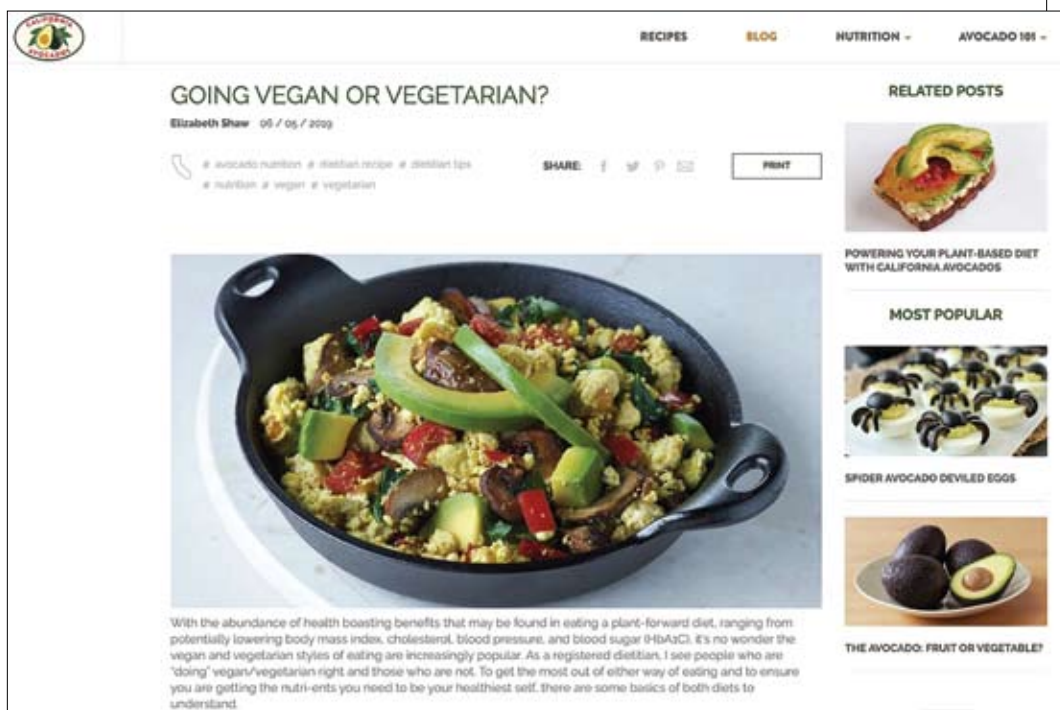


The Evolution – and Growing Popularity – of The Scoop Blog

Social media and on-line discussions are happening all the time. By engaging in these conversations, the California Avocado Commission (CAC) can demonstrate its leadership, grow California Avocado brand awareness, educate consumers about what makes California avocados the premium choice and demonstrate why they should seek out the fruit when it's in season. To maximize the opportunities presented by digital platforms, CAC participates in these online discussions with both succinct, engaging social media posts and with long-form, easy-to-understand blog posts on The Scoop.

Launched in March 2014, The Scoop blog serves as the official content hub for California avocados and has grown significantly since its inception – now accounting for approximately 30 percent of all annual traffic to CaliforniaAvocado.com alongside CAC's nutrition, recipe and avocado101 sections. In some months, the blog garners up to 45 percent of total website visits and in 2018-19 The Scoop received approximately 1 million pageviews.

