



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

KEY PERFORMANCE INDICATORS: NOVEMBER 2023 – OCTOBER 2024

**\$1.23**  
Average Selling Price\*  
Category Average Selling Price per Unit for the 4-weeks ending November 3, 2024

**198 Million**  
Consumer Media Impressions  
Includes offline, online and social media impressions through October 2024.

**105.5 Million**  
Consumer PR Impressions  
Media coverage impressions secured with print, broadcast, online media and influencer outlets through October 2024.

**32.0 Million**  
Trade Media and Public Relations Impressions  
Positive direct CAC trade media and public relations circulation through October 2024.

**327.5 Thousand**  
Store Visits  
Driving users to local retailers carrying California Avocados through custom Yelp + Foursquare map navigation ads through October 2024.

**46**  
Retail Promotions  
Number of retail promotions with signed promotion agreements through October 2024.





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## REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 weeks)</u>	<u>Oct23</u> <u>(10/9/23-11/5/23)</u>	<u>Oct24</u> <u>(10/7/24-11/3/24)</u>	<u>Variance</u>
Volume (Unit)	168,481,410	182,319,913	+8.2%
Dollars	\$183,338,708	\$223,951,593	+22.2%
Avg. Selling Price/Unit	\$1.09	\$1.23	+12.9%
<u>RETAIL</u> <u>California Season</u>	<u>Mar23-Aug23</u> <u>(2/27/23-8/27/23)</u>	<u>Mar24-Aug24</u> <u>(3/4/24-9/1/24)</u>	<u>Variance</u>
Volume (Unit)	1,246,856,877	1,270,913,559	+1.9%
Dollars	\$1,333,328,308	\$1,552,796,316	+16.5%
Avg. Selling Price/Unit	\$1.07	\$1.22	+14.3%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep22-Feb23</u> <u>(8/29/22-2/26/23)</u>	<u>Sep23-Feb24</u> <u>(8/28/23-2/25/24)</u>	<u>Variance</u>
Volume (Unit)	1,133,109,689	1,175,628,800	+3.8%
Dollars	\$1,204,872,010	\$1,242,732,759	+3.1%
Avg. Selling Price/Unit	\$1.06	\$1.06	0.0%

Source: Circana, Total U.S., 4 weeks ending 11-03-24 vs. prior year; 2024 CA Season vs. prior year; 2024 Non-CA Season vs. prior year





## REVENUE: RETAIL SALES AND VOLUME

**Avg. Retail Price**  
**\$1.07**



Mar 2023 – Aug 2023  
(2/27/23 – 8/27/23)

**Avg. Retail Price**  
**\$1.06**



Sep 2023 – Feb 2024  
(8/28/23 – 2/25/24)

**Avg. Retail Price**  
**\$1.22**



Mar 2024 – Jul 2024  
(3/4/24 – 9/1/24)

Source: Circana, Total U.S., 2023 CA Season; 2024 Non-CA Season; 2024 CA Season





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## REVENUE: CROP MOVEMENT & MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year									
		November 1, 2023 - October 31, 2024				November 1, 2022 - October 31, 2023			
Grade	Size	Size %	(millions)		Avg Lug \$	Size %	(millions)		Avg Lug \$
			Pounds	Dollars			Pounds	Dollars	
Hass #1 Conv	40	9%	24.6	54.1	\$ 55.01	8%	13.4	23.6	\$ 43.86
	48	38%	100.4	217.2	\$ 54.07	33%	57.2	102.3	\$ 44.68
	60	24%	64.8	129.3	\$ 49.88	26%	45.8	70.9	\$ 38.73
	70	13%	34.8	55.7	\$ 39.97	17%	30.6	36.8	\$ 30.09
	84	7%	19.7	27.5	\$ 34.86	10%	17.5	18.8	\$ 26.94
	Other	8%	22.2			6%	11.4		
	All	100%	266.5	513.7	\$ 48.19	100%	175.9	268.7	\$ 38.19
Hass #2s	All		44.6	73.2	\$ 41.08		14.0	17.7	\$ 31.52
Hass Organic #1	All		18.6	43.8	\$ 58.89		22.7	43.8	\$ 48.25
California Avocado Region Distribution - This Year vs. Last Year									
All Varieties		November 1, 2023 - October 31, 2024				November 1, 2022 - October 31, 2023			
Region	Region %	(millions)			Avg Lug \$	(millions)			
		Pounds	Dollars			Pounds	Dollars		
EAST CENTRAL	4%	15.3	31.8	\$ 52.02	3%	6.2	10.4	\$ 42.04	
NORTHEAST	6%	21.5	44.2	\$ 51.47	4%	8.9	14.5	\$ 40.82	
PACIFIC	73%	250.7	479.8	\$ 47.84	79%	176.7	266.8	\$ 37.75	
SOUTHEAST	5%	18.3	38.5	\$ 52.74	4%	9.1	15.9	\$ 43.55	
SOUTHWEST	5%	16.9	32.9	\$ 48.71	4%	8.2	14.2	\$ 42.97	
WEST CENTRAL	6%	21.9	44.7	\$ 51.06	6%	13.9	22.8	\$ 40.95	
EXPORT	0%	1.0	1.9	\$ 47.64	1%	1.5	2.4	\$ 39.00	





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**REVENUE: CROP MOVEMENT & MEASURES**

U.S. Hass Avocado Supply (November-October)			
	2023/24	2022/23	2021/22
Origin	Volume (MM lbs)	Volume (MM lbs)	Volume (MM lbs)
California	363	233	276
Chile	12	11	14
Mexico	2,423	2,481	2,051
Peru	134	152	251
Other	59	28	35
<b>Total</b>	<b>2,991</b>	<b>2,905</b>	<b>2,627</b>





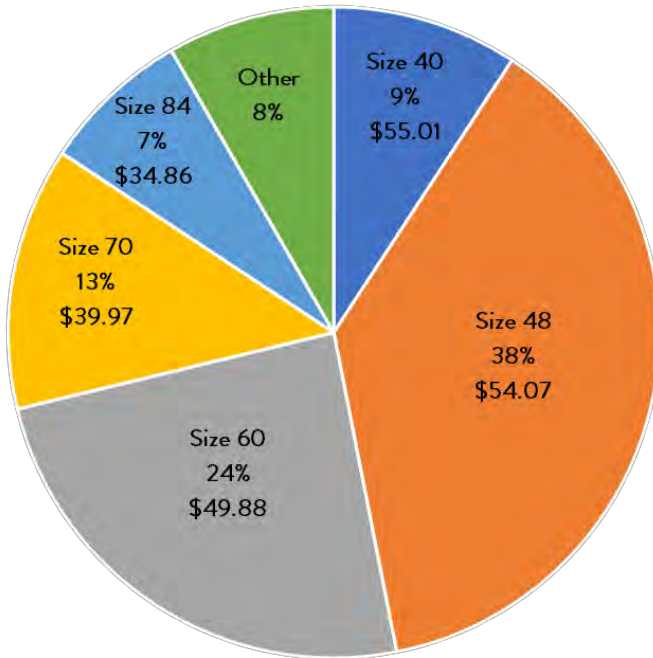
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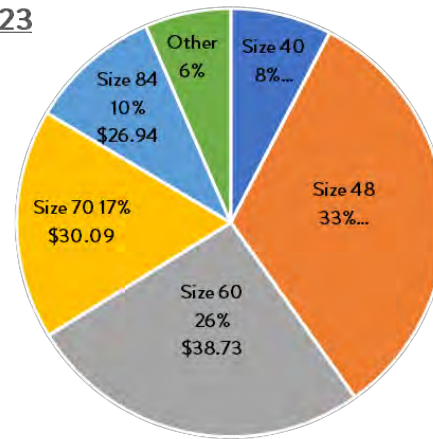
## REVENUE: CROP MOVEMENT & MEASURES

Size Distribution and Average Lug Price  
Hass #1 Conventional (November-October)

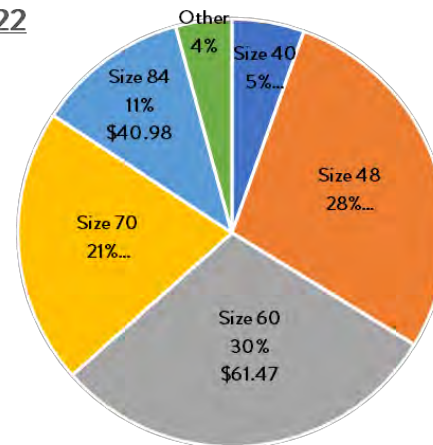
2023/24



2022/23



2021/22





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## CONSUMER ADVERTISING: OVERALL RESULTS

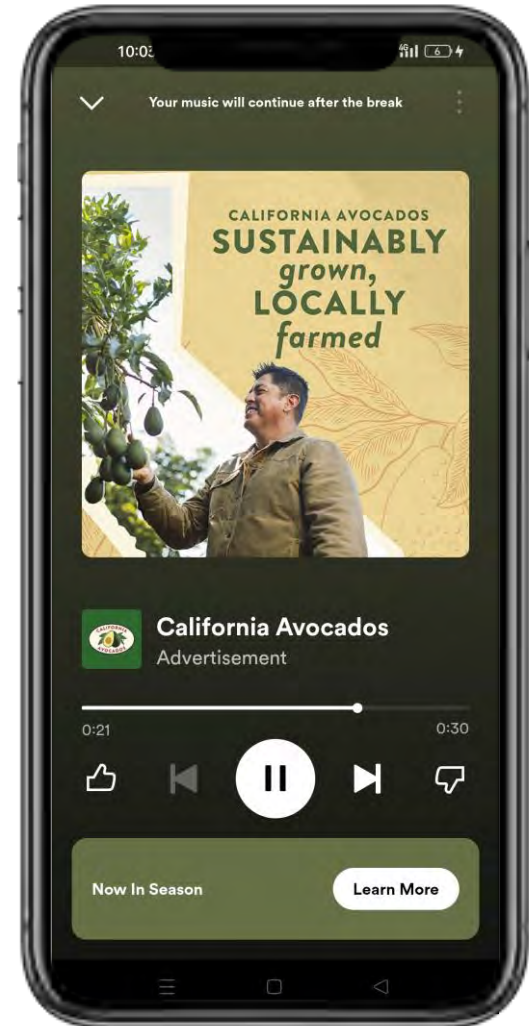
Tactic	2023 Budget	2024 Budget		2023 Impressions	2024 Scoped Impressions		2024 Actuals (through 7/31)	Tracking to Scoped
AUDIO	\$400,000	\$220,000	-45%	24,202,805	17,138,890	-29%	17,469,673	102%
OOH	\$246,769	\$100,000	-59%	45,255,517	9,000,000	-80%	13,643,736	152%
DIGITAL	\$1,735,000	\$945,000	-46%	130,425,014	50,738,652	-61%	120,293,804	237%
SOCIAL	\$285,000	\$190,000	-33%	41,972,528	40,288,927	+2%	39,022,686	97%
SEARCH	\$225,000	\$93,750	-58%	3,000,000	1,250,000	-58%	7,525,269	602%
<b>TOTAL</b>	<b>\$2,900,000</b>	<b>\$1,548,233</b>	<b>-47%</b>	<b>244,855,864</b>	<b>118,416,469</b>	<b>-52%</b>	<b>197,955,168</b>	<b>167%</b>





## CONSUMER ADVERTISING: AUDIO

- Approach:
  - Deploy audio and video ads across music and podcast streaming on Spotify
  - 30-second audio ads deployed across iHeart Podcast network
  - Reaching our target audience through interest targeting such as grocery shoppers, avocado purchasers and green buyers
- Results:
  - 17,469,673 impressions
  - 9.9K clicks
  - 0.37% click-through rate (CTR) (benchmark of 0.06%)
  - 92% audio Completion Rate







## CONSUMER ADVERTISING: OUTDOOR

- Approach:
  - Digital out-of-home ads on EV car charging stations surrounding grocery stores, supermarkets and shopping centers in key geographies
  - Target audience segments include affluent adults, high spenders, premium purchasers, brand loyalists and green purchasers
  - DMA Regions:
    - Los Angeles, Calif.
    - San Francisco-Oakland-San Jose, Calif.
    - San Diego, Calif.
    - Seattle-Tacoma, Wash.
    - Portland, Ore.
- Results:
  - 12,731,974 impressions
    - More than half in the Los Angeles DMA

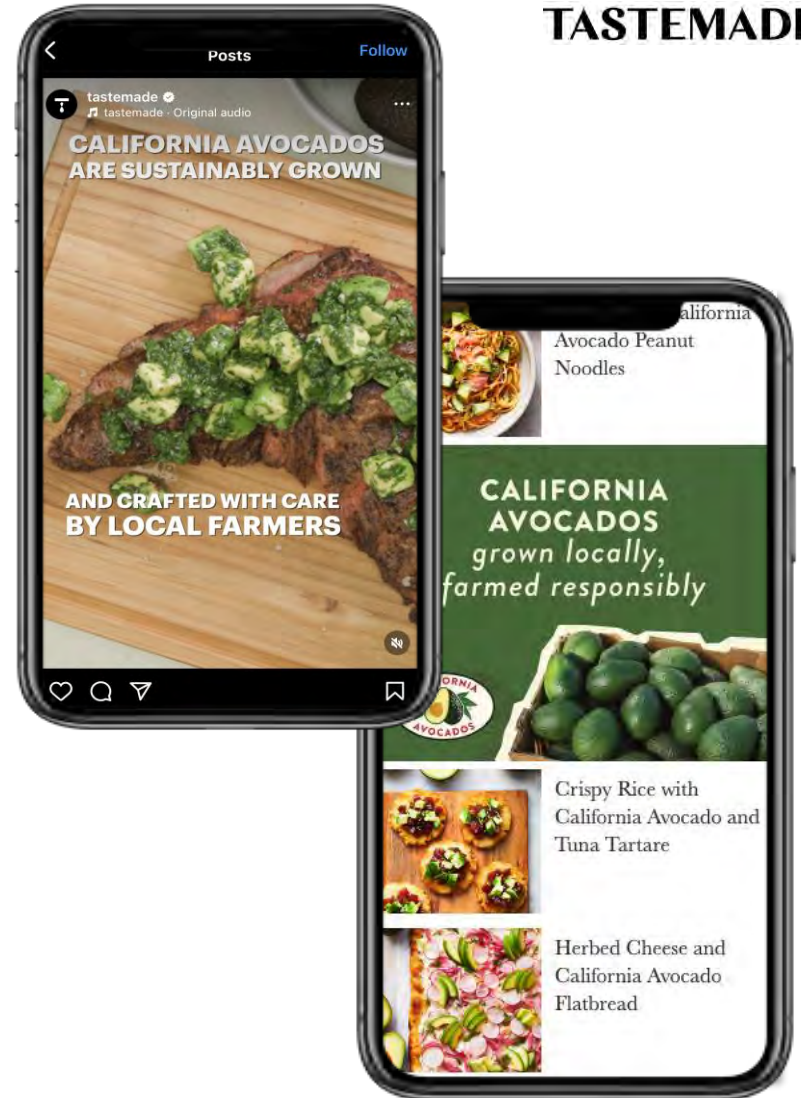
**VOLTA**





## CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

- Approach:
  - Custom recipe features and talent-led recipe videos amplified across The Kitchn's social channels, newsletters and on the website
    - Additional high-impact display ads and video distribution
  - Custom content included video, static and sponsored story ads across Tastemade's social channels
    - Additional newsletter placements and pre-roll ads on Tastemade's streaming channels
- Results:
  - 22,350,871 impressions
  - 14.8k total engagements
  - 16k total clicks
  - 2k total saves & shares
  - Nearly all custom content tactics performed well benchmarks
    - Engagement rates exceeding benchmarks by +500% (Facebook) and +400% (TikTok)
      - Custom recipe videos
    - 0.24% CTR (double the average of 0.08-0.12%)
      - on high-impact display and pre-roll video ads on The Kitchn's website

