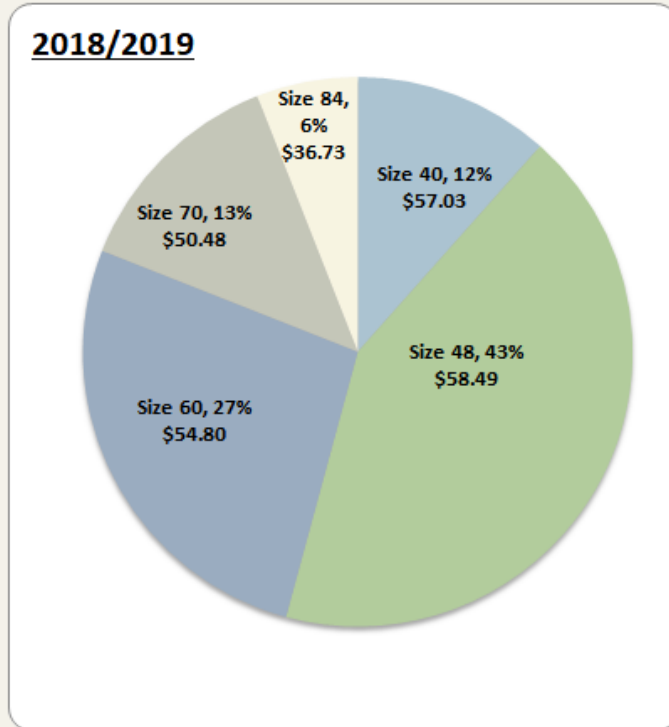
- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## REVENUE – CROP MOVEMENT AND MEASURES

### Size Distribution and Average Lug Price

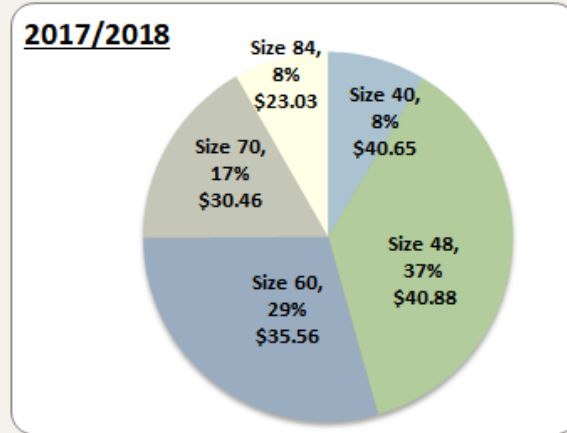
Hass #1 Conventional (November-October)

#### 2018/2019

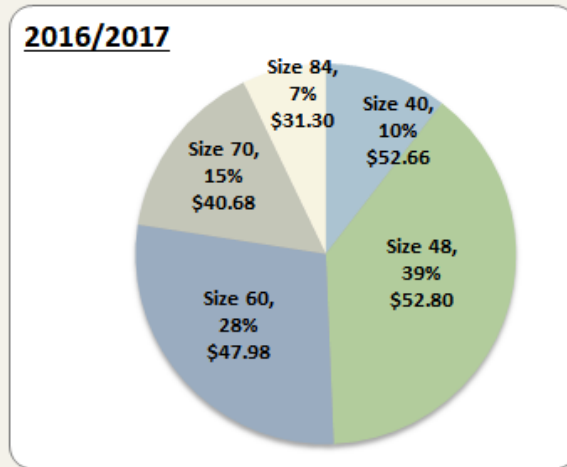


Source: AMRIC

#### 2017/2018



#### 2016/2017







HOME

REVENUE

CONSUMER  
ADVERTISINGONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## REVENUE – RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Oct-2018</u> <u>(9/16/18 – 10/7/18)</u>	<u>Oct-2019</u> <u>(9/15/19 – 10/6/19)</u>	<u>Variance</u>
Volume (Unit)	153,939,326	165,368,751	+7.4%
Dollars	\$181,663,076	\$197,766,583	+8.9%
Avg. Selling Price/Unit	\$1.18	\$1.20	+1.3%
<u>RETAIL</u> <u>California Season</u>	<u>Apr-Aug18</u> <u>(4/8/18 – 9/2/18)</u>	<u>Apr-Aug19</u> <u>(4/7/19 – 9/1/19)</u>	<u>Variance</u>
Volume (Unit)	1,031,160,146	932,933,363	-9.5%
Dollars	\$1,124,910,643	\$1,224,480,042	+8.9%
Avg. Selling Price/Unit	\$1.09	\$1.31	+20.3%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Nov17-Apr18</u> <u>(11/5/17-4/1/18)</u>	<u>Nov18-Apr19</u> <u>(11/4/18-3/31/19)</u>	<u>Variance</u>
Volume (Unit)	875,966,345	968,494,557	+10.6%
Dollars	\$968,484,481	\$996,676,368	+2.9%
Avg. Selling Price/Unit	\$1.11	\$1.03	-6.9%



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## REVENUE – RETAIL SALES AND VOLUME

**Avg. Retail Price**  
**\$1.09**



Apr - Aug 2018  
(4/8/18 – 9/2/18)

**Avg. Retail Price**  
**\$1.03**



Nov 2018 – Apr 2019  
(11/4/18 – 4/1/19)

**Avg. Retail Price**  
**\$1.31**



Apr – Aug 2019  
(4/7/19 – 9/1/19)





HOME

REVENUE

CONSUMER ADVERTISING

ONLINE & SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

### CONSUMER ADVERTISING – OUTDOOR

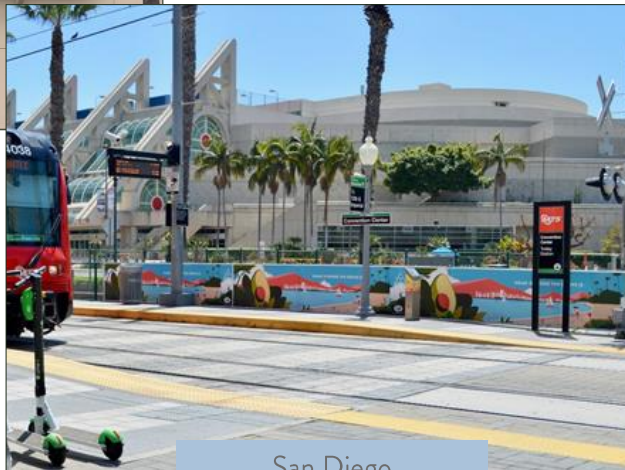
- 14,194,702 Impressions
- Los Angeles, San Francisco, San Diego and Orange County



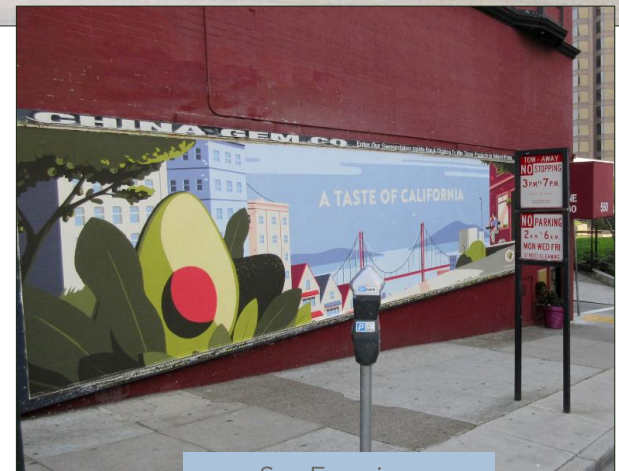
Orange County



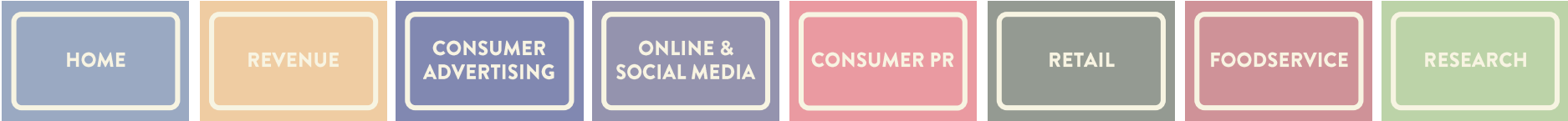
Los Angeles



San Diego

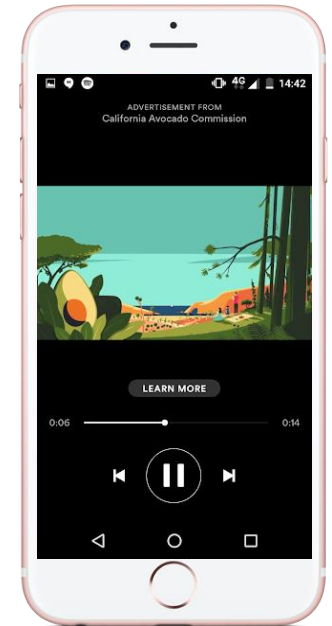


San Francisco



## CONSUMER ADVERTISING – AUDIO: SPOTIFY

- 16,604,736 Impressions
- 46,920 Clicks with a 0.28% Click Through Rate
- 385,657 Video Views
- Sponsored Listening sessions, audio and overlays
- Targeted to California artists, cooking and dinner party playlists and outdoor lifestyle playlists

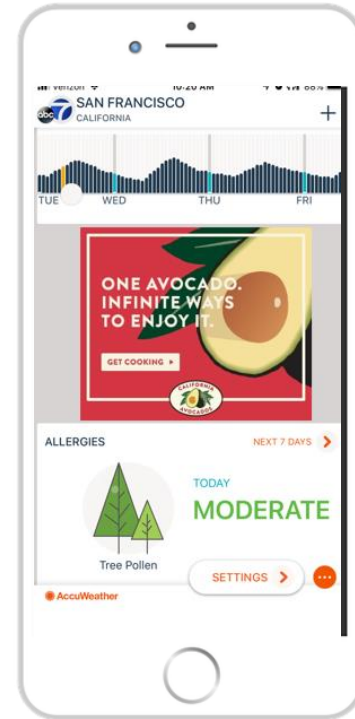
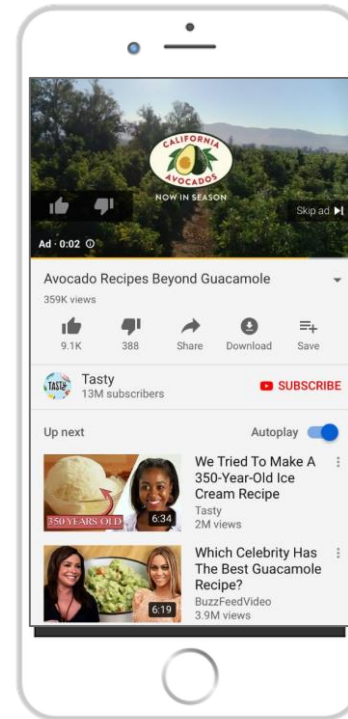
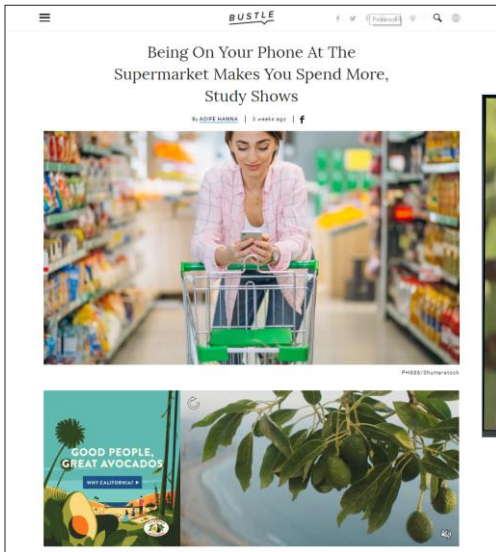




HOME REVENUE CONSUMER ADVERTISING ONLINE & SOCIAL MEDIA CONSUMER PR RETAIL FOODSERVICE RESEARCH

### CONSUMER ADVERTISING – DIGITAL - BRAND

- 58,118,018 Impressions
- 108,477 Clicks with a 0.23% Click Through Rate
- 26,821,657 Video Views
- Digital video, mobile and display banners







- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

# CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT


Custom content featuring original photography and custom illustrated infographics





Sponsored by CALIFORNIA AVOCADO COMMISSION

## Your Guide To Adding California Avocados To Literally Everything

By SUZANNE MCKENZIE | 18 Hours ago



California Avocado Commission

California Avocados – we know them, we love them, we “literally” can’t get enough of them. And who can blame us? The unique climate of rich soil, ocean breezes, and nothin’-like-it California sun all contribute to the making of this truly special fruit.

