



# AGENDA

California Avocado Commission  
Marketing Committee Meeting

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## Meeting Information

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**Date: December 9, 2021**

**Time: 10:00 a.m.**

**Location: Web/Teleconference**

**Web/Teleconference URL:**

<https://californiaavocado.zoom.us/j/82787242061?pwd=ODd3TFBPL2JwQ3BiSlYvdC8yQnUrUT09>

**Conference Call Number: (669) 900-6833**

**Meeting ID: 827 8724 2061**

**Passcode: 724220**

**Meeting materials will be posted online at least 24 hours prior to the meeting at:**

<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

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## Committee Member Attendance

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**As of Tuesday, December 7, 2021, the following individuals have advised the Commission they will participate in this meeting via web/teleconference:**

Gary Caloroso

Ed McFadden

Phil Henry

Doug Meyer

Denise Junqueiro

Peter Shore

Rachael Laenen

Steve Taft

Andy Lyall

Angela Tallant

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Time

Item

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10:00 a.m.

1. Call to Order

a. Roll Call/Quorum

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Time	Item
10:05 a.m.	<p><b>2. Opportunity for Public Comment</b> Any person may address the Committee at this time on any subject within the jurisdiction of the California Avocado Commission.</p>
10:10 a.m.	<p><b>3. Consent Calendar</b> Consent Calendar items are expected to be routine and non-controversial, to be acted upon by the Marketing Committee at one time without discussion. If any Committee member, staff member, or interested person requests that an item be removed from the Consent Calendar, it shall be removed so that it may be acted upon separately.</p> <p>a. Consider Approval of Marketing Committee’s Web/Teleconference Meeting Minutes of June 16, 2021</p>
10:15 a.m.	<p><b>4. Discussion Items</b></p> <p>a. 2020-21 California Crop Recap b. 2021 Import Crop Performance c. 2021-22 California Crop Forecast d. 2022 Import Crop Projections e. California Avocado Tracking Study f. 2021 Media Results and Learnings g. Shop.CaliforniaAvocado.com Updates h. 2020-21 Year-End Dashboard i. Industry Updates</p>
12:00 p.m.	<p><b>5. Adjourn Meeting</b></p>

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Disclosures

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The times listed for each agenda item are estimated and subject to change. It is possible that some of the agenda items may not be able to be discussed prior to adjournment. Consequently, those items will be rescheduled to appear on a subsequent agenda. All meetings of the California Avocado Commission are open to the public and subject to the Bagley-Keene Open Meeting Act.

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related modification or accommodation for the meeting, please contact April Aymami at 949-341-1955, California Avocado Commission, 12 Mauchly, Suite L, Irvine, CA 92618, or via email at [aaymami@avocado.org](mailto:aaymami@avocado.org). Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. For individuals with sensory disabilities, this document is available in Braille, large print, audiocassette or computer disk. This meeting schedule notice and agenda is available on the internet at <https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes> and <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>.

If you have questions on the above agenda, please contact David Cruz at [dcruz@avocado.org](mailto:dcruz@avocado.org) or 949-341-1955.

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### Summary Definition of Conflict of Interest

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It is each member's and alternate's responsibility to determine whether they have a conflict of interest and whether they should excuse themselves from a particular discussion or vote during a meeting. To assist you in this evaluation, the following *Summary Definition of Conflict of Interest* may be helpful.

A Commission *member or employee* has a conflict of interest in a decision of the Commission if it is reasonably foreseeable that the decision will have a material effect, financial or otherwise, on the member or employee or a member of his or her immediate family that is distinguishable from its effect on all persons subject to the Commission's jurisdiction.

No Commission member or employee shall make, or participate in making, any decision in which he or she knows or should know he or she has a conflict of interest.

No Commission member or employee shall, in any way, use his or her position to influence any decision in which he or she knows or should know he or she has a conflict of interest.

**CALIFORNIA AVOCADO COMMISSION**  
**MARKETING COMMITTEE WEB/TELECONFERENCE MEETING MINUTES**  
**June 16, 2021**

A web conference meeting of the Marketing Committee was held on Wednesday, June 16, 2021 with the following people participating:

**MEMBERS  
PARTICIPATING**

Gary Caloroso  
Phil Henry  
Denise Junqueiro  
Rachael Laenen  
Andy Lyall  
Carson McDaniel  
Ed McFadden  
Doug Meyer  
Doug O'Hara  
Peter Shore  
Angela Tallant  
Debbie Willmann  
Rob Grether (Ex  
Officio Member)

**MEMBERS NOT  
PARTICIPATING**

Patrick Lucy  
Steve Taft

**CAC STAFF PARTICIPATING**

Tom Bellamore  
Zachary Benedict  
David Cruz  
Jan DeLyser  
Ken Melban

**OFFICIALLY PRESENT**

David Anderson (Anderson Food Sales  
and Marketing)  
Carolyn Becker (CL Marketing)  
Kim Kurata (Kurata Communications)  
Marji Morrow (Rockwell Morrow)  
Steven Muro (Fusion)  
Laura Paden (PJ/PR)  
Alexei Rudolf (Kurata Communications)

**GUESTS PRESENT**

David Fausset  
(Westfalia)  
Candace Hollar  
(MullenLowe  
Mediahub)  
Kathleen Johnson  
(PJ/PR)  
Lauren Kelley  
(MullenLowe)  
Jillian McMenamin  
(Golin)  
Jill Netzel (Fusion)  
Lecia Rdzak (Fusion)  
Bryan Reugebrink  
(MullenLowe)  
Sam Schaitberger  
(MullenLowe)  
Matt Schraut  
(Fusion)  
Sean Wright  
(MullenLowe)

**ITEM #1 ROLL CALL/QUORUM**

The Marketing Committee teleconference meeting was called to order at 10:02 a.m. by Chairman Gary Caloroso. A quorum was established.

**ITEM #2 OPPORTUNITY FOR PUBLIC COMMENT**

None.

**ITEM #3 CONSENT CALENDAR**

Mr. Henry moved to approve the Consent Calendar, including minutes from the April 7, 2021 meeting. The motion was seconded by Ms. Junqueiro and unanimously approved. (Not present Patrick Lucy and Steve Taft.) *MOTION 21-06-16-1.*

**ITEM #4 DISCUSSION ITEMS**

2020-21 California Crop Projection, Timing and Sizing – Item 4.A.

Mr. Melban shared the mid-season crop survey results, which projects a 265-million-pound crop. Through last week just over 150 million pounds of California avocados have shipped year-to-date. The Committee discussed the expectations for the remaining crop, noting that there is hope to hit the latest projection with no expectations of exceeding it. The big delay in sizing early in the season is considered to have most affected the volume this year. June shipments look to be strong and customers want to stay with California as long as the supply will fulfill their demand. A long tail at the end of the season is not expected, with the south noting an acceleration in harvesting due to expected periods of high heat and then a quick drop off in July. There were some reports that fruit is sizing better now and agreement that volume will gradually decline starting in July. A report from one handler noted their harvest was expected to go through August but they were not anticipating significant volume into September.

Mr. Melban advised that another survey request will be sent out in July for the year-end forecast.

2021 Import Crop Estimates, Timing and Sizing – Item 4.B.

Mexico: Their fiscal year is ending this month with an increase of 5% over prior year. They are projecting a decrease of 6% next year compared to this year's volume. There has been a dramatic increase in companies selling Mexican avocados at the Texas border, "jamming in" the tail-end of the higher maturity "old crop". This fruit is in competition primarily with imports from Peru, but it is impacting spot market pricing and therefore could impact California avocado grower returns. Mexico's Flora Loca crop is expected to be ready to come starting in July, depending on rainfall and sizing.

Peru: Handlers noted that Peruvian avocados generally compete with and displace Mexican fruit rather than the California crop because the targeted customers want to stick with California avocados as long as they can. Mr. Anderson reported that in the five Walmart DCs where California avocados are in distribution they are not switching out to Peru yet, but Walmart is making that transition for at least some of their remaining DCs. He also noted that targeted Kroger divisions in the West are still carrying California avocados.

Revised Revenue Projections for 2021 and 2022 Crop Years – Item 4.C.

Mr. Bellamore asked the Committee members their opinion on the remaining marketing plans in light of a revenue shortfall of \$2.5 million. He noted that the Commission had high reserves going into this year and planned activities were expected to lower them to about \$8.5 million. Lowering the reserves more is possible, but if that were to happen and there was a crop shortfall or other issue the following year then the reserves could dip below the \$5 million floor established by the Finance Committee. Mr. Bellamore advised there are savings in Marketing and Industry Affairs this year that could help maintain reserves.

Marketing Expenditures for Remainder of 2021 Crop Year – Item 4.D.

Ms. DeLyser identified as much as \$883,000 from Marketing that could be saved. Mr. O'Hara recommend implementing some savings and noted that ongoing maintenance of the California Avocado brand is important for the future. He suggested not sacrificing those ongoing programs that need to be maintained to keep California avocados on consumers' radars. Ms. Junquero recommended that merchandising funding remain available to take care of customers/maintain relations if fruit is available. Mr. Grether advised that it is important to look to the future also in terms of available reserves. Ms. DeLyser advised she will regroup with the retail marketing directors to ensure the budget plan aligns with expectations for the remaining crop.

Mr. Melban noted about \$350,000 in potential savings in the industry affairs budget in part because meetings and travel that could not occur due to the pandemic. He noted that CAC always build some funds into the budget in case a crisis occurs, and the good news that is there was not a need for those funds this year.

Mr. O'Hara asked when annual meetings can take place again, noting that questions arise when the growers don't see the Commission in the field. Mr. Bellamore advised that the Commission needs to work within State guidance and is working on a plan.

Consumer Marketing Campaign Activities – Item 4.E.

A slide show highlighting the California avocado consumer marketing campaign activities was played and was well-received.

Retail and Foodservice Promotional Agreement Review – Item 4.F.

Ms. DeLyser shared the promotional agreement template that is used with retail and foodservice customers that defines timing and responsibility. Mr. Henry advised that some accounts need flexibility to strict California Avocado exclusivity clauses. Ms. DeLyser and Ms. Kurata commented on how the Commission handles exceptions.

Retail and Foodservice Promotional Activities – Item 4.G.

Trade agency representatives, retail marketing directors, members of the foodservice team and CAC staff highlighted promotional activities from this season.

State of the Category Presentation – Item 4.H.

Mr. Muro presented highlights from the State of the Category research of retail sales and unit growth from 2017 through 2020. He pointed out that avocados are a superstar category and the California region and California season are outperforming other areas and the non-California season.

Shop.CaliforniaAvocado.com Merchandise Update – Item 4.I.

Ms. Morrow presented the California Avocado merchandise shop report through May and noted that CAC is testing the free shipping option that was discussed at the last Marketing Committee meeting. New merchandise is in development to refresh the site.


Industry Updates – Item 4.J.

California Assembly bill 710 passed the Assembly and is now in review in the Senate. The California Grocery Association, of which many California avocado key customers are members, has come out strongly in opposition of this bill. Mr. Melban said that if it passes it likely would be challenged by other states in the courts. Some industry members are interested in California avocados participating in this legislation but for now the Commission is actively observing from the sidelines.

**ADJOURN**

Mr. Caloroso adjourned the web/teleconference meeting at 12:00 p.m.

Submitted by:



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Jan DeLyser, CAC Staff



# CALIFORNIA AVOCADO MERCHANDISE SHOP REPORT

## October 2021, FY YTD and Shop to Date



SALES REPORTING					OBSERVATIONS
	Month	FY to date	vs. PLAN	Shop to Date	
# OF ORDERS (Shopify)	4	167		270	See below for overall observations  Gross sales less expenses for order administration & shipping
AVG. ORDER VALUE (Shopify)	\$37.07	\$ 87.87		\$90.44	
DOLLAR SALES (PMCI)	\$ 165	\$ 14,993	\$ (147,655)	\$ 24,279	
INCOME CONTRIBUTION	\$ (755)	\$ 869			

VISITOR REPORTING					OBSERVATIONS
Targets and Benchmarks	Month	FY to date	Shop to Date		
					Targets and Benchmarks to be established after year 1
CONSUMER REACH	N/A		1.96 MILLION		
NUMBER OF UNIQUE SHOP VISITORS	1,017	13,065	17,561		
TIME ON SITE	00:43.0	00:49.0	00:52.0		Avg time on site 30% lower than STD average
SOCIAL ENGAGEMENTS	N/A		47,098		
SOCIAL REFERRALS	4	918	1,850		
PAGES PER VISIT	1.84	2.04	2.10		
TOTAL PAGE VIEWS	1,686	34,697	46,541		

**SUMMARY OF PROMOTION AND ENGAGEMENT ON SHOPPABLE POSTS**

No social merch content ran in the month of October 21



**Overall Observations:**

The shop is continuing its test of an offer of free shipping on all orders of \$60 or more through calendar 2021. The number of shoppers who get to check out and then leave without buying dropped, but it has not resulted in an overall increase in sales. Sales continue to be well below expectations (with commensurate reduced cost of goods sold). The shop continues to function well. New merchandise has been designed and will launch in November and December. Those items plus current top selling merch have been photographed on a diverse group of young models to help spur interest. Also two avocado-centric lower cost items were developed for the fall launch. Order quantities of new items are low to minimize inventory costs.





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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**KEY PERFORMANCE INDICATORS: NOVEMBER 2020 THROUGH OCTOBER 2021**

**\$1.21**

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending October 3, 2021

**333.3 Million**

Consumer Media Impressions

Includes offline, online and social media impressions through October 2021

**918.8 Million**

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets, as well as retailer communications through October 2021

**49.7 Million**

Trade Media and Public Relations Impressions

Positive direct CAC trade media and public relations circulation through October 2021

**1.65 Million**

Consumer Website Visits

Engagement from our visitors increased this year. The number of pages they viewed per visit increased by 4% and the average visitor spent 11% more time on the site

**13**

Foodservice Chain Promotions

Number of Foodservice chain promotions completed (81 chains contacted)



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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**REVENUE: CROP MOVEMENT AND MEASURES**

**U.S. Hass Avocado Supply (November-October)**

Origin	2020/21		2019/20		2018/19	
	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	257	103%	373	100%	216	99%
Chile	4	187%	9	100%	53	100%
Mexico	2,332	98%	2,103	100%	2,017	100%
Peru	177	77%	161	100%	178	100%
Other	9	134%	9	100%	11	100%
<b>Total</b>	<b>2,779</b>	<b>97%</b>	<b>2,655</b>	<b>100%</b>	<b>2,475</b>	<b>100%</b>
*based on current projections					Source: HAB/CAC	



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL FOODSERVICE RESEARCH

## REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year											
		November 1 -October 31, 2021					November 1 - October 31, 2020				
		Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$	%
Grade	Size		Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	8%	17.5	31.3	\$ 45.55	2%	11%	33.8	54.8	\$ 41.24	2%
	48	35%	74.6	134.2	\$ 45.52	1%	37%	115.3	187.5	\$ 41.03	1%
	60	28%	60.1	92.8	\$ 39.22	1%	25%	78.9	113.4	\$ 36.27	1%
	70	16%	34.1	40.2	\$ 29.90	1%	13%	39.3	43.7	\$ 28.00	1%
	84	8%	16.8	16.5	\$ 24.67	1%	6%	18.6	16.4	\$ 22.20	1%
	Other	6%	12.1				8%	26.4			
	All	100%	215.1	332.9	\$ 39.21	1%		312.4	455.1	\$ 36.79	1%
Hass #2s	All		19.7	23.6	\$ 30.84	3%		24.9	24.5	\$ 26.13	6%
Hass Organic #1	All		18.8	41.5	\$ 56.17	2%		32.3	67.7	\$ 53.12	1%

