



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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KEY PERFORMANCE INDICATORS: NOVEMBER 2022 – OCTOBER 2023

\$1.15

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending October 8, 2023

352.1 Million

Consumer Media Impressions

Includes offline, online and social media impressions through October 2023

1.3 Billion

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets through October, 2023

42.3 Million

Trade Media and Public Relations Impressions

Positive direct CAC trade media and public relations circulation through October 2023

126 Thousand

Waze Navigations

Driving users to local retailers carrying California Avocados through Sponsored Search and Branded Pins in the Waze App

48

Retail Promotions

Number of Retail Promotions with signed Promotion Agreements through October 2023



REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year											
Grade		Size		November 1, 2022 - October 31, 2023				November 1, 2021 - October 31, 2022			
				Size %	(millions)		Avg Lug \$	Size %	(millions)		Avg Lug \$
					Pounds	Dollars			Pounds	Dollars	
Hass #1 Conv	40	8%	13.4	23.6	\$ 43.86	5%	11.9	31.4	\$ 65.97		
	48	33%	57.2	102.3	\$ 44.68	28%	61.7	167.6	\$ 67.92		
	60	26%	45.8	70.9	\$ 38.73	30%	64.6	158.8	\$ 61.47		
	70	17%	30.6	36.8	\$ 30.09	21%	45.4	91.8	\$ 50.56		
	84	10%	17.5	18.8	\$ 26.94	11%	25.0	41.0	\$ 40.98		
	Other	6%	11.4			4%	9.2				
	All	100%	175.9	268.7	\$ 38.19	100%	217.8	490.7	\$ 58.81		
Hass #2s	All		14.0	17.7	\$ 31.52		19.5	36.0	\$ 46.20		
Hass Organic #1	All		22.7	43.8	\$ 48.25		21.5	57.8	\$ 67.19		
California Avocado Region Distribution - This Year vs. Last Year											
All Varieties		Region		November 1, 2022 - October 31, 2023				November 1, 2021 - October 31, 2022			
				Region %	(millions)		Avg Lug \$	Region %	(millions)		Avg Lug \$
					Pounds	Dollars			Pounds	Dollars	
EAST CENTRAL		3%	6.2	10.4	\$ 42.04	5%	13.9	31.9	\$ 57.44		
NORTHEAST		4%	8.9	14.5	\$ 40.82	4%	10.2	25.1	\$ 61.64		
PACIFIC		79%	176.7	266.8	\$ 37.75	79%	213.7	473.6	\$ 55.40		
SOUTHEAST		4%	9.1	15.9	\$ 43.55	4%	10.2	25.3	\$ 61.89		
SOUTHWEST		4%	8.2	14.2	\$ 42.97	4%	11.0	25.1	\$ 56.95		
WEST CENTRAL		6%	13.9	22.8	\$ 40.95	4%	10.5	25.1	\$ 59.75		
EXPORT		1%	1.5	2.4	\$ 39.00	0%	1.2	2.8	\$ 57.38		





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REVENUE: CROP MOVEMENT AND MEASURES

U.S. Hass Avocado Supply (November-October)			
	2022/23	2021/22	2020/21
Origin	Volume (MM lbs)	Volume (MM lbs)	Volume (MM lbs)
California	233	276	264
Chile	11	14	6
Mexico	2,481	2,051	2,391
Peru	152	251	190
Other	28	35	6
Total	2,905	2,627	2,857



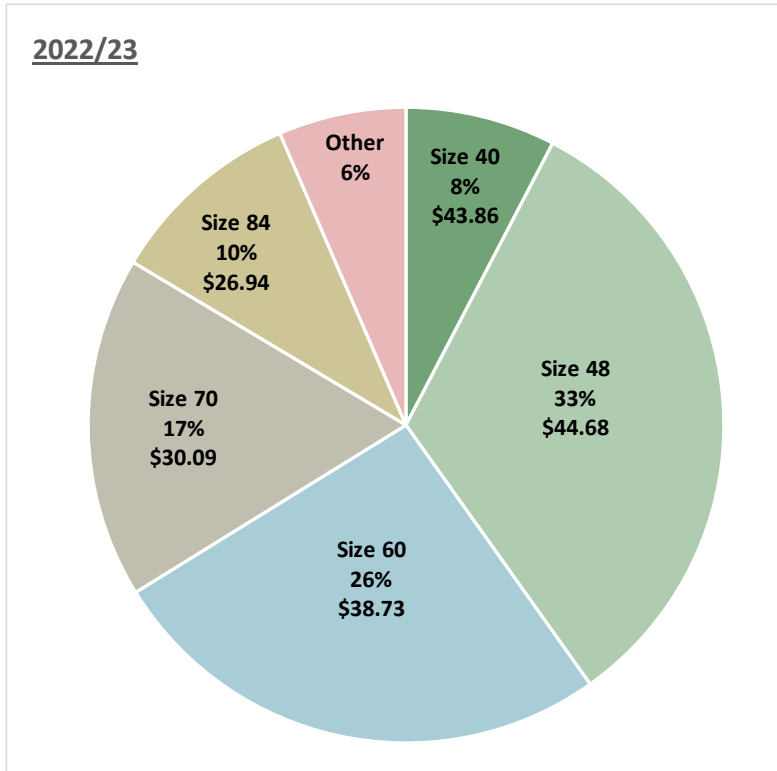


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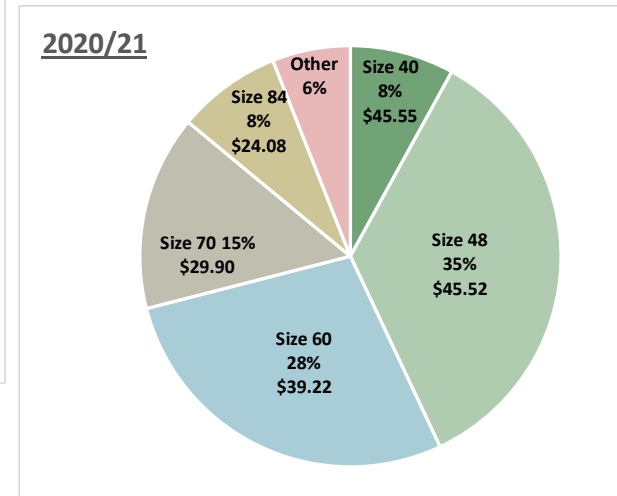
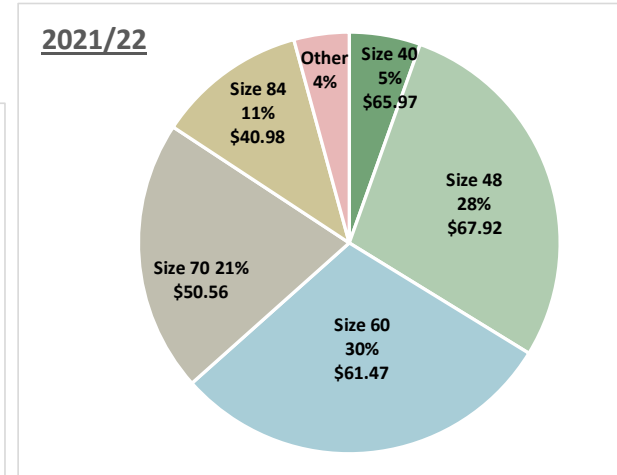
REVENUE: CROP MOVEMENT AND MEASURES

Size Distribution and Average Lug Price

Hass #1 Conventional (November-October)



Source: AMRIC





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REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Oct22</u> <i>(9/12/22-10/09/22)</i>	<u>Oct23</u> <i>(9/11/23-10/8/23)</i>	<u>Variance</u>
Volume (Unit)	147,569,001	151,158,014	+2.4%
Dollars	\$176,306,620	\$174,245,658	-1.2%
Avg. Selling Price/Unit	\$1.19	\$1.15	-3.5%
<u>RETAIL</u> <u>California Season</u>	<u>Mar22-Aug22</u> <i>(2/28/22-8/28/22)</i>	<u>Mar23-Aug23</u> <i>(2/27/23-8/27/23)</i>	<u>Variance</u>
Volume (Unit)	992,365,151	1,107,178,955	+11.6%
Dollars	\$1,453,621,320	\$1,243,332,606	-14.5%
Avg. Selling Price/Unit	\$1.46	\$1.12	-23.3%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep21-Feb22</u> <i>(8/30/21-2/27/22)</i>	<u>Sep22-Feb23</u> <i>(8/29/22-2/26/23)</i>	<u>Variance</u>
Volume (Unit)	1,007,193,728	1,025,351,848	+1.8%
Dollars	\$1,242,295,716	\$1,134,000,594	-8.7%
Avg. Selling Price/Unit	\$1.23	\$1.11	-10.3%





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REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.46



Mar 2022 – Aug 2022
(2/28/22 – 8/28/22)

Avg. Retail Price
\$1.10



Sept 2022 – Feb 2023
(8/29/22 – 2/26/23)

Avg. Retail Price
\$1.12



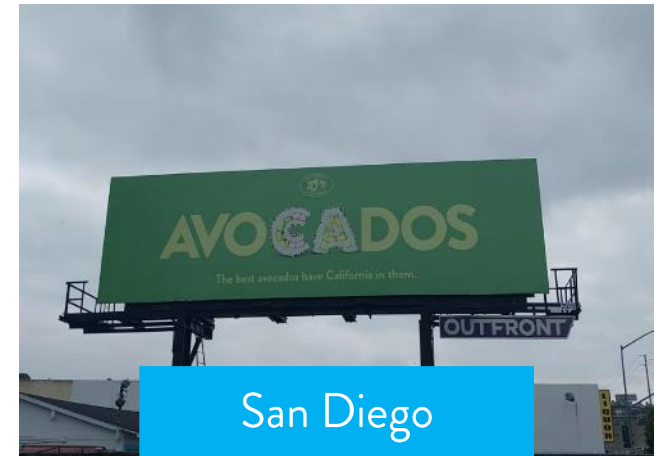
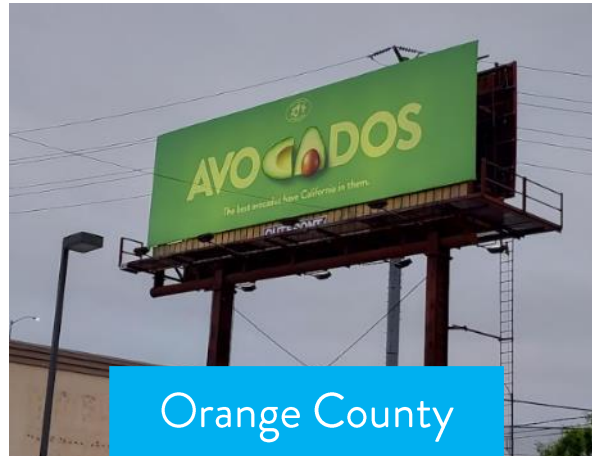
Mar 2023 – Aug 2023
(2/27/23 – 8/27/23)





CONSUMER ADVERTISING: OUTDOOR

- 113,711,196 Impressions
- Four high-impact locations throughout Los Angeles, San Francisco, San Diego and Orange County
- 149 Volta Electric Vehicle Charging Stations across multiple retail locations
- 34 units in Premium Dining and Shopping Centers in Los Angeles, Orange County and San Francisco
- 1 BART Train Wrap in San Francisco





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CONSUMER ADVERTISING: OUTDOOR