We don’t let a salad, dip, or sandwich come across our table without finding a creative way to sneak some green goodness into it. It’s the easiest way to take any old snack to the next level.

But as true fangirls, we’re not satisfied with only adding delicious, locally grown California Avocados to “some” types of foods. Salads? No brainer. Dips? Duh.

No, what we’re interested in is how to add California Avocados to everything. Yes, you read that right – everything.

It’s in the pursuit of this noble mission that we teamed up with the California Avocado Commission to create an easy-to-understand guide to adding our favorite fruit to all the foods we never realized desperately needed it.

Here’s how to add California Avocados to some of the best – and most unexpected – things.



bustle • Following

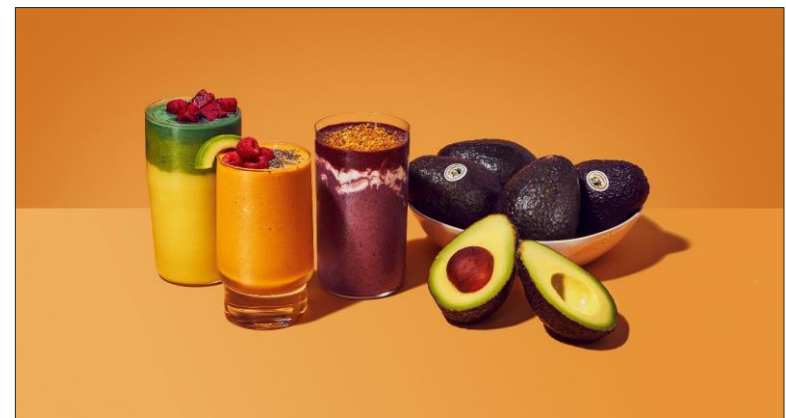
karen.moscow YUM  
12w 1 like Reply

qianqianvin 这一看就不是我能做出来的😂😂😂  
9w Reply

lexydoll @lealuna12  
9w Reply

e.mader This caption looks like someone who’s never been to america wrote it  
9w Reply

175,605 views  
MAY 10  
Add a comment... Post

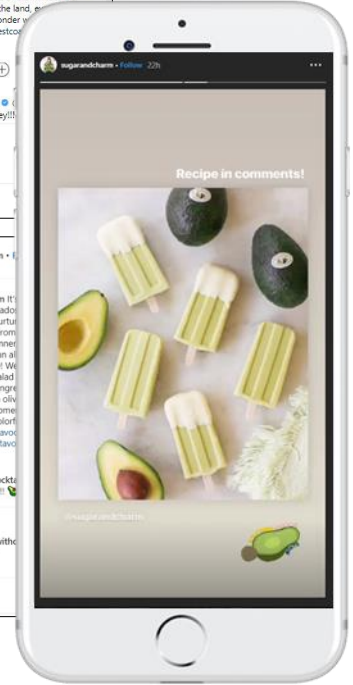




- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

# CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Instagram Influencer content throughout the Summer focused on inspirational, California-centric food







- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

Two Tasty videos featuring custom California Avocado recipes and topics





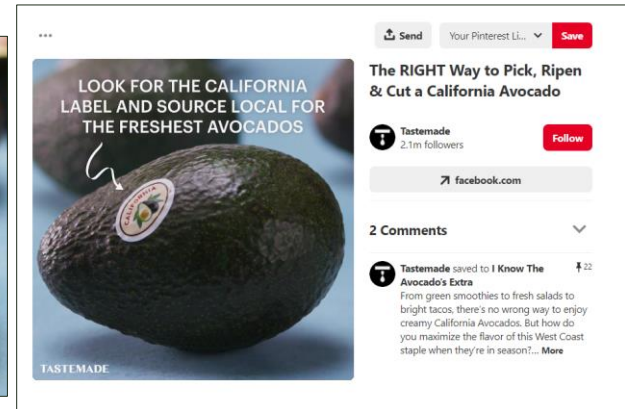
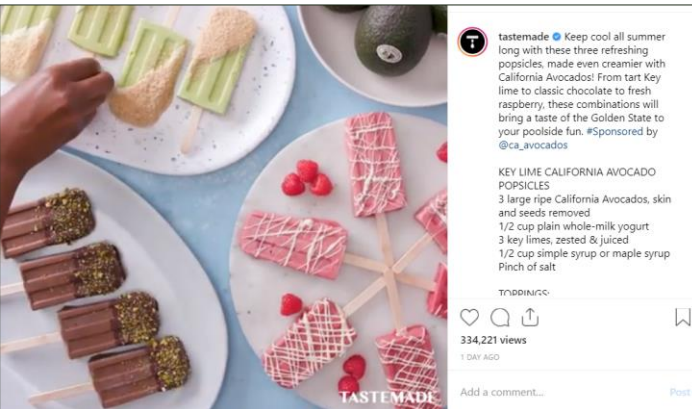
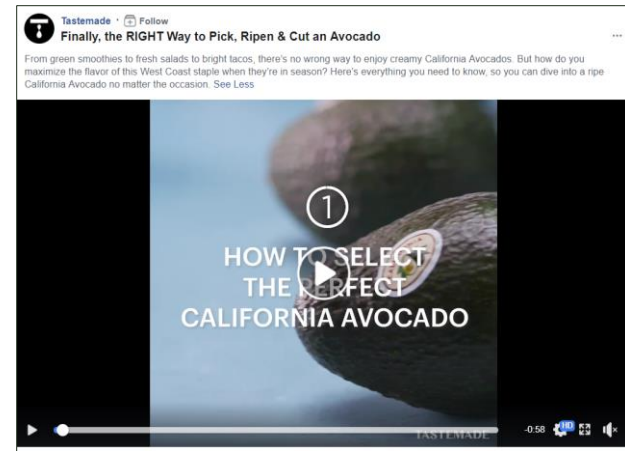
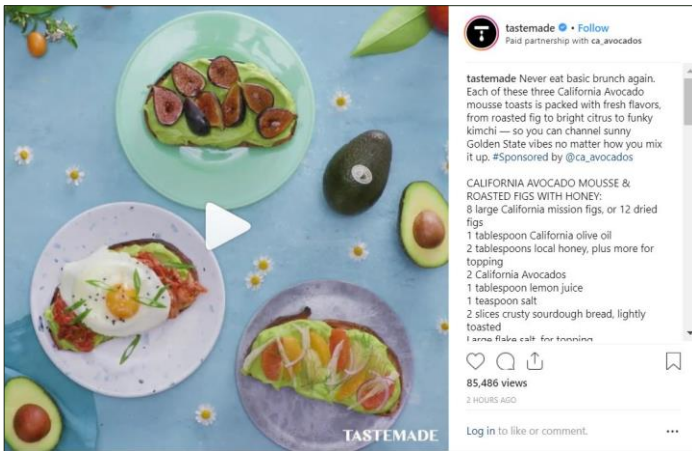


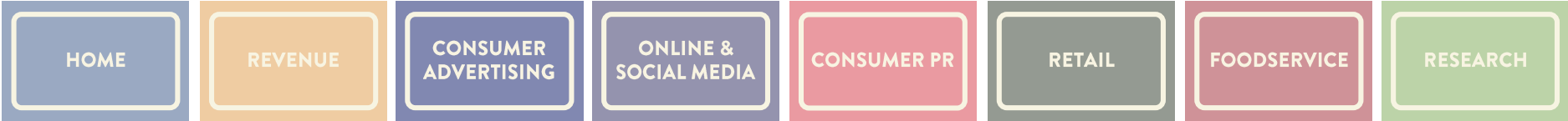
- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

# CONSUMER ADVERTISING – DIGITAL CUSTOM CONTENT

California Avocado custom video program with four snackable social videos

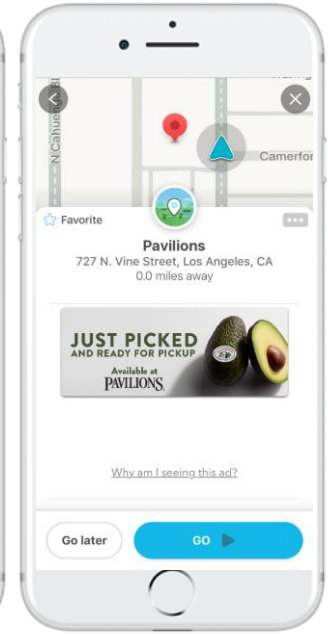
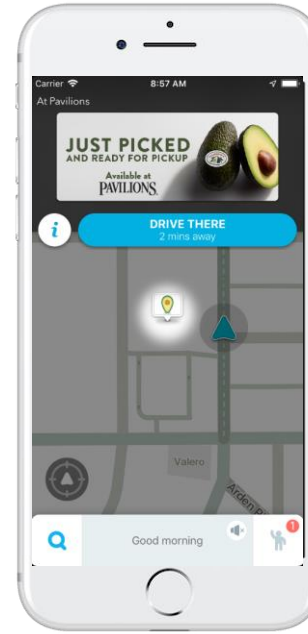
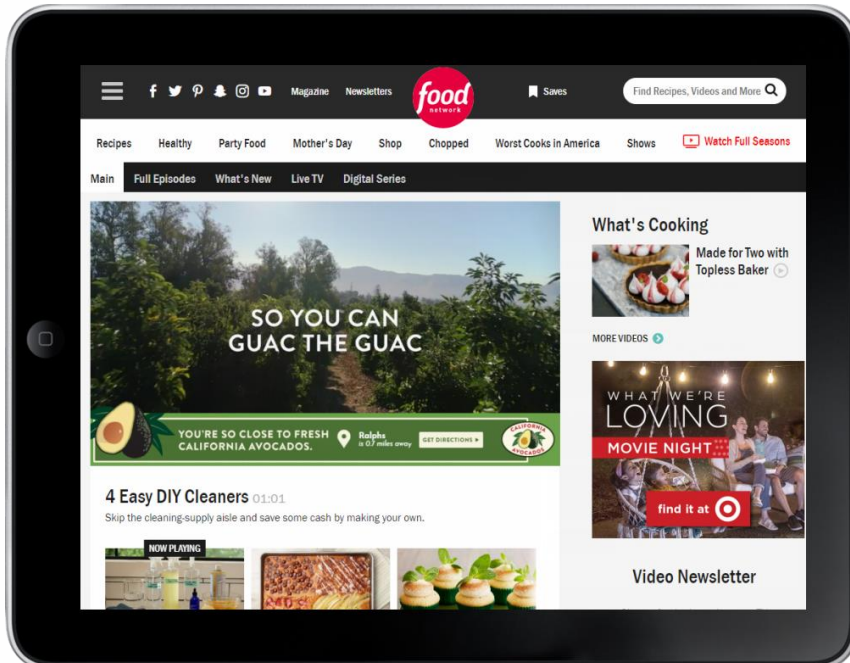
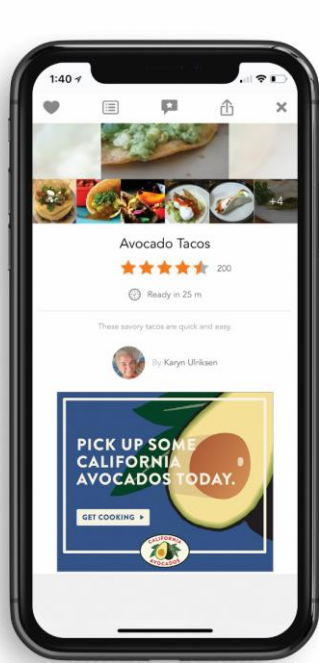
# TASTEMADE





