



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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KEY PERFORMANCE INDICATORS: NOVEMBER 2021 – OCTOBER 2022

\$1.20

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending October 2, 2022

325.5 Million

Consumer Media Impressions

Includes offline, online and social media impressions through October 2022

976.9 Million

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets, as well as retailer communications through the 2021-22 season

52.0 Million

Trade Public Relations Impressions

Positive direct CAC trade public relations circulation through October 2022

25.6 Million

Facebook Impressions

A 45% increase versus the same period in 2021

38

Retail Promotions

Number of Retail Promotion Agreements fully executed in the 2021-22 season





REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year									
		November 1, 2021 - October 31, 2022				November 1, 2020 - October 31, 2021			
Grade	Size	Size %	(millions)		Avg Lug \$	Size %	(millions)		Avg Lug \$
			Pounds	Dollars			Pounds	Dollars	
Hass #1 Conv	40	5%	11.9	31.4	\$ 65.97	8%	17.5	31.3	\$ 45.55
	48	28%	61.7	167.6	\$ 67.92	35%	74.6	134.2	\$ 45.52
	60	30%	64.6	158.8	\$ 61.47	28%	60.1	92.8	\$ 39.22
	70	21%	45.4	91.8	\$ 50.56	16%	34.1	40.2	\$ 29.90
	84	11%	25.0	41.0	\$ 40.98	8%	16.8	16.5	\$ 24.67
	Other	4%	9.2			6%	12.1		
	All	100%	217.8	490.7	\$ 58.81	100%	215.2	332.9	\$ 39.21
Hass #2s	All		19.5	36.0	\$ 46.20		19.7	23.6	\$ 30.84
Hass Organic #1	All		21.5	57.8	\$ 67.19		18.8	41.5	\$ 56.17
California Avocado Region Distribution - This Year vs. Last Year									
All Varieties		November 1, 2021 - October 31, 2022				November 1, 2020 - October 31, 2021			
Region	Region %	(millions)			Avg Lug \$	Region %	(millions)		
		Pounds	Dollars				Pounds	Dollars	
EAST CENTRAL	5%	13.9	31.9	\$ 57.44	3%	6.8	10.1	\$ 38.17	
NORTHEAST	4%	10.2	25.1	\$ 61.64	2%	6.6	11.4	\$ 43.12	
PACIFIC	79%	213.7	473.6	\$ 55.40	83%	219.3	341.9	\$ 39.68	
SOUTHEAST	4%	10.2	25.3	\$ 61.89	3%	7.8	14.1	\$ 45.43	
SOUTHWEST	4%	11.0	25.1	\$ 56.95	3%	7.6	11.9	\$ 39.75	
WEST CENTRAL	4%	10.5	25.1	\$ 59.75	3%	7.8	11.7	\$ 37.94	
EXPORT	0%	1.2	2.8	\$ 57.38	4%	9.9	16.1	\$ 41.51	





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REVENUE: CROP MOVEMENT AND MEASURES

U.S. Hass Avocado Supply (November-October)

	2021/22		2020/21		2019/20	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	275	102%	257	103%	373	100%
Chile	14	140%	4	187%	9	100%
Mexico	2,047	83%	2,332	98%	2,103	100%
Peru	251	126%	177	77%	161	100%
Other	35	233%	9	134%	9	100%
Total	2,622	88%	2,779	97%	2,655	100%
*based on current projections						Source: CAC

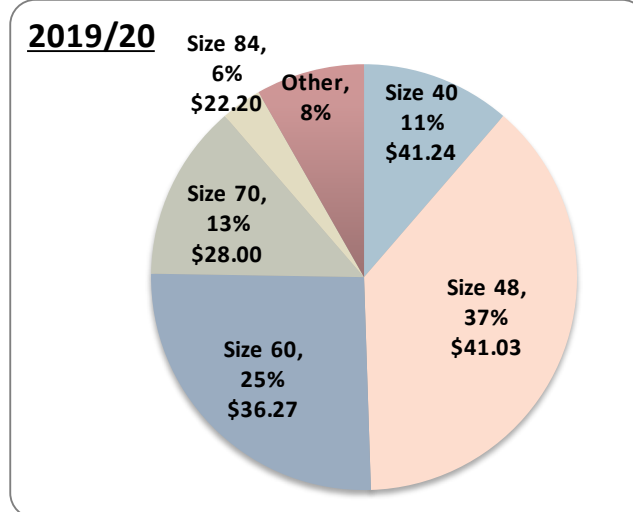
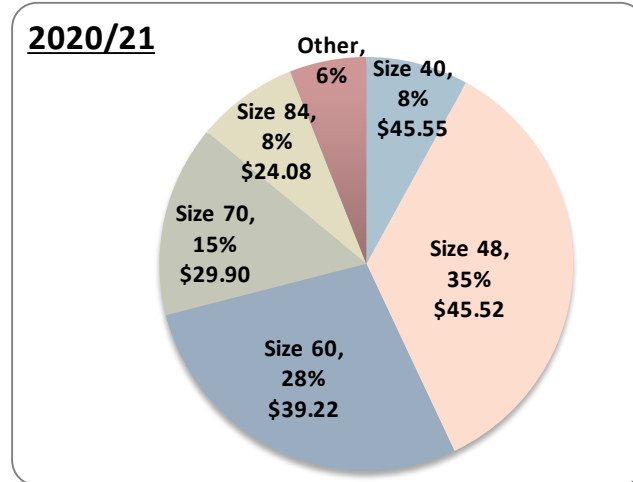
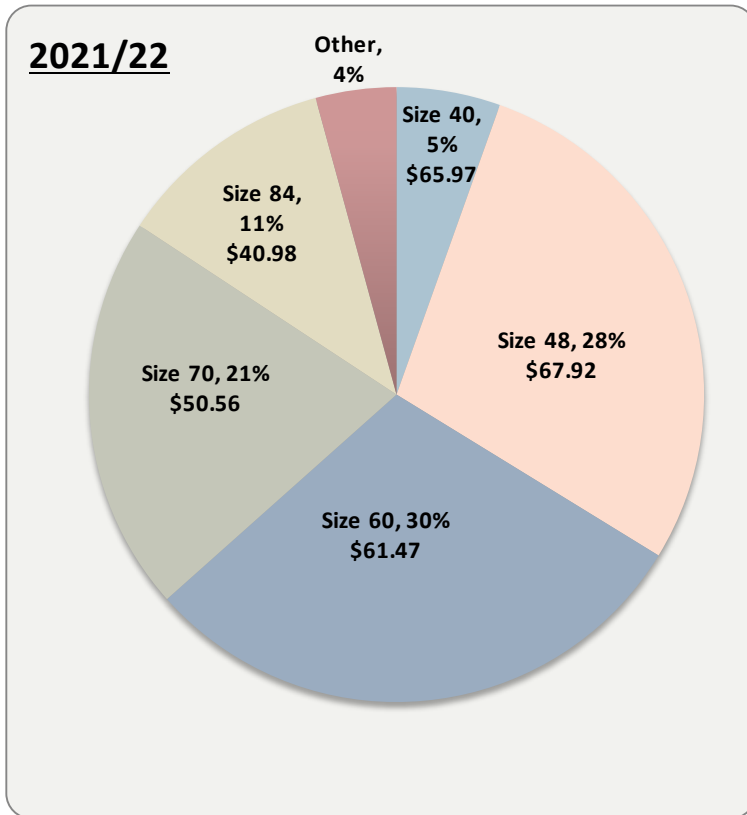




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REVENUE: CROP MOVEMENT AND MEASURES

Size Distribution and Average Lug Price
Hass #1 Conventional (November-October)



Source: AMRIC





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REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Sept21</u> <i>(9/6/21-10/3/21)</i>	<u>Sept22</u> <i>(9/5/22-10/2/22)</i>	<u>Variance</u>
Volume (Unit)	151,787,430	147,981,529	-2.5%
Dollars	\$184,568,224	\$178,196,523	-3.5%
Avg. Selling Price/Unit	\$1.22	\$1.20	-1.0%
<u>RETAIL</u> <u>California Season</u>	<u>Mar21-Aug21</u> <i>(3/1/21-8/29/21)</i>	<u>Mar22-Aug22</u> <i>(2/28/22-8/28/22)</i>	<u>Variance</u>
Volume (Unit)	1,135,375,654	993,159,020	-12.5%
Dollars	\$1,302,120,590	\$1,450,470,841	+11.4%
Avg. Selling Price/Unit	\$1.15	\$1.46	+27.3%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep20-Feb21</u> <i>(8/31/20-2/28/21)</i>	<u>Sep21-Feb22</u> <i>(8/30/21-2/27/22)</i>	<u>Variance</u>
Volume (Unit)	1,143,969,549	1,000,392,990	-12.6%
Dollars	\$1,298,464,093	\$1,464,337,278	+12.8%
Avg. Selling Price/Unit	\$1.14	\$1.46	+29.0%





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REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.15



Mar 2021 – Aug 2021
(3/1/21 – 8/29/21)

Avg. Retail Price
\$1.46



Sept 2021 – Feb 2022
(8/30/21 – 2/27/22)

Avg. Retail Price
\$1.46



Mar 2022 – Aug 2022
(2/28/22 – 8/28/22)





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CONSUMER ADVERTISING: OUTDOOR

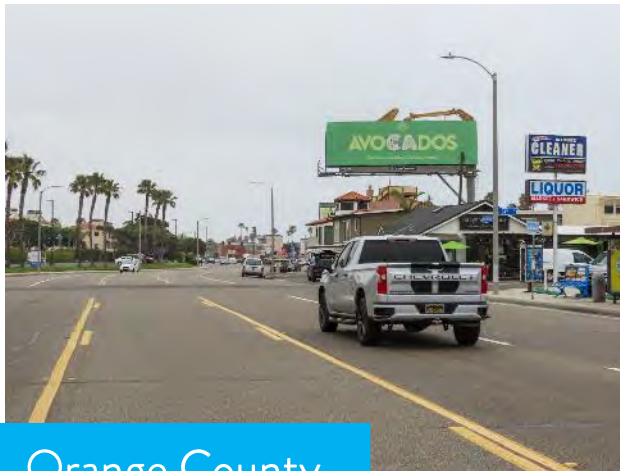
- 42,209,352 Impressions
- Seven high-impact locations throughout Los Angeles, San Francisco, San Diego and Orange County
- 155 Volta Electric Vehicle Charging Stations across multiple retail locations
- 32 units in Premium Dining and Shopping Centers in Orange County and San Francisco



Los Angeles



San Francisco



Orange County



San Diego



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CONSUMER ADVERTISING: OUTDOOR



Volta Charging Stations



SF Broadway Plaza



OC Fashion Island

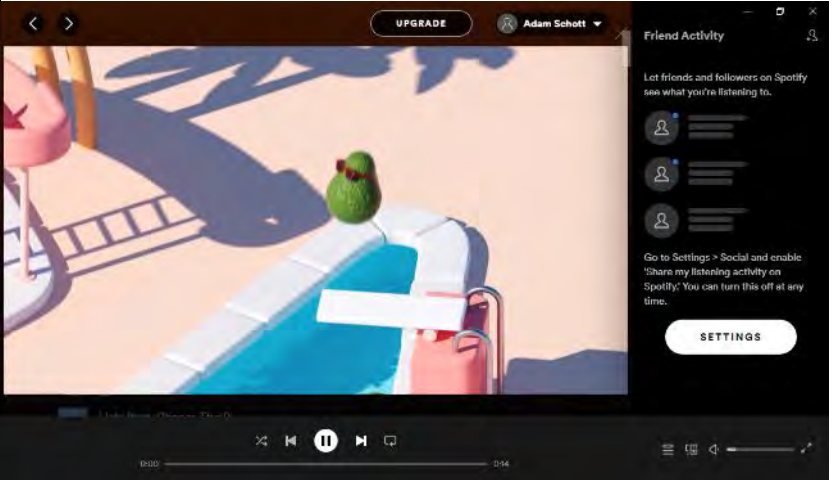
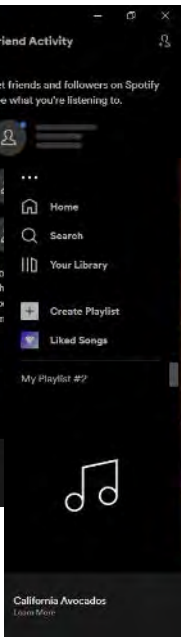