Volta Charging Stations



SF Broadway Plaza



OC Fashion Island



OC Irvine Spectrum



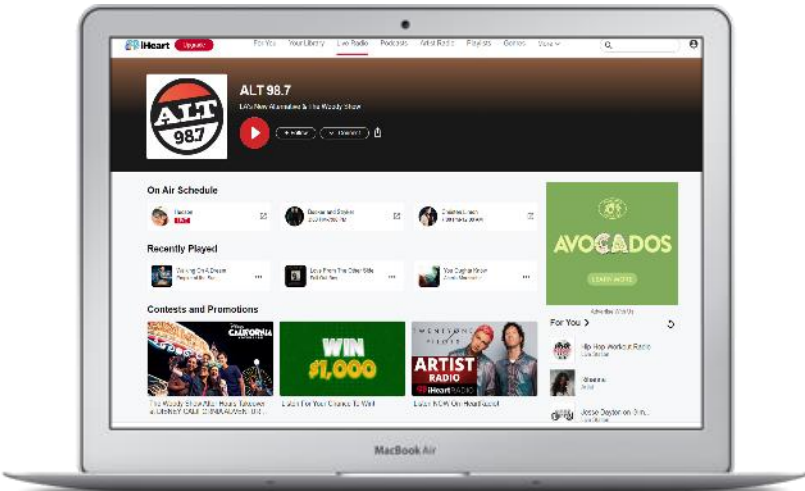
LA 2nd & PCH





CONSUMER ADVERTISING: AUDIO

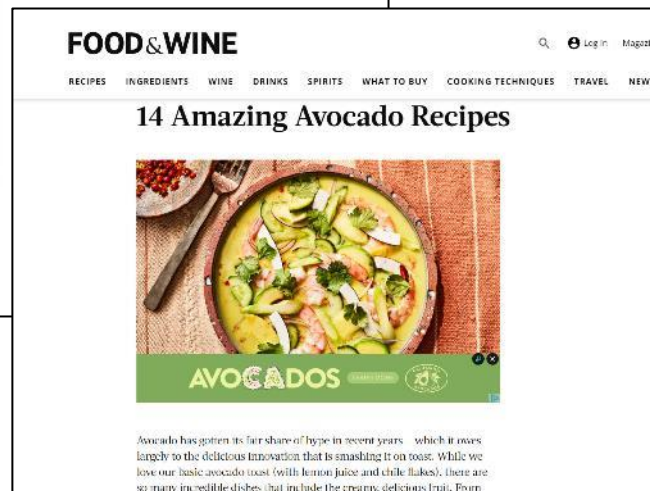
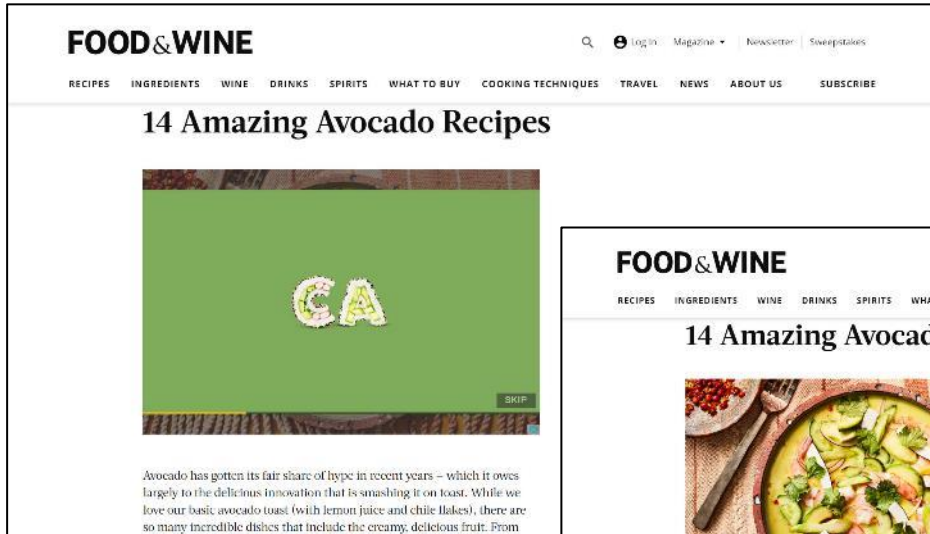
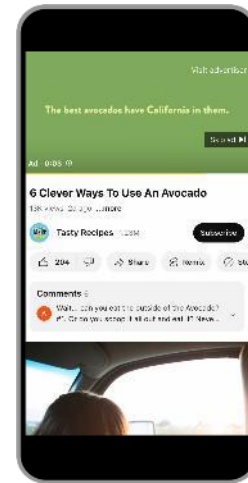
- 25,239,431 Impressions
- 13,715 Clicks with a 0.14% Click Through Rate
- 6,649,853 Video Views
- Targeted listening sessions, audio, banners, overlays, in-car audio and podcast live reads





CONSUMER ADVERTISING: DIGITAL BRAND

- 85,650,809 Impressions
- 178,602 Clicks with a 0.26% Click Through Rate
- 59,586,163 Video Views
- Digital video, mobile and display banners

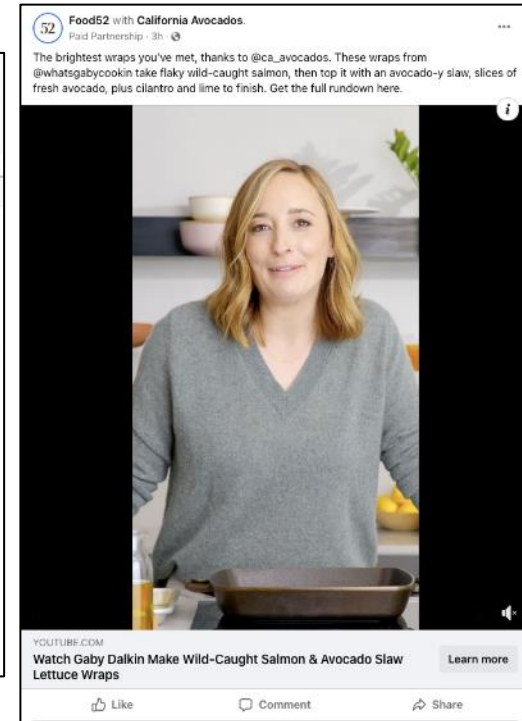
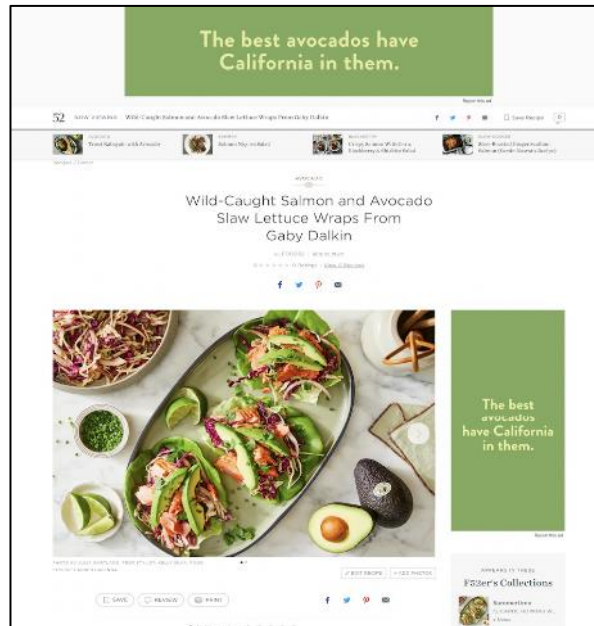
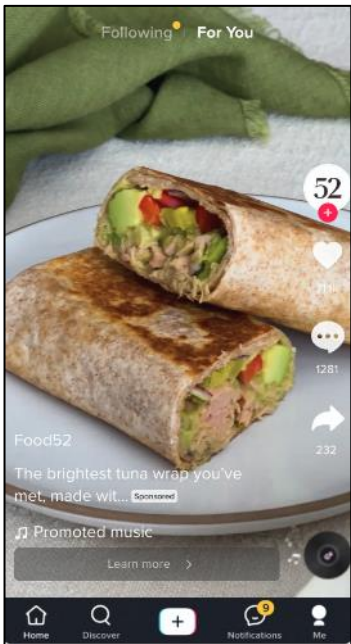




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

FOOD52

Custom content including three recipe videos and images prominently featuring California Avocados shared across Food52’s Instagram, Facebook and TikTok along with their website, email and the featured talent’s Instagram

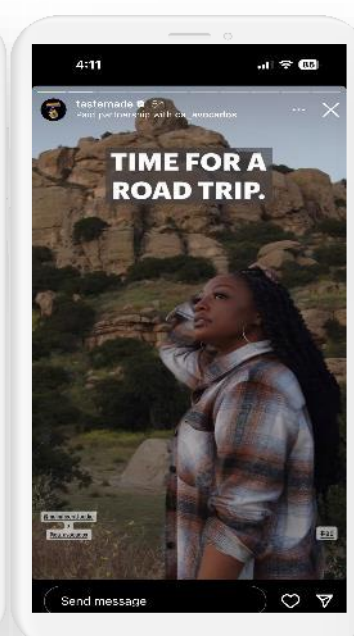
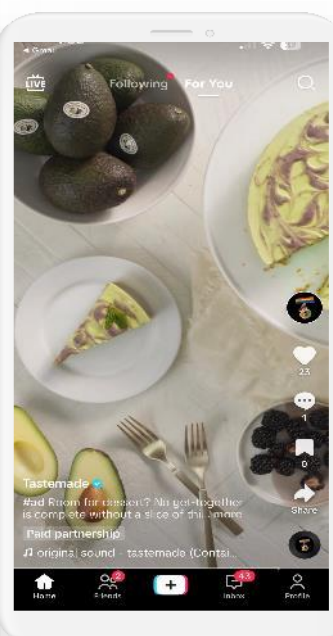
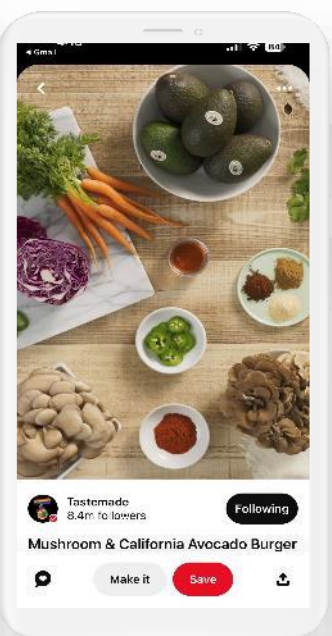
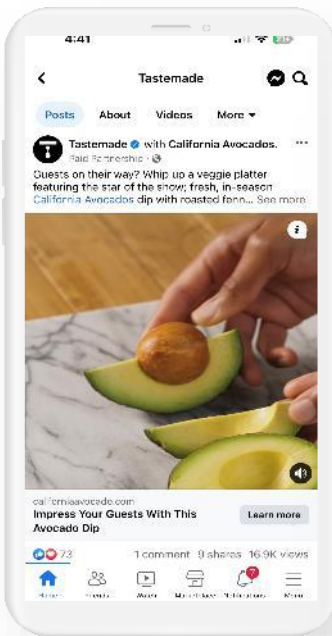




CONSUMER ADVERTISING: DIGITAL CUSTOM CONTENT

TASTEMADE

Custom content including four recipes featuring California Avocados distributed across Tastemade's site, Facebook, Instagram, TikTok and Pinterest social channels as well as talent inspired recipes distributed on their Instagram pages and stories

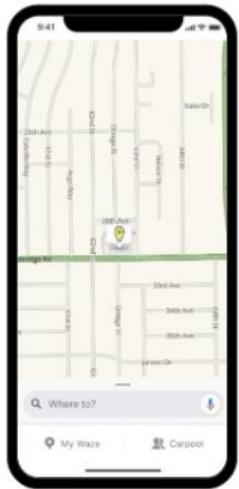




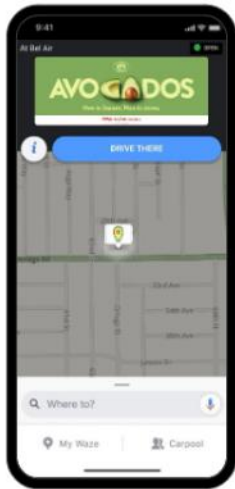
CONSUMER ADVERTISING: DIGITAL RETAIL



- 44,215,604 Impressions
- 141,800 Clicks with a 0.32% Click Through Rate
- 3,219,228 Video Views
- Promoted in-store availability to drive users to retailers carrying California Avocados



