



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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KEY PERFORMANCE INDICATORS: NOVEMBER 2019 – OCTOBER 2020

\$0.99

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending October 4, 2020

288.4 Million

Consumer Media Impressions

Includes offline, online and social media impressions through October 2020

970.5 Million

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets, as well as retailer communications through October 2020

17.3 Million

Trade Public Relations Impressions

Retail and foodservice public relations circulation through October 2020

2.3 Million

Consumer Website Visits

Recipe page visits grew 36% versus the same period in the year prior

12

Foodservice Chain Promotions

Number of Foodservice chain promotions completed (70 chains contacted)





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REVENUE: REVENUE – CROP MOVEMENT AND MEASURES

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

Origin	2019/20		2018/19		2017/18	
	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	362	98%	217	100%	338	100%
Chile	9	28%	53	100%	50	100%
Mexico	2,104	98%	1,552	77%	1,534	80%
Peru	161	86%	178	100%	174	100%
Other	9	116%	11	100%	3	100%
Total	2,645	96%	2,011	81%	2,099	84%
*based on current projections					Source: HAB/CAC	





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL FOODSERVICE RESEARCH

REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year											
		November 1 -October 31, 2020					November 1 - October 31, 2019				
		Size %	(millions)		Avg Lug \$	Consigned	Size %	(millions)		Avg Lug \$	Consigned
Grade	Size		Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	11%	33.8	54.7	\$ 41.24	2%	11%	17.0	38.3	\$ 57.03	1%
	48	37%	115.3	187.4	\$ 41.03	1%	39%	62.8	145.8	\$ 58.49	1%
	60	25%	78.8	113.4	\$ 36.28	1%	25%	39.5	85.5	\$ 54.80	1%
	70	13%	39.3	43.7	\$ 28.01	1%	12%	19.2	38.0	\$ 50.48	2%
	84	6%	18.6	16.4	\$ 22.20	1%	5%	8.8	12.7	\$ 36.73	2%
	Other	8%	26.4				9%	13.8			
	All	100%	312.2	454.9	\$ 36.79	1%		161.1	349.1	\$ 54.89	1%
Hass #2s	All		24.9	24.5	\$ 26.13	6%		10.5	19.7	\$ 48.25	2%
Hass Organic #1	All		32.3	67.7	\$ 53.12	1%		18.1	49.1	\$ 68.51	1%

California Avocado Region Distribution - This Year vs. Last Year											
		November 1 -October 31, 2020				November 1 - October 31, 2019					
		Region %	(millions)		Avg Lug \$	Consigned	Region %	(millions)		Avg Lug \$	Consigned
Region			Pounds	Dollars				Pounds	Dollars		
EAST CENTRAL		3%	12.9	19.7	\$ 38.89	2%	5%	9.5	23.9	\$ 63.64	2%
NORTHEAST		3%	11.0	17.1	\$ 39.39	1%	4%	8.6	21.4	\$ 62.26	1%
PACIFIC		77%	290.3	420.7	\$ 36.89	2%	76%	152.4	328.4	\$ 54.75	2%
SOUTHEAST		5%	20.1	32.1	\$ 40.06	1%	3%	5.5	12.8	\$ 58.92	1%
SOUTHWEST		4%	14.2	20.9	\$ 37.24	1%	4%	7.1	17.2	\$ 60.64	0%
WEST CENTRAL		5%	17.4	26.2	\$ 37.78	0%	5%	10.1	23.3	\$ 58.09	0%
EXPORT		3%	12.9	21.1	\$ 40.93	0%	4%	7.6	15.2	\$ 50.21	1%



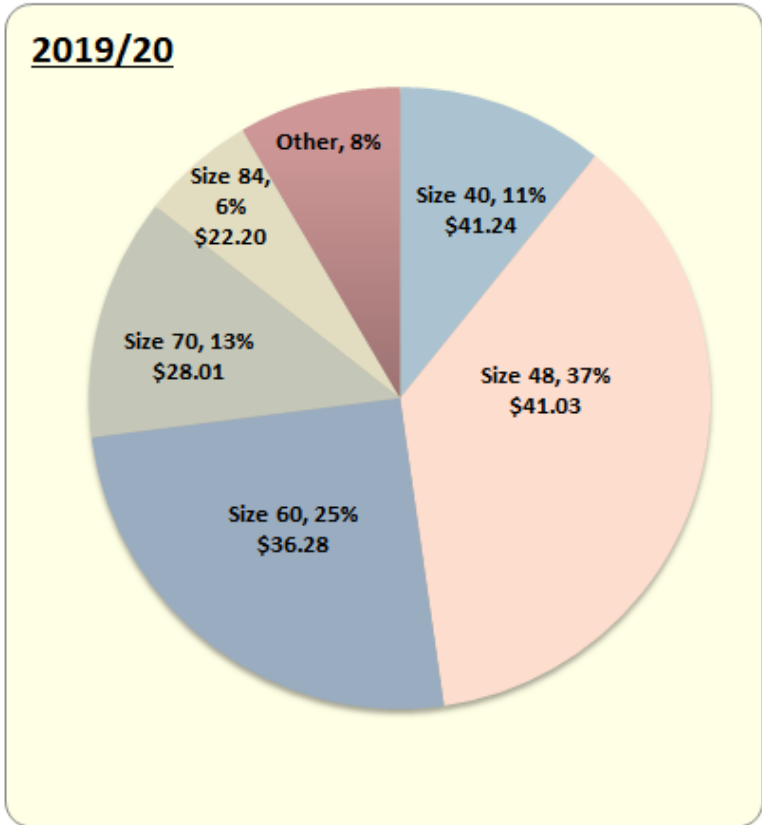


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REVENUE: CROP MOVEMENT AND MEASURES

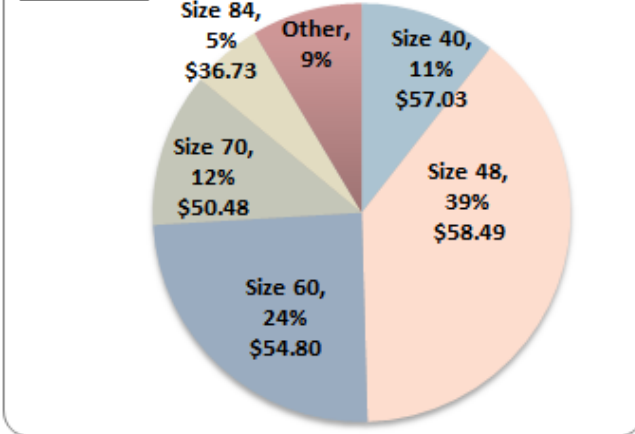
Size Distribution and Average Lug Price

Hass #1 Conventional (November-October)

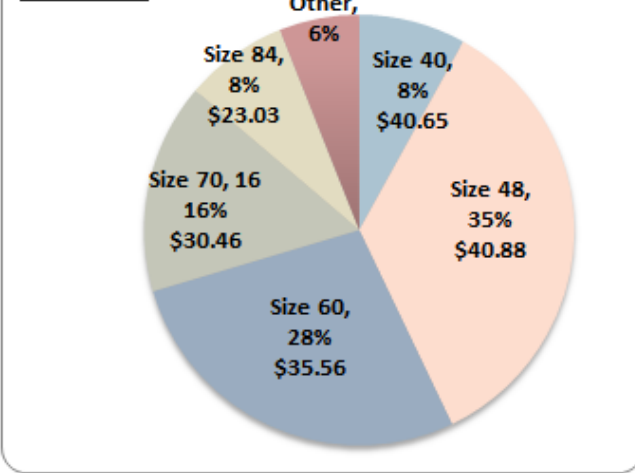


Source: AMRIC

2018/19



2017/18





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REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Sept19</u> <u>(9/19/19-10/6/19)</u>	<u>Sept20</u> <u>(9/7/20-10/4/20)</u>	<u>Variance</u>
Volume (Unit)	165,501,564	200,063,998	+20.9%
Dollars	\$198,226,329	\$197,770,724	-0.2%
Avg. Selling Price/Unit	\$1.20	\$0.99	-17.5%
<u>RETAIL</u> <u>California Season</u>	<u>Apr19-Sept19</u> <u>(4/1/19-9/29/19)</u>	<u>Mar20-Aug20</u> <u>(3/2/20-8/30/20)</u>	<u>Variance</u>
Volume (Unit)	1,098,670,159	1,440,307,557	+31.1%
Dollars	\$1,431,253,503	\$1,599,897,955	+11.8%
Avg. Selling Price/Unit	\$1.30	\$1.11	-14.7%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sept18-Feb19</u> <u>(8/27/18-2/24/19)</u>	<u>Sept19-Feb20</u> <u>(9/2/19-3/1/20)</u>	<u>Variance</u>
Volume (Unit)	1,077,928,095	1,142,514,256	+6.0%
Dollars	\$1,169,288,888	\$1,214,311,703	+3.9%
Avg. Selling Price/Unit	\$1.08	\$1.06	-2.0%





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REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.30



Apr 2019 – Sept 2019
(4/1/19 – 9/29/19)

Avg. Retail Price
\$1.06



Sept 2019 – Feb 2020
(9/2/19 – 3/1/20)

Avg. Retail Price
\$1.11



Mar 2020 – Aug 2020
(3/2/20 – 8/30/20)





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CONSUMER ADVERTISING: OUTDOOR

- 9,090,328 Impressions
- Three locations in Los Angeles, San Diego and San Francisco

San Diego Billboard



Los Angeles Day/Night Billboard

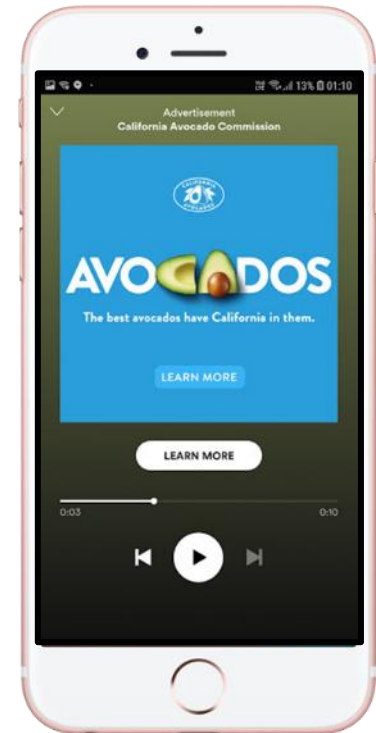
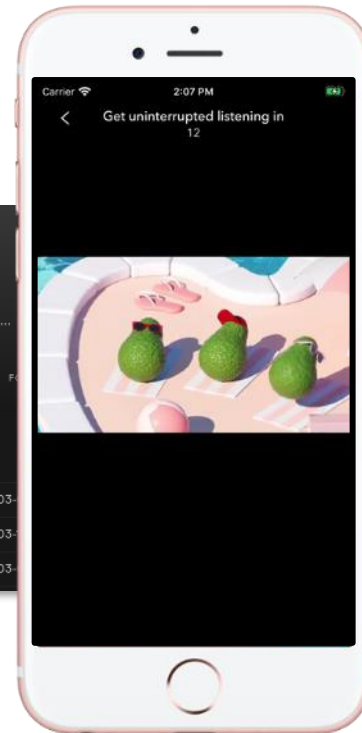


San Francisco BART Train Wrap



CONSUMER ADVERTISING: AUDIO

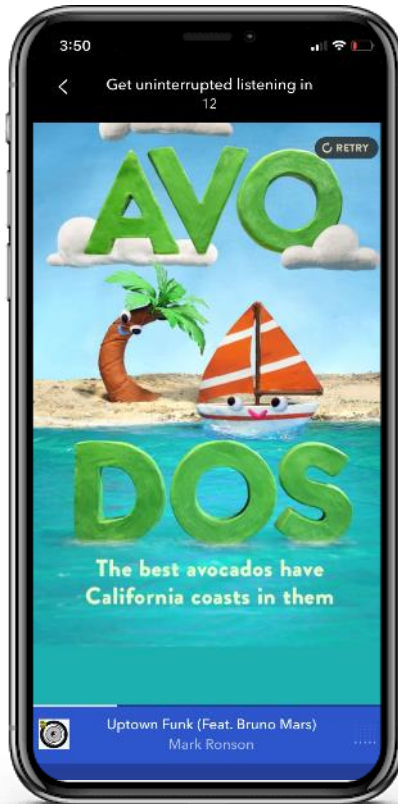
- 32,337,204 Impressions
- 116,517 Clicks with a 0.55% Click Through Rate
- 2,808,680 Video Views
- Sponsored listening sessions, audio, desktop overlays and a custom playlist (via Spotify)





CONSUMER ADVERTISING: AUDIO CUSTOM CONTENT

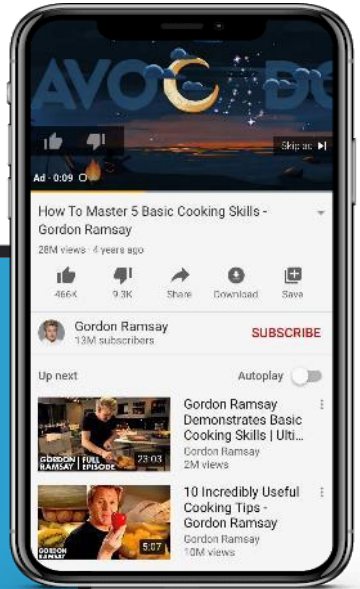
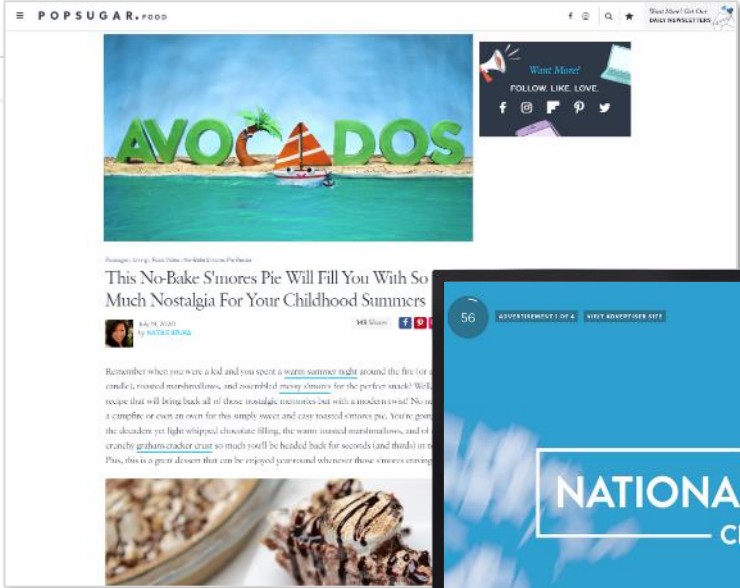
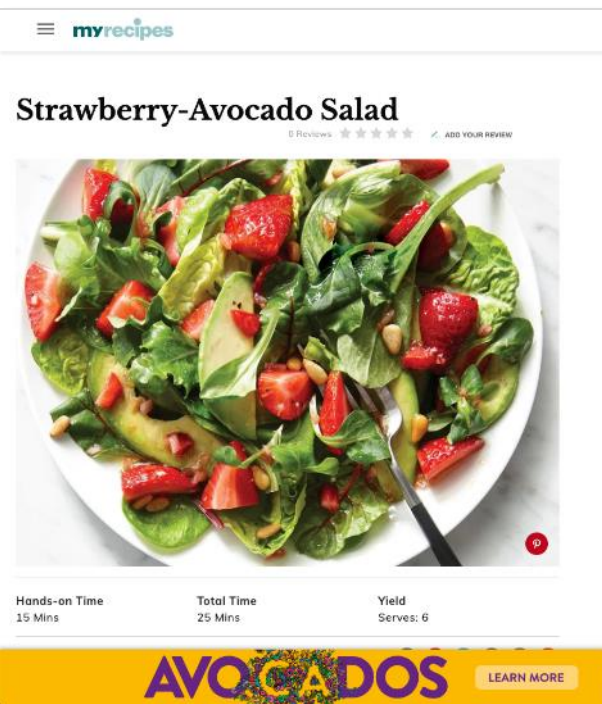
Custom rich media unit that allows Pandora listeners to select “the best thing in California” and interact with motion enabled California Avocado visuals