California Avocado Region Distribution - This Year vs. Last Year											
All Varieties		November 1 -October 31, 2021					November 1 - October 31, 2020				
		Region %	(millions)		Avg Lug \$	%	Region %	(millions)		Avg Lug \$	%
Region	Region %		Pounds	Dollars				Pounds	Dollars		
EAST CENTRAL	3%	6.8	10.1	\$ 38.17	3%	3%	12.9	19.7	\$ 38.89	2%	
NORTHEAST	2%	6.6	11.4	\$ 43.12	1%	3%	11.0	17.1	\$ 39.39	1%	
PACIFIC	83%	219.3	341.9	\$ 39.68	2%	77%	290.4	420.9	\$ 36.89	2%	
SOUTHEAST	3%	7.8	14.1	\$ 45.43	0%	5%	20.1	32.1	\$ 40.06	1%	
SOUTHWEST	3%	7.6	11.9	\$ 39.75	2%	4%	14.2	20.9	\$ 37.24	1%	
WEST CENTRAL	3%	7.8	11.7	\$ 37.94	1%	5%	17.4	26.2	\$ 37.78	0%	
EXPORT	4%	9.9	16.1	\$ 41.51	2%	3%	12.9	21.1	\$ 40.93	0%	



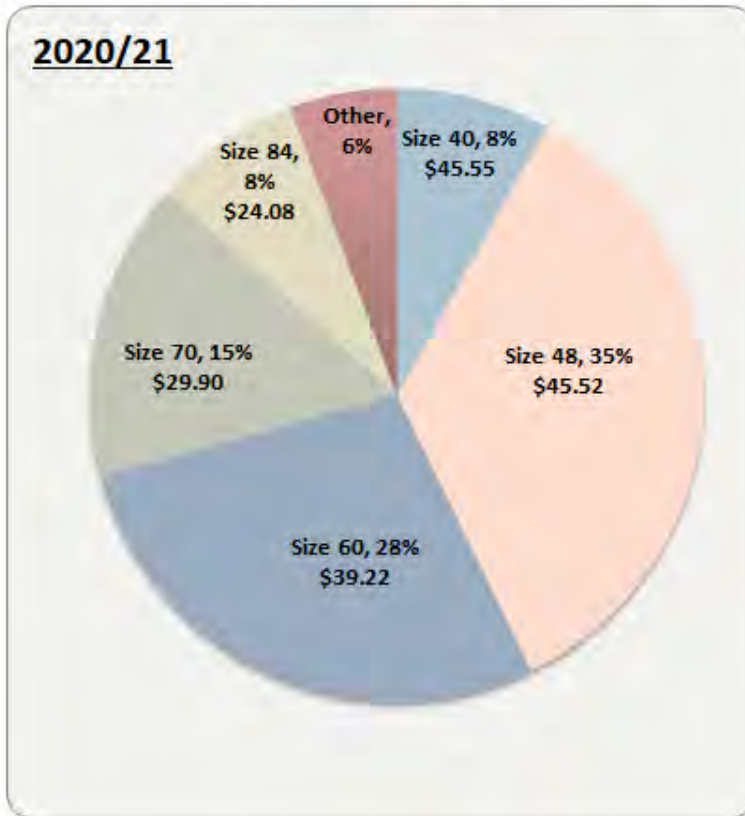
- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
- FOODSERVICE
- RESEARCH

## REVENUE: CROP MOVEMENT AND MEASURES

### Size Distribution and Average Lug Price

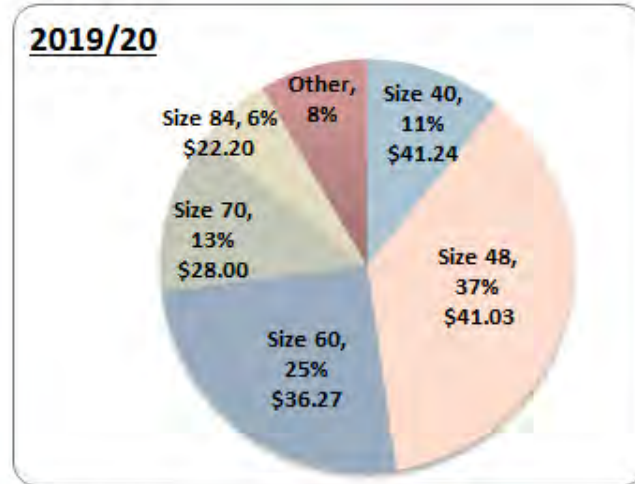
Hass #1 Conventional (November-October)

**2020/21**

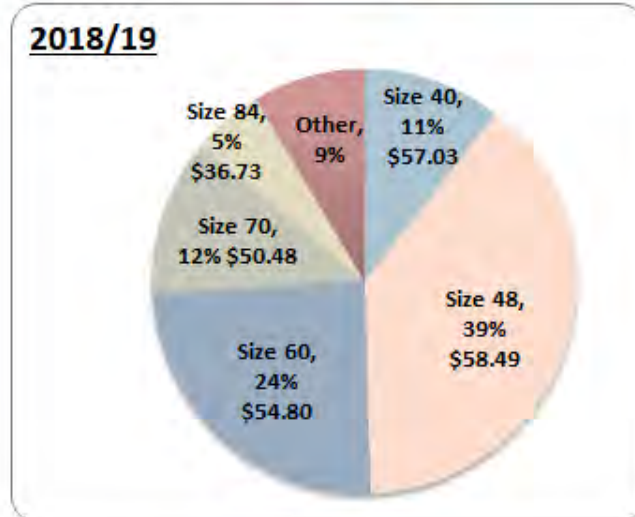


Source: AMRIC

**2019/20**



**2018/19**





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL FOODSERVICE RESEARCH

**REVENUE: RETAIL SALES AND VOLUME**

<u>RETAIL</u> <u>(4 wks)</u>	<u>Sep20</u> <u>(9/7/20-10/04/20)</u>	<u>Sep21</u> <u>(9/6/21-10/3/21)</u>	<u>Variance</u>
Volume (Unit)	170,810,095	150,702,572	-11.8%
Dollars	\$177,444,640	\$182,277,063	+2.7%
Avg. Selling Price/Unit	\$1.04	\$1.21	+16.4%
<u>RETAIL</u> <u>California Season</u>	<u>Mar20-Aug20</u> <u>(3/2/20-8/30/20)</u>	<u>Mar21-Aug21</u> <u>(3/1/21-8/29/21)</u>	<u>Variance</u>
Volume (Unit)	1,214,119,161	1,135,347,336	-6.5%
Dollars	\$1,414,543,817	\$1,299,172,745	-8.2%
Avg. Selling Price/Unit	\$1.17	\$1.14	-1.8%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep19-Feb20</u> <u>(9/2/19-3/1/20)</u>	<u>Sep20-Feb21</u> <u>8/31/20-2/28/21</u>	<u>Variance</u>
Volume (Unit)	950,168,834	1,128,703,482	+18.8%
Dollars	\$1,063,312,599	\$1,112,585,744	+4.6%
Avg. Selling Price/Unit	\$1.12	\$0.99	-11.9%



- HOME
- REVENUE
- CONSUMER ADVERTISING
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## REVENUE: RETAIL SALES AND VOLUME

**Avg. Retail Price**  
**\$1.17**



Mar 2020 – Aug 2020  
(3/2/20 – 8/30/20)

**Avg. Retail Price**  
**\$0.99**



Sept 2020 – Feb 2021  
(8/31/20 – 2/28/21)

**Avg. Retail Price**  
**\$1.14**



Mar 2021 – Aug 2021  
(3/1/21 – 8/29/21)



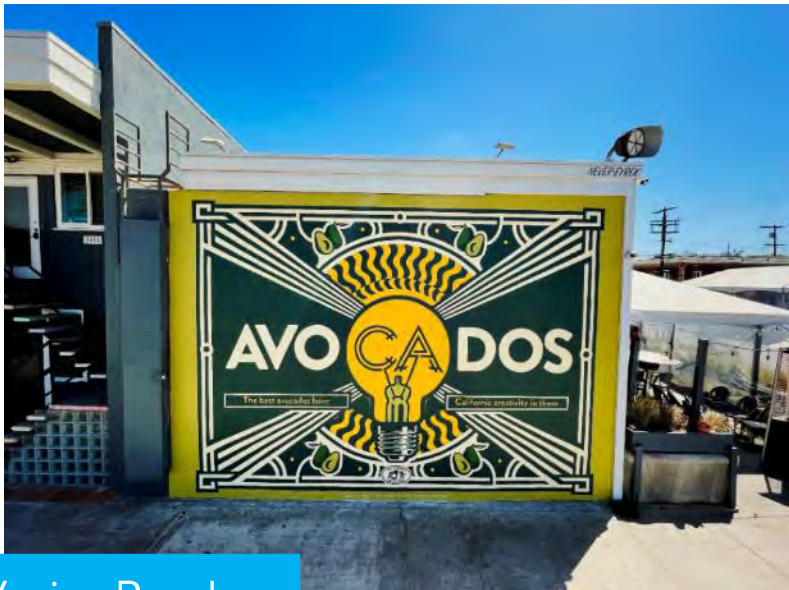
HOME	REVENUE	<b>CONSUMER ADVERTISING</b>	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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## CONSUMER ADVERTISING: OUTDOOR

- 28,963,688 Impressions
- Six locations throughout Los Angeles, San Diego, Orange County and San Francisco
- Units including a hand-painted mural located in Venice Beach



San Francisco



Venice Beach

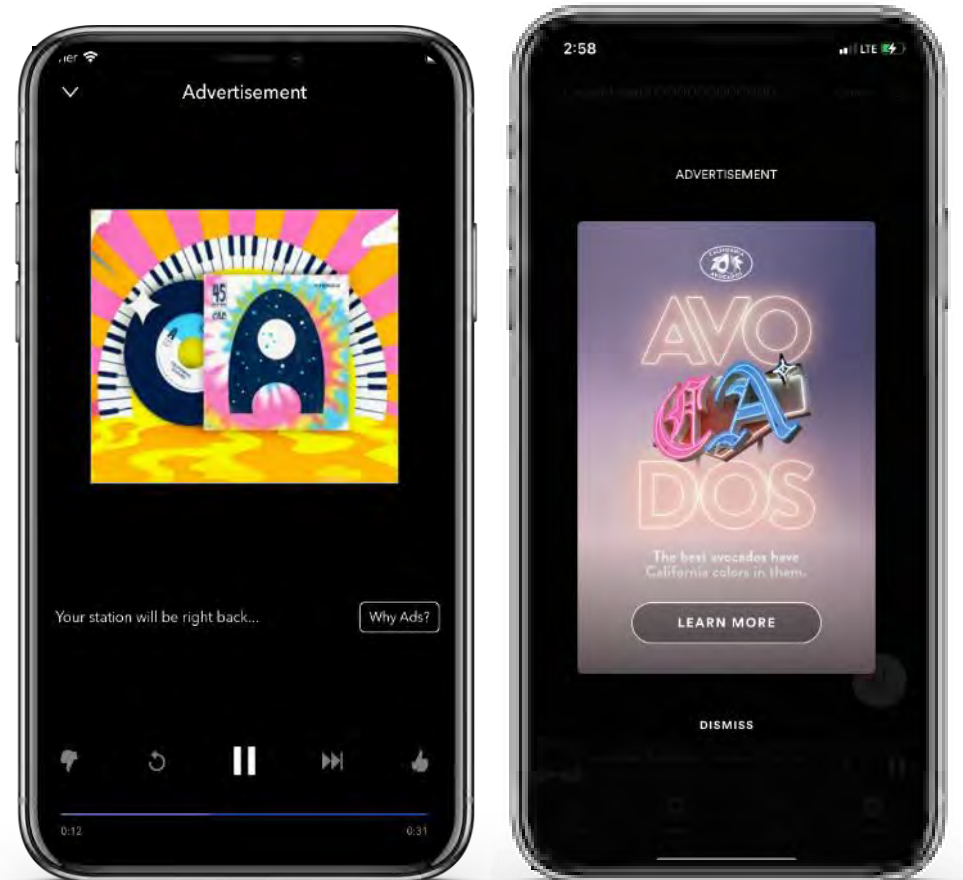


Orange County



### CONSUMER ADVERTISING: AUDIO

- 40,347,988 Impressions
- 84,469 Clicks with a 0.23% Click Through Rate
- 15,592,699 Video Views
- Targeted listening sessions, audio, banners, overlays and in-car audio

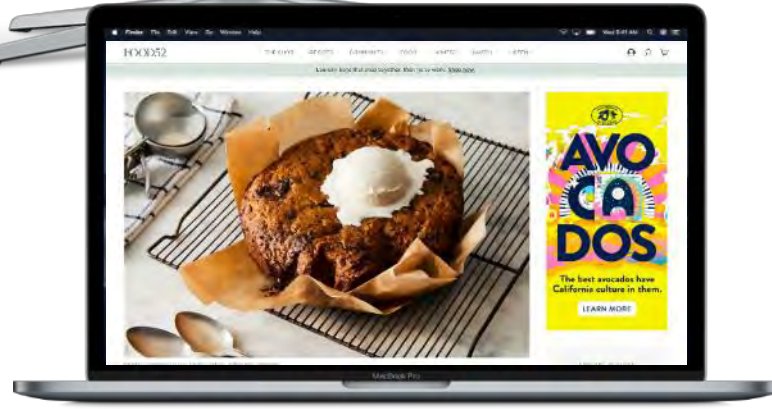
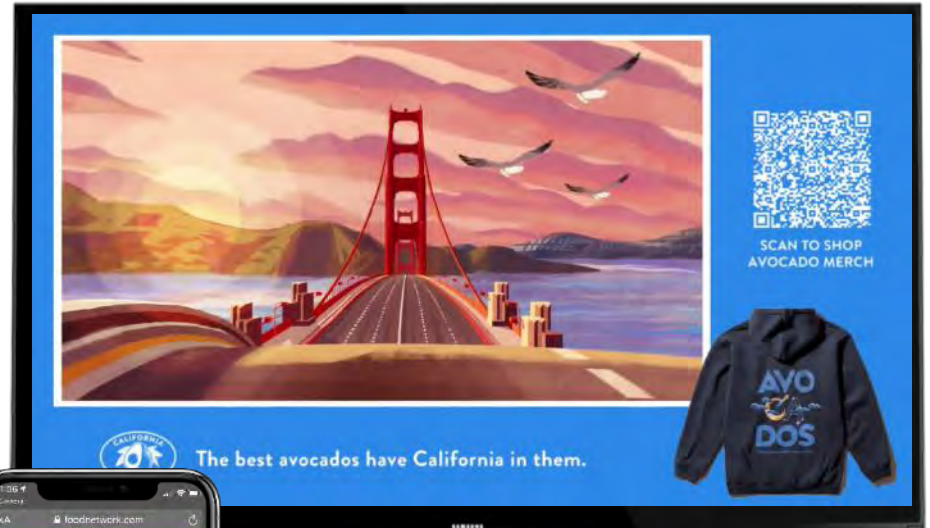






### CONSUMER ADVERTISING: DIGITAL BRAND

- 172,323,638 Impressions
- 310,975 Clicks with a 0.23% Click Through Rate
- 93,178,383 Video Views
- Digital video, mobile and display banners



TREMOR VIDEO

VIAANT.

YouTube

POPSUGAR.

PureWow

FOOD52



### CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

Custom content including six recipes and three videos prominently featuring California Avocados shared across Food52’s Instagram, Facebook and Pinterest along with their website and YouTube channels



No-Churn Avocado Ice Cream With Lime & Coconut  
This easy no-churn avocado ice cream recipe gets its creamy, smooth texture from frozen avocado and mango, coconut milk  
food52.com

Recipe card for Avocado Pesto Pasta with Chicken and Tomatoes. Includes ingredients list and a photo of the dish.