### CONSUMER ADVERTISING – DIGITAL - RETAIL

- 33,485,218 Impressions
- 134,720 Clicks with a 0.40% Click Through Rate
- 12,678,387 Video Views
- Digital video and mobile banners
- Utilizing store location data to drive users to retail stores



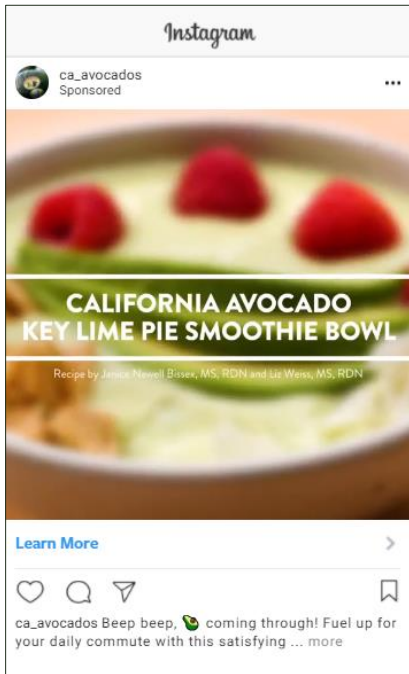




- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

### CONSUMER ADVERTISING – SOCIAL - BRAND

- 18,352,920 Impressions
- 2,649,265 Engagements with a 14.44% Engagement Rate
- Season-long social advertising across top platforms





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

### CONSUMER ADVERTISING – SOCIAL - RETAIL

- 7,536,417 Impressions
- 512,429 Engagements with a 6.80% Engagement Rate
- Hyper-targeted social for each retailer



**California Avocados**  
Sponsored · 🌱

The summer of smoothies is here! Pick up fresh California Avocados and your favorite frozen fruits at Fry's Food Stores to create your own cool concoction!

frysfood.com  
**It's California Avocado Season at Fry's!** [SHOP NOW](#)

👍❤️😬 183    20 Comments    72 Shares

👍 Like    💬 Comment    ➦ Share

Instagram

ca\_avocados  
Sponsored

[Shop Now](#)

ca\_avocados IT'S GAME TIME. Stop by [@gelsonsmarkets](#) for fresh California Avocados & everything else you need to be the game day .... more

**California Avocados** ✓  
@CA\_Avocados

Great news, avo lovers: California Avocados are now in-season and available at [@StaterBrosMkts!](#)

It's California Avocado Season at Stater Bros!  
[www.staterbros.com](#)

4:39 PM · May 28, 2019 · [Twitter Ads Composer](#)

||| View Tweet activity

100 Retweets    740 Likes



HOME

REVENUE

CONSUMER  
ADVERTISINGONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## ONLINE MARKETING: NOVEMBER 2018 – JULY 2019

### SEARCH RESULTS

- Organic Search Impressions: 42.1MM
- Paid Search Impressions: 2.2MM

### CONSUMER WEBSITE

- # of Visits: 2.34MM (-9% decrease YoY)
- Page Views/Visit: 1.33 (-4% decrease YoY)
- Time on site: 0:41s (-2% decrease YoY)
- Total Page Views: 3.11MM (-28% decrease YoY)

### CONSUMER BLOG

- # of Visits: 846K (12% increase YoY)
- Time on site: 3:05 (128% increase YoY)

### NOTES

- Facebook, Twitter and Instagram posts ran seasonal and timely messaging, reaching a general audience that resulted in a high number of engagements
- Retail campaigns ran on Facebook, Twitter, and Instagram and were hyper-targeted with messaging that was customized for each retailer

### SOCIAL MEDIA

- Facebook
  - Total Fans: 329.4K (-1% decrease YoY)
  - Impressions: 5.9MM (-34% decrease YoY)
- Twitter
  - Total Followers: 21.6K (7% increase YoY)
  - Total Retweets: 3.1K (48% increase YoY)
- YouTube
  - Views: 3.0MM (129% increase YoY)
  - Subscribers: 1,280 (37% increase YoY)
- Instagram
  - Followers: 43.5K (3% increase YoY)
  - Impressions: 2.9MM (-87% decrease YoY)

### EMAIL

- Average Open Rate: 33%
- Click through rate: 3.3%
- Emails Sent: 14 emails to an average of 25K successful deliveries





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## CONSUMER PUBLIC RELATIONS – NEWS BUREAU

- Fulfilled both proactive and ongoing responsive requests from media covering California Avocados
- Total Impressions To Date: 572,676,936

**EatingWell**

**42M** guacamole-related results on Google\*  
\*based on the last 12 months

**775** pounds of avocados the average American consumed last year—compared to 1 pound in 1990

**29.6M** times Will Dono's video for Avocado Poles has been viewed on Facebook

**89 million** avocado posts on Instagram

**over 64 million** avocado-recipe boards on Pinterest

**143,000** number of times Adam Carolla's avocado toast photo recipe has been saved on Pinterest

**How the Avocado Took Over Our World**

Whether on a swimsuit sported by Chrissy Teigen, on any and every restaurant menu or dominating your social media feeds, there's no escaping this formerly humble fruit. So what catapulted it to superstardom?

**T**he avocado's beauty has never been skin deep. In fact, its hungry black skin was initially a mark of the farm, which has smooth, green skin, used to be the most sought-after variety. Then in 2014, a gourmet named Bluebird Home opened a fine dining restaurant in his rural Los Angeles County backyard, planning to grill the fruit over a fire. But the grill didn't take, so he sprayed the more-wild variety later the kids took have have great the avocado on the branches. In 2018, he opened the Fine Avocado and growers, who favored its harder skin and longer harvest season, started a marketing campaign to entice the public to try them. Today Bluebird Home never stopped the research. "It's the one that avocados became popular in the 1970s, the parent had run to course," says Tom Bellows, president of the California Avocado Commission. Now they make up the vast majority (95 percent) of avocados grown in California, which in turn grows 90 percent of U.S. avocados. "If the Bluebird Home had immediately reached the scale it's at today, Bluebird Home would have been a very rich man," Bellows adds. Get recipe tips and more inspiration on the page that follows.

By Juno DeMelo • Recipes by Gabby Dakin • Photography by Leigh Betsch

**SHAPE**

Healthy Eating / Meal Ideas

**11 Spring Fruits and Vegetables to Buy Right Now**

Say goodbye to winter, and hello to these fresh spring fruits and vegetables. It's time to finally reintroduce your plate to warm-weather flavors.

**Avocados**

May is the harvesting time for California avocados (just in time for Cinco de Mayo!). One-third of an avocado has 80 calories and close to 20 vitamins and minerals. It's also one of the only fruits that contain heart-healthy monounsaturated fats. (Related: [Incredible Avocado Nutrition Facts That Solidify Your Love for the Fruit](#))

To check the ripeness of an avocado, gently squeeze the avocado without applying too much pressure at your fingertips (this can bruise the fruit). Unripe avocados take about four to five days to ripen, but you can speed things up by placing the avocado in a brown paper bag with an apple or banana for a few days. Ripe unopened avocado can be stored in the fridge for two to three days.

9 OF 12 ALL PHOTOS PHOTO: BRETT STEVENS/GETTY IMAGES



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR**
- RETAIL
- FOODSERVICE
- RESEARCH

## CONSUMER PUBLIC RELATIONS – ARTISAN CHEF

- Partnered with various notable chefs around California to secure positive coverage surrounding the California Avocado season
- Total Impressions To Date: 22,069,084



Root 246's new spring menus will see 14 items not previously featured on the restaurant's menus.

### Root 246 Unveils New Spring Dinner and Bar Menus

April 16, 2019 | Industry News

Solvang, California, restaurant, Root 246 at Hotel Corque, located in the heart of Santa Barbara wine country, has officially launched new spring dinner and bar menus, the second set of the restaurant's seasonal menus crafted by Chef Crystal "Pink" DeLongpré. In conjunction with the spring menus launch, Root 246 has also announced the appointment of new, in-house pastry chef, Bethany Burns, whose inaugural dessert menu debuted on April 12. Additional news from Root 246 included the announcement of Chef Pink's role as one of the California Avocado Commission's California Avocado Season Opening Partners.

NAME	NEWS & OPINION	BITES & EVENTS	TEAM	FOOD & DRINK	COMMUNITY
CLAREMONT	MILL VALLEY	SPECIAL DELIVERY	WINE	ABOUT US	ADVERTISING

**BITES**

- Think you can only get a really good cup of tea with all the rightstater fangs on the other side of the Atlantic? Think again. First & Oak Restaurant at the Mirabelle Inn in Solvang is launching a monthly High Tea Experience starting May 19 from 1 to 3 p.m. The event will feature fine tea served in Royal Albert teapots and three tiers of sweet and savory bites—complete with those precious little tea sandwiches, which Chef JJ Guerrero will craft with seasonal, local ingredients. All of the fanciness can be yours for \$59 a person. Reservations are required. Visit firstand oak.com or find the restaurant on Facebook to learn more.
- Root 246 in Solvang launched new spring dinner and bar menus and appointed a new in-house pastry chef, Bethany Burns! Her dessert menu includes a bacon chocolate peanut butter crunch bar (five layers of milk and dark chocolate AND peanut butter AND crispy bacon). Yes please! But back to dinner: Chef Crystal "Pink" DeLongpré is bringing you yumminess like sea-grilled asparagus with cured egg yolk, red radish, house-made kimchi, and Korean chili aioli as well as local halibut in a kombu broth with Marcona almonds, fava beans, Meyer lemon, and fresh herbs. The California Avocado Commission also announced that Chef Pink was one of the commission's California Avocado Season Opening Partners, so chefs Pink and Burns included a new vegetarian, vegan, and gluten-free option on the dessert menu: The Bliss Cake is made up of a raw pecan and date cake with an avocado, banana, and cocoa mousse and an avocado coconut crème. Visit the restaurant on Instagram @Root246 to drop a little or in person for a taste of the ave action at 420 Alisal Road in Solvang.
- Hop on the Santa Maria Valley Wine Trolley for the third season in a row starting on May 11. It will run every weekend through Oct. 13, making a loop from the Costa de Oro Wine Tasting Room at 1331 S. Nicholson in Santa Maria with stops that include Presquite Winery, Coffinwood Canyon Winery, and Old Town Circuit. Guests can hop on and off at the wineries and locations of their choosing along the route. Cost is \$10 per person in advance or \$18 at the trolley. Go for a ride on Saturdays and Sundays from 10:30 a.m. to 4 p.m. Learn more by visiting santamariavalley.com/winetrolley!