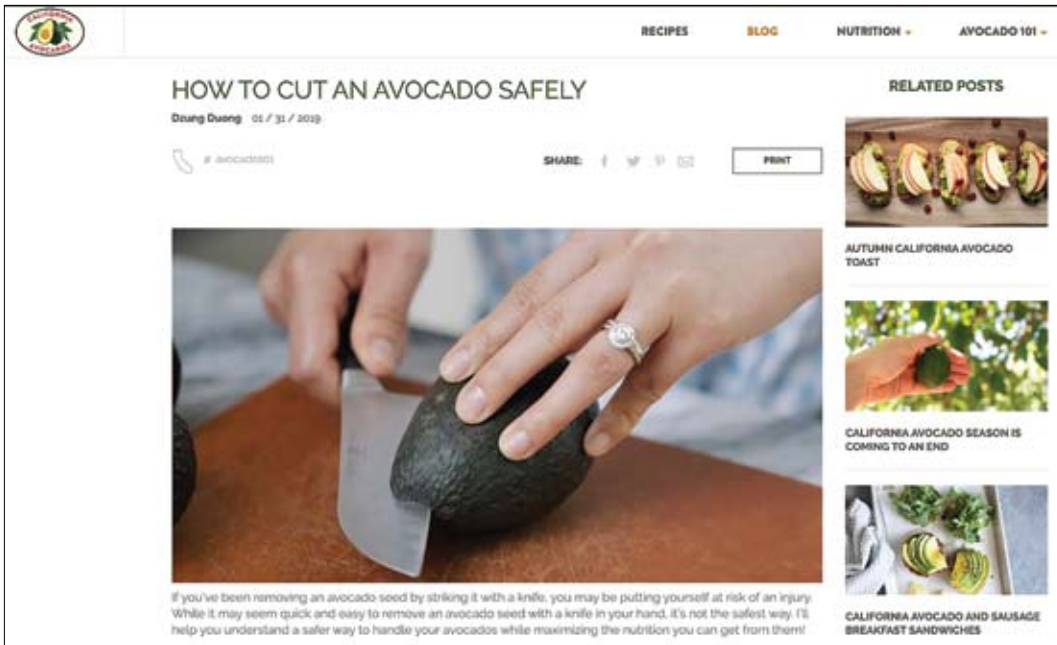
The increased popularity of The Scoop has been influenced by CAC's evolving content strategy, which has changed from primarily recipe-based content to blogs covering more expansive topics. Today, posts cover an array of topics – ranging from California avocado season updates and recipes to popular lifestyle trends – that educate and entertain consumers while engaging the Commission in trending online and social



Based on trending culinary preferences, blog posts share important nutrition information and ideas for how to integrate California avocados into a chosen dietary lifestyle.

media discussions. Zac Benedict, CAC's online marketing director, oversees blog content contributed by a number of respected personalities, including blogger advocates, retail dietitians, retail partners and CAC staff.

The Commission develops high value content by listening to avocado lovers on social media, monitoring current trends and responding to consumer inquiries. CAC's mythbusting program answers consumers' most pressing questions. The blog posts and videos address topics such as "Is the avocado a fruit or vegetable," "How to cut an avocado without cutting off your hand," "How to ripen an avocado," "Is there a difference between small and large avocados," "How to prevent an avocado from browning" and "Are California avocados available year-round?" While not all these topics directly pertain



self as a go-to resource for all avocado information. Sharing relevant and engaging information with consumers in both short-form social media formats and long-form blog posts provides the Commission with an integrated means of engaging with people and driving traffic to its various digital platforms. Ultimately, educating and entertaining consumers is a powerful means of encouraging them to seek out California avocados in season. 🥑

CAC's mythbusting program answers questions that are top-of-mind for consumers.

to California avocados, the blog posts are showcased on CaliforniaAvocado.com and in close proximity to other blog posts that deliver key California avocado brand messages.

The Scoop blog also converses with consumers interested in diet-, nutrition- or wellness-based information particular to their life choices. The Commission identifies popular trends such as gluten-free, vegan, paleo and vegetarian lifestyles and develops content specific to these consumer groups and their dietary needs.

Metrics collected by the Commission indicate the value of The Scoop's long form content. The average time spent on the blog is 50 percent longer than the average website visit (more than three minutes, as compared to the website average of two minutes.) In some cases, blog posts capture the attention of consumers for more than five minutes.

According to Google, six out of 10 people would rather watch online videos than television, and Insivia notes that mobile video consumption continues to rise by 100 percent each year. Indeed, part of what leads visitors to spend so much time on The Scoop is its engaging video content, which covers subjects ranging from California avocado growers and culinary tips to mythbusting and lifestyle meal trends.

Going forward CAC plans to continue to evolve its development strategies and content for The Scoop, adding topics including active lifestyle content to go beyond diet usage ideas and tips. The Commission will develop new videos with a lifestyle focus to further engage followers and drive new ones to the blog. Additionally, the structure of how the blog integrates into the website is anticipated to change greatly as CAC further optimizes CaliforniaAvocado.com.

By actively monitoring, identifying and engaging in topics of interest to consumers, the Commission has established it-



While The Scoop's content has expanded to include a variety of trending topics, posts featuring unique California avocado recipes remain popular.