



AGENDA

California Avocado Commission
Marketing Committee Meeting

Meeting Information

Date: June 1, 2022

Time: 10:00 a.m.

Location: Hybrid Meeting

Physical Meeting Location:

California Avocado Commission
12 Mauchly, Suite L
Irvine, CA 92618

Web/Teleconference URL:

<https://californiaavocado.zoom.us/j/86705609334?pwd=OkRhTnF5UllxeKg5VnBkbn1WYkUyQT09>

Conference Call Number: (669) 900-6833

Meeting ID: 867 0560 9334

Passcode: 032864

Meeting materials will be posted online at least 24 hours prior to the meeting at:
<https://www.californiaavocadogrowers.com/commission/meeting-agendas-minutes>

Committee Member Attendance

As of Friday, May 27, 2022, the following individuals have advised the Commission they will participate in this meeting:

Gary Caloroso

Peter Shore

Jennifer Anazawa

Dave Fausset

Patrick Lucy

Carson McDaniel

Ed McFadden

Hayden McIntyre

Doug Meyer

Steve Taft

Chris Varvel

Debbie Willmann

Time	Item
10:00 a.m.	<p>1. Call to Order</p> <p>a. Roll Call/Quorum</p>
10:05 a.m.	<p>2. Opportunity for Public Comment</p> <p>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>3. Consent Calendar</p> <p>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 March 9, 2022</p>
10:15 a.m.	<p>4. Discussion Items</p> <p>a. Chairman Caloroso’s 2022 Marketing Committee Updates</p> <p>b. 2022 California Crop Forecast</p> <p>c. 2022 Import Crop Projections</p> <p>d. 2022 Outdoor Creative, Content Creation Highlights, Digital and Social Updates Including TikTok Launch</p> <p>e. Consumer Public Relations (Virtual Cooking Class, 10th Annual California Avocado Month and Grove Open House topline) and Living Well Brand Advocates Program Updates</p> <p>f. Retail and Foodservice Tiered-Account Updates</p> <p>g. Inflation and its Impact at Retail</p> <p>h. Shop.CaliforniaAvocado.com</p> <p>i. Industry Updates</p>
12:00 p.m.	<p>5. Adjourn Meeting</p>

Disclosures

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. 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 or 949-341-1955.

Summary Definition of Conflict of Interest

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
March 9, 2022

A web conference meeting of the Marketing Committee was held on Wednesday, March 9, 2021, with the following people participating:

MEMBERS PARTICIPATING

Gary Caloroso
Dave Fausset
Denise Junqueiro
Rachael Laenen
Patrick Lucy
Andy Lyall
Doug Meyer
Peter Shore
Steve Taft
Chris Varvel
Rob Grether (Ex Officio Member)

MEMBERS NOT PARTICIPATING

Carson McDaniel
Ed McFadden
Hayden McIntyre
Debbie Willmann

CAC STAFF PARTICIPATING

Monica Arnett
April Aymami
Tom Bellamore
David Cruz
Jan DeLyser
Angela Fraser
Ken Melban

OFFICIALLY PRESENT

David Anderson (Anderson Food Sales and Marketing)
Carolyn Becker (CL Marketing)
Candace Hollar (Mediahub)
Lauren Kelley (MullenLowe)
Tyler Kirsch, (MullenLowe)
Kim Kurata, (Kurata Communications)
Jillian McMenamin (Golin)
Marji Morrow (Rockwell Morrow)
Laura Paden, (PJ/PR)
Bryan Reugebrink, (MullenLowe)

GUESTS PRESENT

Hannah Almsted (MullenLowe)
Will Carleton
Brittany Ferrant (Media Hub)
Kathleen Johnson (PJ/PR)
Steven Muro (Fusion)
Jill Netzel (Fusion)
Doug O'Hara (Somis Pacific)
Martin Pagh Ludvigsen (Mullen Lowe)
Lecia Rdzak (Fusion)
Alexei Rudolf (Kurata Communications)
Sam Schaitberger (MullenLowe)
Matt Schraut (Fusion)
Kenneth Weiss

ITEM #1 ROLL CALL/QUORUM

The Marketing Committee teleconference meeting was called to order at 10:00 a.m. by Chairman Gary Caloroso. A quorum was established. Mr. Caloroso noted that the meeting was being recorded to help with leadership orientation during the President/CEO transition.

ITEM #2 OPPORTUNITY FOR PUBLIC COMMENT

None.

ITEM #3 CONSENT CALENDAR

Ms. Junqueiro moved to approve the Consent Calendar, including minutes from the December 9, 2021 meeting. The motion was seconded by Mr. Shore and unanimously approved. **MOTION 22-03-09-1.**

ITEM #4 DISCUSSION ITEMS

Chairman Caloroso Welcome – Item 4.A.

Mr. Caloroso welcomed the 2022 Marketing Committee and introduced new members.

2022 California Crop Forecast – Item 4B.

Ms. Aymami reviewed the early season California crop update. February input received from handlers did not impact the overall projection of 306 million pounds. In May she will conduct another forecast and communicate a revised projection if there is any change. Currently 42.8 million pounds of California avocados have been harvested this season. The “heart” of the season, March through August, remains unchanged overall, however the revised weekly numbers are reduced by about one-half million to a million pounds per week to adjust for what was shipped earlier than originally projected. Ms. Aymami included a handler forecast vs. 4-year average forecast comparison.

Handler and grower consensus is that the crop is looking good, but due to early shipping March may be a little lighter than projected. Due to lack of rain and cold/hot weather, sizing is smaller, which may impact overall tonnage. Ms. Aymami mentioned her analysis that about 2 million pounds of fruit might have sized up more if it had been allowed to stay on the trees, but some growers are seeing more fruit on trees so there is an upside as well. The overall budget impact if there were to be 2 million pounds fewer than projected is not concerning because CAC budgeted 300 million pounds and early pricing has been very good. It was noted that the oil content is rising in the fruit, which could be an issue if there is high heat later in the season. On the other hand, early pruning has been good for the crop and some growers said it was nice to get some fruit off early. Potential challenges were noted, including the possibility that late-season pricing might not hold and a continued sizing challenge if rains don't come. The ongoing sizing issue is something to be aware of. A continued dynamic situation is expected throughout the year.

Ms. Junquero urged thinking further down the line – three years or more when there's even more volume in the market. Colombia and Peru are positioning as sustainable alternatives in avocado supply. She challenged the Committee to be thinking about California's positioning.

2022 Import Crop Projections – Item 4.C.

Mexico: Mexico shipped less than projection right after the Big Game but then last week was right on expectations at 55 million pounds. There was consensus that Michoacan will be short this year, challenged to get through their fiscal year ending in June with current crop. Volatility in supply is expected.

Jalisco volume is not expected to have a big impact this year.

Peru: Peru could try to stage an earlier start, as could Colombia and Jalisco. If prices stay as is Mr. Fausset expects those origins to take advantage of it. HAB projections are 190 million pounds, CAC has been using 200 million pounds. The Committee advised continuing

to use 200 million pounds for the projection, noting uncertainty in Europe due to the war.

2022 Media Plan and Creative Updates – Item 4.D.

Ms. DeLyser welcomed new members to the Marketing Committee and introduced agencies who would be presenting the Marketing Updates.

Ms. Hollar presented an overview of 2022 media plans and advised what media has already started this season. She pointed out new media partners. Ms. Kelly highlighted the advertising creative campaign “the best avocados have California in them”. Mr. Kirsch shared the new audio spots and noted they feature different benefits of California avocados. He also shared the outdoor creative. Mr. Reugebrink and Mr. Kirsch shared a design exploration for California avocado bag branding. Mr. Meyer requested the ability to size the bag straps as needed for different bags and MullenLowe advised the design could be adjusted as needed. Mr. Reugebrink and Mr. Kirsch announced the CAC launch (expected to be live in April) of a TikTok channel.

Consumer Public Relations and Living Well Brand Advocates Plans – Item 4.E.

Ms. McMenamin highlighted plans for CAC’s key consumer public relations programs this year. On March 31 there will be a virtual cooking class – a California avocado charcuterie board experience for influencers, consumer media and trade guests. Other programs include a grove open house, the 10th anniversary of California Avocado Month and partnering with celebrated Chef Nyasha Arrington with two new recipes. She noted the content development and outreach of the brand advocates and recipe creation as well as a new sustainability infographic to be used with media throughout the season.

Ms. Paden provided an update on the Living Well Brand Advocate program. This year four influential registered dietitians will focus on different topics of consumer interest while communicating avocado nutrition benefits and California avocado messaging. She shared the editorial calendar that runs from April through August.

The retail communications program works with retailer communications departments, dietitians and cooking schools to create custom retail programs as well as local media activations to promote California avocados in season.

Retail and Foodservice Tiered-Account Updates – Item 4.F.

Ms. Becker shared the results of the first promotion of the year with Mollie Stone’s, a Big Game promotion with displays and social media support. She also noted Northern California distribution to date and future meetings. She advised some retailers are looking for April, Cinco de Mayo and Father’s Day promotions, earlier programs than usual. Mr. Anderson noted King Soopers in Denver, in conjunction with Kroger Corporate, wanted to make a statement with bold feature ad activity in late February supporting California avocados. This is a big win for an account who has not always supported California avocados in this region. Kroger promotions will focus on bags using their own creative which includes California origin prominently. The Retail Marketing Directions are busy with more calls, sewing up programs with loyal customers and setting up some in-and-out promotions.

CAC Marketing Committee Minutes
March 9, 2022

Ms. Kurata outlined the progress against target foodservice accounts, which started with a list of 110 accounts. She highlighted promotional plans with several including Del Taco, Erik's DeliCafé, The Flame Broiler, Nordstrom Restaurants, Norms Restaurants and Wahoo's Fish Taco. She also noted menu ideation sessions the foodservice team is working on securing.

Shop.CaliforniaAvocado.com Updates – Item 4.G.

Ms. Morrow reviewed the January 2022 California Avocado merch shop results and highlighted new support activities.

Industry Updates – Item 4.H.


Mr. Bellamore noted that the search for his replacement is happening with an external search firm. Mr. Grether expressed gratitude for Mr. Bellamore's many years of service.

Ms. Becker noted that retailers are expressing interest in the GEM and interest will likely grow due to the GEM's larger size.

ADJOURN

Mr. Caloroso adjourned the web/teleconference meeting at 11:16 a.m.

Submitted by:



Jan DeLyser, CAC Staff



COMMITTEE INFORMATION

ITEM 4.B: 2022 CALIFORNIA CROP FORECAST

SUMMARY:

As part of CAC's crop estimating efforts, an annual mid-season crop estimating survey is conducted among growers and handlers during the month of April. Both sets of surveys collect volume information, as well as variety distribution. Additionally, the handler survey requests each organization to provide harvest projections for the remaining months of the season. The results of these surveys are used to inform the industry of the total crop that is expected to come to market and as a guide that helps shape the timing of CAC's marketing efforts.

Included in this write-up are the results of both the 2022 grower and handler mid-season surveys, resulting in CAC's mid-season crop update of 286 million pounds, 20 million pounds less than the December 2021 handler pre-season estimate of 306 million pounds. The decrease in volume mostly comes from Hass (19 million pounds), however a slight reduction to the Lamb-Hass volume also has been made (1 million pounds).