COMING UP FOX 5 MORNING NEWS AT 9

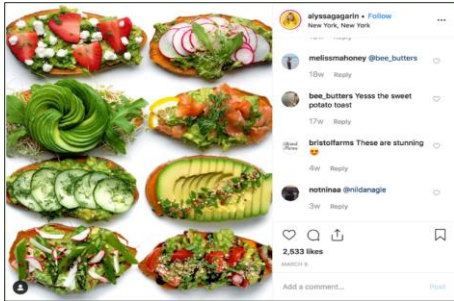




- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## CONSUMER PUBLIC RELATIONS – BLOGGER ADVOCATES

- Enlisted six Food Blogger Advocates and two Wellness Blogger Advocates to create unique, original recipes featuring California Avocados. Each recipe accompanied a descriptive blog post and high-quality photography
- Each Blogger Advocate published their content to their blogs and social media platforms
- Blogger Advocates include Rustic Joyful Food, Yummy Healthy Easy, Kirbie’s Cravings, The Roasted Root, Cooking with Cocktail Rings, Whitney Bond, Alyssa Gagarin and Eating by Elaine
- Total Impressions To Date: 10,757,387



SPICY SHRIMP-SALAD STUFFED BAKED AVOCADOS

*This post is sponsored by the California Avocado Commission.*

This recipe is inspired by over the top sushi rolls turned into a low-carb and fun appetizer/ snack perfect for spring and summer entertaining. Chopped and sautéed shrimp are combined with spicy mayonnaise, green onions and crispy, toasted panko breadcrumbs and piled into avocado boats and baked. While many recipes serve avocado at room temperature – in this recipe they are warmed in the oven, making them even creamier, complementing the shrimp salad filling (although they can also be eaten cold).

California Avocados are in season so take advantage of the fresh fruit (yes, avocado is a fruit while you can! The 2019 season runs from late March through July so while shopping, look for avocados with the little California Avocado sticker. Avocados with some imperfections are still delicious, and since this recipe uses the avocados as a serving vehicle you can utilize some of them that are slightly flawed. I try not to waste anything so this is a good way to utilize some faintly over-ripe avocados without tossing them.





HOME

REVENUE

CONSUMER  
ADVERTISINGONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## CONSUMER PUBLIC RELATIONS – SCOOP BLOG CONTENT DEVELOPMENT

- Partnered with three top-tier influencers to create beautiful, multi-faceted content for CAC's Blog, *The Scoop*
- Every month (March through July), Dara Michalski of Cookin Canuck developed two recipes with corresponding blog posts and high-resolution photography
- Dzung Duong served as CAC's Mythbuster, tackling common misconceptions and offering educational resources for consumers
- Erin Alderson produced four short-form videos, offering step-by-step instructions for one-of-a-kind recipes

### GRILLED SHRIMP SKEWERS WITH CALIFORNIA AVOCADO-CILANTRO SAUCE

Dara Michalski 07 / 03 / 2019



### IS THERE A DIFFERENCE BETWEEN SMALL AND LARGE AVOCADOS?

Dzung Duong 02 / 14 / 2019





HOME

REVENUE

CONSUMER  
ADVERTISING

ONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## CONSUMER PUBLIC RELATIONS – SEASON OPENER

- Hosted media and influencer event in partnership with Chef Mike Fagnoni at his Sacramento restaurant, Hawks Public House to promote the kick-off the California Avocado season
- Total Impressions To Date: 72,714,058







HOME

REVENUE

CONSUMER  
ADVERTISING

ONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## CONSUMER PUBLIC RELATIONS – CALIFORNIA AVOCADO MONTH

- Partnered with Chef Sam “The Cooking Guy” Zien and all other restaurants in San Diego’s Little Italy Food Hall to offer and promote specialty dishes starring California Avocados, available to consumers for the entire month of June
- Total Impressions To Date: 70,572,052





A horizontal navigation bar with eight colored buttons: HOME (blue), REVENUE (orange), CONSUMER ADVERTISING (purple), ONLINE & SOCIAL MEDIA (dark purple), CONSUMER PR (red), RETAIL (grey), FOODSERVICE (maroon), and RESEARCH (green).

## CONSUMER PUBLIC RELATIONS – SUMMER ENTERTAINING

- Leveraged Michelin-recognized partner, Chef Brad Cecchi to create two unique California Avocado dishes and serve as a campaign spokesperson, sharing tips and recipes during the peak season
- Total Impressions To Date: 49,147,063



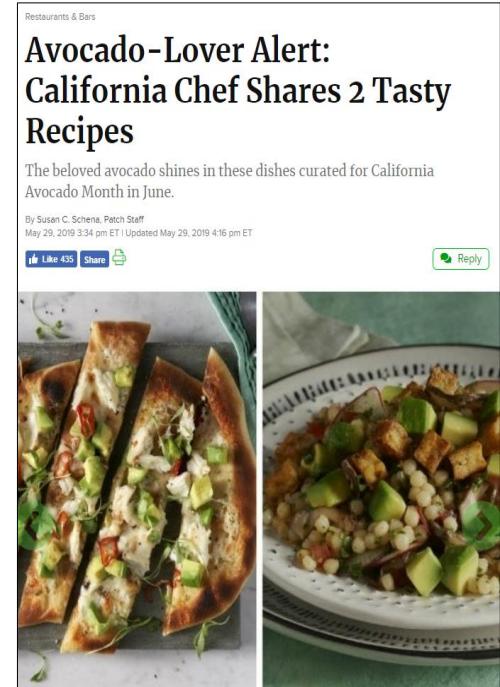




- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR**
- RETAIL
- FOODSERVICE
- RESEARCH

## CONSUMER PUBLIC RELATIONS

Total consumer impressions secured to date: 797,936,580



### AVOCADO SEASON

It's official! The California Avocado Commission has announced that the 2019 avocado season has begun and enlisted the help of chef Mike Fagnoni to celebrate the fruit at his restaurant Hawks Provisions and Public House.

"As a California chef, I try to craft my restaurants' menus around what's in season locally, as it ensures we're using the freshest and best-tasting ingredients," Fagnoni says. "Now that California avocados have arrived, I'll be incorporating them into a number of dishes because their creamy texture truly elevates any recipe."

Not only delicious and heart-healthy, California avocados are naturally sodium-, cholesterol- and sugar-free with "good" fats galore. But you'd better move fast—California avocados are only available for a limited time.

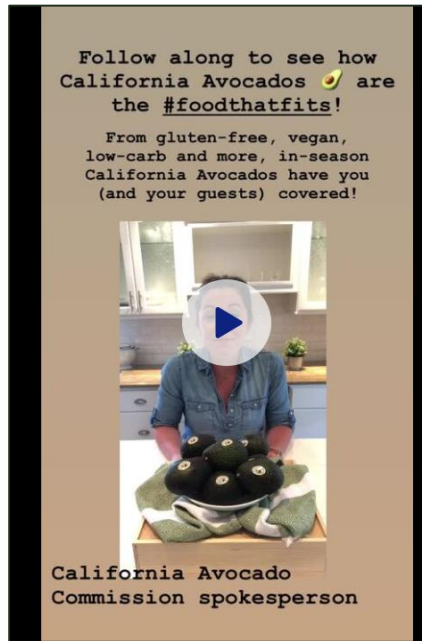
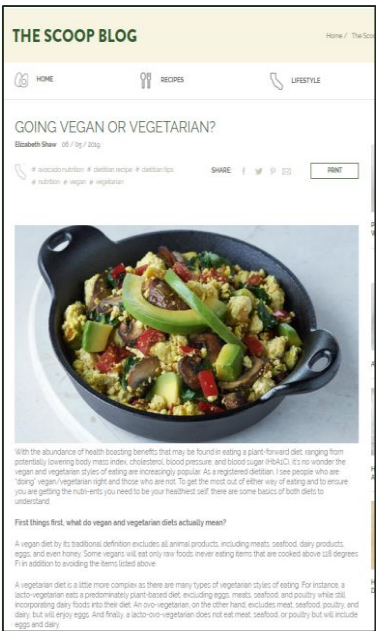
*\*This is a comprehensive total of all PR-related coverage from November 1, 2018 – October 31, 2019. It includes print, broadcast and online coverage, as well as program extension coverage (such as social media posts from our Artisan Chefs, etc.), year-to-date, and therefore is higher than traditional media impressions.*



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## CONSUMER REGISTERED DIETITIAN (RDN) PROGRAM

- Partnered with two Registered Dietitian influencers to create:
  - Four (4) unique original recipes featuring California Avocados
  - Multi-faceted content for CAC’s blog, The Scoop
  - Content for individual RDN social media platforms, including YouTube
- RDNs include: Elizabeth Shaw, MS, RDN, CLT, CPT and Manuel Villacorta, MS, RD
- Total Impressions To Date from RDN promotion of content created for CAC channels: 200,000



Manuel's Minutes: Benefits of Avocado in Diets







HOME

REVENUE

CONSUMER  
ADVERTISING

ONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## CONSUMER REGISTERED DIETITIAN NUTRITIONIST (RDN) PROGRAM

RDNs developed four (4) new recipes for use on CAC website, blog, and social media platforms



Wild Rice Pilaf with California Avocado



Mashed Cauliflower with California Avocado



California Avocado Loaded Sweet Potatoes



California-style Stuffed Bell Peppers





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## CONSUMER REGISTERED DIETITIAN NUTRITIONIST (RDN) PROGRAM

- Four (4) in-person meetings with targeted influencers to develop customized programs: Albertsons-Safeway, Raley's, Gelson's and New Seasons Market
- 48 in-store demos with 800 samples served at Albertsons-Safeway
- Online consumer sweepstakes at Gelson's and Raley's
- In-store Great Gelson's California Avocado Festival
- Grilled California Avocados featured in editor's letter in Kroger publication "Living Naturally"
- Articles featuring California Avocados published on retail blogs: Mollie Stone's, Stater Brothers and Gelson's
- Materials for in-store events and one-on-one consultations at New Seasons Markets
- Total Impressions To Date: 1.15M

**Live Naturally**  
YOUR HEALTHY LIFE STARTS HERE

### The Survey Says...

A magazine without one of my favorite things is lacking from readers. Putting a magazine together is a process, and we don't do it just to share the healthiest, most nutritious recipes and the most current and interesting news and advice on food, nutrition, wellness, new products and trends.

