



HOME	REVENUE	CONSUMER ADVERTISING	ONLINE MARKETING	CONSUMER PR	CONSUMER/ TRADE LIVING WELL	RETAIL	FOODSERVICE	RESEARCH
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KEY PERFORMANCE INDICATORS: NOVEMBER 2021 – APRIL 2022

\$1.45

Average Selling Price

Category Average Selling Price per Unit for the 4-weeks ending April 17, 2022

59.7 Million

Consumer Media Impressions

Includes offline, online and social media impressions through April 2022

791.0 Million

Consumer PR Impressions

Media coverage secured with print, broadcast and online media outlets, as well as retailer communications through April 2022

4.9 Million

Trade Media and Public Relations Impressions

Positive direct CAC trade public relations circulation through April 22

4.5 Million

Consumer Facebook Impressions

A 95% increase versus the same period through April 2022

12

Retail Promotions

Number of Retail Promotion Agreements fully executed through April 2022





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REVENUE: CROP MOVEMENT AND MEASURES

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

	2021/22		2020/21		2019/20	
Origin	Volume (MM lbs)	Est. % Complete*	Volume (MM lbs)	% Complete	Volume (MM lbs)	% Complete
California	121	40%	83	30%	116	31%
Chile	12	122%	-	0%	8	85%
Mexico	1,146	46%	1,349	57%	1,109	53%
Peru	1	1%	0	0%	1	0%
Other	10	63%	2	22%	3	29%
Total	1,290	43%	1,434	50%	1,237	47%
*based on current projections						Source: CAC





REVENUE: CROP MOVEMENT AND MEASURES

California Avocado Grade and Size Distribution - This Year vs. Last Year												
		November 1, 2021 - April 30, 2022					November 1, 2020 - April 30, 2021					
Grade	Size	Size %	(millions)		Avg Lug \$	%	Consigned	Size %	(millions)		Avg Lug \$	%
			Pounds	Dollars					Pounds	Dollars		
Hass #1 Conv	40	4%	3.5	9.1	\$ 64.74	1%	9%	5.4	9.0	\$ 42.83	2%	
	48	27%	22.8	57.6	\$ 63.16	6%	37%	21.9	38.0	\$ 43.67	1%	
	60	30%	25.3	54.8	\$ 54.17	6%	27%	15.8	24.0	\$ 38.35	1%	
	70	22%	19.0	33.2	\$ 43.62	6%	15%	8.8	10.3	\$ 29.51	1%	
	84	12%	10.5	14.4	\$ 34.29	8%	6%	3.7	3.5	\$ 24.02	1%	
	Other	5%	3.4				7%	3.9				
	All	100%	84.4	174.6	\$ 51.73	6%	100%	59.5	90.3	\$ 38.38	1%	
Hass #2s	All		5.5	9.9	\$ 45.08	6%		5.9	6.2	\$ 27.35	4%	
Hass Organic #1	All		8.6	22.8	\$ 66.35			4.4	9.7	\$ 55.60	2%	

California Avocado Region Distribution - This Year vs. Last Year											
All Varieties		November 1, 2021 - April 30, 2022					November 1, 2020 - April 30, 2021				
Region	Region %	(millions)		Avg Lug \$	%	Consigned	Region %	(millions)		Avg Lug \$	%
		Pounds	Dollars					Pounds	Dollars		
EAST CENTRAL	4%	4.1	9.2	\$ 55.93	20%	3%	1.9	2.9	\$ 40.71	6%	
NORTHEAST	3%	3.4	7.8	\$ 57.54	1%	2%	1.6	2.6	\$ 40.07	1%	
PACIFIC	82%	82.3	171.1	\$ 51.96	6%	79%	55.5	82.8	\$ 37.78	1%	
SOUTHEAST	3%	3.1	6.9	\$ 56.43	4%	2%	1.4	2.5	\$ 44.30	0%	
SOUTHWEST	3%	3.0	6.2	\$ 51.10	0%	3%	2.2	3.4	\$ 39.11	0%	
WEST CENTRAL	3%	3.2	7.5	\$ 59.65	2%	1%	1.0	1.6	\$ 39.88	0%	
EXPORT	1%	0.9	1.9	\$ 53.55	0%	10%	6.8	11.2	\$ 42.56	3%	



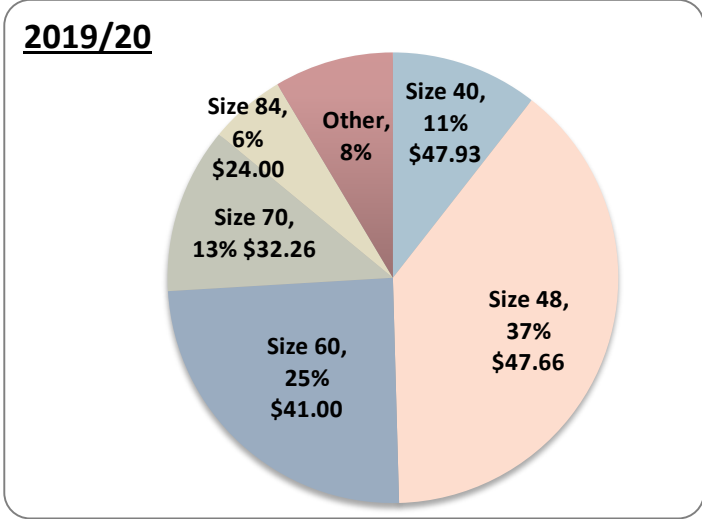
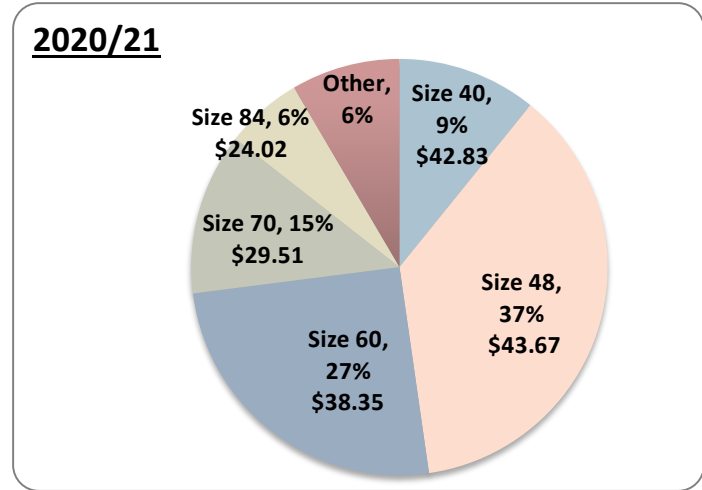
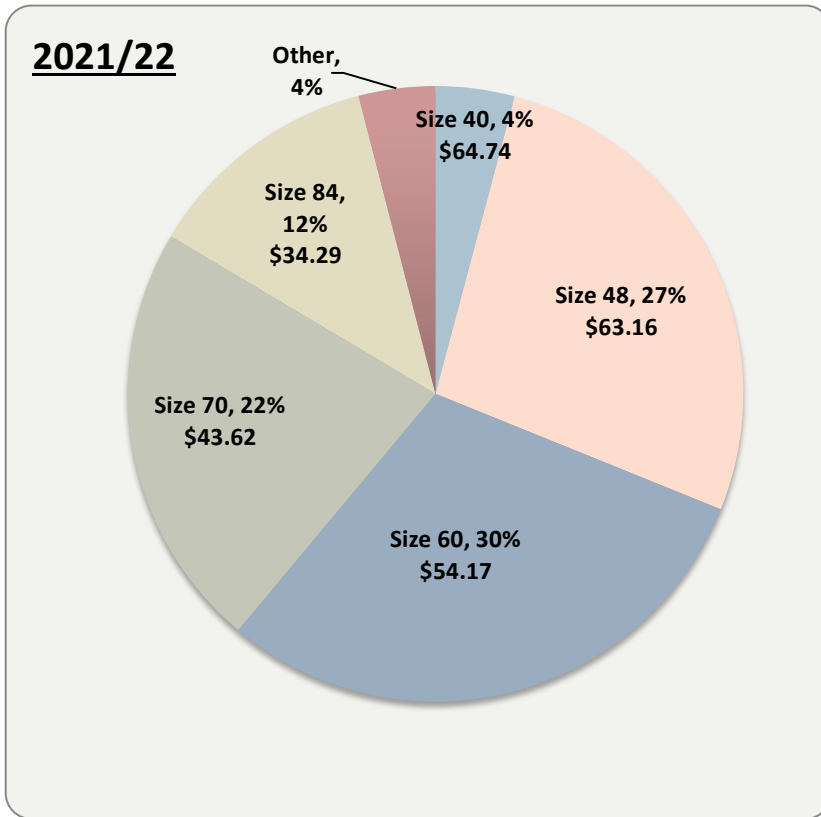