Instagram post showing a brown rice bowl with avocado and spicy cucumbers. Caption: Brown Rice Bowl With Avocado & Spicy Cucumbers

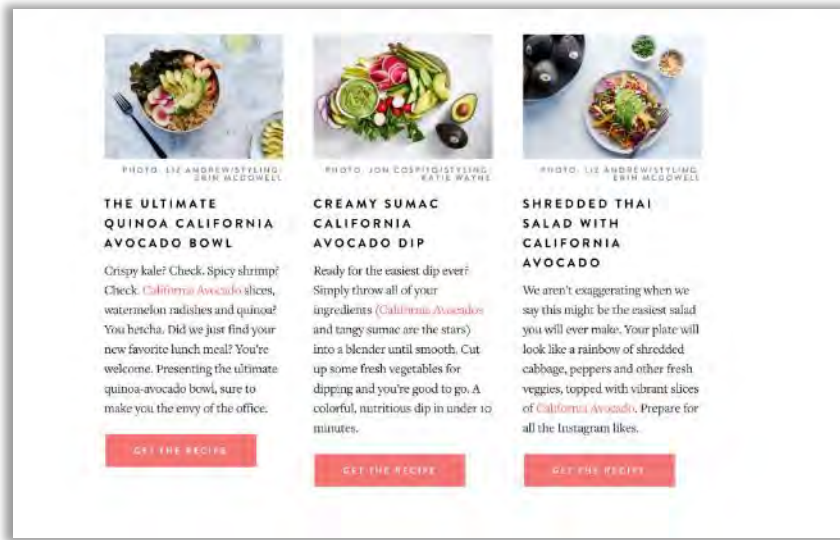
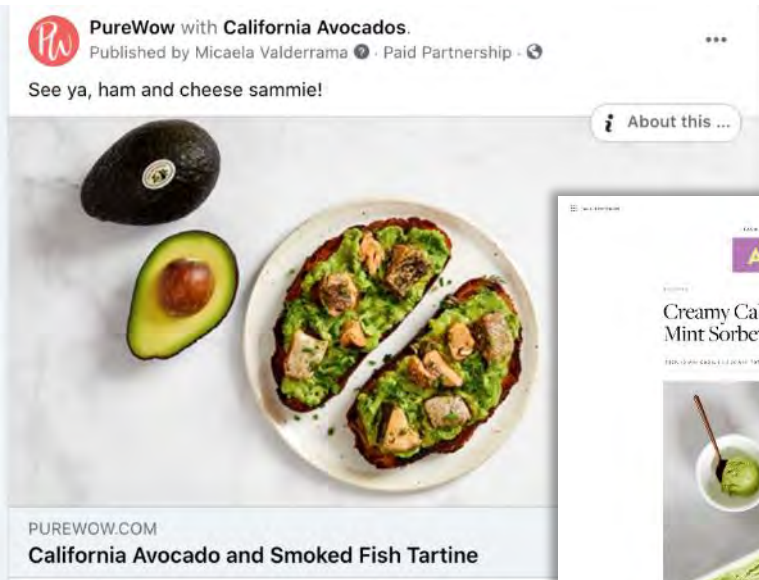
# FOOD52



### CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

Custom content including a recipe hub destination on PureWow's site, home to six custom recipes that prominently feature California Avocados. Recipes were also distributed across PureWow's Instagram and Facebook channels

# PureWow





### CONSUMER ADVERTISING: DIGITAL – RETAIL

- 11,855,281 Impressions
- 20,193 Clicks with a 0.17% Click Through Rate
- 11,853,620 Video Views
- Promoted in-store availability to drive users to retailers carrying California Avocados





## CONSUMER ADVERTISING: SOCIAL BRAND

- 27,397,232 Impressions
- 2,609,129 Engagements
- Season-long social advertising across top platforms



**California Avocados** @CA\_Avocados  
Apr 29

What's your go-to California Avocado snack when you're celebrating? Check out \*fresh\* avo-inspiration if you can't decide:

[californiaavocado.com/tag/cinco-de-m...](https://californiaavocado.com/tag/cinco-de-m...)

- Guacamole
- Tacos w/ avocado
- Avocado & mango salsa
- Avocado salad

**Vote** 4,497 votes

**California Avocados** Sponsored

FRESH UPDATE: California Avocados are now in season! Find creamy avoCAdos near you \*ripe\* now!

**California Avocados**  
Food & Beverage Company

[LEARN MORE](#)

Joel Ba... 109 Comments 274 Shares

Like Comment Share

Instagram

ca\_avocados Sponsored

**Learn More**

ca\_avocados All great guacamole starts with the same thing: Fresh California Avocados!

**CALIFORNIA AVOCADO VEGGIE BURGER**

**California Avocado Veggie Burger**

25 minutes · Serves 4 · Fire up the grill with this California Avocado Veggie Burger. This plant-based sandwich adds fresh avocado slices and creamy guacamole between the buns.

**California Avocados**  
12.8k followers

**8 ingredients**

<b>Meat</b>	<b>Oils &amp; Vinegars</b>
8 Veggie burger patties, fresh or frozen	1 Olive oil cooking spray
<b>Produce</b>	<b>Bread &amp; Baked Goods</b>
1 cup Baby arugula, fresh	8 slices Sourdough bread
2 California avocados, ripe fresh	<b>Dairy</b>
<b>Baking &amp; Spices</b>	4 1/2 oz vegan cheese, vegan
1 Red pepper, large	
1/2 tsp Sea salt	

**Note to self**  
What do you want to remember about this Pin?  
[Add note](#)



### CONSUMER ADVERTISING: SOCIAL – RETAIL

- 2,872,780 Impressions
- 24,548 Engagements
- Promoted California Avocados in-store to drive users to grocery stores





- HOME
- REVENUE
- CONSUMER ADVERTISING**
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
- FOODSERVICE
- RESEARCH

### CONSUMER ADVERTISING: CALIFORNIA AVOCADO MERCHANDISE SHOP

- 15,000 unique visitors and 35,000 page views
- Average order value almost \$90, with an average 2.3 items per order
- Nearly \$15,000 in revenue helped offset cost of delivering branded merchandise to fans



#1 in units and \$



#2 in units and # 4 in \$



#3 in units and \$



#2 in \$



HOME

REVENUE

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MARKETINGCONSUMER  
PRCONSUMER/  
TRADE  
LIVING WELL

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RESEARCH

## ONLINE MARKETING: NOVEMBER 2020 – OCTOBER 2021

### SEARCH RESULTS

- Organic Search Impressions: 45.8MM
- Paid Search Impressions: 3.8MM

### SOCIAL MEDIA

- Facebook
  - Total Fans: 320.1K (-1% decrease YoY)
  - Impressions: 4.5MM (95% increase YoY)
- Twitter
  - Total Followers: 20.9K (-2% decrease YoY)
  - Total Retweets: 734 (103% increase YoY)
- YouTube
  - Views: 12.3MM (11% increase YoY)
  - Subscribers: 2.6K (30% increase YoY)
- Instagram
  - Followers: 43K (2% increase YoY)
  - Impressions: 250K (-56% decrease YoY)

### CONSUMER WEBSITE

- # of Visits: 1.65MM (28% decrease YoY)
- Page Views / Visit: 1.32 (4% increase YoY)
- Time on site: 42 seconds (11% increase YoY)
- Total Page Views: 2.19MM (24% decrease YoY)

### EMAIL

- Average Open Rate: 46.5%
- Click through rate: 10.7%
- Emails Sent: 7 emails to an average of 155k successful deliveries





## CONSUMER PR: SEASON OPENER ONLINE COOKING CLASS

- At the launch of the California Avocado season, the Commission hosted an online cooking class in partnership with **Chef Brian Malarkey**, where attendees to this exclusive event included local, regional and national consumer and trade outlets, as well as retail contacts
- As part of this program, Malarkey developed two new and unique California Avocado recipes and coverage was secured in top-tier outlets, such as MSN, NBC Los Angeles, Patch California, Sunset Magazine and The San Diego Union-Tribune, resulting in **157,382,017 impressions**
- In addition to covering the campaign's new recipes, several outlets also highlighted other recipes from CaliforniaAvocado.com and directed consumers to visit the website for more inspiration



### California's Creamy Season Starts

**What to Know**

1. California's 2021 avocado season has launched
2. The California Avocado Commission has a site brimming with recipes, from cupcakes to ice cream to Dangerous Crab-Stuffed California Avocado
3. The season extends through late summer

No avocado heaven worth their make-making ways would ever pit one creamy concoction dish against another.

For all avo-centered dining experiences? They tend to be memorable, and the whole pitting plan is, well, the pits.

But something that's the opposite of the pits? When California avocado season starts back up again, with all the verse and kickiness of a piquant bowl of gorgeous guac.

And start back up again, it has, since spring is here and the Golden State's fruit scene is in full and flowery force.



### Get Ready for California Avocado Season with These Avocado Recipes



### Chef Brian Malarkey kicks off California avocado season with favorite recipes





## CONSUMER PR: CALIFORNIA AVOCADO MONTH RECIPE CONTEST

- To celebrate California Avocado Month, the Commission partnered with Modern Luxury's premium California magazines to host a crowdsourced **California Avocado Recipe Contest**, which leveraged the trend of cooking and enjoying meals at home
- More than two dozen entries were received, with the winning recipe highlighted in a video featuring chef and wellness influencer Nikki Martin
- The California Avocado Month Recipe Contest included coverage in Patch California and Yahoo! as well as four Modern Luxury outlets: Angeleno, Riviera, San Diego and San Francisco Magazine, and garnered 514,151,701 impressions



Celebrate California Avocado Month With This Fresh Spin on a Summer Favorite



**Announcing the California Avocado Recipe Contest Winner**





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## CONSUMER PR: CALIFORNIA AVOCADO MONTH SUMMER ENTERTAINMENT DRIVE-IN

- Also, during California Avocado Month, the Commission hosted the **Summer Entertainment Drive-In** event, where media, influencers and consumers enjoyed the classic film, *Angels in the Outfield*
- To further amplify the seasonal availability of the fruit, the Commission partnered with **Chef E. Dubble**, of the popular Fraiche LA-based food truck, to develop two delectable summer California Avocado dishes which were shared via recipe cards to everyone in attendance at the event
- Inclusion of the recipes in a nationally distributed mat release plus local coverage of the Summer Drive-In Event featured in *Let's Play OC*, *That's It LA* and *Patch*, garnered **76,094,954 impressions**

**Fabulous Food**

**Celebrate California Avocado Month With A Summer Favorite Reimagined**

(NAPS)—California summers are filled with warm nights, trips to the coast and an abundance of fresh, local produce, like delicious California avocados, which add dynamic flavor and texture to your favorite summer dishes. Currently in the peak of their season, California avocados are heart-healthy fruit that are naturally sodium-, cholesterol- and trans fat-free.

In honor of California Avocado Month in June, this year the California Avocado Commission has collaborated with Los Angeles-based Chef Edwin "E Dubble" Redway to develop California avocado-inspired recipes that celebrate the true joys of summer. With roots in Jamaican and Antiguan culture, Chef E Dubble incorporates sweet and



**Smoked California Avocado Jerk Chicken Skewers**

- ¼ lb. red onion, peeled and cut into 1-in. wedges
- 2 ripe, Fresh California Avocados, seeded and peeled, cut into chunks
- 2 large red bell peppers, seeded and cut into 1-in. pieces





HOME

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TRADE  
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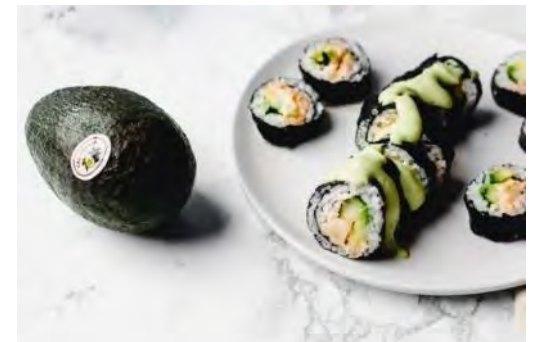
RETAIL

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RESEARCH

## CONSUMER PR: BRAND ADVOCATES AND CALIFORNIAAVOCADO.COM BLOG SUPPORT

- This past year, CAC partnered with various Brand Advocates to develop unique content promoting California Avocados on social media and CaliforniaAvocado.com:
  - **Six brand advocates** across different themes (health, wellness and lifestyle) amplified content throughout the entirety of the season (March – July) on their owned blog and social media channels (including Instagram and Pinterest)
  - **Two vloggers** (video bloggers) and **one recipe developer** created CAC-owned content for the website and social channels
- The brand advocate program secured more than 7,240,000 blog post impressions as well as 123,858,650 social media impressions, resulted in a total of **131,098,650 impressions** during the span of the annual program (March – July)
- The Website Contributor program resulted in 4 new videos and 10 new recipes/article posts for the Commission to share on its website and social channels





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## CONSUMER PR: NEWS BUREAU & CALIFORNIA AVOCADO HISTORY, GROWERS AND CULTURE VIDEO

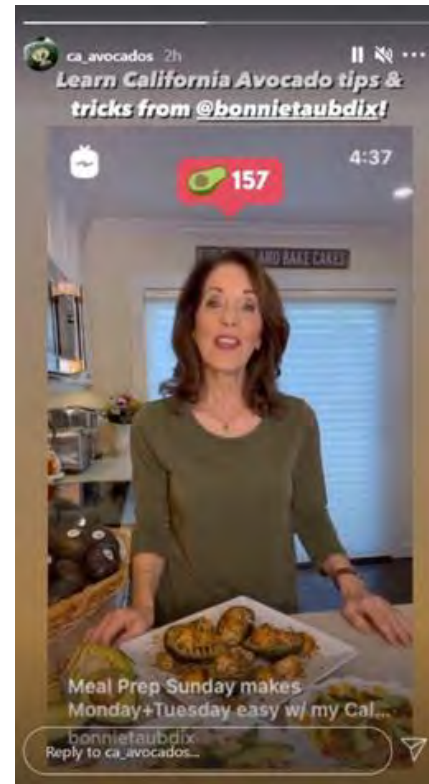
- To remain top-of-mind throughout the season, CAC identified relevant story angles and leveraged its unique perspective and assets to promote with the media
- During the holiday season, the team focused media outreach around CAC's California-inspired merchandise line as must-have gifts for avocado fans
- Reactive and proactive news bureau media efforts resulted in 33,749,096 impressions
- Throughout the California Avocado season, the **History, Growers and Culture video** was integrated in key moments, including its debut at the Season Opener Online Cooking Class, as historical background in unveiling the entry window of the California Avocado Recipe Contest and as pre-roll at the Summer Entertainment Drive-In





### CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

- 3 million impressions from digital and traditional media activations
- Dietitians & health and wellness influencers tell the California Avocado story to raise awareness and promote sales





## RETAIL: TRADE RELATIONS – RETAIL COMMUNICATIONS

- 3.3 million impressions from digital and traditional media activations
- Planned and implemented customized programs with marketing departments, dietitians, and cooking school managers to support Retail Marketing Director programs with top-tier retailers





### RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



mollie\_stones · Following  
mollie\_stones Happy Cinco de Mayo! We are getting the party started with Three Way California Avotacos!  
Check out the recipe at [blog.molliestones.com](http://blog.molliestones.com) and then be sure to stop by your local Mollie Stone's Produce Department for only the freshest @ca\_avocados.  
#cincodemayo #cincodemayo2021 #tacos #avocados #caavocados #avotacos #friedavocado #tacotuesday #tacotime #festa #molliestones #molliestonesmarkets #california #familyowned  
18 others  
Add a Comment...

Cinco de Mayo on Instagram



**Nugget MARKETS** LET'S COOK ABOUT  
An Extraordinary Grocery Experience

we are doing for you!

Search

**Foodie FAQs: California Avocados Part 2**  
July 15, 2021

You can't spell avocado without California—it's right in the name, "AvoCAdos"! Whether enjoyed in salads, on toast, in baking or as a substitute for other fats in cooking, California avocados are something to be celebrated and enjoyed... often. Make the most of these fantastic fruits with part 2 of our Foodie FAQs series starring these Golden State goodies.

Feature Foodie FAQs: California Avocado article in Daily Dish newsletter

**Nugget MARKETS** LET'S COOK ABOUT  
An Extraordinary Grocery Experience

Select your store below...

Sign up to receive our Secret Special in your email!

**Daily Dish** is delivered every day to you!

Search

**Summertime Ice Cream Maker Giveaway**  
Sponsored by California Avocados

It's time to get creative about the way you enjoy California avocados and these delicious fruits are also perfect for health-conscious diets. We're partnered with California Avocados to give away an ice cream maker to lucky customers. To win, simply follow the steps below to enter the contest.

**Avocado Ice Cream** This sweet treat tastes like a cold, creamy version of avocado—specifically the California variety! It's made with fresh, ripe California Avocado, so you can enjoy it all summer long.

**Summertime Avocado Chocolate Ice Cream** Try it all summer long with this creamy treat. It's made with California Avocados, so you can enjoy it all summer long. The most delicious will be announced after the contest ends.

