

Meet Your Retail Marketing Directors

The California Avocado Commission's retail marketing directors serve as the principal liaison between the Commission, retailers and AMRIC handlers — coordinating merchandising and promotional activities for California avocados. As such, they are the next level of outreach for growers beyond the handler buying contacts and play a crucial role in communicating key CAC marketing messages to retailers. The RMDs are involved throughout the year, particularly in the months leading up to the California avocado harvest and during the harvest season — meeting with vice presidents, directors and category managers of produce, as well as with retailer marketing management, to execute all marketing and produce promotions.

Retail promotion has evolved over the years with RMDs taking on the additional role of promoting California avocados using digital marketing and social media tools. While this involves more work on their part, these tools are the dominant means of communicating with today's consumers, especially young shoppers who have the potential to become lifelong consumers of California avocados. CAC's RMDs focus on the supermarket, mass merchandiser and club chains in the Western U.S. and California specifically, to grow demand, sales and velocity for California avocados. They also outreach opportunistically to distributors, specialty retailers, small store format and Hispanic retailers.



Carolyn Becker resides in Colorado and has two sons. They all enjoy an active outdoor lifestyle.



David Anderson resides in Texas and enjoys golfing, fishing, gardening and considers himself an enthusiastic backyard orchardist.

Carolyn Becker

CAC RMD Carolyn Becker brings 27 years of produce marketing experience across many commodities and scale of businesses to her role. During her career she has managed retail marketing for produce items such as pears, cherries, kiwifruit, apples and walnuts. Further, she has experience with direct business development of cherries and medjool dates. Carolyn has worked with the Commission for nine years and covers retailers in the Western U.S. as well as the national accounts of Albertsons/Safeway and Sprouts Farmers Market. As to why she enjoys supporting



CAC RMD Carolyn Becker and CAC staff enjoy a grove tour with Save Mart Supermarket buying, merchandising and quality control team members.

California avocado growers, she says, “Agriculture and growers feed our world, so my small part to ensure the retail environment is educating consumers on health and selling more California avocados has become a passion.”

Carolyn resides in Colorado and has two sons who all enjoy an active outdoor lifestyle. She enjoys volunteering for organizations that counsel children who are rebuilding after the loss of a parent.

David Anderson

David Anderson is a 24-year-veteran with the Commission whose territories include the Western divisions of the national accounts Costco, Kroger, Sam’s Club, Target, Walmart and Whole Foods. He also handles retailers in the Midwest and Eastern United States. “Our work in the field directly enhances the value of California avocados and is both measurable and quantifiable in regard to return on grower investment,” he states. “We can directly impact demand for California avocados!”



David Anderson (right) meeting with Dan Fichte from Schnuck Markets during the Southeastern Produce Council Southern Exposure conference.

David has served as a retail marketing contact since the late 1990s and was an independent broker owner/operator prior to beginning with the Commission in 1999.

A native Midwesterner, David has been a resident of Texas since 1998. He currently enjoys golfing, fishing, and gardening and considers himself an enthusiastic backyard orchardist. 🍷