



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

\$1.21

Average Selling Price

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

333.3 Million

Consumer Media Impressions

Includes offline, online and social media impressions through October 2021

918.8 Million

Consumer PR Impressions

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

49.7 Million

Trade Media and Public Relations Impressions

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

1.65 Million

Consumer Website Visits

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

13

Foodservice Chain Promotions

Number of Foodservice chain promotions completed (81 chains contacted)





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REVENUE: CROP MOVEMENT AND MEASURES

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

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





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REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year											
		November 1 -October 31, 2021					November 1 - October 31, 2020				
		Size %	(millions)		Avg Lug \$	%	Size %	(millions)		Avg Lug \$	%
Grade	Size		Pounds	Dollars				Pounds	Dollars		
Hass #1 Conv	40	8%	17.5	31.3	\$ 45.55	2%	11%	33.8	54.8	\$ 41.24	2%
	48	35%	74.6	134.2	\$ 45.52	1%	37%	115.3	187.5	\$ 41.03	1%
	60	28%	60.1	92.8	\$ 39.22	1%	25%	78.9	113.4	\$ 36.27	1%
	70	16%	34.1	40.2	\$ 29.90	1%	13%	39.3	43.7	\$ 28.00	1%
	84	8%	16.8	16.5	\$ 24.67	1%	6%	18.6	16.4	\$ 22.20	1%
	Other	6%	12.1				8%	26.4			
	All	100%	215.1	332.9	\$ 39.21	1%		312.4	455.1	\$ 36.79	1%
Hass #2s	All		19.7	23.6	\$ 30.84	3%		24.9	24.5	\$ 26.13	6%
Hass Organic #1	All		18.8	41.5	\$ 56.17	2%		32.3	67.7	\$ 53.12	1%
California Avocado Region Distribution - This Year vs. Last Year											
All Varieties		November 1 -October 31, 2021					November 1 - October 31, 2020				
		Region %	(millions)		Avg Lug \$	%	Region %	(millions)		Avg Lug \$	%
Region			Pounds	Dollars				Pounds	Dollars		
EAST CENTRAL		3%	6.8	10.1	\$ 38.17	3%	3%	12.9	19.7	\$ 38.89	2%
NORTHEAST		2%	6.6	11.4	\$ 43.12	1%	3%	11.0	17.1	\$ 39.39	1%
PACIFIC		83%	219.3	341.9	\$ 39.68	2%	77%	290.4	420.9	\$ 36.89	2%
SOUTHEAST		3%	7.8	14.1	\$ 45.43	0%	5%	20.1	32.1	\$ 40.06	1%
SOUTHWEST		3%	7.6	11.9	\$ 39.75	2%	4%	14.2	20.9	\$ 37.24	1%
WEST CENTRAL		3%	7.8	11.7	\$ 37.94	1%	5%	17.4	26.2	\$ 37.78	0%
EXPORT		4%	9.9	16.1	\$ 41.51	2%	3%	12.9	21.1	\$ 40.93	0%





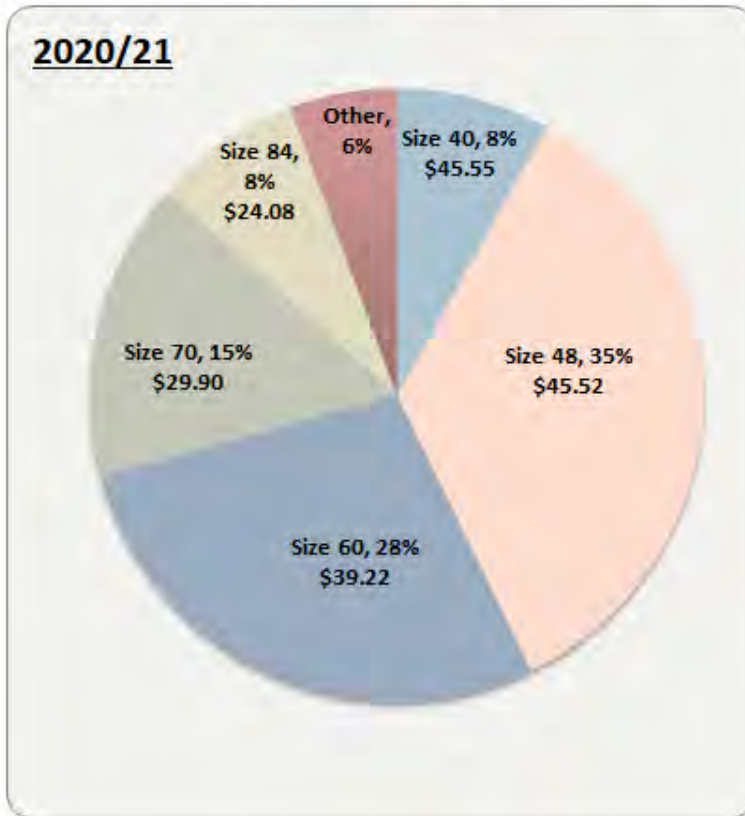
- HOME
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REVENUE: CROP MOVEMENT AND MEASURES

Size Distribution and Average Lug Price

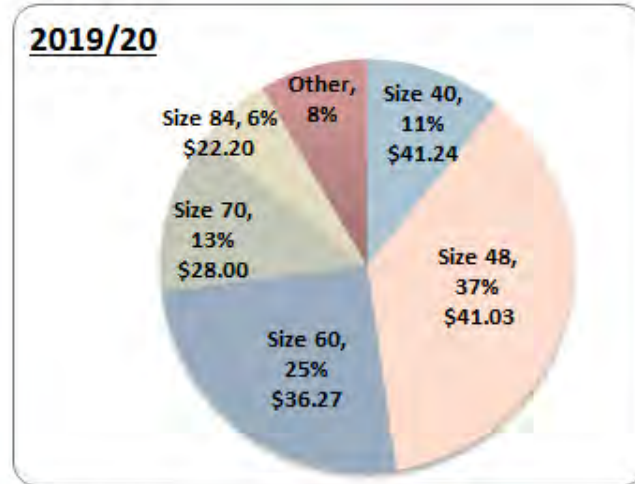
Hass #1 Conventional (November-October)

2020/21

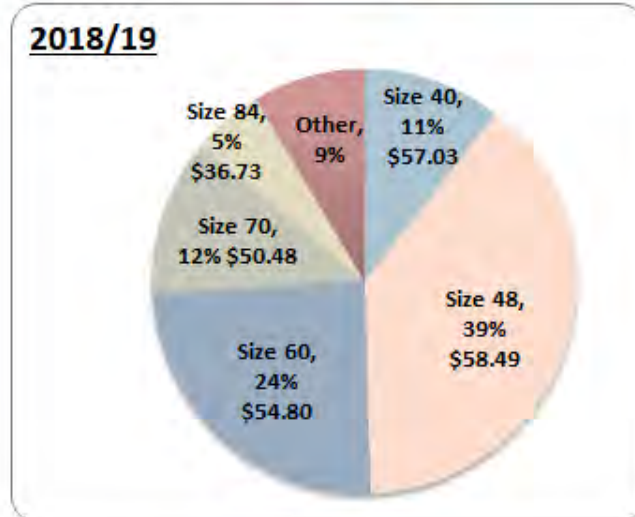


Source: AMRIC

2019/20



2018/19





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REVENUE: RETAIL SALES AND VOLUME

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



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REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.17



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

Avg. Retail Price
\$0.99



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

Avg. Retail Price
\$1.14



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





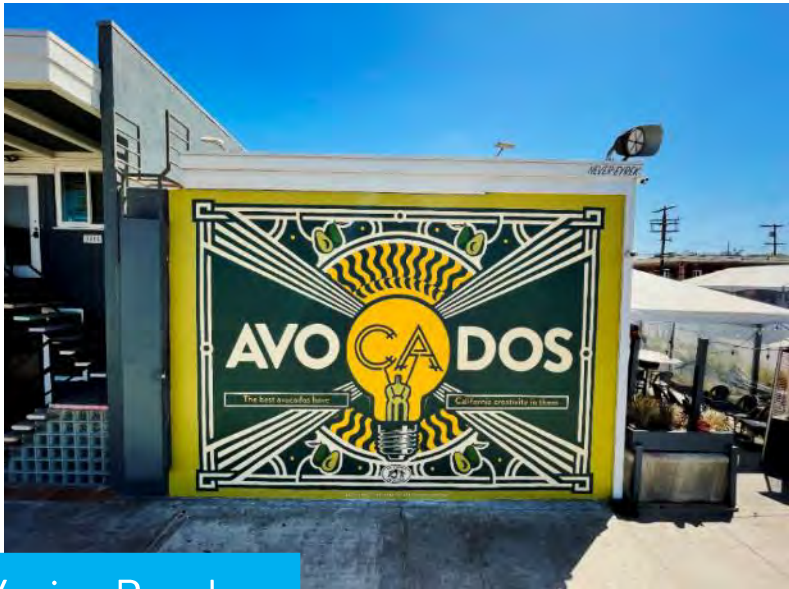
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CONSUMER ADVERTISING: OUTDOOR

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



San Francisco



Venice Beach

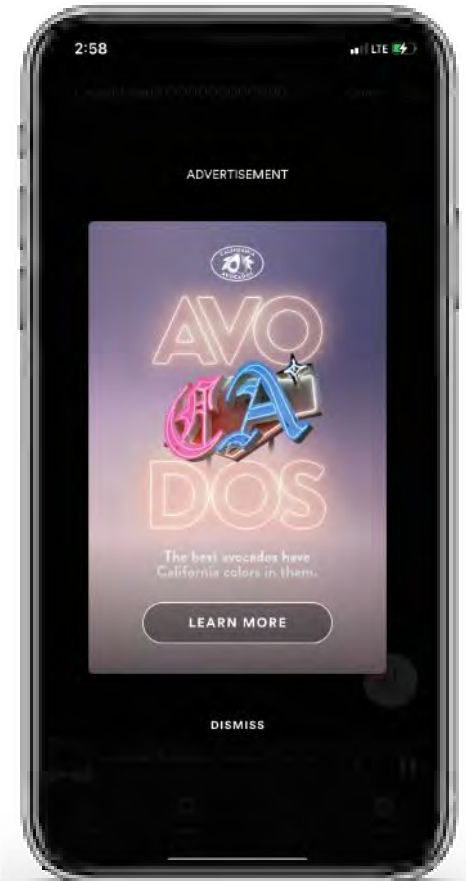
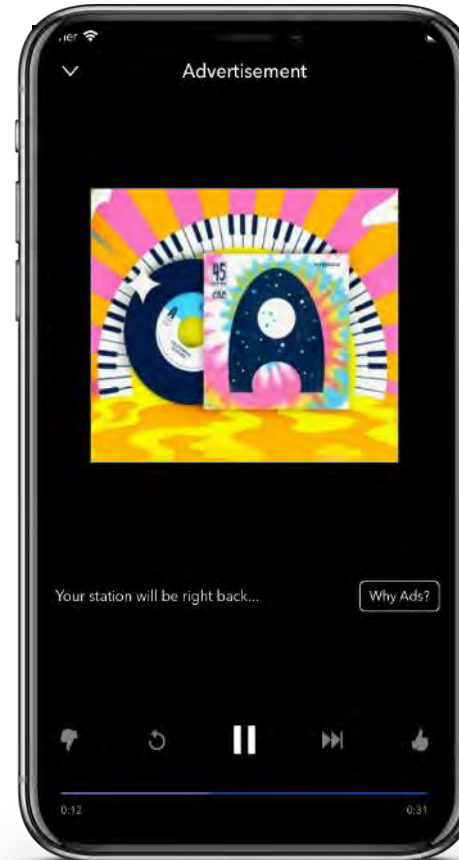