Summertime Ice Cream Maker Giveaway  
Make a Winner  
July 15, 2021

Read the full story

Two summer giveaways featuring California Avocado recipes featured across social media and in newsletter

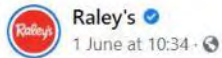
**Nugget Markets** August 6

Think outside the guac and try fresh California Avocados hot off the grill! Get cooking with these delicious recipes, and enter to win a grill of your own! <https://bit.ly/3y9WesN>





### RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



Raley's

1 June at 10:34

It's California Avocado season! Celebrate by adding fresh, locally grown avocados to your salad, sandwich or guacamole throughout the summer. Now available at your neighborhood store! California Avocados #peakseason



California Avocado Month on Instagram



To celebrate 4<sup>th</sup> of July, AVP featured CAC Deviled Egg recipe video on Instagram

CAC grower featured on in-store bins and on AVP social media channels





## RETAIL: RETAILER/IMMERSIVE EXPERIENCES



Mollie Stone's ran a "Meet the Farmer" campaign included several contests, social media and an email newsletter



PCC Community Markets included a virtual cooking class, in-store displays, enewsletter and a social media campaign





## RETAIL: RETAIL DIETITIAN RELATIONS



- Hy-Vee implemented a month-long promotion that focused on California Avocados as an important addition to the diets of women and kids
- Results included 500 social media posts, 30 cooking classes & store tours, 5 TV segments

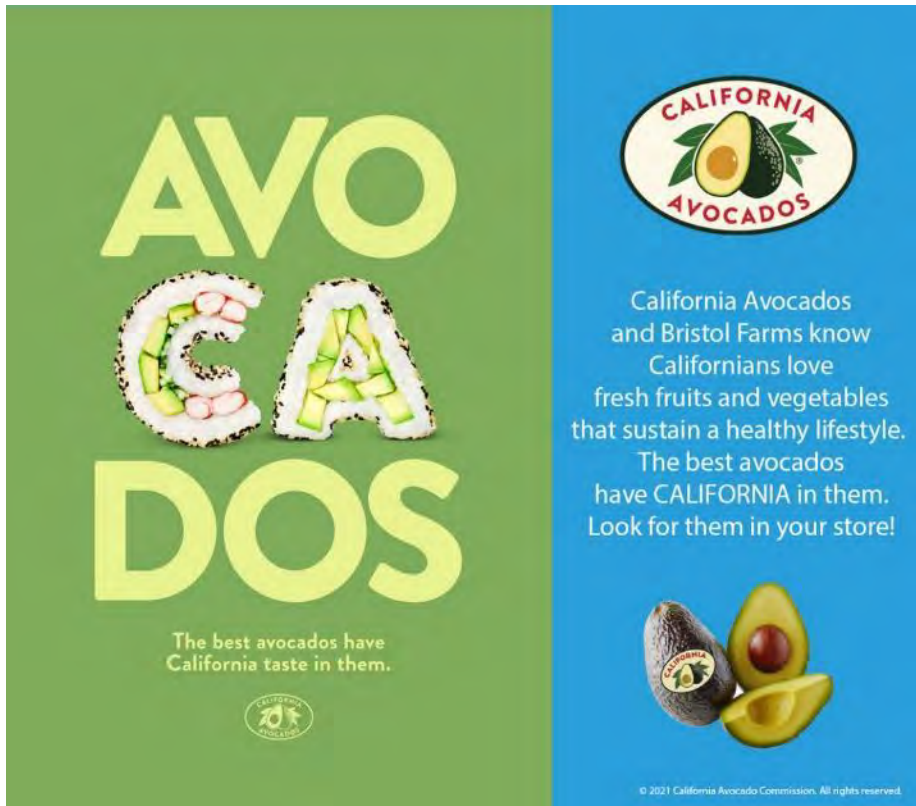




### RETAIL: PROMOTIONS

- Passport to Savings Coupon and Online Special at 2/\$3.00 on large bulk avocados
- March 31 – May 25

## Bristol Farms



### LAZY ACRES natural market

Social media post on Instagram, February 3, announcing season kick-off





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	<b>RETAIL</b>	FOODSERVICE	RESEARCH
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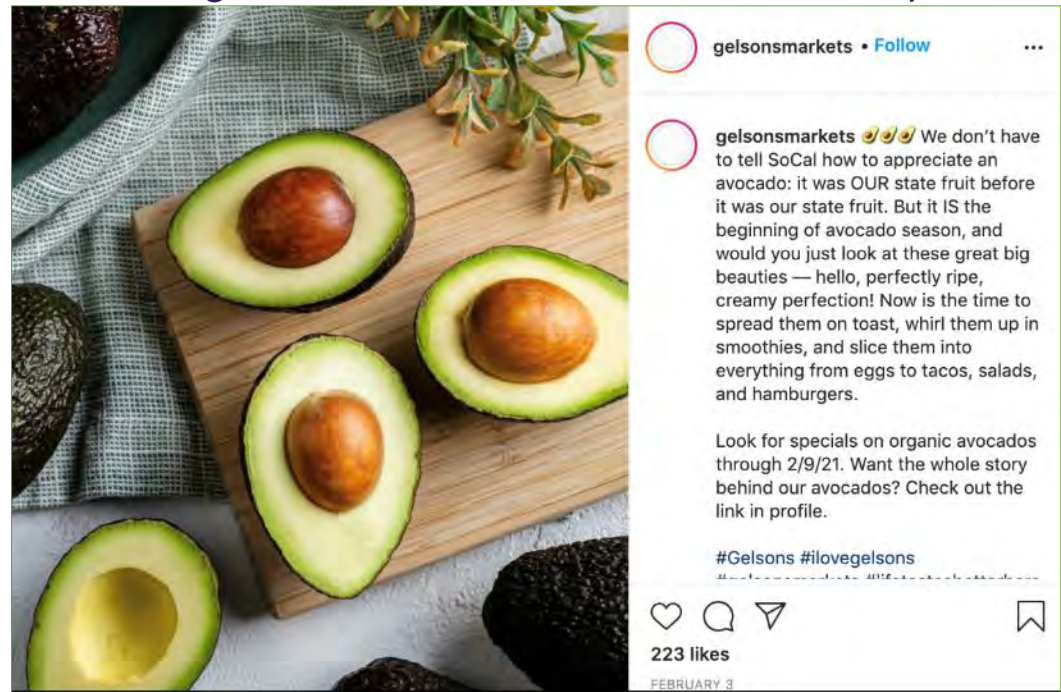
### RETAIL: PROMOTIONS

- “First of Season” display contest in all stores during March
- Proud to display the California Avocados logo in stores for brand awareness

*Gelson's*



### Instagram Social Media Post – February 3





**RETAIL: PROMOTIONS**

- First of Season Ad on March 17 followed by Easter Ad on March 31
- Great early season Hispanic retail partner





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

### RETAIL: PROMOTIONS

- Easter sales/display contest in all stores
- March 22 – April 4





### RETAIL: PROMOTIONS



- Kroger's largest California division supported California growers early in March
- Bagged and bulk displays to drive awareness of locally grown California Avocados

- California Avocado new product feature
- Merchandising new avocado sizes in bags to test alongside bulk fruit
- Virtual Grove Tour in April







### RETAIL: PROMOTIONS

- July Promotion
- \$1.00 off bagged avocados Just for U coupon
- Sales Contest – Over \$2.5 million in sales and 3.75% increase on bagged avocados



Santa Maria Store





### RETAIL: PROMOTIONS

## Bristol Farms

- Bristol Farms challenged stores to shout out local-grown California Avocados
- Sales contest tied in conjunction:
  - Small avocado sales up 9.3% and Organic avocados up 3.9%





### RETAIL: PROMOTIONS

- Foodservice sales contest
- Two foodservice California Avocado salad recipes during August
- Five winners that sold over 586 units of salad within a week, an additional 200 cases per store

# Gelson's



**Gelson's sale**  
8/11-8/17

**Hatch Chile, Grilled Corn, and Heirloom Tomato Salad**  
**\$9.99/LB** SAVE AT LEAST **\$3/LB**

**Ingredients:** Corn, hatch chiles, tomatoes, edamame beans, quinoa, avocado, arugula, basil, parsley, olive oil, vinegar, cumin, lime juice, salt, pepper.




catch the **HATCH**

**Hatch Chile Salad**  
**\$9.99** /LB  
 SAVE AT LEAST \$3






## RETAIL: PROMOTIONS

- All stores participated in July sales contest using CAC display bins and signs
- Range of volume increase from 9.2% to 13.5%

*Gelson's*





### RETAIL: PROMOTION (SALES CONTEST)

- Bulk and Bagged Month-Long Promotion
  - Bags 62% increase
  - Bulk 70-ct carton 16% increase



July 5 – July 18



July 19 – August 1



### RETAIL: PROMOTION (JULY MEGA EVENT)

- Co-Promotion with California Milk Advisory Board
- \$2.00 off coupon on bagged California Avocados
- Sales Contest
- Billboard Advertisement with the CAC Consumer Campaign





### RETAIL: PROMOTION (JULY MEGA EVENT)

- California Avocado Virtual Grove Tour for over 200 PCC Members
- Bagged Avocado Promotion – 70% lift in bag sales during promotion
- Custom California Avocado Signage

### PCC COMMUNITY MARKETS



#### Get in the grove.

Organic, peak-season avocados are in from California! Fertile soil, coastal breezes and plenty of sunshine provide perfect conditions for growing this creamy fruit. Pick up a couple at your neighborhood PCC.

ORGANIC

Organic California Avocados

2 for \$5

Reg. 2 for \$6 | Save \$1





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

### RETAIL: PROMOTIONS

- Labor Day Sales Contest co-promoted with Hatch Chiles
- 1.7% to 12.9% sales increase for 2 weeks







- HOME
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## RETAIL: PROMOTIONS

- E-commerce ads May through September
- Morro Bay signs & bagged promo-range of 1.4% to 12.6%



**MORRO BAY AVOCADOS**

Rich, creamy, and full of flavor. From Shanley Farms in Morro Bay, CA.

**4ct**



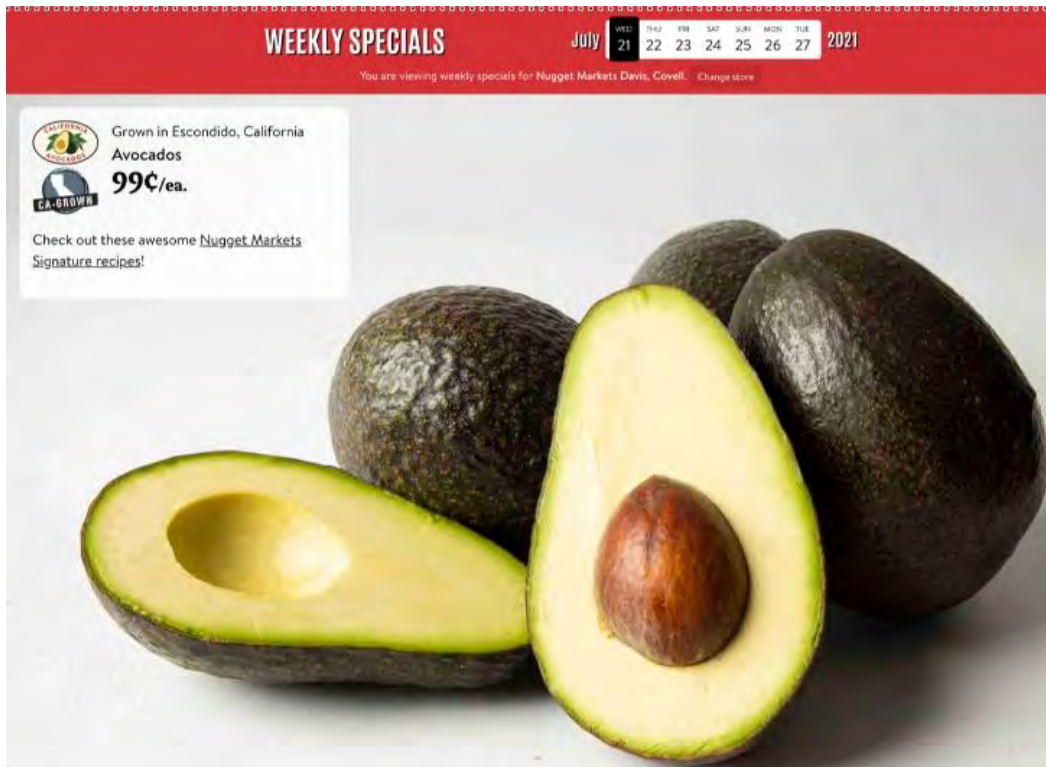
**\$3.99**  
4ct





### RETAIL: PROMOTIONS

- Custom store signage
- Bulk and Organic Ad promotion





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	<b>RETAIL</b>	FOODSERVICE	RESEARCH
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### RETAIL: PROMOTIONS

Summer front-page ad promotions, digital e-commerce ads and social media giveaways to engage Raley's customers on bulk and bagged California Avocados



- Ad promotions May through August on bulk and bagged avocados
- Just for U Coupon in August
- Results of 16% increase YOY

**2 for \$4**  
Large Hass Avocados  
Locally grown in California.

**3 FOR \$5**  
LIMIT 6  
Large Hass Avocados  
Locally grown in California.

Large Hass Avocados  
**Buy 1 Get 1 Free**  
of equal or lesser value.

Valid Aug 4 - Aug 10 (unless otherwise noted)  
California Grown.  
Club Price

**ADD TO LIST**

**BUY 1 GET 1 FREE**  
EQUAL OR LESSER VALUE  
Club Price

Large Hass Avocados  
California Grown.



### RETAIL: PROMOTION

- August California Avocado local growing area promotion
- Ad feature on small and bagged avocados
- “Guac This Way” recipe page on website nationally
- Store displays with California branding



## CALIFORNIA AVOCADOS



Taste the California difference with creamy, farm-fresh California Avocados! The rich, coastal soil and warm, sunny days provide optimal growing conditions for more than 3000 avocado growers across the state. We work with local growers and know exactly where they are, so you can enjoy peak-of-season avocados for a perfect slice, every time.

### CALIFORNIA GROWN



Hass Avocados

68¢ ea.