CONSUMER ADVERTISING: DIGITAL – BRAND

- 153,460,852 Impressions
- 168,865 Clicks with a 0.11% Click Through Rate
- 89,346,055 Video Views
- Digital video, mobile and display banners

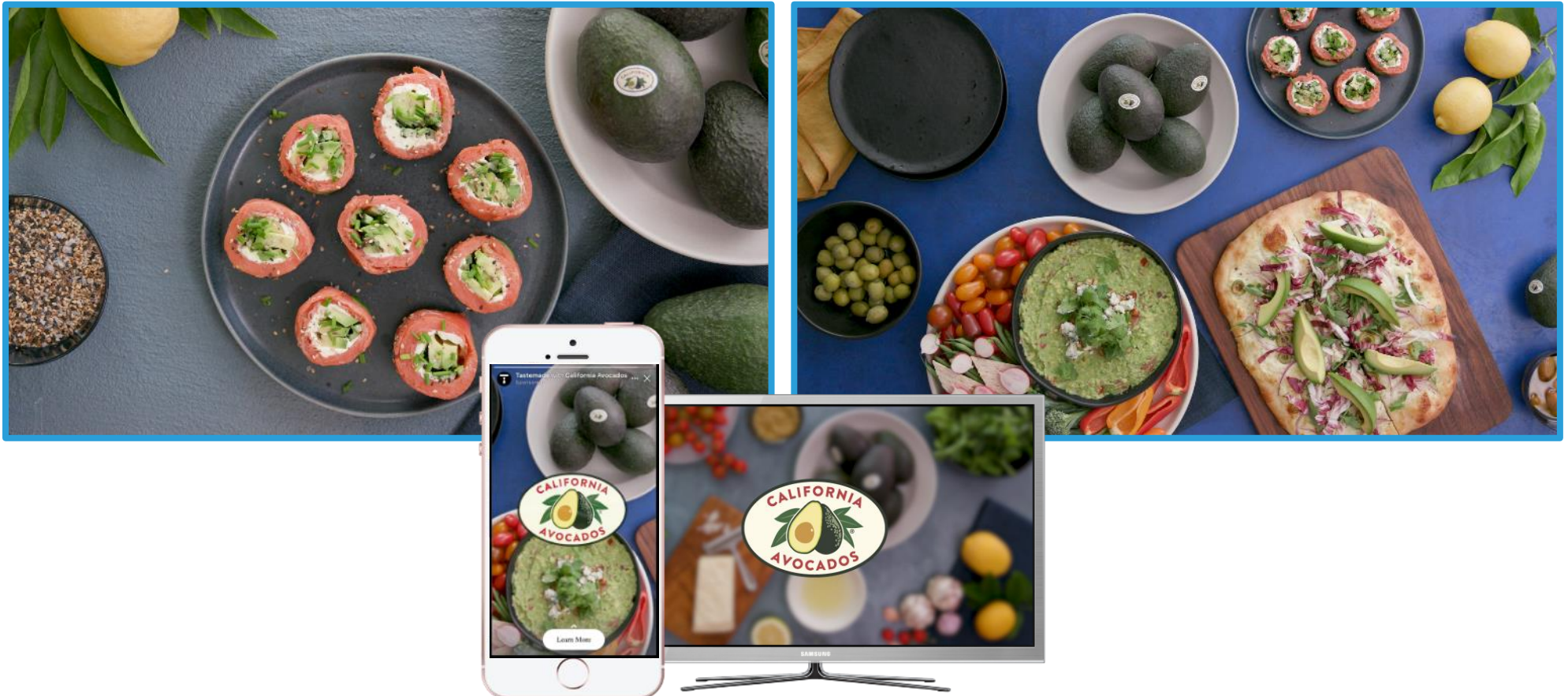




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

TASTEMADE

Custom content including three recipe videos, prominently featuring California Avocados, distributed across Tastemade's Instagram, Facebook and Pinterest along with Tastemade TV

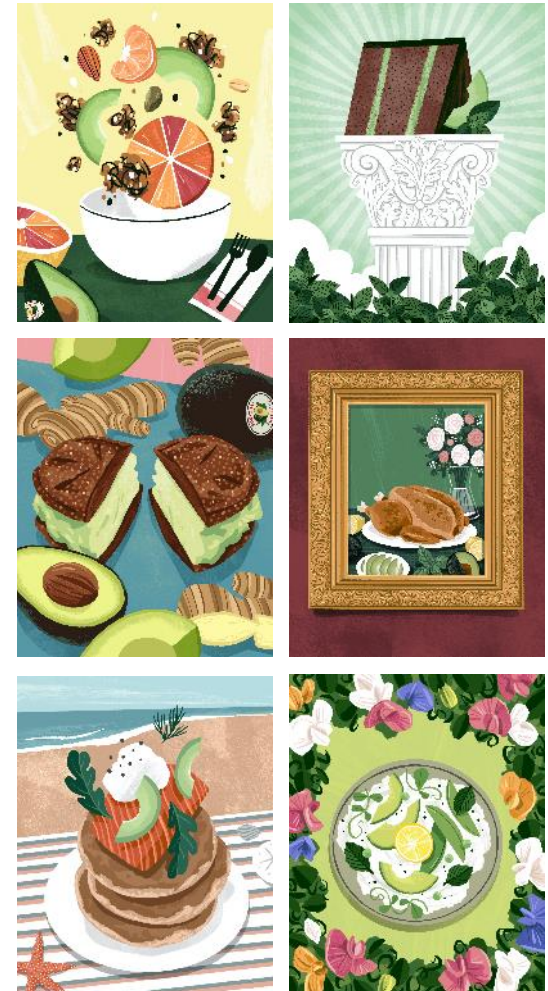
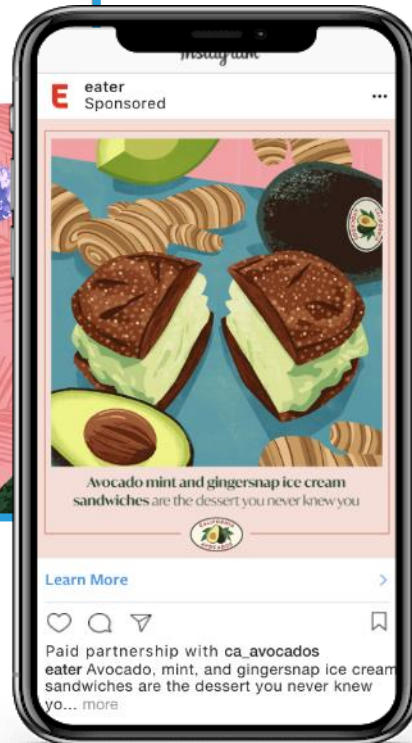




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

A custom recipe hub destination on Eater’s site, featuring six original recipes and illustrations. This was amplified across Eater’s Instagram and Facebook

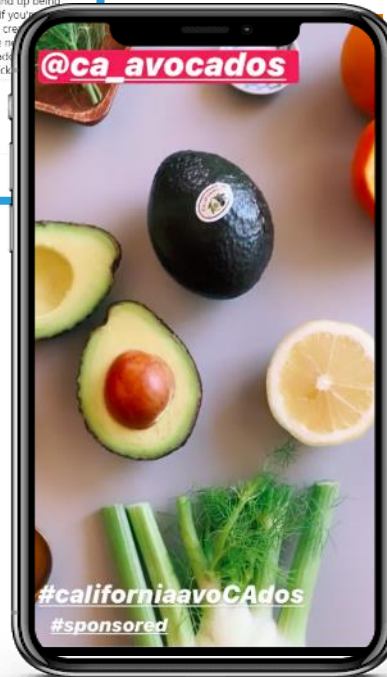
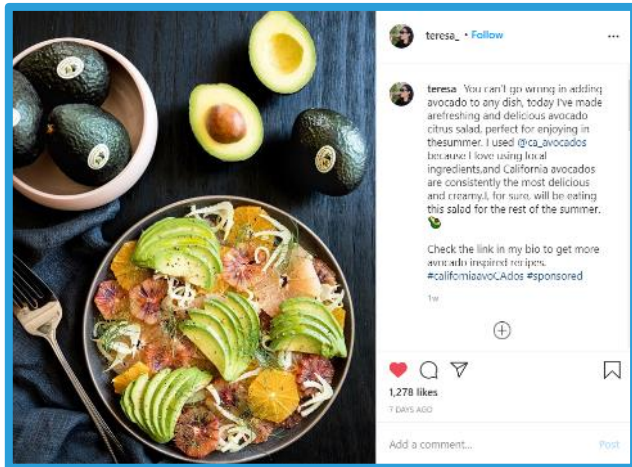
EATER





CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

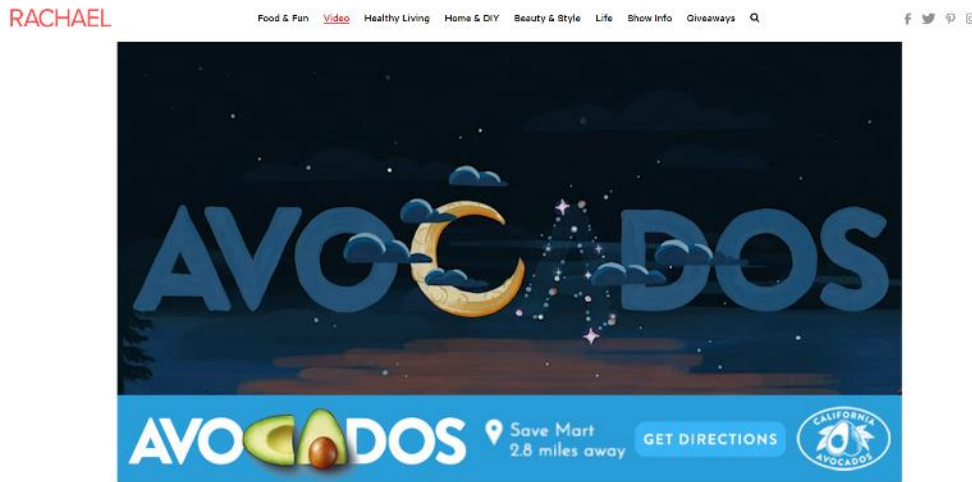
Instagram influencer content, including posts and stories, featuring California inspired dishes





CONSUMER ADVERTISING: DIGITAL – RETAIL

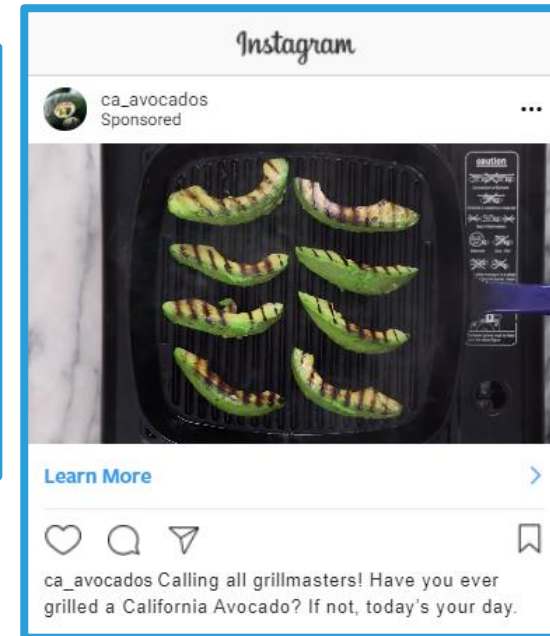
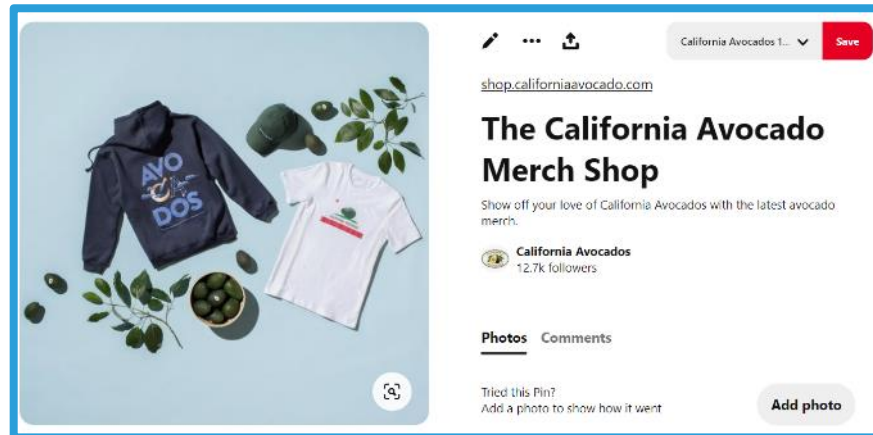
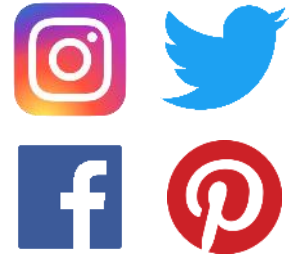
- 9,312,194 Impressions
- 28,696 Clicks with a 0.31% Click Through Rate
- 9,294,211 Video Views
- Store location data to drive users to grocery stores that carry California Avocados