Pin on Map



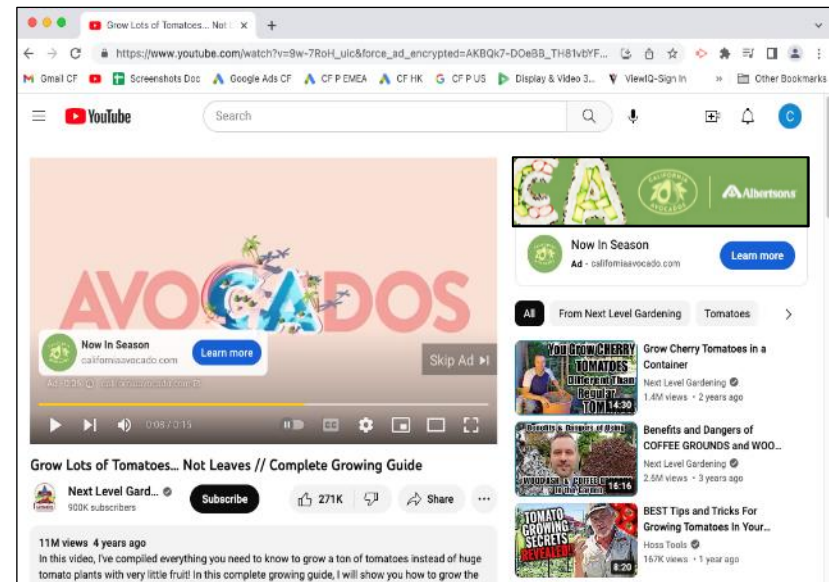
Pin Click



Preview Screen



Sponsored Search

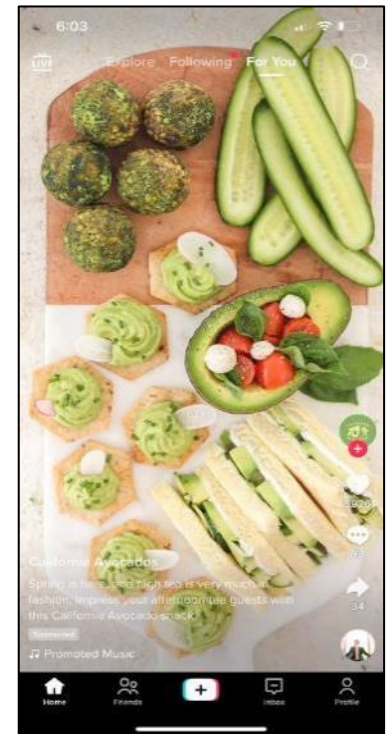
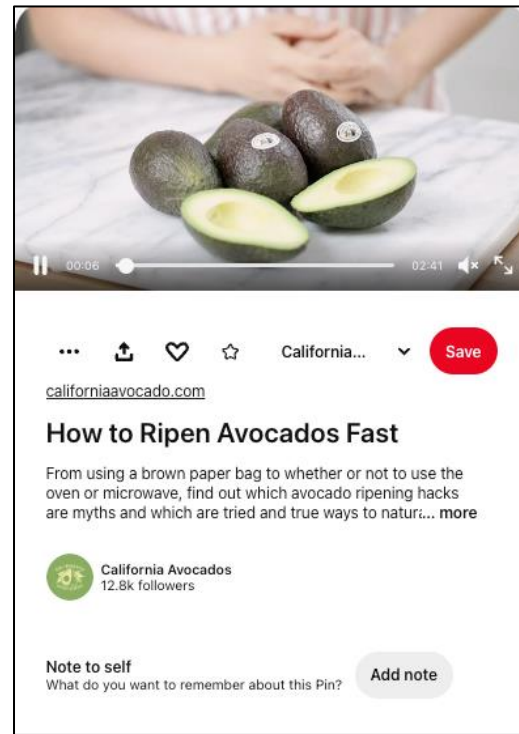
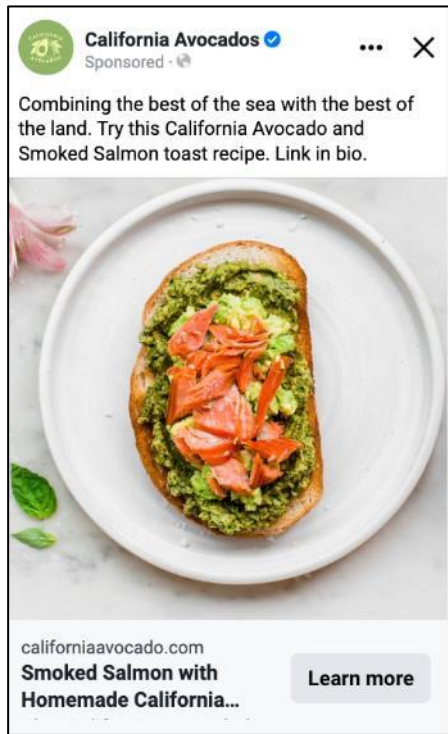




CONSUMER ADVERTISING: SOCIAL BRAND



- 33,776,324 Impressions
- 5,473,531 Engagements with a 16.21% Engagement Rate
- Season-long social advertising across top platforms

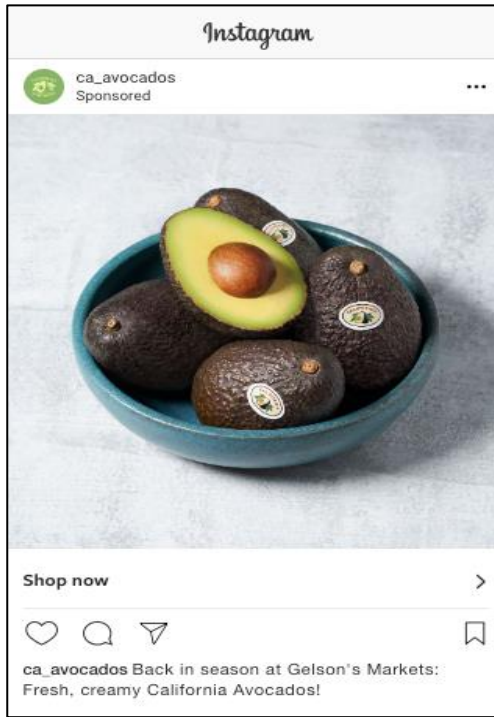




CONSUMER ADVERTISING: SOCIAL RETAIL



- 8,196,204 Impressions
- 45,717 Engagements with a 0.56% Engagement Rate
- Promoted California Avocados in-store to drive users to retailers





HOME

REVENUE

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ONLINE MARKETING: NOVEMBER 2022 – OCTOBER 2023

SEARCH RESULTS

- Organic Search Impressions: 33.9MM
- Paid Search Impressions: 7.4MM

SOCIAL MEDIA

- Facebook
 - Page Fans: 316K (0% change YoY)
- YouTube
 - Subscribers: 3.4K (9% increase YoY)
- Instagram
 - Followers: 44.8K (5% increase YoY)
- TikTok
 - Followers: 1.7K (91% increase YoY)
- Pinterest
 - Followers: 12.8K (9% increase YoY)
- Twitter
 - Followers: 20K (2% decrease YoY)

CONSUMER WEBSITE

- # of Visits: 1.5MM (16% decrease YoY)
- Page Views / Visit: 1.4 (6% increase YoY)
- Time on site: 37 seconds (3% increase YoY)
- Total Page Views: 1.9MM (3% decrease YoY)

EMAIL

- Average Open Rate: 23%
- Click through rate: 2.5%
- Emails Sent: 8 emails sent to 179.7K recipients per email



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CONSUMER PR: CALIFORNIA AVOCADO SEASON OPENER

- To drive awareness and excitement around the start of California Avocado season, the Commission kicked off its consumer PR efforts by distributing a press release and mat release focused on the “top five things to know” about in-season California Avocados
- Both releases shared ideas around how consumers can maximize their enjoyment of the fruit throughout the season by sharing versatile California Avocado recipes and how-to preparation tricks, such as CAC’s nick-and-peel method
- Through earned media relations, as well as distribution of a press release and mat release, the program resulted in more than **304 million impressions** across national and regional media outlets, including *Associated Press*, *Well+Good*, *Bakersfield.com*, *Santa Maria Times*, *San Diego Union-Tribune*, *Napa Valley Register*, and *LA Downtown News*, as well as the *High Vibration Living* podcast
 - National lifestyle outlet *Well+Good* expressed excitement around the season kickoff and learning about CAC’s “California avocado tips & tricks,” and posted a [story](#) in May titled “We Should All Be Pickling Our Avocados—Here’s How” as a result



W E L L + G O O D

We Should All Be Pickling Our Avocados
—Here’s How





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CONSUMER PR: CELEBRATE CALIFORNIA AVOCADO MONTH WITH CHEF BROOKE WILLIAMSON

- To drive awareness and excitement for California Avocado Month, the Commission partnered with California-based chef Brooke Williamson to develop two delicious and seasonal recipes prominently featuring California Avocados (Braised Short Rib on California Avocado Tahini Puree, and California Avocado Chocolate Mousse Layer Cake), which were promoted via press and mat releases
- Additionally, Chef Brooke's Braised Short Rib on California Avocado Tahini Puree recipe debuted at her popular beachside restaurant in Playa del Rey, Playa Provisions, during the month of June for a limited time for fans of Chef Williamson and California avocados alike to experience in person. The team coordinated a restaurant visit for Access Hollywood, too
- Chef Brooke posted about her CAC-inspired recipes and partnership on her Instagram page, reaching her more than 320K followers
- Through earned media relations, the program resulted in more than **358 million impressions** across national and regional media outlets, including *TODAY Show*, *Associated Press*, *Real Food Magazine*, *EatingWell*, *Bakersfield.com*, *Bake Magazine*, *Times of San Diego*, and *LA Downtown News*





CONSUMER PR: BRAND ADVOCATES

- To celebrate California Avocado season, the Commission partnered with two influencers to serve as this year's Brand Advocates – one TikTok influencer (NomLife) and one Instagram/Blogger influencer (Veggiekins) – chosen based on their significant social followings, and their unique recipes and content creation
- Each partner developed four recipes promoting California Avocados on their respective social media channels, including their blog, Instagram and TikTok pages with culinary themes in mind. They each created unique dishes that were healthy, Asian/Japanese inspired and made for their audiences and avocado consumers alike
- Between March and June, the Brand Advocate program secured a total of **2,274,009** impressions:
 - **Paid: 407,503** impressions
 - **Earned: 1,866,506** impressions*





CONSUMER PR: BRAND ADVOCATES (CONT.)

- Additionally, last year during the 2022 season, CAC partnered with Elizabeth Van Lierde (The College Housewife) under the Website Contributor program to provide unique, robust content, including recipes and images, to be featured on the CAC website and across her own social channels. Elizabeth’s social content was posted during the 2023 season
- Throughout the season, the team tracked coverage on Elizabeth’s Instagram channel, resulting in more than 178.3K impressions across 10 pieces of coverage from March through July
- 187,962 views and 8,778 engagements were secured on Elizabeth’s Instagram





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CONSUMER PR: NEWS BUREAU

- Throughout the 2022-23 season, the Consumer PR team identified relevant story angles for CAC (outside of Season Opener and California Avocado Month), and leveraged the brand’s unique perspective, spokespeople and assets to promote the season among consumer media. Pitch angles included CAC tips & tricks, International Women’s Day, National Avocado Day and CAC’s unique sustainability messaging
- News bureau media efforts resulted in more than 644 million impressions

Eat This, Not That!

The 10 Best Butter Substitutes To Use When You're in a Pinch

4 Avocado



FOOD & WINE

These Avocado Ripening Tricks Actually Work



VILLAGE NEWS

California avocados star in desserts

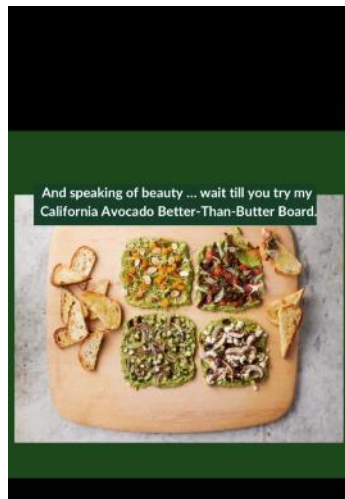




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CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Living Well Brand Advocates are registered dietitian nutritionists who serve as third-party trusted experts and spokespersons on behalf of CAC. These Advocates developed recipes for the CAC website and produced content for their social media and retailer channels to tell the California Avocado story of seasonality and superiority and communicate the health benefits.



Mascha Davis, RDN, MPH

Bonnie Taub-Dix, MA, RDN, CDN

Manuel Villacorta, MS, RDN,





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 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. This messaging spoke directly to retailers’ customers at targeted top-tier accounts through their social media platforms and other digital marketing tools including social media, websites, blogs and mailers.

