

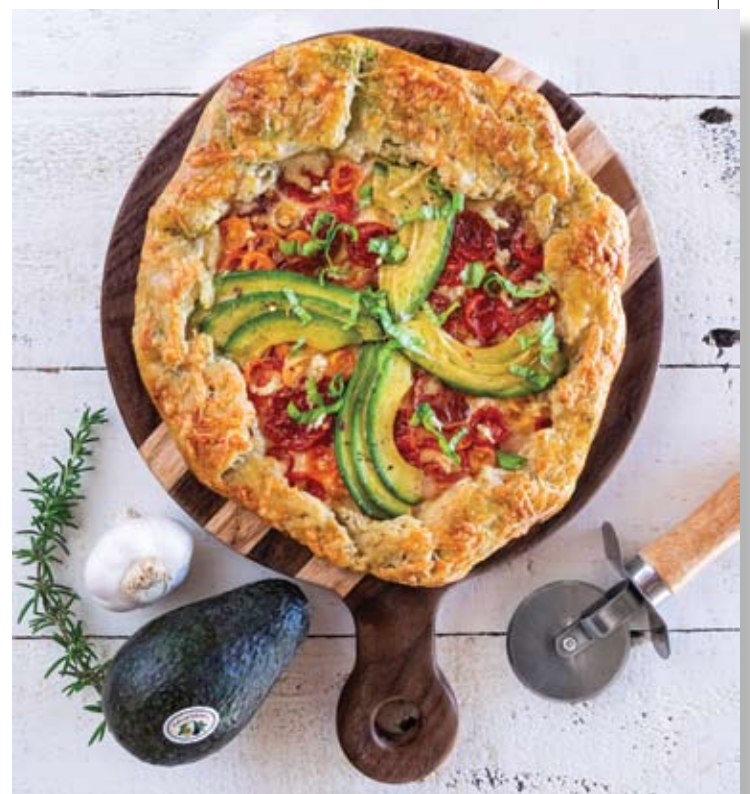
Brand Advocate and Partner Communications Differentiate California Avocados

Recent data shows 72% of the public uses some type of social media, so it's only natural California avocado consumers often search for recipes, meal inspiration, ideas and expertise across social media channels and blogs. Through leveraging third-party partners with significant social followings, the California Avocado Commission is able to expand its reach to more consumers. The Commission strengthens credibility and relationships through partnerships with well-known and trusted influencers, including brand advocates, health and wellness experts and via collaborations with the Produce For Better Health Foundation and Buy California Marketing Agreement (CA GROWN – see article on page 18).

Brand Advocates Continue to Generate Awareness and Educate Consumers

This year, the Commission partnered with third-party brand advocates and influencers who have a high social media and blog following. The results extended audience reach, drove awareness of California avocados and encouraged consumer purchases throughout the season.

From March through June of the 2021 season, the Brand Advocate Program resulted in successful partnerships with six bloggers who highlight health, wellness and food topics on their channels to spark inspiration and amplify awareness amongst existing and potential California avocado consumers. Each Brand Advocate was carefully chosen for their compelling story capabilities, beautiful photography, loyal social media following and existing love of California avocados. These partners educated their followers and generated awareness of the California avocado season by creating intriguing recipes



Adam Merrin and Ryan Alvarez of Husbands That Cook shared their savory Heirloom Tomato and California Avocado Galette recipe.

focusing on a variety of different topics during each of the four months of this year's program.

CAC strategically chose themes for the Brand Advocates that would best serve consumers with easy to make, at-home



Ashley Boyd of Pink Owl Kitchen blended ripe California avocados with frozen and fresh fruit for a refreshing Tropical Avocado Smoothie.

recipes while also challenging the creativity of its partners. For example, the theme for the beginning of California avocado season was “No/Low Waste Meals,” where CAC asked its partners to share a recipe that uses little to no food waste while highlighting California avocados. This theme challenged the Brand Advocates to create a sustainable recipe while positioning the versatility of California avocados. Another theme during the season was “California Coastal Cuisine,” directing partners to share a recipe that resonated with the Golden State and emphasized the benefits of purchasing California avocados. In addition to the blog posts, the photography and subsequent messages were syndicated throughout their respective social channels, including Facebook, Instagram and Pinterest. This messaging provided a call-to-action to look for and purchase California avocados while they are in season and at their peak, showcasing the availability, importance and benefits of purchasing California avocados as well as driving traffic to CAC’s social media channels and website. Throughout the

season, CAC hand selected the best recipes from this program to include on CaliforniaAvocado.com.

With each Brand Advocate sharing their preference for California avocados, they encouraged their followers to look for California on the label when shopping for avocados at their local grocery stores. The Brand Advocate Program earned more than 131 million impressions across blog and social media channels from March through June.