Also attached are the monthly and weekly harvest projections based on the 286-million-pound crop volume. Please note that projected volume for the beginning of the season, which has already been harvested, do not show weekly actuals, but instead how the 4-year average and handler forecasting models project a 286-million-pound crop would have come to market. As we move through the season, Commission staff will continue to track crop harvest and remaining volume closely, ensuring that CAC's marketing efforts are aligned when California fruit is in-season.

FISCAL ANALYSIS:

- Based on the strong year-to-date market conditions, the reduction in volume is not expected to have a detrimental effect on CAC's anticipated revenue

BOARD OPTIONS:

- Information item only

STAFF RECOMMENDATION:

- Not applicable

EXHIBITS / ATTACHMENTS:

- California Avocado 2022 Mid-Season Grower Survey Results
- April 2022 Handler Crop Survey Results
- CAC 2022 Mid-Season Crop and Harvest Projection Update



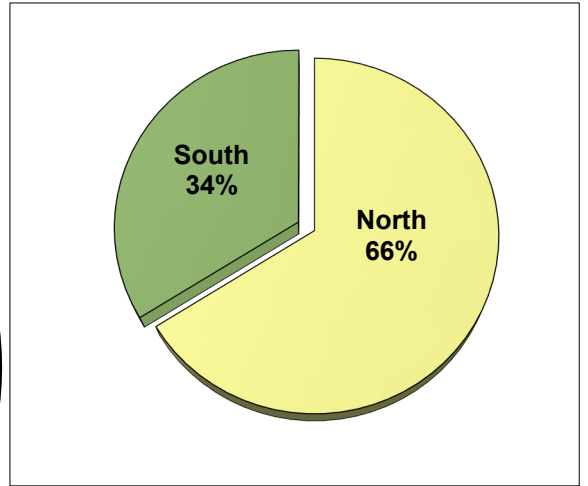
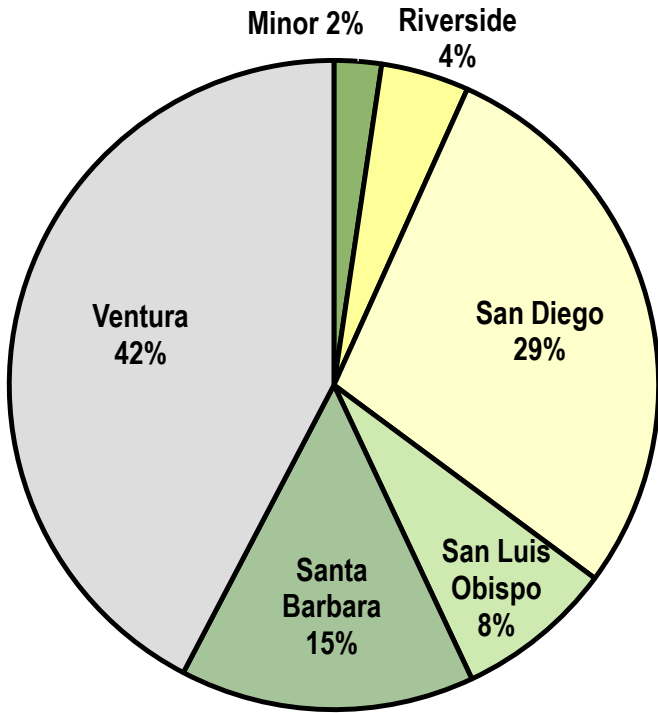
California Avocado 2022 Mid-Season Grower Survey Results

Variety	CAC Acres	Estimated Yield		Response %
		Lbs/Acre	Lbs (MM)	
Hass	44,014	6,141	270.29	42%
Lamb-Hass	1,617	5,019	8.11	33%
GEM	628	6,723	4.22	64%
Other	457	3,774	1.72	29%
Total	46,716	6,087	284.34	42%

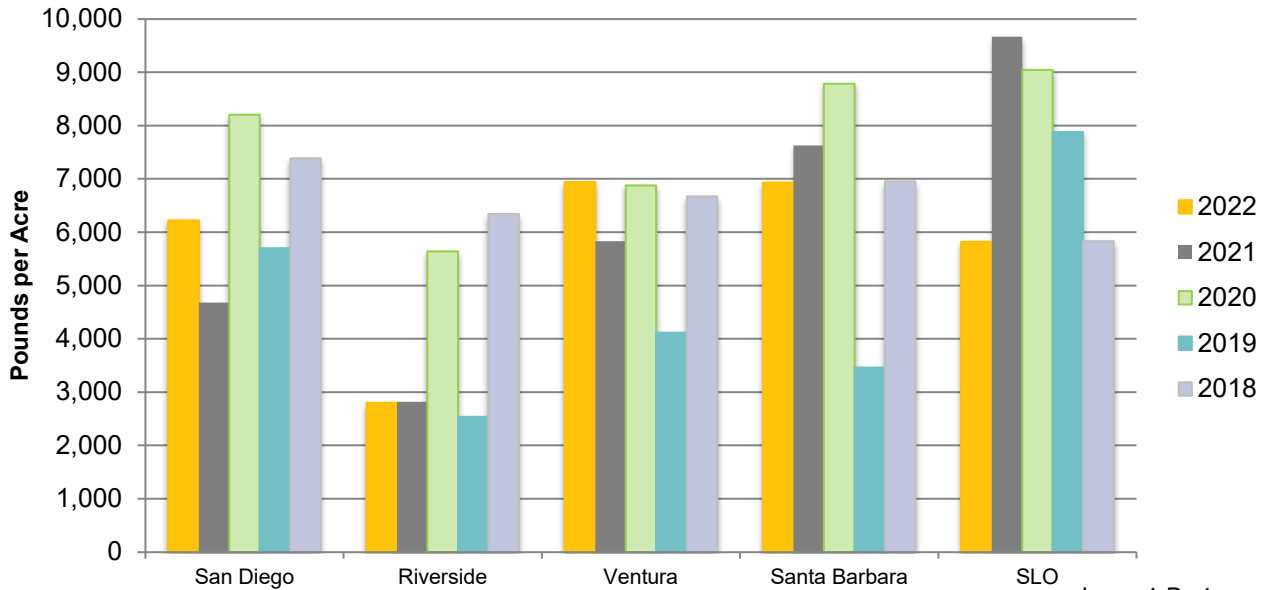
County	Hass Only			All Varieties		
	CAC Acres	Estimated Yield		CAC Acres	Estimated Yield	
		Lbs/ Acre	Lbs (MM)		Lbs/ Acre	Lbs (MM)
San Diego	12,367	6,220	76.92	13,358	6,048	80.78
Riverside	4,410	2,803	12.36	4,474	2,786	12.46
Orange	900	4,010	3.61	937	3,851	3.61
Ventura	16,070	6,940	111.53	17,303	6,955	120.34
Santa Barbara	5,950	6,928	41.22	6,134	6,799	41.70
San Luis Obispo	3,730	5,820	21.71	3,817	5,860	22.37
Minor Counties	587	5,013	2.94	693	4,455	3.09

Estimated yields are on-tree forecasts and do not attempt to adjust for future weather factors or project carry-out. CAC acres include producing trees classified as four years or older.

2022 Crop Distribution by County



Last Five Years Estimated Hass Yield by Acre (Five Major Counties)





AMRIC HANDLER CROP SURVEY RESULTS

APRIL 2022

Below is a summary of the AMRIC Handler Mid-Season Crop Survey responses for the 2022 Total Crop Volume:

Hass

- Low: 250 million pounds
- High: 300 million pounds
 - *Median – 278 million*
 - *Average 276 million*

Lamb-Hass

- Low: 7 million pounds
- High: 10 million pounds

GEM

- Low: 4 million pounds
- High: 5 million pounds

These responses have been reviewed in conjunction with CAC's Mid-Season Grower Crop Survey responses, resulting in a mid-season crop estimate update of 286 million pounds with the following varietal breakdown:

- Hass – 272 million pounds
- Lamb-Hass – 8 million pounds
- GEM – 5 million pounds
- Other – 1 million pounds

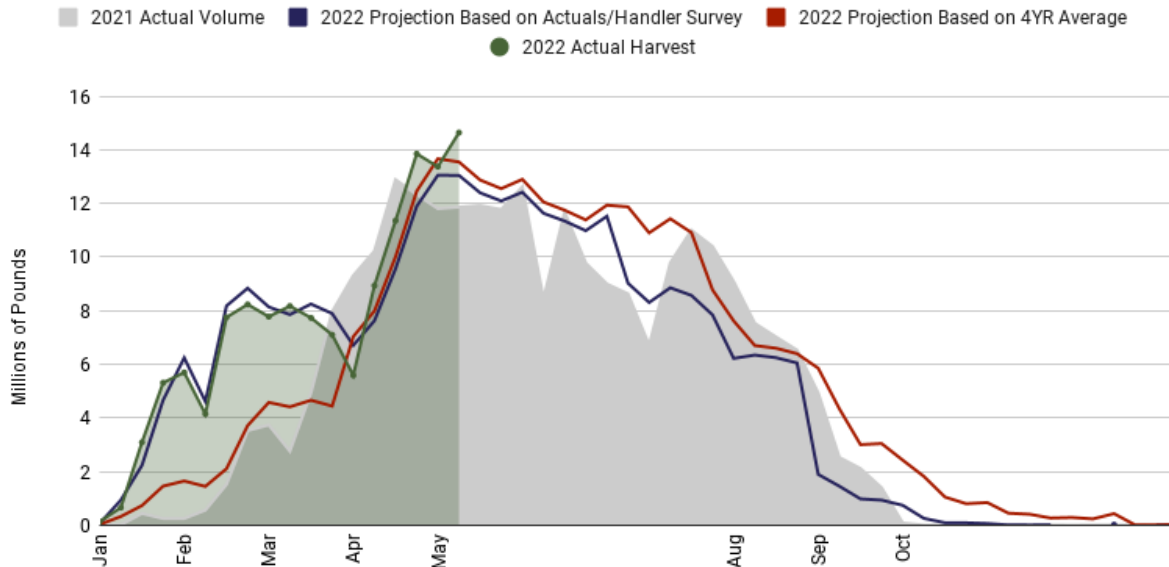


CAC 2022 MID-SEASON CROP AND HARVEST PROJECTIONS

MAY 2022 UPDATE

2022 Mid-Season California Crop Harvest Projection						May 2022 Handler Survey Hass Distribution
Month	Hass	Lamb	Gem	Other	Total	
Jan	7,700,000	-	-	178,700	7,878,700	2.8%
Feb	27,700,000	-	-	156,200	27,856,200	10.2%
Mar	32,000,000	-	66,500	51,000	32,117,500	11.8%
Apr	47,000,000	900	1,758,700	55,400	48,815,000	17.3%
May	48,000,000	13,700	1,897,400	25,800	49,936,900	17.6%
Jun	44,000,000	195,800	1,054,100	215,800	45,465,700	16.2%
Jul	37,000,000	4,236,600	181,600	159,100	41,577,300	13.6%
Aug	23,400,000	2,354,800	37,300	55,100	25,847,200	8.6%
Sep	4,900,000	1,026,000	4,400	56,200	5,986,600	1.8%
Oct	300,000	170,800	-	9,800	480,600	0.1%
Nov	-	1,400	-	7,100	8,500	0.0%
Dec	-	-	-	29,800	29,800	0.0%
Total	272,000,000	8,000,000	5,000,000	1,000,000	286,000,000	100%

