

# Growers Help Tell the California Avocado Story

**B**y telling their stories, California avocado growers help consumers “put a face and a place” to the fruit they buy — bringing to life their environmentally friendly growing practices and the appeal of locally grown produce.

To share these stories in an impactful manner with targeted consumers, in the summer and fall of 2022, the California Avocado Commission marketing team visited groves from Pauma Valley to Morro Bay, capturing photos and videos of six California avocado growers/grower families and their groves. The Commission worked with growers who had volunteered to participate and were willing to share information about themselves and their growing practices. In addition, the Commission visited California avocado grower families who were in the process of transitioning grove management to the next generation. During the grove visits, a professional photographer and videographer captured top-quality photos and videos. CAC Online Marketing Director Zac Benedict then edited the videos to execute the project in a cost-efficient manner.

In total, last season 23 grower profiles on CaliforniaAvocado.com were added or updated with current information concerning farm management practices as well as growers’ preferred ways to enjoy the Golden State fruit. Two growers generously shared their favorite California avocado recipes, which are being added to the consumer website recipe database and slated for use in retail marketing programs. Tara Axell Rosenthal of Santa Paula created *California Cowboy Caviar* and the Wilkie family of Morro Bay shared their



*CAC Online Marketing Director Zac Benedict, (center) interviewed growers including Norm Kachuck (left) about their growing practices and personal history.*

favorite *Garlic Salt Guacamole* recipe.

The professionally captured grower photos and videos also are available for a variety of retail selling materials and retail digital and social marketing programs. Retailers and foodservice operators appreciate utilizing these assets in stores and on digital channels to showcase California avocado growers and share information about locally grown produce. By featuring growers committed to producing the best avocados on the planet, the Commission's marketing team can create cost-effective marketing assets that resonate with consumers and help drive brand loyalty and purchases of California avocados.

The Commission plans to visit additional groves during spring of 2023 to produce new assets for the upcoming season. If you are a California avocado grower and are interested in being a profiled grower in the future and/or have a family-favorite recipe you would like to share with the Commission, please contact Zac Benedict at [ZBenedict@avocado.org](mailto:ZBenedict@avocado.org) and leave your phone and email contact information. 🥑



*The Wilkie family's Garlic Salt Guacamole*



*The Commission featured California avocado grower families transitioning operations to the next generation, such as the Kitzman and Wilkie families.*





*California avocado grower Tara Axell Rosenthal shared information about her family's grove and how California avocados are grown.*



*California Cowboy Caviar created by Tara Axell Rosenthal*



*CAC's marketing team visited six California avocado groves from Morro Bay to Pauma Valley capturing photos and videos to showcase how the fruit is grown and by whom. Father and son Bill Steed and Spencer Steed were among them.*