We recently ran a reader survey and are grateful to those who responded - about 2,000 of you! - to let us know what you like about the magazine and what you'd like to see more of. Five lucky respondents received a \$250 grocery card.

**FROM THE HEARTY GRILLED AVOCADO RECIPE FROM CALIFORNIA AVOCADOS, VISIT [LIVENATURALLYMAGAZINE.COM](http://LIVENATURALLYMAGAZINE.COM)**

**FROM THE TRUTH ABOUT SUGAR ARTICLE FROM CALIFORNIA AVOCADOS, VISIT [LIVENATURALLYMAGAZINE.COM](http://LIVENATURALLYMAGAZINE.COM)**

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**manuel.villacorta**

**Your Supermarket Dietitian**

**SAFEWAY**

**159 likes**

manuel.villacorta Thrilled to be one of the first Safeway's supermarket dietitian and happy to be featuring one of my favorite fruits, California Avocados 🥑 Making a delicious California Roll Poke Bowl @ca\_avocados #sponsored #registereddietitian #manuelvillacorta #hearthealth

**STATER BROS.**

WEEKLY AD & MORE RECIPES OUR STORE ABOUT US

**THE BEST WAY TO TELL IF YOUR AVOCADO IS RIPE**

**AVOCADO TIPS! CHOOSING AND RIPENING**

*Ripe or Unripe, You Decide*

Sometimes choosing the perfect avocado at the store can be tricky. Depending on their stage of ripeness, and when you plan to enjoy your avocados, it's certainly one of the most important steps on your avocado enjoyment journey. But we are here to help with these informative tips provided by the [California Avocado Commission](#).

**Post Details**

**Raley's**  
Published by Chris Collins (H) · May 22 at 12:01 PM

**SWEEPSTAKES**

It's California Avocados season! Let's celebrate 🥑 Enter to win a California Avocado Culinary Gift Basket, a case of California Avocados and a \$50 gift card valid at Raley's, Bel Air, and Nob Hill Foods!

**ON THIS POST:**

1. Tell us your favorite spring or summer California Avocado recipe or usage idea
2. Tag an avocado-loving friend

Sweepstakes ends Tuesday, 5/28/19 at 11:59 p.m. One (1) entry per user. Three (3) winners randomly selected. Official Rules: <http://bit.ly/30CbfmS>

Performance for Your Post		
44,636 People Reached		
2,322 Reactions, Comments & Shares		
1,446 Like	1,428 On Post	18 On Shares
104 Love	100 On Post	4 On Shares
3 Haha	3 On Post	0 On Shares
9 Wow	9 On Post	0 On Shares
636 Comments	540 On Post	96 On Shares
127 Shares	126 On Post	1 On Shares
1,486 Post Clicks		
802 Photo Views	46 Link Clicks	638 Other Clicks
NEGATIVE FEEDBACK		
6 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	

44,636 People Reached 3,808 Engagements **Boost Post**

Lynn Bai, Estela Estefany and 15K others 477 Comments 126 Shares





HOME

REVENUE

CONSUMER ADVERTISING

ONLINE & SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## RETAIL – RETAIL COMMUNICATIONS ASSETS

Three (3) California Avocado Superfood Spotlights were developed and distributed to Retail RDs at CAC’s top-tier accounts; 1,125 copies were distributed to consumers at point of purchase during California Avocado season



CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

### CALIFORNIA AVOCADOS THREE REASONS TO EAT IN-SEASON

**WHAT DOES IT MEAN TO EAT “IN-SEASON”?**

It means enjoying fruits and vegetables in their natural growing season, like Fresh California Avocados in spring and summer. Did you know that the State of California produces over a third of the country's vegetables and two-thirds of the country's fruits and nuts? And, among those fresh produce items are California Avocados. Mother Nature's perfect goodness.

**There are three BIG reasons to eat in-season:**

- 1. Flavor:** Freshly picked, in-season produce is at its peak in flavor and nutrition.
- 2. Nutritional Value:** Fresh fruit and vegetables are full of antioxidants and phytonutrients. California Avocados contain the antioxidants vitamin C (4% DV), vitamin E (6% DV), and lutein + zeaxanthin (136 micrograms).
- 3. Smart:** By filling your plate with lots of in-season, delicious, colorful produce, there's less room for less healthy options.

**Seasonal Sensations: Pairing California Avocados with the best of spring and summer all day long**

**SMOOTHIES** – Start the day with a refreshing smoothie; add juicy fresh berries and avocado

**SOUP** – Make ahead your favorite gazpacho with tasty summer tomatoes; add chunks of avocado

**SNACK** – Turn up the heat with a cool California salsa made with fresh watermelon, chiles and avocado

**SALAD** – Toss a main salad with grilled chicken or fish, and tasty summer tomatoes and chunks of avocados

**SUPPER** – Enjoy a satisfying entrée made with delicious, nutritious California Avocados, get creative and try them in stuffed bell peppers, grain bowls, pasta, or as a topping on your favorite protein

**SWEETS** – Drizzle slices of juicy summer stone fruit and creamy avocado with honey for a light dessert

**California Avocados:  
Fueling an active lifestyle**

Eating avocado is a great way to fuel an active lifestyle. The body needs to replace electrolytes it loses from sweating, especially in the summer months that coincide with California Avocado season (April-August). Potassium is an electrolyte and helps muscles contract and regulate fluids and mineral balance in and out of body cells. Healthy avocados contain 250 mg of potassium (6% DV) per 50 g serving.

California Avocados are in season spring through summer. Look for California on the label!

Follow us on Twitter, Instagram or Pinterest @CA\_Avocados or Like us on Facebook at Facebook.com/CaliforniaAvocados or Visit CaliforniaAvocado.com  
California Avocado Commission 12 Mauchly, Suite L Irvine, CA 92618 800.344.4333

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

### CALIFORNIA AVOCADOS COOK LIKE A CALIFORNIAN: FRESH, FLAVORFUL, FUN!

Cook like a culinary superstar with Mother Nature's perfect goodness. California Avocados! The avocado toast trend has "spread" across the country but cooking like a Californian is so much more. It means you're in for adventure and trying new things. It means fresh, flavorful, and fun!

**How do you cook like a Californian? IT'S AS EASY AS 1, 2, 3.**

- Find a local retailer that sells Fresh California Avocados and look for the California label.
- Pack in the produce! Add strawberries, avocados, and nuts to salads, avocado to smoothies, bell peppers and mushrooms to fritattas; the Californian style of cooking is filled with fresh produce.
- Keep your eye on cooking for health and wellness! Providing nourishing foods for your body, like heart-healthy\* superfood California Avocados, fits in perfectly with the active California lifestyle. Just one-third of a medium California Avocado (50 g) has 80 calories and contributes nearly 20 vitamins, minerals, and phytonutrients, making it a perfect snack whether you're hiking in the mountains or catching a wave at the beach.

**So, give fresh, flavorful, and fun cooking a try with my recipe on the back for California Avocado Loaded Sweet Potatoes.**

**FRESH:** California Avocados bring the fresh to Californian cuisine. Slice, mash, cube, toss, spread, mix in. No matter how you enjoy it, simply add delicious, nutritious avocado to your favorite meal and relax in the West Coast sun!

**FLAVORFUL:** Say farewell to boring spreads and hello to the rich, creamy favor that California Avocados bring! There's no question, you have the most popular dish at the summer potluck when you add wholesome California Avocados.

**FUN:** Good food, good friends, good old-fashioned fun! That's what you can expect when California Avocados are invited to your gathering. Add them to salads, mash them into dips, or use in baking; the possibilities are truly endless.

Follow us on Twitter, Instagram or Pinterest @CA\_Avocados or Like us on Facebook at Facebook.com/CaliforniaAvocados or Visit CaliforniaAvocado.com  
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\*While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of heart disease.

CALIFORNIA AVOCADO SUPERFOOD SPOTLIGHT

### CALIFORNIA AVOCADOS THE FOOD THAT FITS.

In a world where eating plans can have so many foods that are off limits, it is good to know "heart-healthy" California Avocados are an approved food in most plans. Avocados are extremely versatile and can make everyday dishes healthier by their contribution of naturally good fats and nearly 20 vitamins, minerals and phytonutrients. And, did you know avocados are a good source of fiber? Dietary fiber adds bulk to the diet and can help you feel fuller faster, which can increase satiety and help manage weight.

**Here is a review of some of the current popular eating plans and diets that include avocados among their approved foods:**

DIET NAME	GENERAL DESCRIPTION	BENEFITS
<b>Mediterranean-style Diet</b>	Whole grains, fruits, vegetables, nuts, legumes, fish and seafood, healthy fats like olive oil and avocado, moderate portions of dairy foods, eggs and small amounts of poultry; eat in small amounts: red meats, sweets, eggs and butter	May lead to more stable blood sugar, lower cholesterol and triglycerides, and a lower risk for heart disease and other health problems <sup>1</sup>
<b>DASH (Dietary Approaches to Stop Hypertension) Diet</b>	Emphasizes vegetables, fruits and whole-grains; includes fat-free or low-fat dairy products, fish, poultry, beans, nuts and vegetable oils; limits foods high in saturated fat and sugar-sweetened beverages/sweets	Shown to lower high blood pressure and improves cholesterol levels, reducing heart disease <sup>2</sup>
<b>Vegetarian Diet</b>	Generally, focuses on plants for food, including fruits, vegetables, dried beans and peas, grains, seeds and nuts; excludes meat	Tends to have fewer calories, lower levels of saturated fat and cholesterol and more fiber, potassium and vitamin C than other eating patterns. Vegetarians tend to have lower cancer rates <sup>3</sup>
<b>Vegan Diet</b>	Vegetarian diet excluding animal products	Can get all the nutrients needed from the diet. However, vegans must be careful to eat a wide variety of foods to meet their nutritional needs <sup>4</sup>
<b>Paleo Diet</b>	High protein diet emphasizes lean meats, fish/seafood, fruits, vegetables, eggs, nuts, seeds and healthy oils, eliminates cereal grains, legumes, dairy, potatoes, processed foods, refined vegetable oil, salt and pepper	May help you lose weight or maintain weight <sup>5</sup> . However, there are no long-term clinical studies about the benefits of this diet
<b>Whole 30 Diet</b>	Moderate portions of meat, seafood and eggs; lots of vegetables, some fruit, plenty of natural fats, and herbs, spices and seasonings; eat whole and unprocessed foods; avoid sugar, alcohol, grains, dairy and legumes	May help you lose weight <sup>6</sup> . However, there are no long-term clinical studies about the benefits of this diet
<b>Keto (Ketogenic) Diet</b>	Very low carb diet comprised of fruits, vegetables, fish and seafood, natural fats, meat and cheese; avoids carb foods containing a lot of sugar and starch	There are no long-term clinical studies about the benefits of this diet

Sources: <sup>1</sup>https://medlineplus.gov/ncgi/pt/instructions/000010.html, <sup>2</sup>https://www.nlm.nih.gov/health-topics/dash-eating-plan.html, <sup>3</sup>https://www.health.ny.gov/diseases/conditions/heart\_disease/prevention/prevention\_diet.htm, <sup>4</sup>https://medlineplus.gov/vegan-diet.html, <sup>5</sup>https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/paleo-diet/art-2038882, <sup>6</sup>https://www.hs-niederrhein.de/whole30-program-nutrition/

Note: This list is not a recommendation to use any of the diets above, but a highlight of the eating plans and diets based on the latest information. It is recommended that you consult your physician before starting any diet.