OC Irvine Spectrum



CONSUMER ADVERTISING: AUDIO

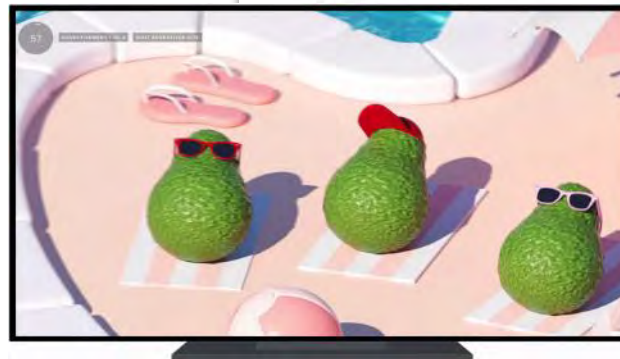
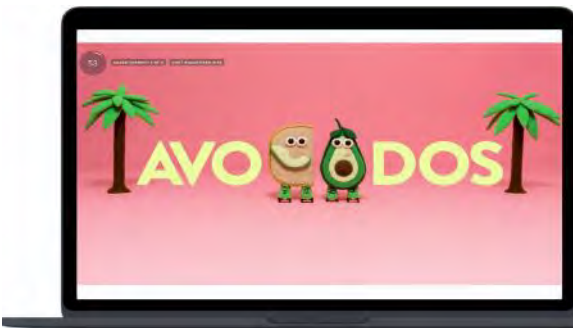
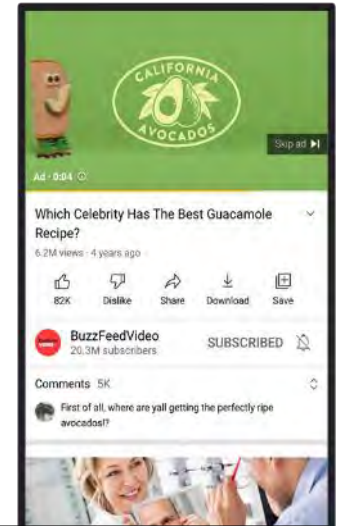
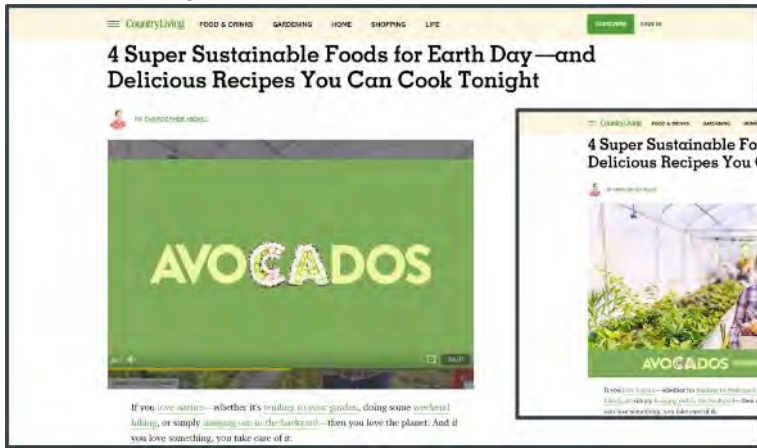
- 33,239,503 Impressions
- 36,086 Clicks with a 0.22% Click Through Rate
- 11,536,660 Video Views
- Targeted listening sessions, audio, banners, overlays, in-car audio and podcast live reads





CONSUMER ADVERTISING: DIGITAL BRAND

- 107,315,355 Impressions
- 237,510 Clicks with a 0.29% Click Through Rate
- 56,182,780 Video Views
- Digital video, mobile and display banners

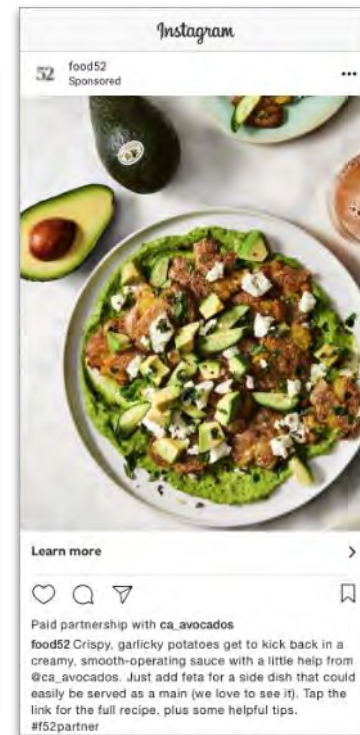
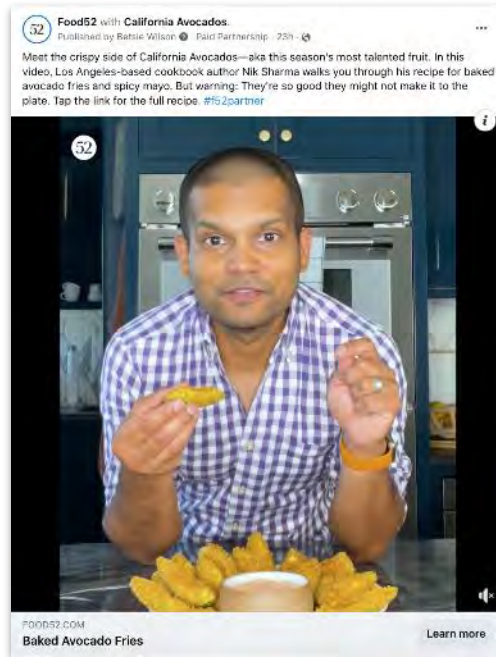
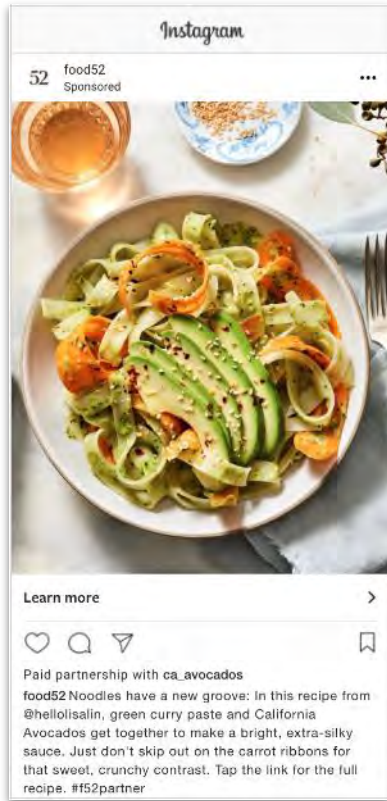




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

FOOD52

Custom content including six recipe videos and images prominently featuring California Avocados shared across Food52’s Instagram, Facebook and TikTok along with their website, email and custom “Play Me A Recipe Podcast”

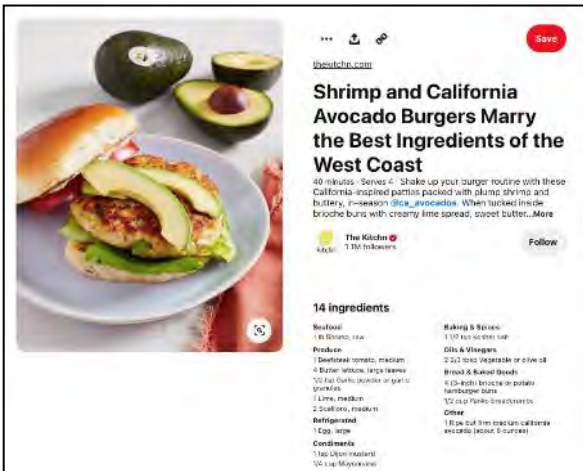
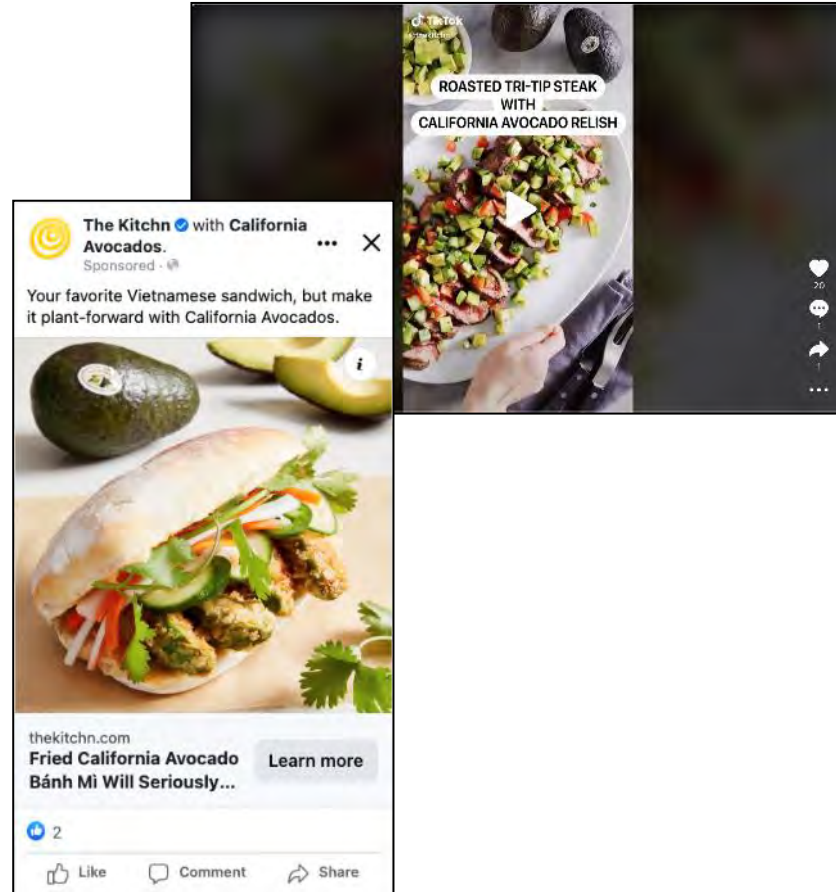
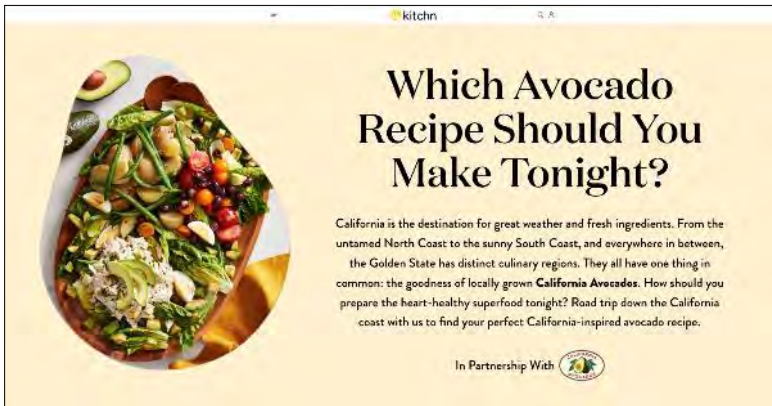




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT



Custom content including an interactive flowchart on The Kitchn's site, home to five recipes that prominently feature California Avocados. Recipes were also distributed across The Kitchn's Instagram, Facebook, Pinterest and TikTok channels as well as their daily email

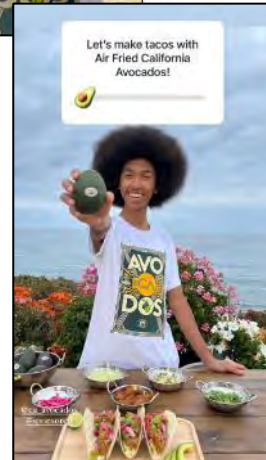
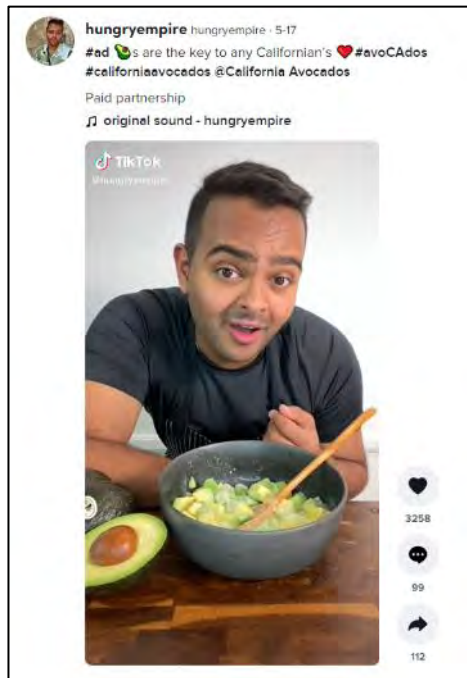




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT



Custom content including five Influencers on Instagram and five Influencers on TikToc posting original recipe videos in feed and in their stories

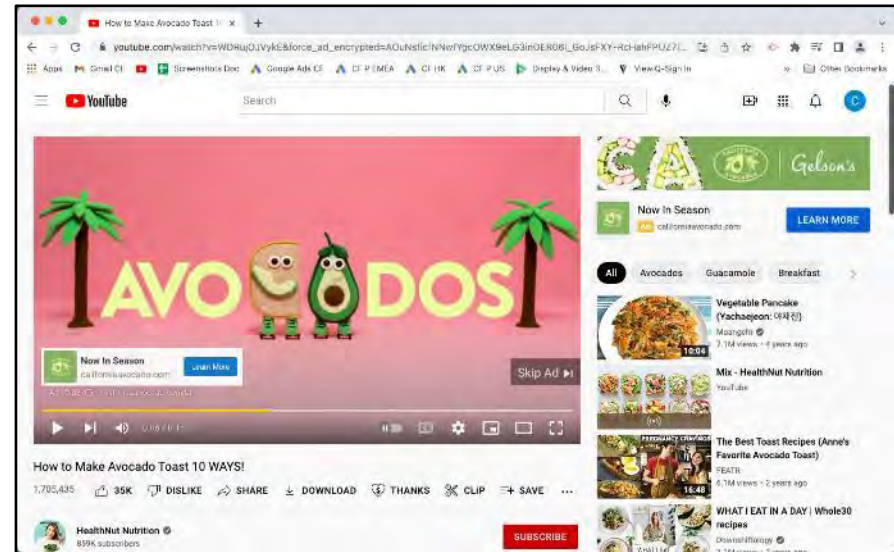




CONSUMER ADVERTISING: DIGITAL RETAIL



- 62,879,352 Impressions
- 375,252 Clicks with a 0.6% Click Through Rate
- 5,168,260 Video Views
- Promoted in-store availability to drive users to retailers carrying California Avocados





Navigation bar with buttons: HOME, REVENUE, CONSUMER ADVERTISING, ONLINE MARKETING, CONSUMER PR, CONSUMER/ TRADE LIVING WELL, RETAIL, FOODSERVICE, RESEARCH

CONSUMER ADVERTISING: SOCIAL BRAND

- 35,251,118 Impressions
- 1,350,673 Engagements with a 3.83% Engagement Rate
- Season-long social advertising across top platforms



Recipe card for Black Bean Taquitos with California Avocado Dipping Sauce. Includes ingredients list and a photo of the dish.