CONSUMER ADVERTISING: SOCIAL – BRAND

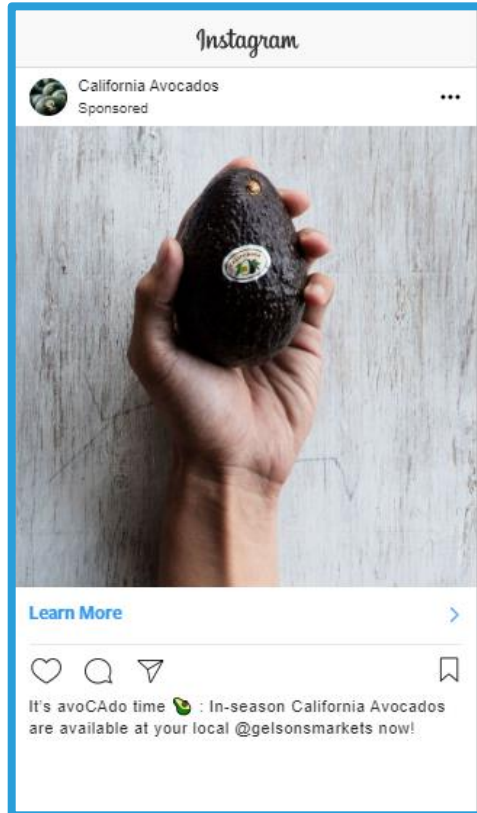
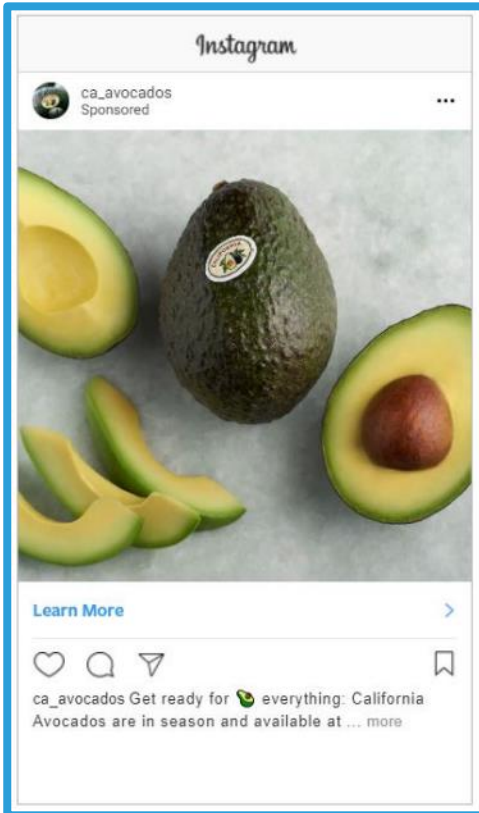
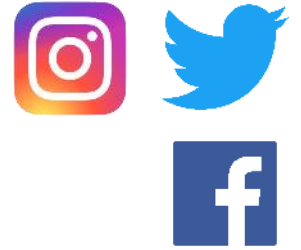
- 24,425,723 Impressions
- 5,545,824 Engagements
- Season-long social advertising across top platforms





CONSUMER ADVERTISING: SOCIAL – RETAIL

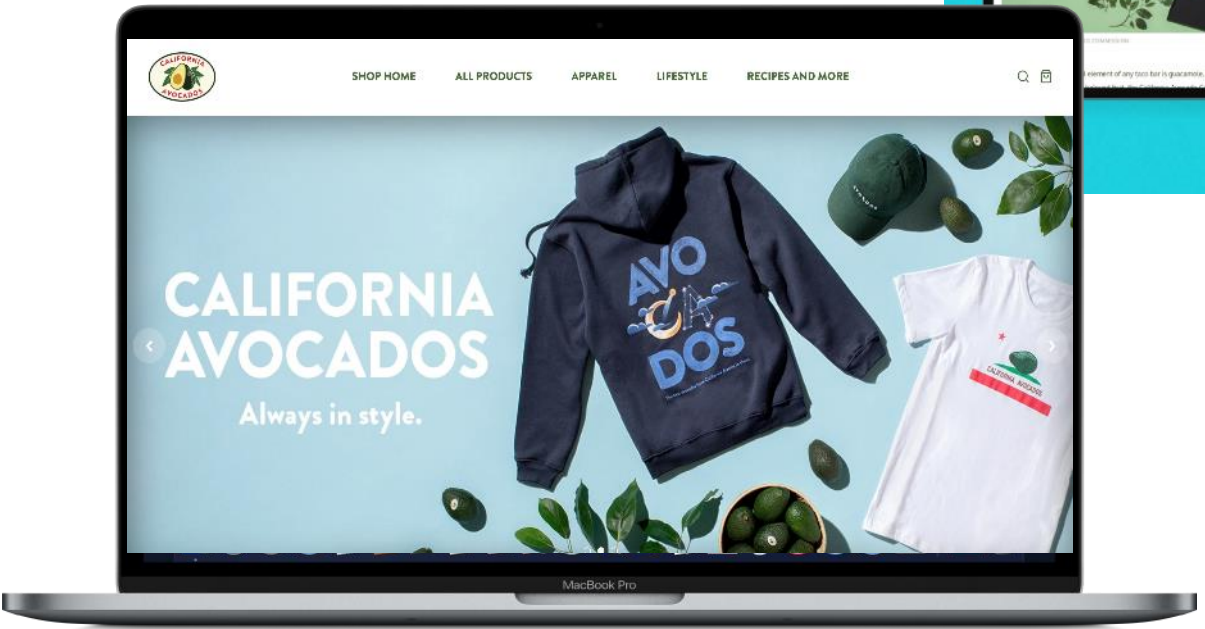
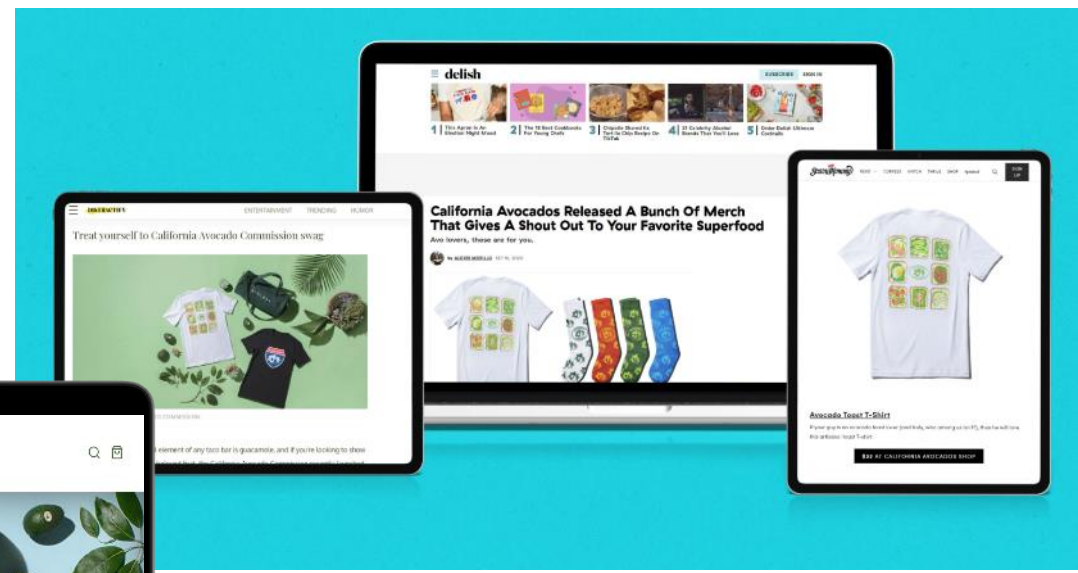
- 301, 142 Impressions
- 2,655 Engagements
- Hyper-targeted social for Gelson’s and Mollie Stone’s





ONLINE MARKETING: CALIFORNIA AVOCADO MERCHANDISE SHOP

- Website: Shop.CaliforniaAvocado.com
- Launched on 9/8
- Email blast sent to consumers on 10/8
- Social Rollout began on 11/10





ONLINE MARKETING: CALIFORNIA AVOCADO MERCHANDISE SHOP



Instagram Influencer content, launched in early October, spotlighting California Avocados merch and driving consumers to the Merch Shop site





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ONLINE MARKETING: NOVEMBER 2019 – OCTOBER 2020

SEARCH RESULTS

- Organic Search Impressions: 57,950,000
- Paid Search Impressions: 1,541,639

CONSUMER WEBSITE

- # of Visits: 2.28MM (3% decrease YoY)
- Page Views / Visit: 1.27 (5% decrease YoY)
- Time on site: 38 seconds (7% decrease YoY)
- Total Page Views: 2.89MM (7% decrease YoY)

CONSUMER BLOG

- # of Visits: 707k (16% decrease YoY)
- Time on site: 3:15 (5% increase YoY)
- NOTE: The blog was *discontinued* as a standalone section of the consumer website on September 15. Comparing only the 10.5 months against FY2019, the decrease in traffic YoY is 8%

SOCIAL MEDIA

- Facebook
 - Total Fans: 324.8K (-1% decrease YoY)
 - Impressions: 2.3MM (-61% decrease YoY)
- Twitter
 - Total Followers: 21.4K (-1% decrease YoY)
 - Total Retweets: 360 (-88% decrease YoY)
- YouTube
 - Views: 11.1MM (270% increase YoY)
 - Subscribers: 2K (60% increase YoY)
- Instagram
 - Followers: 42.3K (-3% decrease YoY)
 - Impressions: 570K (-80% decrease YoY)

EMAIL

- Average Open Rate: 15%
- Click through rate: 1.4%
- Emails Sent: 6 emails to an average of 28k successful deliveries



CONSUMER PR: CALIFORNIA AVOCADO MONTH & CALIFORNIA AVOCADO SUMMER AT HOME

Due to COVID-19 and the required stay-at-home orders, the PR team strategically pivoted from traditional in-person activations to safe, contactless events which continued momentum for California Avocados during the peak of the season

- For California Avocado Month, CAC partnered and coordinated with Chef Jordan Kahn of Michelin-ranked restaurant Vespertine to develop an eight-course meal featuring never-before-seen California Avocado dishes. The meal secured interest from top-tier outlets, such as Eater, Sunset Magazine, Parade, Martha Stewart Living, and POPSUGAR, garnering **93,429,482 impressions**
- Additionally, for CAC’s Summer at Home program, CAC partnered with three award-winning chefs in three distinct markets (Seattle, Portland and Sacramento) to create unique meals, which were couriered to top-tier media from select restaurant partners. This program garnered a total of **62,961,104 impressions**



CALIFORNIA AVOCADO MONTH



CALIFORNIA AVOCADO SUMMER AT-HOME





CONSUMER PR: NEWS BUREAU & SEASON OPENER AT THE JAMES BEARD FOUNDATION

- To officially announce the start of the season, CAC sponsored a San Francisco-based event with The James Beard Foundation and conducted targeted local market outreach
- To remain top-of-mind throughout the season, CAC identified relevant story angles and leveraged its unique perspective and assets to promote with the media
- This year, CAC received media interest for its many recipes, how to freeze/preserve avocados information and more
- Reactive and proactive news bureau media efforts resulted in 716,335,633 impressions

The Beet.

Homemade Chocolate Avocado Ice Cream that is so super easy to make, velvety and incredible! You won't even taste the avocado but will love the chocolate creaminess! These recipes are brought to you by the California Avocado Commission.



The Daily Meal

All Things Food & Drink

Wild Berry Frozen Yogurt & California Avocado Lime Fudge Parfait

June 24, 2020

Try avocados in dessert



Patch

Now's The Time To Rev Up Your Recipe Repertoire: Avocado Tart

Quarantine in the kitchen & whip up this award-winning chef's savory dish made with puff pastry, grapefruit and California avocados.

By Susan C. Schena, Patch Staff
Mar 30, 2020, 1:53 pm PT | Updated Mar 30, 2020, 1:53 pm PT





CONSUMER PR: CALIFORNIA AVOCADO MERCHANDISE SHOP

- To drive awareness, buzz and traffic to CAC’s new merchandise shop, the PR team developed a press release and conducted media outreach to both local and national consumer publications, highlighting California as the inspiration behind the new collection
- Throughout the program, the team secured coverage in various national lifestyle and local media outlets, including Delish, Real Simple, Distractify, Scary Mommy and the Orange County Business Journal (online and print)
- This program garnered 45,387,309 impressions

delish

California Avocados Released A Bunch Of Merch That Gives A Shout Out To Your Favorite Superfood



REAL SIMPLE

The 50+ Best Gifts for Foodies in 2020



DISTRACTIFY

Celebrate National Taco Day 2020 With These Truly Guac-Tastic Deals





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CONSUMER PR: BLOGGER ADVOCATES AND SCOOP BLOG

- CAC partnered with various influencers to develop unique content promoting California Avocados on social media and CAC's Scoop Blog:
 - Six blogger advocates across different themes (health, wellness and lifestyle) and seven additional inspirational bloggers to amplify content during peak season (June – July)
 - Three vloggers (video bloggers) and one recipe developer to create CAC-owned content for the website and social channels
- The blogger advocate program secured more than 3,006,320 blog post impressions, and more than 35,241,846 social media impressions, resulting in a total of **38,248,166 impressions** during the span of the program (March – September)
- The Scoop Blogger program resulted in 10 new videos and 12 new recipes/blog posts for CAC to share on its website and social channels





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CONSUMER/TRADE – LIVING WELL BRAND ADVOCATES (CONT.)

4 new posts for CAC’s The Scoop with dietitian-developed recipes

THE SCOOP BLOG

HOME RECIPES LIFESTYLE

SAY 'SPA-VACADO' WITH CREAMY CALIFORNIA AVOCADO SPA SMOOTHIE

Bonnie Taub-Dix 05 / 27 / 2020

There's a big difference between aging and aging healthfully. As a woman, I've never hidden my age, since feeling my best has been important to me throughout my life. And as a dietitian/nutritionist, it's no surprise I've associated a well-rounded diet with feeling young, fit and invigorated. I have always tried to create recipes that help me feel energized.

THE SCOOP BLOG

Home / The Scoop Blog / Get Cooking With Heart-Healthy California Avocados

HOME RECIPES LIFESTYLE

GET COOKING WITH HEART-HEALTHY CALIFORNIA AVOCADOS

Manuel Villacorta, MS, RDN 06 / 10 / 2020

#best #dietitianrecipe #dietitianlife

SHARE: f t p e PRINT

Despite California's reputation for a healthy and fit lifestyle, I have met with hundreds of men over the past 20 years in my California private practice who come to me overweight. They are concerned about their health and longevity and they don't know where to start on the path to getting healthy. Sometimes, even more so than my female clients.