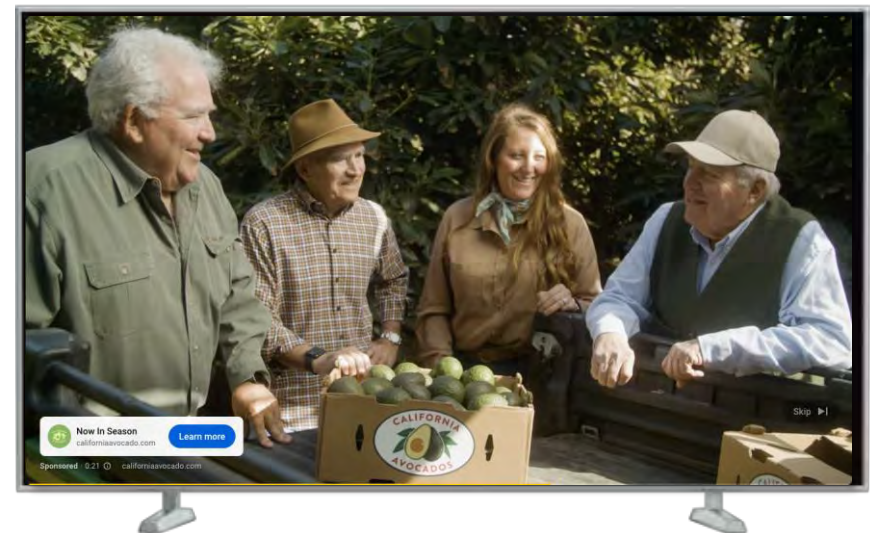
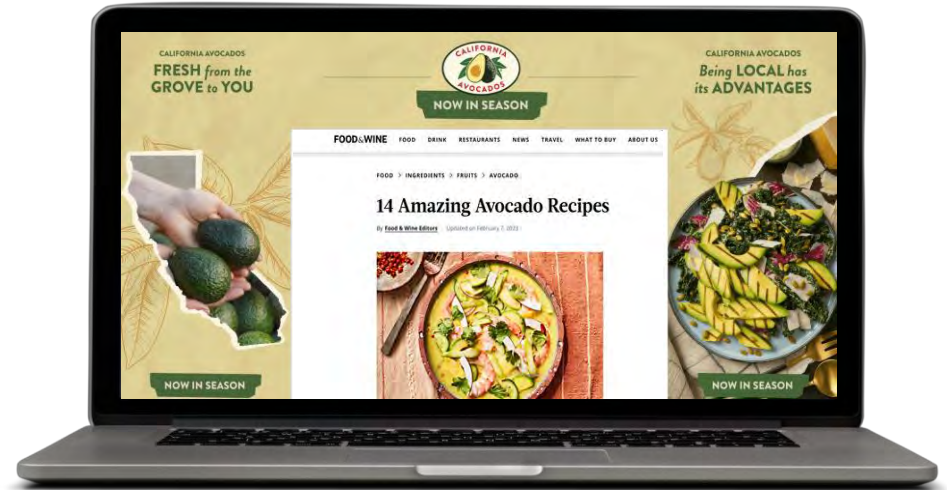




## CONSUMER ADVERTISING: DIGITAL BRAND ADVERTISING



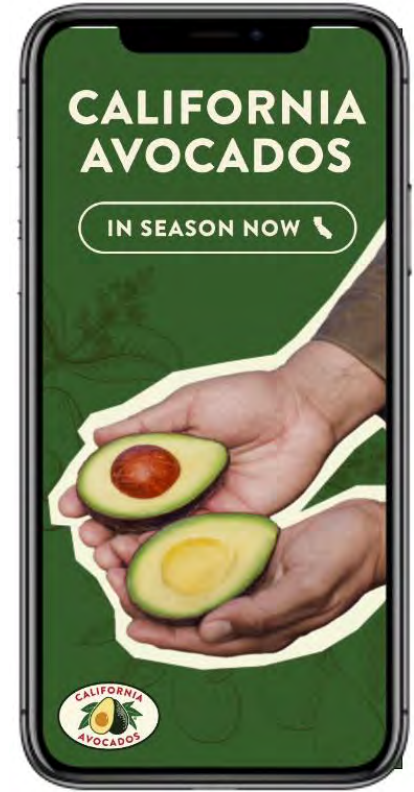
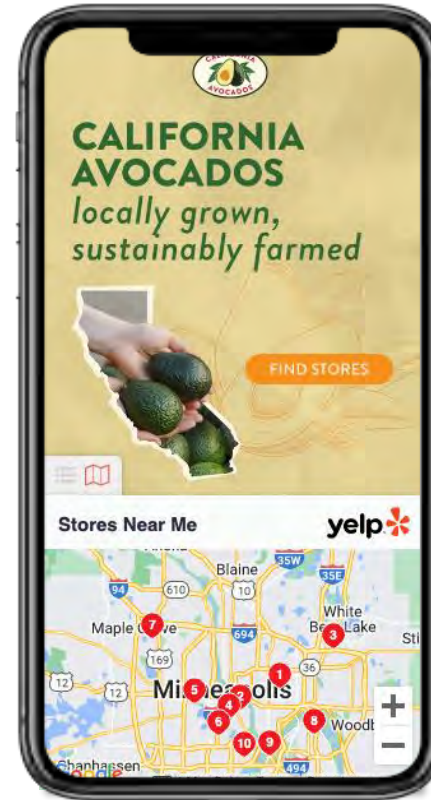
- Approach:
  - Deploy high-impact, dynamic mobile and desktop ads on contextually relevant sites through the GumGum media platform network
  - Deploy pre-roll video ads through VideoAmp's streaming and linear TV network
  - Run video assets as pre-roll, in-stream and in-feed ads on YouTube and interest-based CTV (aka streaming TV or connected TV)
- Results:
  - 52,848,062 digital ad impressions
  - 38,141,872 video views
  - 260,239 clicks
  - 151% higher than average engagement rates
    - on GumGum mobile and desktop ads
  - 93.60% average view rates
    - across YouTube, VideoAmp and CTV
    - Benchmarks:
      - YouTube: 30%
      - VideoAmp: 80%
      - CTV: 94%





## CONSUMER ADVERTISING: DIGITAL RETAIL ADVERTISING

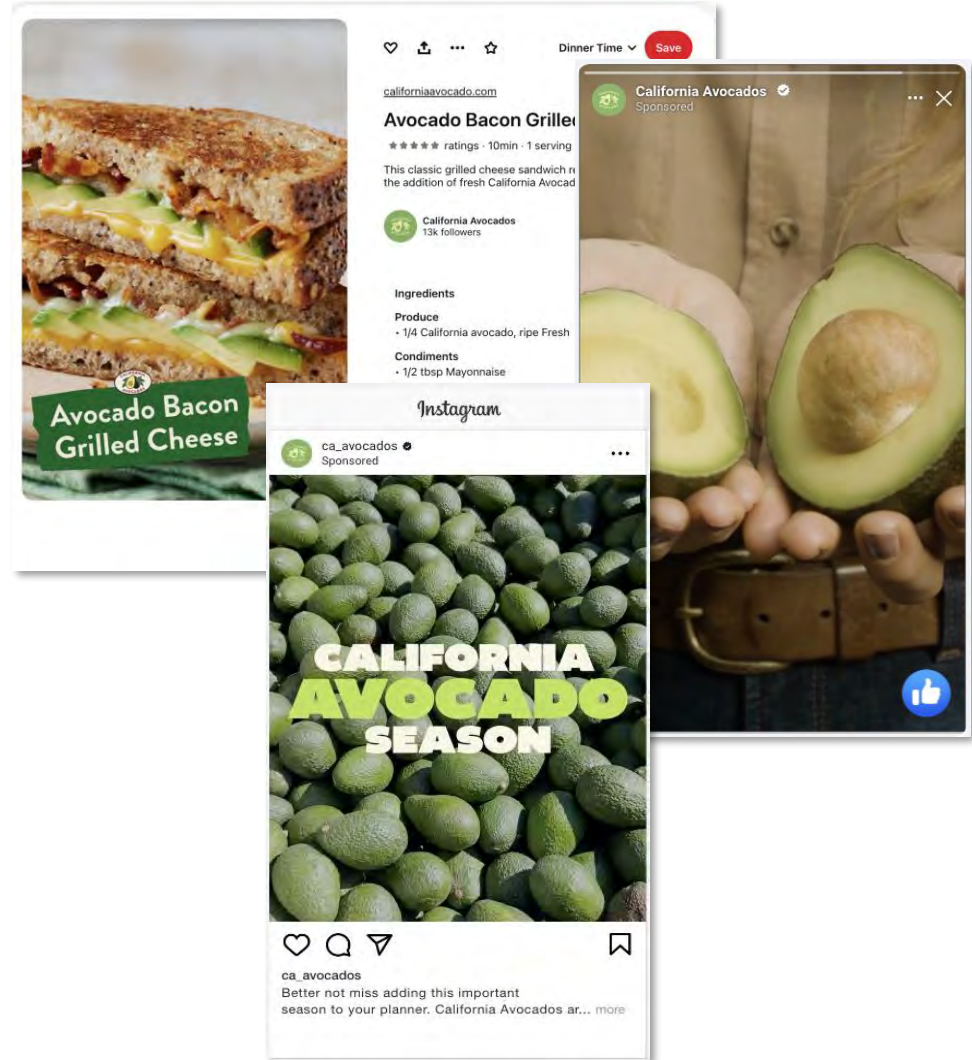
- Approach:
  - Deploy YouTube in-stream and in-feed video ads accompanied by companion banners customized with each retailer's logo
  - New: Run dynamic display ads targeted to Yelp audiences, along with retailer showcase co-op ads on the map feature within Yelp
  - New: Run programmatic display banners geo-targeted around retailer locations
- Results:
  - 45,094,871 retail ad impressions
  - 95.97% average view rate
    - of YouTube ads with banners (benchmark 30%)
  - 0.18% average CTR
    - of geo-targeted banners (benchmark 0.07-0.10%)
  - 17,930 digital leads (map directions or calls to store)
    - on Yelp Retailer Showcase Ads
  - 4,877 map interactions
    - on Yelp Display Ads
  - 327.5K recorded in-store visits
    - from Yelp/Foursquare foot traffic study





## CONSUMER ADVERTISING: SOCIAL BRAND ADVERTISING

- Approach:
  - Drive meaningful interactions i.e., traffic and engagement from users with a primary focus on website activity across channels
  - Always-on ad approach with provisional dark ads and influencer content alongside promotion dollars for each in-timeline post
- Results:
  - 23,610,830 social ad impressions
  - 167,308 link clicks (158% YOY growth)
    - on Meta ads
  - 1.35% CTR (229% YOY growth)
    - on Meta ads
  - 3M+ video views and 35K site clicks
    - on TikTok ads
  - 10M impressions and 127K site clicks
    - from Pinterest ads
  - 46K site clicks from influencer content (most efficient cost-per-click driver)





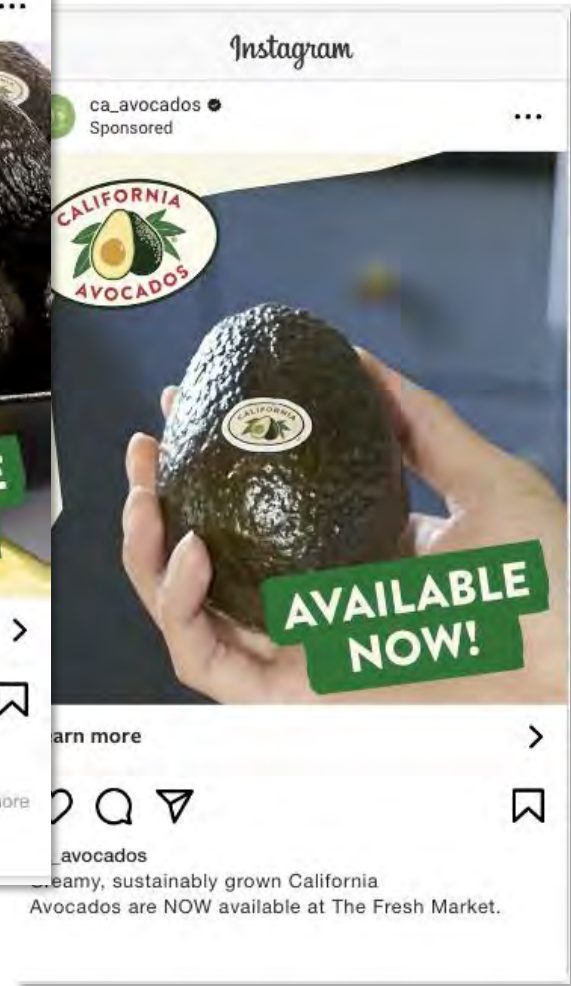
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## CONSUMER ADVERTISING: SOCIAL RETAIL ADVERTISING