Orange County



CONSUMER ADVERTISING: AUDIO

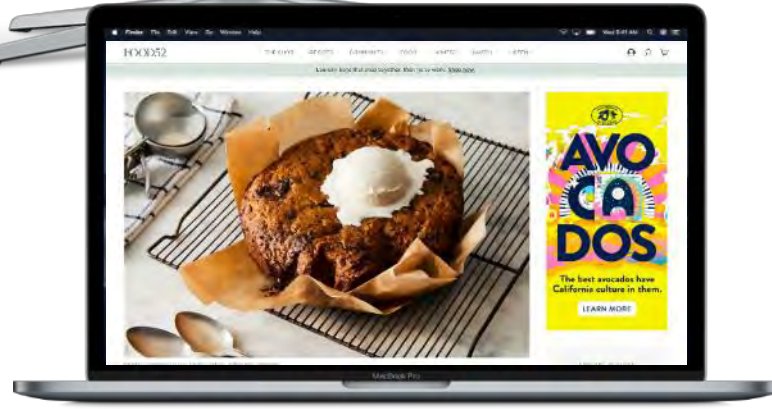
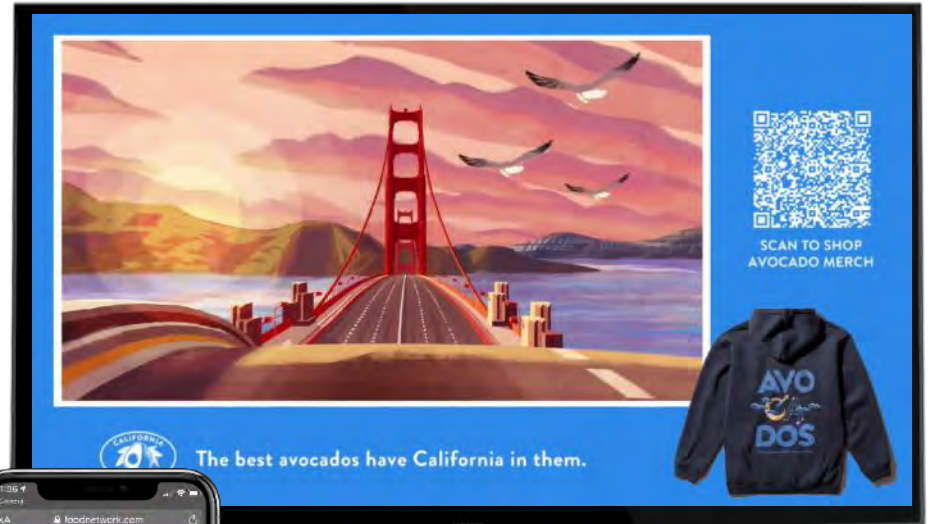
- 40,347,988 Impressions
- 84,469 Clicks with a 0.23% Click Through Rate
- 15,592,699 Video Views
- Targeted listening sessions, audio, banners, overlays and in-car audio





CONSUMER ADVERTISING: DIGITAL BRAND

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



TREMOR VIDEO

VIAANT.

YouTube

POPSUGAR.

PureWow

FOOD52





CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

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



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

Recipe card for Avocado Pesto Pasta with Chicken and Tomatoes. Includes ingredients list: Meat (Chicken breasts), Produce (Basil, spinach, avocado), Dairy (Cherry tomatoes, garlic cloves, lemon juice), Pasta & Grains (Spaghetti), Baking & Spices (Black pepper, yeast), Oils & Vinegars (Olive oil), Nuts & Seeds (Cashew pieces), Dairy (Half and half), and Liquids (Reserved pasta water).

Avocado & Seared Ahi Tuna Rolls
Food community, recipes, kitchen & home products, and cooking contests.

Instagram post showing a brown rice bowl with avocado and spicy cucumbers. Caption: Brown Rice Bowl With Avocado & Spicy Cucumbers. Food community, recipes, kitchen & home products, and cooking contests. food52.com

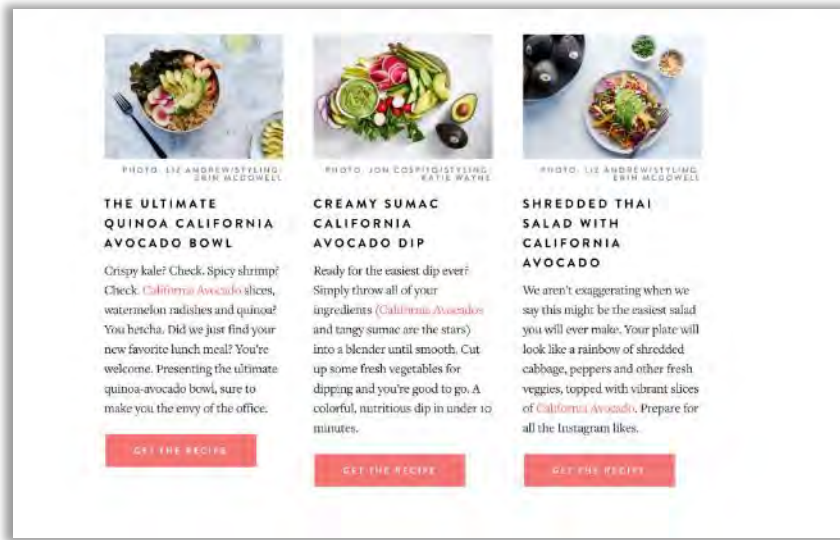
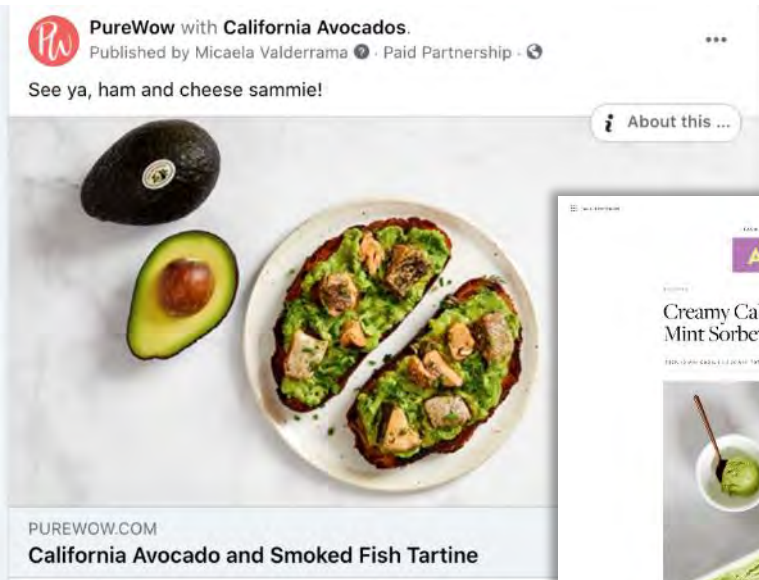




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

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

PureWow





CONSUMER ADVERTISING: DIGITAL – RETAIL

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





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

CONSUMER ADVERTISING: SOCIAL BRAND

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



California Avocados @CA_Avocados
Apr 29
What's your go-to California Avocado snack when you're celebrating? Check out *fresh* avo-inspiration if you can't decide: californiaavocado.com/tag/cinco-de-m...

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

Vote 4,497 votes

California Avocados Sponsored ·

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

California Avocados
Food & Beverage Company

[LEARN MORE](#)

Joel Ba... 109 Comments 274 Shares

Like Comment Share

Instagram

ca_avocados Sponsored

[Learn More](#)

ca_avocados All great guacamole starts with the same thing: Fresh California Avocados!

CALIFORNIA AVOCADO VEGGIE BURGER

California Avocado Veggie Burger

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

California Avocados
12.8k followers

8 ingredients

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

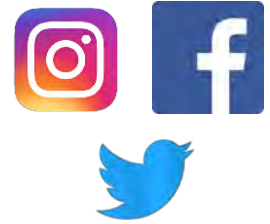
Note to self
What do you want to remember about this Pin?
[Add note](#)





CONSUMER ADVERTISING: SOCIAL – RETAIL

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



California Avocados Sponsored

Freshen up your meals with delicious, in-season California Avocados, now available at your local Save Mart!

SAVEMART.COM
It's California Avocado Season at Save Mart! [LEARN MORE](#)

Like Comment Share

California Avocados @CA_Avocados - Jun 04

The time has arrived: Fresh California Avocados are in-season and at @gelsonsmarkets now! 🥑

It's California Avocado Season ...
www.gelsons.com

California Avocados Sponsored

It's California Avocado season! Find California Avocados today at your local Pavilions!

LOCAL.PAVILIONS.COM
It's California Avocado Season! [LEARN MORE](#)

Like Comment Share

California Avocados Sponsored

It's California Avocado season! Find California Avocados today at your local Albertsons!

LOCAL.ALBERTSONS.COM
It's California Avocado Season! [LEARN MORE](#)

Like Comment Share





CONSUMER ADVERTISING: CALIFORNIA AVOCADO MERCHANDISE SHOP

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



#1 in units and \$



#2 in units and # 4 in \$



#3 in units and \$



#2 in \$





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ONLINE MARKETING: NOVEMBER 2020 – OCTOBER 2021

SEARCH RESULTS

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

SOCIAL MEDIA

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

CONSUMER WEBSITE

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

EMAIL

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



CONSUMER PR: SEASON OPENER ONLINE COOKING CLASS

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



California's Creamy Season Starts

What to Know

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

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

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

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

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



Get Ready for California Avocado Season with These Avocado Recipes



Chef Brian Malarkey kicks off California avocado season with favorite recipes





CONSUMER PR: CALIFORNIA AVOCADO MONTH RECIPE CONTEST

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



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



Announcing the California Avocado Recipe Contest Winner





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CONSUMER PR: CALIFORNIA AVOCADO MONTH SUMMER ENTERTAINMENT DRIVE-IN

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

Fabulous Food

Celebrate California Avocado Month With A Summer Favorite Reimagined

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

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



Smoked California Avocado Jerk Chicken Skewers

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





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CONSUMER PR: BRAND ADVOCATES AND CALIFORNIAAVOCADO.COM BLOG SUPPORT

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





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

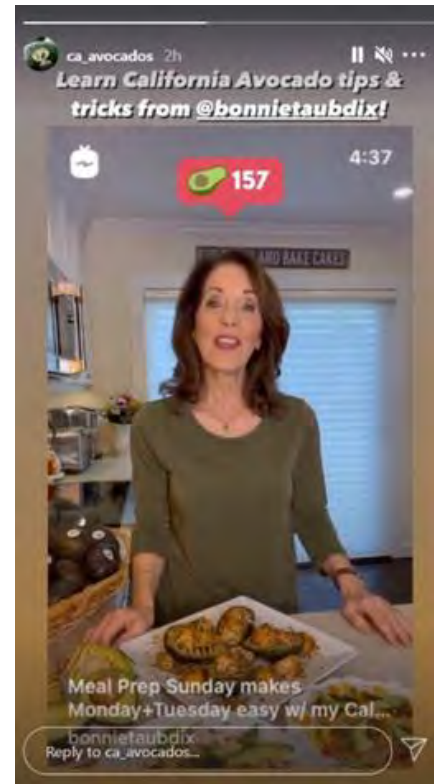
- To remain top-of-mind throughout the season, CAC identified relevant story angles and leveraged its unique perspective and assets to promote with the media
- During the holiday season, the team focused media outreach around CAC's California-inspired merchandise line as must-have gifts for avocado fans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





CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

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





RETAIL: TRADE RELATIONS – RETAIL COMMUNICATIONS

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





RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



mollie_stones · Following
mollie_stones Happy Cinco de Mayo! We are getting the party started with Three Way California Avotacos!
Check out the recipe at blog.molliestones.com and then be sure to stop by your local Mollie Stone's Produce Department for only the freshest @ca_avocados.
#cincode Mayo #cincode Mayo2021 #tacos #avocados #caavocados #avotacos #friedavocado #tacosuesday #tacotime #festa #molliestones #molliestonesmarkets #california #familyowned
18 others
Add a Comment...

