The CA GROWN license plate art is used in consumer programs and often in retail programs such as displays and feature ads.

CA Grown Partnership Generates More Than 46 Million Impressions

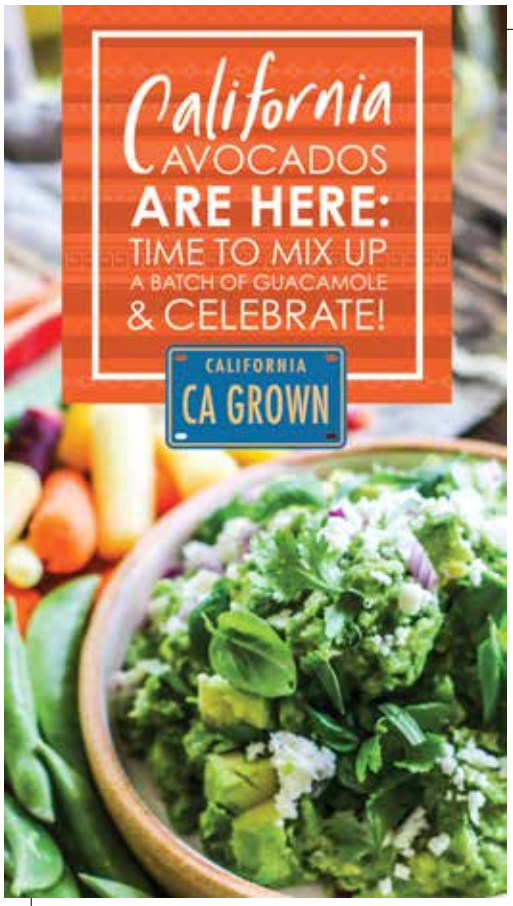
The California Avocado Commission partnered with the Buy California Marketing Agreement/CA GROWN program to secure additional exposure through online, social media and retailer campaigns that helped drive home the association between California and avocados. The CA GROWN program provided the Commission with a range of opportunities to promote the availability of California avocados and participate in multi-California-product retail promotions during peak season.

As part of the CA GROWN program, the Buy California organization staged and took photos of California avocados in a variety of retail settings for use in digital and print advertising campaigns. To ensure customers and consumers associate California avocados with locally grown crops, California avocados were featured in multi-product in-store and digital programs with local retailers in 2022 and 2023, including Albertson's, Bristol Farms, Costco, Gelson's, Ralphs, Save Mart and Stater Bros. The CA GROWN nutrition program also produced a retail nutrition kit specifically featuring the Golden State fruit. Due to the success of the 2022 CA Grown program in their stores, several retailers — Gelson's, Raley's, Save Mart and others — committed to year-round promotions in 2023.

To broaden consumer awareness, California avocados were featured in the program's iconic California Recipes program in partnership with Visit California and California Wines. The CA GROWN program also hosted a tour for its 50+ influencer partners to educate them about agriculture throughout the state. As part of the tour, the influencers visited Fairfield Farms, an organic blueberry and avocado ranch located in Pauma Valley, California. CA GROWN influencers — who showcased California avocados across their social and digital channels — generated 15 million impressions.

On CA GROWN's social channels – Facebook, Instagram, TikTok and YouTube – the program generated more than 26 million impressions, 471,000 engagements and 62,000 link clicks. Posts on Pinterest also generated significant consumer interest with more than 20 million impressions. As K.C. Cornwell, digital and social director for CA GROWN noted, "Our content team uses several tools to discover which recipes consumers are searching for online and any questions consumers are asking about our member commodities, so we can be certain the content we're sharing on the CA GROWN website, social channels, via influencers and in retail campaigns is as effective as possible."

** Images in this article courtesy of CA Grown*



CA GROWN provided assets for Cinco de Mayo programs, including this digital poster showcasing California avocados.

California avocado grower Spencer Steed hosted CA GROWN influencers and content creators at his California avocado grove where the participants took photos they could use in future social media posts.

CA GROWN influencers shared content showcasing California avocados, reaching millions of consumers.

California avocados were featured in CA GROWN's iconic California Recipes program in partnership with Visit California and California Wines.

CA GROWN developed a retail nutrition kit specifically focusing on California avocados.