2022 California Weekly Harvest Projections and Actuals vs. Prior Year Actual Harvest based on 286 MM pound crop size (All California Varieties)



2022 California Crop Weekly Harvest Projections vs. Actuals			
Week Ending (CAC Week)	4-Year Historical Forecast May 2022 Update	AMRIC Handler Forecast May 2022 Update	Industry Adjusted AMRIC Harvest
9-Jan	21,700	61,600	128,277
16-Jan	320,100	931,700	650,532
23-Jan	727,800	2,228,200	3,085,410
30-Jan	1,453,000	4,657,200	5,306,965
6-Feb	1,643,400	6,239,400	5,690,403
13-Feb	1,442,700	4,608,500	4,143,801
20-Feb	2,102,600	8,174,300	7,746,990
27-Feb	3,710,800	8,834,100	8,229,842
6-Mar	4,574,300	8,135,100	7,772,042
13-Mar	4,410,500	7,849,400	8,169,114
20-Mar	4,655,000	8,243,800	7,728,488
27-Mar	4,439,100	7,889,200	7,097,089
3-Apr	7,029,400	6,702,200	5,584,219
10-Apr	7,986,400	7,620,000	8,929,303
17-Apr	10,010,300	9,559,000	11,354,179
24-Apr	12,452,700	11,887,600	13,847,611
1-May	13,661,700	13,046,200	13,365,430
8-May	13,543,100	13,043,400	14,636,311
15-May	12,870,100	12,392,300	
22-May	12,548,200	12,087,900	
29-May	12,894,200	12,413,400	
5-Jun	12,049,200	11,628,900	
12-Jun	11,743,600	11,339,600	
19-Jun	11,382,100	10,979,900	
26-Jun	11,931,100	11,517,100	
3-Jul	11,867,900	9,020,000	
10-Jul	10,898,700	8,302,100	
17-Jul	11,424,300	8,850,800	
24-Jul	10,908,900	8,565,700	
31-Jul	8,771,900	7,838,700	
7-Aug	7,614,700	6,216,400	
14-Aug	6,694,800	6,341,500	
21-Aug	6,596,400	6,243,200	
28-Aug	6,392,600	6,046,200	
4-Sep	5,850,300	1,890,700	
11-Sep	4,338,600	1,450,700	
18-Sep	3,002,000	976,700	
25-Sep	3,040,500	930,800	
2-Oct	2,421,700	737,500	
9-Oct	1,815,100	251,100	
16-Oct	1,045,300	86,900	
23-Oct	797,900	84,300	
30-Oct	840,700	58,400	
6-Nov	443,300	3,400	
13-Nov	404,600	2,000	
20-Nov	263,200	3,100	
27-Nov	283,000	-	
4-Dec	231,600	-	
11-Dec	426,600	12,800	
18-Dec	2,100	-	
25-Dec	7,600	6,900	
31-Dec	12,600	10,100	
Season-to-Date	94,184,600	129,710,900	133,466,006
% of Crop	32.93%	45.35%	46.67%
Crop Size	286,000,000	286,000,000	Left to Harvest
Crop Variance	39,281,406	3,755,106	152,533,994



COMMITTEE INFORMATION

ITEM 4.I: 2021-22 MAY DASHBOARD UPDATE

SUMMARY:

CALIFORNIA AVOCADO COMMISSION DASHBOARD – 2021-22 MAY UPDATE

- The Dashboard provides an in-depth overview of the performance of the Commission's marketing programs from November 1, 2021 through April 30, 2022

FISCAL ANALYSIS:

- N/A

BOARD OPTIONS:

- Information only

STAFF RECOMMENDATION:

- N/A

EXHIBITS / ATTACHMENTS:

- CAC Dashboard Update Through April 30, 2022



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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KEY PERFORMANCE INDICATORS: NOVEMBER 2021 – APRIL 2022

\$1.45

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending April 17, 2022

59.7 Million

Consumer Media Impressions

Includes offline, online and social media impressions through April 2022

791.0 Million

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets, as well as retailer communications through April 2022

4.9 Million

Trade Media and Public Relations Impressions

Positive direct CAC trade public relations circulation through April 22

4.5 Million

Consumer Facebook Impressions

A 95% increase versus the same period through April 2022

12

Retail Promotions

Number of Retail Promotion Agreements fully executed through April 2022



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

REVENUE: CROP MOVEMENT AND MEASURES

U.S. Hass Avocado Supply (November-April)

	2021/22		2020/21		2019/20	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	121	40%	83	30%	116	31%
Chile	12	122%	-	0%	8	85%
Mexico	1,146	46%	1,349	57%	1,109	53%
Peru	1	1%	0	0%	1	0%
Other	10	63%	2	22%	3	29%
Total	1,290	43%	1,434	50%	1,237	47%
*based on current projections						Source: CAC



REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year											
		November 1, 2021 - April 30, 2022					November 1, 2020 - April 30, 2021				
Grade	Size	Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$	%
			Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	4%	3.5	9.1	\$ 64.74	1%	9%	5.4	9.0	\$ 42.83	2%
	48	27%	22.8	57.6	\$ 63.16	6%	37%	21.9	38.0	\$ 43.67	1%
	60	30%	25.3	54.8	\$ 54.17	6%	27%	15.8	24.0	\$ 38.35	1%
	70	22%	19.0	33.2	\$ 43.62	6%	15%	8.8	10.3	\$ 29.51	1%
	84	12%	10.5	14.4	\$ 34.29	8%	6%	3.7	3.5	\$ 24.02	1%
	Other	5%	3.4				7%	3.9			
	All	100%	84.4	174.6	\$ 51.73	6%	100%	59.5	90.3	\$ 38.38	1%
Hass #2s	All		5.5	9.9	\$ 45.08	6%		5.9	6.2	\$ 27.35	4%
Hass Organic #1	All		8.6	22.8	\$ 66.35			4.4	9.7	\$ 55.60	2%

California Avocado Region Distribution - This Year vs. Last Year											
All Varieties		November 1, 2021 - April 30, 2022					November 1, 2020 - April 30, 2021				
Region	Region %	(millions)		Avg Lug \$	%	Region %	(millions)		Avg Lug \$	%	
		Pounds	Dollars				Pounds	Dollars			
EAST CENTRAL	4%	4.1	9.2	\$ 55.93	20%	3%	1.9	2.9	\$ 40.71	6%	
NORTHEAST	3%	3.4	7.8	\$ 57.54	1%	2%	1.6	2.6	\$ 40.07	1%	
PACIFIC	82%	82.3	171.1	\$ 51.96	6%	79%	55.5	82.8	\$ 37.78	1%	
SOUTHEAST	3%	3.1	6.9	\$ 56.43	4%	2%	1.4	2.5	\$ 44.30	0%	
SOUTHWEST	3%	3.0	6.2	\$ 51.10	0%	3%	2.2	3.4	\$ 39.11	0%	
WEST CENTRAL	3%	3.2	7.5	\$ 59.65	2%	1%	1.0	1.6	\$ 39.88	0%	
EXPORT	1%	0.9	1.9	\$ 53.55	0%	10%	6.8	11.2	\$ 42.56	3%	

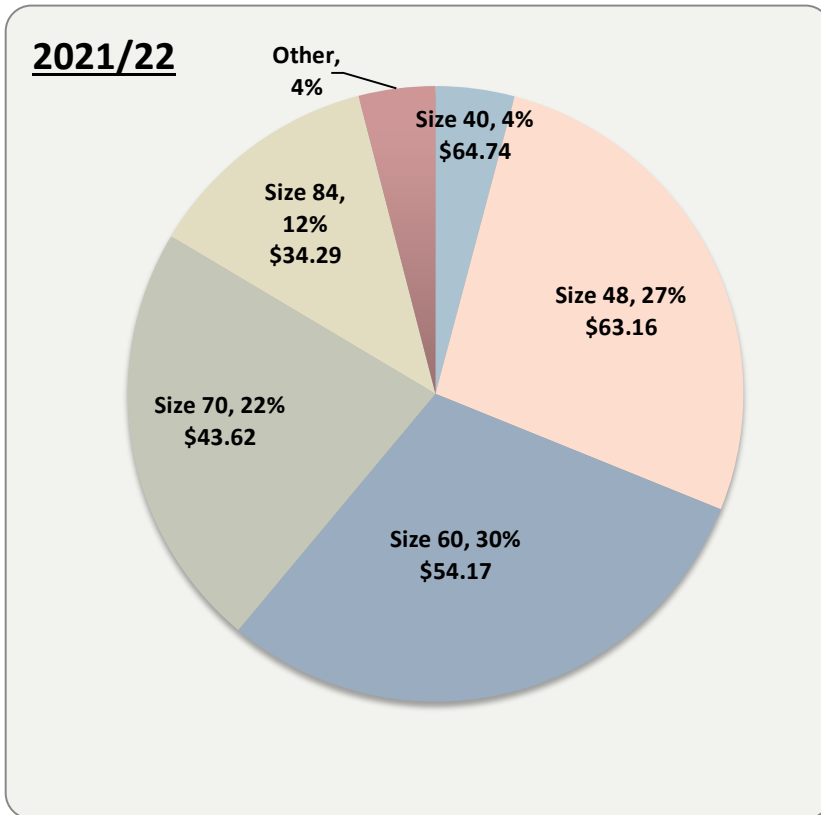


- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR
- CONSUMER/ TRADE LIVING WELL
- RETAIL
- FOODSERVICE
- RESEARCH

REVENUE: CROP MOVEMENT AND MEASURES

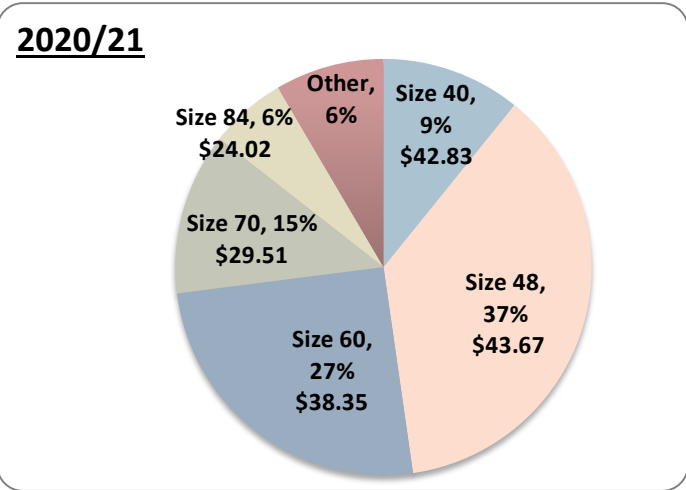
Size Distribution and Average Lug Price

Hass #1 Conventional (November-April)