Instagram post from @ca_avocados featuring a sponsored image of a green smoothie with mango and spinach. Caption: "Getting your greens in has never been easier (or as tasty). Try our Mango, Spinach and California Avocado Smoothie. Link in bio!"

Facebook post from California Avocados (@C...) dated Jun 7. Text: "We're dropping recipes all summer long to help you show off your grill skills. Starting with the basics, learn how to grill California Avocados here: link". Includes a graphic for the "SUMMER GRILLING SERIES".

Facebook post from California Avocados celebrating #CaliforniaAvocadoMonth. Includes two promotional cards: one with a tree and avocado graphic, and another titled "Hass Avocado California" with the text "Every Hass Avocado has their lineage".

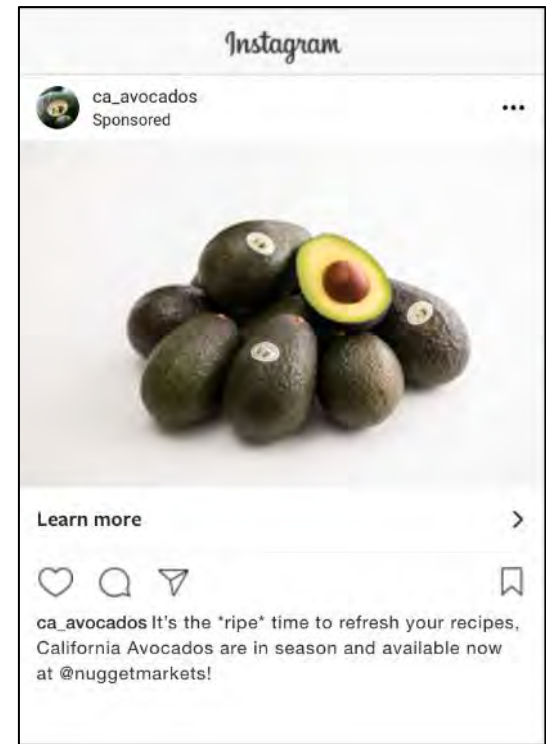




CONSUMER ADVERTISING: SOCIAL RETAIL



- 4,803,677 Impressions
- 33,306 Engagements with a 0.69% Engagement Rate
- Promoted California Avocados in-store to drive users to retailers





CONSUMER ADVERTISING: CALIFORNIA AVOCADO MERCHANDISE SHOP

- 29,800 visitors (208% increase YoY)
- 55,600 page views (63% increase YoY)
- 208 total orders (27% increase YoY)
- 1.95 items/order (-2% decrease YoY)
- \$82.97 average order value (-2% decrease YoY)

* All comparisons to same time period FY21

Best selling products by quantity



Best selling products by net \$ sales





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ONLINE MARKETING: NOVEMBER 2021 – OCTOBER 2022

SEARCH RESULTS

- Organic Search Impressions: 34.6MM
- Paid Search Impressions: 5.2MM

SOCIAL MEDIA

- Facebook
 - Total Fans: 317.0K (0% change YoY)
 - Impressions: 25.6MM (45% increase YoY)
- Twitter
 - Total Followers: 20.8K (0% change YoY)
 - Impressions: 58.5K (54% decrease YoY)
- YouTube
 - Views: 15.2MM (13% increase YoY)
 - Subscribers: 3.1K (1% increase YoY)
- Instagram
 - Followers: 42.8K (0% change YoY)
 - Impressions: 454K (-96% decrease YoY)

CONSUMER WEBSITE

- # of Visits: 1.18MM (-15% decrease YoY)
- Page Views / Visit: 1.32 (Flat YoY)
- Time on site: 37 seconds (-10% decrease YoY)
- Total Page Views: 1.82MM (-17% decrease YoY)

EMAIL

- Average Open Rate: 33.1%
- Click through rate: 2.3%
- Emails Sent: 7 emails sent to 169K recipients per email



CONSUMER PR: VIRTUAL COOKING CLASS WITH MEG QUINN

- To promote California avocado season, CAC hosted a virtual charcuterie board class in partnership with LA-based food stylist and charcuterie board expert Meg Quinn (and moderator Erica Domesek, founder of the lifestyle brand P.S.- I made this...)
- Meg was joined by 16 media attendees from national, regional and local consumer and trade outlets, as well as four retail contacts
- Through earned media relations, as well as distribution of a press release and mat release, the program resulted in **213,017,227 impressions** across national and regional media outlets, including Associated Press, *The San Diego Union-Tribune* and *Los Angeles Downtown News*, as well as organic social mentions from attendees





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CONSUMER PR: 10TH ANNIVERSARY OF CALIFORNIA AVOCADO MONTH

- In honor of the 10th anniversary of California Avocado Month in June, the Commission partnered with southern California native Chef Nyesha Arrington to create two delicious and seasonal recipes prominently featuring California avocados (California Avocado Crab & Tuna Stack and Grilled California Avocado & Peach Salad), which were promoted via press and mat releases
- CAC also hosted a California avocado grove open house, where attendees experienced first-hand what it takes to grow California avocados – from picking California avocados directly from the trees to watching a grafting demonstration to learning how to create an avocado rose
- Through earned media relations, the program resulted in more than **695,062,896 impressions**

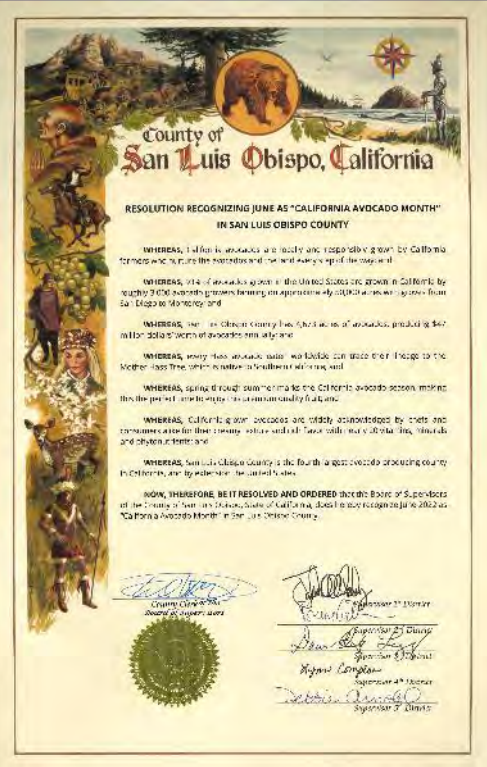
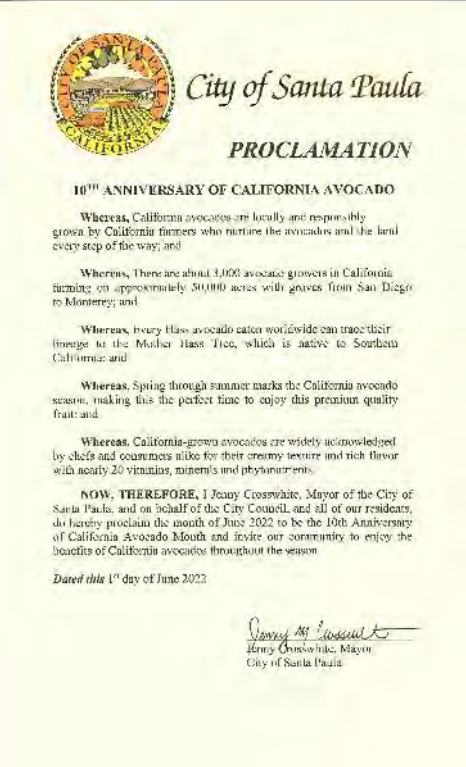




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CONSUMER PR: CALIFORNIA AVOCADO MONTH PROCLAMATIONS

The PR team also secured four proclamations and one scroll from the following CA cities and counties, officially recognizing and celebrating June as California Avocado Month: San Diego County (districts 4 and 5), cities of Santa Paula and San Luis Obispo and Los Angeles County





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CONSUMER PR: BRAND ADVOCATES

- To celebrate California avocado season and promote the seasonal availability of California avocados, the Commission partnered with five influencers to serve as this year's Brand Advocates. The Brand Advocates were chosen based on their significant influence on social media, large viewership on their blog channels and their vibrant content creation
 - The ask for this season was to develop unique recipes promoting California Avocados on their respective social media channels, including their blog, Instagram, Facebook, TikTok and Pinterest pages
- Between March and June, the Brand Advocate program secured **469,630 blog post impressions** and **1,258,023 social media impressions**, resulting in a total of **1,727,653 impressions**





CONSUMER PR: NEWS BUREAU

Throughout the 2022 season, the team identified relevant story angles for CAC and leveraged its unique perspective and assets to promote with consumer media. Reactive and proactive news bureau media efforts resulted in 64,056,604 impressions.



17 Foods That Are High In Vitamin B3



There are a few things that don't change in this life, but paying taxes, the laws of gravity, and the popularity of avocado are some of them. The perennial staple on dinner tables around the world is praised for its health benefits, and one of the reasons why people continue to flock to the green fruit is thanks to its vitamin B3 levels. The flesh of a single California avocado will provide around 2.6 milligrams of niacin (via WebMD). This makes it one of the best plant sources of the vitamin out there, which is typically found in meat and fish.

TastingTable.

The Nutritional Difference Between Avocado And Extra Virgin Olive Oil



BY JENNIFER AMOS / SEPT. 23, 2022 3:01 PM UTC

According to California Avocados, avocado oil is made by pressing the pulp of pitted and skinned avocados. Then, oil and water are separated from the pulp using a centrifuge. Next, the oil is skimmed from the top of the water, resulting in the avocado oil we buy in grocery stores. Avocado oil and extra virgin olive oil are made using similar processes, but what's the nutritional difference between them? Let's break it down.



How many calories are in avocado and what are the nutritional benefits?

Eating a serving of avocado daily can lower your cholesterol and reduce risk of heart disease.



There are hundreds of varieties of avocados

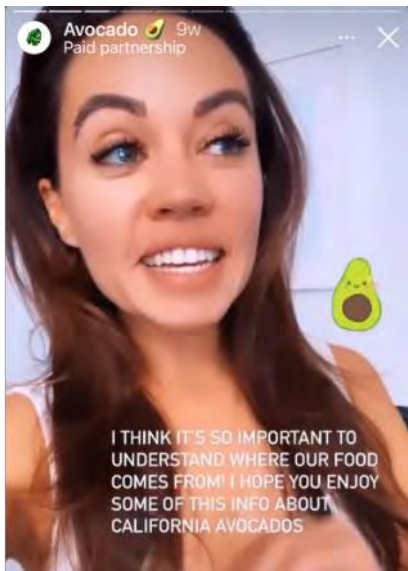
According to California Avocados, there are hundreds of varieties of this green fruit. Yet, 95% of the avocados eaten in the United States are Hass avocados. Hass are able to be grown year round in places like California, Chile, Mexico, New Zealand, Peru, The Dominican Republic and Colombia. Hass avocados are medium sized and oval, with a minty green flesh and dark green skin.





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Living Well Brand Advocates are registered dietitians and trusted experts, whose passion for sharing tips and ideas for good health and good food is leveraged to tell the California Avocado healthy lifestyle story, as well as communicate the California fruit’s superiority and seasonal availability.



Mascha Davis, RDN, MPH



Bonnie Taub-Dix, MA, RDN, CDN



Manuel Villacorta, MS, RDN,



Liz Shaw, MS, RDN, CLT, CPT

“Longer-term influencer partnerships increase connection and authenticity, which consumers value.” –Social Media Today, May 2022





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

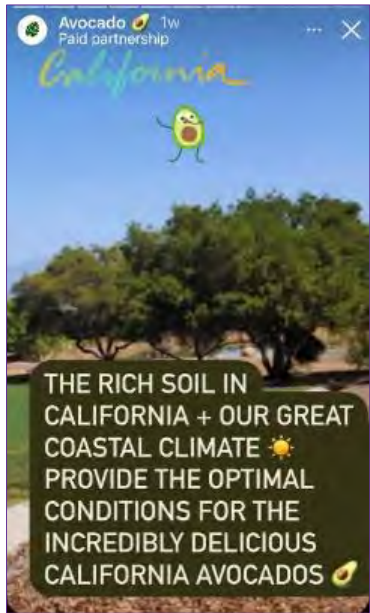
The LWBA's developed nine new recipes for use in social media, Commission website articles and recipe database, television segments and activations/events with CAC's targeted retailers. Their recipes were developed to align with current food and nutrition trends, presenting new and inspired usage ideas for California Avocados.





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Consumers value nutrition news delivered by credentialed nutrition experts. The LWBA’s carefully craft activations to leverage their nutrition knowledge and California Avocado messages. These activations provide CAC’s and its retailers audiences with informative content.