\*While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of heart disease.



HOME

REVENUE

CONSUMER  
ADVERTISINGONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## PBH 2019 EDUCATION2ACTION RETAIL DIETITIAN EVENT

- Sponsored Retail RDs from across the country to attend education event at PMA Fresh Summit
- Participated in Networking Reception
- Provided Retail RDs with topical information at Networking Reception
- Education Retail RDs at in-booth presentation emphasizing unique competitive advantages of California Avocados
- CAC logo featured on promotion materials and signage







- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## RETAIL – RETAIL PROMOTIONS

- Mollie Stone’s kicked off the California Avocado season with a Big Game Sales & Display Contest (January 23 – February 5)
- In February, Mollie Stone’s ran a California Avocado and California Walnut Board co-marketing promotion featuring demos for Heart Health Month (February 6 – February 26)







HOME REVENUE CONSUMER ADVERTISING ONLINE & SOCIAL MEDIA CONSUMER PR RETAIL FOODSERVICE RESEARCH

### RETAIL – RETAIL PROMOTIONS

- Gelson's Big Game Sales & Display Contest (January 23 – February 5)
- Stores experienced sales increases versus prior year

# Gelson's



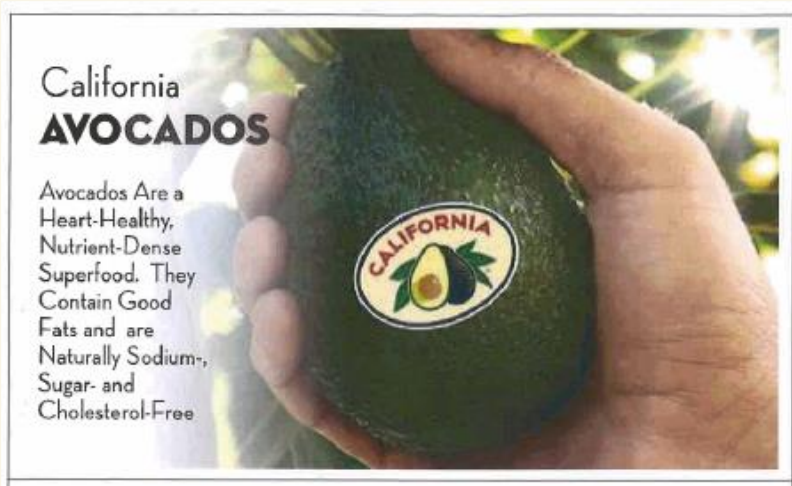


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## RETAIL – RETAIL PROMOTIONS

- Passport to Savings Program (April 3 – May 28)
- California Avocados featured in Bristol Farm’s Passport to Savings digital offers supported by social media, digital materials and in-store signage

# Bristol Farms







HOME

REVENUE

CONSUMER  
ADVERTISING

ONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## RETAIL – RETAIL PROMOTIONS

- California Organic Avocado Demos the week of the Memorial Day
  - 20 Southern California Locations
  - 20 Northern California Locations
  - Demo results showed a double-digit increase in sales over last year
- California Avocado Superfood Bowls video continues to run on the Costco Quick & Easy Recipe Videos website:
  - <https://www.costco.com/quick-and-easy-recipe-videos-entrees.html>



### California Avocado Superfood Bowls

California avocados + beautiful presentation = delicious. [California Avocado Superfood Bowls Recipe](#)



HOME

REVENUE

CONSUMER ADVERTISING

ONLINE & SOCIAL MEDIA

CONSUMER PR

RETAIL

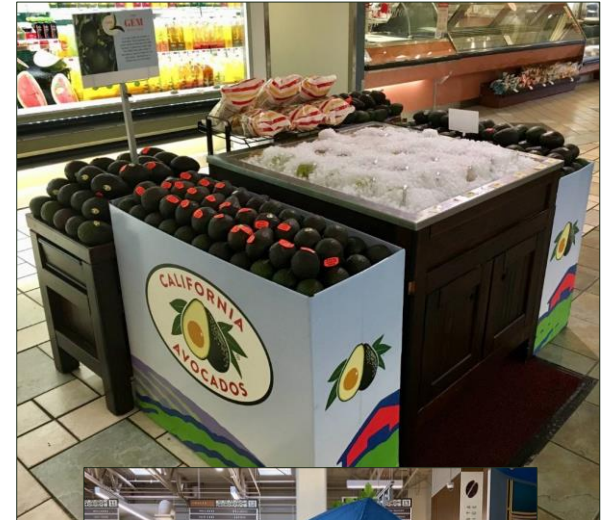
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RESEARCH

## RETAIL – RETAIL PROMOTIONS

June Sales & Display Contest in all 27 locations

# Gelson's







HOME

REVENUE

CONSUMER  
ADVERTISINGONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## RETAIL – RETAIL PROMOTIONS

**Albertsons** **VONS** PAVILIONS

- As part of their Locally Grown program, Albertsons, Vons and Pavilions Locations displayed California Avocados throughout the season
  - California Avocado grower Scott Van der Kar is featured on hanging banners in Albertsons and Vons stores
  - Growers Mike Sanders and Chris Ambuul are featured on display signage and on the display bins
  - Albertsons and Vons utilized customized decals on California Avocado display bins to showcase their fresh California Avocados







HOME

REVENUE

CONSUMER  
ADVERTISING

ONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## RETAIL – RETAIL PROMOTIONS



- Influencer Grove Tour
  - CAC hosted Albertsons-Vons-Pavilions (AVP) Influencer Brandon Matzek from Kitchen Konfidence (<http://www.kitchenkonfidence.com>)
  - Mike Sanders and Chris Ambuul hosted the grove tour at Rancho Santos Tomas
  - AVP created and posted a video on their social channels





HOME REVENUE CONSUMER ADVERTISING ONLINE & SOCIAL MEDIA CONSUMER PR RETAIL FOODSERVICE RESEARCH

## RETAIL – RETAIL PROMOTIONS

- Raley’s produce managers competed in July to sell the most California Avocados to win a place for the Raley’s Annual Passion Tour
- California Avocados on display with added impulse displays around the store
- Raley’s Something Extra digital weekly special July 17
  - Featured California Avocados 2 for \$4.00







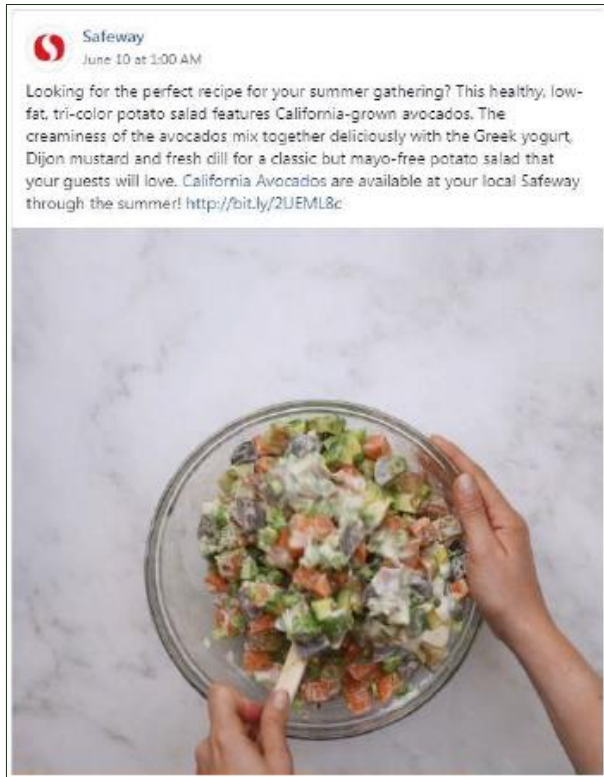
- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## RETAIL – RETAIL PROMOTIONS

- Two-week Social Media Campaign in June
- Resulted in highest engagements of this level funding for the division



Southwest





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## RETAIL – RETAIL PROMOTIONS



- Sam's Club June 16 - June 17 in-club events
- 103 clubs in CA, NV, AZ, CO, NM
- \$342,000 in weekly sales for participating clubs
- Club average sales of \$3,300 for the week



- Walmart pre-July 4th in-store demos in 40 Walmart locations in California
- Sampled California Avocados with Tajin
- Sales up 24% vs. week prior, plus 36% vs. same week year ago







- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## RETAIL – RETAIL PROMOTIONS

- Big Book Ad: June
- Sales contest: June 19 – July 4
- Social media posts
- California Avocado Toast Three New Ways recipe video



Oregon

4 WEEKS OF GREAT OFFERS! Prices Effective: June 3 – June 30, 2019

**BIG BOOK OF Savings**

Card not required in Albertsons

01M01

**57¢ ea**  
When purchased in Calavo 2-lb. bag

**3.99 ea**  
Club Price

Hass Avocados 2-lb. bag



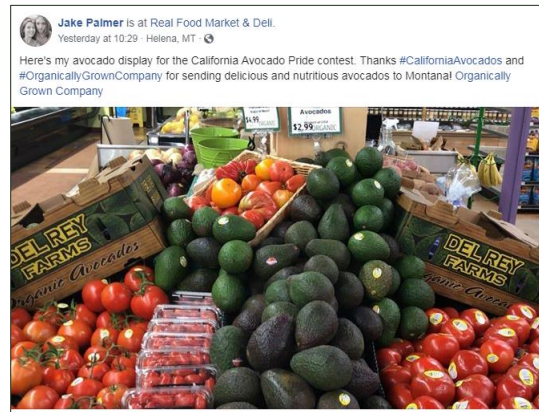


- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## RETAIL – RETAIL PROMOTIONS

- Distributors Serving Regional Chains & Independents
- Organically Grown Company
  - PCC Markets
  - Newport Stores
- Sales contest (June 10 – June 23)
- Social media display contest
- California Avocado Zucchini Flatbread recipe video
- Recipe posts for winning

- New Seasons Market
- Metropolitan Markets







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RETAIL

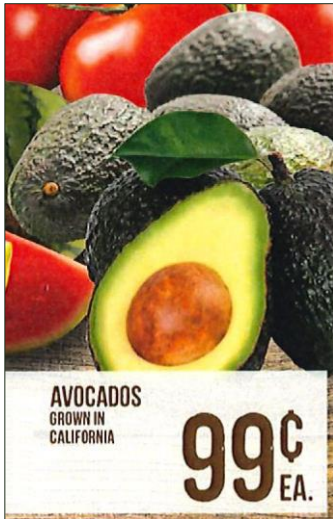
FOODSERVICE

RESEARCH

### RETAIL – RETAIL PROMOTIONS



- IGA and Thriftway retail groups
- Grads, Dads and 4<sup>th</sup> of July Advertising (May – July)



## NEW SEASONS MARKET

- In-store demos in 20 locations in July
- Custom signage





HOME

REVENUE

CONSUMER ADVERTISING

ONLINE & SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## RETAIL – RETAIL PROMOTIONS

### Gelson's

- Late-Season Sales Contest in all 27 locations
- August 19 – September 8



### MOLLIE STONE'S MARKETS

- Late-Season Sales & Display Contest in all 9 locations
- August 28 – September 3





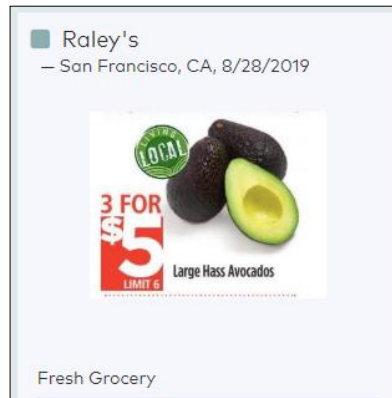


- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## RETAIL – RETAIL PROMOTIONS



- Late-Season California Avocado Promotion
- August 28 – September 3



## NEW SEASONS MARKET

- Custom signage
- Enlarged Displays
- September 1 – September 30





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

RETAIL – TRADE ADVERTISING – PRINT



24 trade print ads ran from March through October 2019



(Campaign ended in July/The Packer Commemorative Issue ran in October)

California Avocados. There is a Difference.