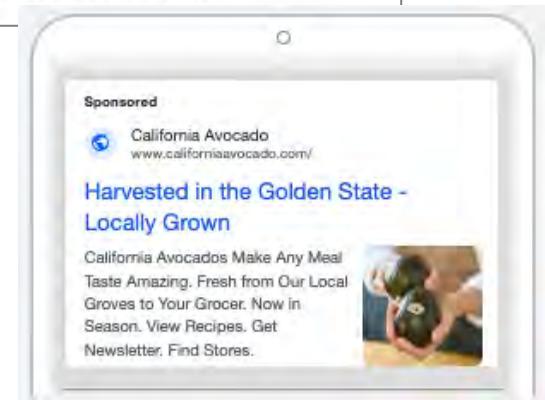
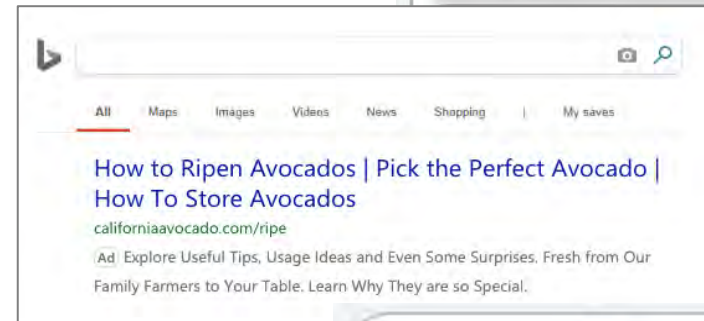
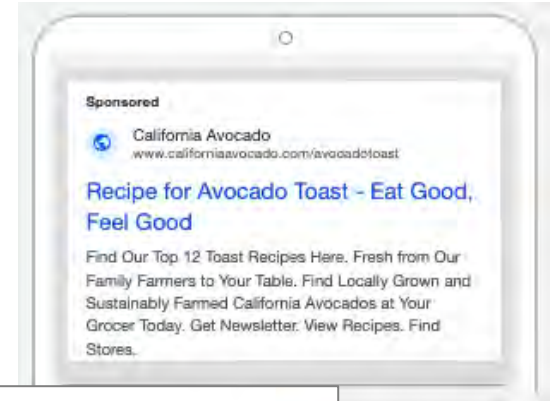
- Approach:
  - Leverage retail partnerships to promote availability of California Avocados through traffic-driving store locator ads
- Results:
  - 15,411,856 retail ad impressions
  - 197K link clicks (~400% growth YOY)
  - \$0.56 CPC (\$0.33 less YOY)
  - 1.28% CTR (158% higher YOY)





## CONSUMER ADVERTISING: SEARCH ENGINE ADVERTISING

- Approach:
  - Dynamic search ads on both Google and Bing targeting California Avocados, recipes, nutrition and how-to related keywords
- Results:
  - 7,525,269 impressions
  - 6.38% CTR on Google search ads (benchmark 2-3%)
    - The Freeze ad group has the highest CTR at 21.43%
  - 10.74% CTR on Bing search ads (benchmark 2-3%)
    - The Nutrition ad group has the highest CTR at 12.40%





## ONLINE MARKETING: EMAIL MARKETING

- Approach:
  - Send consistent email communications bi-monthly during California Avocado season
- Results:
  - 22.4% open rate (benchmark 25%)
    - 59% open rate for CAC's top rated audience segment
  - 112,494 total clicks
  - 1.11% click rate (benchmark 0.97%)







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## ONLINE MARKETING: NOVEMBER 2023 – JULY 2024

### SEARCH RESULTS

- Organic Search Impressions: 29.7M (24% of traffic)
- Paid Search Impressions: 7.5M (34% of traffic)

### CONSUMER WEBSITE

- Visits: 1.74M (56% **increase** YOY)
- Pageviews / Visit: 1.29 (8% **decrease** YOY)
- Engagement rate: 34.4% (13% **increase** YOY)
- Total Pageviews: 2.24M (24% **increase** YOY)

### SOCIAL MEDIA

- Facebook
  - Page Fans: 305K Followers (0.1% **decrease** YOY)
- YouTube
  - Subscribers: 3.7K
- Instagram
  - Followers: 46K Followers (3.1% **increase** YOY)
- TikTok
  - Followers: 2.3K (44% **increase** YOY)
- Pinterest
  - Followers: 13K (N/A; not provided by Pinterest)
- X
  - Followers: 19K (1.8% **decrease** YOY)

### EMAIL

- Subscribers: 173,568 (29% **increase** in new subscribers YOY)
- Emails Sent: 1,790,638 total sends (13% **increase** YOY)
- Average Open Rate: 22.4% (goal: 25%) (8.7% **decrease** YOY)
- Click-Through Rate: 1.1% (goal: 0.97%) (17% **increase** YOY)





## CONSUMER PR: CALIFORNIA AVOCADO SEASON OPENER ACTIVATION/GELSON'S

On **March 22**, CAC hosted **nine San Diego influencers** to join us in touring a California Avocado grove and to have an in-store California Avocados sampling experience at retail partner **Gelson's**.

From **March 22 – June 30**, our influencers shared content to drive consumers purchase of California Avocados, resulting in more than **344K impressions** and **102K** reached across their Instagram, YouTube and TikTok channels.

The content earned more than **2,100 engagements** (likes, shares, comments) from their followers.

**This 0.6% engagement rate exceeds the 0.4% industry benchmark.**





## CONSUMER PR: CALIFORNIA AVOCADO MONTH ACTIVATION/RALEY'S

On **June 4**, 15 social media influencers and content creators gathered in Sacramento at Raley's to celebrate the beginning of California Avocado Month and to have an in-store sampling experience.

Our influencers created content that inspired California Avocado purchases at retail partner Raley's. They earned more than **607K impressions** and reached **377K** consumers on Instagram, YouTube and TikTok channels with posts featuring California Avocados. The content earned more than **4.2K engagements** (likes, shares, comments) from their followers.





## CONSUMER PR: SOCIAL MEDIA INFLUENCERS

Throughout the 2024 California Avocado season, we partnered with six food influencers to generate awareness that California Avocados are locally grown, sustainably farmed and only available spring through summer.

Through their posts, the effort has generated over **2.5M impressions**, over **31K engagements**, and paid ads from influencer posts generated **32K link clicks**.



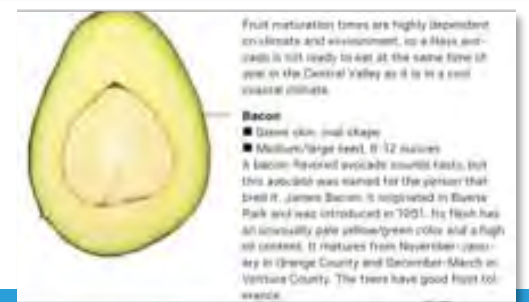


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## CONSUMER PR: NEWS BUREAU

Through October 2024, 102M media impressions were earned throughout the western region spotlighting the arc of California Avocado season. Coverage featured: local TV segments marking the season's launch as well as California Avocado Month; articles appearing in multiple California metropolitan daily newspapers with fast facts on California avocados; and a recipe-centric feature story syndicated in 149 outlets and timed to California Avocado Month.





## CONSUMER PR: CALIFORNIA AVOCADO SEASON OPENER ACTIVATION/GELSON'S

On March 22, CAC hosted nine San Diego influencers to join us in touring a California Avocado grove and to have an in-store California Avocados sampling experience at retail partner Gelson's.

From March 22 – June 30, our influencers shared content to drive consumers purchase of California Avocados, resulting in more than 333,000 impressions or views across their Instagram, YouTube and TikTok channels.

The content earned more than 2,100 engagements (likes, shares, comments) from their followers.

This 0.6% engagement rate exceeds the 0.4% industry benchmark.





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

CAC worked with key accounts to secure, create and run multi-platform social media campaigns throughout the season to promote the Commission’s retail marketing promotions as well as retailer initiatives. Customized content was provided to convey California Avocado-specific messages and show California Avocado branding at targeted top-tier accounts via retailer Instagram and Facebook platforms, websites, blogs and mailers





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## RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

### Season Opener

### Earth Day

**mollie\_stones** • Follow

mollie\_stones Spring into California Avocado Season with us at Mollie Stone's Markets!

Locally grown and ethically sourced, @ca\_avocados are available now. Picked at their peak, they go from tree to table in just a few days.

Enjoy their creamy, buttery goodness all season long at your local @mollie\_stones Produce Department.

#avocado #caavocado #fruit #avocadotoast #springsalad #molliestones #molliestones-markets #locallygrown #familyowned

4h

5 likes  
4 hours ago

Add a comment...

**mollie\_stones** • Follow

mollie\_stones Earth Day is just around the corner and we are celebrating the planet with a giveaway that gives back to the earth!

Our friends @ca\_avocados 🥑 want one lucky Mollie's VIP Newsletter Subscriber to celebrate with a whole CASE (that's one dozen of everyone's favorite superfood) of California Avocados and a Green Cone Solar Digester -- this completely natural system reduces food waste to its natural components of water and CO2.

California Avocado growers use environmentally friendly farming and are committed to regenerative agriculture practices, which work to restore the

April 20

Liked by ca\_avocados and 25 others

Add a comment...

California Avocado growers use environmentally friendly farming methods and are committed to regenerative agriculture practices, which work to restore the natural benefits Mother Nature provides, like healthy soils.

**gelsonsmarkets** • Follow

gelsonsmarkets Tip off the California Avocado season and 'dip' into March Madness 🏀 with this fun game time snack that's sure to be a slam dunk winner with your guests.

This colorful, crunchy, sweet and savory California Avocado Butter Board is beautiful enough to become your table's centerpiece! Dive into this delicious appetizer made with creamy California Avocado and a medley of fruits, veggies and seasoning that team together to create a roster of flavors that can't be beat.

Visit your local @gelsonsmarkets to score your ethically sourced @ca\_avocados 🥑.

2 hours ago

Liked by ca\_avocados and 4 others

**MOLLIE'S • VIP ONLY •**

**WIN A CASE OF CA AVOCADOS & A HOME COMPOSTER!**

**ENTER TO WIN!**

California Avocados wants one lucky Mollie's VIP Newsletter Subscriber to celebrate with a whole CASE (that's one dozen of everyone's favorite superfood) of California Avocados, and a Green Cone Solar Digester -- this completely natural system reduces food waste to its natural components of water and CO2. Click below to enter to win! The winner will be chosen on April 30, 2024.

**CLICK HERE TO ENTER TO WIN!**







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## RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

### Memorial Day

**Gelson's Markets**  
23 May

It's Memorial Day weekend and that means barbecue season has begun! Looking for something new to "cue"? Try delicious, ethically sourced @CaliforniaAvocados 🥑. Ripe but still firm avocados are best. Grill them in slices, wedges, or halves. Top a burger, mash for guacamole, and add to your favorite summer salad. The options are endless, but California Avocado season isn't. Get yours now through summer's end at your local Gelson's. Learn how to grill avocados here: <https://glsns.us/AdOacpw>  
Photo provided by the California Avocado Commission.

**Gelson's Markets**  
Visit Gelson's for the best quality fresh foods and selection of fine grocery products.

4.6K 41 comments

### Cinco de Mayo

**Mollie Stone's Markets**  
2 May at 09:34

Celebrate Cinco de Mayo West Coast style with California Fish Tacos, made with peak -of-the-season California Avocados!

Smoky citrus-marinated grilled fish and creamy California Avocado makes ordinary fish tacos "California fish tacos". Using different fresh fish and creative toppings is an easy way to vary the simple recipe. What's not to love about these taco packed with great taste and nutrition!

Visit your local Mollie Stone's Markets today to pick up everything you ne... [See more](#)

### July 4

Published by Sprinklr Prod2  
6 days ago

Make it a California Grown 4th-of-July with this seasonal and mouthwatering California Avocados Watermelon Salad created by Kirbie's Cravings! View the recipe here: <http://ms.spr.ly/6185YhkEW> and shop all the ingredients at your local Safeway! Find your store: <http://ms.spr.ly/6185YhkEo>  
#cagrown, #caavocados  
Photo courtesy of California Avocado Commission

[See insights and ads](#) [Boost post](#)

### End of Season

**Mollie Stone's Markets**  
29 August

At Mollie Stone's Markets we are proud to stock our shelves with only the freshest, highest quality, local products.

Our @ca\_avocados are grown right here in our Golden State, meaning these nutrient-dense avocados can go from the grove to the palm of your hand in just a matter of days.

These shorter distances from farm to table reduce carbon emissions from transportation and lessen the chance for damage in transit. This California staple is also grown by using environmenta... [See more](#)



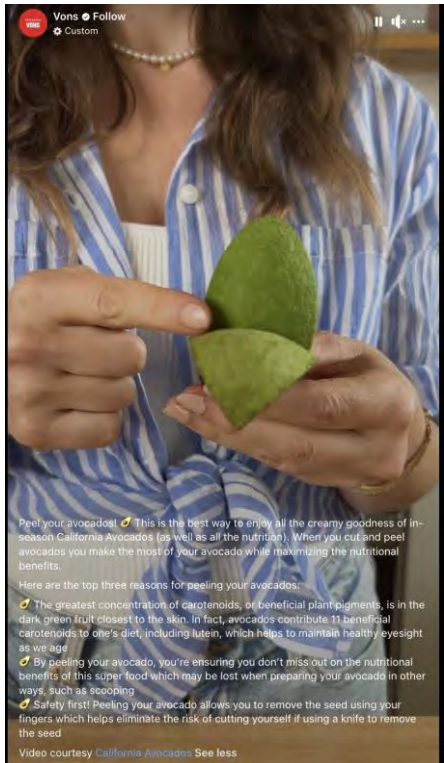


HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

# RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

## California Avocado Month





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

## RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

### California Avocado Month

**Mollie Stone's Markets**  
6 June at 09:55

It's June and time to celebrate California Avocado 🥑 Month – the signal that it's peak season! And we couldn't celebrate this California native without tipping our hats to around 3,000 growers who are committed to building and maintaining a sustainable California Avocado industry.

