

# California Avocado Retail Highlights this Season

The 2024 California avocado season retail program featured a range of marketing activations including in-store activity, digital advertising and social media support. Here are some highlights. Check out additional retail highlights in the early November issue of the *GreenSheet*. 🥑



The Fresh Market magazine feature



Gelson's, California: August California avocado and Hatch chile display content



Lunds and Byerly's, Minnesota: banner including key brand messaging



Schnucks, Midwest locations: California avocado signage with QR code for usage ideas



Costco: prominent California Avocados brand logo on display boxes



Target, West locations: California avocado bins displayed in-store

## SOCIAL POST OVERVIEW

MONDAY - JULY 22

PLATFORM: Instagram

TYPE: carousel

CONTENT: CA Avocado Commission superad - producer



PCC Community Markets, Seattle: digital online ad and social media campaign featuring California avocado growers and sustainability messaging



Raley's, California: avocado bag rack with "Peak Produce" and California avocado signage