Living Well Brand Advocates Share How They Use California Avocados to Reach Consumers Hungry for More

In recent years, the habits and lifestyles of California avocado consumers have focused on health and wellness. To keep up with these trends and share how California avocados can be a part of a healthy eating plan, CAC also partnered with six Living Well Brand Advocates, including four registered dietitian nutritionists. This group developed six new recipes and several articles for the CAC website, participated in television broadcast interviews and posted rich content on their own social media platforms.

The Living Well Brand Advocates flexed their culinary dietitian creativity from the utilization of popular multicooker appliances to time-saving meal preparation and family-friendly recipes for the everyday consumer. Recognizing that consumers have prioritized foods for boosting their immune system, CAC tapped one of its Living Well Brand Advocates to share how California avocados may contribute to healthy immune function. Several California avocado key messages and USDA-approved nutrition messages were featured throughout the Living Well Brand Advocates’ content and appearances, spreading positive avocado nutrition information to targeted consumers.

Consumers are more interested than ever in their own health and well-being, turning to registered dietitians and health and wellness influencers for their credible knowledge and voice. Tapping into these partners allowed CAC to utilize and build relationships with these health, wellness and lifestyle experts to tell the premium California avocado story and communicate seasonal availability. To keep the fruit top of mind for consumers, the Living Well Brand Advocates Program developed themes to stay on top of the nutrition, food and lifestyle trends that developed throughout the COVID-19 pandemic and continue to be of interest to consumers. The content developed provided useful information and tips, as well as recipes to include California avocados in meals that are nutritious, delicious and easy to prepare.

As a result, the program continued to build awareness for California avocados as a healthy and versatile addition to one’s diet, garnering nearly 3 million impressions from March through August.



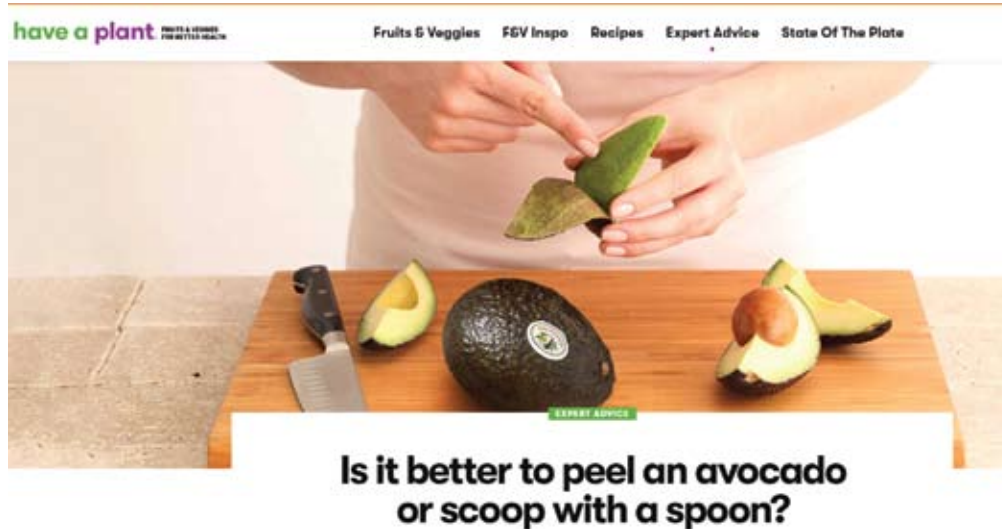
Culinary Expert Patty Mastracco demonstrated her recipe for Crispy California Avocado Potato Tots on KPMH26 FOX TV Great Day Fresno Family Cooking.



Board-certified Holistic Nutritionist Sophie Uliano explored the role of California avocados in boosting your immune system in her website article video and Facebook Live.

To share the California difference message and increase consumer desire for California avocados, CAC partnered with the Produce for Better Health Foundation to share information about what makes premium California avocados unique with their Have A Plant fans. As experts in the industry, the Commission shared knowledge and expertise throughout California Avocado Month in June on the PBH Have A Plant website, newsletter and social media channels.

In the Expert Advice section of the PBH website and social channels, CAC informed website visitors that “It is better to peel an avocado rather than scoop it with a spoon” to ensure receiving all its beneficial nutrients. Utilizing the California Hass avocados results from a 2009 UCLA phytonutrients research study, CAC highlighted the “nick and peel” method and USDA-approved nutrition message that can only be used by California avocados: “In California avocados, the greatest concentration of beneficial nutrients is in the dark green area of the fruit, just below the skin.” This California avocado content was of great interest to the PBH audience, earning a spot in the top 15 performing promotions on Facebook and Instagram and in the top 10 on Twitter. In addition to the website and social media content, this information also was shared in the PBH newsletters.



California avocado expert advice on fruitsandveggies.org.



PBH consumer newsletter banner ad.

As a result of this year's PBH program, CAC garnered more than 226,000 impressions on the website and almost 100,000 impressions through social media, including Instagram, Facebook and Twitter. CAC also shared California avocado messaging in two separate PBH newsletters, both delivered to nearly 54,000 subscribers. 🥑