Every step—from nurturing the avocado trees to caring for the land—is a labor of love. Hilary Kitzman Wilkie, Gene Bianchi and Bill Steed are just some of the farmers that implement sustainable pr... [See more](#)

**pedrickproduce** · Follow  
Original audio

**pedrickproduce** 6w  
Ever struggle with avocados? Remember, it's not you—it's the pit! Check out this video from the avocado masters @ca\_avocados to master the art of avocado slicing without the drama! 🥑👌

#avocado #california #dixon #hack #farmfresh #shoplocal #californiaavocados #produce #fresh #foodie #summer #avocadohack

**ca\_avocados** 6w  
This is a game changer! 🥑👌  
1 like Reply  
View all 1 replies

**cant complain** 6w

32 likes  
June 18  
Add a comment...





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

# RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

## Grower Spotlight



**ORGANIC CALIFORNIA AVOCADO GROWERS**  
Warren and Andy Lyall

**pccmarkets**  
The Lyall family have been growing organic avocados in California for four generations. As responsible @ca\_avocados growers, they're dedicated to sustainable growing practices and make taking excellent care of the land a top priority. The Lyall's provide their avocado trees with the support they need to flourish including:  
 # High density plantings (a method of maximizing land use by planting more trees per acre than is done with traditional planting)  
 # On-site solar panels that allow them to be green and save green at the same time  
 # Water conservation methods, including putting in place buffer zones to protect local biodiversity  
 Learn more about the Lyall Family at the link in our bio.

**Albertsons**  
July 5 at 9:00 AM  
Meet third generation California Avocado grower Rick Shade. Growing California Avocados sustainably is important to the Shade family, who uses a variety of water conservation methods in their grove. Get in-season sustainably farmed @ca\_avocados from your local Albertsons today!  
<http://ms.spr.ly/6186YAqt6>



2 1 comment  
Like Comment Copy Share



**gelsonsmarkets** · Follow  
Del Mar, San Diego  
Join us on March 22 at Gelson's Del Mar from noon to 4 p.m. for a special event! Meet Andy Lyall, the farmer behind California's famous Hass Avocados, and enjoy fresh farm-to-table samples. See you there! Learn more at [Gelson.com/events](https://Gelson.com/events)  
 #Gelsons #GelsonsMarkets #GelsonsDelMar #DelMar #CAAvocados #AvocadoParty #SanDiego  
 73 likes  
1 day ago

**STATER BROS. MARKETS**  
Seasonal  
Locally Grown California Avocados – A Seasonal Sensation  
June 8, 2024  
California is known for many things. Warm beaches, the Hollywood Walk of Fame, and our laid-back attitude. But many tend to forget about our delicious avocados. At Stater Bros. Markets, we're always happy to bring you the freshest California Avocados. Throughout the spring and summer seasons, these avocados travel just a short distance to reach our stores – ensuring that you get the freshest avocados around. Sources directly from local San Diego County groves, we are proud to provide fresh, sustainably farmed avocados from growers like Chuck Blandy from Laconia. Meet the Passion Behind the Avocado  
 California Avocado growers, like Escondido-based Chuck Blandy, supply our stores with premium avocados throughout the California Avocado growing season that begins from the start of spring and continues on to the end of summer. Chuck is among the about 1,000 California Avocado growers who nurture these mighty green fruits and the land every step of the way. This uncompromising dedication to quality and freshness ensures that the rich avocado taste are off low in each slice. Many of the growers who supply our stores with fresh California avocados come from multigenerational families of growers. As a multigenerational farmer, Chuck, who was born and raised in Escondido, grew up learning and observing the craft of farming from his father. This unwavering commitment to quality and freshness shows through in every perfectly ripe avocado. He later joined the business in the 1970s, and has remained a hands-on manager since then, preferring to spend his time among the trees in his groves than anywhere else.





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

# RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

## Peak Season



**staterbros** · Follow

Staterbros Discover the creamy goodness of California Avocados with these Avocado Blueberry Popsicles! 🥑 This refreshing frozen dessert combines the richness of avocados with the sweetness of blueberries, creating a healthy and delightful treat.

**Ingredients:**

- 2 ripe, Fresh California Avocado, seeded and peeled
- 1 (13.5-oz) can reduced fat coconut milk
- 3 Tbsp. agave
- 1 medium lemon, juice only
- 1/8 tsp. salt, or to taste
- 1/2 cup fresh or frozen blueberries\*
- 10 popsicle sticks

**Ingredients (Topping):**

- 1/4 cup semi-sweet chocolate chunks, melted
- 2 Tbsp. crushed pistachios (or preferred nuts) – optional

**Instructions:**

1. Blend all ingredients, except blueberries, in blender until smooth.
2. Add blueberries and pulse briefly so that only some of the blueberries get blended but others remain whole. \*If using fresh blueberries, be careful not to blend too much and breakdown the blueberries.
3. Pour into popsicle mold, add popsicle sticks, and freeze

79 likes  
June 28

Add a comment...



**nuggetmarkets**

For a fresh take on your backyard barbecue, try this delicious Grilled California Avocado, Sweet Potato & Arugula Salad! 🥑 Get in-season @ca\_avocados and everything else you need to kick off summer at your local #NuggetMarkets. Recipe link in bio. Recipe and photo provided by @ca\_avocados



**luckysupermarkets** · 10w

🥑 Ripe, creamy and waiting to elevate your meals to new heights. From toast to tacos, salads to smoothies, The Best of Fresh avocados are the perfect addition to any dish.

**ca\_avocados** · 10w

What an incredible video packed with tons of avocado facts! 🥑👍

1 like Reply

8 likes  
May 21

Add a comment...



**raley's** · Follow

Original audio

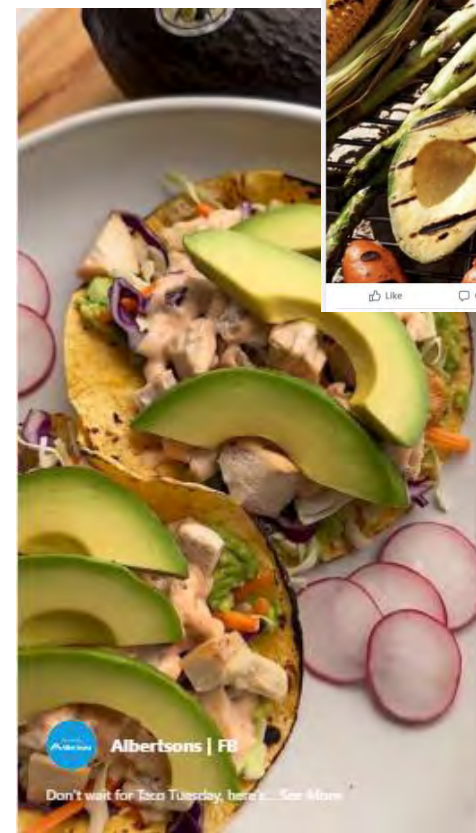
**raley's** · 5w

If you are looking to enjoy all the creamy goodness of in-season California Avocados – as well as all the nutrition – here's a quick tip ... peel them. Yes, peel!

**Top three reasons for peeling California Avocados:**

- 🥑 The greatest concentration of carotenoids, or beneficial plant pigments, is in the dark green fruit closest to the skin. In fact, avocados contribute 11 beneficial carotenoids to one's diet, including lutein, which helps to maintain healthy eyesight as we age.
- 🥑 By peeling your avocado, you're ensuring you don't miss out on the nutritional benefits of this super food. Check out the link in our bio.
- 🥑 Safety first! Peeling your avocado

16 likes  
June 26



**Albertsons**  
July 3 at 5:00AM

Have you tried grilling delicious, ethically sourced @ca\_avocados? 🥑 Ripe but still firm avocados are best. Serve with your summer faves. The options are endless, but California Avocado season isn't!

Learn more about grilling avocados here: <http://ms.spr.ly/61807rxG>

Like Comment Copy Share





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

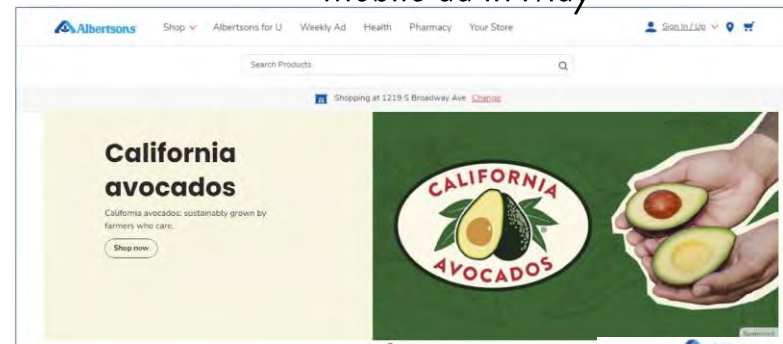
RETAIL FOODSERVICE RESEARCH

RETAIL: **SAFEWAY** NATIONAL Promotion

- Shopper Marketing Campaign of ads that drive to Shop Now Online & Mobile App
- Just 4 U Digital Coupon Offer at \$1 off bagged avocados
- National Social Media

Online & Mobile App Shopper Marketing Campaign. Ads to drive shoppers. \$.59 each mobile ad in May

Digital Coupon: Bagged avocado national promotion – California in 4 divisions during May. Results 20% Sales / 25% Units. 75% of redemptions came from new households



for U \$1.00 off

Signature Farms Bagged...  
5-7-ct. Limit 1.  
[Offer Details](#)

**Exclusive Brand**

**Clip Coupon** One time use  
Expires 5/28/2024

Weekly Ad  
[View Weekly Ad](#) [Browse coupons](#)



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

**RETAIL:**

- Sales contest, just4U Coupon at \$.50 off bagged California avocados and CAC display bins during June
- Top Stores = 24.3% increase in units / 13% average overall increase in units
- 43,800 coupons redeemed

**JUNE** MEMBERSHIP NOT NEEDED IN ALBERTSONS STORES  
 19 20 21 22 23 24 25 PRICES EFFECTIVE IN MOST SOUTHERN CALIFORNIA STORES  
 WED THU FRI SAT SUN MON TUE 8 A.M. WEDNESDAY, JUNE 19 THROUGH TUESDAY, JUNE 25, 2024  
 (UNLESS OTHERWISE NOTED). Some items, prices or varieties may not be available in every store. If for any reason we run a sale item, we will be happy to substitute a like item or offer you a Rain Check. Please contact an associate for assistance. © Albertsons or Vons App or visit albertsons.com or vons.com.  
 PG 1, V1SD 061924\_SOC\_CIR01\_AV\_V1SD

Full Service Deli \$1 OFF (When you buy (1) Rotisserie Chicken \$9.99 or (1) Signature Caesar Salad \$8.99)

Skip the restaurants- Meal Planning on a Budget **SAVE \$5 INSTANTLY on this meal**

BLT Salad with Chicken and Avocado

FEED YOUR FAMILY OF 4 FOR UNDER \$18 WITH 15 INSTANT SAVINGS

\$1.99 Member Price (1) Rotisserie Chicken \$9.99	\$5.99 (1) Signature Caesar Salad \$8.99	\$4.00 (1) Avocado \$1.00 (1) Hass Medjool \$3.00
\$1.99 Member Price (1) Rotisserie Chicken \$9.99	\$5.99 (1) Signature Caesar Salad \$8.99	\$4.00 (1) Avocado \$1.00 (1) Hass Medjool \$3.00
\$1.99 Member Price (1) Rotisserie Chicken \$9.99	\$5.99 (1) Signature Caesar Salad \$8.99	\$4.00 (1) Avocado \$1.00 (1) Hass Medjool \$3.00



Benefits

- Full-month support in over 350 stores
- Ad feature, store activations, followed by coupons for consistent promotion to drive volume






HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR
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RETAIL	FOODSERVICE	RESEARCH
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RETAIL:  **SAFEWAY**  Southwest/AZ Division

- May GEM Digital Coupon
- Feature Ad
- GEM Units increased 9.7% / Hass increased 20.9%

 \$0.50 off

GEM Avocado  
[Offer Details](#)



**Clip Coupon** Unlimited use  
Expires 5/28/2024

Comments

**Online Sale**  
**1 DAY ONLY!**  
pick-up or delivery  
online orders  
Digital Offers must be clipped  
and orders placed for pick-up  
or delivery on  
**Saturday 5/18/24**



**ONLINE ORDER ONLY!**

Avocados  
First 4  
Additional: 3 for \$5  
**59¢ ea**  
DIGITAL OFFER

Not valid for in-store purchase

Benefits:

- Promotion support outside California
- Volume increase overall of 18.6%







# RETAIL: Bristol Farms

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

Grown exclusively in California and available April-May, the GEM avocado has a thick skin, creamy texture and delicious taste. Bristol Farms is teaming up with local growers to bring GEM avocados to our shoppers. Don't miss out on these special California Avocados!

© 2023 California Avocado Commission. All rights reserved.