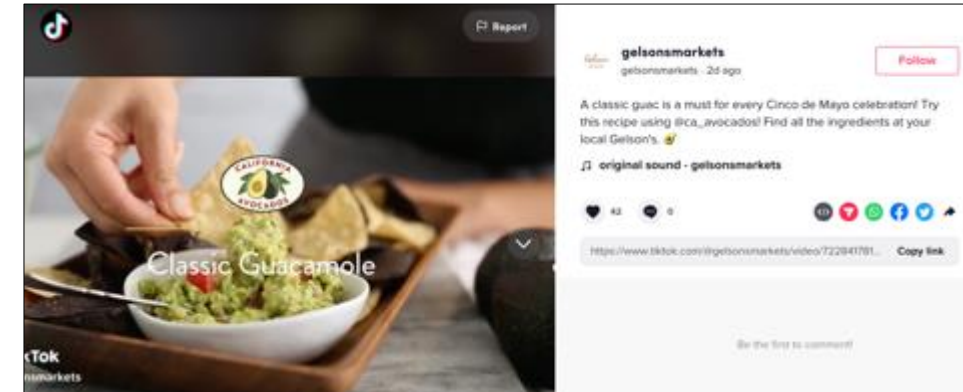




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RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

Cinco de Mayo



California Avocado Month

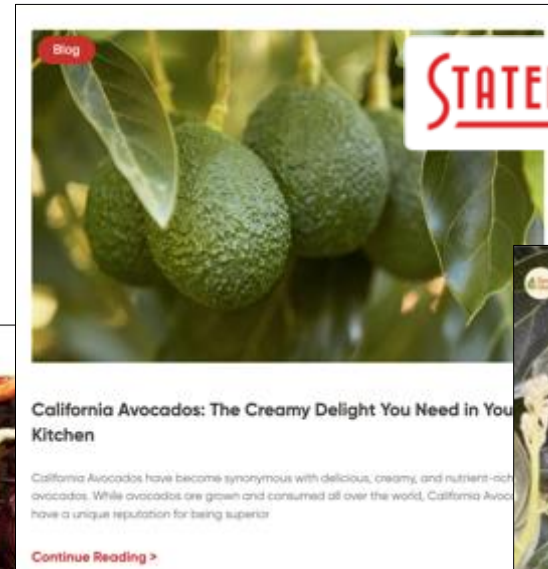
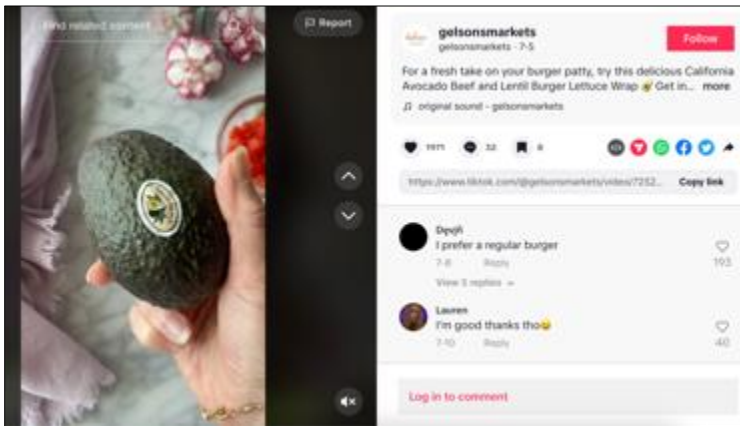




RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

4th of July

National Avocado Day





RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

Giveaways

The collage includes:

- A promotional image for Mollie Stone's Markets featuring avocados, a t-shirt, and a shopping bag.
- A Nugget Markets advertisement for a Cuisinart Portable Grill Giveaway, sponsored by the California Avocado Commission.
- A Gelson's 'CINCO DE MAYO GIVEAWAY!' graphic.
- Two screenshots of social media posts from @gelsonsmarkets announcing the giveaway, including an 'Enter to win' button.

Opportunistic

The collage includes:

- Snippets from the Lunds & Byerlys website showing avocado products and educational content like 'MEET THE GEM AVOCADO' and 'HOW TO CHOOSE AN AVOCADO'.
- A social media post from @savemart featuring a video of Rachael Laenen, a 6th generation California farmer and avocado grower, with the text 'so make sure to look for California on the label'.





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RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

RMD Produce Promotion Support: Summer Hatch Chile Retailer Co-promotion

Gelson's Markets
1 d · 🌐

Spice up your spuds with Twice Baked Potatoes with Hatch Chiles and California Avocados. This delicious recipe is made with two in-season favorites 🌶️🥑 — Hatch Chiles and ethically sourced California Avocados. Find everything you need for this taste-of-summer classic at your local Gelson's.

Recipe and photo courtesy @ca_avocados. Recipe link in bio and below.

Get the Twice Baked Potatoes with Hatch Chiles and California Avocado recipes here: [h... See more](#)



CALIFORNIAAVOCADO.COM
Twice Baked Potatoes with Hatch Chiles and California Avocados - California Avocados [Learn more](#)



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CALIFORNIA AVOCADO AND HATCH CHILE GRILLED CHEESE

Written by Dani Toriumi · on August 31, 2023 · in California Avocados, Hatch Chiles

This delicious California Avocado and Hatch Chile Grilled Cheese sandwich is a fun and fresh take on a classic made with two in-season favorites — Hatch Chiles, in season August through September and California Avocados, in season spring through summer.

Ingredients

- 2 large Hatch green chiles, mild*
- 8 slices rustic wheat or white bread
- 4 Tbsp. butter, softened
- 8 slices Cheddar cheese**
- 2 medium ripe tomatoes, thinly sliced
- 1/4 cup thinly sliced red onion
- 1 firm but ripe, Fresh California Avocado, peeled, pitted and sliced
- 1/8 tsp. salt
- Fresh basil leaves, (optional)





RETAIL:



- Sales contest, Albertsons/Vons for U Coupon at \$0.25 off bagged California Avocados and CAC display bins during June
- 14% decrease in sales / 24.9% increase in units
- 102,507 coupons redeemed



Albertsons/Vons digital ad artwork

Benefits:

- Full-month support in over 350 stores
- Ad feature, followed by coupons for consistent promotion
- 24.9% increase in units, even when sales down





Portland Division

- Big Book Ad – July
- Just 4 U Digital Coupon Offer at \$1 off bagged avocados



02M09



California Jumbo Avocado

1.99
ea

Benefits:

- Promotion support outside of California
- Unit movement increase 18%





RETAIL: Southwest/AZ Division

- June & July Feature Ads
- Digital Coupon offer \$1 off bagged California Avocados

for U DIGITAL OFFER VALID 06/28/23 - 07/25/23

Signature Farms® Hass Avocados
5-7 ct. bag
Select Varieties

\$1 OFF

LIMIT 1 Digital Download Per Household

CALIFORNIA AVOCADOS

Hass Avocados
First 5
Additional:
2 for \$3.

5\$5
for

Benefits:

- Promotion support outside California
- Volume increase 57.6%





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!

April/May Promotion

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

Benefits:

- Local grown promotion supporting all varieties
- Volume increase of 39%





RETAIL: *Gelson's*

July 4th Demos in Stores with California-Grown signage



4-Hour Demo Generated:

- 984 organic avocado sales
- 2,019 Large avocado sales



Benefits:

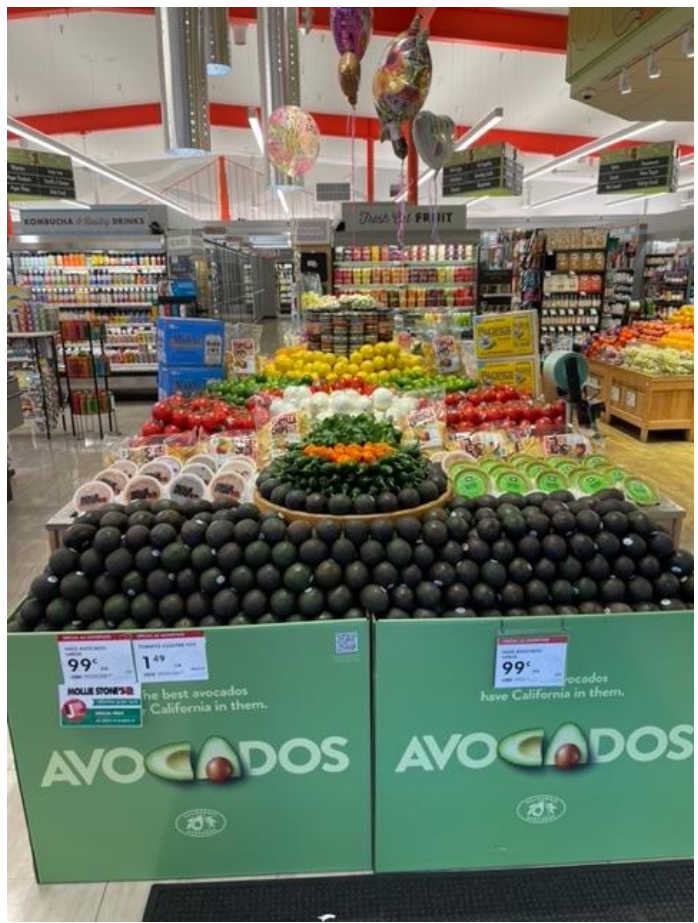
- Local-grown recognition
- Volume lift averaged 113% over 27 stores
- Consumers tasting quality of California Avocados





RETAIL: **MOLLIE STONE'S** MARKETS 

- Cinco de Mayo Sales Contest
- 29% sales lift over previous month sales





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

RETAIL: **Nugget** MARKETS

- Monthly ad promotion on bulk and organic avocados
- Hyper-local recognition
- Digital online feature and landing page to recipes



Results:

- 43% unit increase on large California Avocados
- 172% increase on organic medium avocados

WEEKLY SPECIALS May 3-9, 2023

Go to: [Features](#) [Produce](#) [Meat](#) [Staples](#) [Dairy](#) [Frozen](#) [Adult Beverages](#) [Specialty Cheese](#)
[Deli](#) [Bakery](#) [Coffee Bar](#) [Kitchen](#) [Floral](#) [Healthy Living](#) [General Merchandise](#) [Top](#)

Features






Grown in Mexico or California

Extra Large Avocados

\$1.99/ea.

Save 50¢/ea.





California Avocado Time

From sandwiches and salads to tacos, toast and more, take almost any meal from meh to marvelous with **California Avocados!** Make the most of these amazing avocados while they're still in season with these avo-centric recipes. Happy cooking!


Veggie Eggs Benedict

FILED UNDER: [Breakfast & Brunch](#) [Eggs & Dairy](#)



Fish Tacos with Avocado & Roasted Poblano Salsa

FILED UNDER: [Main Course](#) [Fish & Seafood](#)







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

RETAIL: PCC COMMUNITY MARKETS

Benefits:

- Promotion support outside California
- GEM avocado unit lift 18% over 2022
- Organic Hass avocado increase 32% for bulk





HOME

REVENUE

CONSUMER ADVERTISING

ONLINE MARKETING

CONSUMER PR

CONSUMER/ TRADE LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RETAIL: *Raley's*

- Monthly & weekly Ad Promotions
- \$5 Monday Offers
- Digital Online Specials
- Display Bins in stores – June & July
- Local Branding Online
- RESULTS: 40-99% unit increase

For More Savings!

Digital Offer

77¢

Limit 4 per member

Non-Member Price \$1.99

Large Hass Avocados
Locally grown in California. In our Produce Dept.

Digital Deals must be clipped online to redeem in store or online. Must have Something Extra membership. Limit one offer per household.

Expires 7/11/23.

Weekly Ad | Log In | Sign Up | Something Extra Benefits

PICKUP AT BELAIR ON PLEASE UPD...

What can we help you find? \$0.00

Home • Featured • Produce • Meat & Seafood • Dairy • Beverages • Frozen • Beer & Wine • Health & Beauty • Deli & Bakery • Pantry • Household & Pet

Departments

- Ways to Shop
- Collections
- Shopper Marketing Avocado

AVOCADOS

NOW IN SEASON

<p>Avocado, Hass 1 ea</p> <p>Save \$0.00</p> <p>PRICE \$2.69/ea 2 for \$4.00 (\$2.00/ea)</p> <p>ADD TO CART</p>	<p>Bag of 4 Avocados 1 ea</p> <p>Save \$0.00</p> <p>PRICE \$4.99/ea (\$1.25/ea)</p> <p>ADD TO CART</p>	<p>Organic Avocado 1 ea</p> <p>Save \$0.00</p> <p>PRICE \$2.69/ea \$2.49/ea (\$2.49/ea)</p> <p>ADD TO CART</p>
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Weekly Ad | Log In | Sign Up | Something Extra Benefits

PICKUP AT BELAIR ON PLEASE UPD...

What can we help you find? \$0.00

Home • Featured • Produce • Meat & Seafood • Dairy • Beverages • Frozen • Beer & Wine • Health & Beauty • Deli & Bakery • Pantry • Household & Pet

Departments

- Ways to Shop
- Departments
- Produce
- Fresh Fruit
- Apples
- Seasonal & Stone Fruit
- Avocados
- Berries
- Citrus
- Grapes
- Melons
- Peaches & Nectarines
- Pears
- Tropical

Fresh Fruit

On Sale | Purchased | Clipped | Digital Coupons

By Popularity

FRESH SAVINGS!