THE SCOOP BLOG

HOME RECIPES LIFESTYLE

THE MEDITERRANEAN LIFESTYLE WITH CALIFORNIA AVOCADOS

Wendy Jo Peterson 06 / 06 / 2020

With strong evidence supporting the Mediterranean-style Diet's health recommendations in the Dietary Guidelines for Americans and by the American Heart Association, it's no surprise I understand why! The scientific support for eating more fruits, vegetables, whole grains, and the heart-healthy avocado, which contributes naturally...

THE SCOOP BLOG

Home / The Scoop Blog / Cooking for One is Fun with California Avocados

HOME RECIPES LIFESTYLE

COOKING FOR ONE IS FUN WITH CALIFORNIA AVOCADOS

Memo Ingo, MS RDN 08 / 20 / 2020

#dietitianrecipe #dietitianlife

SHARE: f t p e PRINT

Cooking for one often gets labeled as boring, difficult or overwhelming. But I'm here to convince you otherwise. I've been my own roommate for almost 10 years, so I've gathered a few bites of wisdom to share with you so you can be a confident cook for one.





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CONSUMER/TRADE – LIVING WELL BRAND ADVOCATES (CONT.)

9 new consumer and retail friendly recipes for CAC website – 7 developed by dietitians





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: CALIFORNIA AVOCADO RETAIL COMMUNICATIONS RESOURCE KIT

- 4-page electronic resource distributed to retail influencers at key accounts
- Delivered on “why California Avocados” and reinforced CAC as the “go to” resource
- Provided ready-to-use materials to support retail programs and initiatives

California's ideal climate and fertile soil help to produce world-class avocados. Locally responsible and sustainably grown, by most from 2019 survey, California avocados are a great choice for your customers. Find out more at www.californiaavocado.com.

The California Avocado Commission is Here to Assist
We are your go-to resource for everything about California Avocados by helping you provide information to your customers and promoting them to new target areas. Whether you're a local media outlet, retailer, or media influencer, we have the resources you need to get your products in front of your target audience.

- ▶ Local TV & Seasonal Stations
- ▶ Promotional and Seasonal Recipe Handouts
- ▶ Recipe Development
- ▶ Consumer Social Media Content for Your Website and Social Media Platforms <https://bit.ly/3ag2YXh>

California Avocados 101
Everything you want to know is right here with tips for packing, shipping and cutting fresh California Avocados as well as various information about benefits.

Which one is just right?
How to choose the best California Avocado. <https://bit.ly/3S5G3K6>

Cutting to eat good stuff!
How to cut up fresh California Avocados. <https://bit.ly/3h5N4G6>

Not just for your face?
How to use California Avocado. <https://bit.ly/3S5G3K6>

Be good, be good for you!
Lifestyle and health benefits of California Avocados. <https://bit.ly/3Qz6tdo>

Seasonal Stories – Angles and Ideas
Looking for ideas for your local media outreach and social media content during the spring and summer months? Here are some ideas for you.

Benefits of Eating in Season
Consumers eat fresh season produce in higher quantities and are more likely to purchase it. In fact, 80% of consumers who buy seasonal produce are more likely to purchase it again. Here are some ideas for you.

- ▶ **Local Media:** Local news coverage of local produce is a great way to get your products in front of your target audience.
- ▶ **Consumer Social Media:** Consumer social media content for your website and social media platforms.
- ▶ **Recipe Development:** Create new recipes that feature your products.

For your inspiration... Benefits of In-Season Eating
<https://bit.ly/3ag2YXh>

California Avocado Month
Join in California Avocado Month, which celebrates California Avocados from June to August. It's a great time to promote your products and share the benefits of eating in season. Get everyone in on the celebration with an article or TV segment that shares information about in-season California Avocados and helpful tips on how to choose, ripen, store, eat and use avocados, as well as a fresh and fun recipe to share.

For your inspiration... How to Ripen an Avocado Faster and How to Cut an Avocado Safely
<https://bit.ly/3h5N4G6>

American Summer Holidays
Next Summer's #1 Trend: Fresh California Avocados are a great pick for your local media outreach and social media content during the summer months. Here are some ideas for you.

For your inspiration... Dining with California Avocados
<https://bit.ly/3h5N4G6>

Recipes and Product Images for Your Use
Don't have local print or digital advertising space or don't have local TV spots for your products? Here are some fresh recipe ideas and product images for you.

Wild Rice Pilaf with California Avocados
<https://bit.ly/3h5N4G6>

California Avocado Lentil Sweet Potatoes
<https://bit.ly/3h5N4G6>

Better on Squash Avocado Muffins
<https://bit.ly/3h5N4G6>

Bacon, California Avocado & Egg Salad
<https://bit.ly/3h5N4G6>

California Avocado Pico de Gallo with Chicken and Corn
<https://bit.ly/3h5N4G6>

Mediterranean Feta Salad with Fresh California Avocado
<https://bit.ly/3h5N4G6>

In the grocery store, in your kitchen, or on your phone, you'll find images for your use. Download links to content images: <https://bit.ly/3h5N4G6>

Summer Harvest Salad
<https://bit.ly/3h5N4G6>

American Summer Holidays
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<https://bit.ly/3h5N4G6>

Seasonal Stories – Angles and Ideas
Looking for ideas for your local media outreach and social media content during the spring and summer months? Here are some ideas for you.

Benefits of Eating in Season
Consumers eat fresh season produce in higher quantities and are more likely to purchase it. In fact, 80% of consumers who buy seasonal produce are more likely to purchase it again. Here are some ideas for you.

- ▶ **Local Media:** Local news coverage of local produce is a great way to get your products in front of your target audience.
- ▶ **Consumer Social Media:** Consumer social media content for your website and social media platforms.
- ▶ **Recipe Development:** Create new recipes that feature your products.

For your inspiration... Benefits of In-Season Eating
<https://bit.ly/3ag2YXh>

California Avocado Month
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RETAIL: CUSTOMIZED RETAIL INFLUENCERS

Planned and implemented customized programs with Retail Dietitians and Influencers to align with RMDs efforts at top-tier retailers

Total impressions: 14.2 M
Digital and traditional media activations



Due to Covid-19, the planned in-store demos and tastings shifted to Facebook Lives by Albertsons-Safeway dietitians in Northern California. This Facebook Live attracted an audience hungry for fresh ideas. It attracted the largest audience ever for this Nor Cal retailer

Reach: 707,446

Total Program Impressions: 902,854



**Kroger Live Naturally/
 Optimum Wellness magazines
 Impressions: 1,113,000**



Total Program Impressions: 15,487





HOME

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING

CONSUMER PR

CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: CUSTOMIZED RETAIL INFLUENCERS (CONT.)



Secured free placement of grower profile in weekly ad
Total Program Impressions: 7,192,715

NATIONAL AVOCADO DAY - JULY 31
 * FEATURED *
LOCAL GROWER

CALIFORNIA AVOCADOS

CALIFORNIA

Scott Van Der Kar's family has been growing avocados in California for more than 50 years. The Van Der Kar's are one of more than 2,500 California Avocado growers who benefit from California's ideal climate and fertile soil that help to produce world-class avocados.

The production practices he uses ensure he's a good neighbor to everyone. Like his fellow California Avocado growers, Scott's avocados are locally, responsibly and sustainably grown.

California Avocados are picked at their peak from Spring through Summer, delivering true to table freshness to get a few days. That's the California avocado difference.

TASTES FROM CLOSE TO HOME



Raley's · Follow

Let's get week 1 started! Here is the recipe and wine pairing for #California Fresh Herb #Guacamole with #Feta:
<https://www.raleys.com/be-inspired/california-fresh-herb-guacamole-with-feta/> If you make it and want to share, be sure to tag #CAGROWN #HappyHouratHome #CaliforniaWineMonth

Get ready for four weeks of delicious content. In partnership with @cagrownofficial @cal_pears @grapesfromca @caligs @cellarwines @RealCaliMilk @ca_avocados

70 likes
 SEPTEMBER 2

Co-developed 4-week multi-partner promotion for Raley's with CA Grown, "California Happy Hour at Home"

California Avocados were featured in social media posts on Raley's Facebook and Instagram, on their website recipe page and on a Good Day Sacramento TV segment
Impressions: 84,706



Secured free placement of Foodie FAQ highlighting the unique qualities of California Avocados
Impressions: 102,547

Daily Dish *What we are doing for you!*

Search

Foodie FAQs: Avocados
 July 2, 2020

Avocados are always in style, especially when they're grown right here in the Golden State. Whether sliced on an toast, in smoothies or salads, let's give you an idea with a few pro tips and fun facts about California-grown avocados!

Are avocados a fruit or vegetable? Although commonly thought of as classified as a vegetable, avocados are considered a fruit because they meet the botanical criteria for a fruit: fleshy pulp and large seed. One California avocado tree can produce up to 150 avocados for 60 pounds of fruit per season!

Happy Hour at Home!
 RALEY'S, WEST SACRAMENTO

WEATHER YUBA CITY 79/54 SUNNY

Raley's BEL AIR NOB HILL

SHOP · COMMUNITY · OUR PURPOSE · PHARMACY · STORES

California Fresh Herb Guacamole with Feta

The delicious guacamole recipe, courtesy of California-grown pairs well with Sangria or Sauvignon Blanc.

Ingredients

- 8-10 California Avocados, halves with pits removed
- 2 tsp. and juice of 1 large lime or 2 small ones
- 4 tablespoons finely minced red onion, divided
- 6 ounces hot cheddar, cheddar, such as Ballards
- Conchostarter salt to taste
- 1 cup finely green herbs, such as basil, tomato, dill, parsley, scallions, thyme, and cilantro
- To serve: finely sliced, sliced vegetables and chips

Instructions

1. Scoop the avocados halves from their shells and place them in a food mill. Add the rest of the lime juice and 3 tablespoons finely minced red onion. Squeeze well to taste.
2. Use a fork or potato masher to break the avocado down to your preferred texture. Add the rest of onion to combine. Transfer to a serving bowl.
3. Sprinkle the rest of minced red onion and finely sliced over the top. Season immediately with sliced vegetables or tortilla chips.



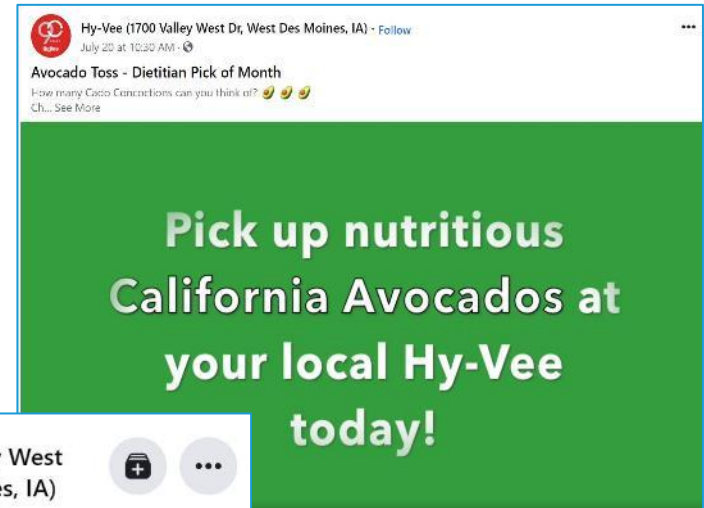
- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: CUSTOMIZED RETAIL INFLUENCERS (CONT.)

During the month of July, Hy-Vee's Retail Dietitians shared how to swap heart-healthy California Avocados in BBQ and picnic favorite recipes provided by CAC



Results:
More than 500 social media posts
Hass Avocados sales increased 17% for July 2020 compared to July 2019
Total Program Impressions: 311,300





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: CUSTOMIZED RETAIL INFLUENCERS (CONT.)

Gelson's

CAC partnered with Gelson's in a fully integrated promotion during their annual Hatch Chile event.

Along with retail activities in the produce and fresh prepared foods departments, unique usage ideas and recipes were featured on social media and Los Angeles regional television broadcast.

Impressions: 4,282,412



Gelson's Markets
12 August · 🌐

California Avocados and roasted #HatchChilies combine to create a luscious smoky sauce in just a few minutes! Order your roasted Hatch Chiles here gelson.com/hatchchilies and try this recipe:

California Avocado Hatch Chile Sauce
Serves: 4

INGREDIENTS
-1 ripe, Fresh California Avocados, peeled, seeded and roughly chopped
-4 roasted Hatch Chiles, peeled, seeded and chopped
-1 cup loosely packed cilantro
-1 lemon, juice only

INSTRUCTIONS
1. Blend all sauce ingredients until smooth.

Serving Suggestion: Brush some of the California Avocado Hatch Chile Sauce on dinner plates and top with grilled steak, chicken or fish. Top with additional sauce or serve alongside. Also makes a zesty spread for sandwiches.

Beverage Pairing: Bright and citrusy sauvignon blanc.

*Large avocados are recommended for this recipe. A large avocado averages about 8 ounces. If using smaller or larger size avocados adjust the quantity accordingly.



STATER BROS.
markets.

STATER BROS. MARKETS
NOW IN STORE

staterbros Did you know that you can grill avocados? It's the perfect time too because summer is peak California Avocado season! And when it comes to grilling, @ca_avocados can play a starring role throughout your meal by not only adding great taste, but a nutrition boost to your appetizer, salad, side, main dish and even your dessert! Just cut in half, de-seed, squeeze lemon or lime

Liked by muddycookery and 450 others
JULY 23

Stater Bros. Markets

Write a comment...

Videos

Meet the Ludera Ranch team. We're happy to...