Manuel Villacorta produced a 3-video series on “How California Avocados Can Benefit Your Weight Goals,” which he posted to his YouTube Channel and promoted across his social media platforms, on his website and in his newsletter; he also wrote an article for the CAC website that featured additional tips and links to the videos

Mascha Davis shared an early season “Know Where Your Food Comes From” with an 11-slide Instagram Story and a California Avocado Month giveaway with her 84,600 followers





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Throughout the California Avocado season, the LWBAs delivered a variety of activations on their social media platforms and the Commission’s, as well as regional television to help drive engagement.



Bonnie Taub-Dix shared why she loves California Avocados with her 6,000 Instagram followers



She also offered professional tips for adding California Avocado to new, different and tasty recipes



Liz Shaw demonstrated how California Avocados pair perfectly with kitchen staples to create mealtime magic on ABC 10 News, San Diego Connect



Liz shared her dairy-free and vegan recipe, California Avocado “Feta” Greek Mezze Salad, on her Instagram



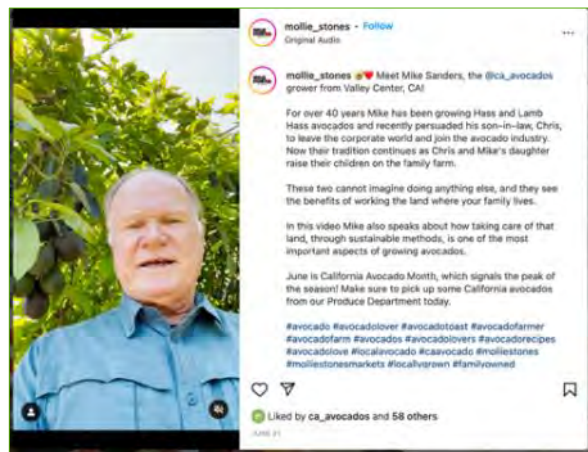


RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

CAC worked with key accounts to secure, create and run multi-platform social media campaigns throughout the season in support of the Commission’s retail marketing promotions as well as their own initiatives. Customized content was provided to convey California Avocado-specific messages and show California Avocado branding. This messaging spoke directly to retailers’ customers at targeted top-tier accounts through their social media platforms and other digital marketing tools including social media, websites and mailers.



Early-season Big Game Day promo on Instagram



California Avocado Month – Video reel featuring Mike Sanders posted on Facebook and Instagram



California Avocado Month – Giveaway on Facebook, Instagram and in the newsletter





RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

Gelson's

Early-season March Madness Watch Party snacks posted to Facebook and Instagram

The Lyall family was highlighted on Facebook in Gelson's July Farmer Feature



Cinco de Mayo – Supported with CAC's Chipotle Lentil Tacos with Peach and California Avocado Salsa recipe video as well as posts for guacamole on Instagram and Facebook

Giveaway – Summer grilling on Instagram





RETAIL: KEY ACCOUNT MARKETING COMMUNICATIONS



The California Avocado Commission was invited to participate in the grand opening event of Bristol Farms' Newfound Market; the event was attended by more than 30 bloggers and local VIPs; attendees were served fresh California Avocado guacamole and provided brochures and promotional items





RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



Giveaway – Promoted on Instagram and featured CAC's California Avocado Steak Sandwich



California Avocado Month – Facebook feature on Jamie Johnson

Peak season – Mike Sanders video reel featured featured on Facebook



Cinco de Mayo – featured CAC's Classic Guacamole recipe video on Instagram and Facebook

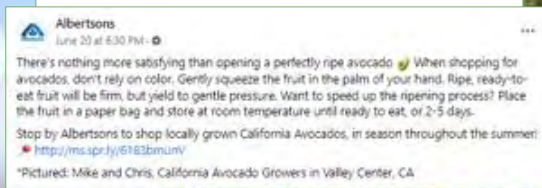
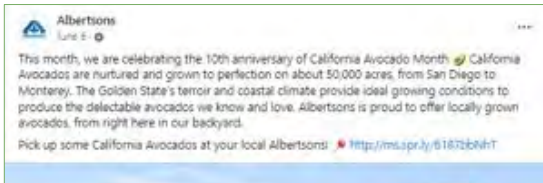




RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



California Avocado Month was featured in a 4-week Instagram and Facebook series of posts that incorporated messaging, assets and images provided by CAC, including the 10th Anniversary logo

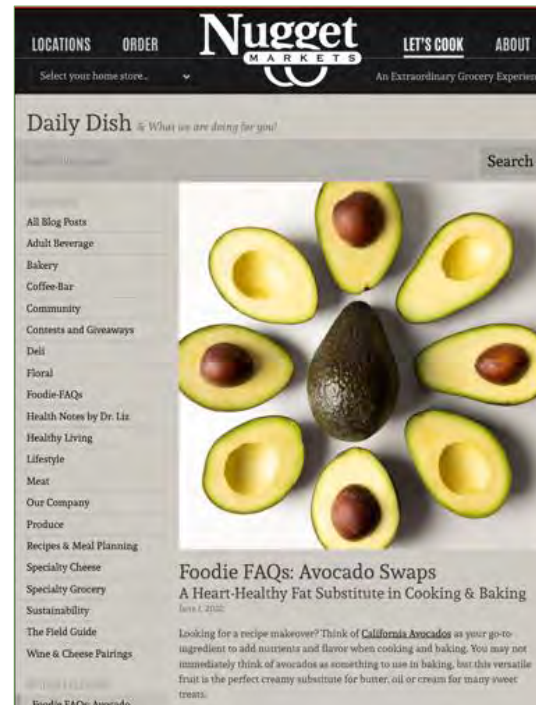




RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



Supported California Avocado season with a video reel on Instagram and TikTok



CAC-provided a feature article for newsletter



California Avocado Month – Two giveaways featured in newsletter and on social media platforms





RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

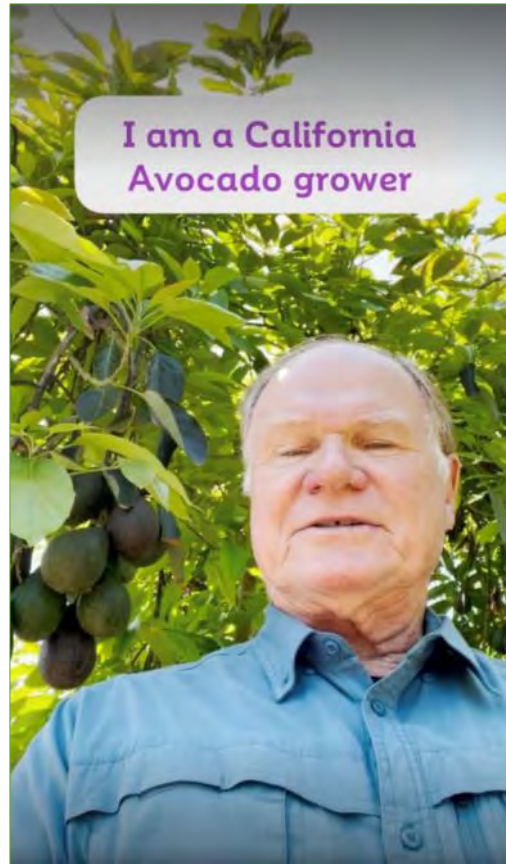
National Avocado Day – Posts featured on retailer’s Instagram/Facebook platforms using Commission-provided copy and a reel featuring Mike Sanders speaking about “two crops”



savemart 🌿🥑🦋 Celebrate National Avocado Day on July 31 by featuring locally grown, in season California Avocados. 🥑🦋 What makes avocados grown right here in the Golden State so special? The Hass avocado variety is a California native. It was first discovered by Rudolph Hass in the 1920’s. Every Hass avocado in the world can trace its roots to that “Mother Hass Tree” in La Habra Heights, California. It takes 14-18 months to grow a single California Avocado. That means for a few months, avocado trees have two crop years on them! One California Avocado tree can produce up to 150 avocados (or 60 pounds of fruit) per season.

Remember, you can’t spell 🥑 without California – it’s right in the name “AvoCAdos”

For more fun facts and additional information about California Avocados, visit link in bio!





RETAIL: RETAIL DIETITIAN RELATIONS

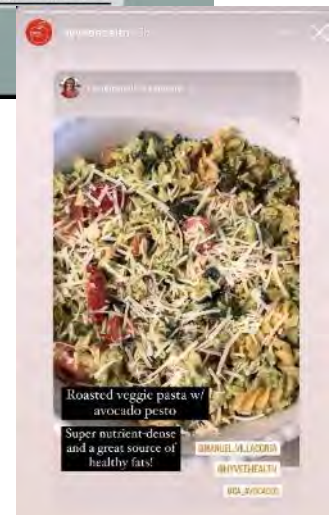
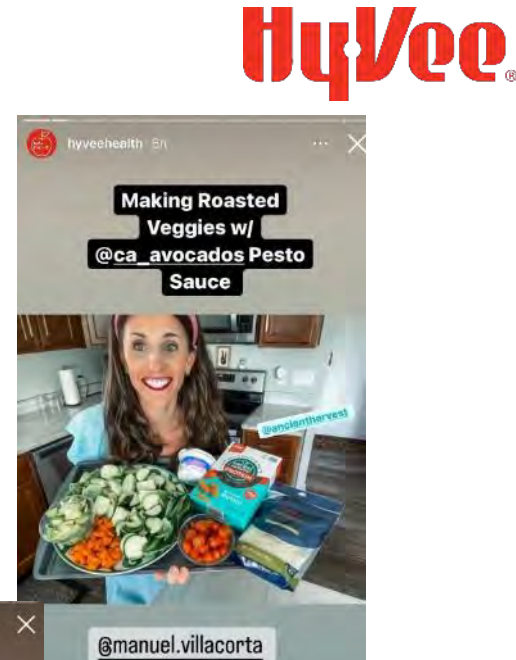
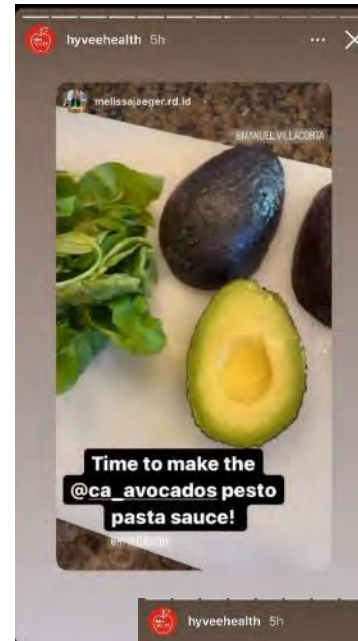


As part Hy-Vee's April "a1C3 Screening Tour," California Avocados were included as a recommended food for those with pre-diabetes and Type 2 diabetes. In addition to being included in local market media coverage, California Avocados were named "Dietitian's Pick" with display signage in all Hy-Vee stores





RETAIL: RETAIL DIETITIAN RELATIONS



The Commission was asked to present a “virtual lunch cook along” to the Hy-Vee dietitians. CAC LWBA Manuel Villacorta demonstrated his Roasted Vegetable Pasta with Avocado Pesto Sauce providing nutrition, handling and usage tips and California messaging along the way. He also responded in real time to the dietitians’ questions. Dietitians shared their progress on their social media platforms as well as @hyveehealth





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- CONSUMER/ TRADE LIVING WELL
- RETAIL**
- FOODSERVICE
- RESEARCH

RETAIL: RETAILER INTERACTIVE EVENTS: CAC VIRTUAL COOKING CLASS



Save Mart’s social media manager created and posted a reel documenting her experience and shared it on their Instagram and Facebook, providing call-outs of California Avocados throughout





RETAIL: PROMOTIONS

- Month-long sales contest promoting March Madness
- California Avocado display bins & sponsored March Madness POS for use in store displays
- 3.1%-to-13% unit volume movement over previous year brand awareness

Gelson's





RETAIL: PROMOTIONS

- California Avocados in Colorado February
- Front-page ad (February 23) and huge displays move good volume of early product





RETAIL: PROMOTIONS

- Big Game display contest January 26 – February 16
- 18-31% Unit volume movement increase over previous year in stores





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: PROMOTIONS

GEM Promotions in April



Gelson's

There's a new organic avocado in town!



OGC is thrilled to partner with our friends at Del Rey Avocado to be their exclusive wholesaler of Gem avocado in the Pacific Northwest. California born and bred, Gem is large, nutty and delicious.

There's a lot to love about this exciting avocado!

Share the Gem story with staff and shoppers to establish a new fanbase! Download and print Gem POP for displays to introduce this new variety to shoppers. Use the talking points in the **Produce Profile** to educate and the merchandising tips to increase sales. Meet avocado lovers where they are! Reach them digitally by sharing **photos** and product information on your social media channels.

Resources

- [Produce Profile: Gem Avocado](#)

AVOCADOS

The best avocados have California in them.

New! The GEM avocado is a variety from California growers

- Delicious, creamy flavor and thick skin making it easy to peel
- Darkens with small yellow specks as it ripens

NEW AT **MOTHER'S MARKET & RITCHEY'S**

USDA ORGANIC

Scan this code with the camera on your mobile device for California Avocado recipes.

CALIFORNIA AVOCADOS

© 2022 California Avocado Commission

AVOCADOS

The best avocados have California in them.