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REVENUE: CROP MOVEMENT AND MEASURES

Size Distribution and Average Lug Price

Hass #1 Conventional (November-April)



Source: AMRIC





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REVENUE: RETAIL SALES AND VOLUME

<u>RETAIL</u> <u>(4 wks)</u>	<u>Apr21</u> <small>(3/22/21-4/18/21)</small>	<u>Apr22</u> <small>(3/21/22-4/17/22)</small>	<u>Variance</u>
Volume (Unit)	173,822,623	158,621,668	-9.6%
Dollars	\$206,395,912	\$204,344,152	+10.1%
Avg. Selling Price/Unit	\$1.19	\$1.45	+17.9%
<u>RETAIL</u> <u>California Season</u>	<u>Mar21-Apr21</u> <small>(3/1/21-4/18/21)</small>	<u>Mar22-Apr22</u> <small>(2/28/22-4/17/22)</small>	<u>Variance</u>
Volume (Unit)	312,138,242	273,411,415	-14.2%
Dollars	\$349,436,025	\$393,343,396	+11.2%
Avg. Selling Price/Unit	\$1.12	\$1.44	+22.2%
<u>RETAIL</u> <u>Non-California Season</u>	<u>Sep20-Feb21</u> <small>(8/31/20-2/28/21)</small>	<u>Sep21-Feb22</u> <small>8/30/21-2/27/22</small>	<u>Variance</u>
Volume (Unit)	1,127,294,171	1,009,066,000	-11.7%
Dollars	\$1,113,345,713	\$1,240,154,420	+10.2%
Avg. Selling Price/Unit	\$0.99	\$1.23	+19.6%





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REVENUE: RETAIL SALES AND VOLUME

Avg. Retail Price
\$1.15



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

Avg. Retail Price
\$1.23



Sept 2021 – Feb 2022
(8/30/21 – 2/27/22)

Avg. Retail Price
\$1.44



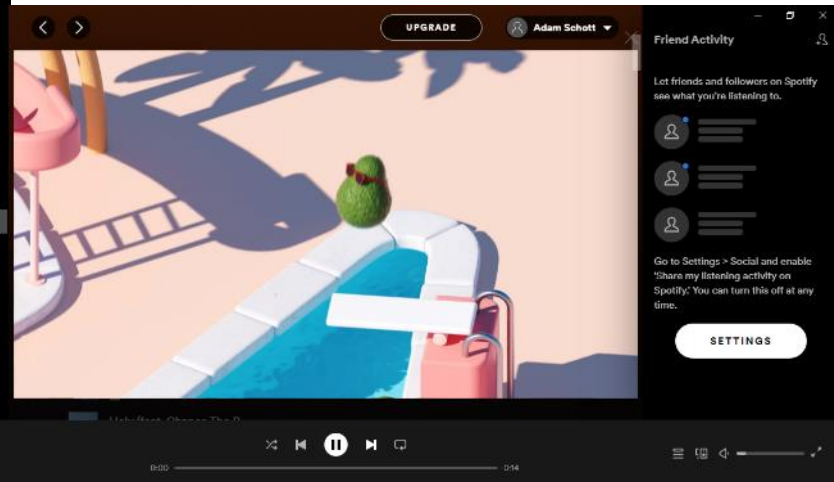
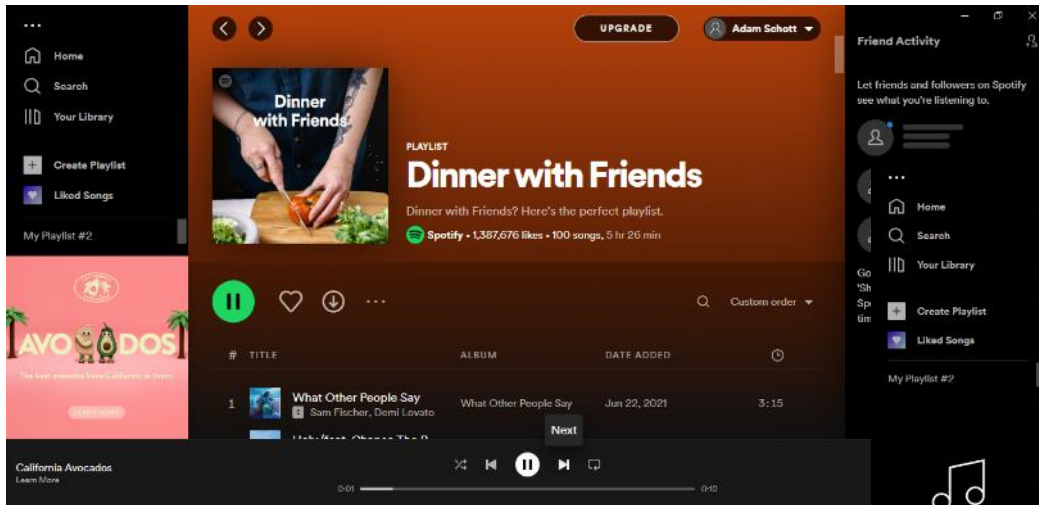
Mar 2022 – Apr 2022
(2/28/22 – 4/17/22)