Your consumers look forward to the California Avocado season. They want that delicious California Avocado satisfaction that comes with every bite.

It's no secret there will be fewer this year, which means they will be more anticipated than ever before. So, we'll ensure retailers merchandising California Avocados will have availability *all season long* – especially during the American Summer Holidays.

Talk with your supplier about distribution opportunities. Contact your California Avocado Merchandiser about customized marketing support.

Grown in the U.S.A. For More Information  
800-344-4333  
CaliforniaAvocado.com/Retail

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- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## RETAIL – TRADE ADVERTISING – DIGITAL

### THE PACKER

### THE PRODUCE NEWS

Content from Produce Marketing Association



### PROGRESSIVE GROCER

California Avocados  
CaliforniaAvocado.com/Retail  
There is a Difference!  
1-800-344-4333

Shoppers Look for California Avocados During the American Summer Holidays  
CaliforniaAvocado.com/Retail  
There is a Difference!  
1-800-344-4333

203 trade digital ads ran from March through October 2019

(Campaign ended in July/Produce News PMA video sponsorship ran in October)

## The total impressions for the March through October print and digital campaign was 13,664,771







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# TRADE PUBLIC RELATIONS – NOVEMBER 2018 THROUGH OCTOBER 2019

- Proactive and ongoing reactive outreach to trade media covering California Avocados
- Distributed eight press releases; numerous interviews and coverage from trade media guests at PR events
- Positive news stories reached more than 9.7 million impressions

**California Avocados**  
Rain brings smiles to avocado growers

The April and May rains have been a relief for many avocado growers. The season started around 10-15% below the 175 million pounds, which is about half the volume of last year's crop. It is expected to have continued availability into August with limited volume later. CA's new program includes Fourth of July and summer-themed retail promotions along with supplemental marketing and consumer communications.

**Fresh Plaza**  
California avocado season kicks off

The April and May rains have been a relief for many avocado growers. The season started around 10-15% below the 175 million pounds, which is about half the volume of last year's crop. It is expected to have continued availability into August with limited volume later. CA's new program includes Fourth of July and summer-themed retail promotions along with supplemental marketing and consumer communications.

**THE PRODUCE NEWS**  
Strong Memorial Day avocado demand gets boost from CA

Memorial Day weekend is one of the strongest periods of the year for avocado consumption, leading to a surge in demand for the fruit. The California Avocado Commission has an action plan that target retailers who can handle the fruit around the holiday.

**AGNET**  
Perdue Observes Challenges Facing California Avocados First-Hand

U.S. Secretary of Agriculture Sonny Perdue recently toured a farm in San Diego to better understand how California avocado growers are facing challenges.

**California Avocado Commission**  
California Avocado Commission launches Summer Entertaining program

The California Avocado Commission has launched a new Summer Entertaining program to support the local avocado industry through the remainder of the season.

**THE PRODUCE NEWS**  
California Avocado Commission launches Summer Entertaining program

The California Avocado Commission has launched a new Summer Entertaining program to support the local avocado industry through the remainder of the season.

**Perishable News.com**  
California Avocado Season Marketing Support Begins

Perishable News.com is providing marketing support for the California Avocado Commission's new Summer Entertaining program.

**California avocados take over Little Italy Food Hall**

California avocados are featured prominently at the Little Italy Food Hall, showcasing their versatility in various dishes.

**The Packer**  
U.S. California's avocado supply remains tight but expected higher next year

California's avocado supply remains tight due to weather conditions, but is expected to increase next year.

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**PERIMETER**  
Avocados remain huge retail draw

Avocados continue to be a top fruit drawing customers into produce departments across the United States.





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# TRADE PUBLIC RELATIONS – NOVEMBER 2018 THROUGH OCTOBER 2019

- News highlighted California Avocado crop updates and marketing programs
- Trade PR coverage was particularly strong in Q4 with articles about CAC's PMA Fresh Summit activities with positive 2020 crop outlook, plus Spann's World Avocado Congress presentation and Arnett's promotion

**Fresh Plaza**  
 Biggest problem facing avocado sector in coming years will be supply, not demand  
 The second day of the World Avocado Expo saw many interesting sessions on the technical, agronomy and business sides of the avocado industry. As well as a session on past, present and future marketing, the main use of the effective growing of trees, there was a session on marketing available in markets around the world.

**Perishable News.com**  
 Early Projection For Increased 2020 California Avocado Volume Central to Commission Discussions at PMA Fresh Summit

**THE PRODUCE NEWS**  
 WFP Breakfast inspires and empowers lady leaders  
 BY MAGGIE HANNA AND OBED GONZALEZ | OCTOBER 25, 2019

**PERIMETER**  
 California Avocado Commission names VP

**THE PRODUCE NEWS**  
 PMA Fresh Summit 2019 reaches new heights  
 OCTOBER 21, 2019  
 ANAHEIM, CA – Attendees packed the aisles of the trade show floor for the entire 4 hours over two days at the PMA Fresh Summit Convention and Exposition, held Oct. 17-19, here, at the Anaheim Convention Center. The 2019 Fresh Summit drew nearly 24,000 people, setting a new record for attendance.

**THE PRODUCE NEWS**  
 The 411 from PMA Fresh Summit 2019 (Part 2)  
 BY MAGGIE HANNA AND OBED GONZALEZ | OCTOBER 24, 2019

**THE PRODUCE NEWS**  
 Monica Arnett promoted at the California Avocado Commission

**The Packer**  
 Jan Delyser to moderate Women's Fresh Perspectives

**Fresh Plaza**  
 Bigger anticipated 2020 California avocado crop is focus of PMA Fresh Summit

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**Fresh Plaza**  
 Photos Global Retail Calendar Subscribe

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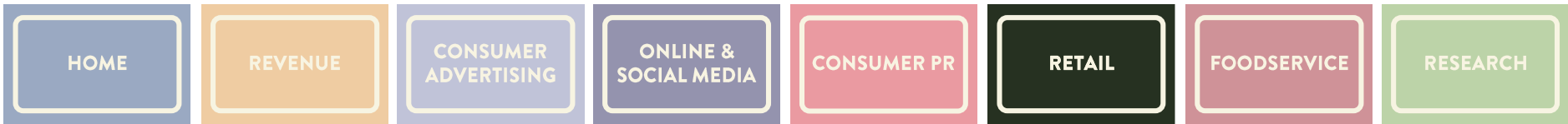
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## RETAIL: EXPORT PROMOTION (IN-COUNTY REPRESENTATION)

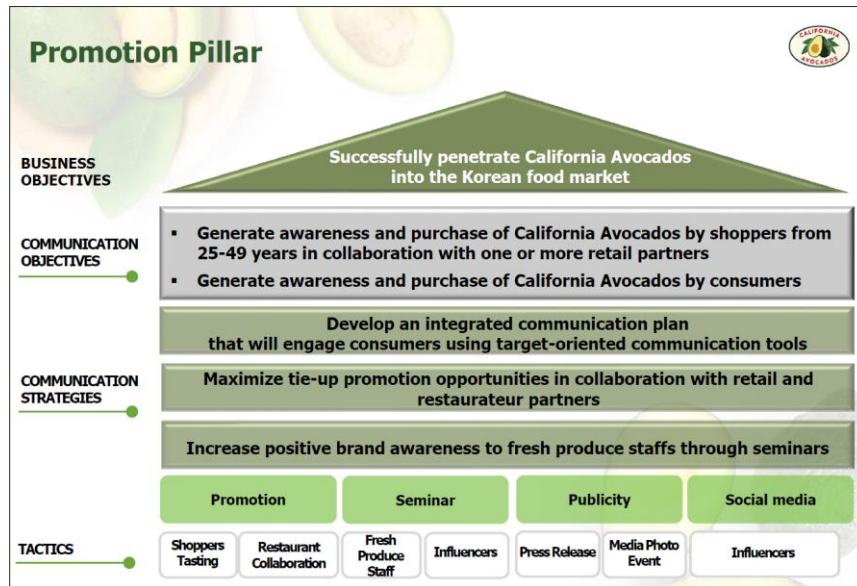
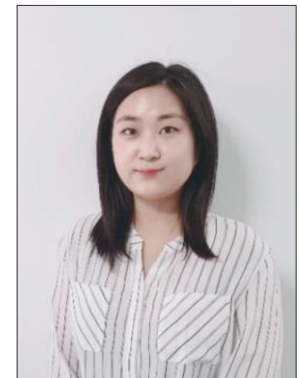
- A request for proposal seeking representation in South Korea to develop and coordinate promotional activities for California Avocados in the South Korean market was submitted in March
- INR Communications in Seoul South Korea was selected in June
- They were responsible for the ongoing management of the promotional activities, submitting progress reports, and preparing a year-end final report evaluating activity results and making recommendations for future activities



Esther Seo Senior Executive Director



Jeesun Youn Senior Account Executive







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### RETAIL: EXPORT PROMOTION (RETAIL)

- Emart in-store tasting events at 37 locations (June 6 – June 31)
- In-store signage (posters) at demo stations
- California Avocado Smoothies were sampled
- Information regarding the health benefits and premium qualities of California avocados
- 51% volume increase vs. year prior
- 72% sales increase vs. year prior





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

### RETAIL: EXPORT PROMOTION (FOODSERVICE)

- Collaborated with JULIO Restaurant to develop new recipes utilizing California Avocados that could appeal to Korean consumers and raise awareness of California Avocados
  - Baked California Avocado Garlic Shrimp and Nonalcoholic California Avocado Margarita
- Table-tents and canvas posters produced for use at JULIO restaurants
- June 26 – July 31



California

**BAKED AVOCADO (WITH SHRIMP)**  
 (베이크드 캘리포니아 아보카도 쉬림프)

SHRIMP ₩14.9

AVOCADO

오븐에서 구운 캘리포니아 아보카도위에 갈릭버터로 팬프라이한 새우를 올렸습니다. 고소한 아보카도와 새우가 어울리는 요리입니다. (avocado, garlic butter, corn salsa, chipotle mayo, cilantro, onion, tomato)

캘리포니아 아보카도와 캘리포니아 아보카도 협회가 함께 만든 요리입니다.