- GEM avocados are the newest variety from California
- They have a creamy, nutty flesh and medium-sized seed
- The gold-speckled skin turns black when ripe
- Available for a limited time from April - June
- Easy-to-Peel, thick skin. Peeling the skin is better than "scooping out" because the most nutrient-dense part of the fruit is next to the peel

NEW AT **PCC COMMUNITY MARKETS**

CALIFORNIA AVOCADOS

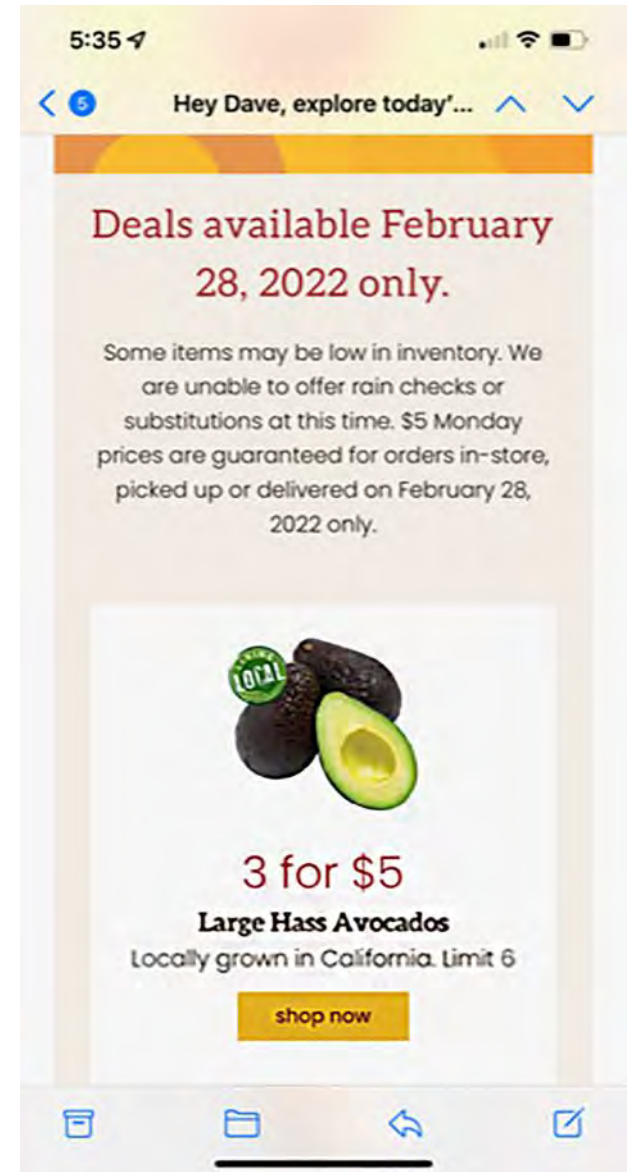
© 2022 California Avocado Commission



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: PROMOTIONS

First of Season Online Shopper Special – February 28





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: PROMOTIONS



AVOCADOS

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**NEW AT
NEW SEASONS
MARKET**

© 2022 California Avocado Commission





RETAIL: PROMOTIONS



- Farmers Market displays with CA GROWN features California Avocados on display during April and will be back again in June
- California Avocado Sales Contest to run in June to boost additional sales





RETAIL: PROMOTIONS

- Sales contest, Albertson/Vons for U Coupon at \$.50 off bulk California Avocados and CAC display bins
- 23.2% increase in sales
- 14,000 approximately coupons redeemed





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: PROMOTIONS

July Local Grown Contest with CA GROWN Partner

Gelson's

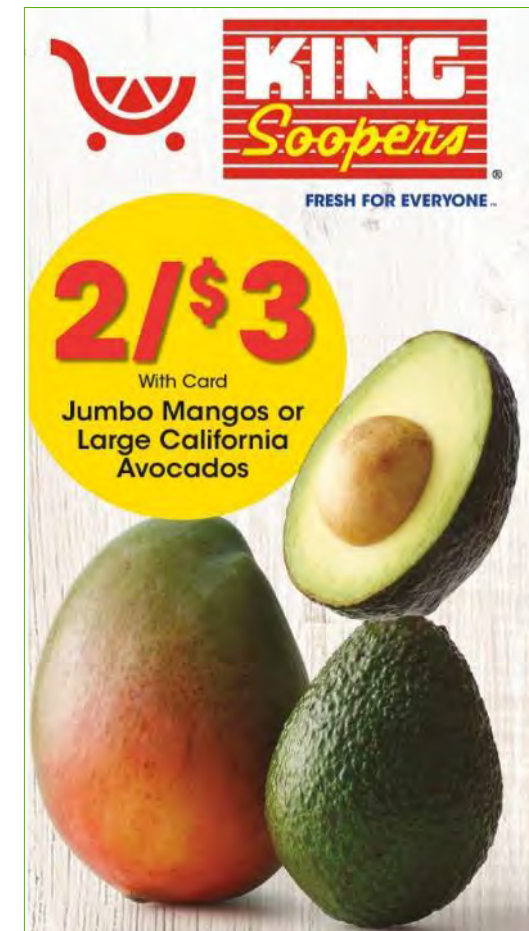




HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: PROMOTIONS

- California Avocado ads also in May and June – all incremental to last year
- There was no California presence in the #2 Kroger division last year





RETAIL: PROMOTIONS

- July Sales Contest on bagged California Avocados
- \$100,000 and 104% increase in units over last year





RETAIL: PROMOTIONS

Independence Day Sales Contest

- 13-28% increase in sales over previous contest





RETAIL: PROMOTIONS

GEM Field Guide Feature and online marketing





All About
Gem
Avocados




Gem Avocados

- Similar to Hass avocados, but with a richer, creamier flavor.
- They have nutty, buttery flesh and a medium-sized seed.

- Their thick, gold-speckled skin is easy to peel and turns black when ripe. (Peeling an avocado is often better than scooping since the densest nutrients are next to the skin.)
- Available for a limited time—their season usually only runs through June!

California Avocado Chocolate Mousse

PREP TIME: 10 MINUTES, PLUS 2 HOURS CHILLING
COOK TIME: 5 MINUTES
YIELD: 4-6 SERVINGS

INGREDIENTS

- 1/2 teaspoon vanilla extract
- 1/2 cup Three Trees Pistachio Nutmilk
- 1/4 teaspoon salt
- 1/4 cup brown sugar
- 2 tablespoons maple syrup
- 6 ounces dark chocolate baking bars
- 3 Gem avocados (about 12 ounces)

Preparation

In a work bowl, combine vanilla extract, pistachio nutmilk, salt, brown sugar and maple syrup. Mix until combined and sugar is dissolved. Break up chocolate bars and place in a metal or glass bowl. Heat a small pot of water until steaming. Place the bowl of chocolate over the steaming water until melted.

Place pistachio nutmilk mixture and avocado into a blender and puree until very smooth. Transfer puree back to work bowl and fold in the melted chocolate, then chill for a minimum of 2 hours.

To serve, pipe or scoop chilled mousse into serving glasses.





SUGAR PLUM VEGAN

Whether you're vegan, gluten-free or both, you can have your cake and eat it, too with delicious and inspired desserts from **Sugar Plum Vegan!** Based locally in Sacramento, they craft a variety of vegan sweets like **Midnight Cake, Carrot Cake, Raspberry Almond Cake, Tiramisu Cheesecake, Lemon Cashew Cheesecake** and even **Cupcakes** for when you just need a little plant-based treat. Flavors may vary by location and season, so drop by our Bakery to see what vegan treats we have in store!



28 • THE FIELD GUIDE • SUMMER 2022

NUGGETMARKET.COM • 29



RETAIL: PROMOTIONS

- June CA GROWN and California Avocado promotion and Farmer's Market promotion on Local Grown
- California Avocado grower feature ad
- 36-53% increase in sales for avocados alone over last July

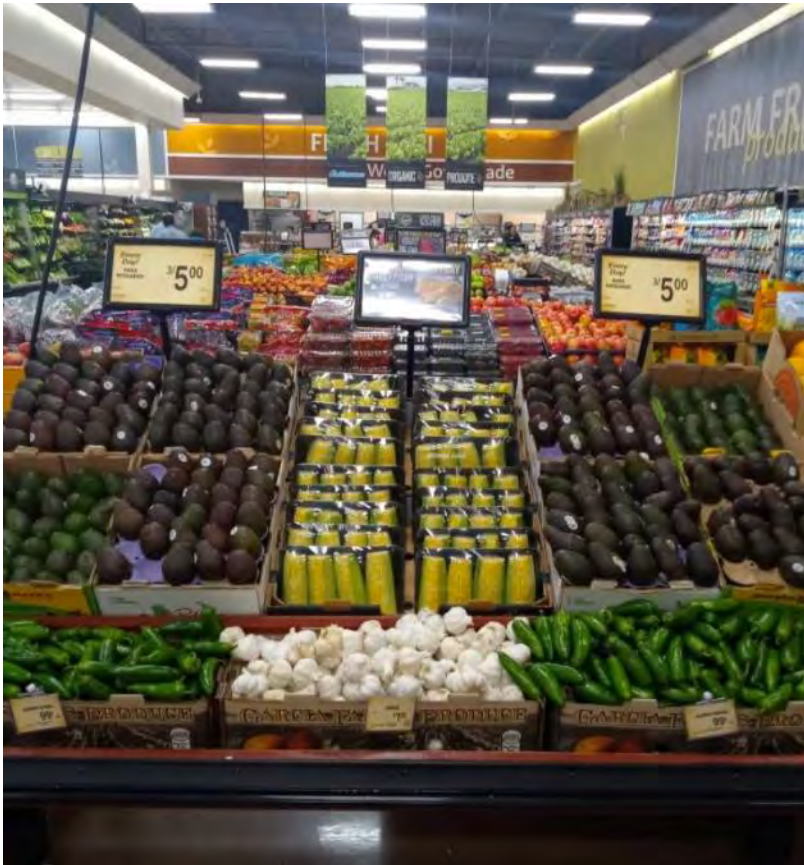




RETAIL: PROMOTIONS

Southwest-Arizona – Sales Contest and Albertsons/Safeway for U digital coupon on bags

- 18,751 units sold





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RETAIL: PROMOTIONS

Custom display boxes in California and Arizona stores, feature ads and store training bulletin on California Avocado growing regions





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RETAIL: PROMOTIONS

- Bulk and bagged ads
- August co-promotion with Tajin sales contest





RETAIL: PROMOTIONS

- Digital ads on bulk, prepared guacamole ads with in-store branding and Reed variety
- 159 stores in 19 states up and down East Coast



May 18



June 27



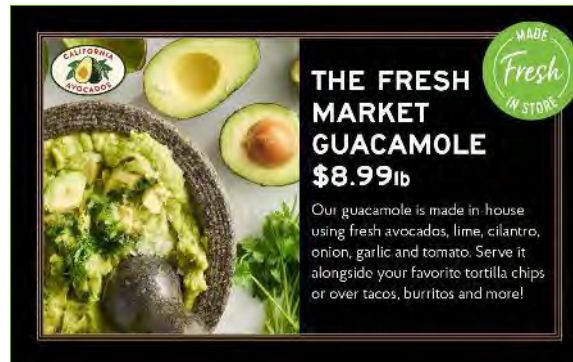
July 31



August 3



August 5



August 21





RETAIL: PROMOTIONS

Bristol Farms

- Month of August Sales and California Signage Contest
- Small Avocados, Organic Small Avocados and Organic Bags, plus house-made Guacamole
- Sales increases YOY from 9% to 24%





RETAIL: PROMOTIONS



- Month of August Sales Contest
- Small Org Hass, Reed, Fuerte, Organic Bags, Morro Bay included in contest
- 9 out of 19 stores achieved over 10% lift in sales





HOME

REVENUE

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ADVERTISINGONLINE
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PRCONSUMER/
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RETAIL: CORPORATE PROMOTIONS

- Digital coupons on Branded California Bag at Key Kroger Divisions:
 - Ralphs
 - Fred Meyer
 - QFC
 - Smith's
 - King Soopers added (No Coupon)
- 265,000 downloads
- Sold 17,000 bags on promotion
- Over 90,000 bags loaded into Kroger stores
- All Tier 1 markets:
 - Seattle, Portland, San Francisco, Los Angeles, San Diego, Denver, Salt Lake City





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
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RESEARCH

RETAIL: CORPORATE PROMOTIONS



Temporary price discount on dedicated California promotion in Colorado:

- June 15 thru June 21
 - Aurora Colorado Depot
 - \$2.00 offer to Costco Members
 - This year's results:
 - ASP: \$8.76 this year vs. \$6.05 last year
 - Units: +32.5% over previous 7 days
 - Dollars: +37.7% vs. last year
- Costco Buildings Participating in:
 - Colorado
 - New Mexico





RETAIL: CORPORATE PROMOTIONS – SPOTLIGHT RECIPE VIDEO

- Digital advertising with shop now option
- Over 10,500,000 impressions
- Delivered on and off Walmart Site
- Tracking conversions thru August
- Using CAC creative on retailer portal
- CAC advertising one step closer to purchase



Guac state of mind

Scoop the delicious taste of California-grown avocados.

[Shop now](#)

Guac state of mind

Sponsored





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: CORPORATE PROMOTIONS

- Fresh California Avocados featured in digital advertising campaign, 165 clubs
- April 15 – May 16; 4.5 million impressions – new distribution in Midwest



CREATIVE SET

The creative set includes several ad variations:

- Top Left:** A horizontal ad with the California Avocado Commission logo, an image of avocados, and the text "The best avocados have California in them." with a right-pointing arrow.
- Second Row Left:** A horizontal ad with the logo, text "The best avocados have California in them.", an image of avocados, and a "Shop Now" button with a right-pointing arrow.
- Top Right:** A vertical ad with the text "The best avocados have California in them." and "Experience the superb texture, taste and versatility." Below this is a "Shop Now" button and "Available at sam's club" with the Sam's Club logo. It features images of avocados and a plate of food.
- Second Row Right:** A vertical ad with the logo, text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", a "Shop Now" button, and "Available at sam's club" with the Sam's Club logo. It features images of avocados and a plate of food.
- Third Row:** A horizontal ad with a plate of food on the left, text "The best avocados have California in them." and "Experience the superb texture, taste and versatility.", an image of avocados, and a "Shop Now" button.
- Bottom Row:** A horizontal ad with the logo, text "The best avocados have California in them." and "Experience the superb texture, taste and versatility.", an image of avocados, and a "Shop Now" button with a right-pointing arrow.
- Bottom Footer:** A horizontal ad with the text "The best avocados have California in them. Experience the superb texture, taste and versatility.", the logo, an image of avocados, and a "Shop Now" button with a right-pointing arrow.