Amazing prices on summer's best produce, quality guaranteed.

shop now

AVOCADOS

SHOP NOW

Banana, each (Avg. 2.4lb)

PRICE \$0.31/ea (\$0.75/lb)

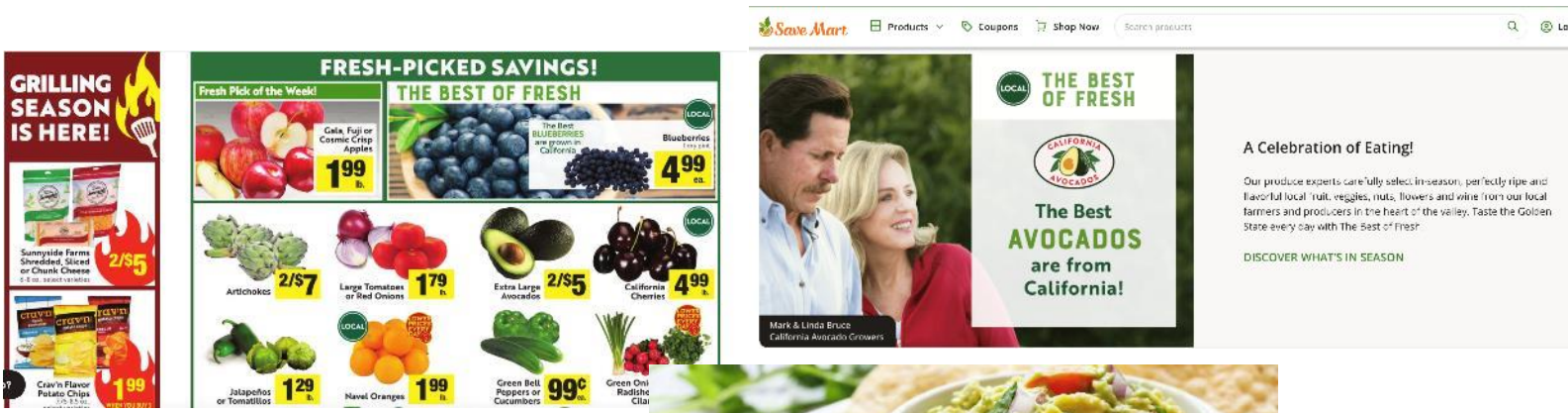
ADD TO CART





RETAIL:

- May “Best of Fresh” grower spotlight & recipes
- Monthly ad promotions
- Grove tour in June with California Avocado growers
- 30-73% increase in unit movement when promoting in June/July



Crab Guacamole



Clos du Bois Buttery Chardonnay





HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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RETAIL: **SAFEWAY** NorCal Division

- Ad Features
- Safeway for U Coupon during July – 29,405 redemptions
 - RESULTS: 28 – 45% Increase
- Season-Long Supporter

for  **\$1.00 off**

Avocados

7-ct. bag. Limit 1.

[Offer Details](#)



Clip Coupon

One time use
Expires 8/1/2023

SAFEWAY

Proud to be Local. EST. 1926

 **MEGA PACK**



1²⁹ lb
Member Price

Signature Farms® Pork Sirloin Chops
Bone-In. 6-lbs. or more.
Or Foster Farms 93% Lean Ground Turkey, 16-oz. at \$2.99 ea. Member Price.

10 \$10
for
Member Price



Large Hass Avocado or Mango
Member Price: \$1.00 ea.





- HOME
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- RESEARCH

RETAIL: SPROUTS FARMERS MARKET

- May month-long promotion & sales contest
- CAC Display bins, giveaways, sales contest & custom signage in California stores
- RESULTS: 94.1% volume movement YOY





RETAIL:



- Bulk and bagged ads
- 30+ % lift for each ad on bagged avocados / front-page feature on bulk 43% lift





RETAIL: *Gelson's*

August Hatch Chile-Morro Bay Demos in Stores



4-Hour Demo Generated:

- 7,375 units of small conventional avocado sales

Benefits:

- Northern growing region recognition
- Volume lift averaged 78% over 27 stores
- Consumer engagement for California Avocados with giveaways





RETAIL: *Gelson's*

- August Foodservice Contest with California Avocado & Hatch Chile Corn Salad
- Custom sign with California Avocados brand logo



- Foodservice Contest realized 51%-79% increase in sales, using over 10,000 units of avocados to produce and sell the salad
- Salad offered in demo during our produce dept. Hatch Chile/Morro Bay event

Benefits:

- California Avocado branding in two areas of Gelson's 27 stores

Gelson's

Hatch Chile, Grilled Corn, and Heirloom Tomato Salad

\$13.99/lb

PLANT-BASED

No animal products

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

Catch the HATCH

CALIFORNIA AVOCADOS





RETAIL: **MOLLIE STONE'S** MARKETS

- August Hatch Chile Sales Contest
- 49% sales lift over previous year sales on large conventional avocados
- 110% lift on small avocados

Benefits:

- California Avocado loyal retailers willing to promote late-season and pay a premium
- Signage and Display bins bring awareness to consumers

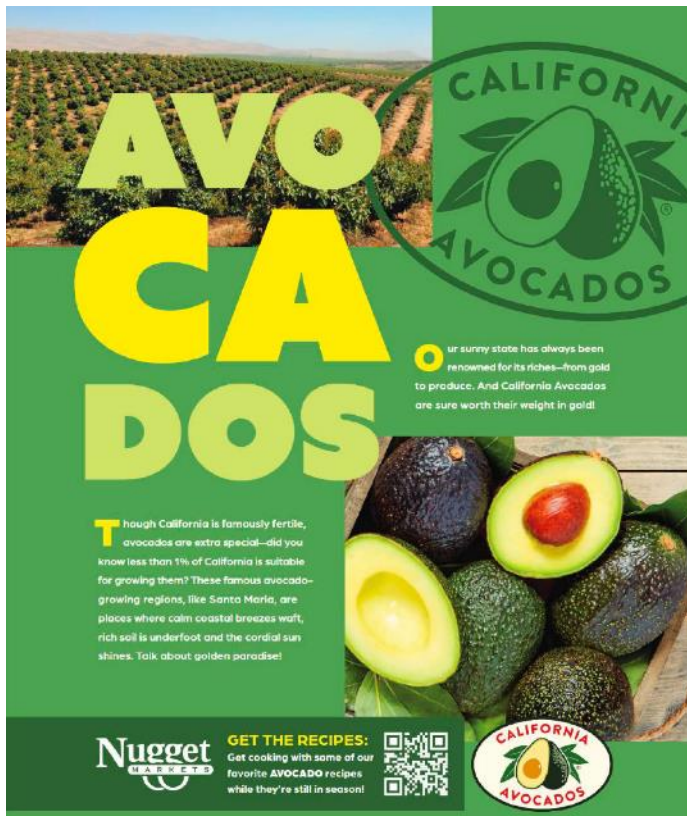




RETAIL: **Nugget** MARKETS

- August promotion on California Avocados
- Hyper-local recognition for Santa Maria region
- Digital online ad and posters in stores with QR code to CAC website

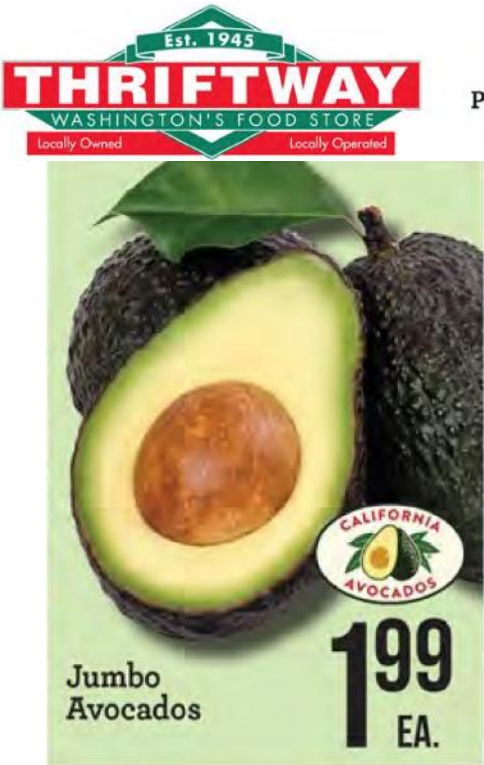
Results: 39% unit increase on large California Avocados





RETAIL: **NWG**
NORTHWEST GROCERS

- Full-season support from Washington’s own local independent retailers
- Ads provide volume lift on bulk avocados from 38% to 64%



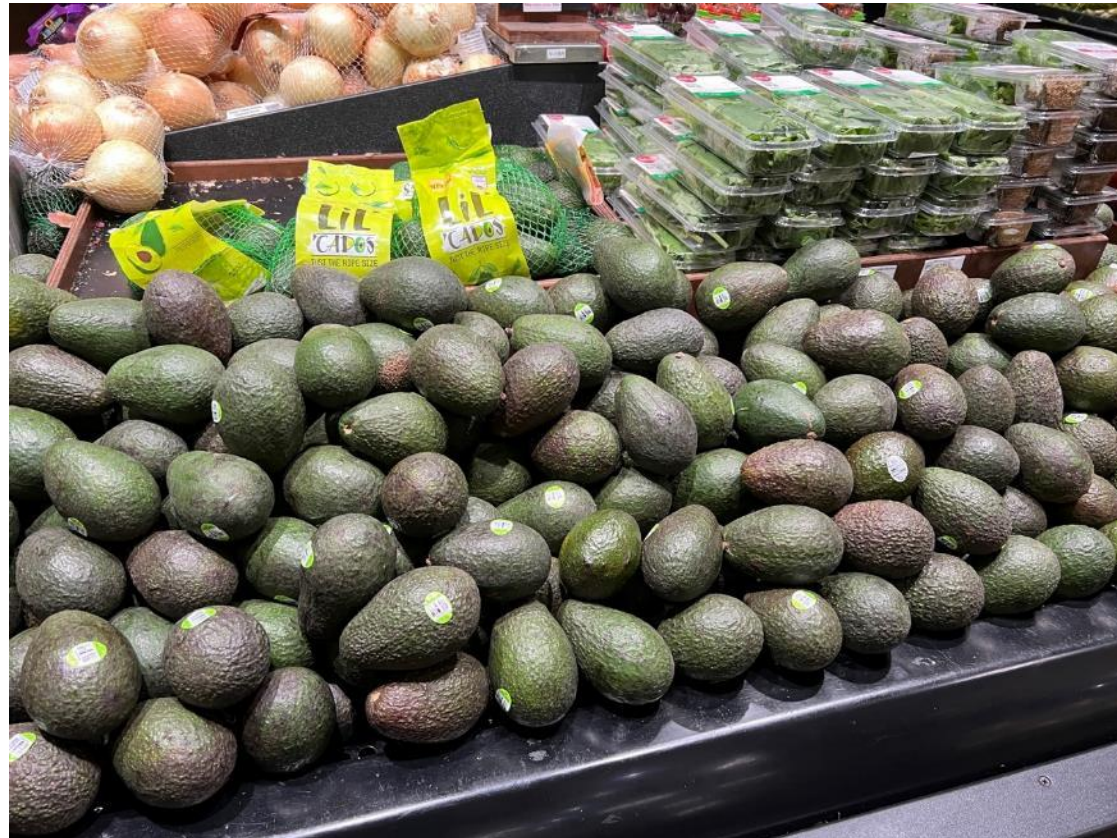
Proud to be your locally owned and operated neighborhood grocer!
Prices effective August 16–August 22, 2023
The City of Seattle Sugar tax is added to the ad price where applicable





RETAIL: *Raley's*

- Monthly & weekly Ad Promotions
- Labor Day ad promotion and end-cap displays continuing local-grown support of California Avocados
- Large fruit and bagged avocados





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

RETAIL: SPROUTS
FARMERS MARKET

- CAC educational support of loyal retailers
- Backroom ripening posters in conjunction with CAC handler ensures loyalty by Sprouts Farmers Market, and reminds produce managers and staff that the California is their go-to source for avocados and avocado information

STAGES OF RIPE

USE THIS GUIDE WHEN ORDERING FRESH CALIFORNIA HASS AVOCADOS

STAGE	1	FIRM Very hard fruit. Usually green in color. Some fruit may be a darker shade. (25 lbs. of pressure or more)
STAGE	2	PRE-CONDITIONED Ready to eat in approximately 3 days if held at room temperature. (15-25 lbs. of pressure)
STAGE	3	BREAKING (Pre-ripened) Slight give to fruit. Ready to eat in approximately 2 days if held at room temperature. (10-15 lbs. of pressure)
STAGE	4	FIRM RIPE (Pre-ripened) Yields to gentle pressure. Good for slicing. Fully ripe next day if held at room temperature. (5-10 lbs. of pressure)
STAGE	5	RIPE Easily yields to gentle pressure. Good for all uses. Will remain in this condition for 2-3 days if held at room temperature. (5 lbs. or less pressure)

STORAGE
Stage 1-3 fruit can be held at room temperature (65°-70°) in an area with good circulation to continue ripening. Stage 4-5 fruit can be stored at 36°-40° for up to one week.