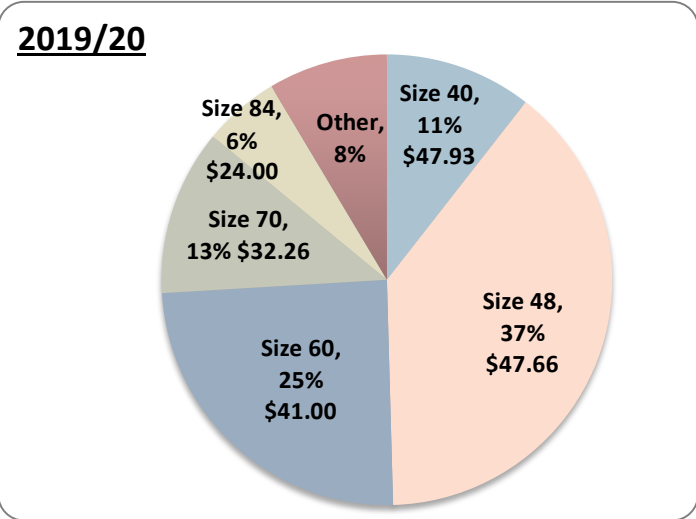


Source: AMRIC

2020/21



2019/20





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>Apr21</u> <i>(3/22/21-4/18/21)</i>	<u>Apr22</u> <i>(3/21/22-4/17/22)</i>	<u>Variance</u>
Volume (Unit)	173,822,623	158,621,668	-9.6%
Dollars	\$206,395,912	\$204,344,152	+10.1%
Avg. Selling Price/Unit	\$1.19	\$1.45	+17.9%
<u>RETAIL</u> <u>California Season</u>	<u>Mar21-Apr21</u> <i>(3/1/21-4/18/21)</i>	<u>Mar22-Apr22</u> <i>(2/28/22-4/17/22)</i>	<u>Variance</u>
Volume (Unit)	312,138,242	273,411,415	-14.2%
Dollars	\$349,436,025	\$393,343,396	+11.2%
Avg. Selling Price/Unit	\$1.12	\$1.44	+22.2%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep20-Feb21</u> <i>(8/31/20-2/28/21)</i>	<u>Sep21-Feb22</u> <i>8/30/21-2/27/22</i>	<u>Variance</u>
Volume (Unit)	1,127,294,171	1,009,066,000	-11.7%
Dollars	\$1,113,345,713	\$1,240,154,420	+10.2%
Avg. Selling Price/Unit	\$0.99	\$1.23	+19.6%



REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.15



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

Avg. Retail Price
\$1.23



Sept 2021 – Feb 2022
(8/30/21 – 2/27/22)

Avg. Retail Price
\$1.44

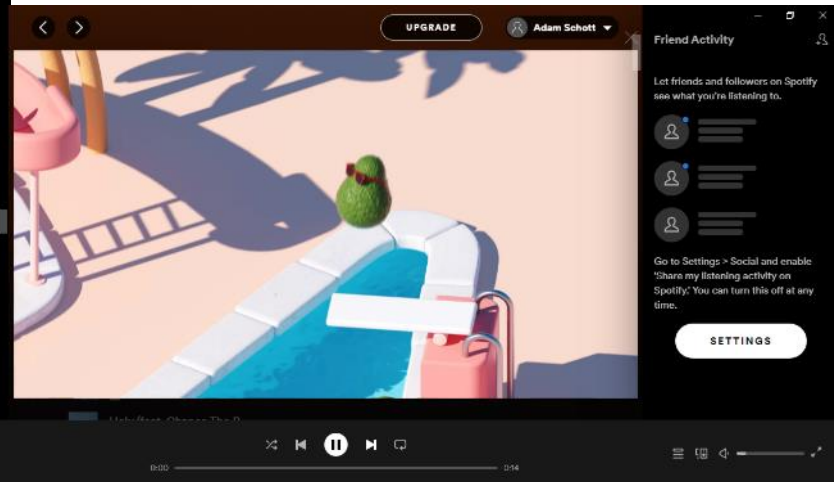
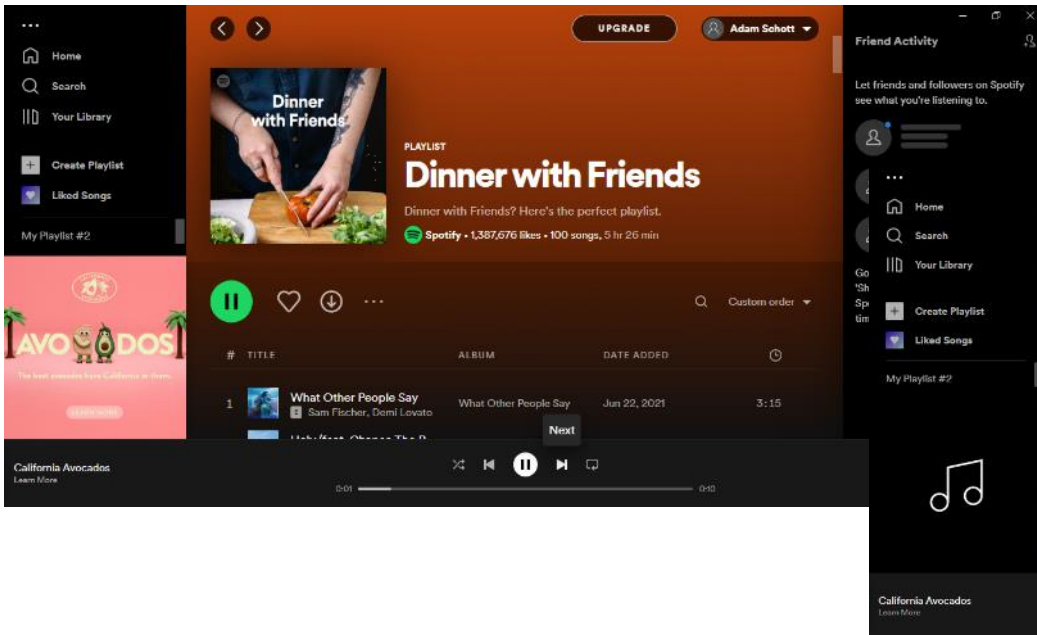


Mar 2022 – Apr 2022
(2/28/22 – 4/17/22)



CONSUMER ADVERTISING: AUDIO

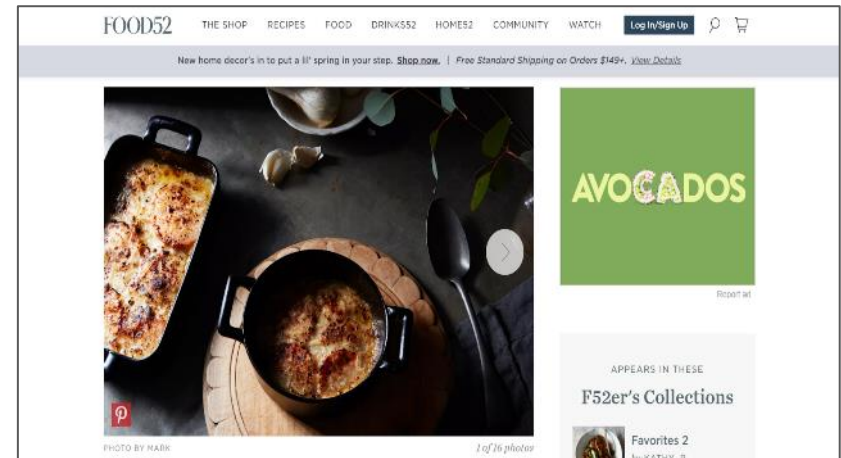
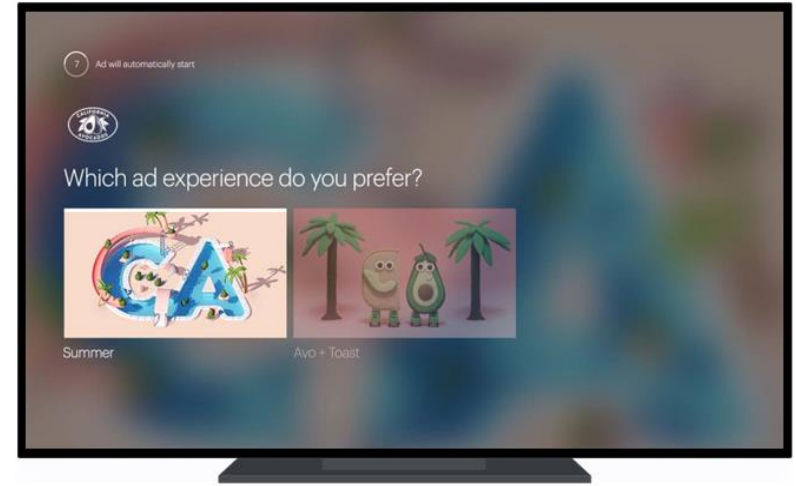
- 11,220,012 Impressions
- 12,497 Clicks with a 0.27% Click Through Rate
- 2,968,497 Video Views
- Targeted listening sessions, audio, banners, overlays, in-car audio and podcast live reads





CONSUMER ADVERTISING: DIGITAL BRAND

- 20,188,168 Impressions
- 41,324 Clicks with a 0.26% Click Through Rate
- 10,868,895 Video Views
- Digital video, mobile and display banners

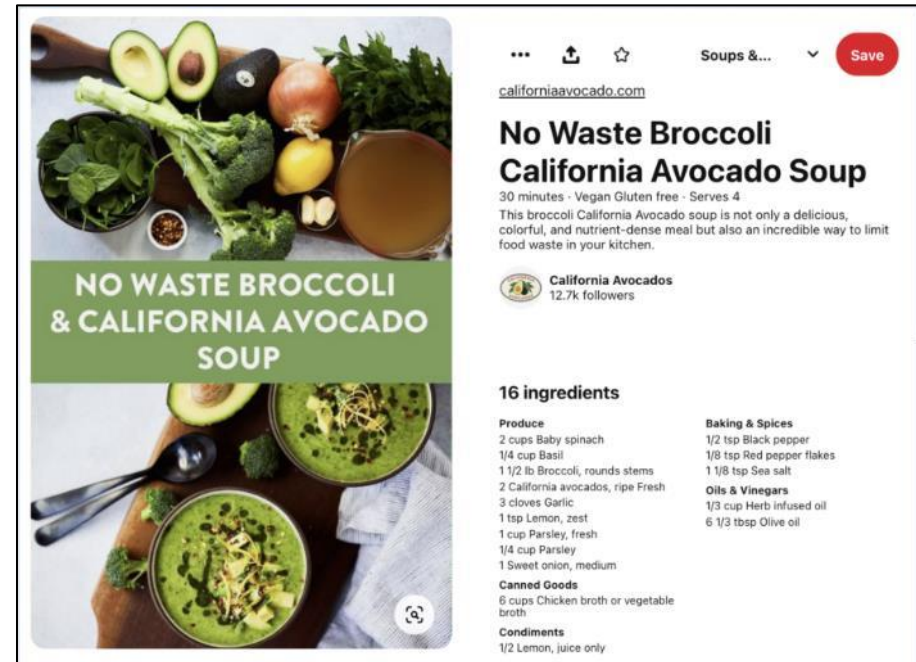
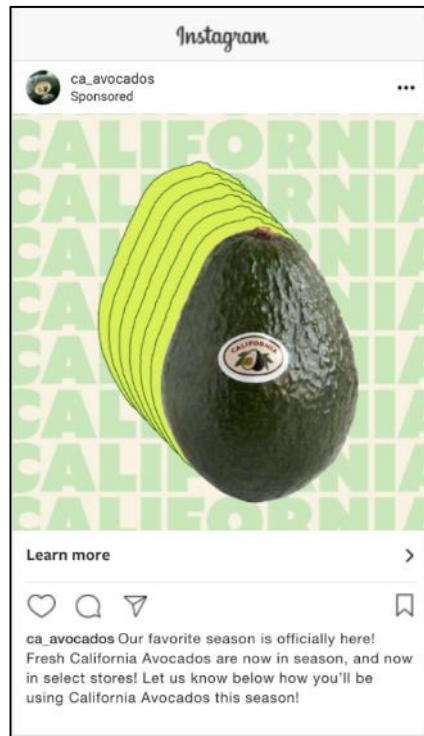