RETAIL: CALIFORNIA AVOCADO MARKETING PROGRAM

Highlights from our 2022 California Avocado Marketing program which were presented to our targeted retailers by the retail marketing directors

AVOCADOS
2022 | MARKETING PROGRAM

THE BEST AVOCADOS HAVE CALIFORNIA IN THEM

Shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022.

*Sources:
California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
2021 California Avocado Tracking Study Q9: If given a choice, which avocados would be your preference? Answers: Avocados grown in...
Sales Velocity = Dollar Sales per Million ACV, California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

2022 | MARKETING PROGRAM

CALIFORNIA IS THE PREFERRED GROWING REGION

AVOCADO SALES GROW WHEN CALIFORNIA AVOCADOS ARE IN SEASON

- WEEKLY DOLLAR SALES INCREASE BY 10% A LIFT OF NEARLY \$800K PER WEEK!
- IN THE WEST, 70% OF AVOCADO SHOPPERS WITH A PREFERENCE WOULD CHOOSE CALIFORNIA AVOCADOS!
- INCREASED SALES VELOCITY OF 4% MEANS MORE DOLLARS FOR RETAILERS!

SAFETY, FAIRNESS AND FRESHNESS PERCEPTIONS

In 2021, avocado shoppers in the West said that being grown in safe conditions is one of the most important factors when choosing avocados to buy (in addition to perceived taste and price). California Avocados continue to be perceived as safer than avocados from other regions.

	CALIFORNIA	MEXICO
BEST FOOD SAFETY PRACTICES	56%	6%
HAS THE FRESHEST AVOCADOS	50%	13%
MOST ENVIRONMENTALLY FRIENDLY FARMING	46%	6%

REG. ON IS THE BEST 2021 MEXICO 2021
California is significantly higher than Mexico 2021

Source: 2021 California Avocado Tracking Study, Western Region (n=840)
Q12: Which one of these is the most important when purchasing avocados?
Q12.1 or each please below, please choose the region that most describes the phrase.

California Avocado Commission • 12 Maachly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail




RETAIL: MASTERS OF MERCHANDISING 2022

A full page of editorial content and full-page ad ran in the March issue of *Produce Business*



**CALIFORNIA AVOCADO COMMISSION
AVOCADOS**



2022 MARKETING PROGRAM
The best avocados have California in them.
Shoppers value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*



California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022. In addition to our awareness-building advertising campaign, we offer promotions that work for you.


TARGETED, CUSTOMIZED MARKETING SUPPORT
Innovative, branded California Avocado customized social, digital and geo-targeted promotions throughout the season drive shoppers to your stores. Social media retail assets can be customized for your store banners and are paid for by the California Avocado Commission in support of our retail partners.


RETAIL DIETITIAN RELATIONS
From helpful how-to tips to news-you-can-use nutritional information to delicious recipes for virtual demos and more, we have inspiration for your dietitians.


MERCHANDISING MATERIALS
Generate impulse purchases and promote fresh California Avocados in your stores.


CUSTOMIZED RETAIL COMMUNICATIONS PROGRAMS
New and complimentary customized offerings include social posts and blogs with and without video, seasonal story ideas for retailer-use in local media markets, on your website, in customer sweepstakes and California Avocado giveaways. We are ready to support you!
















Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail

*California Season (21) with weekly Aug. 21) to non-California Season (21) with weekly Mar. 21)
 (22) California Season (22) with weekly Aug. 21) to non-California Season (22) with weekly Mar. 21)
 (23) California Season (23) with weekly Aug. 21) to non-California Season (23) with weekly Mar. 21)
 (24) California Season (24) with weekly Aug. 21) to non-California Season (24) with weekly Mar. 21)
 (25) California Season (25) with weekly Aug. 21) to non-California Season (25) with weekly Mar. 21)



CALIFORNIA AVOCADO COMMISSION
CaliforniaAvocado.com/Retail

XX
 MARCH 2022 / PRODUCE BUSINESS / MASTERS OF MERCHANDISING



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- CONSUMER/ TRADE LIVING WELL
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- RESEARCH

RETAIL: TRADE PRINT AD

To launch the season, a two-page spread ran in the February issue of The Snack magazine with a special vellum overlay to reveal how California Avocados grow sales when in season

AVOCADOS
The best avocados have California in them.

AVOCADOS

Avocado Sales Grow When California Avocados are in Season!

AVOCADOS
The best avocados have California in them.

AVOCADOS

Avocado Sales Grow When California Avocados are in Season!

Avocado Sales Grow When California Avocados are in Season!

Weekly Dollar Sales increase by 10%, a lift of nearly \$800k per week!

In the West, 70% of avocado shoppers with a preference would choose California Avocados!

Increased sales velocity of 4% means more dollars for retailers!

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. You can give them what they're asking for and

benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

Keep up with demand, carry California Avocados. Contact us for customized marketing programs and POS material.

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Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail



RETAIL: TRADE PRINT AD

17 print ads ran from February through October generating 1,966,901 impressions



AVOCADOS
The best avocados have California in them.

Weekly Dollar Sales increase by 10% a lift of nearly \$800k per week¹

In the West, 70% of avocado shoppers with a preference would choose California Avocados²

Increased sales velocity of 4% means more dollars for retailers³

Avocado Sales Grow When California Avocados are in Season!

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. You can give them what they're asking for and benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

Keep up with demand, carry California Avocados.
Contact us for customized marketing programs and POS material.

¹California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
²2021 California Avocado Trading Study Q3. If given a choice, which avocados would be your preference? Answer: Avocados grown in...
³Sales Velocity = Dollar Sales per Million ACV, California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

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RETAIL: TRADE DIGITAL ADS

- 689 digital ads ran from February through October generating 34,012,052 impressions
- Total print and digital impressions: 35,978,953

The digital ads featured a “Maximize Sales” button. The button/ad linked to CAC’s retail website page where the Infographic represented information that supported the sales data of how retailers can grow their sales when California Avocados are in season.





RETAIL: TRADE DIGITAL ADS

A video trailer ran on AndNowUKnow in April





RETAIL: LINKEDIN



From November 1, 2021 through October 31, 2022, 75 posts garnered 568,363 Impressions. Additionally, the posts received 5,177 engagements with a 4% engagement rate (average engagement rate is 2% for LinkedIn). Overall, the page has a follower growth rate of 44% with over 750 new followers and a total of 1,690 followers

California Avocado Commission
1,690 followers
1mo • 🌱

Hass Avocados are a California native, Rudolph Hass discovered the Hass variety in the mid-1920s in La Habra Heights, California. Today the Hass Avocado accounts for 80% of all avocados eaten worldwide, including over 90% of California Avocados. To learn more about the origin of the famous fruit and it's humble beginnings, visit <https://lnkd.in/dvpeEirg>.

This year is looking to be an excellent year for California Avocados, with an estimated 306 million pounds to be harvested from spring through early fall. Read more about this year's harvest and the avocado season, <http://ow.ly/R7Kt50lgg71>.

Congratulations to Zac Benedict, CAC's online marketing director, for a well-deserved recognition as a 40 Under 40 rising leader shaping the produce industry. Click the link to read the *Produce Business Magazine* article <https://lnkd.in/gw6c66pG>.

The California Avocado Commission will be attending the Global Produce and Floral Show in Orlando Florida this week. Stop by and meet the team!

OCT. 27-29, 2022
ORLANDO, FLORIDA

California Avocado Commission
1,690 followers
1mo • 🌱

Bagged avocado sales are on the rise. Research shows bagged avocado sales in 2021 increased by 22% over the previous year. Additionally, bagged avocado volume has increased, up 7% (Source: IRI)

The Commission recently created a California Avocado bagged avocado packaging design to share with shippers and bring awareness for California fruit to retail.

Bagged avocado sales increased 22% in 2021 over the previous year.

Additionally, bagged avocado volume has increased 7%.





HOME

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ONLINE MARKETING

CONSUMER PR

CONSUMER/ TRADE LIVING WELL

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RETAIL: TRADE PUBLIC RELATIONS

- More than 10.9 million Trade PR impressions in November – October
- Key press releases since August: Personnel News and IFPA
- DeLyser interviews and CAC insertion in media-driven topics contributed to significant coverage with key print and digital publications

FreshFruitPortal.com
Agronomics in Charts: The last of the California avocado harvests
September 06, 2022

In the month of the Agronomics in Charts series, Avocados made the most of the California avocado harvest. Each week the series looks at a different fruit/vegetable commodity. Avocados are a special crop in California, making the market share that are strong change.

California produces the majority of U.S. grown avocados, making about 80 percent of the nation's consumption.

The current season is drawing quickly to a close. The 2021/22 crop year was marked by favorable market conditions, not only seen in harvesting and more of the crop shipping in the spring than in previous years. The crop year is the season started last early fruit.

According to the California Avocado Commission's commodity estimate of 2021/22, 590,000 metric tons were harvested, that's an increase of roughly 44 percent from 409,000 metric tons in 2020/21. The increase is due to a combination of factors, including the weather, the crop year, and the fact that the harvest season is longer.

According to the California Avocado Commission's commodity estimate of 2021/22, 590,000 metric tons were harvested, that's an increase of roughly 44 percent from 409,000 metric tons in 2020/21. The increase is due to a combination of factors, including the weather, the crop year, and the fact that the harvest season is longer.

I found a great article on the use of agronomics helped expedite some of the harvest for some of the growers.

Avocado Volumes by History in the US (from California-South)

2021/22 (est.) 590,000 metric tons

producebusiness
California Avocado Commission names Jeff Oberman president

PROMOTION
"California Avocado: Road Trip Videos"

STRATEGY
California road trips always have been popular. The California Avocado Commission partnered with chef Oliver English to take California avocados on the road to film recipes consumers can cook while traveling. It was a video series that demonstrated the versatility of the fruit.

The videos ran on Channel Factory, The Food Network, FOXUSAR, Spotify and The iGlobe. Videos also ran on Hulu on National Avocado Day. CAC also reached the target audience on its TikTok channel, which launched in April 2022. The commission worked with popular TikTok influencer Ketz (5.8 million followers) to "digitize" and test another "Roadtrip" video.

RESULTS

- This series yielded 954,000 video views, 12,100 engagements (likes, comments, shares), and 3.5 million impressions on Instagram, Facebook and Twitter.
- On YouTube, three videos yielded an additional 42,100 organic views.
- The "Roadtrip" video, posted on the new California avocado TikTok channel, yielded 1,000 organic views and 375 engagements. When posted on TikTok influencer Ketz's channel, this video generated 100,600 views, 12,530 engagements and yielded more than 5 million potential impressions.
- The three videos yielded more than 15M impressions and 14M views since July 2021.
- The videos also have yielded 144,000 impressions and 143,000 views on The Kitchen since March 2022.

THE PRODUCE REPORT
California Avocado Commission names Jeff Oberman president

The California Avocado Commission has named Jeff Oberman as its new president, effective October 10, 2022. Mr. Oberman's produce industry career has spanned 25 years so far. From 2020 to the present, he served as vice president of sales – business development for PRO-FACT and was its vice president strategic programs for the past two years. From 1997 to 2018, Mr. Oberman worked for the produce trade association United Fresh in successively more responsible roles. For more than half his tenure at United Fresh he served as vice president, trade relations.

"We are very pleased Jeff Oberman has accepted the position of California Avocado Commission president," said Rob Guither, chair of the Commission Board of Directors. "Jeff's broad network, non-profit association leadership and fresh produce business experience, including an end-to-end understanding of the needs of growers, handlers, distributors, foodservice operators and retail customers makes him exceptionally well suited to lead all the California Avocado Commission."

Oberman has extensive strategic planning and management relations. He has included being named to "Forbes" list in 2005 and to "7-2017".

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Fresh Plaza
California Avocado Commission announces new president

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Blue Book Services
California Avocado Commission promotes VP

Ken Mabani, Vice President of Industry Affairs and Operations, has been promoted to Vice President of the California Avocado Commission. Ken has been with the commission since 2018 and has been instrumental in the commission's growth and success.

THE PRODUCE NEWS
California Avocado Commission celebrates milestone

The California Avocado Commission celebrated its 50th anniversary on October 10, 2022. The commission was founded in 1972 and has since then been a leading voice in the avocado industry. The commission's mission is to promote the avocado and its products, and to ensure the highest quality avocados for consumers.