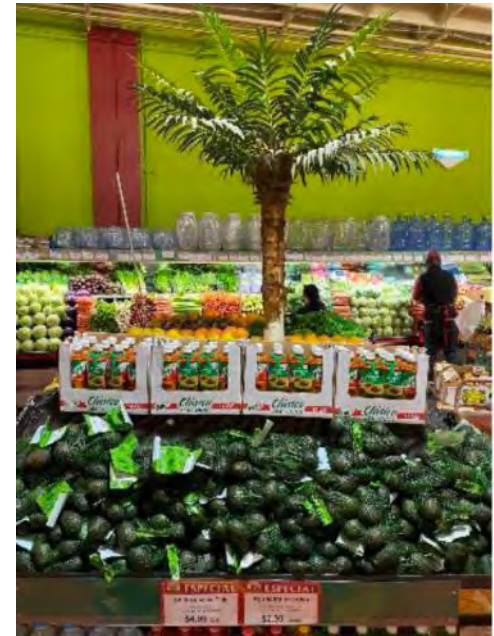
### RETAIL: PROMOTIONS



- Father's Day & July 4<sup>th</sup> front page ad promotions
- Banner Ad and recipe on Stater Bros. website

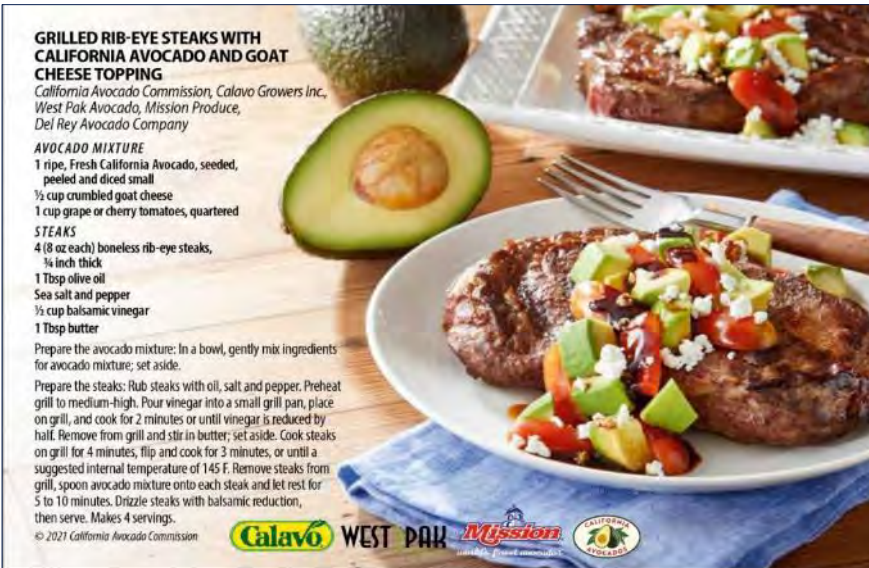


- Co-Promotion with Tajin seasoning
- Ads March through September on bulk and bagged California Avocados





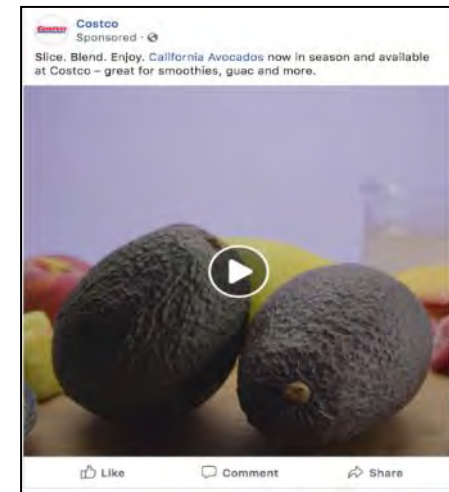
## RETAIL: CORPORATE PROMOTIONS



### Dedicated All-California Event

- New Aurora Colorado Depot (CO, WY, NM, UT)
- Executing in May: \$1.00 off bags for 78,000 transactions
- + 23% vs. other Depots
- Social media engaged videos served on Costco platforms – 4.2 million views

- Farm to Table Magazine Insertion
- 14,000,000 printed for distribution to priority Costco members in May






HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	<b>RETAIL</b>	FOODSERVICE	RESEARCH
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## RETAIL: CORPORATE PROMOTIONS

### Western Divisions (800 stores)


- 360,000 downloads available, 1<sup>st</sup> campaign June-July
- 90,000 downloads added in August (Fred Meyer – Ralphs)

**Save \$1.00**  
**on California Avocados**  
when you buy ONE (1) bag of California Avocados. Excludes bulk organic avocados.

Exp 07/14/2021

[Load to Card](#)



**Save \$1.00**  
**on California Avocados**  
when you buy ONE (1) bag of California Avocados. Excludes bulk organic avocados.

Exp 07/14/2021

[Load to Card](#)



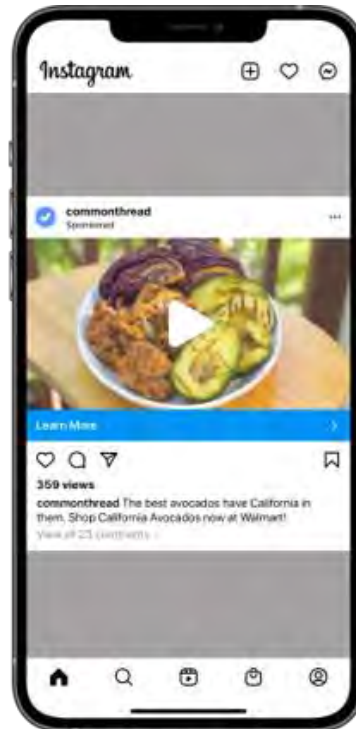


## RETAIL: CORPORATE PROMOTIONS – SPOTLIGHT RECIPE VIDEO

- Delivered via digital media with influencer overlay reaching 1.6 million shoppers with guaranteed views
- Executed last week of April through middle of May
- 721 stores (CA, AZ, NV, UT, WA, OR, NM, ID, MT)



## May-June Influencer Campaign



**LaKita**  
Recipe Ideas:

- 1) Avocado Kale Salad
- 2) Turkey Bacon Avocado Sandwich
- 3) Chocolate Avocado Cake

**Social Reach**

<b>20K</b> TOTAL REACH	<b>15.6K</b> FOLLOWERS	<b>1.65%</b> ENGAGEMENT RATE	<b>1.7K</b> LIKES	<b>2.7K</b> FOLLOWERS
<b>38.2K</b> LAST 30 DAYS UNIQUES	<b>42</b> AVG SESSION DURATION			

**Nicki Sizemore**  
Recipe Suggestions:

- 1) Avocado Chicken Salad recipe, which could be eaten over fresh greens or in a sandwich

Note: Nicki's Facebook page is temporarily down but will be up and running soon. For your reference, her follower count is:

**Social Reach**

<b>33.7K</b> TOTAL REACH	<b>27K</b> FOLLOWERS	<b>1.27%</b> ENGAGEMENT RATE	<b>5.6K</b> LIKES	<b>1.1K</b> FOLLOWERS
<b>96.7K</b> LAST 30 DAYS UNIQUES	<b>23</b> AVG SESSION DURATION			





### RETAIL: CORPORATE PROMOTIONS – DIGITAL DEMOS

- Week-long in club displays with QR code link to video and messaging, 162 clubs
- April 24 – April 30





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

**RETAIL: PROMOTIONS – MIDWEST**

- \$1.00 off bags – Summer Holiday timing
- 108 stores
- July 4<sup>th</sup> with boosted content online/website
- Email blast to Schnucks shoppers with recipe
- Three separate coupon events throughout the summer



Save \$1 on Del Rey  
 Bagged Fresh California  
 Avocados (4 ct. bag)-  
 Limit 5 per account

5/26/21

7/6/21



**SAVE \$1  
 CALAVO**

Bagged Fresh California  
 Hass Avocados (4ct)  
 Valid 07/21 - 07/27/2021



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## RETAIL: PROMOTIONS – EAST

Magazine insertion for August, digital ads (Aug-Sep) 159 stores



**Del Rey California Avocados**  
 Sourced from a third-generation, family-owned business, jumbo-sized Reed Avocados are creamy and rich with a buttery, nutty flavor. We also love Morro Bay Avocados. Grown in San Luis Obispo County, they're equally rich with an exceptionally high oil content. A cooler climate slows down the fruit's maturing process, resulting in a superior eating experience.

Buy 1, Get 1 **FREE**  
 TODAY ONLY

Hass Avocados 4 CT  
**SEPTEMBER 22-28**

**2/\$4** Save up to \$1.38 on 2  
 Hass Avocados

**2/\$5**  
 Reed Avocados  
 EXTRA LARGE  
 SAVE UP TO 98¢ ON 2



## RETAIL: MASTERS OF MERCHANDISING 2021

A full page of editorial content and full-page ad ran in the March issue of *Produce Business*



**AVOCADOS**

**CALIFORNIA AVOCADO COMMISSION**

**2021 MARKETING PROGRAM**

**The best avocados have California in them**

California Avocados are in demand all season long. In fact, 81% of avocado shoppers surveyed in the U.S. say it's important that their avocados are grown in the U.S.<sup>1</sup> They anticipate the consistent quality, freshness and homegrown taste that comes from California growers who are committed to consistent quality and reliability.

Consistency and reliability also are found in our innovative marketing program for 2021. Our programs and people are dedicated to supporting your sales of California Avocados, year after year.

**Targeted, Customized Marketing Support**

Innovative, branded California Avocado customized social, digital and geo-targeted promotions throughout the season drive shoppers to your stores. Social media retail assets can be customized for your store banners and are paid for by the California Avocado Commission in support of our retail partners.

**Retail Dietitian Relations**

From helpful how-to tips to news you can use, nutritional information to delicious recipes for virtual demos and more, we have inspiration for your dietitians and cooking school managers.

**Customized Retail Influencer Programs**

Are your marketing departments looking for ideas for your social media content, newsletters, ad circular or other customer communication during the spring and summer months? New and complimentary customized offerings include social posts and blogs with and without video, seasonal story ideas for retailer use in local media markets, on your website, in customer swag-stoles and California Avocado giveaways. We are ready to support you!

**Merchandising Materials**

Among avocado shoppers surveyed in the U.S., 69% agree they wish stores would have better signage/labeling to let them know where the avocados they buy are grown.<sup>2</sup> You can provide this information by using our California Avocado merchandising materials to encourage impulse purchases.

Visit [CaliforniaAvocado.com/Retail](http://CaliforniaAvocado.com/Retail) to order your POS material.

Contact your Retail Marketing Directors for customized marketing programs and reports.

**CALIFORNIA AVOCADO COMMISSION**  
[CaliforniaAvocado.com/Retail](http://CaliforniaAvocado.com/Retail)  
[dmur@calavocado.org](mailto:dmur@calavocado.org)

Source: 2020 California Avocado Tasting Study  
<sup>1</sup>Q1. Price and ripeness are sometimes important factors in purchasing avocados. After ripeness are each of the following when purchasing avocados?  
<sup>2</sup>Grown in the U.S. Avocados, extremely/very important/important.  
<sup>3</sup>Q12. How much do you agree or disagree with the following statement: "Local stores would have better signage/labeling to let me know where the avocados I buy are grown?" Answers: strongly/very important.



## RETAIL: TRADE PRINT AD

To launch the season, a two-page spread ran in the February issue of The Snack magazine with a die-cut “CA” wobbler piece attached to the ad

**AVOCADOS**

**CALIFORNIA AVOCADOS**  
Always in demand.

Retailers know their shoppers anxiously anticipate the California avocado season because there is a California difference. In fact, 80% of avocado shoppers said it's important that the avocados they buy are grown by California farmers. They value the care our nearly 3,000 growers put into nurturing each avocado to ensure they get that creamy California avocado taste with every slice.

Keep up with the demand and give your shoppers the consistent quality, freshness and homegrown taste they anticipate—all season long.

**The California Season is Almost Here!**

For Customized Marketing Support: [CaliforniaAvocado.com/Retail](http://CaliforniaAvocado.com/Retail)

Source: 2020 California Avocado Tasting Study (CA). Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Grown by California farmers.) Answers: extremely/very/important.

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### RETAIL: TRADE PRINT AD

23 print ads ran from February through October (including bonus ads running during the season and a final bonus ad running in October) generating 2,953,326 impressions



**AVOCADOS**

The best avocados have California in them.

Shoppers anxiously anticipate the California season because there is a California difference. In fact, 80% of avocado shoppers said it's important that the avocados they buy are grown by California farmers. They value the care our nearly 3,000 growers put into nurturing each avocado to ensure they get that creamy California avocado taste with every slice.

Keep up with the demand and give your shoppers the consistent quality, freshness and homegrown taste they anticipate—all season long.

Source: 2020 California Avocado Tracking Study Q1-Q2. Price and revenue are estimates. Significant factors in purchasing avocados: How avocados are sold at the following sites purchasing avocados: (Grown by California farmers.) Avocado: external/veryimportantdepartment.

For Customized Marketing Support: CaliforniaAvocado.com/Retail

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### RETAIL: TRADE DIGITAL ADS

- 771 digital ads ran from February through August generating 31,685,728 impressions
- Total print and digital impressions: 34,639,054

THE PACKER

THE PRODUCE NEWS

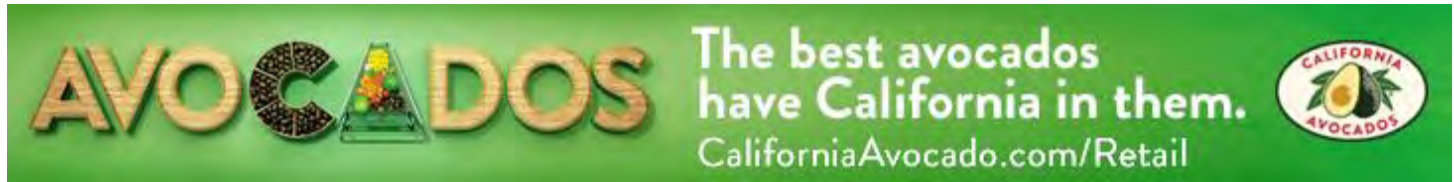


supermarket PERIMETER



THE PRODUCE REPORTER

COVERING THE FRESH PRODUCE SUPPLY CHAIN





## RETAIL: TRADE DIGITAL ADS

A video trailer ran on AndNowUKnow in March through July







## RETAIL: RETAIL NEWSLETTERS (APRIL AND JUNE)

A single page newsletter was sent to retail produce managers and buyers with content that included crop forecast, marketing programs and sales-building information

**AVOCADOS**  
The best avocados have California in them.

**THE CALIFORNIA AVOCADO SEASON IS RAMPING UP!**

Our creamy California Avocados are in season spring through summer. This year's crop volume is estimated to be 292 million pounds for all varieties. Your shoppers anxiously anticipate the California season because there is a California difference—reliability, quality and consistency. In fact, 80%\* of shoppers said it's important that the avocados they buy are grown by California farmers.

The California Avocado Commission sponsors digital online advertising and social media assets for retail partners that help communicate with your shoppers.

**Social Media Posts**

For more information on California shopper preference, retail dietitian resources and our consumer marketing program, click [here](#).

Our experienced merchandising team is dedicated to helping you grow your California Avocado sales.

Caralyn Becker, Regional Marketing Director  
cbekker@avocado.org  
(303) 520-8284

Dave Anderson, Retail Marketing Director  
danderson@avocado.org  
(936) 676-7797

\*Source: 2020 California Avocado Tracking Study QCI. Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Grown by California farmers). Answers: extremely/very/somewhat important.  
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**AVOCADOS**  
The best avocados have California in them.

**SUMMER IS PEAK DEMAND FOR CALIFORNIA AVOCADOS!**

Summer is the perfect time to promote the premium quality of California avocados with peak season availability. When avocados are in a shopper's grocery basket, the overall basket ring increases nearly 113% (from average \$31.85 to \$67.80)\*

The Commission is supporting customized retail promotions throughout the summer that drive awareness of California avocados at point of purchase. Click here for our June promotions <https://bit.ly/25wDV0K>

The California Avocado Commission sponsors innovative, branded digital advertising and social media to promote California avocados with geo-targeting designed to drive shoppers to your stores.

**Are you carrying bagged California avocados?**

Research indicates that bagged avocados are increasing faster during the California Season (2020 vs. 2017).\*\*

- Bagged avocado dollar sales increased +114% during the California Season, +23 points ahead of the Non-California Season (+91%)
- Bagged avocado volume increased +166% during the California Season, +26 points ahead of the Non-California Season (+140%)

California Region Unit Share 2020		California Region Unit Growth 2020 vs. 2017	
Non-California Season	84%	Non-California Season	+140%
California Season	16%	California Season	+166%
Bagged	17%	Non-California Season	+13%
Loose	83%	California Season	+35%

Our experienced merchandising team is dedicated to helping you grow your California Avocado sales.