Cinco de Mayo on Instagram



Feature Foodie FAQs: California Avocado article in Daily Dish newsletter



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





RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS



Raley's

1 June at 10:34

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

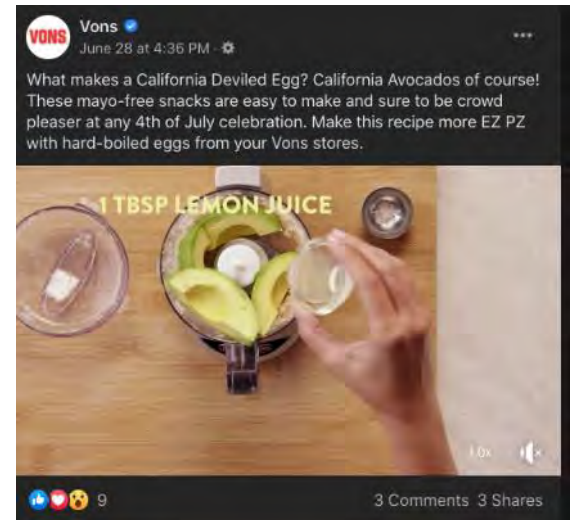


California Avocado Month on Instagram



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

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





RETAIL: RETAILER/IMMERSIVE EXPERIENCES



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



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





RETAIL: RETAIL DIETITIAN RELATIONS



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

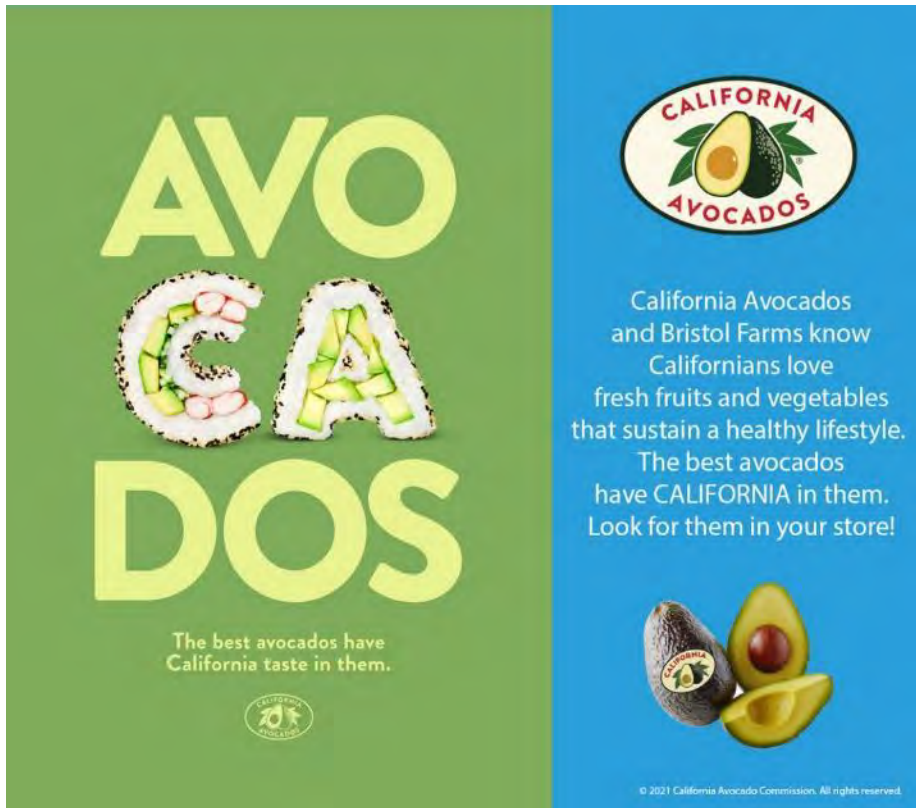




RETAIL: PROMOTIONS

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

Bristol Farms



LAZY ACRES natural market

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





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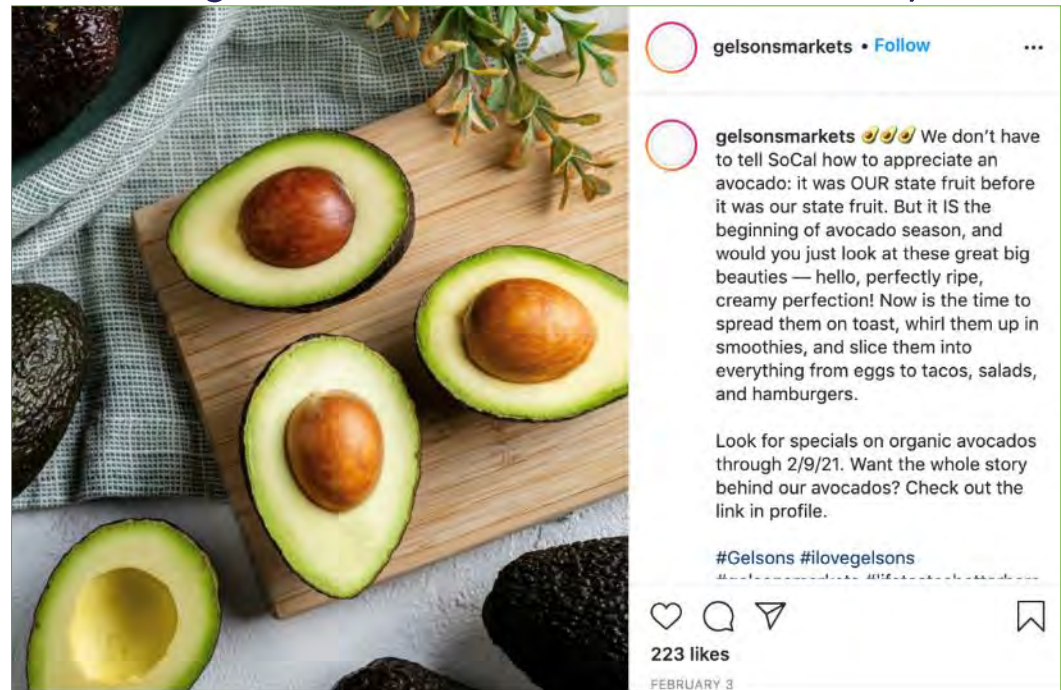
RETAIL: PROMOTIONS

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

Gelson's



Instagram Social Media Post – February 3





RETAIL: PROMOTIONS

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





RETAIL: PROMOTIONS

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





RETAIL: PROMOTIONS



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

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





RETAIL: PROMOTIONS

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



Santa Maria Store





RETAIL: PROMOTIONS

Bristol Farms

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





RETAIL: PROMOTIONS

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

Gelson's



Gelson's sale
8/11-8/17

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

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




catch the **HATCH**

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






RETAIL: PROMOTIONS

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

Gelson's





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

RETAIL: PROMOTION (SALES CONTEST)

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



July 5 – July 18



July 19 – August 1





RETAIL: PROMOTION (JULY MEGA EVENT)

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





RETAIL: PROMOTION (JULY MEGA EVENT)

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

PCC COMMUNITY MARKETS



Get in the grove.

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

ORGANIC

Organic California Avocados

2 for \$5

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





RETAIL: PROMOTIONS

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





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

RETAIL: PROMOTIONS

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



MORRO BAY AVOCADOS

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

4ct



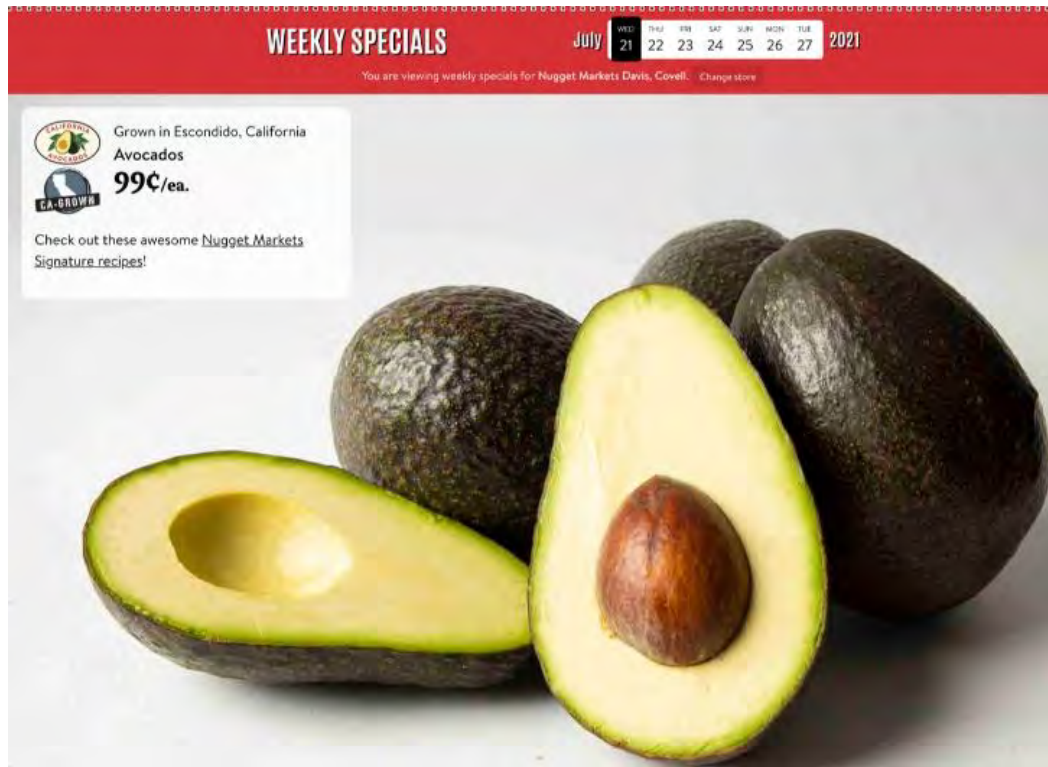
\$3.99
4ct





RETAIL: PROMOTIONS

- Custom store signage
- Bulk and Organic Ad promotion





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

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



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

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

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

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

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

ADD TO LIST

BUY 1 GET 1 FREE
EQUAL OR LESSER VALUE
Club Price

Large Hass Avocados
California Grown.





RETAIL: PROMOTION

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



CALIFORNIA AVOCADOS



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

CALIFORNIA GROWN



Hass Avocados

68¢ ea.