CONSUMER ADVERTISING: SOCIAL BRAND



- 6,853,338 Impressions
- 60,290 Engagements with a 0.88% Engagement Rate
- Season-long social advertising across top platforms

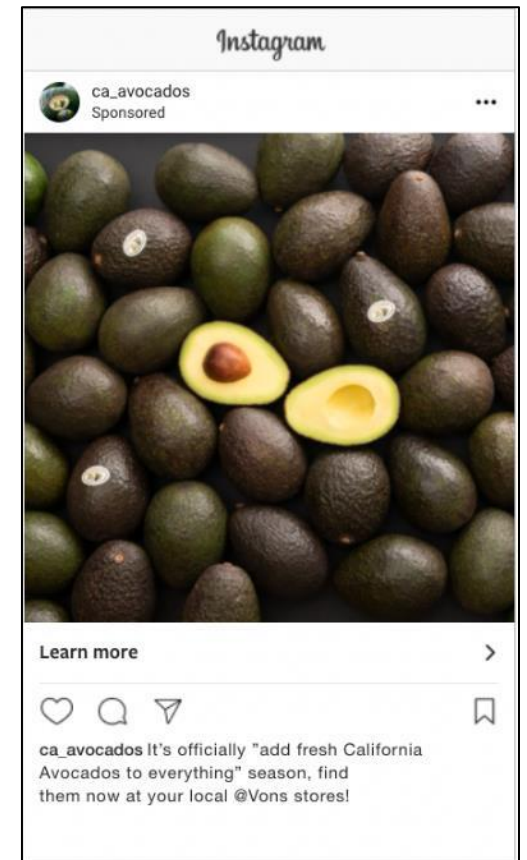




CONSUMER ADVERTISING: SOCIAL RETAIL



- 592,175 Impressions
- 4,903 Engagements with a 0.83% Engagement Rate
- Promoted California Avocados in-store to drive users to retailers





ONLINE MARKETING: NOVEMBER 2021 – APRIL 2022

SEARCH RESULTS

- Organic Search Impressions: 18.9MM
- Paid Search Impressions: 1.9MM

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)
- TikTok (launched 4/6/22)
 - Followers: 199
 - Impressions: 2.7K

CONSUMER WEBSITE

- # of Visits: 591K (17% decrease YoY)
- Page Views / Visit: 1.33 (2% increase YoY)
- Time on site: 41 seconds (2% decrease YoY)
- Total Page Views: 784K (17% decrease YoY)

EMAIL

- Average Open Rate: 27.3%
- Click through rate: 5.4%
- Emails Sent: 1 email sent to 171K recipients





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

CONSUMER PR: VIRTUAL COOKING CLASS WITH MEG QUINN

- To promote California Avocado season, CAC hosted a virtual charcuterie board class in partnership with LA-based food stylist and charcuterie board expert Meg Quinn (and moderator Erica Domesek, founder of the lifestyle brand P.S.- I made this...)
- Meg was joined by 16 media attendees from national, regional and local consumer and trade outlets, as well as four retail contacts
- Through earned media relations, as well as distribution of a press release and mat release, the program resulted in **213,017,227 impressions** across national and regional media outlets, including *Associated Press*, *The San Diego Union-Tribune* and *Los Angeles Downtown News*, as well as organic social mentions from attendees





HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

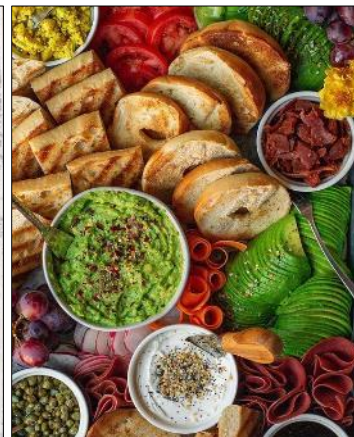
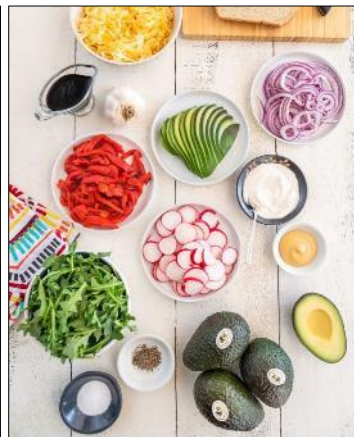
RETAIL

FOODSERVICE

RESEARCH

CONSUMER PR: BRAND ADVOCATES

- To celebrate California avocado season, CAC partnered with five influencers to serve as this year's Brand Advocates. The Brand Advocates were chosen based on their significant influence on social media, large viewership on their blog channels and their vibrant content creation
 - The ask for this season was to develop unique recipes promoting California Avocados on their respective social media channels, including their blog, Instagram, Facebook, TikTok and Pinterest pages
- During March and through April, the Brand Advocate program secured **168,930 blog post impressions** and **300,700 social media impressions**, resulting in a total of **469,630 impressions**





CONSUMER PR: NEWS BUREAU

- Ahead of the 2022 season, the team identified relevant story angles for CAC and leveraged its unique perspective and assets to promote with consumer media
- Reactive and proactive news bureau media efforts resulted in 3,616,838 impressions

The Mercury News

Eating 2 servings a week of 1 fatty fruit can reduce heart attack risk, study says



Tasting Table.

The Best Ways To Keep Avocados Fresh



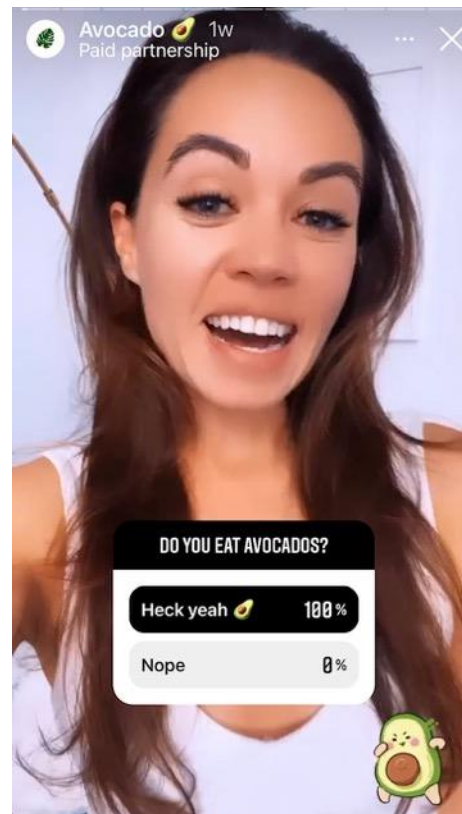
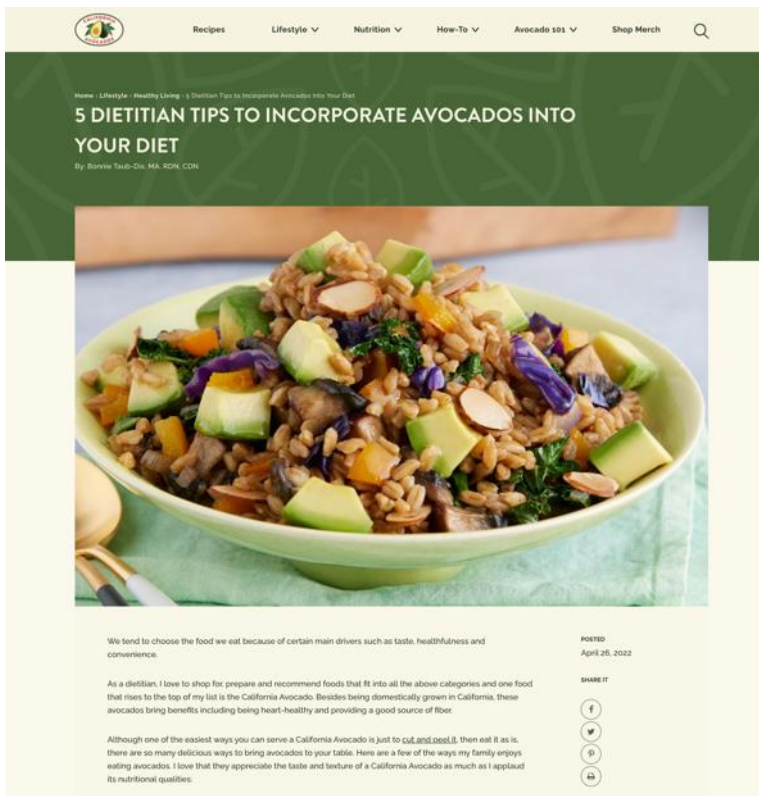


CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Dietitians & health and wellness influencers tell the California Avocado story to raise awareness and promote purchase via website articles and social media

Bonnie Taub-Dix – Website Article

Mascha Davis – Instagram Story





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

RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

Gelson's

MOLLIE STONE'S MARKETS

Mollie Stone's Markets
12 February

🥑 It's almost game time! Kick off the big game with the freshest snack spread by adding in-season @ca_avocados to your playbook.

Now in season and available at all our locations!

#avocado #caavocado #california #gameday #footballseason #sports #sportsfan #gamedaysnacks #biggamesnacks #snackspread #avocados #tailgate #foodie #local #celebrate #appetizers #catering #touchdown #molliestones #molliestonesmarkets #locallygrown #familyowned

The best avocados have California in them.

gelsonsmarkets These oven baked and crispy coated tots are loaded with flavor from @ca_avocados and russet potatoes. They also can be prepared in an air fryer and are great as a vegetarian appetizer or snack, a side dish or with breakfast. We love them served with low-fat sour cream, and guacamole or mashed avocado.

Crispy #CaliforniaAvocados Potato Tots recipe for your #baseball game watching party!

Serves: 4 (6 tots per serving)

Ingredients:

Tots:

- 3 lb. russet potatoes, peeled and cut into large pieces
- 3 Tbsp. snipped fresh chives or chopped green onion tops
- 1 Tbsp. Flour
- 1 tsp. seasoned salt
- 1 tsp. onion powder
- 1/4 tsp. pepper
- 1 ripe Fresh California Avocado, seeded, peeled and cut into small cubes

Coating:

- 1/4 cup Flour
- 1 egg, well beaten
- 1 cup panko breadcrumbs
- Olive oil cooking spray

Liked by ca_avocados and 31 others

gelsonsmarkets This Chipotle Lentil Tacos with Peach and #CaliforniaAvocado Salsa recipe is a perfect addition to your #CincodeMayo menu!