CONSUMER ADVERTISING: AUDIO

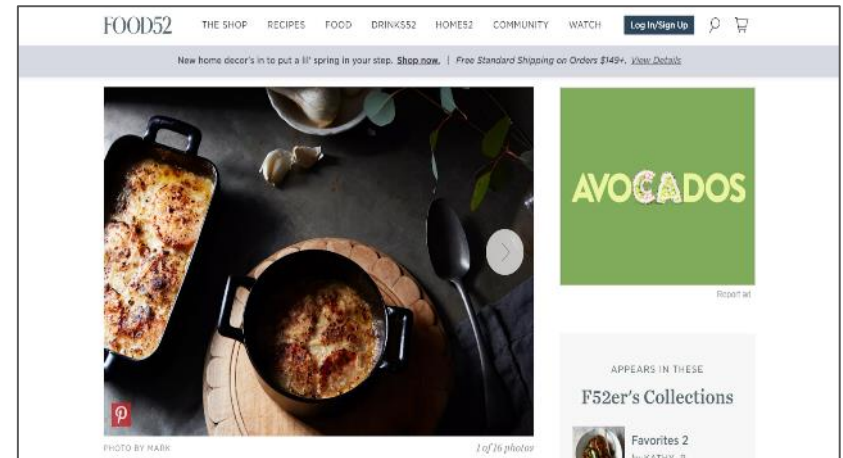
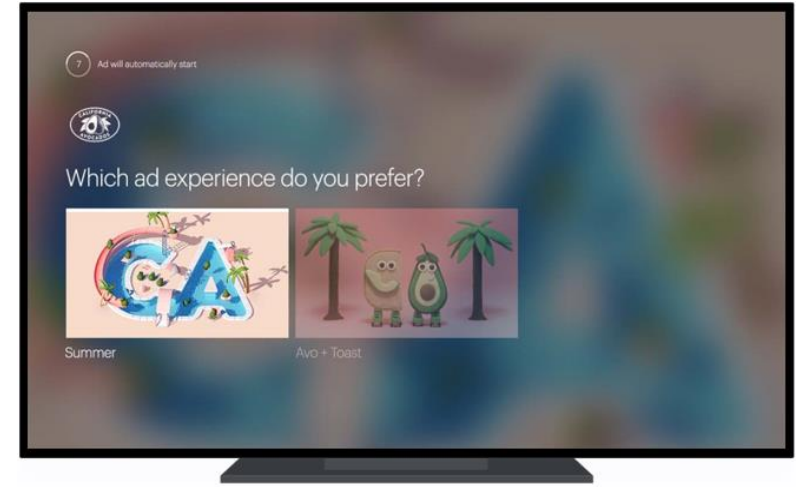
- 11,220,012 Impressions
- 12,497 Clicks with a 0.27% Click Through Rate
- 2,968,497 Video Views
- Targeted listening sessions, audio, banners, overlays, in-car audio and podcast live reads





CONSUMER ADVERTISING: DIGITAL BRAND

- 20,188,168 Impressions
- 41,324 Clicks with a 0.26% Click Through Rate
- 10,868,895 Video Views
- Digital video, mobile and display banners

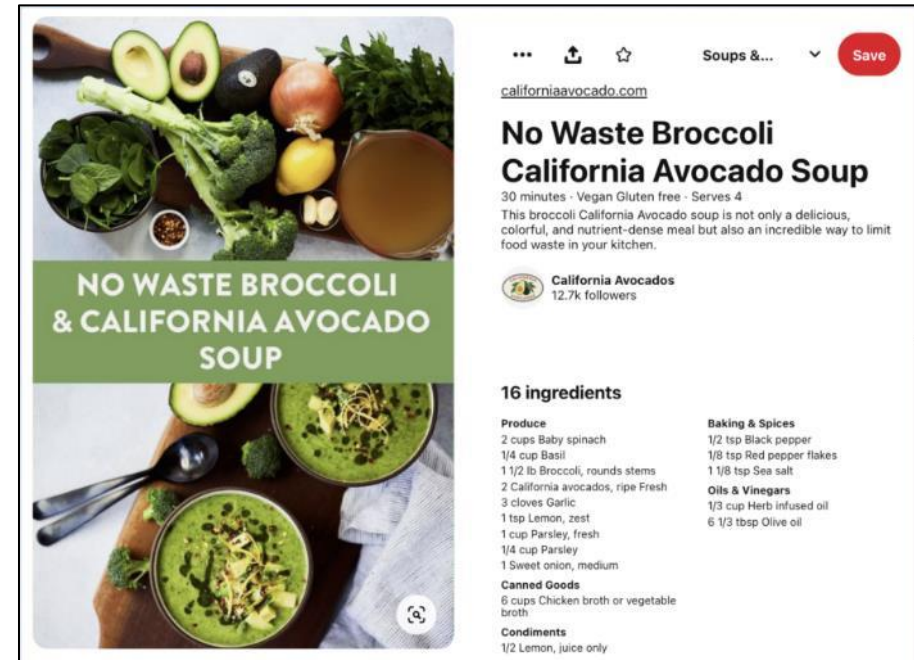
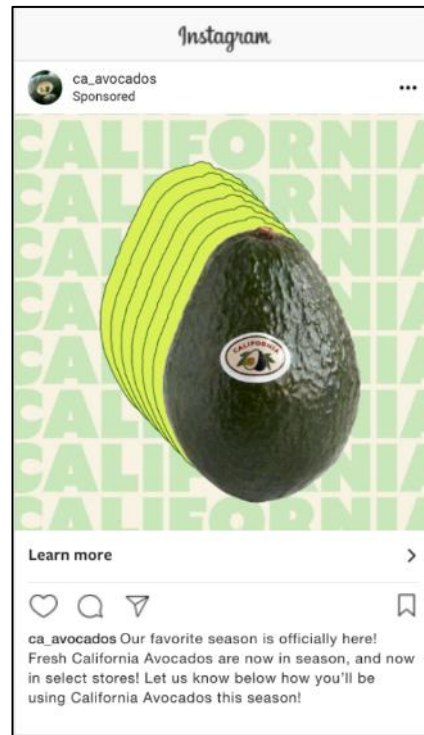