Caralyn Becker, Regional Marketing Director  
cbekker@avocado.org  
(303) 520-8284

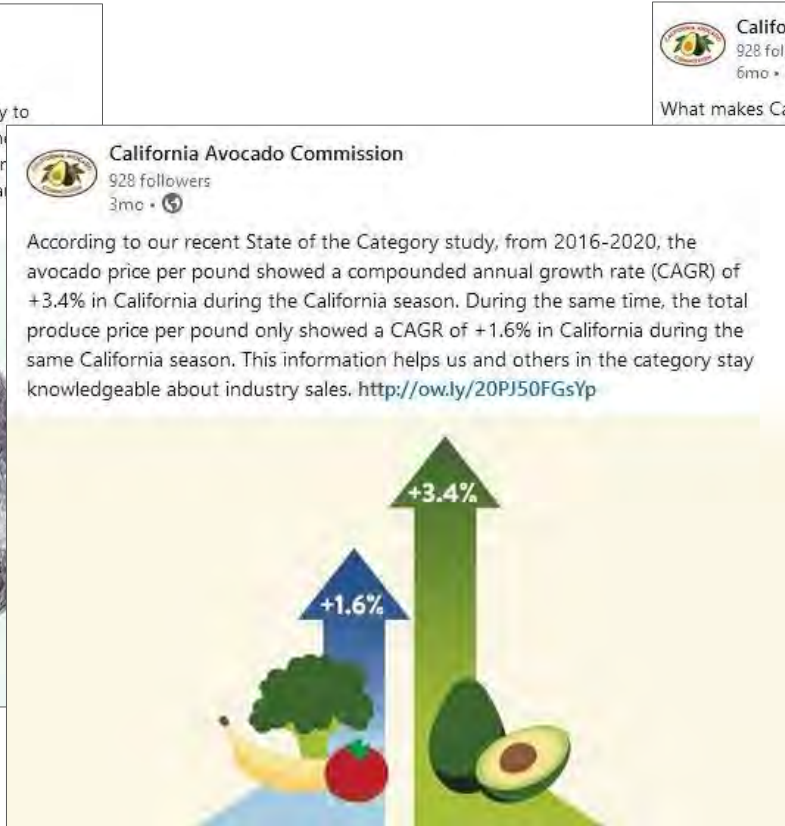
Dave Anderson, Retail Marketing Director  
danderson@avocado.org  
(936) 676-7797

Source: \*2020 California Avocado Commission Market Basket/Attinity Study. IRI Consumer Network, in California during California season \*\*IRI/FreshLook State of the Avocado Category 2021  
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### RETAIL: LINKEDIN

From November 1, 2020 through October 31, 2021, 59 posts ran on the CAC LinkedIn page. The page has gained 403 new followers, a 74% growth rate. The posts have generated over 354,999 impressions with over 3,718 engagements, with a 4% engagement rate





## RETAIL: LINKEDIN

A LinkedIn post with CAC messaging and video was sent to 200 food retailers (Walmart, Kroger, etc.) through Smart Brief's proprietary subscriber email list on LinkedIn. The post was sent directly to their personal feed of the matched profile list. The post generated 77,685 impressions





## RETAIL: TRADE PUBLIC RELATIONS

- Nearly 9 million Trade PR impressions in November – October
- Key Topics: season start, California Avocado Month, advertising and programs
- California Avocado brand messaging interwoven in all outreach





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## RETAIL: TRADE PUBLIC RELATIONS

California Avocado crop updates and Commission news also are key topics

**California Avocado Commission Announces New Board Members and Marketing Committee**

IRVINE, CA - It's a new year and it's time to refresh the face of the California Avocado Commission. The Board of Directors has announced the following changes to its governing body...

**Statewide Grower Referendum Affirms Continuation of California Avocado Commission**

California Avocado Commission (CAC) proudly announced that the statewide referendum on the continuation of the California Avocado Commission was approved by a clear majority of growers...

**California avocados: Cautious optimism ahead of 2021 season**

California avocado growers are looking at the 2021 season with a mix of optimism and caution. The weather during the growing season was generally favorable, but there are concerns about potential weather impacts during harvest...

**2021 crop's smaller, but in 'normal' range**

California avocado growers are reporting that the 2021 crop is smaller than last year's, but still within the normal range. The average yield per acre is expected to be around 20 million pounds, compared to 22 million pounds last year...

**Market strengthening on California avocados**

As California avocado growers work towards winding open their season, there's still approximately 5-7 million lbs. of the popular fruit expected to be seen from the state. Of the 2020-2021 California crop, that puts the crop at about 82-85 percent complete...

**California Avocado Commission promotes Angela Fraser**

The California Avocado Commission is proud to promote Angela Fraser, a leading voice in the avocado industry. Angela is a passionate advocate for growers and consumers alike, and her work has been instrumental in advancing the avocado sector...

**The Produce News Roundtable: CAC women helping to guide the future**

A group of women from the California Avocado Commission gathered for a roundtable discussion to share their insights on the future of the industry. The women discussed topics such as market trends, consumer preferences, and the role of technology in avocado production...

**The Avocado demand never faltered through pandemic**

Despite the challenges posed by the COVID-19 pandemic, the demand for avocados in California has remained strong. Consumers continue to value the health benefits and versatility of avocados, leading to a steady increase in sales throughout the year...

**California avocado season outlook remains bright amid rising prices**

March 18, 2021

Even with the California Avocado Commission (CAC)'s revised forecast, promotional volumes are still expected and prices are moving upward.

**California avocados building in volume**

Harvest is building for California avocados growers. Jan DeLyster, vice-president marketing for the California Avocado Commission based in Irvine, CA says that while some local California retailers have had local supplies of avocados for some time now, some major chains are transitioning to California fruit...

**March gained momentum**

DeLyster notes that harvest started earlier last year but this year's harvest has ramped up throughout March. "Our forecast for a 15-week period of peak availability from April through August is very similar to last year," she says.

**With less rain this season though, there may be fewer extra-large sizes—30s and 30s—available.** "But there are a variety of sizes available to meet most needs," says DeLyster.

**Spring through summer is the period of the greatest California avocado availability this year.** To maximize this availability, the CAC has launched advertising campaigns and other marketing initiatives including brand advocate outreach, springtime merchandising, including themed programs around Easter, Cinco de Mayo and Mother's Day all fit very well with in-season California avocados," says DeLyster. "Our marketing challenge is to achieve the premium price warranted by the avocados grown by California farmers."



## EXPORT PROMOTIONS – SOUTH KOREA

### California Avocado Virtual Cooking Class (April 26)

- Celebrity Food Stylist Boeun Lee
- Spicy Grilled Chicken with California Avocados and a California Avocado Sauce



### California Avocado In-Person Cooking Class (May 13)

- Celebrity Chef Young Bin Kim
- 16 Mothers & Food Influencers
  - California Avocado Brownie
  - Chicken and California Avocado Quesadilla
  - California Avocado Smoothie
- Instagram Live – 1,757 views by May 14



### California Avocado Verbal Demos:

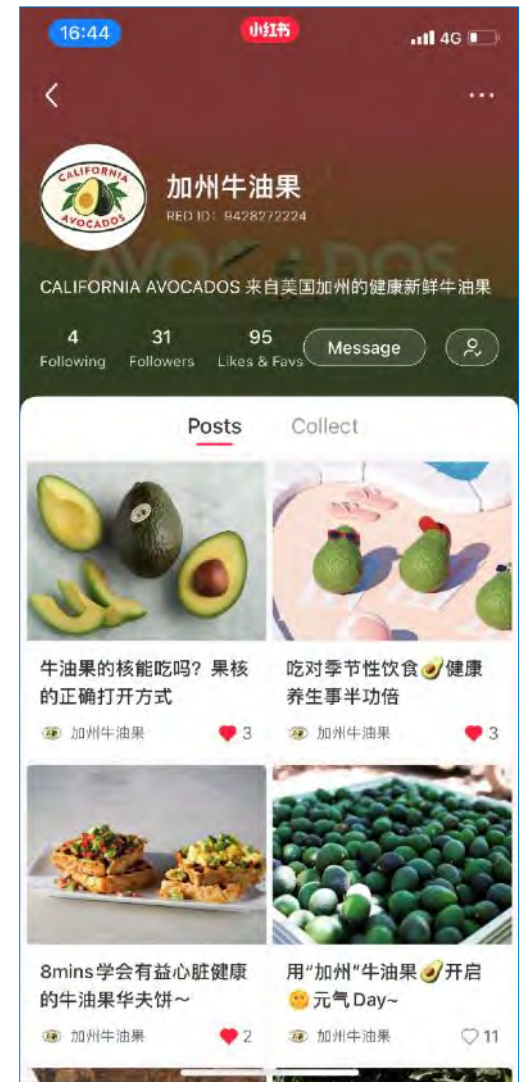
- 35 Homeplus stores
  - May 14-16
  - May 20-22
- 74 Emart stores
  - May 19, 21-22





## EXPORT PROMOTIONS – CHINA

- The focus has been on trade facilitation and consumer education
- “California Avocados” social media account on Redbook was launched on May 9
- Engaged a celebrity chef to feature California Avocados in Chinese cuisine
- Engaged influencers who focus on cooking, healthy living, fitness and parenting to build awareness of California Avocados





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**FOODSERVICE: CHAIN PROMOTIONS**



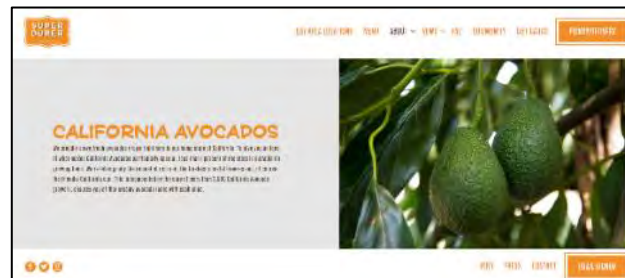
- 27 units (NorCal/Bay Area)
- April 1 – May 31
- California Avocados on the menu



- 15 units (NorCal/Bay Area)
- April 15 – June 1
- New item launch *Parma Burger*



- 400 units (CA, AZ, NV, OR, UT, WA)
- April 29 – July 21
- California Avocados on the menu







HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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**FOODSERVICE: CHAIN PROMOTIONS**



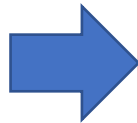
- 402 units (CA, AZ, NV)
- May 1 – September 30
- Upsell to all Breakfast Burritos



- 20 units (SoCal chain)
- May 15 – July 1
- Seasonal celebration and California Avocado upsell



- 43 units (CA, NV)
- May 15 – July 31
- *Sunset Chicken Salad*
- *Ceviche*





FOODSERVICE: CHAIN PROMOTIONS

# NORDSTROM Restaurant Division



- Approximately 100 units inside Nordstrom retail stores
- 12 brands across the western states
- May 30 – July 3
- Celebrated California Avocado Month

- 16 units (12 Mixt; 4 Split)
- NorCal/Bay Area
- June 15 – September 1
- California Avocados on menu





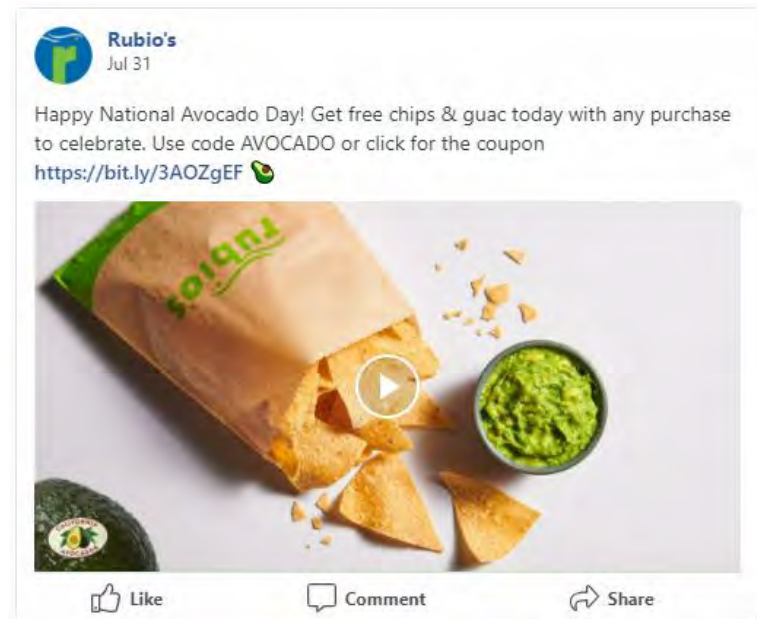
### FOODSERVICE: CHAIN PROMOTIONS



- 238 units (CA, AZ, NV)
- July 1 – July 30
- *Santa Barbara Char Burger*



- 160 units (CA, AZ, NV)
- July 1 – July 30
- California Avocados on menu
- National Avocado Day





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- RESEARCH

## FOODSERVICE: CHAIN PROMOTIONS



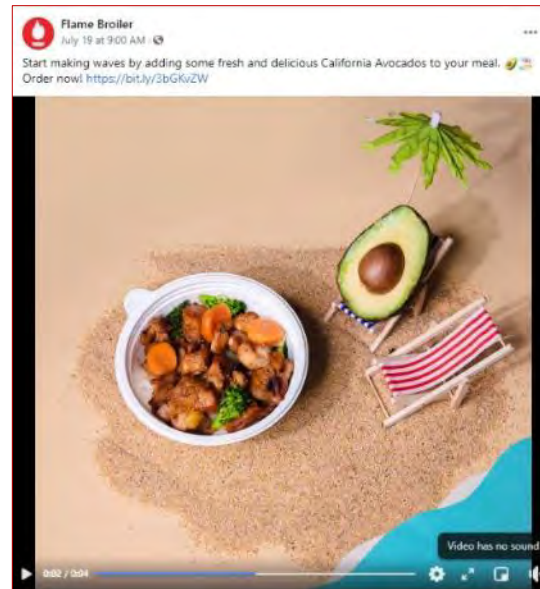
- 41 units (CA, NV)
- July 1 – August 15
- California Avocados on menu



- 160 units (CA, NV)
- July 1 – August 15
- California Avocado upsell



- 69 units (CA, AZ, NV)
- July 12 – August 9
- *Hunter Pence* sandwich

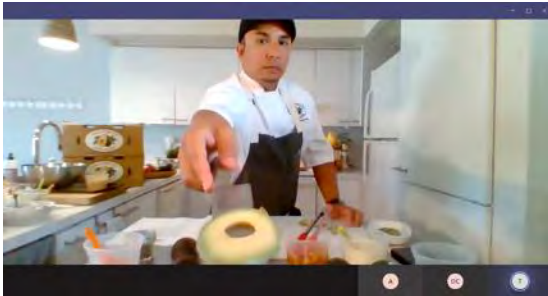




### FOODSERVICE: MENU IDEATION SESSIONS

- With COVID-19 concerns, menu ideation session offered as virtual or on-site
- Concepts based on chain's menu strategy and operational setup
- Chef Hernandez cooked alongside corporate chain chefs

Utilizing a chain's current inventory of items with California Avocados, a few of the dishes created that may appear on menus in 2022



Chef Hernandez showing California Avocado up close

On-site demo and discussion





## FOODSERVICE: FLAVOR PAIRING WITH CALIFORNIA AVOCADOS

- Educational component to influence chain culinary R&D to leverage California Avocados in menu builds
- Interactive demo session on how to build unique flavors with California Avocados
- Discussed aromas and taste of each spice, then spice + California Avocado and finally possible menu applications and inspiration
- Offered as a virtual session or on-site session
  - An approach to keep in front of operators with operators who were not traveling first half of 2021
- Mini-demos were provided at an on-site Event



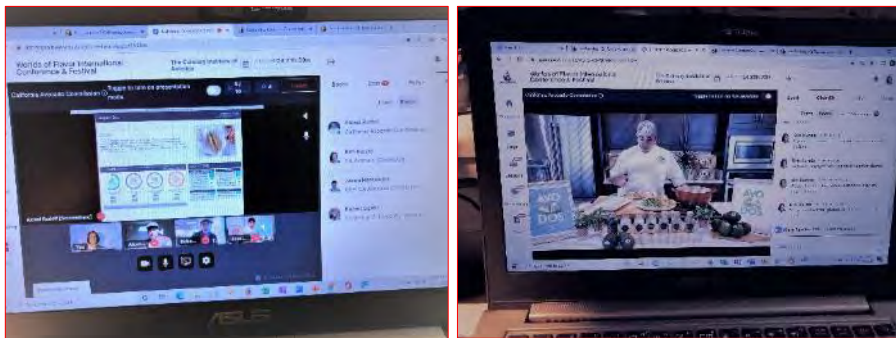


**FOODSERVICE: VIRTUAL EVENTS**



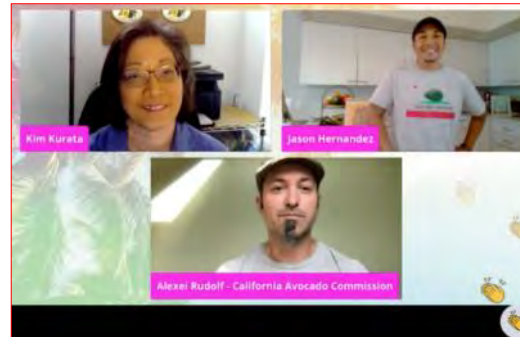
- CIA: Worlds of Flavor
- November 10-13, 2020
- Virtual platform

Online presentation and demonstration



*Virtual* **DEC. 1-2, 2020** *Virtual*  
**THE FLAVOR EXPERIENCE: 2021 VISION**

- Virtual Flavor Experience
- December 1-2, 2020
- Virtual platform



Presentation and demo video

CAC received highest score among operators for best demo session





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### FOODSERVICE: ON-SITE EVENTS



- StarChefs Los Angeles
- June 21-30
- *Avocado Toast* at Sibling Rival
- Featured in the appetizer at awards night



- PMA Foodservice
- July 21-22
- Monterey, CA



- Flavor Experience
- September 6-8
- Monterey, CA







HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	<b>FOODSERVICE</b>	RESEARCH
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## FOODSERVICE: ON-SITE EVENTS

FOODOVATION EXCHANGE



- FoodOvation Second Harvest
- September 26-28
- Sun Valley, ID

- Global Culinary Innovators Association
- October 10-11
- Portland, ME

- Int'l Foodservice Editorial Council
- October 25-27
- Annapolis, MD





## FOODSERVICE: PRINT ADVERTISING

- Focus on California Avocado season and California cuisine and style
- 16 insertions between March - October
- 4 publications (Flavor & The Menu, FSR, Nation’s Restaurant News and Plate)
- 637,208 impressions

**AVO DOS**

Create California Style with a California Original

California produces avocados that are colorful, lush in texture and flavor, menu-friendly and flexible, and they anchor the craveable dishes that typify California cuisine. Elevate a menu standard to a new level with the California spin - California Avocado Everything. Toast salad goodness, menu selections with a unique and delicious take on a popular customer favorite. Placed at the heart of the best avocados have California in them. For more information, please visit [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice)

The best avocados have California in them.