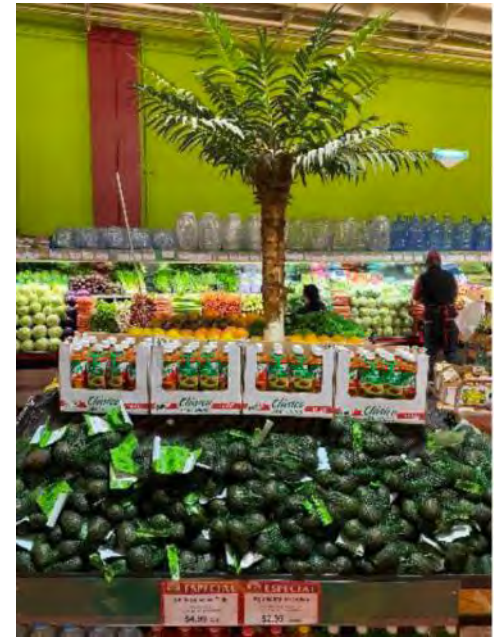
RETAIL: PROMOTIONS



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

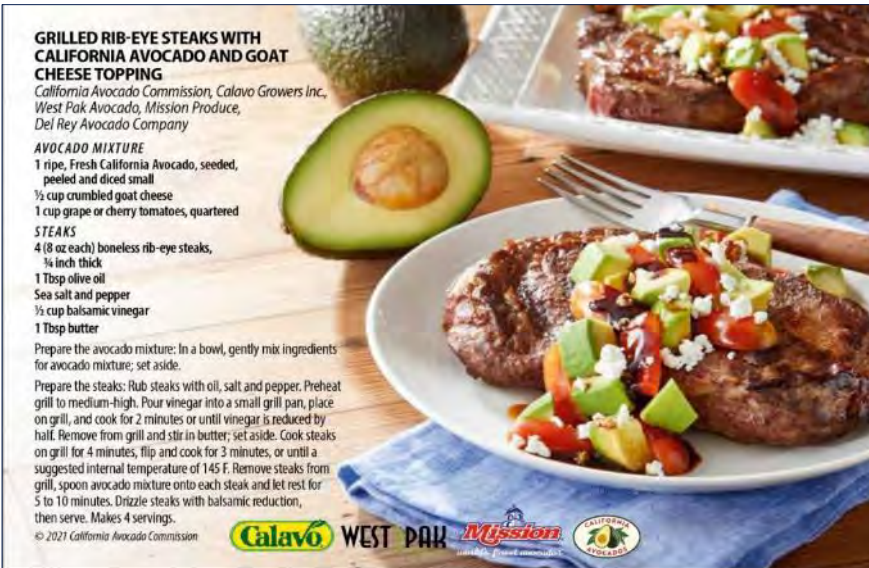


- Co-Promotion with Tajin seasoning
- Ads March through September on bulk and bagged California Avocados





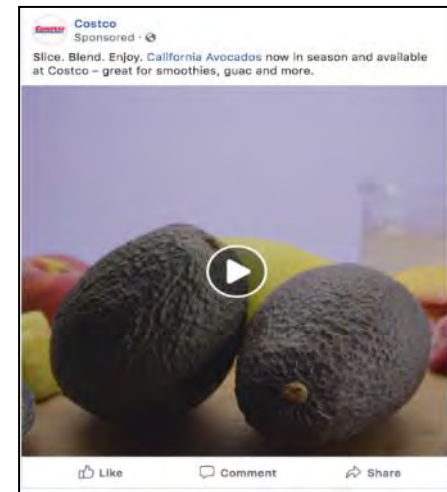
RETAIL: CORPORATE PROMOTIONS



Dedicated All-California Event

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

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






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

Western Divisions (800 stores)


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

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

Exp 07/14/2021

[Load to Card](#)



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

Exp 07/14/2021

[Load to Card](#)

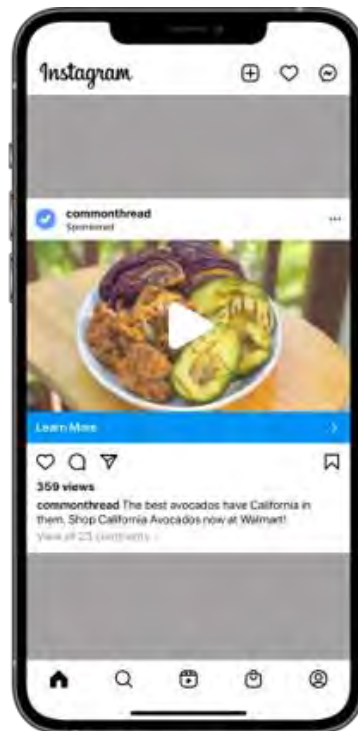


RETAIL: CORPORATE PROMOTIONS – SPOTLIGHT RECIPE VIDEO

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




May-June Influencer Campaign



LaKita
Recipe Ideas:

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




Social Reach

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

Nicki Sizemore
Recipe Suggestions:

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

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



Social Reach

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





RETAIL: CORPORATE PROMOTIONS – DIGITAL DEMOS

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





RETAIL: PROMOTIONS – MIDWEST

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



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

5/26/21

7/6/21



SAVE \$1 CALAVO

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





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

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



DEL REY CALIFORNIA AVOCADOS

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

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

Hass Avocados 4 CT

4 COUNT

SEPTEMBER 22-28

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

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





RETAIL: MASTERS OF MERCHANDISING 2021

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



AVOCADOS

CALIFORNIA AVOCADO COMMISSION

2021 MARKETING PROGRAM

The best avocados have California in them

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

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

Targeted, Customized Marketing Support

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

Retail Dietitian Relations

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

Customized Retail Influencer Programs

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

Merchandising Materials

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

Visit CaliforniaAvocado.com/Retail to order your POS material.

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

CALIFORNIA AVOCADO COMMISSION
CaliforniaAvocado.com/Retail
dmar@calavocado.org

Source: 2020 California Avocado Tasting Study
1. OC1. Price and ripeness are sometimes important factors in purchasing avocados. After ripeness are each of the following when purchasing avocados?
Grown in the U.S. Answers: extremely/very important/important
2. OC2. How much do you agree or disagree with the following statement: "Local stores would have better signage/labeling to let me know where the avocados I buy are grown?" Answers: strongly/very/important





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

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

AVOCADOS

CALIFORNIA AVOCADOS
Always in demand.

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

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

The California Season is Almost Here!

For Customized Marketing Support: CaliforniaAvocado.com/Retail

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

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RETAIL: TRADE PRINT AD

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



AVOCADOS

The best avocados have California in them.

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

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

Source: 2020 California Avocado Tracking Study Q1. Price and revenue are considered significant factors in purchasing avocados. How important are each of the following when purchasing avocados? (Grown by California farmers.) Answers: external/veryimportant department.

For Customized Marketing Support: CaliforniaAvocado.com/Retail

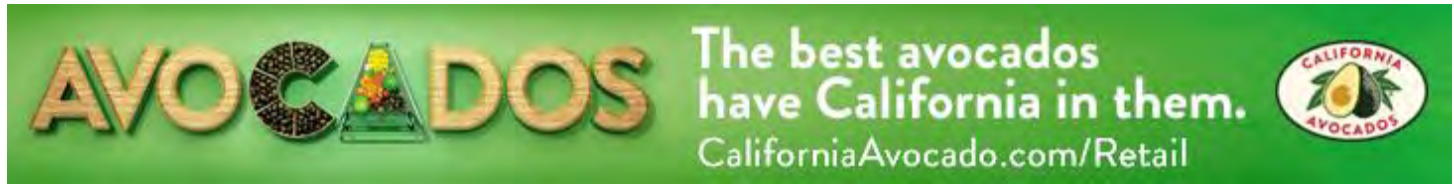
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RETAIL: TRADE DIGITAL ADS

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





RETAIL: TRADE DIGITAL ADS

A video trailer ran on AndNowUKnow in March through July





RETAIL: RETAIL NEWSLETTERS (APRIL AND JUNE)

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

AVOCADOS
The best avocados have California in them.

THE CALIFORNIA AVOCADO SEASON IS RAMPING UP!

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

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

Social Media Posts

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

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

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

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

*Source: 2020 California Avocado Tracking Study QCI. Price and ripeness are sometimes important factors in purchasing avocados. How important are each of the following when purchasing avocados? (Grown by California farmers). Answers: extremely/very/somewhat important.
© 2021 California Avocado Commission. All rights reserved.

AVOCADOS
The best avocados have California in them.

SUMMER IS PEAK DEMAND FOR CALIFORNIA AVOCADOS!

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

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

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

Are you carrying bagged California avocados?

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

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

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

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

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

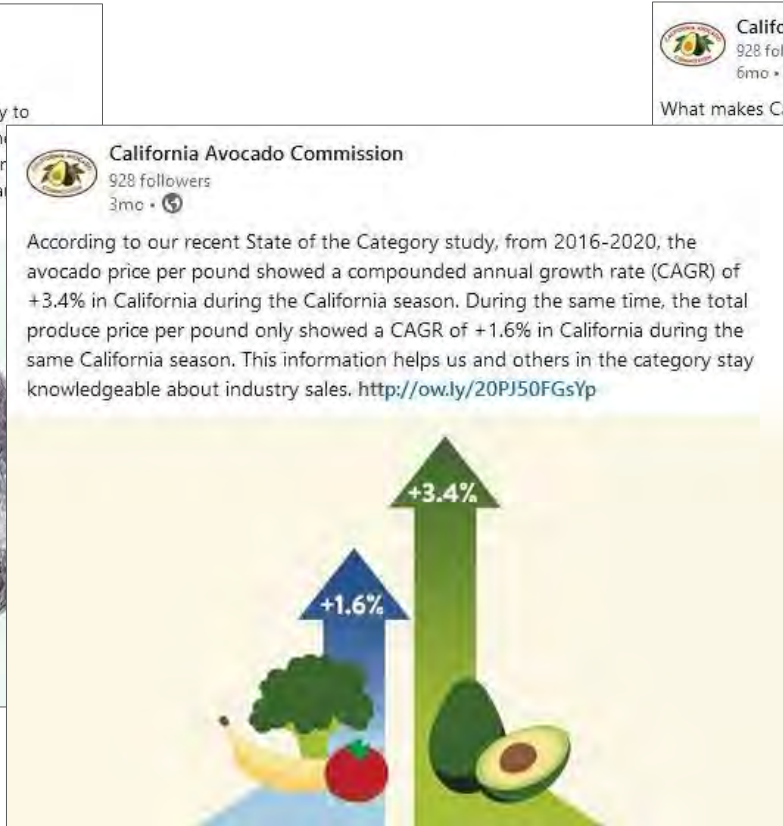
Dave Anderson, Retail Marketing Director
danderson@avocado.org
(936) 676-7797