CONSUMER ADVERTISING: SOCIAL BRAND



- 6,853,338 Impressions
- 60,290 Engagements with a 0.88% Engagement Rate
- Season-long social advertising across top platforms



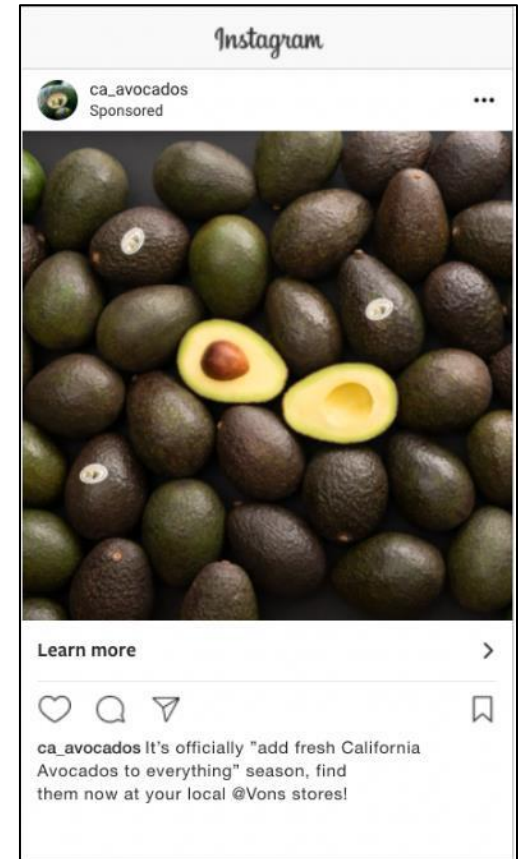


HOME REVENUE **CONSUMER ADVERTISING** ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL RETAIL FOODSERVICE RESEARCH

CONSUMER ADVERTISING: SOCIAL RETAIL



- 592,175 Impressions
- 4,903 Engagements with a 0.83% Engagement Rate
- Promoted California Avocados in-store to drive users to retailers





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ONLINE MARKETING: NOVEMBER 2021 – APRIL 2022

SEARCH RESULTS

- Organic Search Impressions: 18.9MM
- Paid Search Impressions: 1.9MM

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)
- TikTok (launched 4/6/22)
 - Followers: 199
 - Impressions: 2.7K

CONSUMER WEBSITE

- # of Visits: 591K (17% decrease YoY)
- Page Views / Visit: 1.33 (2% increase YoY)
- Time on site: 41 seconds (2% decrease YoY)
- Total Page Views: 784K (17% decrease YoY)

EMAIL

- Average Open Rate: 27.3%
- Click through rate: 5.4%
- Emails Sent: 1 email sent to 171K recipients





HOME

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CONSUMER PR: VIRTUAL COOKING CLASS WITH MEG QUINN

- To promote California Avocado season, CAC hosted a virtual charcuterie board class in partnership with LA-based food stylist and charcuterie board expert Meg Quinn (and moderator Erica Domesek, founder of the lifestyle brand P.S.- I made this...)
- Meg was joined by 16 media attendees from national, regional and local consumer and trade outlets, as well as four retail contacts
- Through earned media relations, as well as distribution of a press release and mat release, the program resulted in **213,017,227 impressions** across national and regional media outlets, including *Associated Press*, *The San Diego Union-Tribune* and *Los Angeles Downtown News*, as well as organic social mentions from attendees





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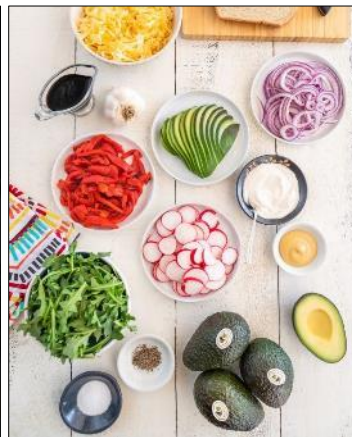
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CONSUMER PR: BRAND ADVOCATES

- To celebrate California avocado season, CAC partnered with five influencers to serve as this year's Brand Advocates. The Brand Advocates were chosen based on their significant influence on social media, large viewership on their blog channels and their vibrant content creation
 - The ask for this season was to develop unique recipes promoting California Avocados on their respective social media channels, including their blog, Instagram, Facebook, TikTok and Pinterest pages
- During March and through April, the Brand Advocate program secured **168,930 blog post impressions** and **300,700 social media impressions**, resulting in a total of **469,630 impressions**





CONSUMER PR: NEWS BUREAU

- Ahead of the 2022 season, the team identified relevant story angles for CAC and leveraged its unique perspective and assets to promote with consumer media
- Reactive and proactive news bureau media efforts resulted in 3,616,838 impressions

The Mercury News

Eating 2 servings a week of 1 fatty fruit can reduce heart attack risk, study says



Tasting Table.