#CaliforniaAvocados are available now at your local Gelson's! Recipe video courtesy @ca_avocados

#ilovegelsons #gelsonsmarkets #gelsons #caavocados #avocado #recipe #recipevideo

1d

minadore_ Delicious!!!

133 views
1 DAY AGO



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

RETAIL: KEY ACCOUNT MARKETING COMMUNICATIONS



California Avocados at Grand Opening event



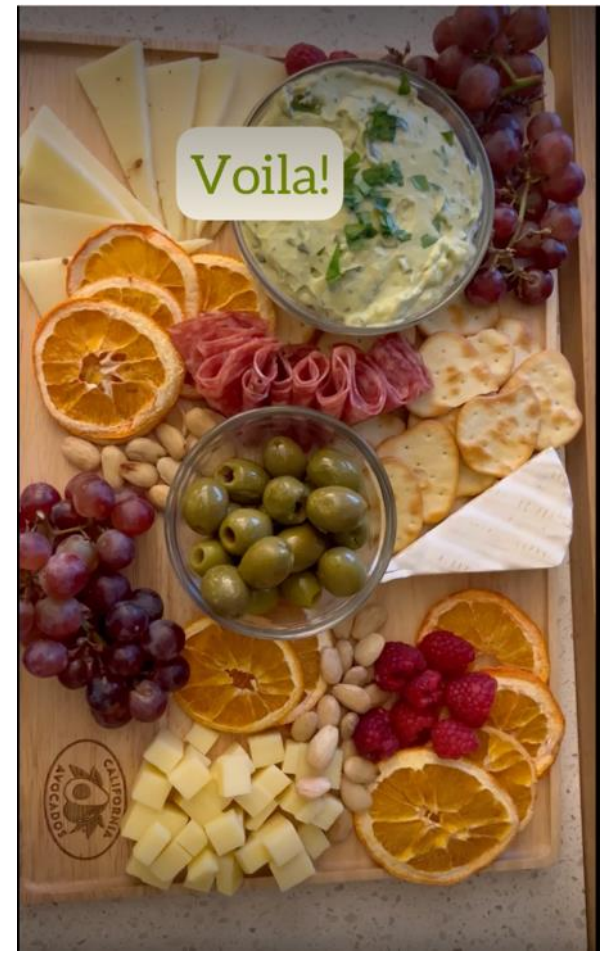
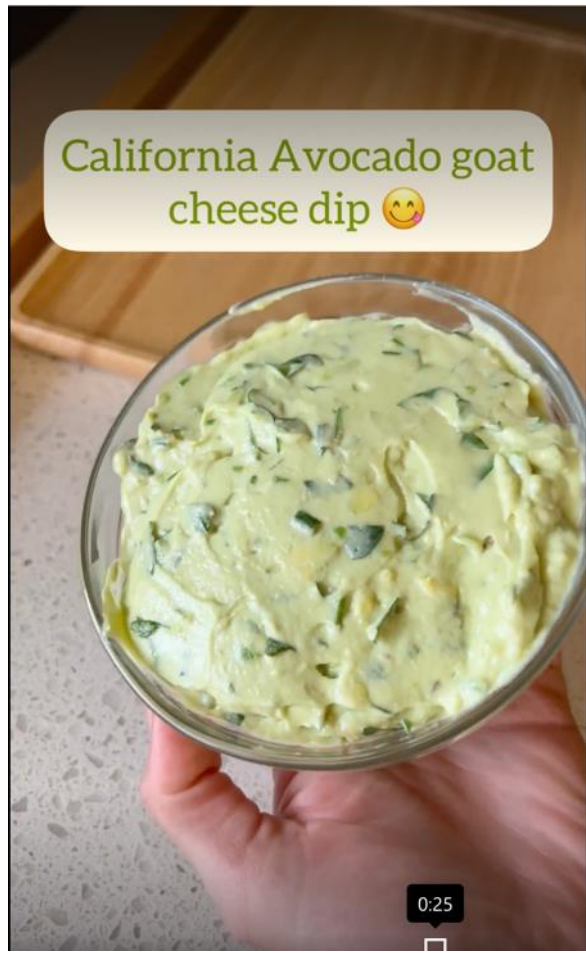
California Avocado Recipe videos ran on Raley's Facebook and Instagram, and Raley's ONE Market Instagram





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

RETAIL: RETAILER INTERACTIVE EVENTS: VIRTUAL COOKING CLASS





RETAIL: RETAIL DIETITIAN RELATIONS



As part Hy-Vee’s April “a1C3 Screening Tour,” California Avocados were included as a recommended food for those with pre-diabetes and Type 2 diabetes. In addition to being included in local market media coverage, California Avocados were named “Dietitian’s Pick” with display signage in all Hy-Vee stores.





RETAIL: BRISTOL FARMS

Bristol Farms

Passport to Savings Coupon and Online Special with special at 2/\$5 on large bulk avocados runs April 6 - May 31

AVOCADOS

The best avocados have California taste in them.

California Avocado growers and Bristol Farms know Californians love their local-grown, nutritious and delicious avocados.

The best avocados have CALIFORNIA in them. Look for them in your store!

© 2022 California Avocado Commission. All rights reserved.

Bristol Farms

FREE WITH \$10 PURCHASE

WEEK 2

CA Grown Organic Bagged Avocados
04/27/22 to 05/03/22





RETAIL: GELSON'S MARCH MADNESS SALES CONTEST



- Month-long sales contest promoting March Madness
- California Avocado display bins & sponsored March Madness POS for use in store displays
- 3.1%-to-13% unit volume movement over previous year brand awareness





RETAIL: KING SOOPERS

- California Avocados in Colorado February
- Front-page ad (February 23) and huge displays move good volume of early product



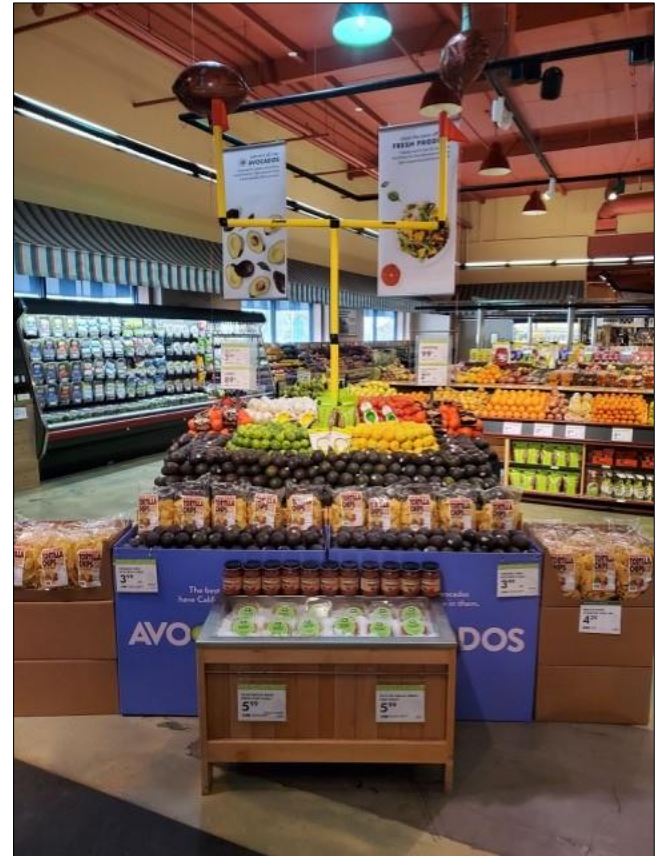


HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: MOLLIE STONE'S



- Big Game display contest January 26 – February 16
- 18-31% Unit volume movement increase over previous year in stores





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: RETAILERS PROMOTING GEM: GELSON'S, MOTHER'S MARKETS, ORGANIC GROWN COMPANY AND PCC COMMUNITY MARKETS




GEM Promotions in April



Gelson's

There's a new organic avocado in town!



OGC is thrilled to partner with our friends at Del Rey Avocado to be their exclusive wholesaler of Gem avocado in the Pacific Northwest. California born and bred, Gem is large, nutty and delicious.

There's a lot to love about this exciting avocado!

Share the Gem story with staff and shoppers to establish a new fanbase! Download and print Gem POP for displays to introduce this new variety to shoppers. Use the talking points in the **Produce Profile** to educate and the merchandising tips to increase sales. Meet avocado lovers where they are! Reach them digitally by sharing **photos** and product information on your social media channels.

Resources

- [Produce Profile: Gem Avocado](#)

AVOCADOS

The best avocados have California in them.

New! The GEM avocado is a variety from California growers

- Delicious, creamy flavor and thick skin making it easy to peel
- Darkens with small yellow specks as it ripens



NEW AT MOTHER'S MARKET & KITCHEN




Scan this code with the camera on your mobile device for CaliforniaAvocado.com

© 2022 California Avocado Commission

AVOCADOS

The best avocados have California in them.

- GEM avocados are the newest variety from California
- They have a creamy, nutty flesh and medium-sized seed
- The gold-speckled skin turns black when ripe
- Available for a limited time from April - June
- Easy-to-Peel, thick skin. Peeling the skin is better than "scooping out" because the most nutrient-dense part of the fruit is next to the peel

NEW AT PCC COMMUNITY MARKETS



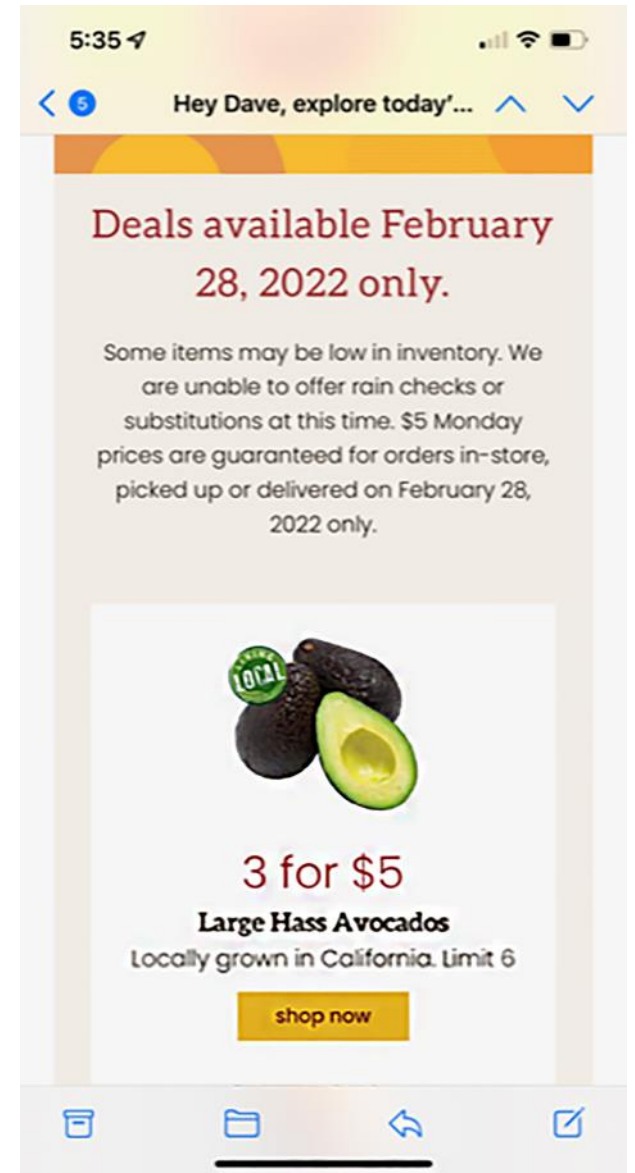
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HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: RALEY'S

First of Season Online Shopper Special – February 28





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: NEW SEASONS MARKET



AVOADOS

The best avocados have California in them.