For More Information
 (949) 341-1955
CaliforniaAvocado.com/Retail



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- RESEARCH

RETAIL: CORPORATE PROMOTIONS

- Digital coupons on Branded California Bags at key Kroger Divisions: Delivered on Targeted Basis
 - Ralphs
 - Fred Meyer
 - King Soopers added (No Coupon)
- 528,000 served, 105,000 downloads, 21,342 purchased
- Sold 17,000 bags on promotion
- Over 190,000 bags loaded into Kroger stores
- 22 plus % redemption!

Site



Save \$1.50 on Kroger California Avocado Bag

when you buy ONE (1) Kroger California Avocado Bag. Excludes Organic Bags. [More](#)

Exp 07/15/2023

Load to Card

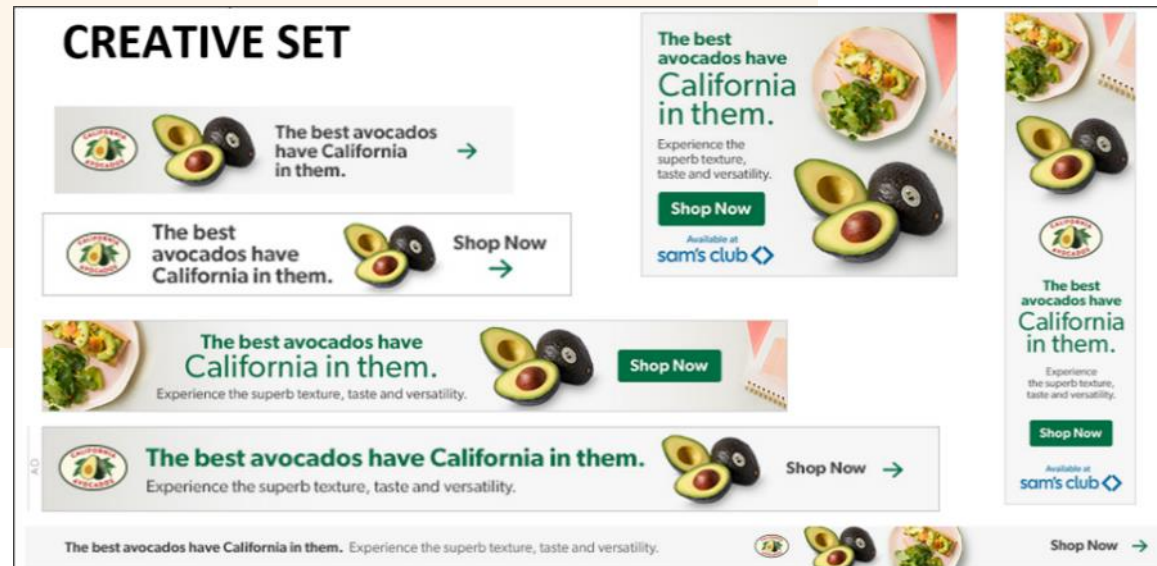
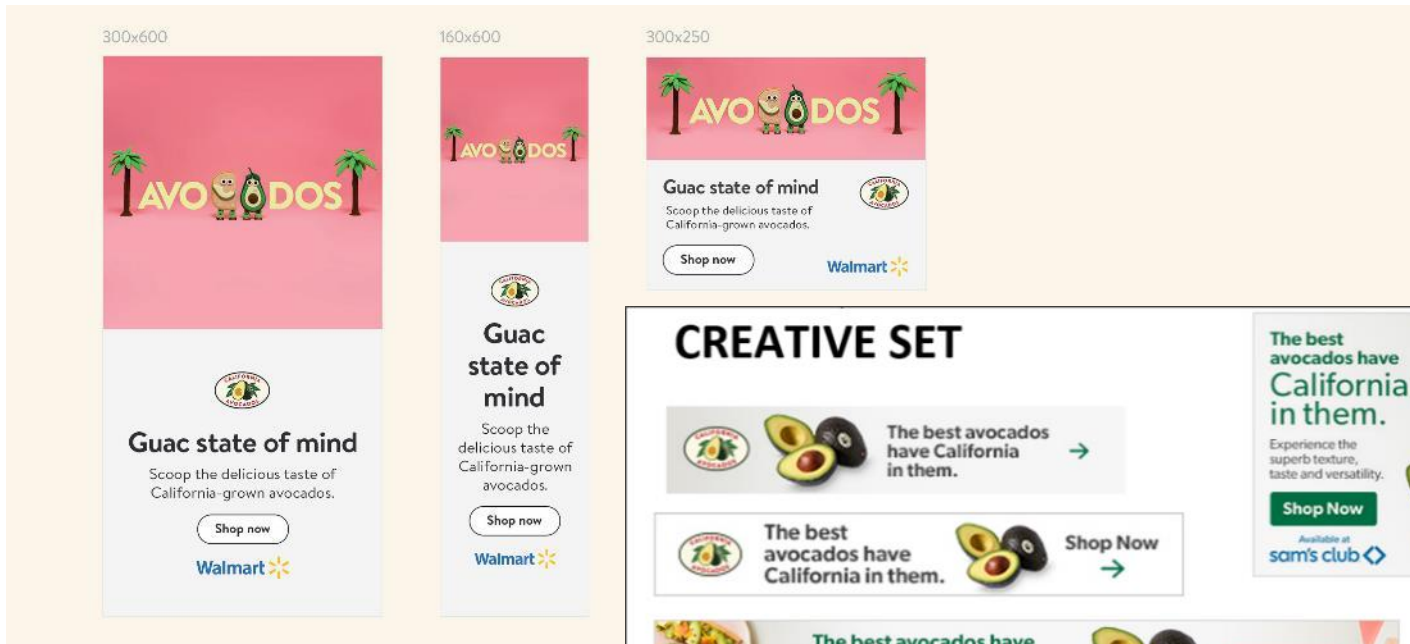
The above display of a coupon is a generic representation. The actual display of the coupon may differ based on the shopper's device or browser.





RETAIL: CORPORATE PROMOTIONS

- SHOPPABLE Digital Advertising Campaigns:
 - Sam's Club: April thru Cinco de Mayo
 - Walmart: Cinco de Mayo thru July 4th
 - Combined for over 16,000,000 impressions





RETAIL: CORPORATE PROMOTIONS

- In store bin placements in all California TARGET stores



- California Avocado branding at Costco





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

RETAIL: REGIONAL PROMOTIONS



- Minnesota – In store signage, plus contests, social posts, email blasts/ads

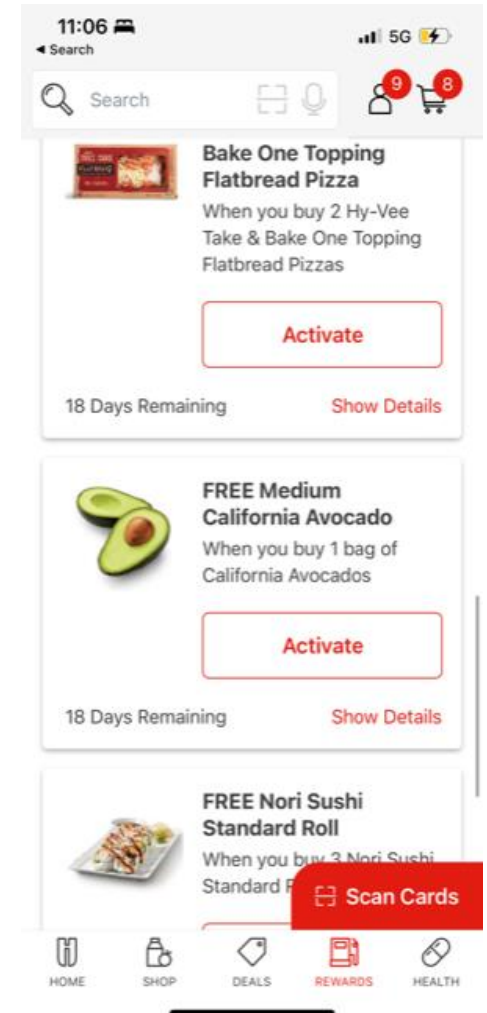




RETAIL: REGIONAL PROMOTIONS

Hy-Vee: 8 midwestern states 225 stores

- 22 x 28” stanchion signs
- Bonus perk digital coupon





RETAIL: REGIONAL PROMOTIONS



The Fresh Market: 159 stores over 20 Eastern and Midwestern states

* Feature ads with in-store California Branding, digital advertising and September livestream on website

4/\$5.00 | SAVE UP TO \$3.00 ON 4 Hass Avocados

Del Rey Avocados
Good times (and good food!) start when the avocados arrive, especially when they're just in season for Cinco de Mayo. This versatile fruit adds cool, creamy flavor to pretty much anything. Whether they're sliced into guacamole or topped on burgers, avocados are a delicious addition to your next party or cookout.

New!
6-Count Bag

ORGANIC
4-Count Bag

NEW LOWER PRICE

\$1.29ea
Hass Avocados



- 128 stores located in St. Louis MO
- Feature ads breaking later in August
- 100 stores with display bins



ORGANIC Del Rey Avocados

Del Rey Avocados Good times (and good food!) start when the avocados arrive. This versatile fruit adds cool, creamy flavor to pretty much anything. Whether they're smashed into guacamole or topping tacos or burgers, avocados are a delicious addition to your next party or cookout.

SHOP NOW

CURBSIDE OR DELIVERY

ALL PRICES SHOWN ARE VALID FOR IN-STORE PURCHASES ONLY. WHILE SUPPLIES LAST.





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

August Magazine Insertion

PRO TIP
Color is not an indication of ripeness for Reed avocados. Check for ripeness by gently squeezing the neck surface. If it gives slightly, then it is ripe.

California Reed Avocados
Reed avocados are one of the largest and creamiest avocados in the world with a bold nutty flavor. Grown in sunny California and available for a limited time, Reed avocados are a summertime delicacy that makes burgers, salads and your favorite guacamole recipe even more delicious.

Livestream Video August

WHAT'S COOKING IN THE FRESH MARKET TEST KITCHEN?

EPISODE NO. 15
AUTUMN HARVEST

The magic of fall isn't just in the amazing scenery, it's also in the flavors, smells and textures of fall's favorite treats—from the beguiling aroma of pumpkin spice to the crisp, bright sweetness of fresh-from-the-orchard apples. September is also National Organic Month, and today we're highlighting some of The Fresh Market's wide assortment of organic and sustainable products around the store.

TUNE IN TO WATCH & SHOP TODAY AT 12PM ET

TUNE IN

Unable to watch live? Catch the replay through September 6 at www.thefreshmarket.com

Sponsored by

*You could WIN a \$100 The Fresh Market gift card while livestreaming the show.

Facebook, Twitter, Pinterest, YouTube, Instagram icons





RETAIL: TRADE PUBLIC RELATIONS

- More than 8.8 million Trade PR impressions in November 2022 through October 2023
- Q4 press releases and interviews covered season wind-down, Oberman departure and IFPA Global Produce and Floral Show/Marketing messaging and approach





RETAIL: TRADE PUBLIC RELATIONS – OTHER 2022-23 HIGHLIGHTS

CAC leadership interviews and press releases along with CAC insertion in media-driven topics contributed to significant coverage with key print and digital publications





RETAIL: TRADE PRINT AD

14 print ads ran from February through October generating 1,587,363 impressions



AVOCADOS
The best avocados have California in them.

Although shopper profiles change over the years, California Avocados continue to be the gold standard for quality and consistency. That's what makes the California Avocado season, from spring through summer, one of the most anticipated. Your shoppers want the creamy California Avocado taste that can only come from avocados grown in the ideal coastal climate of California and nurtured by California Avocado growers.

After all, there's no secret as to why the California Avocado season generates higher average weekly retail avocado volume. Over the past four years, the California season saw an average lift of +7% compared to when California Avocados aren't available in stores.* Partner with California Avocados for a customized retail program developed exclusively for your generational shopper demographic.