California Avocado Everything Dress Salad

**AVO DOS**

Create California Flair with a California Original

It's tough to beat the fresh appeal of California Avocados. Straight from the Golden State, California Avocados win customers with their lush flavor and texture and endless versatility. To add a California spin, California pizza, California poke or California chicken adds to your menu, just layer on the California Avocado. How can you say California in a dish, a bowl or a bite? Pour on the love, California Avocados. For more information, please visit [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice)

The best avocados have California love in them.

Calvo Octopus and California Avocados

**AVO DOS**

Create California Cuisine with a California Original

In California, it's no secret that the best dishes on the menu start with our avocados. Toss in menu flexibility, California Avocados are colorful, lush and wildly popular. Operators put California Avocados on toast, on tacos, on pizza, on pork - even on Japanese sandwiches - for a California spin. Their guests expect nothing less than fresh California goodness bite after bite. Try to beat the fresh appeal of California Avocados. They're summer on a plate. For more information, please visit [CaliforniaAvocado.com/Foodservice](http://CaliforniaAvocado.com/Foodservice)

The best avocados have California summer in them.

California Avocado Nepequin Pizza



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL **FOODSERVICE** RESEARCH

**FOODSERVICE: DIGITAL ADVERTISING**

- Leverage pre- and post-season insertion dates to keep top-of-mind among operators
- 39 digital ads appeared on six platforms (Recipe Watch, RB On The Menu, NRA SmartBrief, getflavor.com, FlavorFlash, FSRmagazine.com)
- Over 1.1 million impressions

**RB: ON THE MENU**

The best avocados have California in them.

The best avocados have California in them.

The best dishes have California Avocados in them.

**RECIPE WATCH**



**California Avocado Stuffed Chicken Sandwich**  
Bring the essence of California to spring and summer menus with this open sandwich featuring the lush flavor and sunny color of California Avocados.

[View Recipe](#)



**California Avocado & Thai Noodle Salad**  
California-ize the global appeal of this comforting entrée salad with seasonal Fresh California Avocados on the menu. Peak season alert: May-August.

[View Recipe](#)

**NRA SMARTBRIEF**

**Celebrate the California Lifestyle and Cuisine**  
Celebrate the California lifestyle with produce-forward **tacos** that feature the smooth texture and rich, nutty flavor of Fresh California Avocados. Put the passion for California Avocados to work on spring and summer menus. The best avocados have California in them.  
[For more recipes and information, click here.](#)

ADVERTISEMENT

**Leveraging California Avocados on Your Menu**  
Step 1: Schedule during spring and summer, when Fresh California Avocados are in season. Step 2: Layer smoked ham, aged Gouda and dreamy California Avocados on focaccia. Step 3: Grill. Step 4: Offer on dine-in and to-go menus. The best avocados have California in them.  
[For more recipes and information, click here](#)

ADVERTISEMENT



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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## FOODSERVICE: ENEWSLETTER

- Enewsletters launched promoting resources to chain partners menuing and promoting California Avocados
- Average open rate 18.63 with a CTR of 2.8% - above magazine average

**Now in season!**

It's California Avocado season and your guests are ready for this seasonal delight to appear on their favorite menus! A recent patron preference study showed that diners want California Avocados on the menu. When you add California Avocados, you're showing you put quality and local sourcing first\* and adding style, an in-season vibe and lots of California cool with Fresh California Avocados.

\*Source: Henri Matheis, "Patron preferences for 'California' and 'California Avocados', 2020"

**We are here for you**

Discover why California Avocados are a big draw to the menu and how the California Avocado Commission can support your summer California Avocado menu promotion!

**California Avocados, any way you want 'em!**

Dine-in, take-out or to go, California Avocados add color, flavor, texture and an in-season vibe to sandwiches and wraps, all summer long.

**Brighten up your menu with California Avocados**

From the sunny state of California, you'll discover carefully nurtured avocados that are creamy in texture and nutty in flavor... just like California sunshine, they look great on everything.

**Discover why California Avocados and fresh-made are natural partners**

California Avocado Commission  
12 Hauchly, Suite L  
Irvine, CA 92618-6305  
949-341-1955  
CaliforniaAvocado.com/Foodservice

**Seasonal. Local. California Avocados.**

It's California Avocados peak season and almost 90% of consumers believe restaurants with California Avocados on the menu feature fresh and high-quality ingredients. Almost 50% of consumers also believe that a menu item with California Avocados has a somewhat to significantly better value. Add some irresistible appeal to summer specials and see why California Avocado lovers believe the best avocados have California taste in them.

\*Source: Henri Matheis, "Patron preference for 'California' and 'California Avocados', 2020"

**California Avocado Tips and Techniques**

From tree to table, we've got you covered with California Avocados. Check out our video library for best practices, tips, facts and new ways to think about using California's iconic fruit.

**Why Avocado Toasts are so Crave-able**

Discover how aromatic compounds in Fresh California Avocados complements or balances other ingredients to build irresistible flavor combinations. Contact us to set up your flavor pairing demo.

**Unleash Summer's Bounty with California Avocados**

Simple, elegant, classic. It's easy to create memorable California cuisine on summer menus with California Avocados, one scrumptious layer at a time.

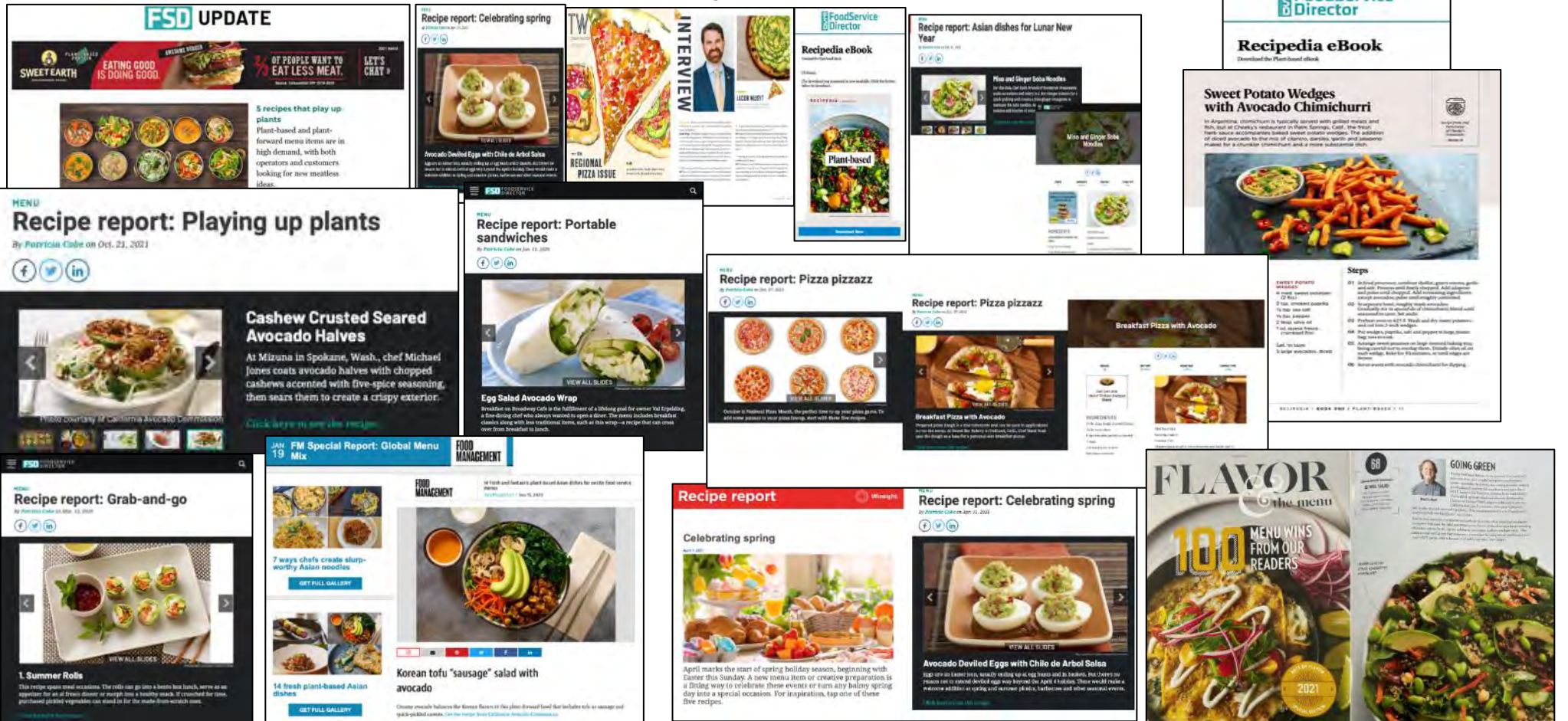
**Discover Your Inspiration with California Avocados**

California Avocado Commission  
12 Hauchly, Suite L  
Irvine, CA 92618-6305  
949-341-1955  
CaliforniaAvocado.com/Foodservice



## FOODSERVICE: PUBLIC RELATIONS

- Over 3.9 million Foodservice PR impressions between November - October
- Key topics: Crop Updates, Seasonal Ingredients, Plant-Based, Local







HOME

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PRCONSUMER/  
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RESEARCH

## FOODSERVICE: SOCIAL MEDIA PLATFORM

- Position California Avocado Commission's Chef Hernandez as a foodservice influencer
- Created the CALIFORNIA AVOCADO ACADEMY series
- Developed 18 social media videos
  - Emphasize California style, cuisine, season
  - Provide tips and techniques



## CALIFORNIA AVOCADO ACADEMY





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## RESEARCH: INSTAPANEL STUDY

### 2021 Instapanel Research

- Second round of creative testing includes testing the :06 and :15 video spots as well as the :30 montage video
- Objectives: to better understand the resonance of creative video concepts with targeted consumers as well as impact on perception and shifts in intended behavior
- Methodology: a blend of quantitative and qualitative feedback from avocado consumers
- Highlights:
  - Overall, panelists had a positive reaction to the campaign, and post exposure, they were more likely to pay a premium for California Avocados
  - The campaign clearly communicated the California Difference in a variety of ways, from art to lifestyle moments and product, but finding balance is key
  - Video assets that featured strong elements of the California lifestyle were well-liked by respondents, regardless of whether the product was featured



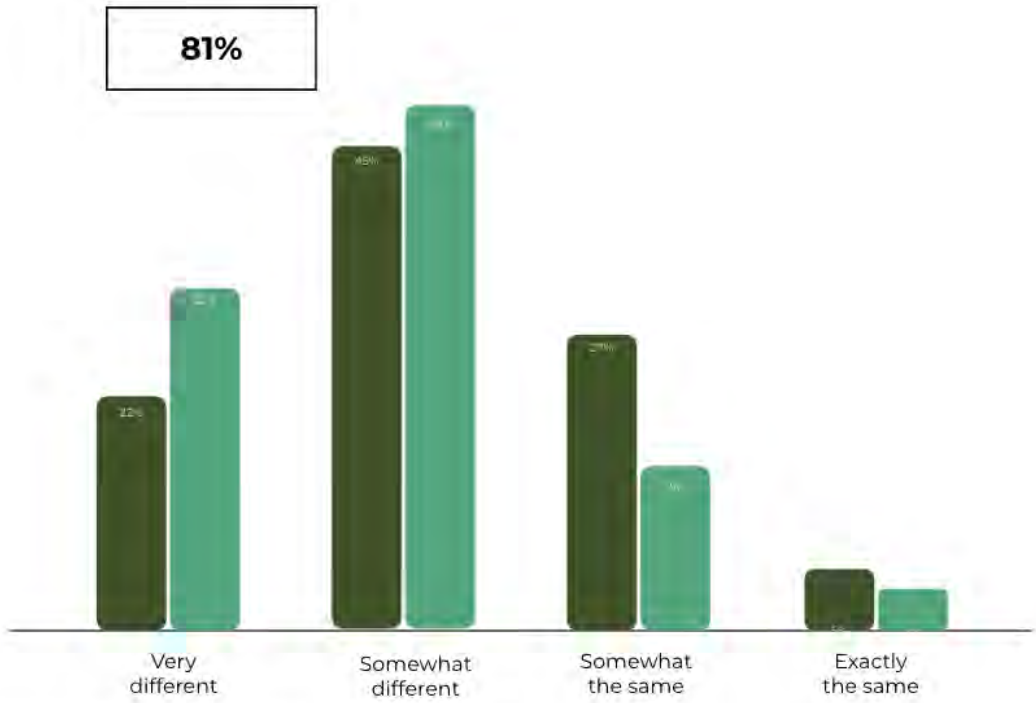


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- RESEARCH

## RESEARCH: INSTAPANEL STUDY

**SEPARATION FROM CATEGORY: How different are California Avocados from avocados from other growing regions?**

Before viewing videos      After viewing videos



→ After viewing the campaign, **those who indicated that California Avocados are different from avocados from other growing regions was a total of 81%**

GRAPHS: SEPARATION FROM CATEGORY, TOTAL SAMPLE

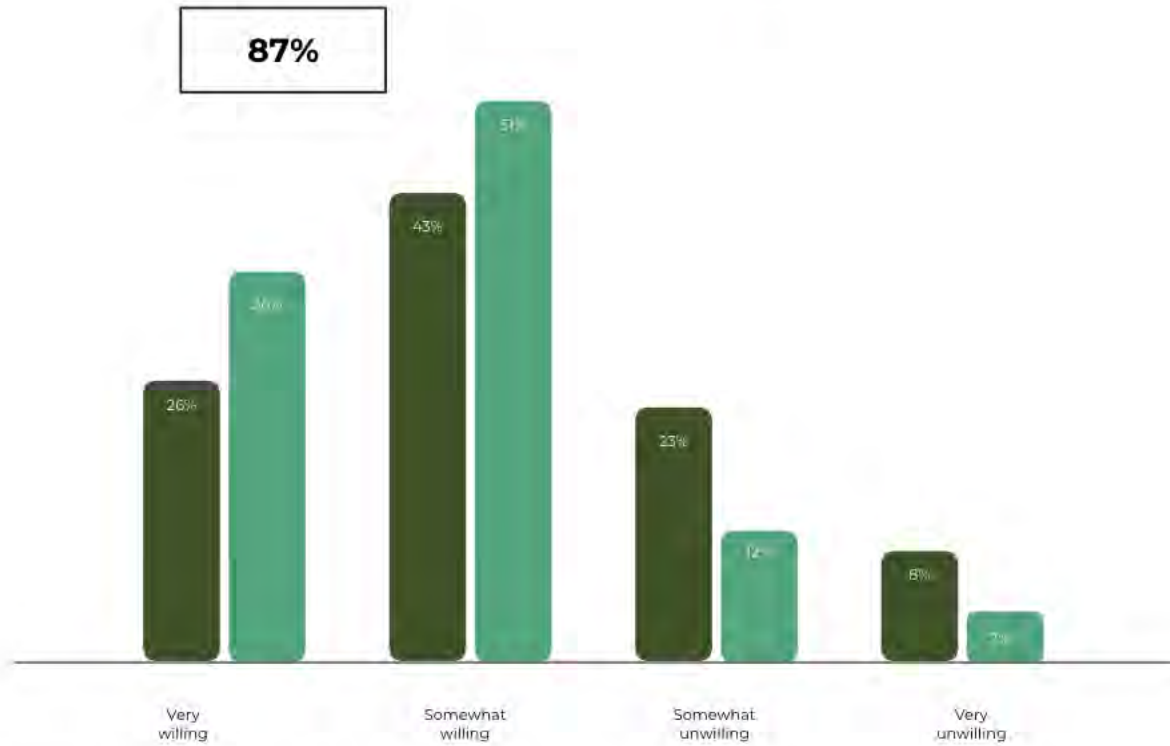


- HOME
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## RESEARCH: INSTAPANEL STUDY