The Best Ways To Keep Avocados Fresh

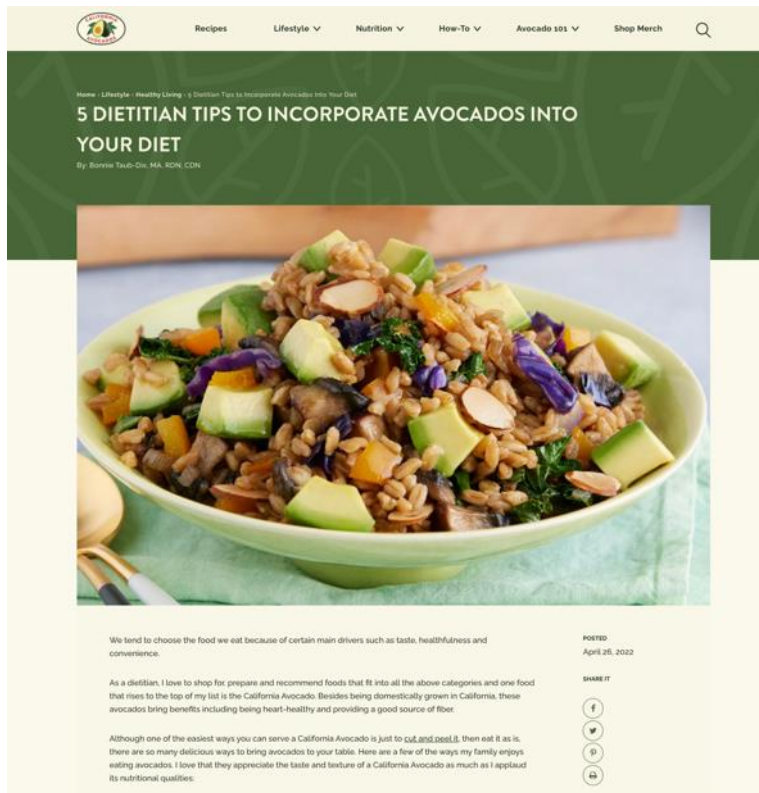




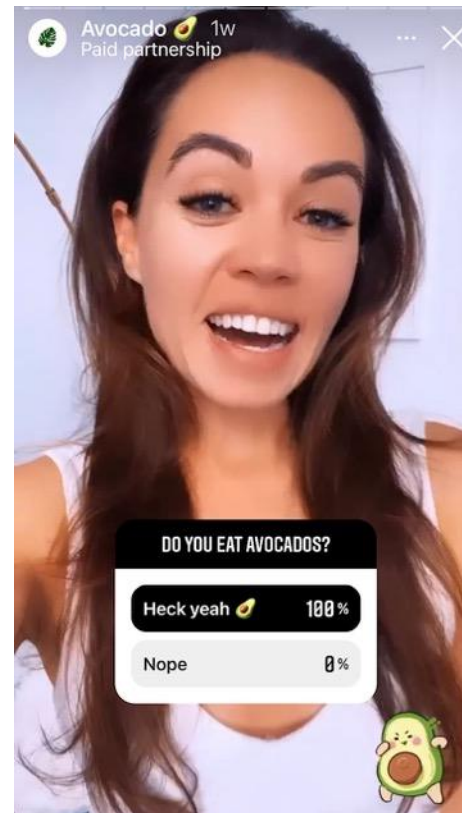
CONSUMER/TRADE – LIVING WELL: BRAND ADVOCATES

Dietitians & health and wellness influencers tell the California Avocado story to raise awareness and promote purchase via website articles and social media

Bonnie Taub-Dix – Website Article



Mascha Davis – Instagram Story





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

RETAIL: TRADE RELATIONS – KEY ACCOUNT MARKETING COMMUNICATIONS

Gelson's



Mollie Stone's Markets
12 February

👉 It's almost game time! Kick off the big game with the freshest snack spread by adding in-season @ca_avocados to your playbook.

Now in season and available at all our locations!

#avocado #caavocado #california #gameday #footballseason #sports #sportsfan #gamedaysnacks #biggamesnacks #snackspread #avocados #tailgate #foodie #local #celebrate #appetizers #catering #touchdown #molliestones #molliestonesmarkets #locallygrown #familyowned

The best avocados have California in them.

gelsonsmarkets These oven baked and crispy coated tots are loaded with flavor from @ca_avocados and russet potatoes. They also can be prepared in an air fryer and are great as a vegetarian appetizer or snack, a side dish or with breakfast. We love them served with low-fat sour cream, and guacamole or mashed avocado.

Crispy #CaliforniaAvocados Potato Tots recipe for your #baseball game watching party!

Serves: 4 (6 tots per serving)

Ingredients:

Tots:

- 3 lb. russet potatoes, peeled and cut into large pieces
- 3 Tbsp. snipped fresh chives or chopped green onion tops
- 1 Tbsp. Flour
- 1 tsp. seasoned salt
- 1 tsp. onion powder
- 1/4 tsp. pepper
- 1 ripe Fresh California Avocado, seeded, peeled and cut into small cubes

Coating:

- 1/4 cup Flour
- 1 egg, well beaten
- 1 cup panko breadcrumbs
- Olive oil cooking spray

Liked by ca_avocados and 31 others

gelsonsmarkets This Chipotle Lentil Tacos with Peach and #CaliforniaAvocado Salsa recipe is a perfect addition to your #CincodeMayo menu!

#CaliforniaAvocados are available now at your local Gelson's! Recipe video courtesy @ca_avocados

#ilovegelsons #gelsonsmarkets #gelsons #caavocados #avocado #recipe #recipevideo

1d

minadore_ Delicious!!!

133 views
1 DAY AGO





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RETAIL: KEY ACCOUNT MARKETING COMMUNICATIONS



California Avocados at Grand Opening event



California Avocado Recipe videos ran on Raley's Facebook and Instagram, and Raley's ONE Market Instagram



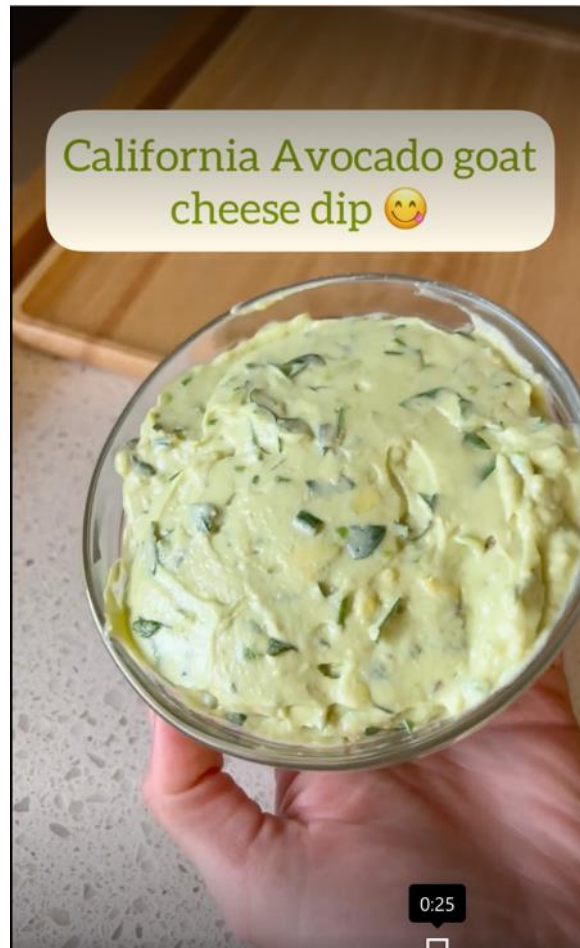
Raley's raleys Cinco de Mayo is just around the corner, and we know the best way to get the party started... with guacamole, of course! Guacamole is great whichever way you enjoy it, whether scooped with chips, spread onto sandwiches or stuffed into tortillas. It's even better when made with delicious California Avocados 🥑! Get the freshest @ca_avocados and everything else you need to make the

108 views
7 DAYS AGO



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RETAIL: RETAILER INTERACTIVE EVENTS: VIRTUAL COOKING CLASS





RETAIL: RETAIL DIETITIAN RELATIONS



As part Hy-Vee’s April “a1C3 Screening Tour,” California Avocados were included as a recommended food for those with pre-diabetes and Type 2 diabetes. In addition to being included in local market media coverage, California Avocados were named “Dietitian’s Pick” with display signage in all Hy-Vee stores.