To learn more, scan the QR code or visit CaliforniaAvocado.com/Retail

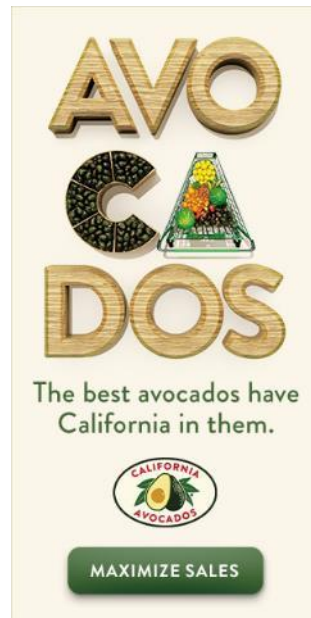
Source: IRI California and West Regions during the California Season (2019-2022)
© 2023 California Avocado Commission. All rights reserved.





RETAIL: TRADE DIGITAL ADS

- 482 digital ads ran from March through October 31, 2023, generating 27,827,439 impressions
- Total print and digital impressions: 29,414,802



The digital ads featured a “Maximize Sales” button. The button/ad links to CAC’s retail website page where the Infographic represents information that supports the sales volume sales data of how retailers can generate sales when California Avocados are in season.





RETAIL: LINKEDIN



- 362,968 Impressions
- 6,042 Engagements with a 4.8% Engagement Rate (Average Rate 3.1%)
- Annual Page Growth Rate of 51% (Over 830 New Followers/ Over 2400 Total Followers)
- Posts reached industry professionals in retail, wholesale, and foodservice in addition to growers, shippers, buyers and retail dietitians





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

FOODSERVICE: CHAIN PROMOTIONS

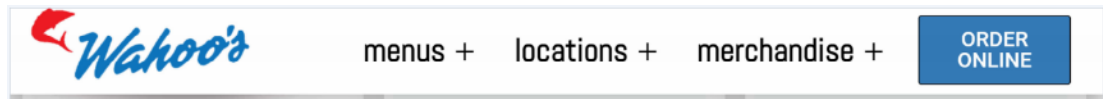
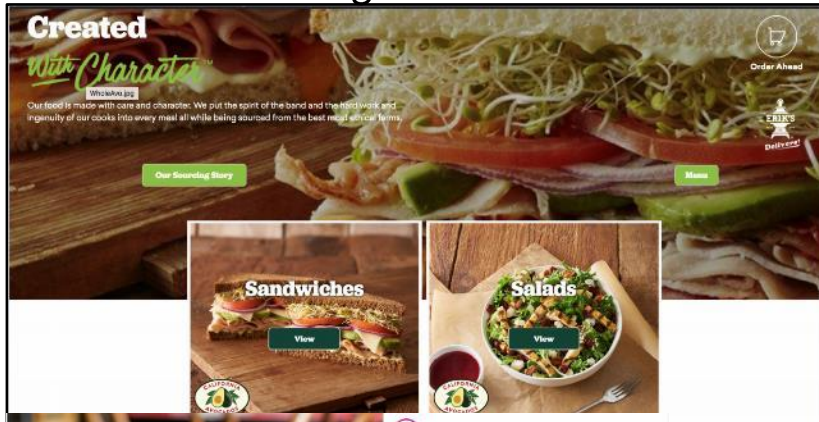


- 27 units (NorCal/Bay Area)
- March 27 – May 14
- California Avocados on the menu
- Over 860 pounds per location



- 26 units (CA)
- April 10 – May 21
- California Avocado upsell
- Approximately 370 pounds per location; +11% over YAG

Website Menu Page



Website Menu Page



Social Media post



Social Media post





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

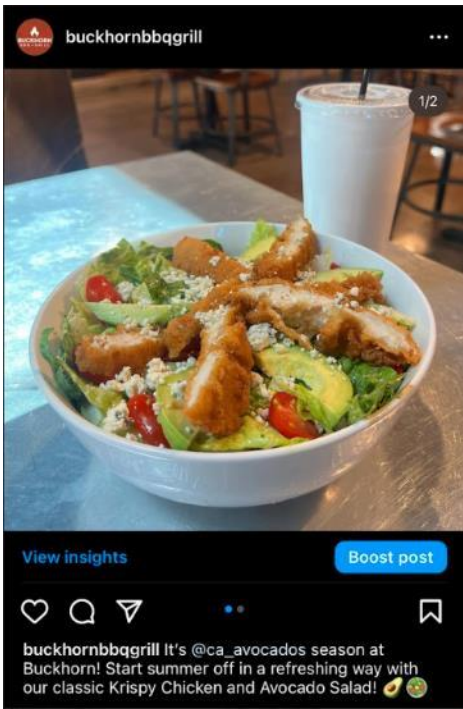
FOODSERVICE: CHAIN PROMOTIONS



- 27 units (NorCal/Bay Area)
- March 27 – May 14
- California Avocados on the menu
- Over 260 pounds per location

FLAME BROILER
SIMPLY HEALTHY

- 82 units (CA, AZ)
- May 1 – June 10
- California Avocado upsell
- 400+ pounds per location; +42% over YAGO



SALADS

CHICKEN (GRILLED OR KRISPY) 4.75	CHAR-ROASTED TRI TIP* 5.25
SMOKEY GARLIC PULLED PORK 4.75	CHAR-BROILED SALMON 5.75

HALF 10.25/FULL 11.75
Black beans, cherry tomatoes, red onion, house Onions, bleu cheese crumbles, honey basil vinaigrette

PISTACHIO + NUT FULL 12
Seasonal fruit, sweet potato, bleu cheese crumbles, honey lime 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)

CAESAR FULL 11
Romaine lettuce, parmesan cheese, croutons, dressing

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



Mobile website banner



Social media post

Website menu page

Social media post



- HOME
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- RESEARCH

FOODSERVICE: CHAIN PROMOTIONS

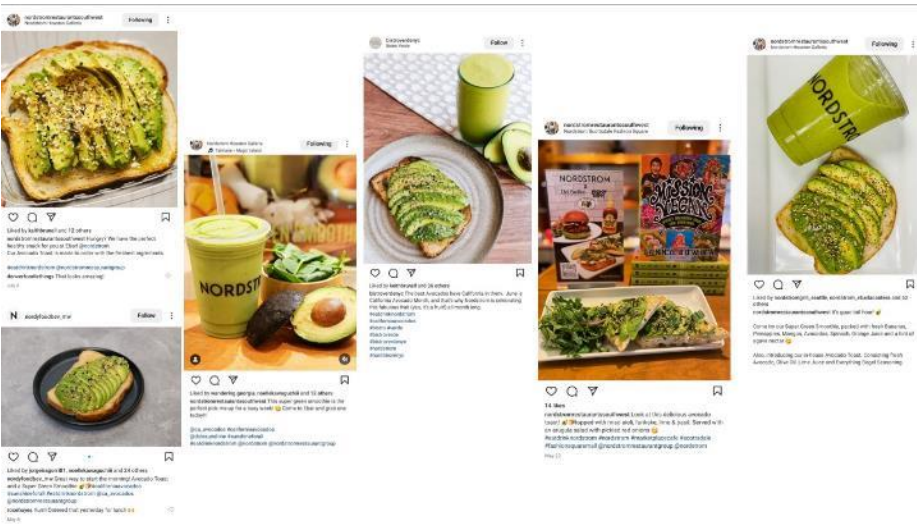
NORDSTROM

- 88 units (Western states)
- May 9 – July 1
- Celebrate California Avocado Month with California Avocados on the menu
- +38%



- 400 units (CA, AZ)
- May 18 – July 12
- LTO: Shredded Pork Carnitas featuring California Avocados
- Approximately 654 pounds per location

Social media posts



Website banner



Eblast





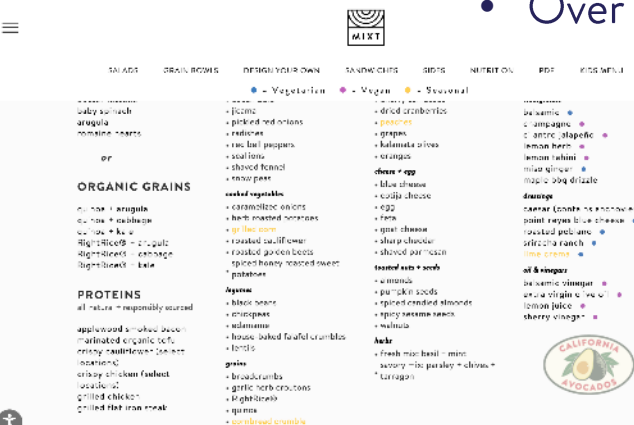
FOODSERVICE: CHAIN PROMOTIONS



- 20 units (Western states)
- May 22 – July 2
- Celebrate California Avocado season with California Avocados on the menu
- Over 960 pounds per location



- 23 units (CA, AZ)
- May 24 – July 7
- LTO: Cali-Cado Benny
- 380 pounds per location; +15% over YAGO



Website menu page



Social media post



Website rotating banner



FOODSERVICE: CHAIN PROMOTIONS



- 50 units (Western states)
- June 6 – July 30
- Celebrate California Avocado Month with California Avocados on the menu
- Over 260 pounds per location; +91% over YAGO

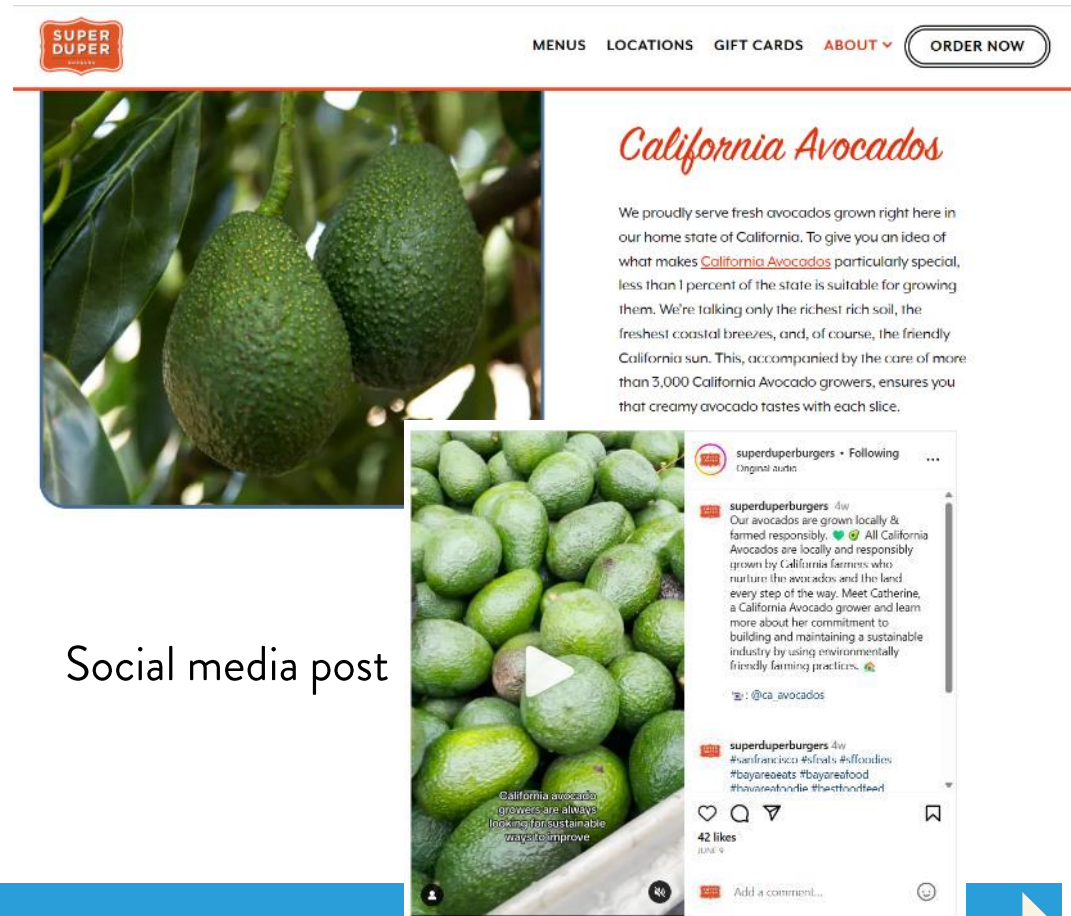


Website menu page



Website

- 16 units (CA)
- June 1– July 30
- Featuring California Avocados
- 550 pounds per location