Page transparency

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - 10 July 2014

Page manager location: United States

Add your business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page

134 likes · 5 comments · 16 shares

Impressions: 165,000





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: RETAIL PROMOTIONS


- Fall Passport Ad with special at 2/\$3 on large bulk avocados
 - 32% increase in Avocado sales with Passport Ad, in addition to merchandising conventional and organic avocados in stores from September through November

Bristol Farms



One-third of a medium avocado (50 g) has 80 calories and contributes nearly 20 vitamins, minerals and phytonutrients, making it a heart-healthy choice to help meet nutrient needs. Although phytonutrients are not essential, research suggests they may promote human health.

clipless coupon



California Avocado Commission
CALIFORNIA AVOCADOS
 Sale price reflected on shelf tag. **SAVE 50¢**





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: RETAIL PROMOTIONS

September and October promotion celebrating Morro Bay Growers and a focus on organic bulk avocados as well. CAC branding displayed via in-store signage and display bins

Gelson's

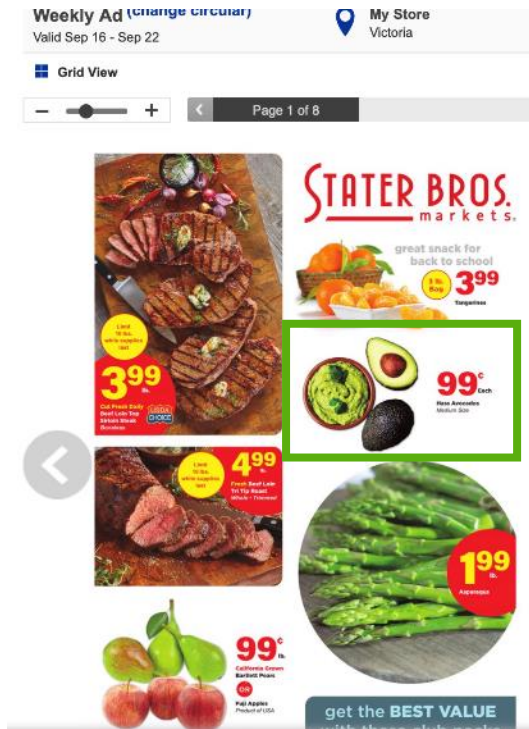




RETAIL: RETAIL PROMOTIONS



- Great late-season support from Stater Bros. Markets with a Labor Day ad, and social media posts featuring California Avocado recipes – average sales lift over 29.6%
- Mid-September ad also promoting California Avocados on the front page
- Spooktacular Ad promoting California Avocados and guacamole recipes





RETAIL: RETAIL PROMOTIONS

- Promotions with California's Hispanic markets broadens California Avocados brand loyalty
 - Late-summer Ads continued in August, September and October
 - Average sales lift 24% - 43% bagged and bulk fruit





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: RETAIL PROMOTIONS

- Feature Ads Labor Day and Halloween
- Online shopper specials
- Co-partnered promotion with CA GROWN campaign
 - California Secretary of Agriculture visited a Raley’s store with their Director of Produce and Floral, Michael Schutt



Raley's. BEL AIR. NOB HILL. FOODS.

extra *Your Rewards Are Here!*
See what you've earned at: raleys.com

- 97¢ lb.** Foster Farms Fresh Whole Fryer Chicken
- 1.97 lb.** LOCAL Holiday Red Seedless Grapes (locally grown in California)
- 3.97 lb.** Raley's Untrimmed Tri Tip Roast (100% Choice Beef, Boneless • Sold in the bag. Call and manage for FREE! Raley's Trimmed Tri Tip Roast Boneness 8.99/lb.)
- 4 for \$5** Large Hass Avocados (H&B Fresh Guarantee We Pick or Ship It!)
- 1.77 lb.** LOCAL Broccoli Crowns (locally grown in California)

Hass Avocados
1 ea

Produce

Hass Avocados

DISCLAIMER

\$2.50 / ea
2 for \$4.00 (\$2.00/ea) **Save \$0.50** Ends Aug 11

ADD TO CART





RETAIL: PCC COMMUNITY MARKETS AND NEW SEASONS MARKET / NEW LEAF MARKETS

- PCC Markets Large Organic Bagged Avocado signs & promotion
- eAd Flyers with New Seasons Market

ORGANIC CALIFORNIA AVOCADOS

Hass avocados turn almost black when ripe. They have an oval shape. Very high oil content.

Grown in California

\$6.99 3 ct
You Save \$1.00



MEAT, SEAFOOD & PRODUCE MEET THE GUNKELS, Growers of the famed Maryhill peach. Nestled along the Columbia River in Goldendale, WA, this third-generation farm sets itself apart from others by hand-picking and shipping only the ripest fruit possible. That's why when you sink your teeth into a Maryhill, you can taste the difference. They're super sweet, juicy and just the way you'd wish them to be so much. But we don't just eat them for their unbeatable flavor, the Gunkels are our friends, and we		BEER & WINE WIDMER BROTHERS BREWING HEFE 6-PACK An iconic craft beer with a rich, malty character and a crisp, clean finish. \$8.99 6pk SUMMITER BREWING COMPANY SELECT 6-PACK CANS A crisp, refreshing beer with a light, citrusy character. \$9.99 6pk 20% OFF CANNED BEER & CIDER Expires 10/31/20. See store for details.	
FIRST LIGHT 80% LEAN WAGYU GROUND BEEF 100% grass fed and finished with no antibiotics or added hormones. \$8.99 5lb IN-SHELL OYSTERS Sustainably farmed in CA and WA waters. \$3.99 1/2 doz NEW LOCAL		NEW LOCAL ROSE An iconic craft beer with a rich, malty character and a crisp, clean finish. \$12.99 ea CECA MARTINI QUINTA DA ESPIGA A light, crisp martini with a hint of citrus. \$7.99 ea	
ORGANIC HASS AVOCADOS SunGrown, Certified, Hass, CA, reg 6055 10.99 3 ct		PREPARED FOODS NEW SEASONS MARKET PARMESAN CHICKEN BREAST Made with 100% chicken breast, parmesan cheese, and a blend of herbs. \$12.99 ea TRUE STORY BLACK FOREST HAM This delicious ham is made with a blend of spices and a touch of honey. \$12.99 ea NEW SEASONS MARKET CAPRESE SALAD A fresh salad with tomatoes, mozzarella, and balsamic dressing. \$8.99 ea SHIMONI CATERING THE BURNSIDE SPICY SHRIMP TEMPURA A delicious tempura with a spicy kick. \$10.99 ea	
NEW SEASONS MARKET ORGANIC FRENCH BAGUETTE Baked fresh daily and perfect for pizza and sandwiches. \$1.29 ea NEW SEASONS MARKET PIE IN JULY From our friends at Willamette Valley Pie Co. in Seaside, OR. \$10.99 ea NEW LOCAL		NEW SEASONS MARKET SHREDDED PARMESAN Made with 100% real cheese. \$10.99 ea NEW LOCAL	

NEW SEASONS MARKET ALL STORES OPEN DAILY 7AM-10PM OR SHOP ONLINE AT NEWSEASONSMARKET.COM/INSTACART PRICES GOOD SEPTEMBER 30-OCTOBER 6, 2020

MAKE DINNER DELICIOUS
 Dinner is always delicious with Smart Chicken. Thoughtfully raised, antibiotic-free, and 100% air chilled.

SMART CHICKEN BONELESS SKINLESS CHICKEN BREAST
 reg \$6.99/lb
\$5.99 lb

NEW SEASONS ALL BULK SAUSAGE
 Made with gluten-free rice protein and no added fillers or binders. Great for a quick and easy meal. **\$6.49-6.99** lb

ATLANTIC SAPPHIRE BLUEHOUSE SALMON FILLET
 Sustainably farm-raised indoors in an eco-friendly, self-contained environment. Enjoy steamed, grilled, or seared. **\$13.99** lb

MORRO BAY HASS AVOCADOS
 Rich, creamy, and full of flavor. From Shanley Farms in Morro Bay, CA. **\$1.99** ea

FRANZ PREMIUM BAGELS
 Selected Varieties **\$1.99** ea

LACROIX SPARKLING WATER
 Assorted Varieties **\$2.99** ea

STUMPTOWN COFFEE ROASTERS COFFEE
 Selected Varieties **\$12.99** ea

20% off HARD CIDER
 SEPT 30-OCT 6
 Limited to stock on hand. No additional case discounts.

Want to have the full flyer delivered to your phone? Just text FLYER to 54967.





RETAIL: RETAIL PROMOTIONS



- 3 weeks in



- 2 weeks in



- 2 weeks in




Save \$1.00 on 4 California Avocados when you buy FOUR (4) California Avocados, any size. Excludes organic.

Exp 08/08/2020

Load to Card



- California Avocado Video served up on Costco Facebook, Instagram and Pinterest channels
- Two separate campaigns with over 90 MM impressions
 - Facebook first campaign
 - Instagram and Pinterest campaigns followed



OVER 250,000 AVOCADOS SOLD





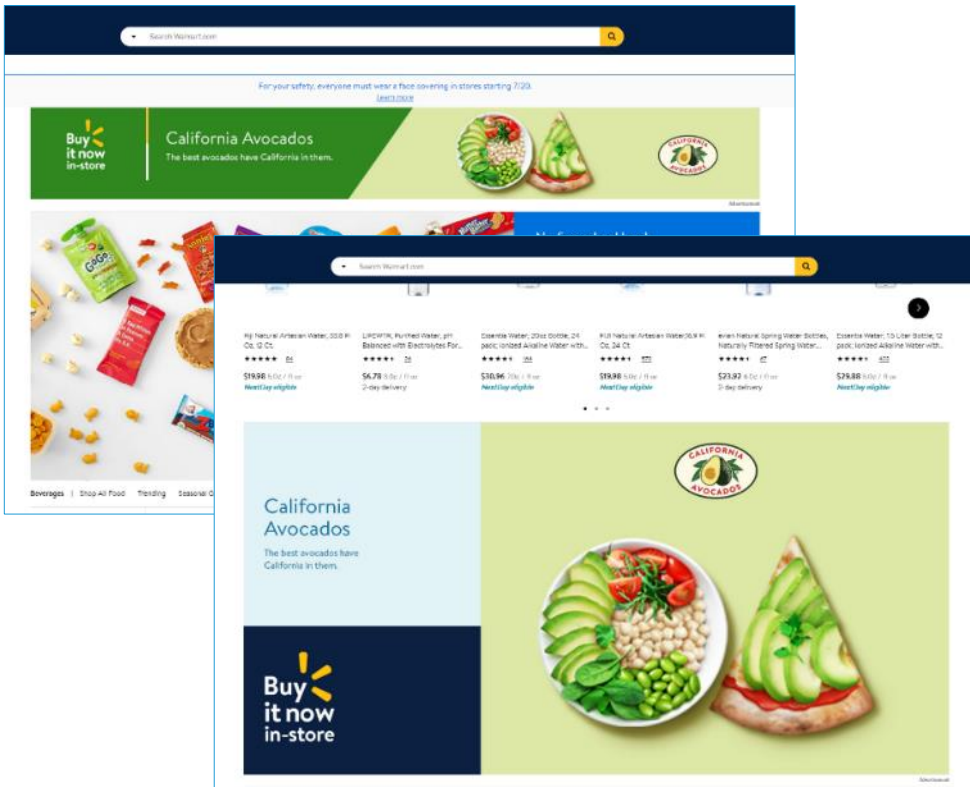
RETAIL: RETAIL PROMOTIONS

- Walmart & Sam's Club campaigns total over 90 MM impressions



- Geo-targeted digital advertising in August

- Digital ads served on geo-targeted basis around clubs serviced out of Riverside California Distribution Center (CA, AZ, NV)
- Campaign began August 12





- HOME
- REVENUE
- CONSUMER ADVERTISING
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- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: RETAIL PROMOTIONS



- Digital coupons featuring a boosted email offer with recipe inclusion – two events



SAVE 10%
FRESH CALIFORNIA AVOCADOS
 Limit 5 per account

VIEW COUPON

SIMPLY Schnucks
5 MEALS FOR \$50 OR LESS
 Start with a dinner party, end a great new plan and save time to feed a family of four all week. And because these recipes utilize leftovers, you won't eat the same thing twice!

 monday TROPICAL BURRITO BOWLS VIEW RECIPE	 tuesday HONEY GARLIC CHICKEN AND POLENTA VIEW RECIPE
 wednesday HUNGARIAN CHICKEN PAPRIKASH VIEW RECIPE	 thursday BLACK BEAN CHILI AND RICE VIEW RECIPE
 friday SOUTHERN BARBECUE WAFFLE STACK VIEW RECIPE	 WEEK IN REVIEW Check out the recipes and shopping list for this week. LEARN MORE

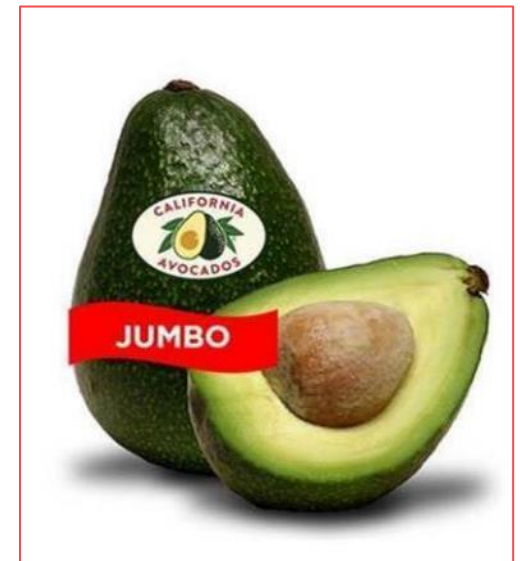
 SAVE 10% FRESH CALIFORNIA AVOCADOS Limit 5 per account VIEW COUPON	 SAVE 10% SCHNUCKS SHREDDED CHEESE 6.5 oz. bags \$1.99 (REG) - \$1.79 (2 per \$4.99) VIEW COUPON
--	---

Offer valid 8/19/2019 - 8/25/2019. See store for details. Limit 5 per account. ©2019 Schnucks. All rights reserved. Terms and conditions apply. See store for details.

Facebook, Twitter, Instagram, Pinterest, YouTube icons



- Digital coupon on Jumbo California Avocados (August 19 – August 25)
- Offer promoted on HEB.com to web visitors and Online Shoppers
 - Buy Two Get One Free





RETAIL: RETAIL PROMOTIONS

- The Fresh Market April Season Kickoff with Backroom poster printing
- 159 stores in 15 states

- September and October Ads and In-Store Signage



CALIFORNIA AVOCADO COMMISSION

Fresh California Avocados

HARD
Very hard fruit. Usually green in color, some fruit may be a darker shade.

PRE-CONDITIONED
Ready to eat in approximately 3 days if held at room temperature.

BREAKING
(Pre-ripened). Slight give to fruit. Ready to eat in approximately 2 days if held at room temperature.

FIRM RIPE
(Pre-ripened). Yields to gentle pressure. Good for slicing. Fully ripe next day if held at room temperature.

RIPE
Lushly yields to gentle pressure. Good for all uses. Will remain in this condition for 2-3 days if held at room temperature.

Receiving, Storage & Handling Tips:

- Bring the avocados inside the store immediately upon arrival
- Place boxes with soft fruit on top and those with hard fruit on the bottom
- Handle pre-conditioned avocados with care; they are a perishable item
- Generally, firm pre-conditioned fruit can be held about 3-5 days and Breaking to Ripe fruit for about 2-3 days.

