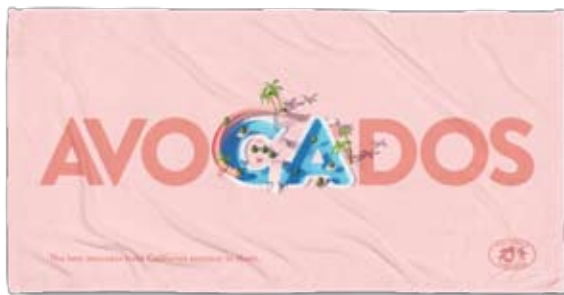


California Avocado Branded Merchandise Soon To Be Available for Purchase Online



In February, the California Avocado Commission (CAC) Board of Directors approved a project to launch a new California avocado e-commerce store to sell California avocado-branded merchandise. Products will include items with graphics from “The best avocados have California in them” campaign as well as favorites such as the California avocado flag t-shirt. The merchandise will be featured on the CAC Instagram and Facebook pages and integrated on a new web shop at shop.californiaavocado.com.

CAC’s overall marketing objective is to increase California avocados’ perceived value, preference and loyalty with our targets and achieve a premium price. The e-commerce promotional merchandise program will help us achieve this by leveraging brand advocates, influencers and fans and encourage sharing of “why California avocado” messages and content. The new store will respond to loyal California avocado fans who have been expressing interest for years in California avocado apparel and other branded items. It also provides a new channel to engage with consumers in a meaningful way both in and out of the California avocado season. Designed to be “buzz worthy,” the merchandise for sale will promote the California avocado brand and reflect positively on the brand’s image.

Initially the product line will be relatively limited to maintain simplicity and allow CAC to learn how consumers will respond

to the site, to different types of merchandise and pricing. Custom-designed apparel including t-shirts, hoodies, socks and a hat will be complemented by other products designed to be used and shown off by California avocado fans such as a duffel bag, a tote bag and a beach towel. Lower-priced items such as stickers and a magnet round out the starting line-up. All the products included in the launch are made in the U.S., supporting the domestic economy.

The long-term objective of the program is to have the merchandise profits maintain and sustain the funding for the project beyond the introductory year, with the merchandise priced competitively to do so. The initial expectation of the e-commerce program is to have about 500 monthly orders of merchandise from the site. At the same time, a key measure for social is to surpass social benchmarks on engagement rate and increase share of voice.

CAC is managing the e-commerce initiative as a separate program, linked to marketing but administered independently. In doing so, CAC will use third parties to manage the day-to-day e-commerce program, including order processing and fulfillment, with CAC oversight on product offerings, marketing and financials. This means the program will require minimal CAC staff time once it is up and running. At press time, the launch date was expected to occur this summer. News of the actual launch will be reported in the *GreenSheet*. 🥑