## April/May Promotion

- GEM Avocados in Passport to Savings Book
- Organic Hass Large avocados promoted



## Benefits:

- Local grown promotion supporting all varieties
- Volume unit increase of 31%





## RETAIL: *Gelson's*

- Gelson's First-of-Season Promotion: March Ad, Demos in 27 Stores, Grower Demo at single store event, PR Event & Custom Signs



### Benefits:

- Local-grown recognition
- Volume lift averaged 49.2% over 27 stores
- Consumers tasting quality of California Avocados





## RETAIL: *Gelson's*

- Gelson's June Father's Day Sales Contest
- Custom Signs in stores, great displays



### Benefits:

- Local-grown recognition & frequent promotion
- Volume 28% - 36.8% increase



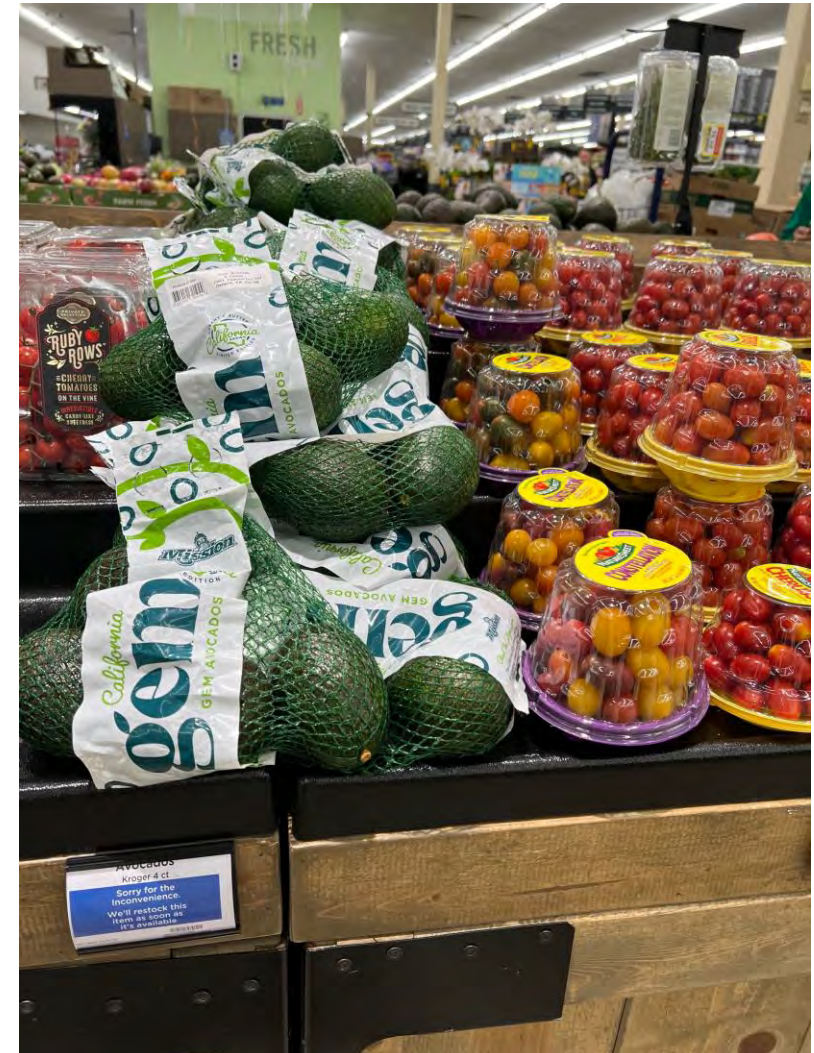


**RETAIL:**

- Sales Contest on GEM & Large Hass Avocados in June
- Custom Signs
- 397% average sales lift (1<sup>st</sup> time for GEM)

**NEW!** THE GEM AVOCADO IS A VARIETY EXCLUSIVELY FROM CALIFORNIA GROWERS

- Sustainably farmed
- Creamy, nutty flavor
- Ripens in color from bright green to dark green
- Gold flecks on the outside, and a thicker skin make it easier to peel
- Available for a limited time, April-June





Cinco de Mayo Sales Contest  
\* 25.74% sales lift over previous Cinco sales





# RETAIL: Nugget MARKETS

- Monthly ad features on bulk and organic avocados
- Digital online feature, landing page to recipes & social media
- In-store stanchion poster signs & activation signs



### Benefits:

- 18% unit increase on all avocados
- 47.3% sales increase

### May Promotion

#### Weekly Specials - May

## Summertime Grill Giveaway

from California Avocados



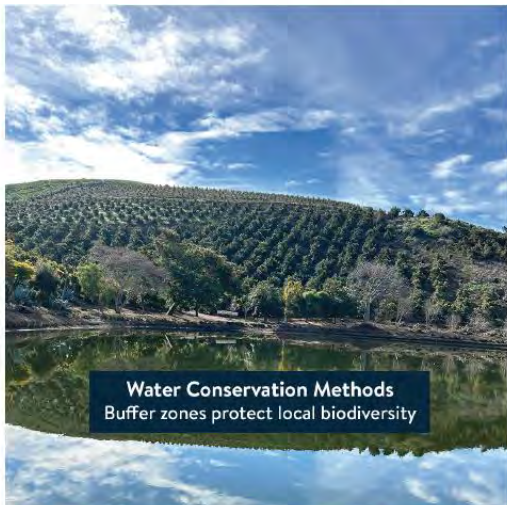


HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

**RETAIL:**

- Promotion support outside California in Seattle
- GEM avocado unit lift 43% over 2023
- SuperAd in July Online with Social Media



**ORGANIC**

CALIFORNIA AVOCADOS

**Avocados**

**2/\$6**





# RETAIL: *Raley's*

- Raley's – Monthly & weekly Ad Promotions
- \$5 Monday Offers
- Digital Online Specials
- GEM Feature + Custom Bag Signs
- RESULTS: 16%-49% unit increase

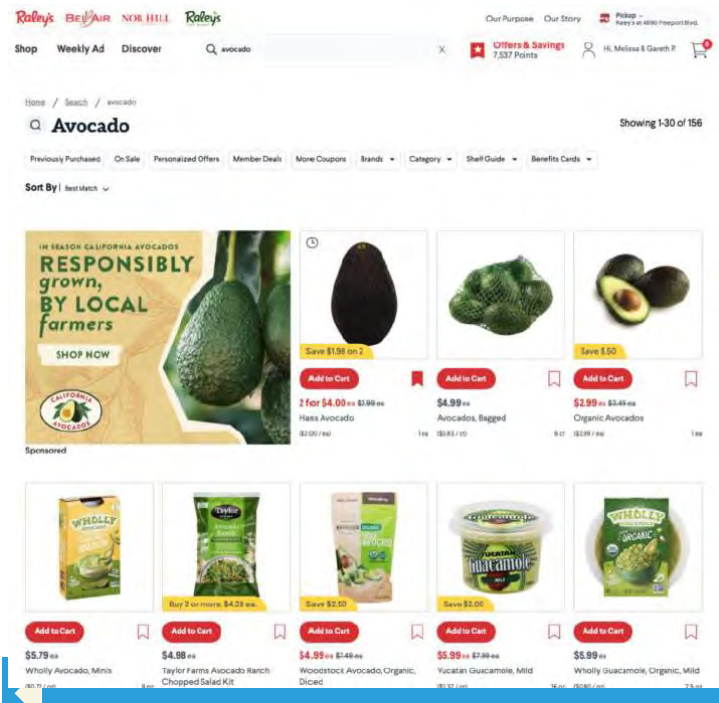
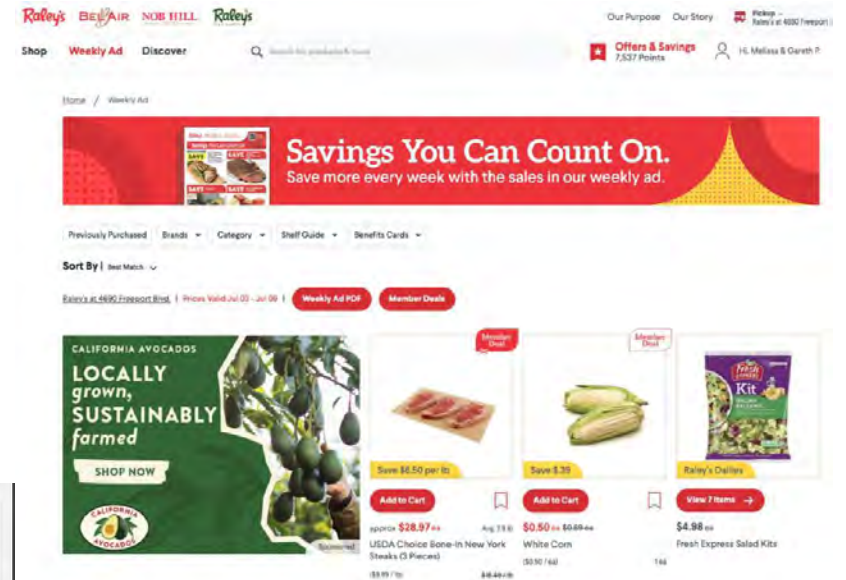




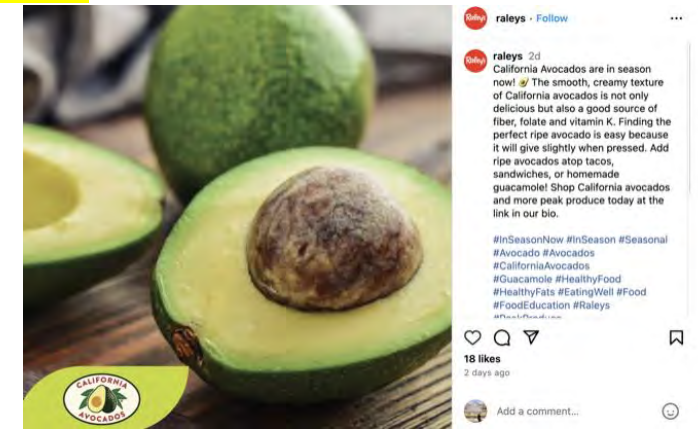


# RETAIL: *Raley's*

- Shopper Marketing Campaign
- 89,374 Digital Ad Views
- 148,952 Impressions / 48,848 CTR
- Social Media Engagements = 65,754



**RESULTS: 31% increase in online sales!**





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

**RETAIL:** Save Mart

- Savemart Supermarkets – May “Best of Fresh” grower spotlight video & Social Media
- 24% - 33% increase in unit movement when promoting in May & June

**GRILLING SEASON IS HERE!**

Sunnyside Farms Shredded, Sliced or Chunk Cheese 2/\$5

Crav'n Flavor Potato Chips 7.75-8.5 oz. 1.99

**FRESH-PICKED SAVINGS!**

**Fresh Pick of the Week!**  
Gala, Fuji or Cosmic Crisp Apples 1.99 lb.

**THE BEST OF FRESH**  
The Best BLUEBERRIES are grown in California. Blueberries 1 dry pint 4.99 ea.

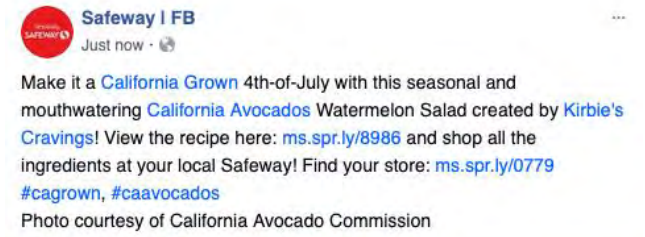
Artichokes 2/\$7	Large Tomatoes or Red Onions 1.79 lb.	Extra Large Avocados 2/\$5	California Cherries 4.99 lb.
Jalapeños or Tomatillos 1.29 lb.	Navel Oranges 1.99 lb.	Green Bell Peppers or Cucumbers 99¢ ea.	Green Onions, Radishes or Cilantro 99¢ ea.





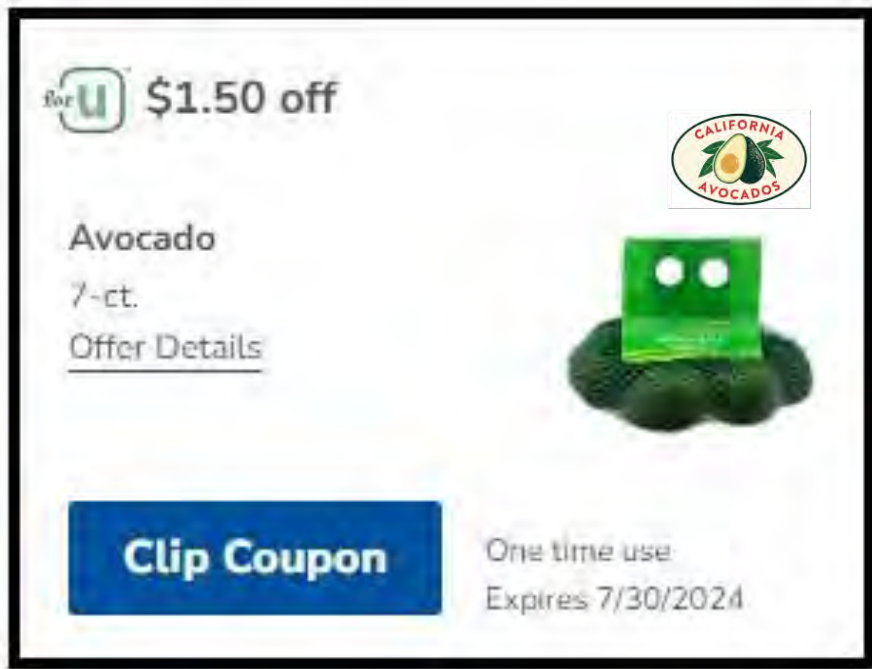
## RETAIL: **SAFEWAY** NorCal Division

- Ad Features
- Just 4 U Coupon during July – 20,288 redemptions
- Social Media Collaboration with CA Grown
- Season-Long Supporter



Like Comment Share

Metrics:  
 \* 3,060 Views  
 \* 57,050 Shared CA Grown Extension





# RETAIL: SPROUTS FARMERS MARKET

- Sprouts Farmers Market – May Display promotion & Sales contest
- CAC Display bins, merch shop giveaways & custom signage in CA stores
- RESULTS: 32%-79.4% volume movement YOY





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

# RETAIL: STATER BROS. markets

- Digital and Social Media Campaign to drive online sales in conjunction with Produce Ad Flyers on bulk and bagged fruit
- Online Blog of Grower Feature
- Landing Page with carousel of all avocado products, Small, Jumbo & Bags
- Recipe Social Media Post

## Locally Grown California Avocados – A Seasonal Sensation

June 9, 2024



California is known for many things. Warm beaches, the Hollywood Walk of Fame, and our laid-back attitude, but many tend to forget about our dreamy avocados.

At Stater Bros. Markets, we're always happy to bring you the freshest California Avocados. Throughout the spring and summer seasons, these avocados travel just a short distance to reach our stores – ensuring that you get the freshest avocados around. Sourced directly from local San Diego County groves, we are proud to provide fresh, sustainably farmed avocados from growers like Chuck Bandy from Escondido.

### Meet the Passion Behind the Avocado

California Avocado growers, like Escondido-based Chuck Bandy, supply our stores with premium avocados throughout the California Avocado growing season that begins from the start of spring and continues on to the end of summer.