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

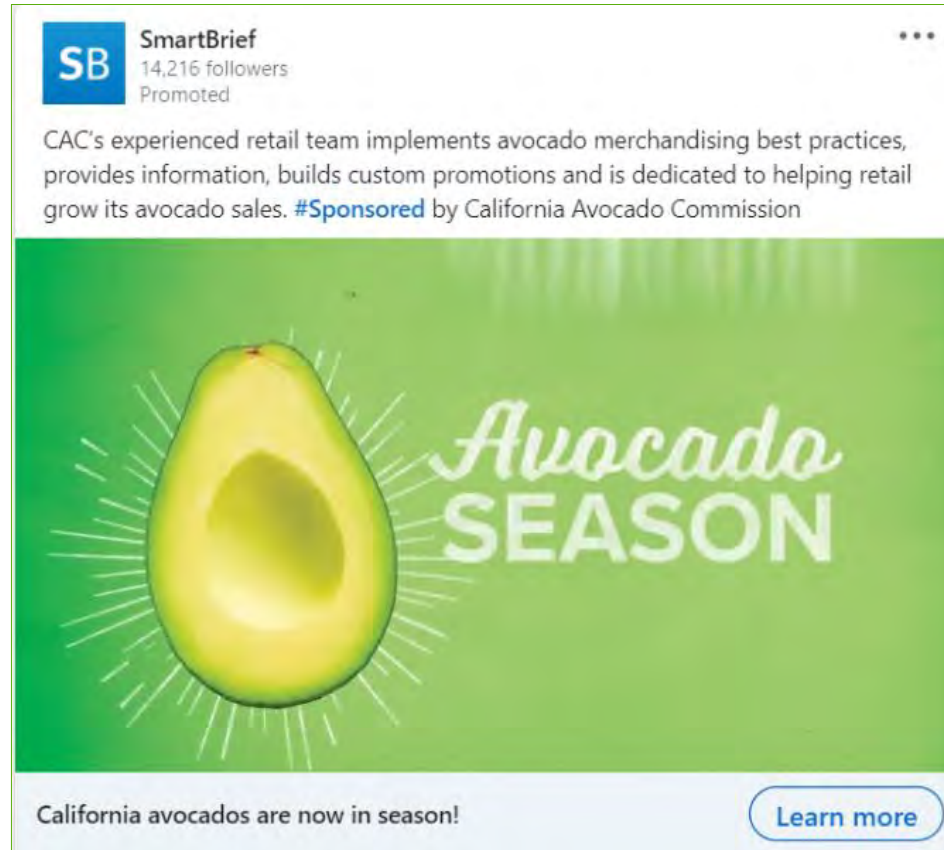
From November 1, 2020 through October 31, 2021, 59 posts ran on the CAC LinkedIn page. The page has gained 403 new followers, a 74% growth rate. The posts have generated over 354,999 impressions with over 3,718 engagements, with a 4% engagement rate





RETAIL: LINKEDIN

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





RETAIL: TRADE PUBLIC RELATIONS

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





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

RETAIL: TRADE PUBLIC RELATIONS

California Avocado crop updates and Commission news also are key topics

new! Board Members and Marketing Committee

California Avocado Commission Announces New Board Members and Marketing Committee

IRVINE, CA - It's a new year and it's a new board for the California Avocado Commission. The Board Members have joined the California Avocado Commission and the Marketing Committee to work with the Board, Director, and Marketing Committee to ensure the Commission's success in the 2020-21 season. The Board Members will be responsible for the overall management of the Commission and the Marketing Committee will be responsible for the overall marketing of the Commission.

Statewide Grower Referendum Affirms Continuation of California Avocado Commission

California Avocado Commission - 20 PRODUCE - © April 8, 2021

IRVINE, Calif. - The California Department of Food and Agriculture recently completed a statewide referendum vote that determined the California Avocado Commission is approved to continue its operations for the next five years. If a referendum vote among eligible commercial California avocado producers could be held every five years, that year's voting results allow that 75% of voting producers support continuation of CAC to another five years, and above the legally required percentage. This is the fourth consecutive year since the establishment of the California Avocado Commission in 1975.

"California avocado growers have clearly affirmed the value they see in the California Avocado Commission," said Rob Griener, chairman of the CAC board of directors. "This vote allows the board and management of the Commission to continue the critical work of helping growers lobby through innovative marketing, industry affairs, production research and grower education."

This referendum is the first in which the voting was held among California's commercial avocado producers since 2017. The last time the California Avocado Commission was extended to exempt growers of California avocados was a narrow margin of less than 100,000 registered avocados in the year three years from now for the mandatory provision to the law for the Commission's operations and programs. Grower's share revenues are not eligible to vote in EAC elections and referenda.

"What our growers saw, and producers affirming whether growers might have to a referendum vote, is that we significantly have a higher vote in 2021," said Tom Bellanca, CAC president. "We are pleased that the 75% results were a reaffirmation of the industry support for the Commission and its work, which has benefited California avocado growers for these five decades and will continue to do so."

about the California Avocado Commission

Created in 1975, the California Avocado Commission serves to enhance the economic well-being of California avocados through advertising, promotion and public relations, and engages in related industry activities. California avocados are cultivated with uncompromising dedication to quality and freshness, by nearly 4,000 growers in the United States. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. Visit CaliforniaAvocado.com, email at info@CAC.com, call 714/446-4444 and 1-800-4-AVOCADO or Twitter, Facebook and Instagram at CaliforniaAvocado.com member/beneficiary at CAC.com

California avocados: Cautious optimism ahead of 2021 season

California avocado growers are looking at a promising 2021 season, but with some caution. The California Avocado Commission (CAC) reports that the 2020-21 season is expected to be a strong one, with a total crop of approximately 2.7 million pounds. However, there are some concerns about the weather and the potential for a smaller crop than last year. The CAC is working to address these concerns and ensure that the 2021 season is a successful one for all growers.

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

California avocado growers are looking at a promising 2021 season, but with some caution. The California Avocado Commission (CAC) reports that the 2020-21 season is expected to be a strong one, with a total crop of approximately 2.7 million pounds. However, there are some concerns about the weather and the potential for a smaller crop than last year. The CAC is working to address these concerns and ensure that the 2021 season is a successful one for all growers.

Market strengthening on California avocados

As California avocado growers work towards winding open their season, there's still approximately 5-7 million lbs. of the popular fruit expected to be seen from the state. Of the 2020-2021 California crop, that puts the crop at about 82-95 percent complete.

"Weekly shipments are about 2 million pounds less than the same time last year in the prior year season, the California crop was about 82-85 percent complete," says Jan DeLyster, vice president marketing for the California Avocado Commission based in Irvine, CA. DeLyster notes that California's inventory continues to be good on all sizes but still has a surplus in 48. The season is expected to end by the end of September into the beginning of October.

As for demand, it continues to be strong for California avocados. Similar to last year and this time, the key difference is the expectation that this year's season will end earlier than in 2020, adds DeLyster. Currently the bulk is largely being absorbed to meet markets to fill demand for locally grown produce. "Our marketing objective is to achieve the premium price warranted by the outstanding avocados grown by California farmers," she says.

Room for growth

Like others in the ag industry, the biggest challenges California growers face right now are the ongoing drought conditions along with maintaining a stable, skilled workforce. "California avocado growers are looking for ways to ensure the importance of water and are trying to use technologies to ensure optimum water use efficiencies around their groves," DeLyster says.

Angela Frazer

California Avocado Commission president, Angela Frazer

Angela Frazer is the president of the California Avocado Commission. She has been in the role for several years and is responsible for the overall management of the Commission. She is a passionate advocate for California avocados and works to ensure that the Commission is providing the best possible service to its members.

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

The Produce News Roundtable featured a panel of women from the California Avocado Commission (CAC) who discussed the challenges and opportunities facing the industry. The panelists shared their insights on the current market conditions, the impact of the drought, and the role of women in the industry. The discussion was moderated by a panelist from THE PRODUCE NEWS.

The Avocado demand never faltered through pandemic

California avocado demand has remained strong throughout the pandemic. The California Avocado Commission (CAC) reports that the 2020-21 season is expected to be a strong one, with a total crop of approximately 2.7 million pounds. However, there are some concerns about the weather and the potential for a smaller crop than last year. The CAC is working to address these concerns and ensure that the 2021 season is a successful one for all growers.

California avocado season outlook remains bright amid rising prices

March 18, 2021

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

California avocado building in volume

Harvest is building for California avocado growers.

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

The CAC forecast for its fiscal year 2020-21 (which runs November through to October) is 292 million lbs. of avocados. "This is less than the crop volume last year but still in the range of an 'average' size. There's promotional volume available," says DeLyster.

March gained momentum

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

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

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





EXPORT PROMOTIONS – SOUTH KOREA

California Avocado Virtual Cooking Class (April 26)

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



California Avocado In-Person Cooking Class (May 13)

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



California Avocado Verbal Demos:

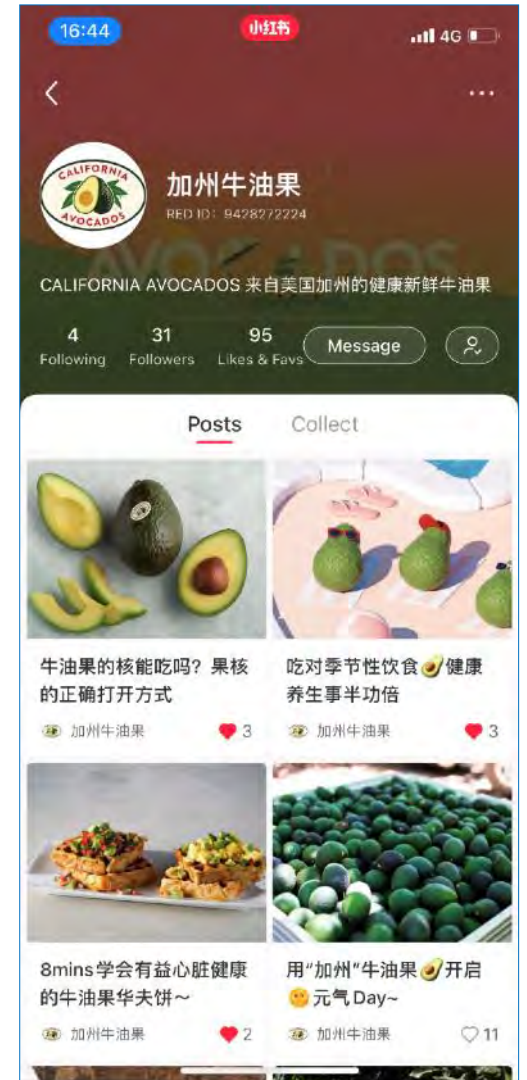
- 35 Homeplus stores
 - May 14-16
 - May 20-22
- 74 Emart stores
 - May 19, 21-22





EXPORT PROMOTIONS – CHINA

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





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

FOODSERVICE: CHAIN PROMOTIONS



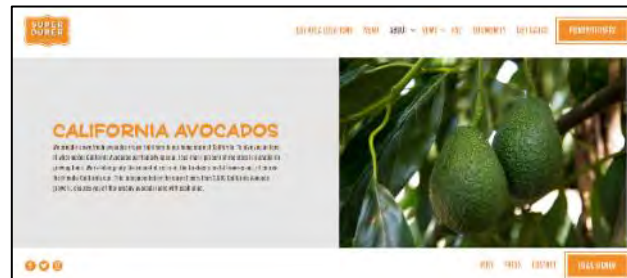
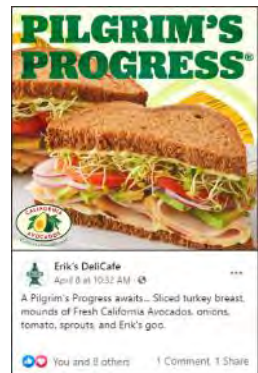
- 27 units (NorCal/Bay Area)
- April 1 – May 31
- California Avocados on the menu



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



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





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



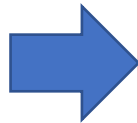
- 402 units (CA, AZ, NV)
- May 1 – September 30
- Upsell to all Breakfast Burritos



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



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





- HOME
- REVENUE
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- RETAIL
- FOODSERVICE
- RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