Display & Merchandising Tips

- Ripe avocados outsell unripe avocados as much as 2 to 1!
- As a general rule, display 1/3 Ripe, 1/3 Breaking, 1/3 Firm avocados. (Display a greater percentage of Ripe and Breaking fruit to build impulse sales.)
- Always sticker your ripe avocados!
- For optimal results, California Avocados should not be displayed on refrigerated over-racks under 42° F.
- Never display California Avocados near misting systems.
- Rotate the display daily and remove any poor quality fruit.
- Display avocados next to tomatoes, onions, limes and pre-cut salads to increase your department's incremental sales.

For more information call: **(949) 341-1955**

Visit CaliforniaAvocado.com/Retail for additional information

© 2018 California Avocado Commission

AD Week 9/30 - 10/6
3 for \$5 Hass Avocados Save up to 32¢ ea

AD Week 10/7 - 10/13
Fresh Deals Hass Avocados 3 for \$5.00 Reg \$5.99

AD Week 10/14 - 10/20
Fresh Deals Hass Avocados 2 for \$4.00 Reg \$5.99

AD Week 10/21 - 10/27
3 for \$5 Hass Avocados Save up to 32¢ ea

Rebuttal Stores
Fresh Deals Hass Avocados 3 for \$5.00 Reg \$5.99

All other stores
Fresh Deals Hass Avocados 4 for \$5.00 Reg \$5.99

Blunting Stores AD Week 10/28 - 11/03
4 for \$5 Hass Avocados Save up to 74¢ ea

All other stores
Fresh Deals Hass Avocados 4 for \$5.00 Reg \$5.99

Rebuttal Stores
Fresh Deals Hass Avocados 3 for \$5.00 Reg \$5.99



RETAIL: EXPORT PROMOTIONS – SOUTH KOREA

- Emart Stores Tasting Events:
 - May 15 - May 17, May 29 - Jun 13 (Th-Sa or Fr-Su)
 - 37 Stores, 3 days per week
 - California Avocado Smoothies



- American Tray Salad & Sandwich Collaboration
 - Salad Franchise Restaurant who specializes in American-Style Salad Bowls & Sandwiches
 - California Avocado Shrimp Salad with Lemon Balsamic Vinegar dressing
 - California Avocado Banana Almond Milk



- Cooking School Events with Celebrity Chef and Social Media Influencers
 - May 27 & May 28



- Sampling Promotion at Outdoor Events
 - California Avocado Sandwiches
 - California Avocado Smoothies





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: EXPORT PROMOTIONS – SOUTH KOREA



- 16 locations (May 18 – May 24)
- Instant Redeemable Coupon – \$2.00 off each bag of California Avocados



- In-Store Guacamole Tastings (170 stores)
- June 5 – June 15

아보카도의 효능

- 1 아보카도는 건강하고 영양이 풍부한 과일입니다. 칼슘, 철분, 섬유소가 풍부하며, 특히 심혈관 질환 예방에 도움을 줍니다. 또한, 아보카도는 콜레스테롤을 낮추는 데도 효과적입니다.
- 2 좋은 지방을 포함하고 있습니다. 아보카도는 건강한 지방인 올레산이 풍부하여, 콜레스테롤 수치를 낮추고 심혈관 건강을 개선합니다.
- 3 나트륨, 설탕 및 포화지방을 저해합니다. 아보카도는 나트륨, 설탕 및 포화지방 함량이 낮아 건강한 식단에 적합합니다.

간단한 아보카도 레시피

아보카도 연어달걀

1. 아보카도 1개, 연어 100g, 달걀 1개, 올리브유 1큰술, 소금, 후추를 준비합니다.
2. 아보카도를 반으로 잘라 씨를 제거하고 얇게 슬라이스합니다.
3. 연어를 구운 후, 아보카도 슬라이스, 달걀 노른자를 얹고 소금, 후추를 뿌려줍니다.

아보카도 스테이크 샌드위치

1. 빵, 아보카도 슬라이스, 스테이크, 토마토 슬라이스, 치즈 슬라이스, 마요네즈를 준비합니다.
2. 빵에 아보카도 슬라이스, 스테이크, 토마토 슬라이스, 치즈 슬라이스, 마요네즈를 얹고 샌드위치를 만듭니다.

아보카도 보관

- 아보카도는 생후 1주일 정도 보관 가능합니다. 잘라낸 아보카도는 공기 중에 두면 빨리 상하므로, 잘라낸 아보카도는 공기 중에 두지 마세요.
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아보카도 영양분

- 아보카도는 건강한 지방이 풍부하며, 콜레스테롤을 낮추는 데도 효과적입니다.
- 아보카도는 콜레스테롤을 낮추는 데도 효과적입니다.
- 아보카도는 콜레스테롤을 낮추는 데도 효과적입니다.

아보카도 선택과 숙성

- 아보카도를 구입할 때는 껍질이 부드럽고 눌렀을 때 약간 유연한 느낌이 들면 좋습니다. 너무 딱딱하거나 너무 부드러우면 좋지 않습니다.
- 아보카도를 숙성시킬 때는 실온에서 하루 정도 두면 됩니다. 너무 오래 두면 상할 수 있습니다.
- 아보카도를 잘라낸 후에는 냉장 보관하여 신선도를 유지하세요.

아보카도 자르고 벗기기

- 아보카도를 반으로 잘라 씨를 제거하세요.
- 아보카도를 얇게 슬라이스하거나 조각으로 잘라주세요.
- 아보카도를 잘라낸 후에는 냉장 보관하여 신선도를 유지하세요.

캘리포니아 아보카도 선택과 사용 방법

아보카도 보관





- HOME
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- ONLINE MARKETING
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- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: MARKETING PROGRAM PAGES

2020 | MARKETING PROGRAM

THERE IS A DIFFERENCE WITH CALIFORNIA AVOCADOS!

It's a difference founded on reliability from California growers who are committed to consistent quality. It's a tradition of excellence and fresh-to-market domestic supply. Experience the difference of California Avocado season and our innovative marketing program for 2020.

California Avocado Commission • 12 Mauchly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail

2020 | MARKETING PROGRAM

REGION PREFERENCE (Among those with a preference, by market)
Consumers in the West state a distinct preference for California Avocados.

MARKET	PREFER CALIFORNIA	PREFER MEXICO	PREFER PERU
CALIFORNIA	74%	22%	0%
ARIZONA	49%	39%	1%
COLORADO	50%	39%	1%
OREGON	63%	20%	1%
UTAH	67%	20%	1%
WASHINGTON	65%	22%	1%
TOTAL WEST	67%	25%	8%

CA: Among those with a preference only. If given a choice, when Avocados grown in... Please select only one.

California Avocado Commission • 12 Mauchly, Suite L, Irvine, CA 92618-6305

2020 | MARKETING PROGRAM

OUT OF HOME ADVERTISING

Out-of-Home advertising in traditional and new media connects with targeted consumers where they are and keeps California Avocados top of mind in season. Here are examples of the 2020 campaign, "The Best Avocados Have California In Them":

- Outdoor
- Premium Shopping/ Dining Centers
- Oversized Posters

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2020 | MARKETING PROGRAM

INNOVATIVE, BRANDED CALIFORNIA AVOCADO CUSTOMIZED SOCIAL, DIGITAL AND GEO-TARGETED PROMOTIONS THROUGHOUT THE SEASON DRIVE SHOPPERS TO YOUR STORES

Partners: WAZE, hulu, YouTube, ViANT, Spotify, gumgum, tryeats, EATER, KENGENY, CONDE NAST

Examples of promotions on Waze, Instagram, and Pandora.

Facebook Fans: 329,167 | Twitter Followers: 21.6K | Pinterest Followers: 12.4K | Instagram Followers: 43.4K | YouTube Total Views: 3.0M

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HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: MASTERS OF MERCHANDISING 2020

A full page of editorial content and full-page ad ran in the March issue of *Produce Business*



AVOCADOS


CALIFORNIA AVOCADO COMMISSION

2020 MARKETING PROGRAM

The best avocados have California in them.

Your shoppers anticipate the California season because of the consistent quality, freshness and homegrown taste they've come to expect. After all, it's a tradition of excellence and fresh-to-market domestic supply that guarantees the difference with California Avocados! Enjoy your success with the California Avocado season and our innovative marketing programs for 2020 developed to drive consumers to your stores.

Targeted, Customized Marketing Support
 Innovative, branded California Avocado customized social, digital and geo-targeted promotions throughout the season drive shoppers to your stores. Social media retail videos can be customized for your store banners.



Retail Dietitians Programs: Support your shoppers with programs focusing on eating right and including California Avocados on the plate.

Customized Retail Influencer Programs: Exciting new customized offerings for retailers including custom content with and without video, seasonal story ideas for retailer use in local markets; goner vignettes (usage ideas and recipes, organic, multi-generational), and in-store and online sweepstakes/giveaways.



Utilize our "Superfood Spotlight" information sheets for retail influencers at point-of-purchase and one-on-one consultations. New this year: recipes with images for the Mediterranean Diet, Quilting and Plant-Curious.



Count On California To Give Your Customers What They're Asking For All Season Long
 California Avocados' fresh-to-market California Avocados create endless opportunities for seasonal promotions including:

- Start of the California Season
- Easter and Spring Celebrations
- Memorial Day
- California Avocado Month - June
- 4th of July
- Summer BUDs and Family Get-Togethers
- Labor Day



Use our California Avocado merchandising materials to generate impulse purchases and promote fresh California Avocados in your stores.

INSIST ON CALIFORNIA AVOCADOS
 Visit CaliforniaAvocado.com/Retail to order your POS material or ask your Retail Marketing Directors for marketing campaigns and customized reports.



CALIFORNIA AVOCADO COMMISSION
 CaliforniaAvocado.com/Retail
 dcmz@avocado.org

XX / MARCH 2020 / PRODUCE BUSINESS
MASTERS OF MERCHANDISING



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: POSTCARDS

Announcing the Season

The best avocados have California in them.

- California avocado volume is projected to be 369MM pounds
- 67%* of avocado purchasers in the West stated a distinct preference for California avocados
- 85%** of avocado shoppers say they “love avocados” and half of them say “they always have to have avocados in the house”

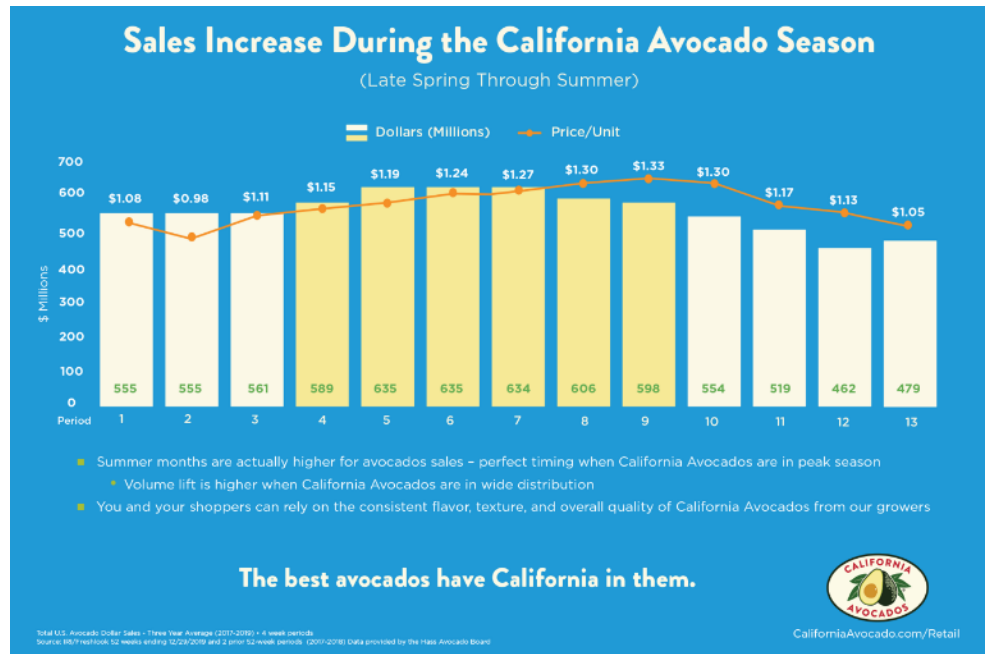
Merchandising Tip: Be sure to promote California avocados during the season in order to increase retail sales.

The California season is here!

CaliforniaAvocado.com/Retail

* 2019 California Avocado Tracking Study, western region, among respondents with a preference
** 2019 California Avocado Tracking Study, western region

Summer Sales

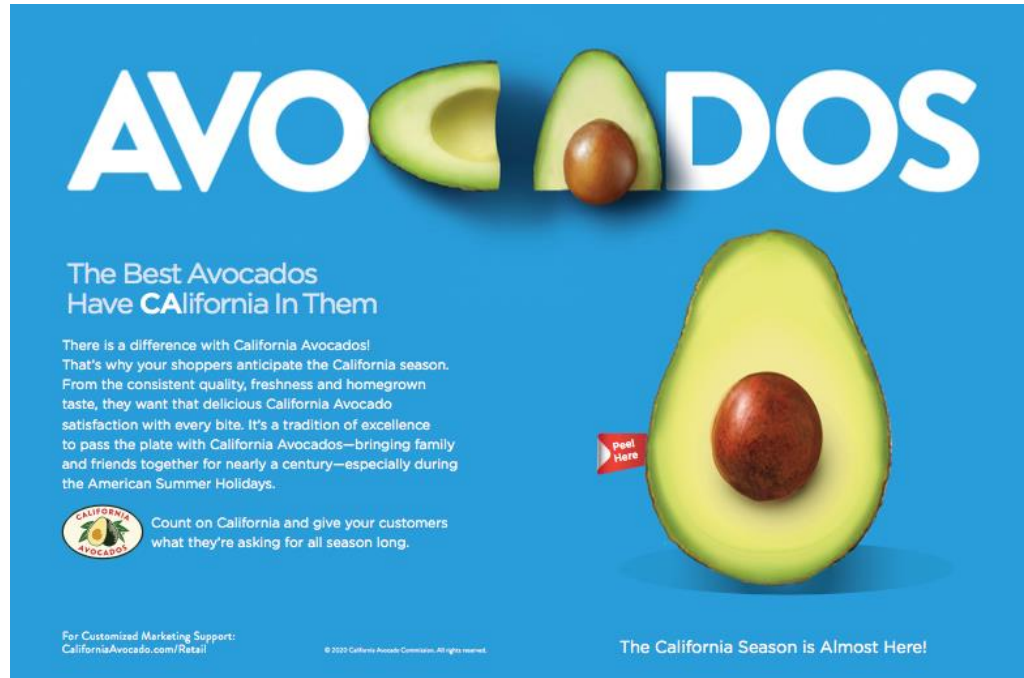
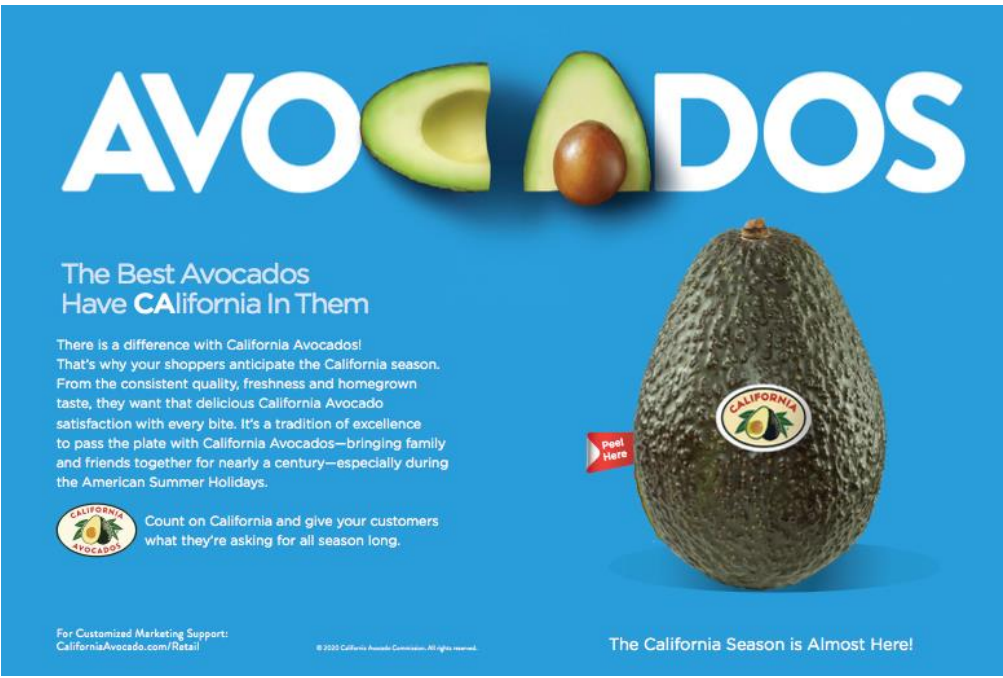




HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: TRADE PRINT AD SEASON LAUNCH

A two-page spread ran in the February issue of *The Snack* magazine with a peel-off textured sticker to launch the season





RETAIL: TRADE ADS – PRINT

37 print ads ran from February through October 31, 2020 generating 5,057,390 impressions

the **SNACK**

THE PACKER

THE PRODUCE NEWS
Containing Fresh Produce Ads to The Green Space and

producebusiness
MARKETING • MERCHANDISING • MANAGEMENT • PROGRAMS

Fresh
DIGEST

THE SHELBY REPORT

AVO DOS

The best avocados have California in them.

There is a difference with California Avocados! That's why your shoppers anticipate the California season. From the consistent quality, freshness and homegrown taste, they want that delicious California Avocado satisfaction with every bite. It's a tradition of excellence to pass the plate with California Avocados—bringing family and friends together for nearly a century—especially during the American Summer Holidays.

Count on California and give your customers what they're asking for all season long.

For Customized Marketing Support:
CaliforniaAvocado.com/Retail

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RETAIL: TRADE ADS – DIGITAL

509 digital ads ran from February through October 31, 2020 generating 23,594,959 impressions



The total number of impressions for the 2020 print and digital campaign is **28,652,349**





RETAIL: LINKEDIN

- As of October 31, 2020, the LinkedIn page has 526 followers, averaging 32 new followers per month
- Engagement rate 6% (average is 2%) – followers are engaged with content
- LinkedIn page viewed 1,253 times by 509 unique visitors – name, content or logo clicked 1,297 times
- Top Posts: September 3, Grower video post – 30,722 impressions and 259 clicks
- August 6, The California Difference – 23,911 impressions and 86 clicks
- July 31, National Avocado Day – 18,515 impressions with 227 clicks
- The post with the most likes was the Marketing Excellence Award on 10/29 – this was a non-sponsored post – 34 likes
- Stats are from March 5 (first post) through October 31st - 36 posts / 129,196 impressions





FOODSERVICE: CHAIN PROMOTIONS

- 2020 BRANDED CHAIN PROMOTIONS: 12
- 2020 CHAINS CONTACTED: 70
- 2020 MENU IDEATION SESSIONS:
 - IN-PERSON MEETINGS PUT ON HOLD DUE TO COVID-19





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE: CHAIN PROMOTIONS



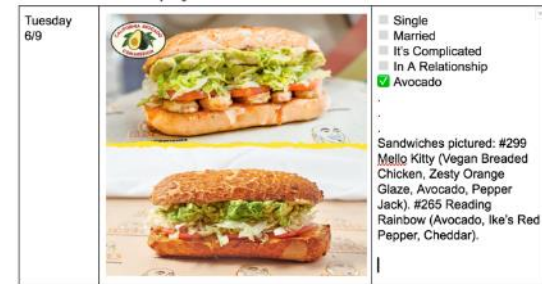
April 23 – July 31
200 Units



May 15 – July 16
26 Units



June 1 – June 30
62 Units



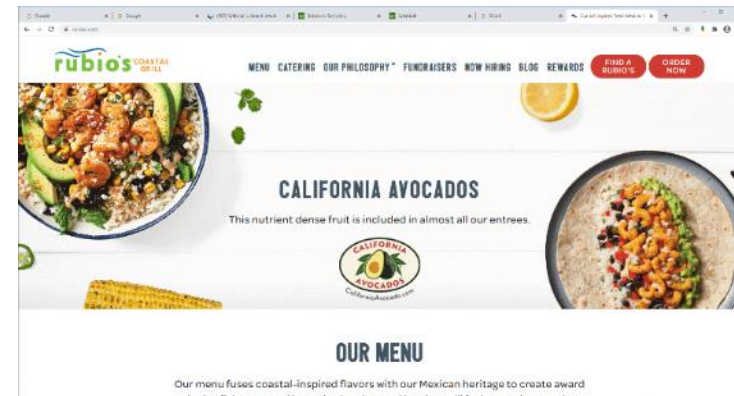
June 1 – June 30
20 Units



June 1 – Aug 31
27 Units



July 13 – Aug 18
167 Units





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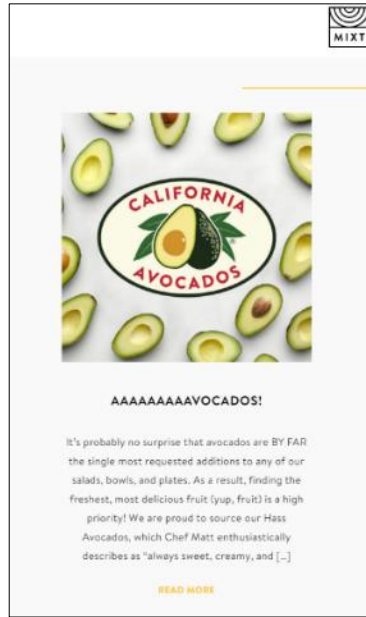
FOODSERVICE: CHAIN PROMOTIONS



June 1 – Aug 31
186 Units



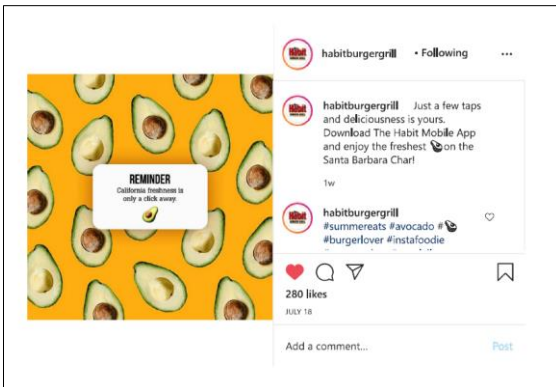
July 6 – Aug 5
13 Units



July 6 – Aug 10
12 Units



July 17 – Aug 10
27 Units



Aug 1 – Oct 31
26 Units



Aug 10 – Sept 7
53 Units

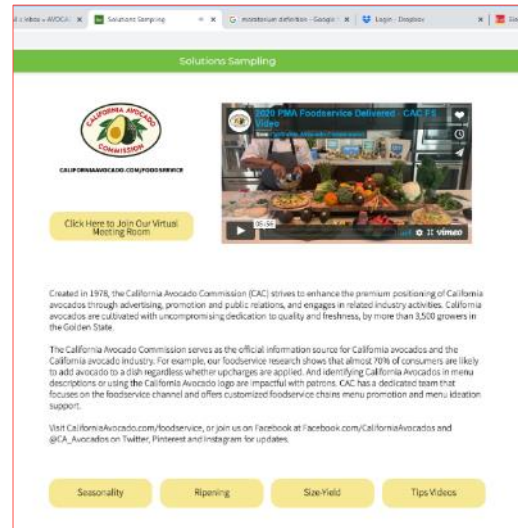




FOODSERVICE: EVENTS

- Chain Gang (in-person)
 - February 6, 2020
 - spoke with 20 chains and 30 connections
 - discussed 2020 crop volume and promotion opportunities

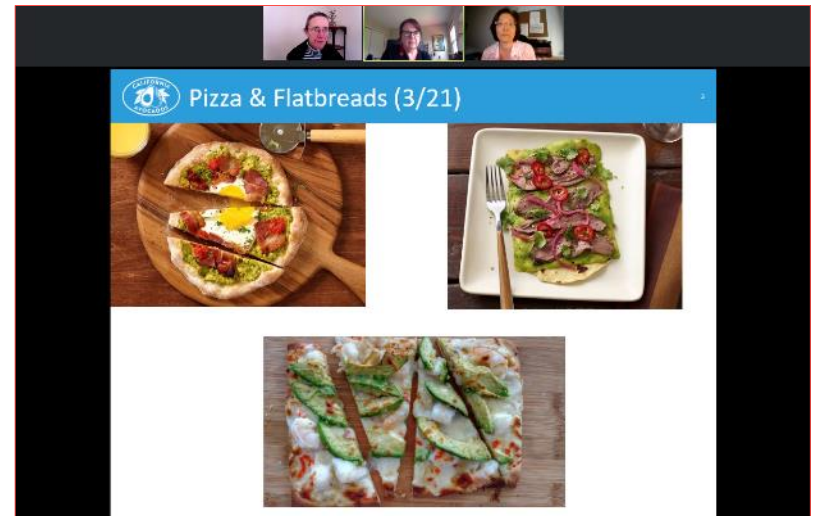
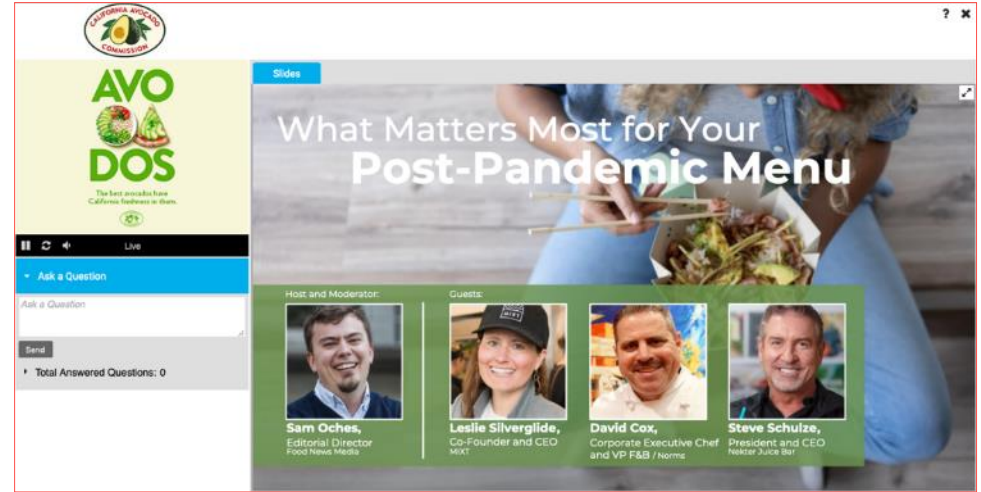
- PMA Foodservice: Delivered (Virtual)
 - July 20-24, 2020
 - almost 3,000 online attendees
 - dedicated sponsor page





FOODSERVICE: EVENTS REINVENTED WITH SOME CANCELLED DUE TO COVID-19

- Food News Media (FNM) Orange County Meet-Up April 2020
 - FNM Webinar (August 25, 2020)
 - 232 registered attendees for the *What Matters Most for Your Post-Pandemic Menu*
- Marketing Executive Group (MEG) May 13-15, 2020 / Chicago, IL
 - MEG Reimagined – multi-month touchpoint opportunities to engage with chain marketing managers/directors: September – December
- Int’l Foodservice Editorial Council (IFEC) Scheduled for FY November 2021
 - Met with 11 editors and garnered interest in 45 pitches





FOODSERVICE: PRINT ADVERTISING

- Four publications: Plate, FSR, Restaurant Business and FoodService Director
- Appeared in 14 insertions to-date
- 591,667 impressions
- Plate readership study: top 4 “Took/Plan Action” advertiser – 43% of readers already use; 11% visited website

AVO DOS

Create California Style with a California Original

California produces avocados that are colorful, lush in texture and flavor, menu-friendly and flexible, and they anchor the craveable dishes that typify California cuisine. Elevate a menu standard to a new level with this California spin. California Avocado Everything Toast Salad generates menu excitement with a unique and delectable take on a popular customer favorite. Picked at the source, the best avocados have California in them. For more information, please visit CaliforniaAvocado.com/Foodservice

The best avocados have California in them.

California Avocado Everything Toast Salad

©2020 California Avocado Commission

AVO DOS

Create California Flair with a California Original

It's tough to beat the fresh appeal of California Avocados. Straight from the Golden State, California Avocados win customers with their lush flavor and texture and endless versatility. To add a California taco, California pizza, California poke or California chicken sando to your menu, just layer on the California Avocados. How can you say California in a dish, a bowl or a bite? Pour on the love: California Avocados. For more information, please visit CaliforniaAvocado.com/Foodservice

The best avocados have California love in them.

Gallop Octopus and California Avocado

©2020 California Avocado Commission

AVO DOS

Create California Cuisine with a California Original

In California, it's no secret that the best dishes on the menu start with our avocados. Tops in menu flexibility, California Avocados are colorful, lush and wildly popular. Operators put California Avocados on toast, on tacos, on pizza, on poke – even on Japanese sandos – for a California spin. Their guests expect nothing less than fresh California goodness bite after bite. Try to beat the fresh appeal of California Avocados. They're summer on a plate. For more information, please visit CaliforniaAvocado.com/Foodservice

The best avocados have California summer in them.

California Avocado Neapolitan Pizza

©2020 California Avocado Commission





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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FOODSERVICE: DIGITAL ADVERTISING

- Five digital platforms
- 24 placements
- 1,853,736 impressions

RECIPE WATCH

Nations *Restaurant News*

RESTAURANT

FOOD MANAGEMENT

January 2020

"Toastest with the Mostest"
Pokecado Toast with California Avocado

The provenance of California Avocados turns an artisanal food craze into a best seller. Trust California Avocados to deliver the seasonal style of a California original.

FEATURED PRODUCT

Plantain-California Avocado Rolls with Garden Cabbage Salad

Plant-forward menus are the new normal, and California Avocados have been there every step of the way. This California original adds beautiful color, creamy texture and nutty flavor, and goes with just about everything.

Sponsored By

Baked Alaska California-Style

Imagine the cool, sensuous, very California taste of avocado in dramatic desserts. The provenance of ingredients matters to consumers. Make California Avocados part of your story.

Create California Style

Lomi Lomi Salmon in a California Avocado Half

California Avocado growers set the standard for the avocado connoisseur and that dedication hardly goes unnoticed when a perfectly ripe California Avocado half shell is the essential complement for lomi lomi salmon.

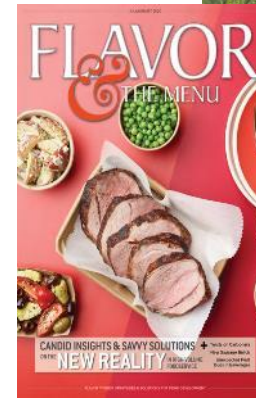
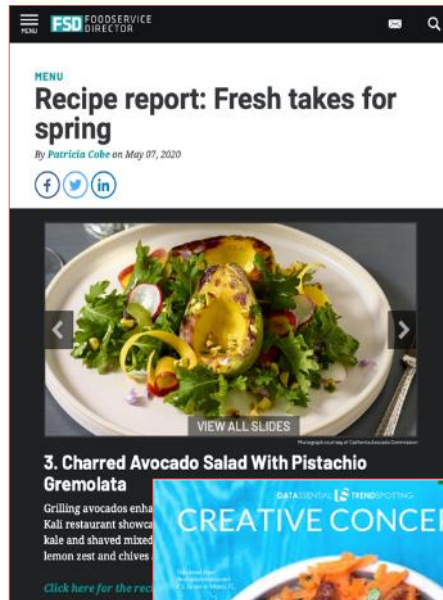
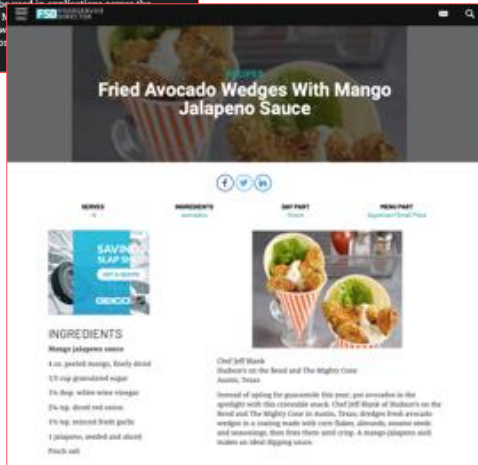
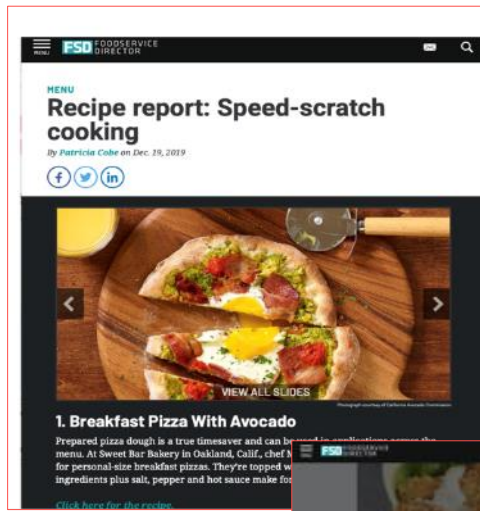
AVOCADOS | The best avocados have California in them.





FOODSERVICE: PUBLICITY

- 65 placements; 4,849,805 impressions
- Ad value equivalent to \$161,019





HOME

REVENUE

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FOODSERVICE: SPECIAL PROJECT – KITCHEN COLLABORATIVE

- Provide chains' culinary directors who were furloughed during the pandemic with an opportunity to work on a project
 - All participating chefs declined payment and offered to the non-profit organization: Children of Restaurant Employees (CORE)
- Each sponsor received five unique recipes developed by a chain culinary director
 - Presence in *Flavor & The Menu* May/June issue and in newsletters distributed between May – July





FOODSERVICE: SPECIAL PROJECT – KITCHEN COLLABORATIVE (CONT.)



Jeffrey Meyer
VP of Culinary
Romano’s Macaroni
Grill &
Sullivan’s Steakhouse

Paul Muller
VP Culinary
Operations
Lazy Dog
Restaurants & Bar

Jeffrey Hanak
VP Culinary
Chili’s

Keith Brunell
Corporate
Chef
Nordstrom
Restaurants

Michael Israel
Sr. Mgr. Culinary
Development
The Cheesecake
Factory



3-Way California
AvoTacos



Flash-Fried California
Avocado
with Denver Poppers



Grilled California Avocado
Salad with Minted Mojo
Vinaigrette



California Avocado &
Miso Ginger Soba
Noodles



Grilled California
Avocado Ssam





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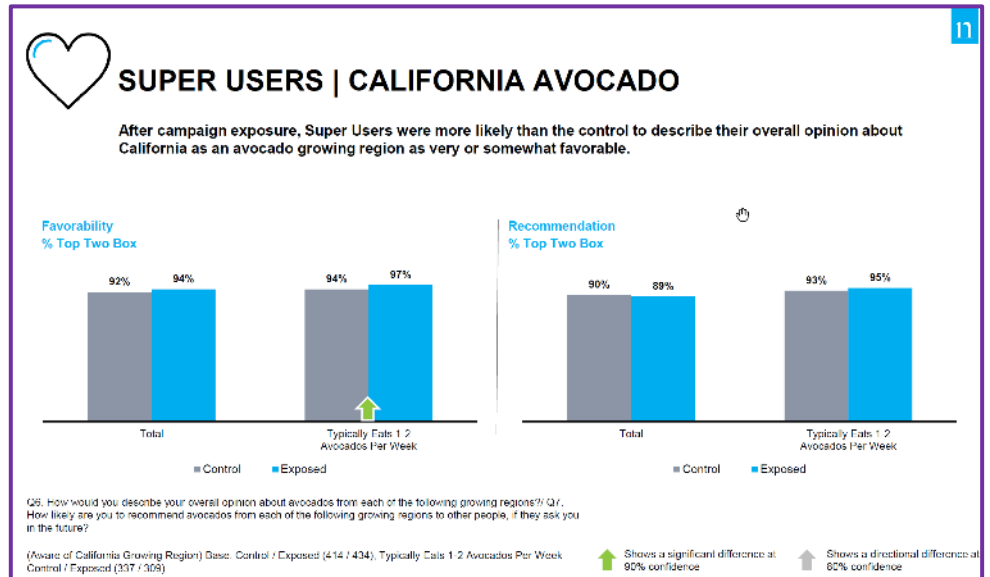
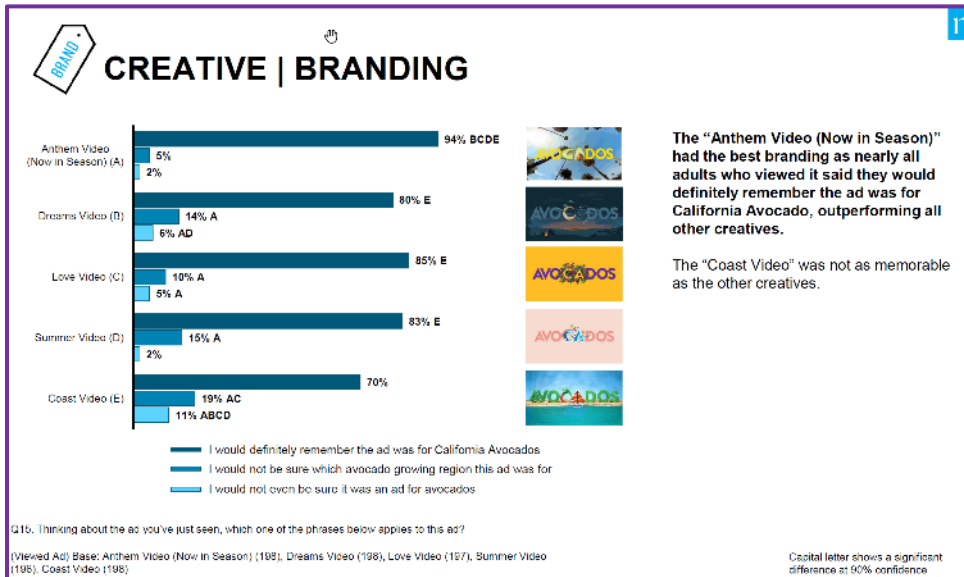
FOODSERVICE: SPECIAL PROJECT – HELPING RESTAURANTS FEED FRONTLINE WORKERS

- Sqirl – prepared 300 meals a day for furloughed restaurant employees and families
 - California Avocados placed in meal bags
 - 4-week support
 - 15 cases
- Mixt – prepared meals delivered to local hospitals around SF/Bay Area and LA
 - California Avocados ingredients in salads, etc.
 - 2-week support
 - 6 cases



RESEARCH: ADVERTISING RESEARCH

- Nielsen Brand Effect Impact of Campaign Media on Brand Perceptions Highlights – Top 3 Key Takeaways
 - Overall, exposure to the campaign generated significant lifts in awareness (unaided and aided)
 - Overall creative executions performed well following forced exposure; Anthem video (Now in Season) performed best
 - Hulu was the best performing media site on awareness, favorability and purchase consideration





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RESEARCH

FOODSERVICE: RESEARCH UPDATE

- Patrons A&U
 - Updated 2018 research on value of “California” and “California Avocados” on the menu following COVID-19
 - Consumers continue to place an emphasis on source of origin on fruits & vegetables: locally sourced was important to 46.2%; grown in state 43.6%; grown in US 64.7%
 - Avocados is the strongest associated crop with “California”
 - Consumers positive opinion of California Avocados continues
 - The value for “California” and “California Avocados”, especially among residents of the Pacific region, is still in favor



HOME

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING

CONSUMER PR

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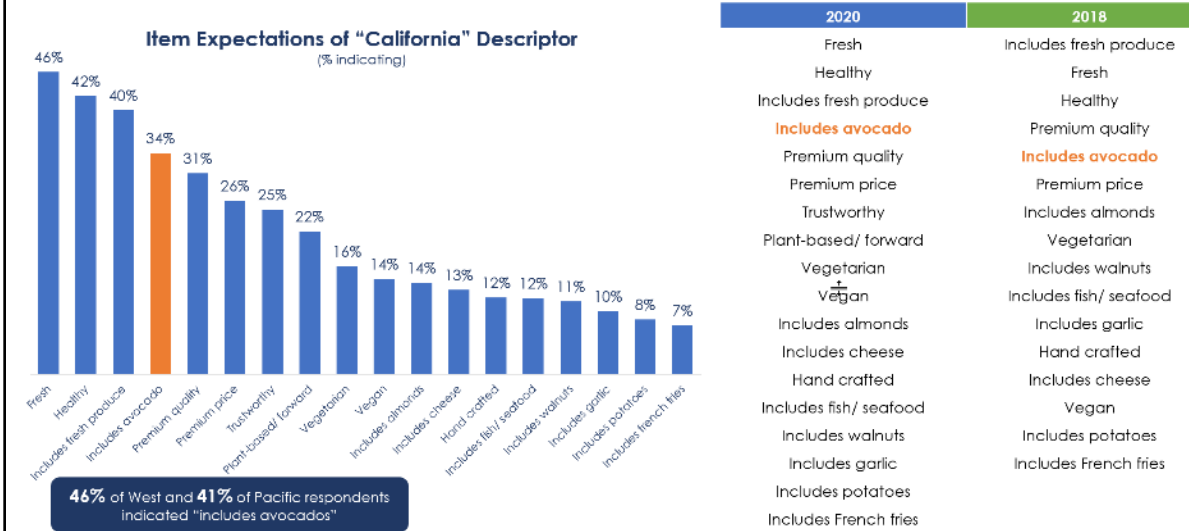
RETAIL

FOODSERVICE

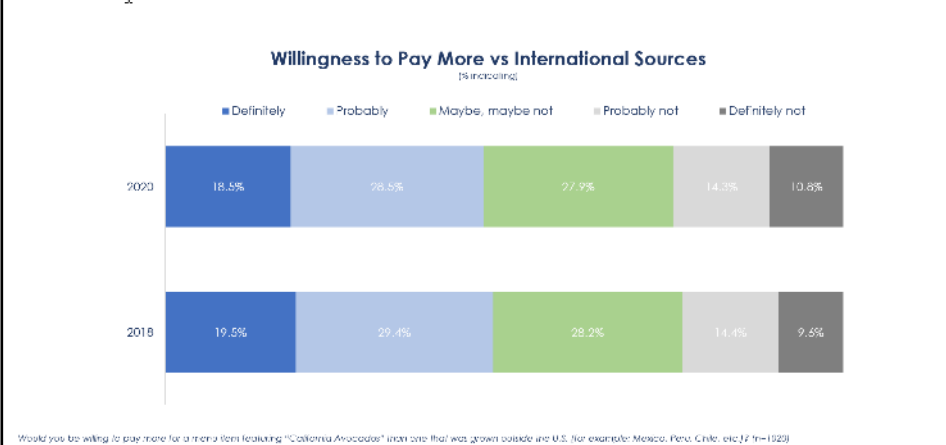
RESEARCH

RESEARCH: FOODSERVICE RESEARCH HIGHLIGHTS

Avocado are strongly tied to "California". Avocado is the strongest associated crop with the "California" description, outranking any other crop. In fact, almonds dropped in ranking over the past two years.



The benefit of California Avocados being domestic remains compelling for consumers with nearly half willing to pay more. Consumers are equally likely to pay more for California Avocados now as in 2018 as a domestic option vs international sources.



Item association with "California" descriptor remains relatively unchanged. Those items with statistically significant declines – salads, dip appetizers and fish/ seafood entrées – are likely impacted by the shut down of restaurants where consumers are most likely to engage with those items.

