

## CAC Grower Website

Providing Growers with the Information They Need in the Format They Prefer

In November, CAC and our partner agency, TMA+Peritus (TMAP), held three Grower Listening Sessions as part of our effort to enhance grower communications and redesign the California avocado grower website, [www.CaliforniaAvocadoGrowers.com](http://www.CaliforniaAvocadoGrowers.com). One of the key takeaways from those sessions was grower input about the kinds of information you'd like to receive and how you'd like to receive it.

Some of you prefer easy-to-print PDFs that you can carry with you. Others prefer accessing information in their grove using their tablet or cell phone. And the vast majority of you noted that you're simply too busy to routinely check the website for new information that is useful to you. Ultimately, you need relevant information delivered straight to your inbox.

The new avocado grower website is being designed around the varied preferences of our audience, helping growers to access — or receive — the information they need, when they need it, in the format they prefer.

The new website is being developed using a responsive web design approach. This means the avocado grower website will provide an optimal viewing experience across a wide range of devices — from desktop computer monitors to tablets to mo-



bile phones.

CAC will utilize notification bars on the homepage of the website to alert growers of events such as fires, pest outbreaks, water and legislative issues that require immediate attention and a higher level of visibility. Growers can also sign up to receive these alerts through email notification.

Growers can subscribe to receive emails that deliver articles based on their individual interests. Rather than having to manually inspect the avocado grower website for new content, email will deliver the latest content to your inbox.

The site is also being visually redesigned in order to provide a clean, fresh news-site look that will serve the freshest avocado industry news up front — including weekly

market information, new avocado production research, the latest marketing promotions and third party articles pertaining to the global avocado industry.

The redesigned site will also have two grower libraries. The Cultural Management library will house simple and applicable cultural management articles that can be accessed in the grove or easily printed out for later reference. The Research library will house past and current CAC funded avocado production research papers and project updates.

Together, CAC and TMAP are collaborating on a responsive website redesign that will ensure you receive the information you need in the formats you prefer. Look for the new website in spring 2013. 🥑