RETAIL: BRISTOL FARMS

Bristol Farms

Passport to Savings Coupon and Online Special with special at 2/\$5 on large bulk avocados runs April 6 - May 31

AVOCADOS

The best avocados have California taste in them.

California Avocado growers and Bristol Farms know Californians love their local-grown, nutritious and delicious avocados.

The best avocados have CALIFORNIA in them. Look for them in your store!

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Bristol Farms

FREE WITH \$10 PURCHASE

WEEK 2

CA Grown Organic Bagged Avocados
04/27/22 to 05/03/22





RETAIL: GELSON'S MARCH MADNESS SALES CONTEST



- Month-long sales contest promoting March Madness
- California Avocado display bins & sponsored March Madness POS for use in store displays
- 3.1%-to-13% unit volume movement over previous year brand awareness





RETAIL: KING SOOPERS

- California Avocados in Colorado February
- Front-page ad (February 23) and huge displays move good volume of early product



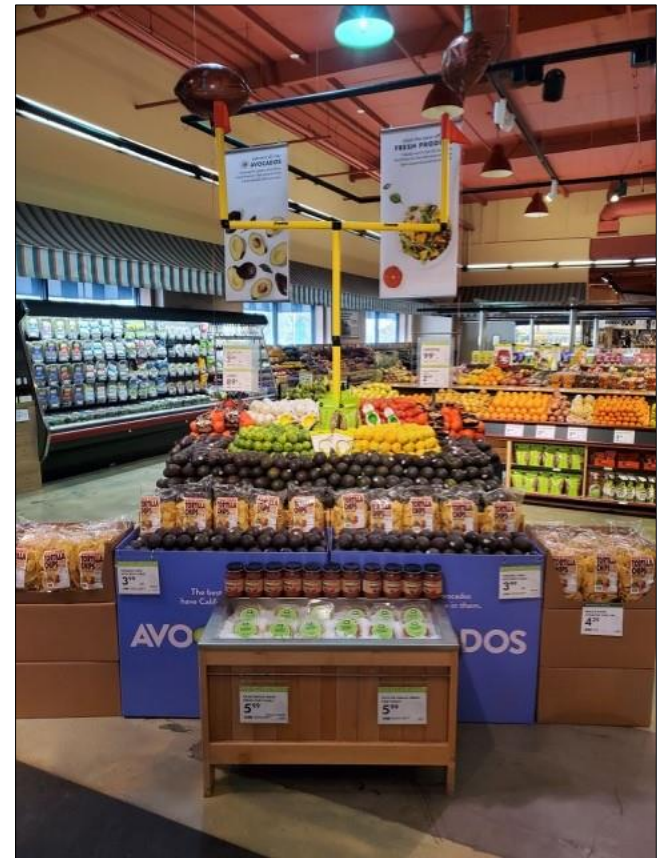


HOME REVENUE CONSUMER ADVERTISING ONLINE MARKETING CONSUMER PR CONSUMER/ TRADE LIVING WELL **RETAIL** FOODSERVICE RESEARCH

RETAIL: MOLLIE STONE'S



- Big Game display contest January 26 – February 16
- 18-31% Unit volume movement increase over previous year in stores





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RETAIL: RETAILERS PROMOTING GEM: GELSON'S, MOTHER'S MARKETS, ORGANIC GROWN COMPANY AND PCC COMMUNITY MARKETS




GEM Promotions in April



Gelson's

There's a new organic avocado in town!



OGC is thrilled to partner with our friends at Del Rey Avocado to be their exclusive wholesaler of Gem avocado in the Pacific Northwest. California born and bred, Gem is large, nutty and delicious.

There's a lot to love about this exciting avocado!

Share the Gem story with staff and shoppers to establish a new fanbase! Download and print Gem POP for displays to introduce this new variety to shoppers. Use the talking points in the **Produce Profile** to educate and the merchandising tips to increase sales. Meet avocado lovers where they are! Reach them digitally by sharing **photos** and product information on your social media channels.

Resources

- [Produce Profile: Gem Avocado](#)

AVOCADOS

The best avocados have California in them.

New! The GEM avocado is a variety from California growers

- Delicious, creamy flavor and thick skin making it easy to peel
- Darkens with small yellow specks as it ripens



NEW AT **MOTHER'S MARKET & KITCHEN**




Scan this code with the camera on your mobile device for CaliforniaAvocado.com. © 2022 California Avocado Commission

AVOCADOS

The best avocados have California in them.

- GEM avocados are the newest variety from California
- They have a creamy, nutty flesh and medium-sized seed
- The gold-speckled skin turns black when ripe
- Available for a limited time from April - June
- Easy-to-Peel, thick skin. Peeling the skin is better than "scooping out" because the most nutrient-dense part of the fruit is next to the peel

NEW AT **PCC COMMUNITY MARKETS**



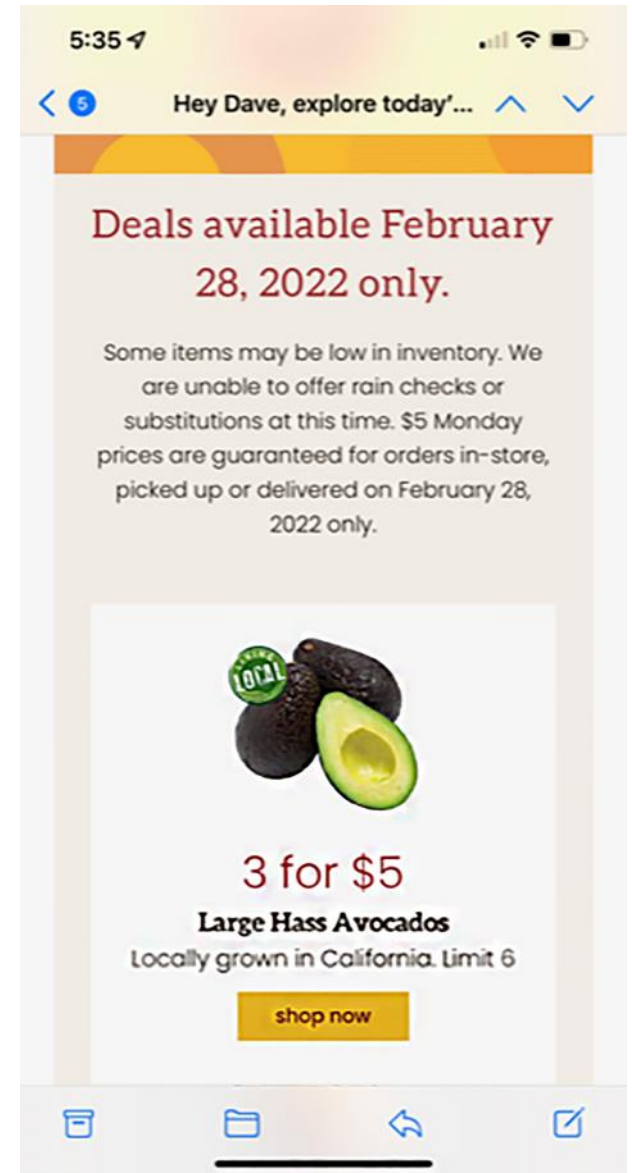
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RETAIL: RALEY'S