**WORTH:** How willing would you be to pay a premium for California Avocados?

Before viewing videos      After viewing videos



→ After seeing the videos, the number of total respondents who indicated that **they would pay a premium for California Avocados was a total of 87%.**

GRAPHS: SEPARATION FROM CATEGORY, TOTAL SAMPLE



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## RESEARCH: 2021 SPOTIFY NIELSEN BRAND EFFECT STUDY

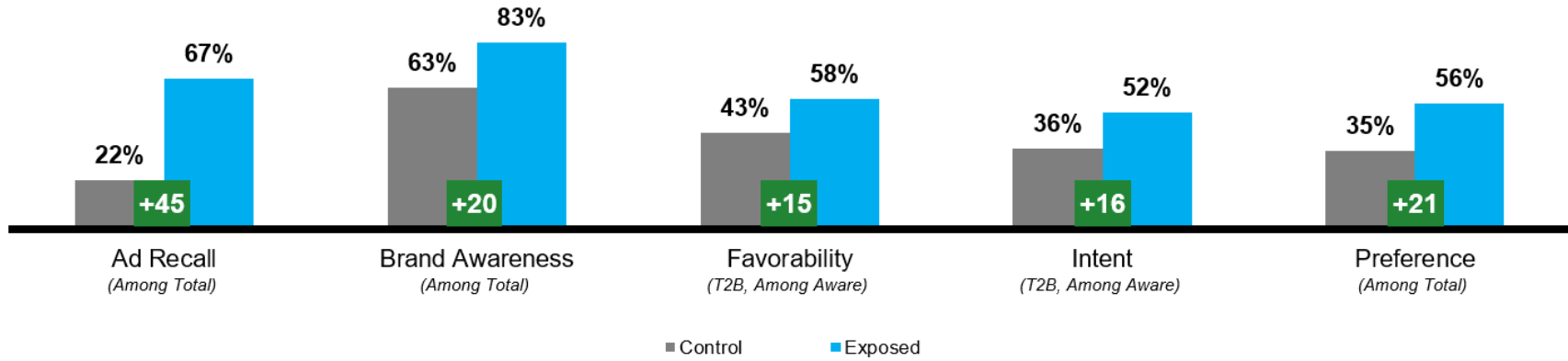
- Overview:
  - As added value, Spotify implemented a Nielsen Brand Effect study throughout the campaign to gain detailed insights into creative and media performance
- Key Learnings:
  - The campaign generated strong lifts above norms across all brand metrics: Ad Recall, Brand Awareness, Favorability, Intent and Preference of California Avocados
  - Both genders and users ages 18-24 were very engaged with the campaign, driving strong double-digit lifts across all metrics
  - All product types and creative themes contributed to all brand metrics' lifts. Exposure to two or more ad formats led to stronger lifts across all brand metrics than exposure to a single format
  - While both the 2020 and 2021 campaigns resonated with the audience, this current campaign drove significant lifts across all brand metrics



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## RESEARCH: 2021 SPOTIFY NIELSEN BRAND EFFECT STUDY

### Overall Metrics



Normative Deltas | Comparison to CPG US Norm

Ad Recall – Avg. Delta

+20

Brand Awareness – Avg. Delta

+6

Favorability – Avg. Delta

+2

Intent – Avg. Delta

+2

Preference – Avg. Delta

+2

- Increase 90% c.I.
- Increase 80% c.I.



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## RESEARCH: 2021 CALIFORNIA AVOCADO TRACKING STUDY

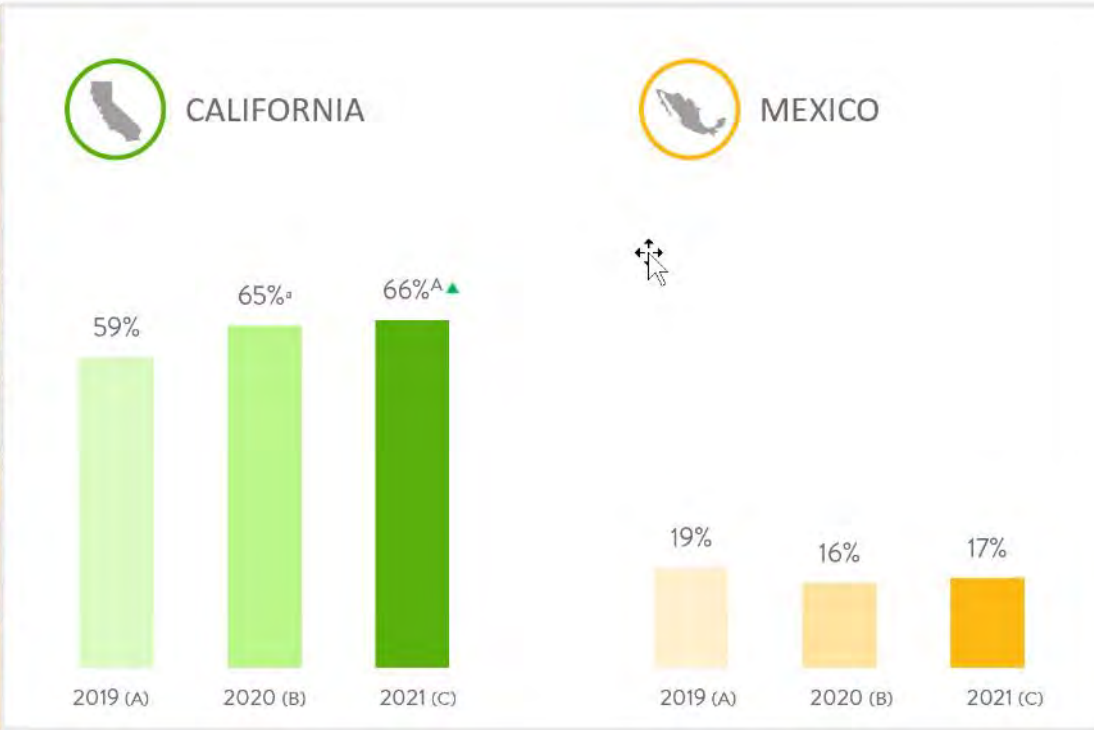
- Objectives: to monitor performance vs. plan objectives, to better understand consumer attitudes and to showcase reasons why retailers should merchandise California Avocados
- Methodology: quantitative study of 1,500+ avocado purchasers
- Timing: fielded in mid-August into September, full report by 11/30/21 (preview next two pages)



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## RESEARCH: 2021 CALIFORNIA AVOCADO TRACKING STUDY – PREVIEW

California remains the preferred growing region by a wide margin.



Base: Total California 2019 (n=607), 2020 (n=505), 2021 (n=503)  
Q9. If given a choice, which avocados would be your preference? Avocados grown in.... Please select only one.

<sup>a</sup> California is significantly higher than Mexico 2021  
Note: No preference remains consistent at 14%



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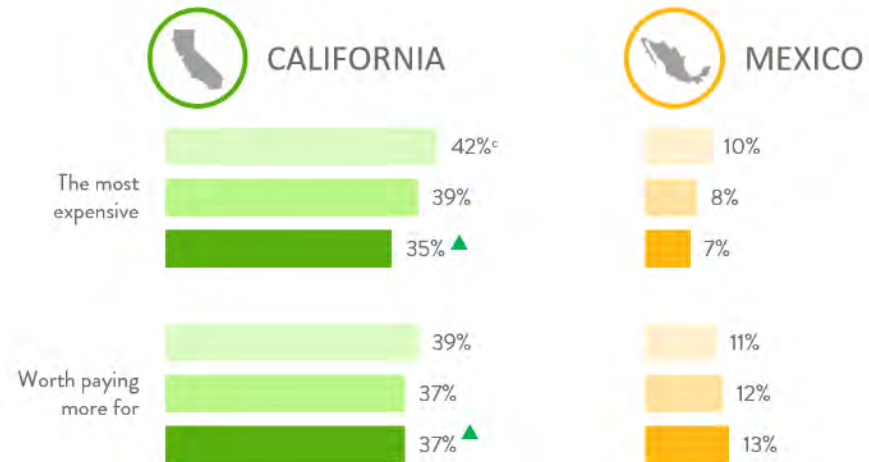
## RESEARCH: 2021 CALIFORNIA AVOCADO TRACKING STUDY – PREVIEW

Consistent with being premium, California Avocados continue to be perceived as more expensive, but worth paying more for.



REGION IS THE BEST...

2019 (A) 2020 (B) 2021 (C)



▲ California is significantly higher than Mexico 2021

Base: Aware of at least two regions 2019 (n=440), 2020 (n=370), 2021 (n=434)

Q10. For each phrase below, please choose the region that most describes the phrase

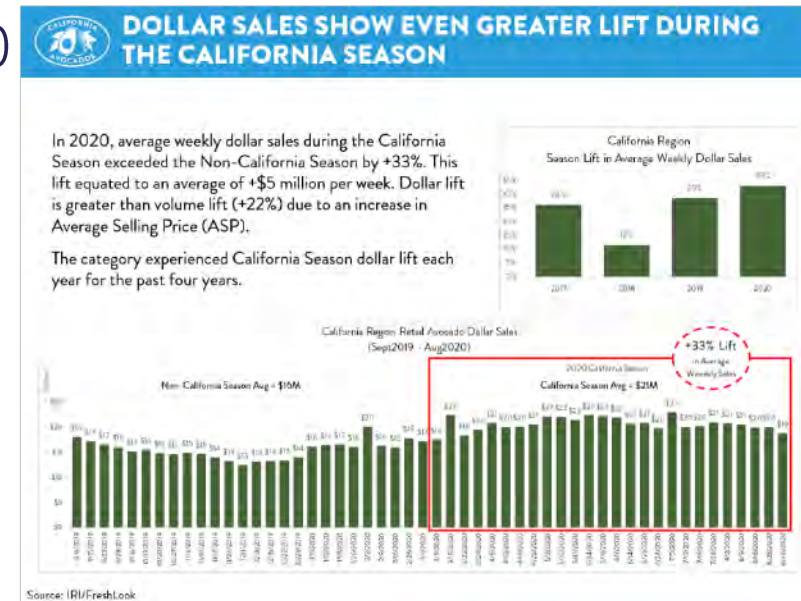
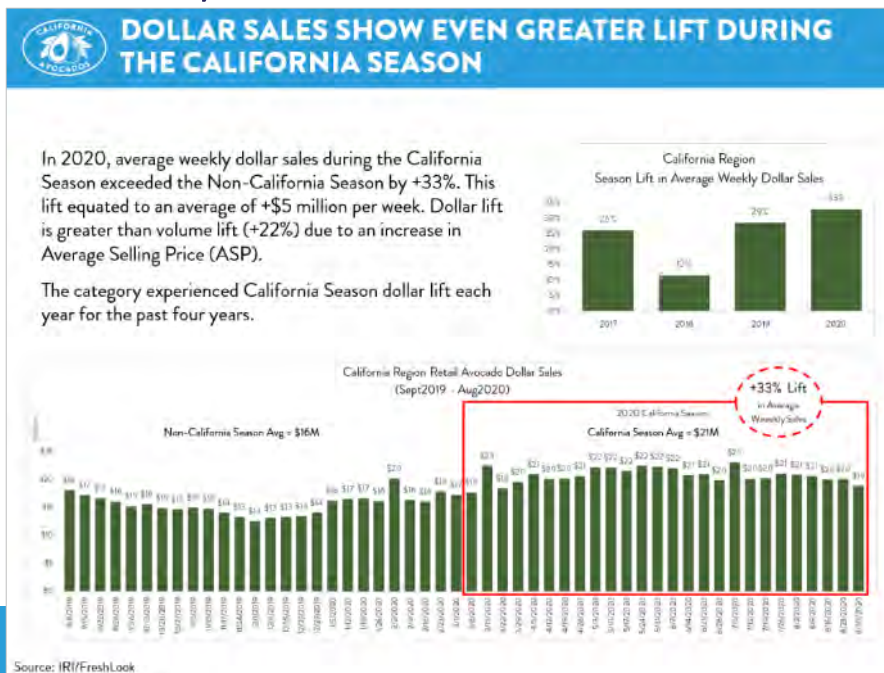
QX1. Now we would like to think about [California Avocados/Avocados from Mexico]. How much do you agree or disagree that the statement describes [California Avocados/Avocados from Mexico]?





## RESEARCH: STATE OF THE AVOCADO CATEGORY

- A multi-year review of the avocado category with a specific focus on the positive impact of the California and Western regions on retail sales (delivered May 2021):
  - Sales lift during the California season
  - Regional per capita unit purchases
  - Incremental sales, volume and lift driven by the California season
  - Special sections: bagged avocados, organic avocados
  - Trends by market (California and Western region)







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### RESEARCH: AVOCADO RIPENESS STUDY

- A qualitative consumer survey that focuses on California shopper preferences for various levels of ripeness and the importance of ripeness in the decision to purchase avocados
- Determined the drivers and barriers to retail purchases related to ripeness
- Delivered July 2021

#### PARTICIPANTS ENGAGE MULTIPLE SENSES WHEN SELECTING A RIPE AVOCADO, STARTING WITH LOOK

Based on visual analysis alone, the perfectly ripe avocado is Stage 3 or 4



"I usually go for a purple looking avocado. I also look for shiny avocados...dull looking avocados are usually too ripe or even spoiling so my default is shiny avocados."  
- Nelly C

"I select avocados that have a relatively smooth texture, light to dark green peel, very firm or yield to gentle pressure when squeezed gently."  
- Lieran P

Activity 3, Task 3: In as much detail as possible, describe your process for selecting an avocado. Tell us what you see, smell, hear, etc.

#### SHOPPERS SHARE SIMILAR TRENDS IN SHOPPING STYLES AND PREFERENCES

Preferred Store choice is based on:

- Location (Convenience)
- Prices
- Selection



**Meal Preparation**  
They typically won't plan every meal, but think about what they want to eat for the week and create their list

"I don't always meal prep, but when I do, I will grocery shop on Sunday and prepare meals that day for the week ahead. Typically, 2-3 meals that will rotate."  
- Lieran P

#### AVOCADO SHOPPERS ENJOY THE SHOPPING EXPERIENCE



Shopping Enjoyment  
8.2  
Out of 10

"Excited - I usually buy myself a treat when I go grocery shopping so it makes it all the more fun!"  
- Nelly C

"Excited. I like having a fridge full of food options, and I enjoy browsing the grocery store and deciding what I want to eat that week."  
- Jennifer B

Activity 2, Task 1: When you hear the words "grocery shopping", how do you feel? On a scale of 1-10, how much do you enjoy grocery shopping?



## RESEARCH: CALIFORNIA PROMOTIONAL RETAIL STUDY

- Analysis of data to uncover fact-based results of the retail benefits of advertising and promoting the California brand vs. generic avocados
- Delivered July 2021