NORDSTROM Restaurant Division



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

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





- HOME
- REVENUE
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- RESEARCH

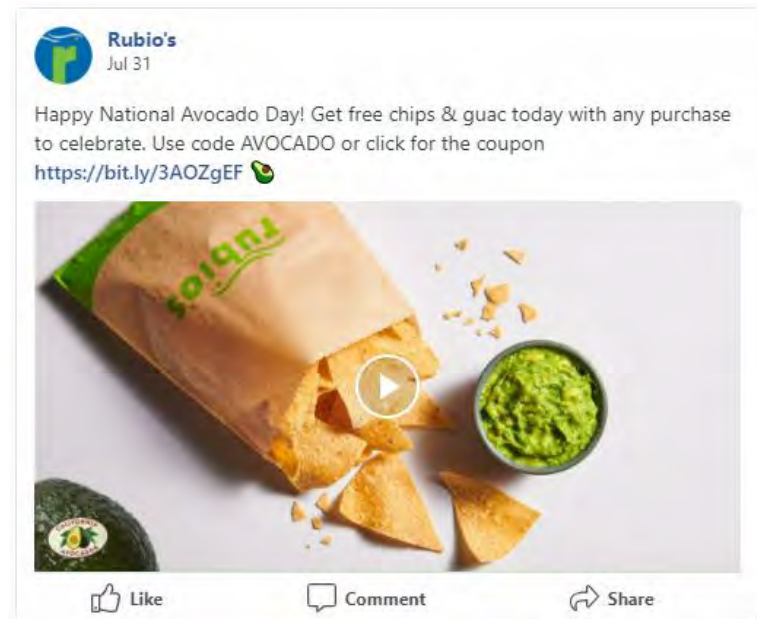
FOODSERVICE: CHAIN PROMOTIONS



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



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





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



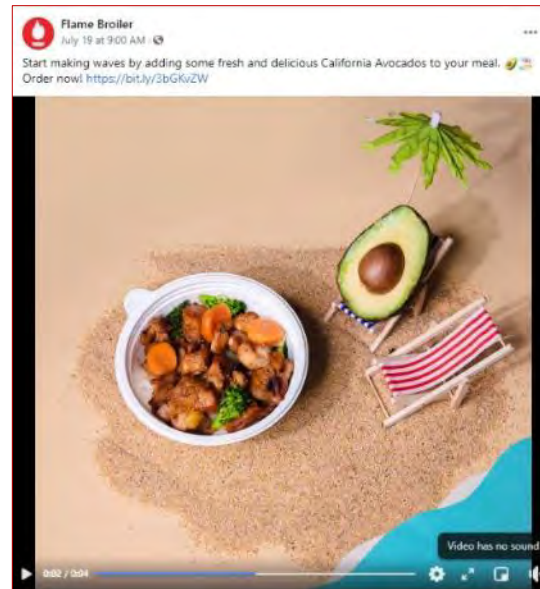
- 41 units (CA, NV)
- July 1 – August 15
- California Avocados on menu



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



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

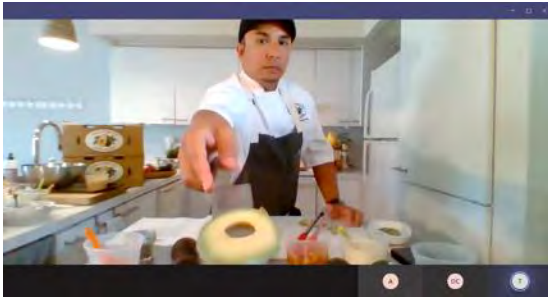




FOODSERVICE: MENU IDEATION SESSIONS

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

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



Chef Hernandez showing California Avocado up close

On-site demo and discussion





FOODSERVICE: FLAVOR PAIRING WITH CALIFORNIA AVOCADOS

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



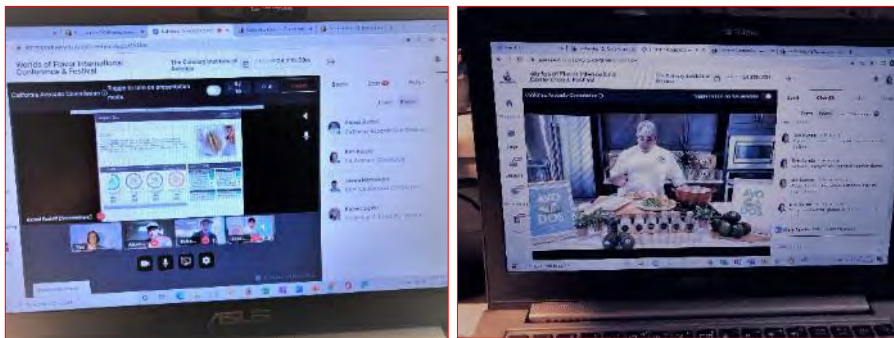


FOODSERVICE: VIRTUAL EVENTS



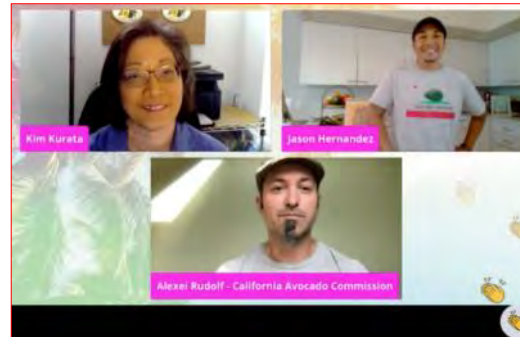
- CIA: Worlds of Flavor
- November 10-13, 2020
- Virtual platform

Online presentation and demonstration



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

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



Presentation and demo video

CAC received highest score among operators for best demo session





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



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



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



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





FOODSERVICE: ON-SITE EVENTS

FOODOVATION
EXCHANGE



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

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

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





FOODSERVICE: PRINT ADVERTISING

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

**AVO
DOS**

Create California Style with a California Original

California produces avocados that are colorful, lush in texture and flavor, menu-friendly and flexible, and they anchor the craveable dishes that typify California cuisine. Elevate a menu standard to a new level with the California spin - California Avocado. Everything. Taste. Salad garnishes, menu accents with a unique and delicious take on a popular customer favorite. Placed at the heart of the best avocados have California in them. **For more information, please visit CaliforniaAvocado.com/Foodservice**

California Avocado Everything Does Salad

The best avocados have California in them.

©2020 California Avocado Commission

**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 spin, California pizza, California poke or California chicken adds to your menu, just layer on the California Avocado. How can you say California in a dish, a bowl or a bite? Pour on the love, California Avocados. **For more information, please visit CaliforniaAvocado.com/Foodservice**

The best avocados have California love in them.

California Octopus and California Avocado

©2020 California Avocado Commission

**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. Toss 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**

The best avocados have California summer in them.

California Avocado Merguez Pizza

©2020 California Avocado Commission





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

FOODSERVICE: DIGITAL ADVERTISING

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

RB: ON THE MENU

The best avocados have California in them.

The best avocados have California in them.

The best dishes have California Avocados in them.

RECIPE WATCH



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

[View Recipe](#)



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

[View Recipe](#)

NRA SMARTBRIEF

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

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



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

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

Now in season!

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

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

We are here for you

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

California Avocados, any way you want 'em!

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

Brighten up your menu with California Avocados

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

Discover why California Avocados and fresh-made are natural partners

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

Seasonal. Local. California Avocados.

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

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

California Avocado Tips and Techniques

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

Why Avocado Toasts are so Crave-able

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

Unleash Summer's Bounty with California Avocados

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

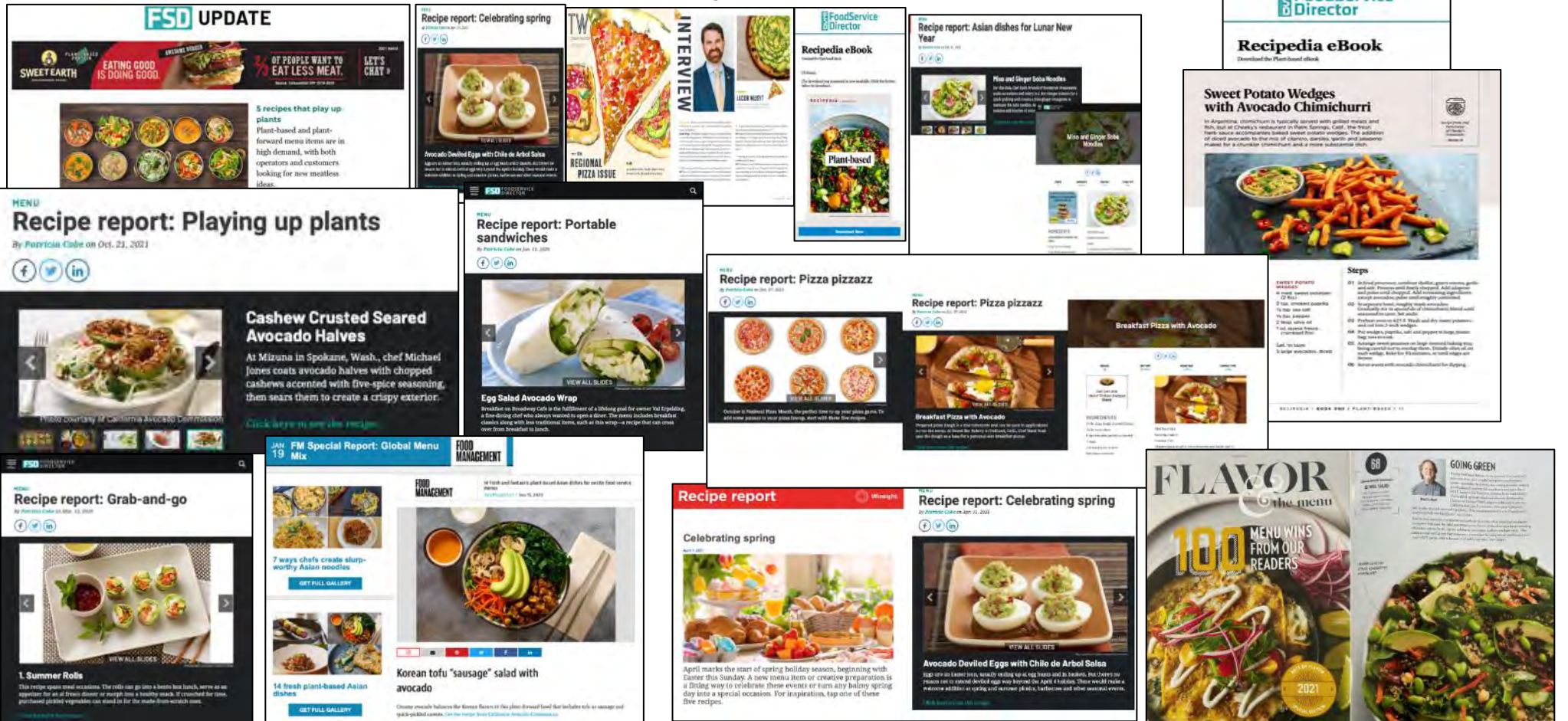
Discover Your Inspiration with California Avocados

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



FOODSERVICE: PUBLIC RELATIONS

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





FOODSERVICE: PUBLIC RELATIONS

- California Avocado Commission sponsored IFEC Lunch-and-Learn
- 19 Editors and 10 Non-editors participated in an interactive educational series on flavor building

Hi Susan,

Lunch AND Learn

SAVORY SULFUR MAILLARD
FRUITY PUNGENT AVOCADOS DAIRY
SOUR TERPENE VEGETAL ALCOHOL
MARINE

The best flavor combinations have California Avocados in them.

Please join the California Avocado Commission and Chef Jason Hernandez to explore how California Avocados can be a canvas for building flavor combinations and innovative menu items. More details to follow soon.

