

CAC Crew Kicks off 40th Year Celebration at PMA Fresh Summit

The California Avocado Commission (CAC) kicked off its 40th anniversary at the Produce Marketing Association (PMA) Fresh Summit 2018. The event took place in Orlando, Florida, from October 18–20, 2018. Commission staff met with retailers, avocado handlers and growers, registered dietitians, educators, trade media representatives and other produce industry stakeholders, discussing the upcoming California avocado crop, customized marketing support programs, avocado nutrition and more.



CAC Retail Marketing Director (RMD) Dave Anderson with Rick Prodoehl of Kroger Corporate.



CAC's representatives accepted Produce Business magazine's Marketing Excellence Award from publisher Ken Whitacre; the graphics on the wall behind them showcased CAC's advertising, merchandising and nutrition milestones from the past 40 years.



Jan DeLyser and Connie Stukenberg met Daniel Bell, Grocery Outlet, in one of two well-used meeting spaces in the CAC booth.



Raley's Michael Schutt, center, with CAC's Connie Stukenberg and David Cruz.



CAC RMD Cece Krumrine met with Denise Dryzga of Hannaford Bros.



CAC RMD Carolyn Becker showed Jeff Fairchild of New Season's Market an article in *From the Grove* magazine featuring an interview with him while CAC Board Secretary Jessica Hunter and Patrick Lucy looked on.



CAC's Jan DeLyser and Ken Melban learned about traceability initiatives from PMA Vice President of Supply Chain Efficiencies, Ed Treacy.



Bonnie Taub-Dix, MA RDN, CDN shared California avocado nutrition information as part of her "Benefits of In-season Eating" presentation to groups of retail dietitians in the second-story conference room of CAC's booth.



Sam's Club representatives Jeremy Coleman and Doug Cahoon met with Jan DeLyser in the CAC booth.