Social media post



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



- 521 units (CA, AZ, NV)
- June 12 – August 21
- LTO: Bacon Avocado Cheeseburger

Tri-fold tabletop POP



- 33 units (CA)
- June 1 – June 30
- Featuring California Avocados
- 212 pounds per location

Social media pos





FOODSERVICE: CHAIN PROMOTIONS



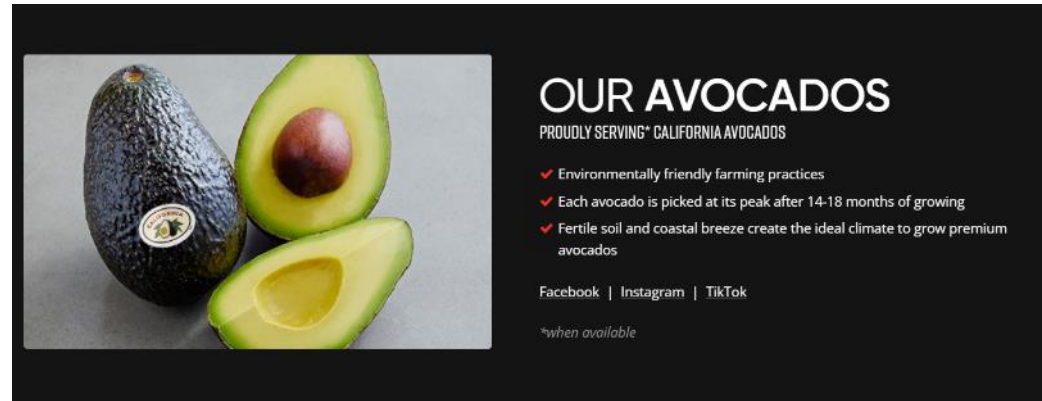
- 8 units (CA)
- June 12 – July 30
- Celebrating California Avocado season
- 484 pounds per location



- 29 units (CA)
- July 1 – July 30
- Featuring California Avocados
- 150 pounds per location



Website main page



Website: All Natural page





FOODSERVICE: EVENTS: KINETIC 12 EMERGING CHAINS

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

- Houston, TX
- December 2, 2022
- Connected with representatives from 14 chain brands
- Los Angeles, CA
- May 31 – June 1, 2023
- Connected with representatives from 17 chain brands





FOODSERVICE: EVENTS

FOODOVATION

- April 2-4, 2023
- 14 40-minute one-on-one meetings with multi-unit operations' culinary, purchasing and marketing
- Connected with 10 organizations representing 16 chain brands; conducted a California Avocado flavor pairing demo and tasting



MARKETING EXECUTIVE GROUP

- May 17 – 19
- Connected with representatives from over 30 chain brands

OPERATOR BRUNCH

- May 21
- Connected with representatives from over 13 chain brands





FOODSERVICE: EVENTS

CAIFORNIA RESTAURANT ASSOCIATION MIXERS

- Orange County and Los Angeles Chapters
- July 11 and July 13





FOODSERVICE: EVENTS

IFPA FOODSERVICE CONFERENCE

- Monterey, CA
- July 27-28, 2023

Connected with produce distributors, suppliers, chain operators



AVOGROVE OPEN HOUSE

- Santa Paula, CA
- August 3

Connected southern California chains' purchasing, culinary and marketing





FOODSERVICE: EVENTS

CHAIN GANG

- Long Beach, CA
- August 10

Connected southern California chains' purchasing, culinary and marketing

FLAVOR EXPERIENCE

- San Diego, CA
- August 20-22

Connected southern California chains' purchasing, culinary and marketing





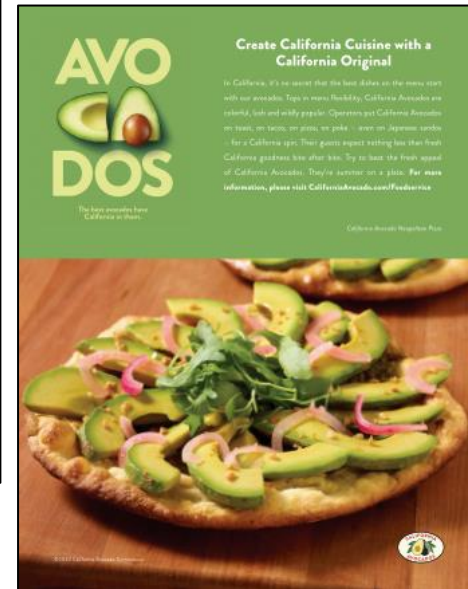
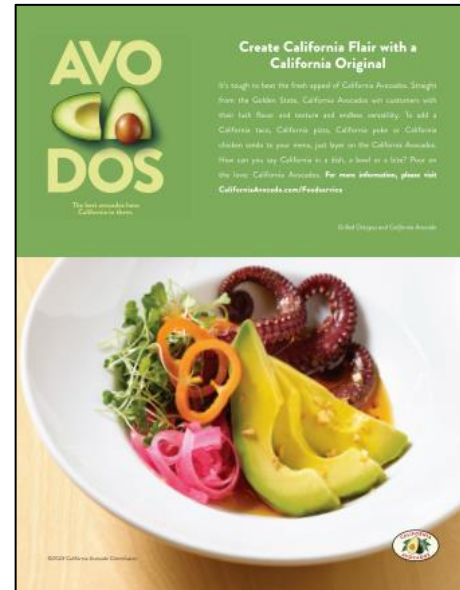
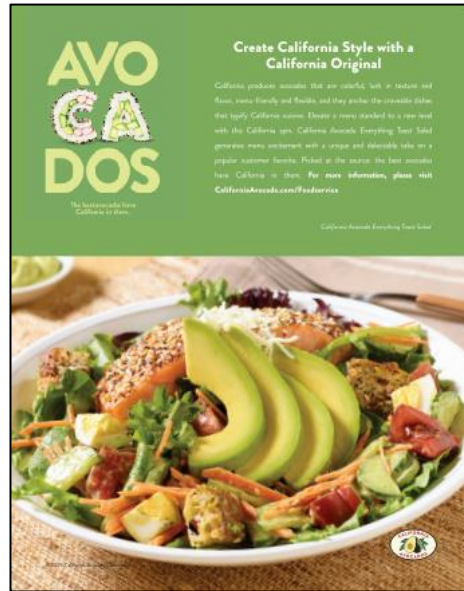
FOODSERVICE: PRINT ADVERTISING

- Focus on California Avocado season and California cuisine and style
- 3 print publications (*Flavor & The Menu*, *FSR* and *Plate*); 8 insertions
- January – August 2023
- Impressions: 206,998

FLAVOR
&
the menu

FSR

plate
 Take food further.





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

FOODSERVICE: DIGITAL ADVERTISING

- Leverage insertion dates in season to build awareness of California Avocado season
- 5 digital ads appeared on 2 platforms (Informa: *Recipe Watch* and *NRN A.M.*)
- Impressions: 73,126 ; 1.09% average response rate



SPONSORED BY CALIFORNIA AVOCADO COMMISSION



Celebrate summer bounty with California Avocados
 Customers love California Avocados for the velvety texture and eye appeal they add to every dish.
[FULL SPONSOR GALLERY](#)



Green Eggs & Sam with California Avocado
 Make a flavor statement on your brunch menu with Fresh California Avocados. This recipe transforms customer favorites—eggs, biscuits, smoked salmon and California Avocados—into an irresistible entrée.

[View Recipe](#)



Pokecado Toast with California Avocado
 The provenance of California Avocados turns an artisanal food craze into a best seller. Trust California Avocados to deliver the seasonal style of a California original.

[View Recipe](#)



California Avocados; Grown Locally, Farmed Responsibly
 California Avocados are a natural fit into this plant-forward vegan poke. Give patrons what they crave on summer menus and feel good about requesting. California Avocados.

[View Recipe](#)



Lobster California Avocado Club Sandwich
 Locally grown and farmed responsibly, delicious and nutritious California Avocados add style and appeal to a lobster club sandwich. Celebrate summer with in-season California Avocados.

[View Recipe](#)





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

- Leverage media publications’ databases with custom content newsletters
- Deliver message of the benefits of seasonal, local ingredients
- 1 custom content newsletter
- 1 infographic with 6 placements
- Impressions: 123,168

NRA SmartBrief

- Deployed April 27, May 10, May 24, June 8, June 15 and June 28
- Delivered to 508,847 recipients
- 24% Open Rate
- 119,511 Impressions
- Received 85 clicks to CaliforniaAvocado.com

WINSIGHT

- April 18
- Delivered to 12,580 recipients
- 30% average Open Rate
- Received 28 Clicks

Restaurant Update

BROUGHT TO YOU BY CALIFORNIA AVOCADO COMMISSION AND RESTAURANT BUSINESS

Build business by putting summer on the menu with seasonal California Avocados



Spring and summer = California Avocado season

Offering seasonal menu items can help restaurants stand out from the competition and California Avocados are a crowd-pleasing way to put local, US-grown flavor on the menu. Learn more and get inspiration for spring and summer specials featuring California Avocados. [Download infographic.](#)





FOODSERVICE: PUBLIC RELATIONS

- International Foodservice Editorial Council
- Annual Conference in Santa Barbara | November 7-9
- NRA IFEC Reception in Chicago | May 22
- Met with editors to discuss story angles
- Hosted a California Avocado Grove during the Santa Barbara conference food tour






- HOME
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- FOODSERVICE**
- RESEARCH

FOODSERVICE: PUBLIC RELATIONS

- 3,285,229 million Foodservice PR impressions
- Key topics: Avocados, California style, Plant-Based, Local

FSD FOODSERVICE DIRECTOR




Hungry, Hungry Hippie Sandwich

This plant-forward sandwich is so-named for its abundance of healthy ingredients. The whole-grain bread, tahini dressing, hummus, avocados and thick-cut fresh vegetables add up to a sandwich that would satisfy vegetarians and meat eaters alike.

SARATOGA
Pursuing the art of water since 1872

Recipe report: Salad days
By Patricia Cabe on May 11, 2023

f t in




Thai Cobb Salad

To change up the usual all-American flavors of a classic cobb, the Sheraton Airport Hotel in San Francisco adds a Thai-inspired dressing that enhances the grilled chicken and avocado. Mung bean sprouts, pea sprouts and shiitake mushrooms carry out the Asian theme.

[Click here to see the recipe.](#)

FSD FOODSERVICE DIRECTOR



Avocado Zen Cocktail

Avocados enhance this calming, culinary-inspired green cocktail. Cucumber vodka, lime juice, mint and crystallized ginger complete the flavor profile and a splash of soda water adds fizz.


[Click here to see the recipe.](#)

SARATOGA

FSD FOODSERVICE DIRECTOR

Recipe report: Super Bowl Snacks
By Patricia Cabe on Jan. 26, 2023

f t in



Avocado Hummus with Pistachio Salsa Verde

At Farmshop in Santa Monica, chef Brian Reimer gives hummus a California spin by blending in fresh avocados along with the traditional chickpeas and tahini. Pistachios, another California crop, add color, crunch and toasty notes to the salsa verde.

[Chef inspired meals in](#)

AVOCADOS CAN DO WHAT?!

3 AVOCADO SWAPS TO KNOW

- 1. AVOCADOS AS EGGS**
Mixing an egg, always more in eating healthy, creamy avocado as the star protein in egg salad. The California Avocado Commission suggests quantity **AVOCADO**. We think "Hummus" and in addition to eat, you can substitute hummus for "egg salad".
- 2. AVOCADOS AS FAT**
Fresh avocado is a healthy fat source. It's healthy because it's a source of healthy fats. It's healthy because it's a source of healthy fats. It's healthy because it's a source of healthy fats.
- 3. AVOCADOS IN BAKING**
By adding California avocados to cooking mixes, they add a splash of flavor to the dish. A traditional Alfredo is now dressed with the goodness and richness of the avocado with a **CAVING BUNCH**.

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HOME

REVENUE

CONSUMER
ADVERTISINGONLINE
MARKETINGCONSUMER
PRCONSUMER/
TRADE
LIVING WELL

RETAIL

FOODSERVICE

RESEARCH

RESEARCH: STUDIES COMPLETE AND IN DEVELOPMENT

2023 Bagged Avocado Study

- Scope: This study provided a look into retail sales for bagged and bulk avocados, and the shopper purchase behaviors of bagged avocado shoppers
- Report included analysis of sales performance during the California Season and Non-California Season inside and outside the California region
- Presented to CAC in May 2023

2023 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 nearly 1,400+ avocado purchasers
- Timing: fielding in August, full report delivered in October, highlights presented to CAC Board in November