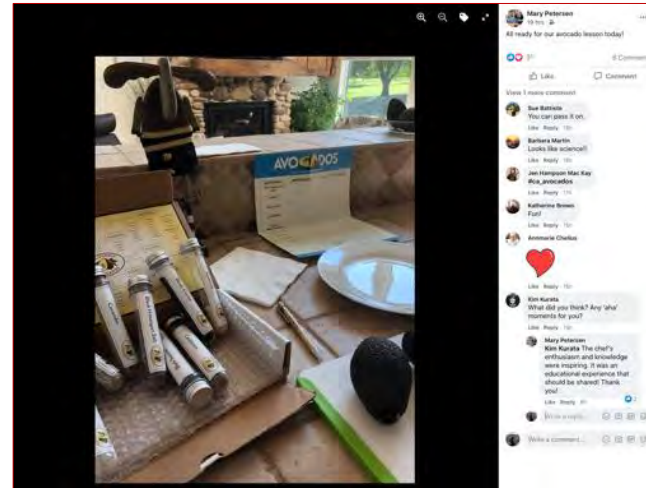
When: Jul 15, 2021 01:00 PM Eastern Time (US and Canada)

Register in advance (the earlier the better) for this meeting:
<https://zoom.us/join/zoom/register/2LIqD-jcrrj|EIBuVyXDTK7mTWQ3YxBmrG-1>

After registering, you will receive a confirmation email containing information about joining the meeting and pertinent info you will need to make it an interactive experience.

Email the IFEC office with any questions.

Cheers,
Jen Mac Kay



Kelsey Casselbury
July 3 at 9:29 AM

Loving this adorable spice set from @ca_avocados! Can't wait to try out some of the spices I've never had before (question: How to use asafetida and amchar? @mikokostyo, I feel like you have the answers I need.) #lovemyjob #ifec @ifeonline #foodwriter

You, Andrea Hanson Schepke, Patty Fitzgerald and 26 others

13 Comments

Like Comment

Andrew D. Posner
Asafetida is an Indian spice. Like all spices, it is best toasted, and it can be toasted in ghee to bloom. A little goes a long way. Very tasty!

Like Reply

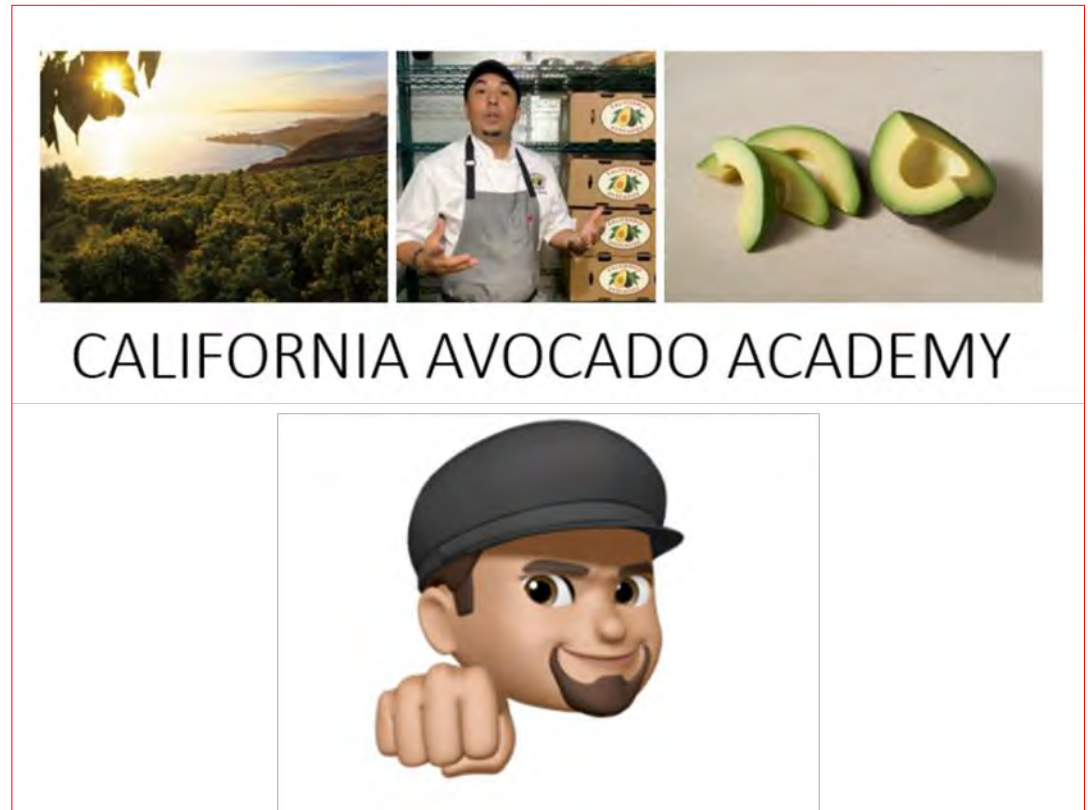
Kim Kurata
It will be fun to learn how to build flavors with California Avocados and these spices!

Like Reply



FOODSERVICE: SOCIAL MEDIA PLATFORM

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





HOME

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RETAIL

FOODSERVICE

RESEARCH

RESEARCH: INSTAPANEL STUDY

2021 Instapanel Research

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

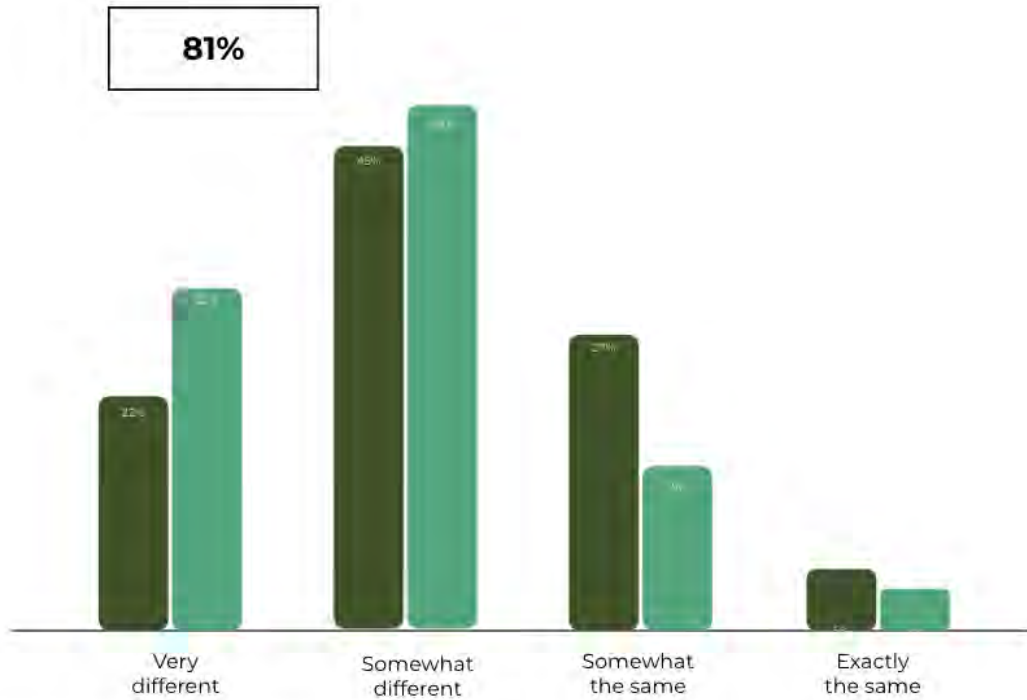


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RESEARCH: INSTAPANEL STUDY

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

Before viewing videos After viewing videos



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

GRAPHS: SEPARATION FROM CATEGORY, TOTAL SAMPLE



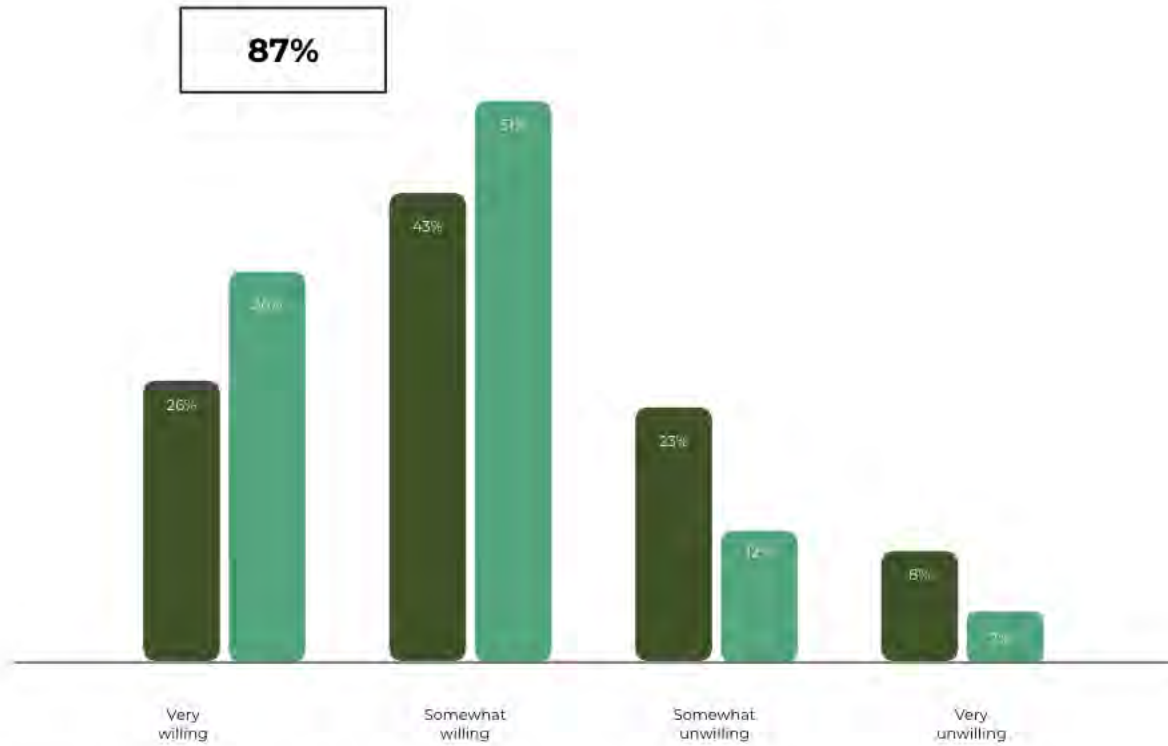


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RESEARCH: INSTAPANEL STUDY

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

Before viewing videos After viewing videos



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

GRAPHS: SEPARATION FROM CATEGORY, TOTAL SAMPLE





RESEARCH: 2021 SPOTIFY NIELSEN BRAND EFFECT STUDY

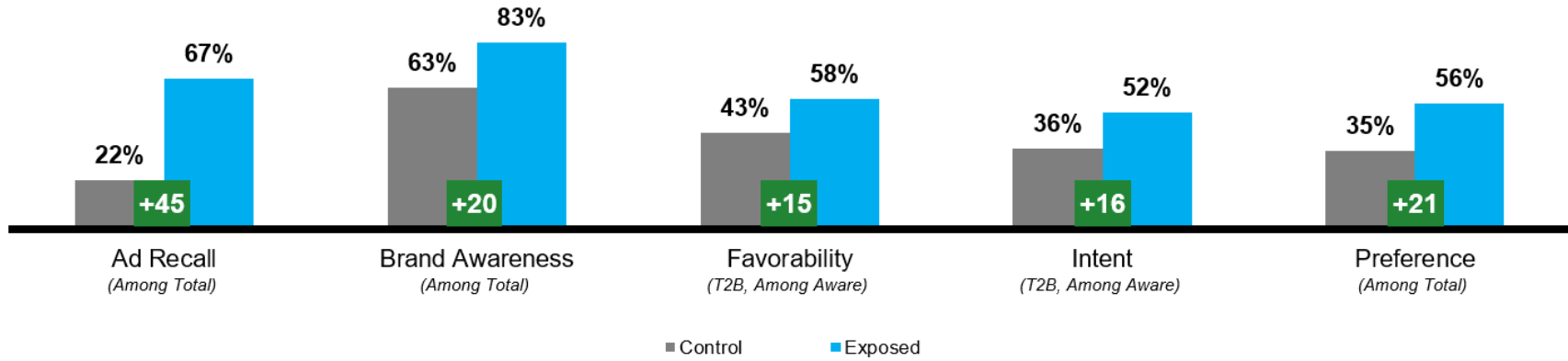
- Overview:
 - As added value, Spotify implemented a Nielsen Brand Effect study throughout the campaign to gain detailed insights into creative and media performance
- Key Learnings:
 - The campaign generated strong lifts above norms across all brand metrics: Ad Recall, Brand Awareness, Favorability,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



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

RESEARCH: 2021 SPOTIFY NIELSEN BRAND EFFECT STUDY

Overall Metrics



Normative Deltas | Comparison to CPG US Norm

Ad Recall – Avg. Delta

+20

Brand Awareness – Avg. Delta

+6

Favorability – Avg. Delta

+2

Intent – Avg. Delta

+2

Preference – Avg. Delta

+2

■ Increase 90% c.I.
 ■ Increase 80% c.I.