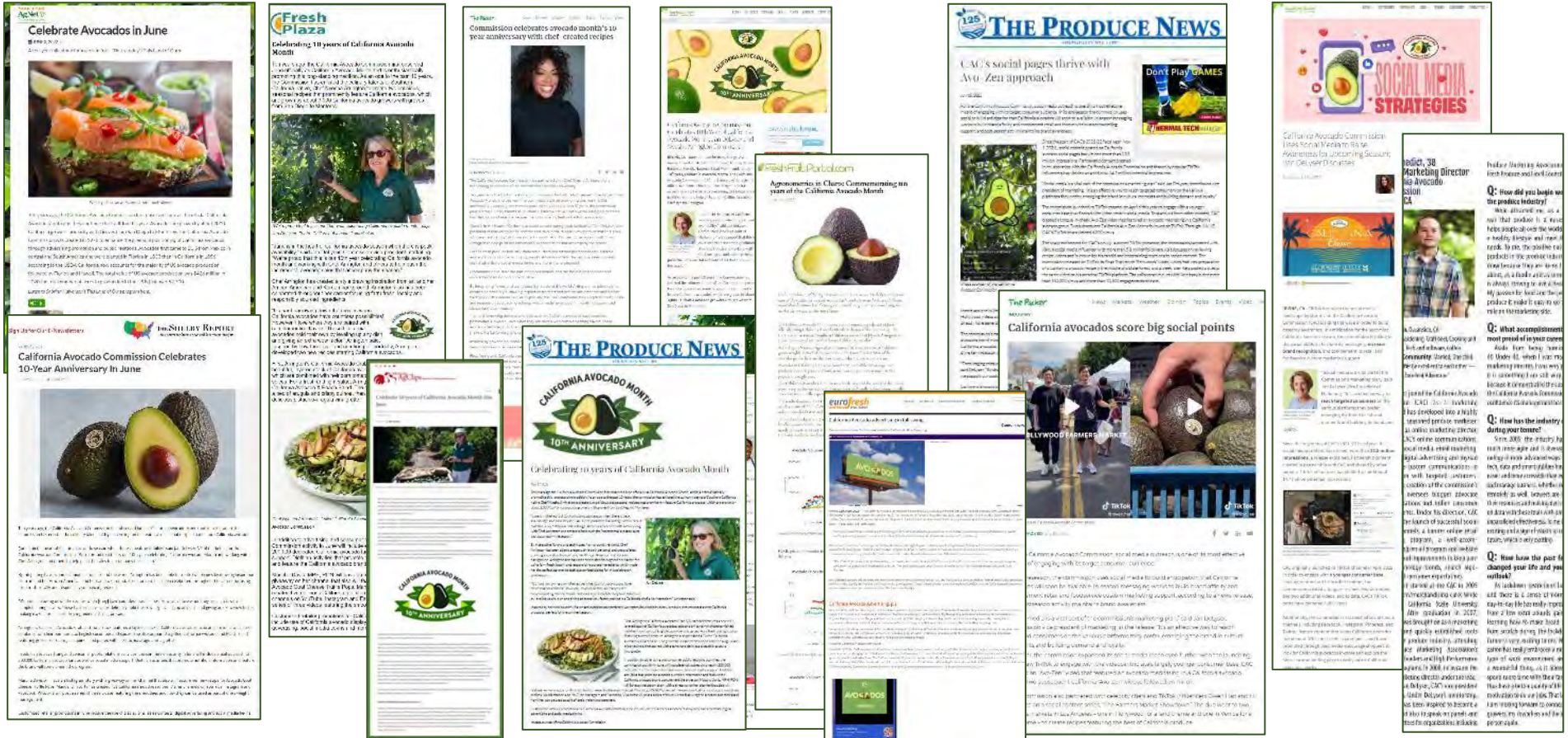
Book Services
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RETAIL: TRADE PUBLIC RELATIONS – OTHER FY 2021-22 HIGHLIGHTS

- 10th Anniversary of California Avocado Month pick up was very strong – 900K+ impressions
- Social + awards coverage (Benedict 40 under Forty, Produce Business Marketing Excellence Award and HAB 20th anniversary awards to growers + DeLyser) complemented releases





FOODSERVICE: CHAIN PROMOTIONS



- 27 units (NorCal/Bay Area)
- April 1 – May 31
- California Avocados on the menu
- Over 1,000 pounds per location



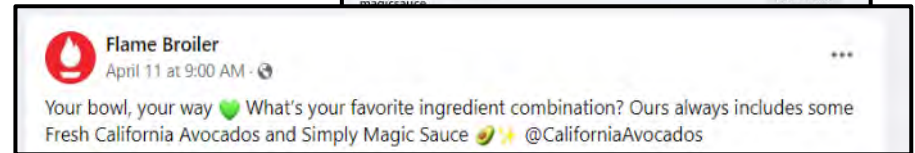
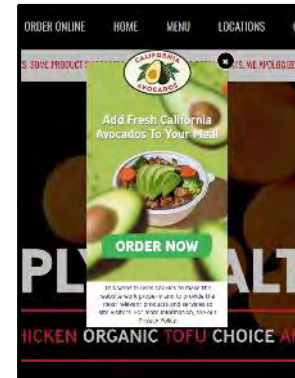
- 99 units (CA, AZ)
- April 1 – April 29
- California Avocado upsell
- 294 pounds per location



Website logo placements



1 of 5 social media posts





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
- FOODSERVICE
- RESEARCH

FOODSERVICE: CHAIN PROMOTIONS



- 43 units (CA, NV)
- April 1 – May 31
- Kahuna-style upsell
- Over 330 pounds per location



Sunset Chopped Chicken Salad 11.99

Charbroiled or blackened chicken, romaine lettuce, avocado, red cabbage, tomato, roasted corn, green onion, cilantro, queso fresco, pepitas and tortilla strips with Honey Lime Vinaigrette (649-871 cal)



- 400 units (CA, AZ, NV, OR, UT, WA)
- April 14 – June 8
- California Avocados on the menu
- Over 1,300 pounds per location



Website logo placements





FOODSERVICE: CHAIN PROMOTIONS



- 14 units (NorCal/Bay Area)
- April 18 – May 31
- California Avocados on the menu
- 616 pounds per location



BUCKHORN
BBQ + GRILL

- 8 units (NorCal/Bay Area)
- April 22 – June 3
- California Avocados on the menu
- 415 pounds per location

SALADS



We proudly serve Fresh California Avocados.

SANDWICHES



We proudly serve Fresh California Avocados.

BURGERS



We proudly serve Fresh California Avocados.

Website logo placements



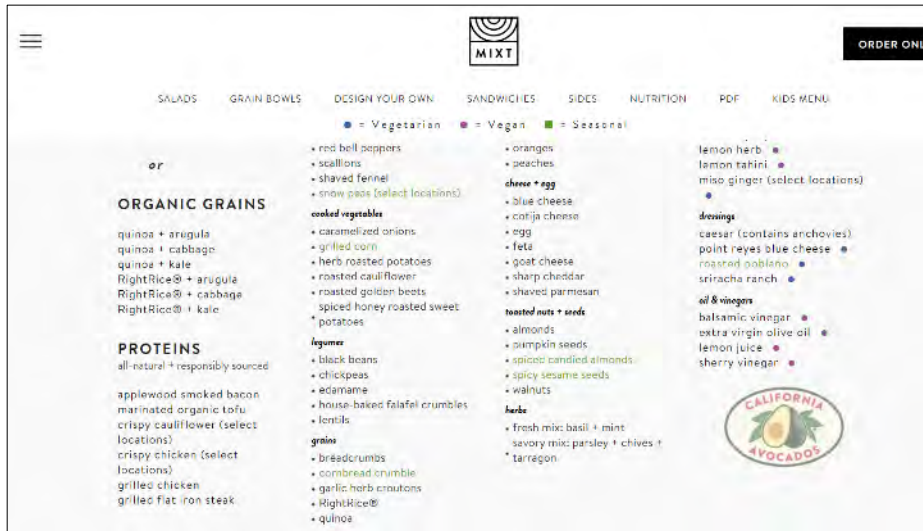


FOODSERVICE: CHAIN PROMOTIONS



- 16 units (12 Mixt; 4 Split)
- May 23 – July 1
- Northern California/Bay Area
- California Avocados on menu
- Over 1,100 pounds per location

- 20 units
- May 30 – July 5
- Southern California chain
- Seasonal celebration and California Avocado upsell
- 415 pounds per location





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE: CHAIN PROMOTIONS



- 60 units (CA, AZ, CO, OH)
- June 1 – 30
- Avocado Toasts
- 134 pounds per location

TOASTS

ACAI ALMOND BUTTER TOAST
Savory Almond Butter with a layer of Acai Greek Yogurt topped with sliced Bananas, dried Blueberries and drizzled with Honey on a thick slice of sourdough toast.
[\[MORE INFO\]](#)

CLASSIC AVOCADO TOAST
Avocado drizzled with Lemon and Olive Oil, topped with chili flakes, Pink Himalayan Salt and pepper on a thick slice of sourdough toast.
[\[MORE INFO\]](#)

EVERYTHING AVOCADO TOAST
Avocado and Tomato sprinkled with a blend of everything seasoning (think Everything Bagel) on a thick slice of sourdough toast.
[\[MORE INFO\]](#)

AVOCADO & EGG TOAST
Our signature sourdough toast is the base layer for creamy avocado, tender hard-boiled egg, savory plant-based bacon crumbles, all topped with a drizzle of olive oil, cracked black pepper and Himalayan salt.
[\[MORE INFO\]](#)

PEANUT BUTTER & BANANA TOAST
A creamy comfort, featuring smooth peanut butter, fresh sliced banana, a drizzle of pure honey and a scattering of chia seeds all nestled on our crunchy and satisfying sourdough toast. Make a toast to day
[\[MORE INFO\]](#)

CALIFORNIA AVOCADOS
Where available



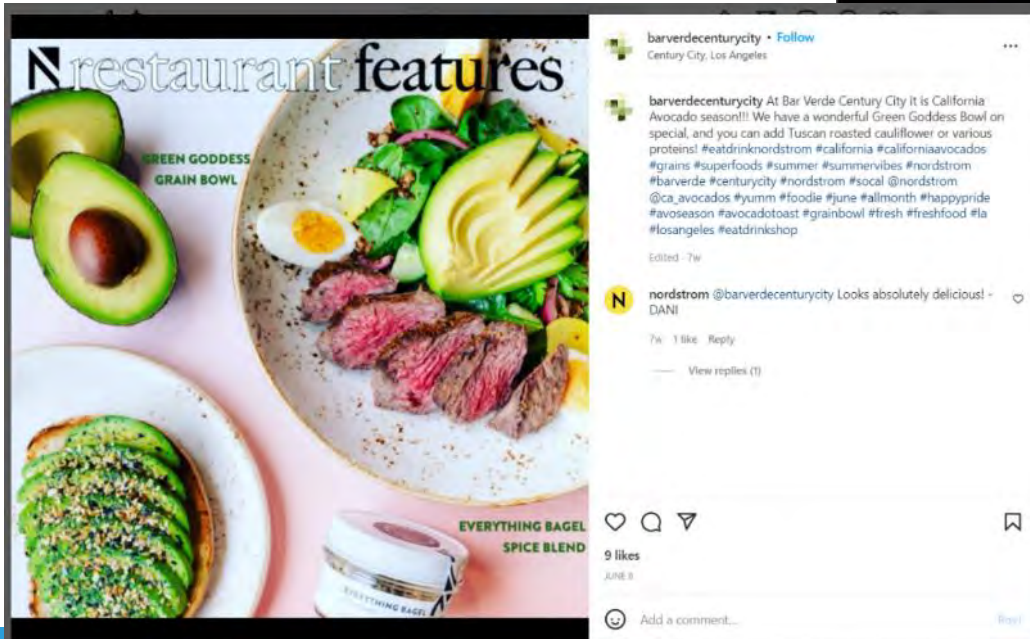
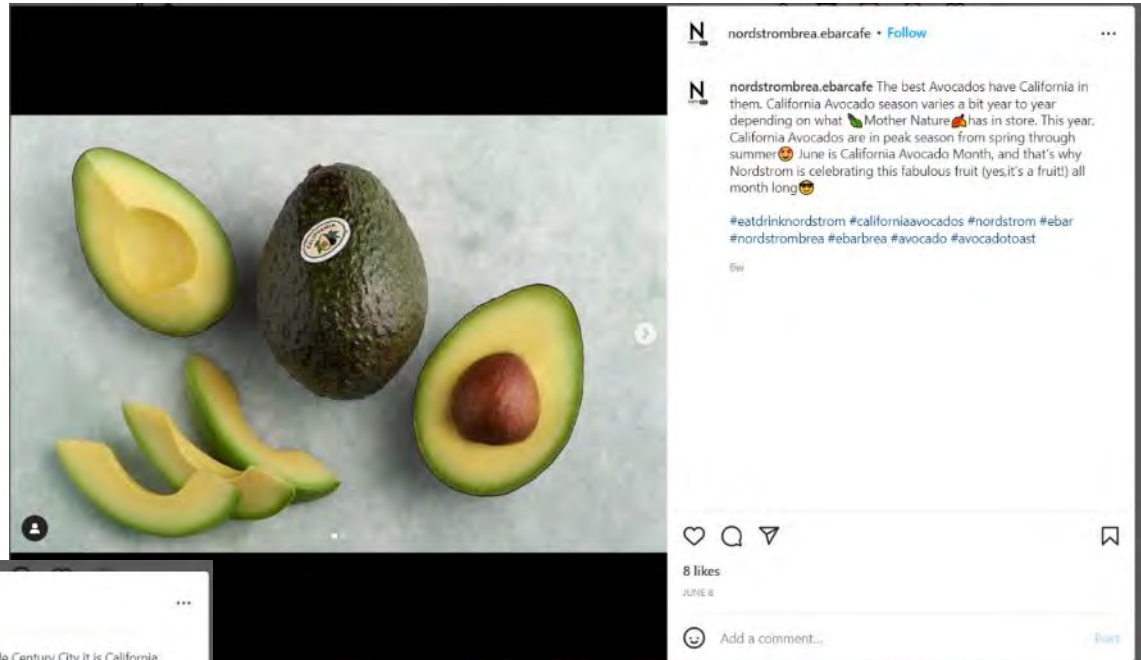