Chuck is among the about 3,000 California Avocado growers who nurture these mighty green fruits and the land every step of the way. This uncompromising dedication to quality and freshness ensures that the rich avocado taste we all love is in each slice.

Many of the growers who supply our stores with fresh California Avocados come from multigenerational families of growers. As a multigenerational farmer, Chuck has been and resides in Escondido, California.



staterbros • Follow

staterbros Discover the creamy goodness of California Avocados with these Avocado Blueberry Popsicles! 🍌 This refreshing frozen dessert combines the richness of avocados with the sweetness of blueberries, creating a healthy and delightful treat.

Ingredients:

- 2 ripe, Fresh California Avocado, seeded and peeled
- 1 (13.5-oz) can reduced fat coconut milk
- 3 Tbsp. agave
- 1 medium lemon, juice only
- 1/8 tsp. salt, or to taste
- 1/2 cup fresh or frozen blueberries\*
- 10 popsicle sticks

69 likes  
3 days ago



**RETAIL:**



- Bulk and bagged ads
- Front-Page feature on bags 39% lift
- Full-Season Supporter





# RETAIL: *Bristol Farms*

## August – Late Season Promotions

- In-store displays and TPR
- Dodgers Game Guacamole Bar with Melissas Produce and Bristol Farms Team





## RETAIL: *Gelson's*

- Gelson's California Avocado & Hatch Chile demo – 27 stores
- 3,048 units sold in two days, over 1,700 samples given







# RETAIL: *Raley's*

- Raley's – July – Mid Sept Ad Flyers
- Digital Online Specials
- RESULTS: 23%-61% unit increase
- Bag Rack supplied by CAC for over 80 stores to enhance display on retail floor






HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

**RETAIL: SPROUTS FARMERS MARKET**

- Sprouts Farmers Market – August and September Ad Flyers on bagged California Avocados
- Digital Coupon for \$1.00 off one bag of Avocados
- RESULTS: 41% volume movement YOY



Save \$1.00 on California Avocados

Ends Aug 31, 9:29 AM GMT+5:30  
Limit 1 per cart



**SPROUTS FARMERS MARKET**

1 LB. PKG. 5.6 OZ.

**STRAWBERRIES OR BLACKBERRIES**

**BUY 1, GET 1 50% OFF**  
regular retail of equal or lesser value

GREAT PRICES ON THE FRESHEST PRODUCE

ORGANIC • ORGANIC • ORGANIC ORGANIC • ORGANIC • ORGANIC ORGANIC • ORGANIC • ORGANIC

Organic Avocados

5 CT. BAG

**BUY 1, GET 1 50% OFF**  
regular retail of equal or lesser value

Organic Medium Hass Avocados

Organic Gala Apples

2 LB. BAG

**BUY 1, GET 1 50% OFF**  
regular retail of equal or lesser value

Organic Mini Cucumbers or Mini Sweet Peppers

1 LB. BAG

**BUY 1, GET 1 50% OFF**  
regular retail of equal or lesser value





**RETAIL:**



One of 7 feature ads throughout the season – first in last out customer

**Hass Avocados**

**MEMBER-ONLY PRICE**

**2/\$3.00**  
SAVE UP TO \$1.00 ON 2

Non-Member Price  
**3/\$5.00** | SAVE UP TO \$1.00 ON 3





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

**RETAIL:** **COSTCO**  
WHOLESALE

Costco Labeled Master Cartons with California Avocados brand logo in all participating buildings





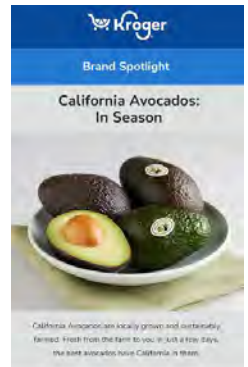
HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

RETAIL:



Email to West Division: 500,000 circulation  
Ralphs, Fred Meyer, King Soopers



SAVE \$1 on 1  
Kroger Brand  
California Avocado bag

Clip Coupon

Digital Coupons

Weekly Ad

See All Deals

Account Preferences

Give Email Feedback

Contact Us



Offers are only intended for the recipient of this email and are non-transferable.



Unsubscribe / Privacy Policy / Terms & Conditions  
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Cincinnati, OH 45202. All Rights Reserved.





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

**RETAIL:** Digital coupon at King Soopers-Fred Meyer-Ralph's GEM BAG OFFERING

The screenshot shows the King Soopers website interface. At the top, there is a navigation bar with the King Soopers logo, links for Shop, Save, Pickup & Delivery, Services, and Pharmacy & Health, a search bar, and a user profile for CAROLYN. Below the navigation bar, there are links for Weekly Ad, Gift Cards, Recipes, Meal Planning, Blog, Payment Cards, Find a Store, and Digital Coupons. The main content area features a 'Special Savings' section with a 'Clear All' button and a 'Weekly Digital Deals' checkbox. To the right, a digital coupon is displayed for California GEM Avocados, offering a \$1.00 discount on 4ct bags, with an expiration date of June 14. The coupon includes a 'Shop All Items' button and an 'Unclip' button. On the left side, there is a 'Departments' section with a 'Clear All' button and checkboxes for Cleaning Products, Deli, Natural & Organic, and Produce.



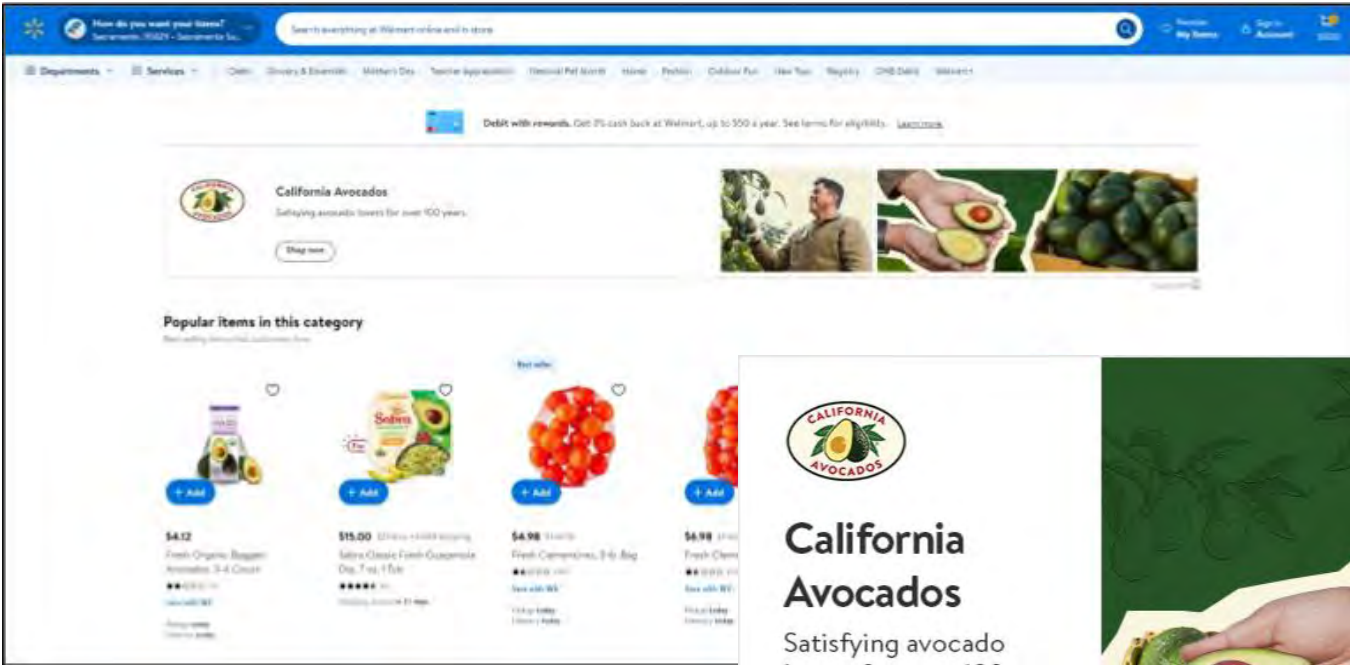


HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

**RETAIL:** Walmart

Digital Advertising Using California Avocado Creative – 1.1mm Impressions



**CALIFORNIA AVOCADOS**

**California Avocados**

Satisfying avocado lovers for over 100 years.

[Shop now](#)

**Walmart**

**CALIFORNIA AVOCADOS**

**California Avocados**

Satisfying avocado lovers for over 100 years.

[Shop now](#)

**Walmart**





RETAIL:



LUNDS&BYERLYS Display Advertising



Schnucks in store signage







RETAIL:



Display Advertising

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

180 x 600 : IAB Skyscraper (SKY)

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

300 x 600 Large Skyscraper (LSKY)

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

250 x 250 Square Display (SQD)

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

300 x 250 : IAB Medium Rectangle (MRP)

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

320 x 50 Mobile Leaderboard (MLDR)

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

320px x 50px Mobile Animated Frames

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

728 x 90 : IAB Leaderboard (LDR)

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

970 x 250 Extra Large Leaderboard (XLDR)

MOBILE

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

320 x 50 mWEB

California avocados, now in season. Locally farmed, sustainably grown. Shop Now. Available at sam's club

Availability may vary.





### RETAIL: TRADE PRINT AD

- “Count on California” Campaign
  - Featured state element and retail avocado volume/bagged avocado information
- A total of 10 print ads ran from March–October
- Circulation count: 1,465,687



\*Green, Total U.S. during the California Season (2020–2023)  
 † Green, 52 wks ending 11/10/19 vs. 52 wks ending 11/05/23  
 © 2024 California Avocado Commission. All rights reserved.





### RETAIL: TRADE DIGITAL ADS

- Digital ads mimicked print ads and featured a “Maximize Sales” button
  - The button/ad was linked to CAC’s retail website page
- A total of 275 digital ads ran from February–October 2024
- Circulation count: 21,076,726



Total print and digital circulations: 22,542,413





# RETAIL: TRADE PUBLIC RELATIONS

- Nearly 9 million Trade PR circulation November 2023 through October 2024
- Press releases, Marketing announcements with key messaging and Commission news

**SNACK**  
CALIFORNIA AVOCADO SNACKCHAT

THE AVOCADO is a versatile fruit that can be used in a variety of ways. From smoothies to salads, there are endless possibilities for incorporating this nutritious fruit into your diet. In this article, we explore some creative and delicious ways to enjoy avocados as a snack.

**OF THE FINDER**  
California Avocado Commission names co-executive leaders

The California Avocado Commission has named its new co-executive leaders. The commission announced the appointment of two new executives to lead the organization's operations and marketing efforts.

**MORNING AgClips**  
AMERICA'S #1 AG NEWS SOURCE  
California Avocado Month Activity Kicks Off

The California Avocado Commission has kicked off its annual California Avocado Month celebration. The month-long event features a variety of activities, including tastings, educational programs, and promotional campaigns.

California Avocado Commission Debuts New Advertising

The California Avocado Commission has introduced a new advertising campaign to promote its products. The campaign features eye-catching graphics and compelling messaging designed to attract consumers and increase sales.

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**THE PRODUCE NEWS**  
BRENDED BY NTA + BMT

THE PRODUCE NEWS is a leading industry publication that provides news, analysis, and insights into the produce market. The publication covers a wide range of topics, including market trends, consumer behavior, and regulatory issues.

California Avocado Commission makes a marketing move

The California Avocado Commission has announced a significant marketing move. The commission has launched a new advertising campaign that features a variety of creative and engaging content designed to promote its products and increase brand awareness.

**Fresh Plaza**  
Thursday, May 2, 2024  
About 25 percent of this season's California avocado crop harvested

The strong supply of avocados from California comes as the state hits peak availability for the third consecutive year. This is a significant milestone for the industry, as it indicates a healthy and productive harvest season.

**CALIFORNIA AVOCADOS**  
With this year's harvest on the horizon, avocados will soon be ready for retail

The California Avocado Commission is excited to announce that this year's harvest is well underway. The commission is working hard to ensure that the supply of avocados is consistent and of high quality, so that consumers can enjoy fresh, delicious avocados throughout the season.

**CALIFORNIA AVOCADOS**  
With this year's harvest on the horizon, avocados will soon be ready for retail

The California Avocado Commission is excited to announce that this year's harvest is well underway. The commission is working hard to ensure that the supply of avocados is consistent and of high quality, so that consumers can enjoy fresh, delicious avocados throughout the season.

**THE PRODUCE NEWS**  
CAC stressing sustainability and local new messaging

The California Avocado Commission is emphasizing sustainability and local sourcing in its new messaging. The commission is committed to promoting environmentally friendly practices and supporting local farmers and producers.

CAC launches 'What's Inside a California Avocado' marketing program

The California Avocado Commission has launched a new marketing program called 'What's Inside a California Avocado'. The program features a variety of educational and promotional materials designed to help consumers understand the benefits of avocados and make informed purchasing decisions.



# RETAIL: TRADE PUBLIC RELATIONS – Q3 AND Q4 HIGHLIGHTS

## Press releases about CAC call to USDA to maintain inspection oversight in Mexico, as well as optimistic outlook for 2025, received significant pick-up

**California Avocado Commission Calls on USDA to Maintain Oversight of Mexico Avocado Export Program**

The California Avocado Commission, through CAC, is now preparing for the new planting season in Mexico. Operations in Mexico are expected to increase significantly in 2025.

**CAC calls on USDA to maintain direct oversight of Mexico avocado exports**

June 26, 2024 - Governor Newsom, Fresno, California

**OPTIMISTIC Outlook**

California Avocado Commission Optimistic Outlook for 2025, Terry Solano Bolanos

Source: AF News

**US shifts avocado inspection to Mexico, raising concerns**

California avocado growers are expressing concerns over a U.S. decision to transition pest inspections from U.S. Department of Agriculture (USDA) personnel to the Mexican government. Historically, USDA inspectors have played a critical role in guarding against the importation of avocados from Mexico that could be infested with pests detrimental to the U.S. avocado industry. This shift is a departure from practices established in 1997, aimed at protecting U.S. crops from invasive species.