- GEM avocados are the newest variety from California
- They have a creamy, nutty flesh and medium-sized seed
- The gold-speckled skin turns black when ripe
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- Easy-to-Peel, thick skin. Peeling the skin is better than “scooping out” because the most nutrient-dense part of the fruit is next to the peel

NEW AT
NEW SEASONS
MARKET



© 2022 California Avocado Commission



RETAIL: SAVE MART SUPERMARKETS



- Farmers Market displays with CA GROWN features California Avocados on display during April and will be back again in June
- California Avocado Sales Contest to run in June to boost additional sales





RETAIL: SAM'S CLUB – DIGITAL ADVERTISING

- Fresh California Avocados featured in advertising campaign, 165 clubs
- April 15 – May 16; 4.5 million impressions



CREATIVE SET

California Avocado Commission logo, avocados, text "The best avocados have California in them.", arrow

California Avocado Commission logo, text "The best avocados have California in them.", avocados, "Shop Now" button, arrow

The best avocados have California in them.
Experience the superb texture, taste and versatility.
Shop Now
Available at sam's club logo, avocados, food

Food, text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", avocados, "Shop Now" button

Food, avocados, California Avocado Commission logo, text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", "Shop Now" button, "Available at sam's club" logo

AD California Avocado Commission logo, text "The best avocados have California in them.", "Experience the superb texture, taste and versatility.", avocados, "Shop Now" button, arrow

The best avocados have California in them. Experience the superb texture, taste and versatility. California Avocado Commission logo, avocados, food, "Shop Now" button, arrow



HOME

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING

CONSUMER PR

CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: CALIFORNIA AVOCADO MARKETING PROGRAM

Highlights from our 2022 California Avocado Marketing program which are presented to our targeted retailers by the retail marketing directors




AVOCADOS

2022 | MARKETING PROGRAM

THE BEST AVOCADOS HAVE CALIFORNIA IN THEM


Shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022.

*Sources:
 California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
 2021 California Avocado Tracking Study Q9. If given a choice, which avocados would be your preference? Answers: Avocados grown in...
 Sales Velocity = Dollar Sales per Million ACV, California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

California Avocado Commission • 12 Mauchly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail



2022 | MARKETING PROGRAM

2022 | MARKETING PROGRAM

CALIFORNIA IS THE PREFERRED GROWING REGION IN THE WEST AND IN THE U.S. OVER

2022 | MARKETING PROGRAM

AVOCADO SALES GROW WHEN CALIFORNIA AVOCADOS ARE IN SEASON

2022 | MARKETING PROGRAM

SAFETY, FAIRNESS AND FRESHNESS PERCEPTIONS

In 2021, avocado shoppers in the West said that being grown in safe conditions is one of the most important factors when choosing avocados to buy (in addition to perceived taste and price). California Avocados continue to be perceived as safer than avocados from other regions.

	CALIFORNIA	MEXICO
BEST FOOD SAFETY PRACTICES	56%	6%
HAS THE FRESHEST AVOCADOS	50%	13%
MOST ENVIRONMENTALLY FRIENDLY FARMING	46%	6%

REGION IS THE BEST: 2021 (Green), Mexico (Red)
California is significantly higher than Mexico 2021

WEEKLY DOLLAR SALES INCREASE BY 10% A LIFT OF NEARLY \$800K PER WEEK!

IN THE WEST, 70% OF AVOCADO SHOPPERS WITH A PREFERENCE WOULD CHOOSE CALIFORNIA AVOCADOS!

INCREASED SALES VELOCITY OF 4% MEANS MORE DOLLARS FOR RETAILERS!






Source: Q9: California Avocado Tracking Study, Winter-Beginning 2021, Q9. When one of those is the most important when purchasing avocados? Q9.1 for each phrase below, please choose the region that most describes the phrase.

Commission • 12 Mauchly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail







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

RETAIL: MASTERS OF MERCHANDISING 2022

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



**CALIFORNIA AVOCADO COMMISSION
AVOCADOS**






2022 MARKETING PROGRAM


The best avocados have California in them.
Shoppers value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022. In addition to our awareness-building advertising campaign, we offer promotions that work for you.



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.




CUSTOMIZED RETAIL COMMUNICATIONS PROGRAMS
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 sweepstakes and California Avocado giveaways. We are ready to support you!


MERCHANDISING MATERIALS
Generate impulse purchases and promote fresh California Avocados in your stores.



Visit CaliforniaAvocado.com/Retail to order your PDS material. Contact your Retail Marketing Director for customized marketing programs and reports.
California Avocado Commission
CaliforniaAvocado.com/Retail
dcruz@avocado.org



Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail



CALIFORNIA AVOCADO COMMISSION
CaliforniaAvocado.com/Retail

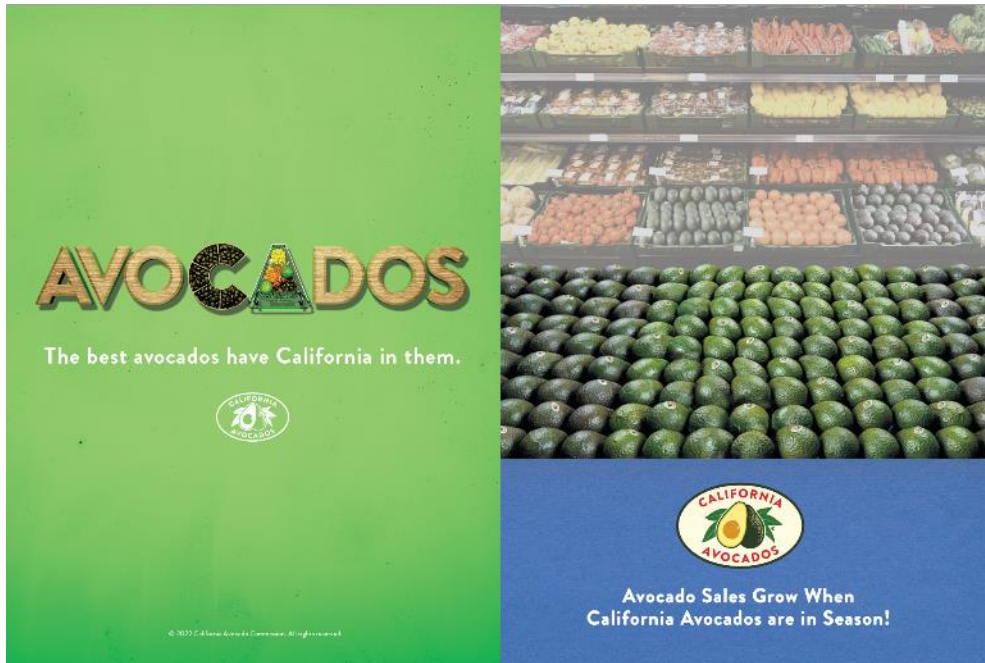
*California Season (25 wks ending Aug 27) vs. non-California Season (25 wks ending Mar 27)
2021 California Avocado Trading Study (25 wks ending Mar 27) vs. non-California Season (25 wks ending Mar 27)
Source: AvocadoSource.com
Data Monthly - Older Sales per Month (2021 California Season (25 wks ending Aug 27) vs. non-California Season (25 wks ending Mar 27))

XX
MARCH 2022 / PRODUCE BUSINESS / MASTERS OF MERCHANDISING



RETAIL: TRADE PRINT AD

To launch the season, a two-page spread ran in the February issue of The Snack magazine with a special vellum overlay to reveal how California Avocados grow when in season





RETAIL: TRADE PRINT AD

11 print ads ran from February through April generating 1,381,451 impressions



AVOCADOS

The best avocados have California in them.

- Weekly Dollar Sales increase by **10%**, a lift of nearly **\$800k per week**¹
- In the West, **70% of avocado shoppers** with a preference would choose California Avocados²
- Increased sales velocity of **4%** means more dollars for retailers³

Avocado Sales Grow When California Avocados are in Season!

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. You can give them what they're asking for and benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

Keep up with demand, carry California Avocados. Contact us for customized marketing programs and POS material.

¹California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
²2021 California Avocado Tracking Study Q3. If given a choice, which avocados would be your preference? Answer: Avocados grown in...
³Sales Velocity = Dollar Sales per Million ACV, California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

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Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail



RETAIL: TRADE DIGITAL ADS

- 287 digital ads ran from February through April generating 13,061,691 impressions
- Total print and digital impressions: 14,433,142



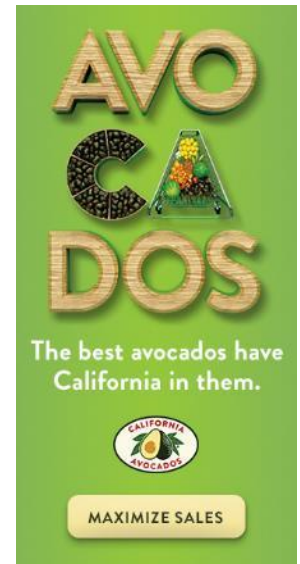
Weekly Dollar Sales Increase by 10% a lift of nearly \$800k per week¹

In the west, 70% of avocado shoppers with a preference would choose California Avocados²

Increased sales velocity of 4% means more dollars for retailers³

AVOCADO SALES GROW WHEN CALIFORNIA AVOCADOS ARE IN SEASON!

Shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.



The digital ads feature a “Maximize Sales” button. The button/ad links to CAC’s retail website page where the Infographic graphically represents information that supports the sales data of how retailers can grow their sales when California Avocados are in season.



RETAIL: TRADE DIGITAL ADS

A video trailer ran on AndNowUKnow in April





RETAIL: LINKEDIN

From November 1, 2021 through April 30, 2022, 36 posts ran on the CAC LinkedIn page. The page has gained 335 new followers, a 36% growth rate. The posts have generated over 131,172 impressions with over 1,718 engagements and a 4.6% engagement rate

California Avocado Commission
1,263 followers
1mo • 🌐

Targeted shopper marketing initiatives are designed to drive shoppers to retail. Learn more about California Avocado merchandising resources by visiting: <http://ow.ly/N4ks50lrxeV>.

California Avocado Commission
1,263 followers
2w • 🌐

The California Avocado Commission's Jan DeLyser caught up with **Todd Linsky** on the Todd-versations podcast to talk about all things California Avocados. Tune in on your favorite podcast platform: <https://lnkd.in/euyFy7f>.