---

**California Avocado Smoothie**  
 (캘리포니아 아보카도 스무디)

₩9.0

잘 익은 캘리포니아 프리미엄 아보카도 1개를 통으로 우유와 갈아만든 스무디입니다. 단맛은 함께 제공되는 수제 애플민트시럽으로 조절하세요.

캘리포니아 아보카도 협회와 함께 만든 음료입니다.







- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## RETAIL: EXPORT PROMOTION (COOKING CLASS WITH CELEBRITY CHEF)

- Two Cooking Classes with Celebrity Chef Min Joo You (June 18)
- The celebrity chef informed participants about the health benefits of California Avocados
- Demonstrated the *California Avocado Frittata*, *California Avocado Smoothie* and *California Avocado Guacamole* recipes
- 28 participants, among them 18 Instagrammers and 13 bloggers

### Web Page

PREMIUM CALIFORNIA AVOCADO

유리주 셰프와 함께하는  
캘리포니아 아보카도  
쿠킹클래스! 참가자 모집

PEAK SEASON SPRING – SUMMER!

지금 먹어야 제일 맛있는 캘리포니아 아보카도로  
우리 가족 영양 챙겨보아요!

**Cooking**

- 아보카도 샐러드 프리타타: 우리 가족 한 끼 식사로 간편한 영양만점의 맛은 캘리포니아 아보카도 샐러드 프리타타
- 아보카도 스무디: 부드러운 식감, 든든한 톨로 한 번 캘리포니아 아보카도 스무디

**Content**

- **신청방법**: 캘리포니아 아보카도를 활용한 쿠킹클래스에 대한 기대감과 감성을 전하는 사진(텍스트)과 함께 본인 블로그(인스타그램) URL을 댓글로 남겨주세요
- **모집기간**: 6월 3일(월)~6월 9일(일)
- **모집인원**: 총 30명 (1부 15명, 2부 15명)
- **쿠킹클래스 일시**: 6월 18일(화)
  - 1부: 오전 10시 30분 - 12시 30분 (15명)
  - 2부: 오후 2시 - 4시 (15명)
- **쿠킹클래스 장소**: 서울특별시 강남구 테헤란로 (잠두점) 2층 201호 (평일 10:00~19:00)



Online Banner

PREMIUM CALIFORNIA AVOCADO

유리주 셰프와 함께하는  
캘리포니아 아보카도  
쿠킹클래스





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## FOODSERVICE – CHAIN PROMOTION COVERAGE THROUGH JULY

2019 Branded Chain Promotions: 8

2019 Completed Chain Menu Ideation Presentations: 5

2019 Chains Contacted: 90

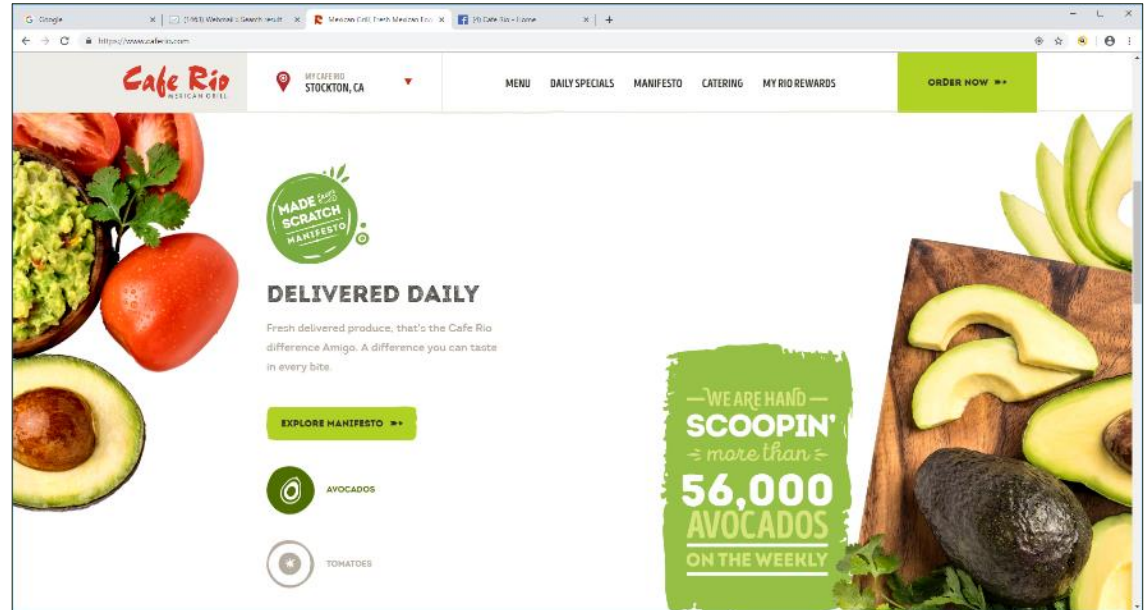




- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## FOODSERVICE CHAIN PROMOTIONS

- June 3 – September 1, 2019
- 126 Units (UT, WY, AZ, NV, ID, MT, CA, WA, CO, DC)





HOME

REVENUE

CONSUMER ADVERTISING

ONLINE & SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

# FOODSERVICE – ONSITE MENU IDEATION SESSIONS



Chile en Avo-gada



The Baaaaad Sheep



NORDSTROM



# Gelson's








- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## FOODSERVICE – PRINT ADVERTISING

- Three print ads in Restaurant Business, FoodService Director and Plate
- Nine insertions resulting in 454,434 impressions




Nickel Diner  
Fresh CALIFORNIA Avocado  
Quinoa Salad

### STYLIZE CALIFORNIA SALADS


Delight your customers spring through summer, menu Fresh California Avocado all day long. From breakfast through dinner, California Avocado adds rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that help maximize customer satisfaction.

Make California Avocado a seasonal signature, because each slice does and says it. Fresh California Avocado encourages another slice, another avocado lover, and another order. For more information, please visit [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice).



CALIFORNIA BY NATURE  
©2019 California Avocado Commission

Nickel Diner – Los Angeles, CA




The Habit Burger Grill  
Santitas Bunless Club with  
Fresh CALIFORNIA Avocado

### ENERGIZE CALIFORNIA BURGERS

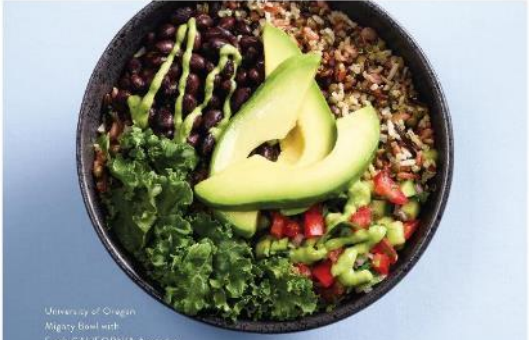
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CALIFORNIA BY NATURE  
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The Habit Burger Grill




University of Oregon  
Mighty Bowl with  
Fresh CALIFORNIA Avocado

### CUSTOMIZE CALIFORNIA BOWLS

Delight your customers spring through summer, menu Fresh California Avocado all day long. From breakfast through dinner, California Avocado adds rich flavor, smooth texture, and Golden State style and energy to any dish – qualities that help maximize customer satisfaction.

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CALIFORNIA BY NATURE  
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University of Oregon



- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE & SOCIAL MEDIA
- CONSUMER PR
- RETAIL
- FOODSERVICE
- RESEARCH

## FOODSERVICE – DIGITAL ADVERTISING

### Recipe Watch

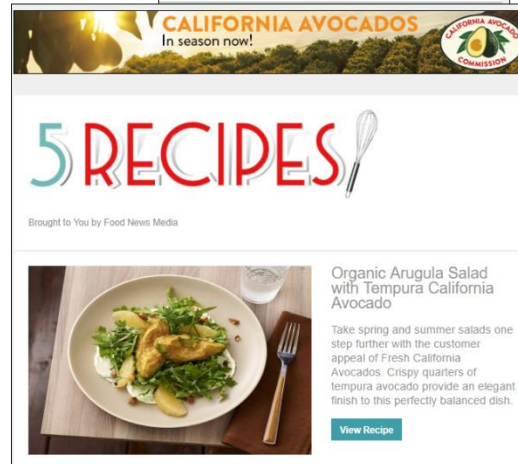
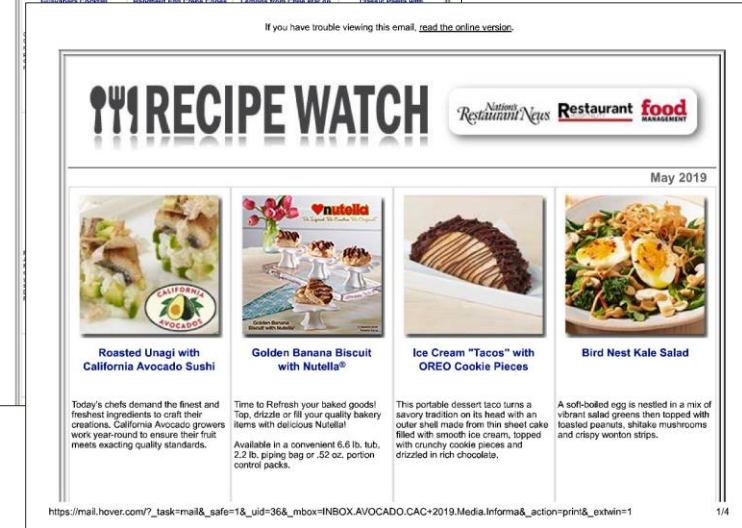
- 6x: Feb – July insertions
- 549,584 impressions
- 1,042 clicks

### Food News Media’s 5 Recipes

- 4x: Feb – July insertions
- 164,744 impressions
- 495 clicks

### RB Daily

- 5x: March – July insertions
- 467,928 impressions
- 186 clicks











HOME

REVENUE

CONSUMER ADVERTISING

ONLINE & SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

### FOODSERVICE – EVENTS

Chain Gang Meeting (February 5)

Int'l Corporate Chefs Association (June 23-25)



Marketing Executive Group (May 15-17)

PMA Foodservice Conference & Expo (July 25-27)





HOME

REVENUE

CONSUMER  
ADVERTISING

ONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## FOODSERVICE – EVENTS

The Flavor Experience (August 19-21)

Global Culinary Innovators Association (Oct 5-8)



Flavor, Quality & American Menu (Sept 10-12)

International Foodservice Editorial Council (Oct 28-30)





HOME

REVENUE

CONSUMER  
ADVERTISING

ONLINE &  
SOCIAL MEDIA

CONSUMER PR

RETAIL

FOODSERVICE

RESEARCH

## CONSUMER RESEARCH: 2019 CALIFORNIA AVOCADO TRACKING STUDY

- Study summary: an online survey of avocado purchasers to measure brand and competitive awareness plus consumer attitudes
- This year the survey questionnaire was trimmed for efficiency
- Study results are used to hone marketing messages to consumers and the trade
- Research fielded August 14-September 11; Board presentation of findings on November 21