The California Avocado Commission has voiced apprehension regarding the efficacy of Mexican inspectors in maintaining the stringent standards previously upheld by USDA inspectors, especially in the face of threats and violence that have targeted USDA personnel in Mexico. These concerns stem from past incidents where USDA inspectors faced threats for refusing to certify shipments that did not meet U.S. standards, leading to temporary suspensions of inspections.

Despite the Mexican Agriculture Department's assertion that the new agreement signifies U.S. confidence in Mexican growers who purportedly have not encountered any sanitary issues in over 27 years, the reality of threats and violence against USDA inspectors tells a different story. Notably, in 2022, inspection activities were halted following a threat to a USDA inspector in Michoacan, a region known for extortion by drug cartels and for being one of the only two states in Mexico certified to export avocados to the U.S.

This decision has prompted the California Avocado Commission to seek clarity on the rationale behind replacing APHIS inspectors with their Mexican counterparts, especially considering the critical role these inspectors play in safeguarding the U.S. avocado industry from pest invasions. The U.S. heavily relies on Mexican avocado imports to meet demand, now faces uncertainty regarding the future efficacy of pest management in imported avocados.

**California avocado growers optimistic for 2025 crop**

By The Packer Staff

California avocado growers aren't counting their 2025 harvest before its time, but the current fruit on some avocado trees across multiple growing regions in the state is considerably higher this year than in previous years.

That leads many California growers to project the 2025 crop forecast may yield an increase in crop size compared to recent seasons, according to a news release from the California Avocado Commission.

"Bountiful rains in the 2023 and 2024 seasons were partially responsible for a smaller-than-normal crop in 2023 and a delayed harvest in 2024, but these rains also contributed positively to soil and tree health, the release said.

"The commission is very enthusiastic about the 2025 crop harvest, which may see an increase in total acreage compared to 2023 and 2024, and an increase in total production, the release said.

Growers are optimistic about the 2025 California avocado crop. Photo courtesy of the California Avocado Commission.

growings over the last decade, which are now coming into prime production. These new plantings occurred not just to replace older, less productive trees, but in some cases it was to replace trees that were just

In addition to planting new trees, California avocado farmers have invested in various avocado varieties and varieties. They continually implement operational improvements to secure better yields, and the overall average per-acre yield for California avocado growers has been increasing, according to the release.

To support next season's harvest, the commission said it plans to expand the California avocado advertising program it launched in 2023, spotlighting the California difference and focusing on consumption of locally grown and sustainably farmed.

To kick off planning with retailers, California Avocado Commission representatives will welcome customers and colleagues to their booth, No. R2358, at the International Fresh Produce Association Global Produce and Floral Show, set for Oct. 17-19 in Atlanta.

"Our team is looking forward to meeting with both loyal and prospective California avocado customers at the show to discuss

**Longer stretch for 2024 peak avocado supply from California**

California avocado growers are projecting a longer stretch of peak avocado supply from California in 2024 compared to previous years. This is due to a combination of factors, including a smaller-than-normal crop in 2023 and a delayed harvest in 2024, which has led to a higher-than-average yield for the 2024 crop.

The California Avocado Commission is optimistic about the 2025 crop harvest, which may see an increase in total acreage compared to 2023 and 2024, and an increase in total production, the release said.

Growers are optimistic about the 2025 California avocado crop. Photo courtesy of the California Avocado Commission.

**IFPA and industry eye future of produce ahead of global show**

The International Fresh Produce Association (IFPA) and industry stakeholders are looking ahead to the future of produce at the upcoming Global Produce and Floral Show in Atlanta. The show is expected to be a major event for the industry, with many attendees looking for new opportunities to grow and sell their produce.

The California Avocado Commission is optimistic about the 2025 crop harvest, which may see an increase in total acreage compared to 2023 and 2024, and an increase in total production, the release said.

Growers are optimistic about the 2025 California avocado crop. Photo courtesy of the California Avocado Commission.

**Branding**

California avocado growers project a particularly healthy harvest this year. They typically begin to harvest in late August and continue through the end of the year.

The Commission calls on USDA to maintain direct oversight of Mexico avocado exports.

Source: AF News

**OPTIMISTIC Outlook**

California Avocado Commission Optimistic Outlook for 2025, Terry Solano Bolanos

Source: AF News

**Optimism abounds for California avocado crop**

September 23, 2024

The current fruit on some California avocado trees across multiple growing regions in the state is considerably higher this year than in previous years, leading many growers to project the 2025 crop forecast may yield an increase in crop size compared to recent seasons. Bountiful rains in the 2023 and 2024 seasons were partially responsible for a smaller-than-normal crop in 2023 and a delayed harvest in 2024, but these rains also contributed positively to soil and tree health.

The commission is very enthusiastic about the possibility of larger crops in the near future, said CAC's Executive Director, Terry Solano Bolanos. "We're very optimistic about the 2025 crop harvest, which may see an increase in total acreage compared to 2023 and 2024, and an increase in total production, the release said.

Growers are optimistic about the 2025 California avocado crop. Photo courtesy of the California Avocado Commission.

**Seedless**

California Avocado Commission Optimistic Outlook for 2025, Terry Solano Bolanos

Source: AF News

**California Avocado Commission Optimistic Outlook for 2025, Terry Solano Bolanos**

Source: AF News



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL FOODSERVICE RESEARCH

### FOODSERVICE: CHAIN PROMOTIONS



- Returning partner
- 28 units (CA)
- May 6 – June 17
- California Avocados on the menu
- 6 social media posts; 1 on the growers' ethically grown sustainability position
- Nearly 600 pounds per location





## FOODSERVICE: CHAIN PROMOTIONS

- Returning partner
- 25 units (CA)
- May 6 – June 17
- “Kahuna style” California Avocado upsell
- 6 social media posts; 1 on the growers’ ethically grown sustainability position
- In-unit counter card; printed take-out menu
- Approximately 353 pounds per location



## Take-out Menu



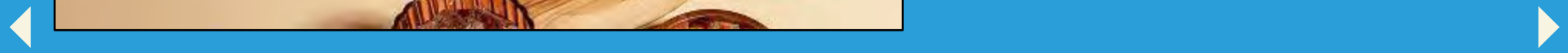
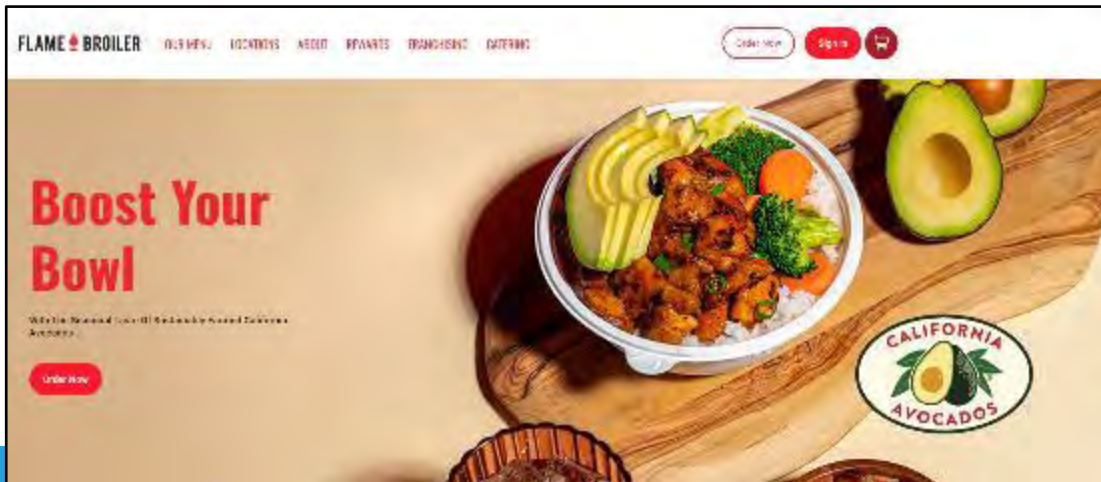
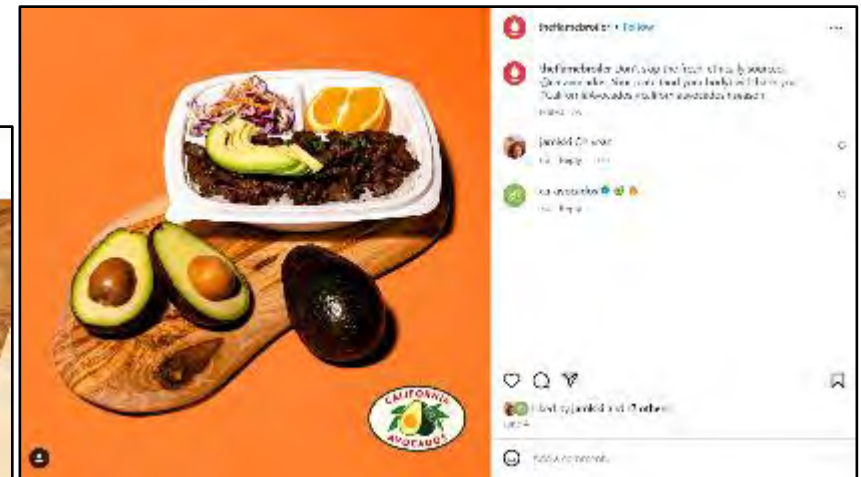


## FOODSERVICE: CHAIN PROMOTIONS

# FLAME BROILER™

SIMPLY HEALTHY

- Returning partner
- 82 units (CA, AZ)
- May 1 – June 10
- California Avocado upsell
- 6 social media posts; 1 on the growers' ethically grown sustainability position
- 244 pounds per location







HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR
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RETAIL	FOODSERVICE	RESEARCH
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### FOODSERVICE: CHAIN PROMOTIONS



- Returning partner
- 23 units (CA, AZ)
- May 8 – July 20
- California Avocado season: Cali-Cado Benny
- 6 social media posts, branched merchandising giveaway
- Server/team incentive
- 706 pounds per location

The image shows a collage of social media posts and a promotional graphic. The posts feature photos of the 'Cali-Cado Benny' omelette and text describing the promotion. The promotional graphic includes the text 'ADD AVOCADO TO ANY MEAL FOR JUST \$1.49' and the California Avocado Commission logo. At the bottom, it says 'MADE WITH LOCALLY-GROWN CALIFORNIA AVOCADOS'.

The large graphic features the 'NORMS' logo at the top, with navigation links for 'MENU', 'LOCATIONS', '24/7 REWARDS', and 'ORDER NOW'. The main text reads 'ADD AVOCADO TO ANY MEAL FOR JUST \$1.49' in large, bold letters. Below the text is a high-quality photo of the 'Cali-Cado Benny' omelette. The California Avocado Commission logo is in the bottom right corner, and a red 'ORDER NOW' button is at the bottom.



HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL **FOODSERVICE** RESEARCH

## FOODSERVICE: CHAIN PROMOTIONS



- Returning partner
- 9 units (CA)
- May 10 – June 21
- California Avocados on the menu
- 6 social media posts; video in a California Avocado grove
- +220% over YAG promotion period
- 475 pounds per location



### SALADS

**ADD MEAT:** CHICKEN (GRILLED OR KRISPY) 4.75 CHAR-ROASTED TRI TIP\* 5.25  
SMOKEY GARLIC PULLED PORK 4.75 CHAR-BROILED SALMON 5.25

**ROADHOUSE HALF 10.25/FULL 11.75**  
Mixed greens, string beans, cherry tomatoes, sweet walnuts, Roadhouse Drivins, bleu cheese crumbles, honey basil vinaigrette

**SPRING MIX FRUIT + NUT HALF 10.25/FULL 12**  
Spring mix greens, seasonal fruit, sweet walnuts, bleu cheese crumbles, honey lime dressing

**CLASSIC GARDEN HALF 9.25/FULL 11**  
Mixed greens, cherry tomatoes, radishes, cucumbers, croutons, + your choice of dressing

**TRADITIONAL CAESAR HALF 9.25/FULL 11**  
Romaine lettuce, parmesan cheese, croutons, Caesar dressing

**CABO CHOP FULL 14**  
Crispy tortilla, romaine lettuce, avocado, black beans, corn, jicama, radishes, cherry tomatoes, bleu cheese crumbles, honey lime dressing

**ASIAN CHICKEN FULL 16.5**  
Mixed greens + cabbage blend, grilled chicken breast, edamame, red bell peppers, cucumbers, cilantro, sliced almonds, crispy tortilla strips, Asian sesame dressing

**KRISPY CHICKEN + AVOCADO FULL 16.5**  
Romaine lettuce, avocado, cherry tomatoes, Krispy chicken, bleu cheese crumbles, honey lime dressing (also available with grilled chicken)

*Did you know all of our dressings are made in-house?*



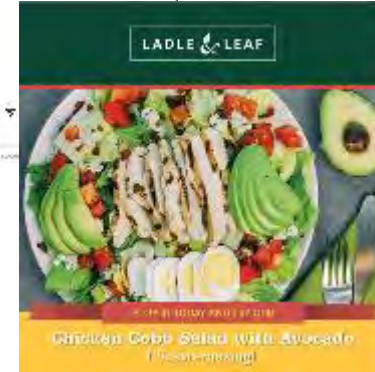
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## FOODSERVICE: CHAIN PROMOTIONS

### LADLE & LEAF

- Returning partner
- 6 units (CA)
- May 13 – June 30
- Celebrating California Avocado season
- 5 social media posts
- Over 700 pounds per location





## FOODSERVICE: CHAIN PROMOTIONS



- Returning partner
- 17 units (CA)
- May 13– June 23
- Featuring California Avocados
- Over 530 pounds per location

Super Duper Burgers  
June 7 at 11:00 AM · 🌱

Did you know that the best avocados have California in them? 🇺🇸 We love avocado on our burgers and so do you, which is why we're serving up only the best! 🥑🍔  
In honor of National California Avocado Month, we're sharing some facts about our favorite ingredient. 📱 Swipe to learn more! 🍷



6 · 2 shares

Like Comment Share



Super Duper Burgers  
June 14 at 10:47 AM · 🌱

Hey Avocado Lovers! This one's for you! We're partnering with our friends @ca\_avocados to help drip you in the most delicious swag. 🍷 We're giving 3 lucky fans a surprise bag of Super Duper & California Avocado swag. Here's how to enter:

- 1 Follow @superduperburgers and @ca\_avocados.
- 2 Tag a friend and drop a 🥑

W... See more



1 · Like Comment Share

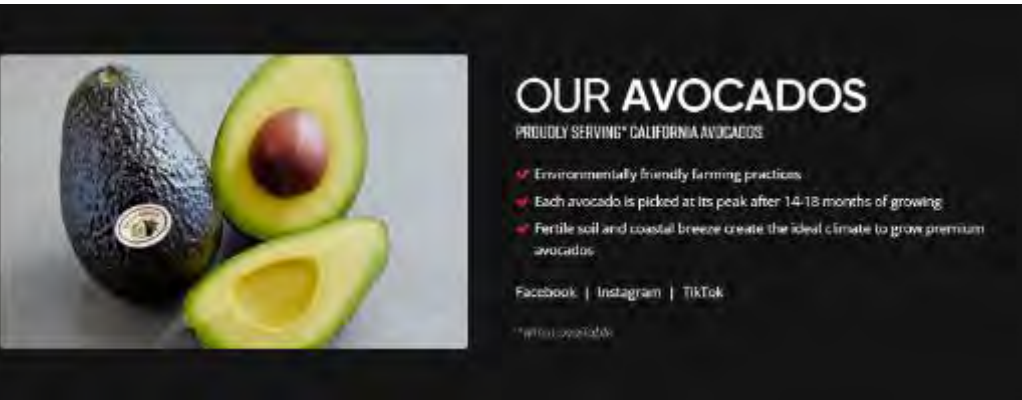




### FOODSERVICE: CHAIN PROMOTIONS



- Returning partner
- 32 units (CA)
- May 15 – June 30
- Featuring California Avocados
- Permanent website placement
- 5 Social media posts





### FOODSERVICE: CHAIN PROMOTIONS

- Returning partner
- 17 units (CA)
- June 1 – July 15
- Celebrate California Avocado season with California Avocados on the menu
- 6 social media posts
- Social media video “Test Your California Avocado Knowledge”
- Over 1,300 pounds per location



Intern-on-the-street  
Q&A social media



enewsletter





HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR

RETAIL **FOODSERVICE** RESEARCH

**FOODSERVICE: CHAIN PROMOTIONS**



- 52 units (CA)
- June 1 – July 22
- Celebrate California Avocado Month with California Avocados on the menu
- Over 220 pounds per location

Website menu page





### FOODSERVICE: CHAIN PROMOTIONS



- 492 units (CA, AZ, NV)
- June 19 – July 31
- California Avocado upsell
- “Sustainably grown” on tri-fold tabletop

Crew buttons



Tri-fold tabletop POP





- HOME
- REVENUE
- CONSUMER ADVERTISING
- ONLINE MARKETING
- CONSUMER PR

- RETAIL
- FOODSERVICE
- RESEARCH

## FOODSERVICE: CHAIN PROMOTIONS



- 358 units (CA only)
- July 1– July 31
- Featuring California Avocados
- Over 1 million enl impressions
- Over 260 pounds per location

Eblasts

**DEL TACO**  
BITES HERE

### EPIC FRESH GUACAMOLE BURRITO

ORDER NOW

**CALIFORNIA AVOCADOS**

Since 1871, it was discovered that the coastal California environment provides everything avocados need to grow in the most stylish way. About 3,000 farmers pour their passion and dedication into every crop, ensuring every California Avocado season is worth the wait.

For these local farmers, growing avocados is a legacy passed down through generations, ingrained in their identity and deeply rooted in the soil of California, so for them it's more than just a livelihood, it's a way of life. Every single avocado takes about 18-28 months to grow, which means, by most standards, California Avocado farmers earn and prosper sustainably grow each avocado day in and day out. When you cut into one of these precious fruits, you're unveiling the result of all the best parts of California coming together in one small, green package.

LEARN MORE

**DEL TACO**  
BITES HERE

### EPIC FRESH GUACAMOLE BURRITO

ORDER NOW

**CALIFORNIA AVOCADOS**

California Avocado farmers are committed to responsible and sustainable growing practices and recognize how important it is to preserve the land for future generations. With proud hands and a deep-rooted connection to the land, they cultivate avocados that not only taste good but also do it in a manner that also respects the Earth.

Growing California Avocados requires not tilling, which helps leave the soil intact, allowing them to prosper. Since California Avocados are grown so close to home, they travel shorter distances, reducing carbon emissions and the chance for damage in transit that could lead to food waste. This also means these precious avocados make it from the grove to your favorite restaurant faster for optimal freshness. Next time you enjoy a California Avocado, close your eyes and see if you can taste all the things that make it so very special.

LEARN MORE



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RETAIL **FOODSERVICE** RESEARCH

## FOODSERVICE: CHAIN PROMOTIONS



- 39 units (CA)
- July 1 – August 10
- Featuring California Avocados





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RETAIL **FOODSERVICE** RESEARCH

### FOODSERVICE: MENU IDEATION/EDUCATION

# LIFEWORKS

RESTAURANT GROUP

## ARAMARK'S LIFEWORKS @ Capital One Plano, TX

- California Avocado educational training
- Menu inspiration through building flavors with California Avocados
- Culinary competition with opportunity to showcase among patrons





## FOODSERVICE: MENU IDEATION/EDUCATION



### Compass @ Amazon: Culver City, CA

- California Avocado educational training
- Menu inspiration through building flavors with California Avocados
- Cooking demonstration with young, affluent professional customers





## FOODSERVICE: EVENTS

### CAIFORNIA RESTAURANT ASSOCIATION MIXERS

- San Diego and Los Angeles Chapters
- February 1 and March 27





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RETAIL **FOODSERVICE** RESEARCH

### FOODSERVICE: EVENTS

#### MARKETING EXECUTIVE GROUP

- May 15 – 17
- Connected with representatives from over 160 chain brands

#### OPERATOR BRUNCH

- May 19
- Connected with representatives from over 59 chain brands





## FOODSERVICE: EVENTS: KINETIC 12 EMERGING CHAINS

15-minute one-on-one meetings with multi-unit operations' purchasing and operations

- Denver, CO | May 30 - 31, 2024
- Chicago, IL | September 10-11, 2024
- Connected with representatives from 36 restaurant companies representing over 67 chain brands





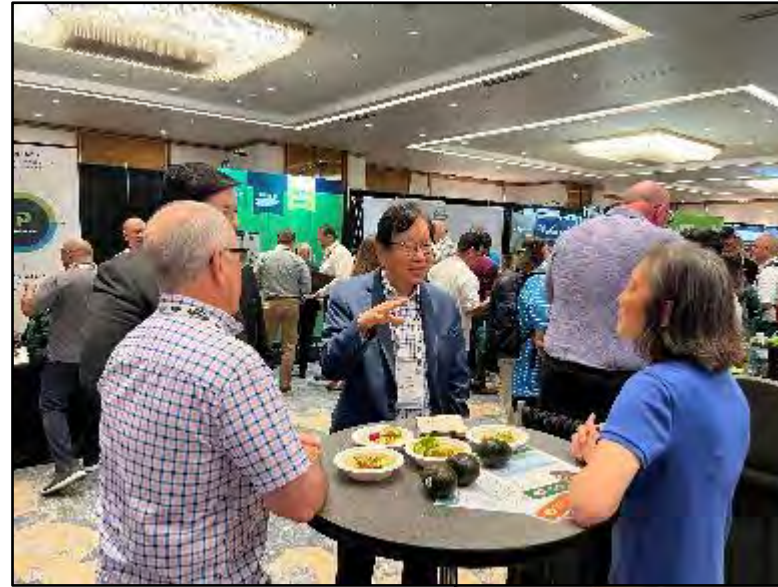
HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR RETAIL **FOODSERVICE** RESEARCH

## FOODSERVICE: EVENTS

### IFPA FOODSERVICE CONFERENCE

- Monterey, CA
- July 25-26, 2024

Connected with produce distributors, suppliers, chain operators







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RETAIL **FOODSERVICE** RESEARCH

## FOODSERVICE: EVENTS

### FLAVOR EXPERIENCE

- San Diego, CA
- August 18-20, 2024

Connected with chains' culinary, marketing and purchasing teams





## FOODSERVICE: PUBLIC RELATIONS

International Foodservice Editorial Council

- Annual Conference in Louisville, KY | Nov 1-3, 2023
- NRA IFEC Reception in Chicago | May 20, 2024
- Annual Conference in Chicago, IL | Oct 28-29, 2024
- Met with editors to discuss story angles



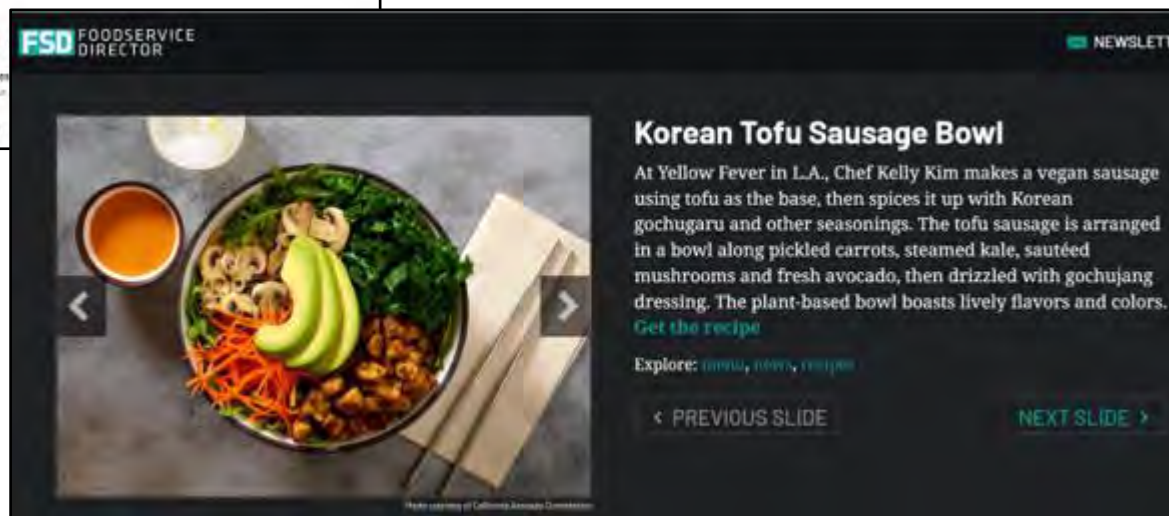
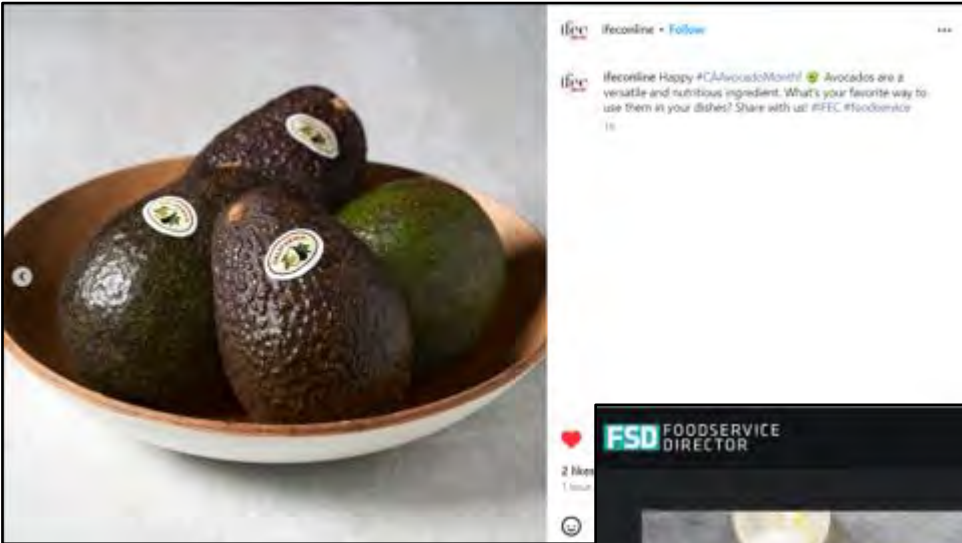


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RETAIL **FOODSERVICE** RESEARCH

### FOODSERVICE: PUBLIC RELATIONS

- 607,000+ Foodservice PR impressions
- Key topics: Avocados, California style, Plant-Based, Local





## FOODSERVICE: PUBLIC RELATIONS

- 4 Chef influencer social media videos on ultima-tizng iconic California dishes with California Avocados:
  - California Avocado Sushi Roll: Instagram – 169; LinkedIn – 517
  - California Avocado Cobb Salad: Instagram – 132; LinkedIn - 693
  - Santa Maria Tri-Tip with California Avocado Chimichurri; on a salad, in a sandwich: Instagram – 467; LinkedIn - 814
  - California Avocado Cheeseburger: Instagram – 577; LinkedIn - 862





## RESEARCH: COMPLETED STUDY

### 2023 California Avocado Market Analysis

- This study developed foundational research covering the changing California Avocado market dynamics
  - Analyzed and reported on supply, retail sales and FOB pricing trends in the California Avocado marketplace
  - Developed measures to track and monitor performance of the California avocado season
  - Incorporated relevant industry secondary research findings from avocado category retail studies
  - Presented to CAC staff in May 2024





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RESEARCH

## RESEARCH: COMPLETED CONSUMER STUDIES

### 2024 Foodservice Patron Study

Scope: This study provides a look into consumer insights and purchasing behavior within foodservice outlets for menu dishes featuring/highlighting California avocados; emphasis on California and western states

- Uses new 2024 data compared to 2018 and 2020 to identify strategic and tactical plans based on up-to-date consumer insights and behavior; particularly a preference for domestic versus imported avocados when ordering from restaurants; preference for the “California Avocados” brand on purchasing behavior; demographic preference and buying behavior
- Timing: Presented to CAC in September 2024; highlights to be featured in the winter edition of From the Grove

### 2024 California Avocado Consumer Tracking Study

- Methodology: quantitative study of about 1,400 avocado purchasers
- Timing: fielding started in July; key learnings presented to CAC Board on November 14 and highlights will be featured in the winter edition of From the Grove
- Key learnings: In California, California Avocados continue to rate as #1 on key quality and sustainability attributes; plans are in place to address declines in unaided brand awareness and brand preference