Todd-versations
presents

Jan DeLyser
California Avocado Commission
Tuesday, April 19

California Avocado Commission
1,263 followers
1mo • 🌐

Data shows that retail dollar sales increase when California Avocados are in season. Additionally, sales velocity increases by 4% during the California season compared to the non-California season. To learn more about California Avocados' retail sales, visit our retail page at https://lnkd.in/g7pG_pm.



RETAIL: TRADE PUBLIC RELATIONS

- Nearly 4.9 million Trade PR impressions in November – April
- Key Press Releases: season start/forecast, advertising and programs
- Media coverage related to early season start, Mexican avocado ban and high prices has contributed to higher circulation than last year during the same period

The collage contains the following items:

- AgAlert:** "Avocado harvest close to projection as La Niña looms", "California avocado forecast shows increase over last season", "The Floor: California avocado crop forecasted to increase 15% in 2022", "Avocado row lush as a sign of a bumper crop of California avocados", "2022 California avocado season with traditions and love: California avocados for everyone".
- Fresh Plaza:** "California avocado forecast shows increase over last season".
- The Floor:** "California avocado crop forecasted to increase 15% in 2022".
- FreshHub:** "Avocado row lush as a sign of a bumper crop of California avocados".
- Commission News:** "Commission plans extensive marketing program", "California Avocado Commission extends advertising campaign", "California avocado season in full swing", "Five ways to say sí to cinco de mayo produce sales", "Commission extends advertising campaign", "California Avocado Commission 'The best avocados have California in them' campaign in full swing".
- Social Media:** Facebook posts from "PERIMETER" and "AVOCADO COMMISSION" featuring images of avocados and promotional text.
- Marketing Graphics:** "AVOCADOS" signs and posters with the slogan "The best avocados have California in them." and "AVOCADOS" logos.
- Testimonials:** Quotes from "Jan De Loper" and "Gary Calveroso" about their experience with California avocados.



EXPORT PROMOTIONS – SOUTH KOREA

California Avocado Virtual Cooking Class (April 19)

- Celebrity Chef Boeun Lee
- Rice wrapped in greens with California Avocado sauce
- California Avocado Banana Smoothie
- Nearly 10,000 views through April



California Avocado In-Person Cooking Class (April 27-28)

- Celebrity Chef Young Bin Kim
 - California Avocado Tuna Salad
 - California Avocado Spring Roll
 - California Avocado Chocolate Chip Cookies



California Avocado Verbal Demos:

- 35 Emart stores
 - April 15-17, 21-23





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

FOODSERVICE: CHAIN PROMOTIONS



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



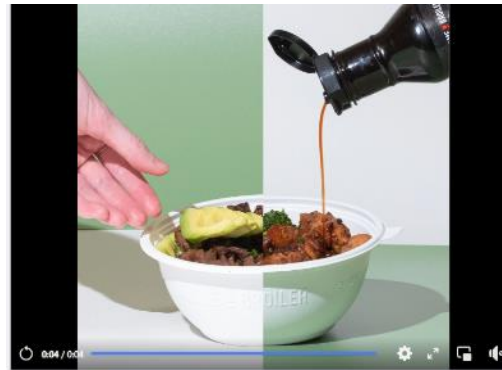
- 99 units (CA, AZ)
- April 1 – April 29
- California Avocado upsell



- 43 units (CA, NV)
- April 1 – May 31
- Kahuna-style upsell



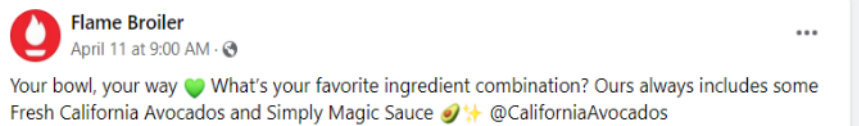
Website logo placements



Sunset Chopped Chicken Salad 11.99

Charbroiled or blackened chicken, romaine lettuce, avocado, red cabbage, tomato, roasted corn, green onion, cilantro, queso fresco, pepitas and tortilla strips with Honey Lime Vinaigrette (649-871 cals)

Social media post





FOODSERVICE: CHAIN PROMOTIONS



- 400 units (CA, AZ, NV, OR, UT, WA)
- April 14 – June 8
- California Avocados on the menu



- 14 units (NorCal/Bay Area)
- April 18 – May 31
- California Avocados on the menu



BUCKHORN BBQ + GRILL

- 8 units (NorCal/Bay Area)
- April 22 – June 3
- California Avocados on the menu



Website logo placements



We proudly serve California-grown avocados.



Website logo placement

SALADS



We proudly serve Fresh California Avocados.

SANDWICHES



We proudly serve Fresh California Avocados.

BURGERS



We proudly serve Fresh California Avocados.

Website logo placements





FOODSERVICE: MENU IDEATION SESSIONS

- Utilizing a chain's current inventory of items, provide menu concepts featuring California Avocados, on innovative dishes
- Concepts based on chain's menu strategy and operational setup
 - California-based chain, 22 units in LA, Orange County and San Diego





FOODSERVICE: EVENTS

NORDSTROM

- AvoTour and Flavor Building – Fallbrook, CA
- April 6-7
- Customized educational tour



FOODOVATION EXCHANGE

- FoodOvation Exchange #27 – Sun Valley, ID
- April 10-13
- One-on-one 40-minute meetings with 13 operators





FOODSERVICE: PRINT ADVERTISING

- Focus on California Avocado season and California cuisine and style
- 3 insertions starting in March
- 3 print publications (Flavor & The Menu, FSR and Plate)
- 92,484 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 From Salad generates menu excitement with a unique and delectable take on a popular customer favorite. Piled at the source, the best avocados have California in them. For more information, please visit CaliforniaAvocado.com/Foodservice

California Avocado Everything From Salad

The best avocados have California in them.

**AVO
CAS
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 twist, California pizza, California poke or California Chicken Sando 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

Cafe/Citrus and California Avocado

The best avocados have California love in them.

**AVO
CAS
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. Taps in menu flexibility, California Avocados are colorful, lush and wildly popular. Operators put California Avocados on toast, on tacos, on pizza, on poke - 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

California Avocado Negotios Pizza

The best avocados have California summer in them.



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

FOODSERVICE: DIGITAL ADVERTISING

- Leverage pre-season insertion dates to build anticipation of California avocado season
- 8 digital ads appeared on four platforms (Recipe Watch, Winsight Recipe Report, NRA SmartBrief, NRN A.M. and Native Gallery)
- Over 730,000 impressions

NRN: Native Gallery

5 ways to benefit from the California Avocado season

Sponsored by California Avocado Commission

The Most Trusted Resource For Foodservice

REGISTER NOW

TOP NEWS

- Chipotle shareholders call for racial equity audit
- McDonald's offers one-day app deal on McNuggets
- Behind Noodles & Company's latest franchising ramp-up
- NRN editors round up April's biggest restaurant news
- Higher food, labor costs chip away Chipotle margins

NRN A.M.

NRN A.M. The industry's daily report from Nation's Restaurant News

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TOP NEWS

- Lessons in Diversity, Inclusion & Bias (DIBs): An alternate perspective on Black History Month
- Celebrity chef Fabio Viviani to open new fast-casual dessert brand
- Chick'nCone launches NFT to buy into franchise territories
- How Five Guys is working with franchisees to tackle labor, inflation

Recipe Watch

Leverage California Avocados on Your Menu
Schedule customer faves on spring and summer menus, when Fresh California Avocados are in season. The best avocados have California in them.

[View Recipe](#)

Celebrate the California Lifestyle and Cuisine
Celebrate locally grown with veggie tacos that feature the smooth texture and rich, nutty flavor of Fresh California Avocados, in season March-September.

[View Recipe](#)

Winsight: Recipe Report

FEATURED PRODUCT
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.

Sponsored by

FEATURED PRODUCT
California Avocado & Thai Noodle Salad

California is the global appet of this condiment on new salad with seasonal Fresh California Avocados on the menu. Peak season alert: May-August.

Sponsored by

NRA SmartBrief

Put "Grown in U.S." to Work on Your Menu

Post pandemic outbreak, almost 80% of consumers are saying "Grown in U.S." will positively impact their purchase decision.* Add comfort and seasonal style to your summer menu with Fresh California Avocados. The best avocados have California in them.

* Source: Menu Matters, "Patron preference for 'California' and 'California Avocados', 2020"

ADVERTISER:



FOODSERVICE: NEWSLETTER

- Custom content newsletters promoting the benefits of seasonal, local ingredients
- Delivered to 7,957 with an Open Rate of 42%



FLAVOR & the menu



The Season Provides a Reason



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

FOODSERVICE: PUBLIC RELATIONS

- Over 1.4 million Foodservice PR impressions between November - April
- Key topics: Avocados, California style, Plant-Based, Local

NATIONAL CULINARY REVIEW

GLOBAL TEA FOR PASTRY AND CHOCOLATE

ALL ABOUT AVOCADOS
Learn how this popular kitchen staple is grown, shipped and processed from the fields to the delivery door.
// by Liz Barnett Foster

Processing
The process of growing avocados is a long one, starting from the seed to the fruit. It takes about 10 years to reach maturity, and then another 10 years to produce a commercial crop. The fruit is then harvested and processed into various products, including oil, butter, and spreads.

MENU
Recipe report: Plant-based comfort foods
By Patricia Cobe on Jan. 06, 2022

Grilled Avocado Ssam
Ssam is usually composed of lettuce or another leafy vegetable wrapped around Korean-style barbecue. Chef Michael Israel of The Cheesecake Factory changes up the traditional meaty version by wrapping lettuce leaves around quinoa and avocados.

[Click here to see the recipe.](#)

caterSource

Show Issue 2022

California Dreamin'
California cuisine puts the focus on fresh, local ingredients.

el Restaurante
Recipe of the week
presented by **Simplot**

Guacamole Nogada
The holiday season is here... and this festive, simple-to-prepare recipe for Guacamole Nogada — reminiscent of the popular dish Chile en Nogada — is a perfect one to add to your seasonal menu!

[Click Here for This Week's Recipe](#)

Recipe-of-the-Week is available to all of *el Restaurante* readers. To subscribe, [click here](#).

ESU

MENU
Recipe report: Exploring eggs
By Patricia Cobe on Nov. 23, 2021

Individual Pizzas with Eggs and Avocados
Chef Matt Wade of Boneyard Bakery keeps this breakfast pizza fresh and colorful with the addition of an avocado topping along with his traditional ham and eggs.

[Click here to see the recipe.](#)



HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RESEARCH: STUDIES IN DEVELOPMENT

Report on Inflation and its Impact at Retail

- Scope: a look at rising prices and the impact on avocado dollar sales and volume. Also includes an overview of the current state inflation is having on food, energy, etc.
- Timing: to be presented at June CAC Marketing Committee Meeting

2022 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
- Tentative Timing: fielding in July, full report by 10/31/22

2022 Nielsen Advertising Study

- This study measures the brand impact of the California Avocado online campaign against the intended audience across multiple equity metrics and provides creative diagnostics
- Methodology: responses are gathered from a third-party survey panel
- Tentative Timing: fielding during media campaign, full report by 10/31/22