First of Season Online Shopper Special – February 28





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RETAIL: NEW SEASONS MARKET



AVOADOS

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NEW AT
NEW SEASONS
MARKET



© 2022 California Avocado Commission





RETAIL: SAVE MART SUPERMARKETS



- Farmers Market displays with CA GROWN features California Avocados on display during April and will be back again in June
- California Avocado Sales Contest to run in June to boost additional sales





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RETAIL: CALIFORNIA AVOCADO MARKETING PROGRAM

Highlights from our 2022 California Avocado Marketing program which are presented to our targeted retailers by the retail marketing directors

AVOCADOS

2022 | MARKETING PROGRAM

THE BEST AVOCADOS HAVE CALIFORNIA IN THEM

Shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022.





*Sources:
 California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
 2021 California Avocado Tracking Study Q9. If given a choice, which avocados would be your preference? Answers: Avocados grown in...
 Sales Velocity = Dollar Sales per Million ACV, California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

California Avocado Commission • 12 Mauchly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail



2022 | MARKETING PROGRAM

2022 | MARKETING PROGRAM

2022 | MARKETING PROGRAM

CALIFORNIA IS THE PREFERRED GROWING REGION IN THE WEST AND IN THE U.S. OVER

AVOCADO SALES GROW WHEN CALIFORNIA AVOCADOS ARE IN SEASON



WEEKLY DOLLAR SALES INCREASE BY 10% A LIFT OF NEARLY \$800K PER WEEK!

SAFETY, FAIRNESS AND FRESHNESS PERCEPTIONS

In 2021, avocado shoppers in the West said that being grown in safe conditions is one of the most important factors when choosing avocados to buy (in addition to perceived taste and price). California Avocados continue to be perceived as safer than avocados from other regions.

	CALIFORNIA	MEXICO
BEST FOOD SAFETY PRACTICES	56%	6%
HAS THE FRESHEST AVOCADOS	50%	13%
MOST ENVIRONMENTALLY FRIENDLY FARMING	46%	6%

REGION IS THE BEST: 2021 California is significantly higher than Mexico 2021

IN THE WEST, 70% OF AVOCADO SHOPPERS WITH A PREFERENCE WOULD CHOOSE CALIFORNIA AVOCADOS!

INCREASED SALES VELOCITY OF 4% MEANS MORE DOLLARS FOR RETAILERS!






Source: Q9: California Avocado Tracking Study, Western Region (n=886)
 Q9C: When one of those is the most important when purchasing avocados?
 Q9C.1 for each phrase below, please choose the region that most describes the phrase.

Commission • 12 Mauchly, Suite L, Irvine, CA 92618-6305 • CaliforniaAvocado.com/Retail









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

RETAIL: MASTERS OF MERCHANDISING 2022

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



**CALIFORNIA AVOCADO COMMISSION
AVOCADOS**



2022 MARKETING PROGRAM

The best avocados have California in them.
Shoppers value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022. In addition to our awareness-building advertising campaign, we offer promotions that work for you.


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.




CUSTOMIZED RETAIL COMMUNICATIONS PROGRAMS

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

Generate impulse purchases and promote fresh California Avocados in your stores.




Visit CaliforniaAvocado.com/Retail to order your PDS material. Contact your Retail Marketing Director for customized marketing programs and reports.

California Avocado Commission
CaliforniaAvocado.com/Retail
dcruz@avocado.org



Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail



CALIFORNIA AVOCADO COMMISSION
CaliforniaAvocado.com/Retail

*California Season (25 wks ending Aug 27) vs. non-California Season (25 wks ending Mar 27)
2021 California Avocado Trading Study (25 wks ending Mar 27) vs. non-California Season (25 wks ending Mar 27)
Source: AvocadoSource.com
Data Monthly - Older Sales per Month (2021 California Season (25 wks ending Aug 27) vs. non-California Season (25 wks ending Mar 27))

XX
 MARCH 2022 / PRODUCE BUSINESS / MASTERS OF MERCHANDISING



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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 special vellum overlay to reveal how California Avocados grow when in season

AVOCADOS
The best avocados have California in them.

AVOCADOS

Avocado Sales Grow When California Avocados are in Season!

AVOCADOS

Avocado Sales Grow When California Avocados are in Season!

Weekly Dollar Sales increase by 10%, a lift of nearly \$800k per week!

In the West, 70% of avocado shoppers with a preference would choose California Avocados!

Increased sales velocity of 4% means more dollars for retailers!

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They will see the California difference and spend more when California Avocados are available. You can give them what they're asking for and benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

Keep up with demand, carry California Avocados. Contact us for customized marketing programs and POS material.

Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail





RETAIL: TRADE PRINT AD

11 print ads ran from February through April generating 1,381,451 impressions



AVOCADOS

The best avocados have California in them.

- Weekly Dollar Sales increase by **10%**, a lift of nearly **\$800k per week**¹
- In the West, **70% of avocado shoppers** with a preference would choose California Avocados²
- Increased sales velocity of **4%** means **more dollars for retailers**³

Avocado Sales Grow When California Avocados are in Season!

Your shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. You can give them what they're asking for and benefit from California season's higher sales velocity, increased dollar sales and shopper preference.

Keep up with demand, carry California Avocados. Contact us for customized marketing programs and POS material.

Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail

¹California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
²2021 California Avocado Tracking Study Q3. If given a choice, which avocados would be your preference? Answer: Avocados grown in...
³Sales Velocity = Dollar Sales per Million ACV. California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)

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RETAIL: TRADE DIGITAL ADS

- 287 digital ads ran from February through April generating 13,061,691 impressions
- Total print and digital impressions: 14,433,142



Weekly Dollar Sales
Increase by 10% a lift of nearly \$800k per week¹

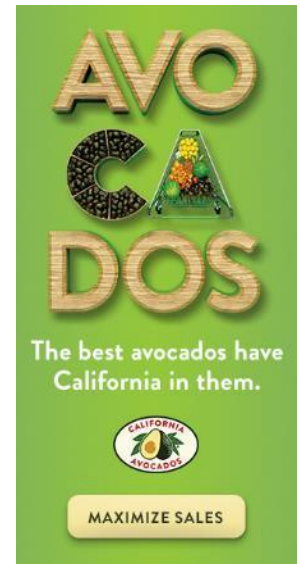
In the west, 70% of avocado shoppers with a preference would choose California Avocados²

Increased sales velocity of 4% means more dollars for retailers³

¹California Season (26-into ending Aug '21) vs non-California Season (26-into ending Mar '21)
²'20: California Avocado Tracking Study Q4. If given a choice, which avocado would be your preference? Answer: Avocados grown in...
³Sales Velocity: Dollar Sales per Million ACV, California Season (26-into ending Aug '21) vs non-California Season (26-into ending Mar '21)

AVOCADO SALES GROW WHEN CALIFORNIA AVOCADOS ARE IN SEASON!

Shoppers anxiously anticipate the California season because of the consistent quality, freshness and homegrown taste of fresh California Avocados. They value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.



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





RETAIL: TRADE DIGITAL ADS

A video trailer ran on AndNowUKnow in April





RETAIL: LINKEDIN

From November 1, 2021 through April 30, 2022, 36 posts ran on the CAC LinkedIn page. The page has gained 335 new followers, a 36% growth rate. The posts have generated over 131,172 impressions with over 1,718 engagements and a 4.6% engagement rate

California Avocado Commission
1,263 followers
1mo • 🌱

Targeted shopper marketing initiatives are designed to drive shoppers to retail. Learn more about California Avocado merchandising resources by visiting: <http://ow.ly/N4ks50lrxeV>.

California Avocado Commission
1,263 followers
2w • 🌱

The California Avocado Commission's Jan DeLyser caught up with **Todd Linsky** on the Todd-versations podcast to talk about all things California Avocados. Tune in on your favorite podcast platform: <https://lnkd.in/euyFy7f>.

California Avocado Commission
1,263 followers
1mo • 🌱

Data shows that retail dollar sales increase when California Avocados are in season. Additionally, sales velocity increases by 4% during the California season compared to the non-California season. To learn more about California Avocados' retail sales, visit our retail page at https://lnkd.in/g7pG_pm.





EXPORT PROMOTIONS – SOUTH KOREA

California Avocado Virtual Cooking Class (April 19)

- Celebrity Chef Boeun Lee
- Rice wrapped in greens with California Avocado sauce
- California Avocado Banana Smoothie
- Nearly 10,000 views through April



California Avocado In-Person Cooking Class (April 27-28)

- Celebrity Chef Young Bin Kim
 - California Avocado Tuna Salad
 - California Avocado Spring Roll
 - California Avocado Chocolate Chip Cookies



California Avocado Verbal Demos:

- 35 Emart stores
 - April 15-17, 21-23





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FOODSERVICE: CHAIN PROMOTIONS



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



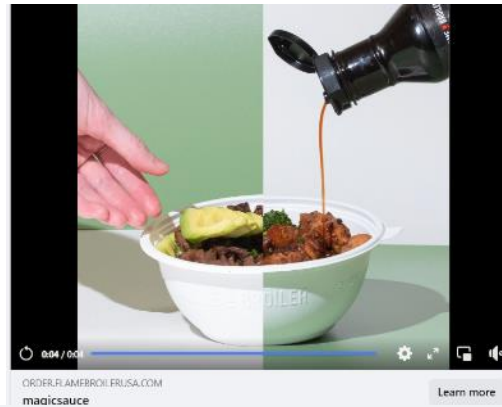
- 99 units (CA, AZ)
- April 1 – April 29
- California Avocado upsell



- 43 units (CA, NV)
- April 1 – May 31
- Kahuna-style upsell



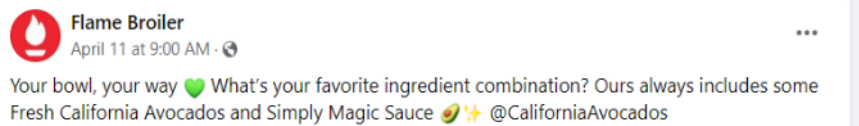
Website logo placements



Sunset Chopped Chicken Salad 11.99

Charbroiled or blackened chicken, romaine lettuce, avocado, red cabbage, tomato, roasted corn, green onion, cilantro, queso fresco, pepitas and tortilla strips with Honey Lime Vinaigrette (649-871 cals)

Social media post





FOODSERVICE: CHAIN PROMOTIONS



- 400 units (CA, AZ, NV, OR, UT, WA)
- April 14 – June 8
- California Avocados on the menu



- 14 units (NorCal/Bay Area)
- April 18 – May 31
- California Avocados on the menu



- 8 units (NorCal/Bay Area)
- April 22 – June 3
- California Avocados on the menu



Website logo placements



We proudly serve California-grown avocados.



Website logo placement

SALADS



We proudly serve Fresh California Avocados.

SANDWICHES



We proudly serve Fresh California Avocados.

BURGERS



We proudly serve Fresh California Avocados.

Website logo placements





FOODSERVICE: MENU IDEATION SESSIONS

- Utilizing a chain's current inventory of items, provide menu concepts featuring California Avocados, on innovative dishes
- Concepts based on chain's menu strategy and operational setup
 - California-based chain, 22 units in LA, Orange County and San Diego





FOODSERVICE: EVENTS

NORDSTROM

- AvoTour and Flavor Building – Fallbrook, CA
- April 6-7
- Customized educational tour



FOODOVATION EXCHANGE

- FoodOvation Exchange #27 – Sun Valley, ID
- April 10-13
- One-on-one 40-minute meetings with 13 operators





FOODSERVICE: PRINT ADVERTISING

- Focus on California Avocado season and California cuisine and style
- 3 insertions starting in March
- 3 print publications (Flavor & The Menu, FSR and Plate)
- 92,484 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 From Salad generates menu excitement with a unique and delectable take on a popular customer favorite. Piled at the source, the best avocados have California in them. For more information, please visit CaliforniaAvocado.com/Foodservice

California Avocado Everything From Salad

©2022 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 twist, California pizza, California poke or California Chicken Sando to your menu, just layer on the California Avocado. How can you say California in a dish, a bowl or a bite? Pile on the love, California Avocados. For more information, please visit CaliforniaAvocado.com/Foodservice

The best avocados have California love in them.

Cali-Crispy and California Avocado

©2022 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. Taps 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 Negotios Pizza

©2022 California Avocado Commission





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FOODSERVICE: DIGITAL ADVERTISING

- