

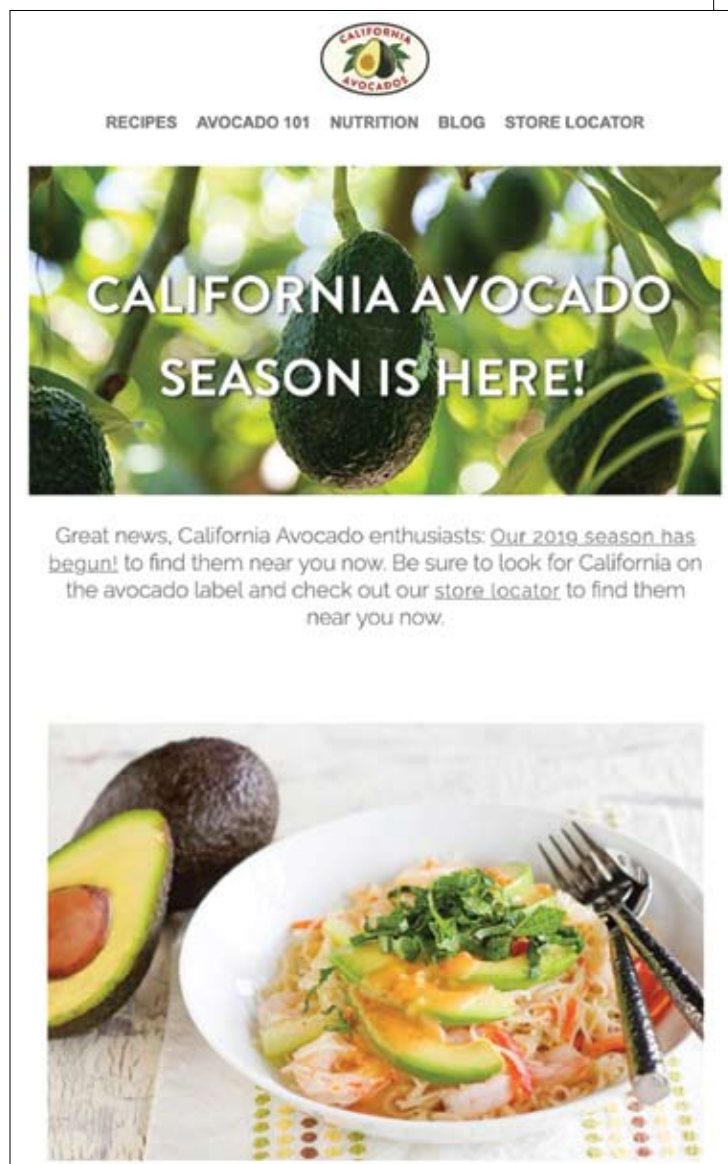
# CAC Kicks Off Season With Targeted Activities

**F**or California avocado fans, the start of the California avocado season — when the fresh fruit can be enjoyed at its peak — is cause for celebration. Throughout March and April, the California Avocado Commission (CAC) fueled fans' eagerness and anticipation for the start of the 2019 season with a series of integrated season-opener activities showcasing the versatility, quality and impending availability of premium California avocados.

Through a combination of media events, press releases, quick-response social media posts, influencer outreach, blog posts, recipe distribution and email newsletters, the Commission was able to strategically reach targeted "Premium Californians" and avocado super users through multiple touch points, securing some of the Commission's highest recorded social engagements to date.

In partnership with Chef Mike Fagnoni, the Commission hosted a California Avocado Season Opening Anticipation launch event for 30 attendees including regional consumer and trade media members, local influencers, retailer guests and nutrition-based nonprofit organizations at Hawks Public House in Sacramento, CA. CAC welcomed guests by announcing the start of the California avocado season and showcasing the unique qualities of the premium fruit. Guests then dined on Chef Fagnoni's one-of-a-kind, four-course meal, which began with *Ciccioli Croquettes with a Cream California Avocado Salsa Verde* and *Ahi Tuna Poke Mixed with California Avocado and Maui Onion* atop crispy wontons. A light *California Avocado and Lemon Crème Fraîche Soup* was followed by a refreshing *California Avocado and Roasted Beet Salad* paired with a *California Avocado Tartine with Grilled Shrimp*. The meal closed with a *California Avocado Valrhona Chocolate Tart with Salted Dulce Whipped Cream and Almond Brittle*.

Chef Fagnoni entertained guests with a demonstration on how to safely peel and cut avocados while discussing his



The screenshot shows the California Avocado Commission website. At the top is the logo and navigation links: RECIPES, AVOCADO 101, NUTRITION, BLOG, STORE LOCATOR. The main banner features a close-up of an avocado on a tree with the text "CALIFORNIA AVOCADO SEASON IS HERE!". Below the banner is a text block: "Great news, California Avocado enthusiasts: [Our 2019 season has begun!](#) to find them near you now. Be sure to look for California on the avocado label and check out our [store locator](#) to find them near you now." At the bottom is a photo of a bowl of avocado salad with a whole avocado and a fork.

*The California avocado email newsletter provided consumers with inspiring recipes and information on the fruit's seasonal availability.*



*Hawks Public House co-owners Molly Hawks and Chef Mike Fagnoni joined CAC Vice President Marketing Jan DeLyser to welcome attendees to the California Avocado Season Opening Anticipation event in Sacramento, CA.*

love for California avocados and local ingredients. He then answered their questions concerning how best to judge the fruit's ripeness and where they could locate his recipes.

To encourage these influencers to share their love for California avocados with their followers, the Commission provided a photography station complete with a light box set up so each guest could stylize their own shots of the California avocado recipes featured at the event. The attendees' social posts garnered nearly 52,000 impressions and more than 1,000 engagements.

To extend the reach of the California Avocado Season

Opening Anticipation, a consumer-facing press release was distributed that featured two of Chef Fagnoni's California avocado recipes and encouraged consumers to look for their favorite Golden State fruit in stores. Media efforts also resulted in additional coverage including a broadcast segment on Sacramento's KXTV local news station and a print story in Sacramento's food and culture magazine, *Inside Sacramento*.

The Commission partnered with a variety of other influencers, including Blogger Advocates who developed unique recipes and corresponding content to highlight California avocados' versatility and educate their followers on the benefits of

*Media, influencer and industry guests enjoyed a four-course luncheon where every dish highlighted premium California avocados at the California Avocado Season Opening Anticipation event.*





*Game of Thrones-inspired content achieved strong engagement on CAC social channels.*

seasonal eating. To engage targeted consumers in California, the Commission joined forces with two popular artisan chef partners known for their culinary creativity. Chef Pink, of the Solvang/Santa Barbara region, and Chef Dolan, of the San Francisco Bay area, crafted avocado-centric recipes that celebrated classic California cuisine. The talents of these renowned chefs and their unique take on California avocado recipes were leveraged to secure local media coverage in their respective markets.

To complement the broad reach of CAC’s chosen influencer partners, the Commission also created a series of engaging season-opener social media posts to share with California avocado fans on its own Twitter, Instagram and Facebook channels.

Instagram is a social media platform where artistic, creative photography reigns. Thus, for this platform CAC created fun, animated Commission-branded stickers (illustrated GIFs) that social users could feature on their own Instagram photos. To make the stickers easy to find, the Commission uploaded them to GIPHY – a platform incorporated into the Instagram interface – where users can find the stickers using relevant key phrases such as “California,” “Avocados” and “Coming Soon.” The GIFs have been a hit with Instagram users having been viewed nearly three million times to date.

In early April, as *Game of Thrones* fans eagerly awaited the start of the series’ final season, the Commission shared a *Game of Thrones*-inspired social media post asking, “Avocados or Dragon Eggs?” The themed posts had the highest level of engagement of any of CAC’s social posts to date with more than 350,000 impressions, 36,000-plus likes, more than 800 comments and over 3,000 post shares and saves. A trade press release about this social activity received coverage in most major produce publications, garnering more than

219,000 impressions.

To round out the season-opener activities, the Commission shared a 2019 California avocado season update blog post encouraging consumers to “look for California avocados” and pairing the message with a link to the store locator on the CaliforniaAvocado.com website. The blog post served as the headliner for the Commission’s April consumer email newsletter, which encouraged consumers to seek out fresh, in-season California avocados and featured usage ideas, versatile recipe ideas and avocado tips. The newsletter was distributed to more than 220,000 subscribers. 🥑



*Animated Commission GIFs provided consumers with a fun way to engage with the brand and were viewed nearly 3 million times on Instagram.*