



To address the popular and trending topic of avocado ripeness, *The Scoop Blog's* Mythbuster explained how to ripen an avocado faster through a variety of techniques.

Busting Avocado Myths To Build Brand Loyalty

The California Avocado Commission (CAC) continuously develops content for its online channels to help educate, inspire and influence consumers to purchase California avocados when they are available. One such channel, *The Scoop Blog*, has become the go-to resource for California avocado consumers seeking to ask questions or gain an informed perspective about their favorite fruit. A great example of *The Scoop Blog's* unique content includes its Mythbuster program, which offers the best practices and techniques for handling California avocados.

Throughout the 2018 and 2019 seasons, CAC worked with well-known blogger and recipe development partner Dzung Lewis of Honeysuckle, who served as Mythbuster in a series of California avocado videos. CAC and Lewis tackled a variety of popular avocado topics, questions and misconceptions to provide solutions, resources and techniques. A few themes included *How to Prevent an Avocado from Browning*, *How to Ripen an Avocado Faster*, and *How to Cut an Avocado Safely*.

By debunking myths in a fun and informative manner, CAC's Mythbuster engages and educates consumers while keeping the brand top of mind. Additionally, because mainstream



Popular blogger and recipe developer Dzung Lewis of Honeysuckle has served as the California Avocado Commission Mythbuster since 2018.

media and consumers are often looking for experts to address trending topics or popular events, CAC's Mythbuster content offers the Commission an opportunity to join or lead these conversations. For example, when "avocado hand" (an injury caused by improperly cutting an avocado) became a popular topic on social media, CAC was able to leverage its Mythbuster video content to demonstrate how to safely cut and handle an avocado, while strengthening the brand's position as an industry expert.

CAC's Mythbuster content has garnered **more than 1.8 million social media impressions** with users spending an average time of 2:26 on The Scoop Blog — about **22 percent more time spent here** than anywhere else on the consumer website. Furthermore, the top Mythbuster article, "Is an avocado a fruit or a vegetable" has become the **third most popular page** on the entire CaliforniaAvocado.com website. As long as consumers have questions about the Golden State's official fruit, CAC's Mythbuster content will be there to provide answers and inspire local, seasonal eating. 🥑



Instead of traditional dicing or slicing, The Scoop Blog's Mythbuster offers another beautiful and unique way of cutting and styling avocados through fanning the fruit over a salad.

Since many consumers do not know how to safely cut an avocado, a Mythbuster video on The Scoop Blog showcased step-by-step instructions on how to properly cut a California avocado.