RESEARCH: 2021 CALIFORNIA AVOCADO TRACKING STUDY

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

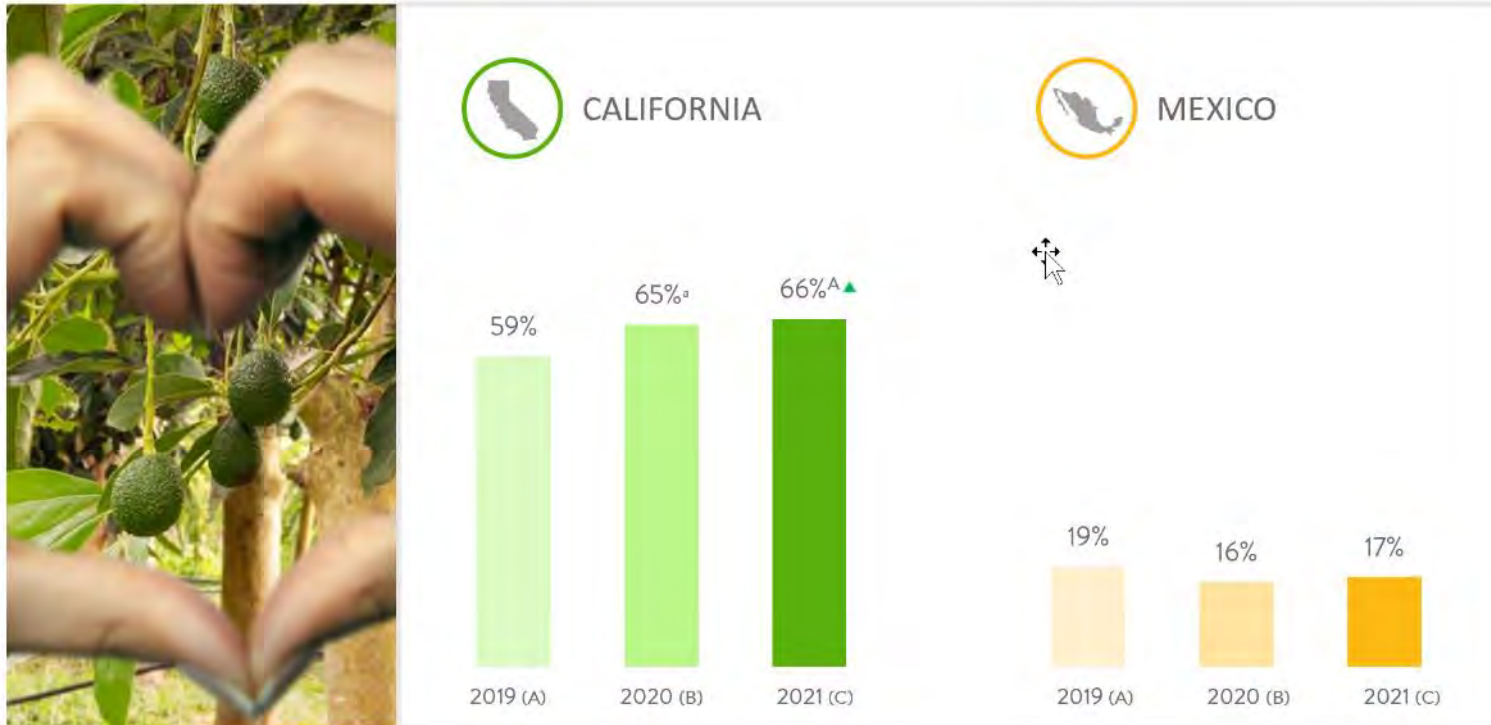




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RESEARCH: 2021 CALIFORNIA AVOCADO TRACKING STUDY – PREVIEW

California remains the preferred growing region by a wide margin.



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

^a California is significantly higher than Mexico 2021
 Note: No preference remains consistent at 14%





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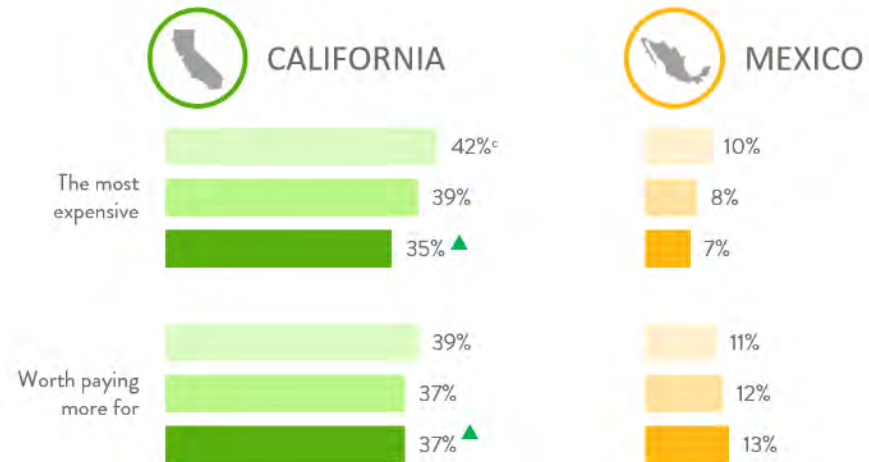
RESEARCH: 2021 CALIFORNIA AVOCADO TRACKING STUDY – PREVIEW

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



REGION IS THE BEST...

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



▲ California is significantly higher than Mexico 2021

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

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

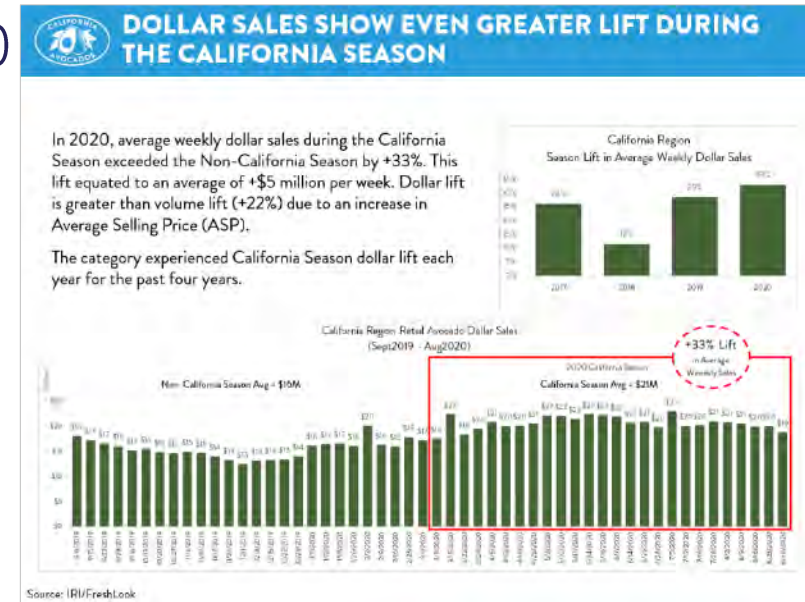
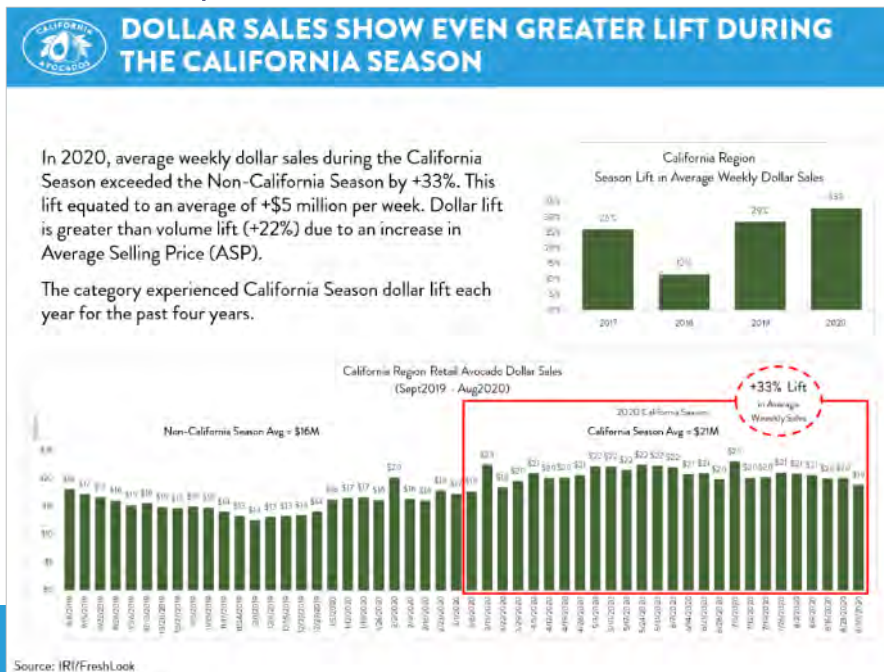
QX1. Now we would like to think about [California Avocados/Avocados from Mexico]. How much do you agree or disagree that the statement describes [California Avocados/Avocados from Mexico]?





RESEARCH: STATE OF THE AVOCADO CATEGORY

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





RESEARCH: AVOCADO RIPENESS STUDY

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

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

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

Under-ripe | Perfectly ripe

Stage 1 | Stage 2 | Stage 3 | Stage 4

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

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

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

SHOPPERS SHARE SIMILAR TRENDS IN SHOPPING STYLES AND PREFERENCES

AVOCADO SHOPPERS ENJOY THE SHOPPING EXPERIENCE

Shopping Enjoyment **8.2** Out of 10

Preferred Store choice is based on:

- Location (Convenience)
- Prices
- Selection

Meal Preparation

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

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

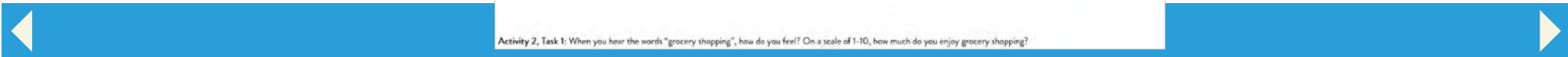
"Excited - I usually buy myself a treat when I go grocery shopping so it makes it all the more fun!" - Nelly C

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

AVOCADO SHOPPERS ENJOY THE SHOPPING EXPERIENCE

Shopping Enjoyment **8.2** Out of 10

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





RESEARCH: CALIFORNIA PROMOTIONAL RETAIL STUDY

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