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- RETAIL
- FOODSERVICE**
- RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

NORDSTROM

- Approximately 100 units
- 12 brands across the western states
- May 31 – July 4
- Celebrate California Avocado Month
- 89 pounds per location



#californiaavocados
 #California
 @ca_avocados



FOODSERVICE: MENU IDEATION SESSIONS

Utilizing a chain's current inventory of items, provide menu concepts featuring California Avocados, on innovative dishes

Concepts based on chain's menu strategy and operational setup

- California-based chain, 22 units in LA, Orange County and San Diego
- Plans to launch California Avocado Toast pizza in spring 2023





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE: MENU IDEATION SESSIONS

- 20 units, California-based chain
- Presented 8 concepts, requested recipes for 4
- Launch spring 2023





FOODSERVICE: EVENTS

- National Association of Colleges & Universities Food Service: Continental/Pacific Region
- March 3-5, Reno, NV
- Colleges and Universities foodservice directors, culinary managers, chefs, purchasing, RDs





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE: EVENTS

NORDSTROM

- AvoTour and Flavor Building – Fallbrook, CA
- April 6-7
- Customized educational tour



FOODOVATION EXCHANGE

- FoodOvation Exchange #27 – Sun Valley, ID
- April 10-13
- One-on-one 40-minute meetings with 13 operators





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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FOODSERVICE: EVENTS

Chain Gang

- May 3, Long Beach, CA
- A business networking food show event with one-on-one access sharing information and creating a ‘community’ of supply chain executives and suppliers
- Engaged with chain culinary and marketing executives to generate awareness and interest in Fresh California Avocados





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RESEARCH

FOODSERVICE: EVENTS

National Restaurant Association (Chicago, IL):

- Marketing Executive Group (MEG), May 18-20
- NRA Brunch, May 22
- IFEC Bubble Reception, May 23



- Engaged with chain culinary and marketing executives to generate awareness and interest in Fresh California Avocados
- Served innovative dishes that reinforces “California-style”



FOODSERVICE: EVENTS

Food News Media Orange County Meet-Up

- July 19
- Lido Bottleworks Newport Beach
- Engaged with local and emerging chain owners, culinary and marketing executives to generate awareness and interest in Fresh California Avocados





FOODSERVICE: EVENTS



INTERNATIONAL FRESH PRODUCE ASSOCIATION

- July 28-29, Monterey, CA
- Restaurant chains and K-12 schools
- Produce purchasing and menu planners/developers





FOODSERVICE: EVENTS

- Flavor Experience Conference
- August 15-17, San Diego, CA
- Restaurant chains, Universities, Contract Management Companies
- Produce purchasing and menu planners/developers





FOODSERVICE: EVENTS

FOODOVATION EXCHANGE

- FoodOvation Exchange #29 – Sun Valley, ID
- September 18-20
- One-on-one 40-minute meetings with 13 operators





FOODSERVICE: PRINT ADVERTISING

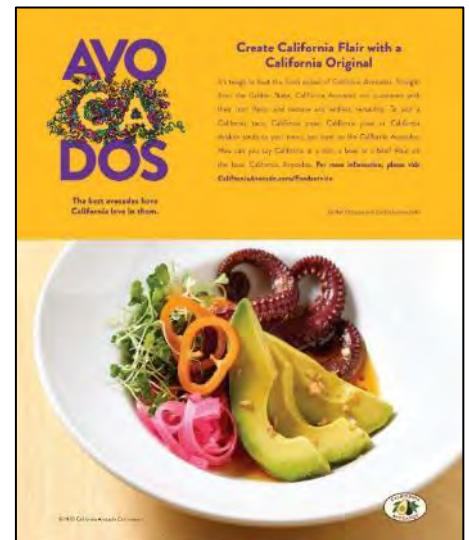
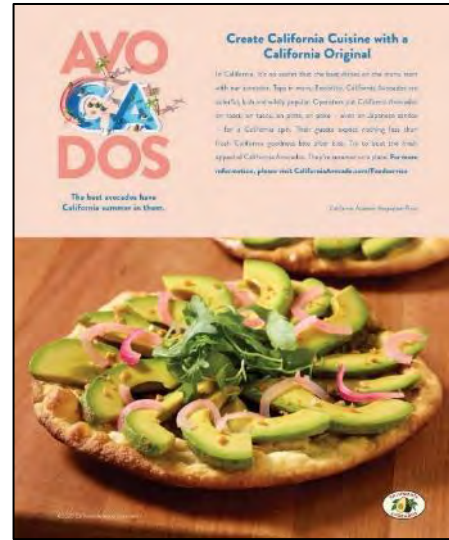
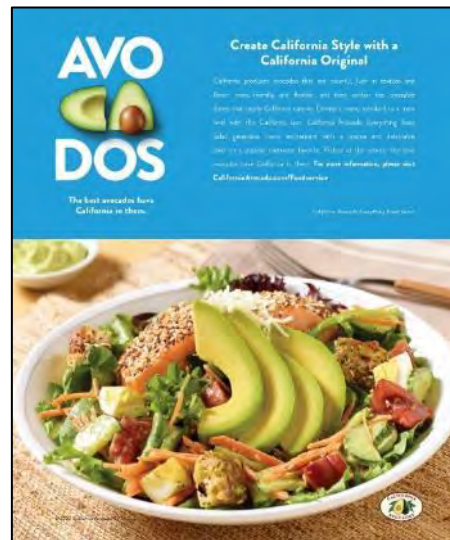
- Focus on California Avocado season and California cuisine and style
- 3 print publications (*Flavor & The Menu*, *FSR* and *Plate*); 7 insertions
- 207,358 impressions

FLAVOR & the menu

FSR

plate

Take food further.

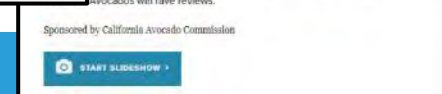




HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE: DIGITAL ADVERTISING

- Leverage insertion dates in season to build awareness of California Avocado season
- 20 digital ads appeared on five platforms (Informa: *Recipe Watch*, *NRN A.M.*; *NRA SmartBrief* and *Winsight Recipe Report*, *Plate*)
- Delivered to over 1,250,000 readers
- With almost 300,000 impressions





FOODSERVICE: ENEWSLETTER

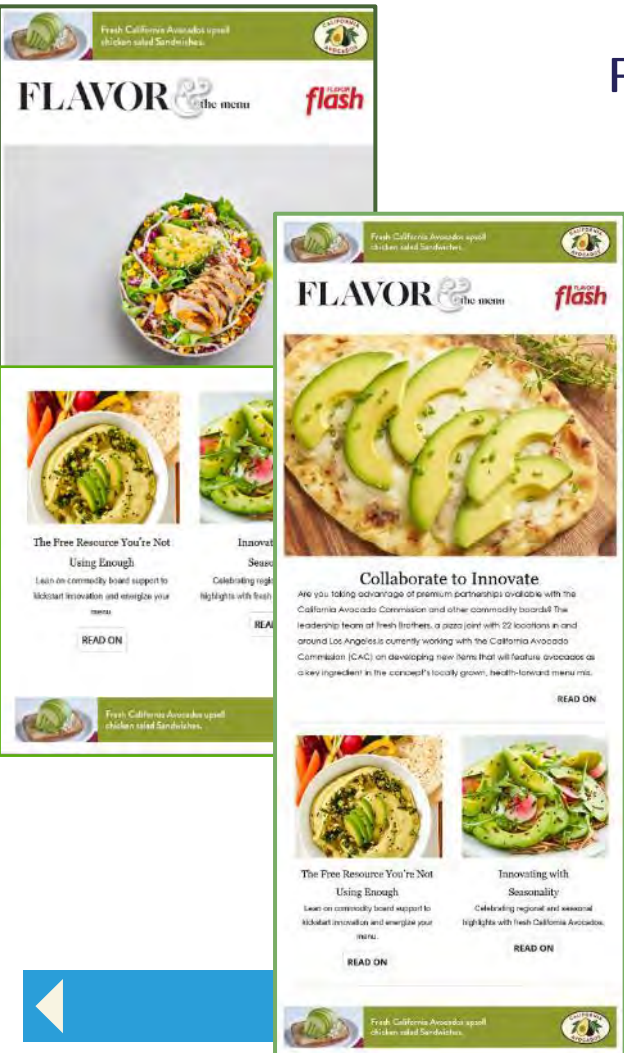
- Leverage media publications' databases with custom content newsletters
- Deliver message of the benefits of seasonal, local ingredients

Flavor & The Menu

- April 6 and July 13 deployments
- Delivered to 7,957 and 7,774 recipients
- 41% average Open Rate
- 6,529 Impressions
- Received 340 Clicks to feature articles and foodservice recipes on CaliforniaAvocado.com

FSR magazine

- May 2 deployment
- Delivered to 21,578 recipients
- 31% Open Rate
- 21,702 Impressions
- Received 79 Clicks to foodservice recipes on CaliforniaAvocado.com

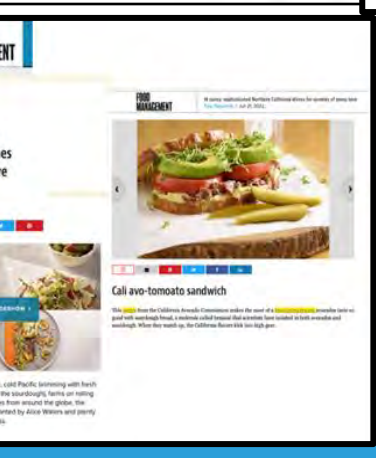
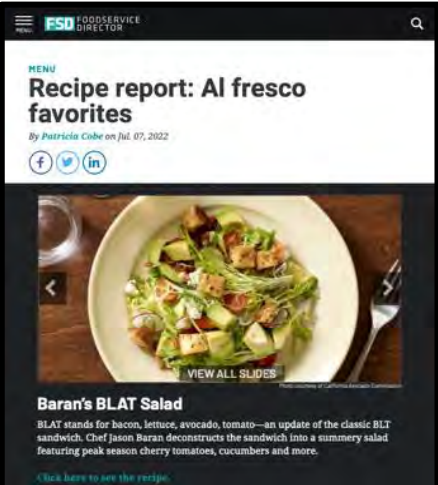
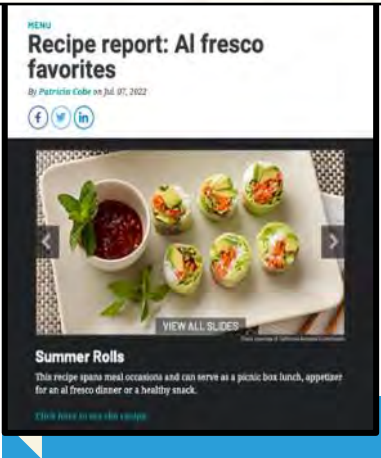




HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

FOODSERVICE: PUBLIC RELATIONS

- Over 4.0 million Foodservice PR impressions to-date
- Key topics: Avocados, California style, Plant-Based, Local





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RESEARCH

RESEARCH: STUDIES COMPLETE AND IN DEVELOPMENT

Report on Inflation and its Impact at Retail

- Scope: a look at rising prices and the impact on avocado dollar sales and volume. Also includes an overview of the current state inflation is having on food, energy, etc.
- Original and update complete; presented to CAC Marketing Committee

2022 California Avocado Tracking Study

- Objectives: to monitor performance vs. plan objectives, to better understand consumer attitudes and to showcase reasons why retailers should merchandise California Avocados
- Methodology: quantitative study of nearly 1,400+ avocado purchasers
- Timing: fielding in July-August, full report delivered in September; presentation to CAC Board 11/17

2022 Nielsen Advertising Study

- This study measures the brand impact of the California Avocado online campaign against the intended audience across multiple equity metrics and provides creative diagnostics
- Methodology: responses are gathered from a third-party survey panel
- Timing: fielding occurred during media campaign, full report by 11/15



EXPORT: SOUTH KOREA

California Avocado Virtual Cooking Class (April 19)

- Celebrity Chef Boeun Lee
- Rice wrapped in greens with California Avocado sauce
- California Avocado Banana Smoothie
- Nearly 10,000 views through April



California Avocado In-Person Cooking Class (April 27-28)

- Celebrity Chef Young Bin Kim
 - California Avocado Tuna Salad
 - California Avocado Spring Roll
 - California Avocado Chocolate Chip Cookies



California Avocado Verbal Demos:

- 35 Emart stores
 - April 15-17, 21-23





EXPORT: SOUTH KOREA

Chef Marketing – Recipe Videos

Collaborated with five renowned chefs who have a YouTube presence to create recipe videos featuring California Avocados for their viewers

- Edward Kwon: California Avocado Open Sandwich, California Avocado Tomato Tartar & Garlic Crostini and Crab Roulade with California Avocados
- Gerrard Park: Open Sandwich with Soft Chicken Breast Steak and Creamy California Avocado Mousse
- Leo Kang: California Avocado & Lobster Cannelloni
- Minjoo Yoo: California Avocado Cheesecake & Ice Cream
- Yeongbok Lee: Braised Scallops with California Avocados



Over 115,000 views and 2,700 likes

