



U.S. House of Representatives of the 39th congressional district Congressman Gilbert R. Cisneros, Jr. with members of the Hass family at the La Habra Heights Avocado Festival. Photo credit: Eric Alley

Commission Showcases California Avocados at Festivals Celebrating Local Growers

California avocado festivals present a unique opportunity for the California Avocado Commission (CAC) to meet a diverse collection of consumers in a variety of settings that celebrate everything avocado. During the outdoor festivities, California avocado fans can sample unique California avocado dishes from a variety of vendors, obtain information about California avocados and participate in family-friendly activities.

Festival attendees also have the opportunity to speak with Commission staff, avocado handlers and local California avocado growers at the Commission's booth. CAC's booth is always a popular information resource for people interested in obtaining California avocado recipe booklets, learning about the nutrition benefits of the fruit, discovering fun and different

usage ideas for avocados and collecting California avocado-branded giveaways (avocado cutters, bumper stickers, magnets and coloring sheets). Festival attendees also can speak one-on-one with growers to gather advice about backyard growing or ask general questions about California avocados.

This year, the Commission participated in the La Habra Heights Avocado Festival on May 18, the 13th Annual Morro Bay Avocado and Margarita Festival on September 7 and the 33rd Annual California Avocado Festival in Carpinteria held October 4 – 6. The California Avocado brand logo was prominently displayed on each of the festivals' websites, signage and event handouts. The Commission also made a Snapchat filter available at each of these events, encouraging attendees to share festival photos artistically framed with California avocado imagery and branding.



California avocado growers Linda Haque, Arby Kitzman and Bradley Miles answered fans' questions at the Morro Bay Avocado and Margarita Festival.

The La Habra Heights Avocado Festival gathered more than 4,000 attendees to celebrate the "birth" of the Hass avocado in 1926 and honor Rudolph Hass. U.S. House of Representatives 39th District Congressman Gilbert R. Cisneros,

Jr. joined the festivities and congratulated members of the Hass family who were in attendance. Both the Morro Bay and Carpinteria festivals were well attended, with approximately 12,000 and 80,000 participants respectively. 🥑



Local California avocado grower Rick Shade and CAC Board Member and grower Salvador Dominguez engaged with visitors in Carpinteria who had questions regarding backyard growing.



CAC's Dave Cruz greeted visitors at the 13th Annual Morro Bay Avocado and Margarita Festival.