

# JUNE IS CALIFORNIA AVOCADO MONTH



California Avocado Month graphic featuring California avocado grower Ricardo Serrato.

## Retailers, Influencers and Media Partners Celebrate Peak-Season California Avocado Month

**F**or more than a decade, California Avocado Month has provided the California Avocado Commission and its targeted partners with the opportunity to celebrate peak season, build awareness of the fruit's availability in local markets and inspire consumers to purchase the locally grown and sustainably farmed fruit. This year, CAC's cross-platform California Avocado Month promotions — via public relations, in-store events, social media and digital channels — built awareness and demand for the fruit in targeted local markets and garnered broader reach in markets farther afield.

To secure media coverage in markets where California avocados can easily be purchased in local stores, CAC distributed a press release announcing June as California Avocado Month and celebrated the peak season with two easy-to-prepare summer recipes to inspire California avocado purchases. The press release garnered coverage with media outlets in local

targeted markets, including a story placement in The Orange County Register, which was syndicated in other key media outlets, resulting in comprehensive coverage in various outlets including the Daily Breeze, Inland Valley Daily Bulletin, LA Daily News, Long Beach Press Telegram, Pasadena Star News, The Oakland Press, The Press Enterprise, Redlands Daily Facts, The San Bernardino Sun, San Gabriel Valley Tribune and Whittier Daily News.

Further, to build awareness with trade audiences, the Commission distributed a retail trade press release demonstrating how CAC supports California Avocado Month and providing updates on the season's crop. This release garnered coverage with key trade publications, resulting in more than 500,000 impressions.

Sacramento-based retailer Raley's also partnered with CAC to kick off California Avocado Month by hosting a hyperlocal exclusive influencer event at the supermarket's iconic



California avocado grower Michael Craviotto, Raley's communication team and CAC's Terry Splane and Lori Small joined hyperlocal Sacramento-based influencers at Raley's California Avocado Month Influencer Event.

Sacramento/Freeport Boulevard location. More than 15 Sacramento-based social media influencers gathered at Raley's mezzanine event space and were hosted by CAC team members Terry Splane, Lori Small and Dave Cruz. Raley's Executive Director of Fresh Faith Garrard, Category Manager Produce Gary Ruggiero and members of the retailer's communication team also joined the event, demonstrating their interest in providing customers with locally grown peak-season fruit and partnering with local influencers who can help drive consumers in-store for purchase.

The influencers sampled an array of chef-prepared California avocado-centric dishes and captured images of the eye-catching displays of the fruit — all of which they shared across their social channels. They also met California avocado grower Michael Craviotto of Moorpark's Grace Farms and Orchards, who shared his family's storied history with California avocados and their passion for growing the fruit.

The influencers then visited the produce department and sampled more fresh California avocados, capturing additional video and photography they could convert into creative social content around California Avocado Month. Throughout June, the influencers shared their content on their social platforms, highlighting California Avocado Month, the fruit's availability in-store at their local Raley's and sharing delicious California avocado recipes with their fans. The influencers' combined consumer reach across their social platforms is 1.8 million targeted consumers.

Loyal California avocado retailers Albertsons-Vons-Pavilions and Mollie Stone's Markets also celebrated California Avocado Month with social media posts across their platforms that featured California avocado growers, sustainability messaging and how-to videos and recipes. Albertsons-Vons-Pa-

vilions shared weekly posts on Facebook and Instagram, while Mollie Stone's gave a nod to the peak California avocado season in June with a series of posts on Facebook and Instagram.

In addition to these retail-based activities, the Commission also partnered with four well-known food influencers — Maxi's Kitchen, Herman at Home, What Erica Craves and Erin O'brien — who created original, inspirational California avocado recipes and shared them across their social channels. The content posted by these brand advocate partners reached a combined 4.2 million consumers. 🥑



Raley's Director of Fresh Faith Garrard and Category Manager Produce Gary Ruggiero joined the California Avocado Month in-store influencer event at Raley's Freeport Boulevard Location.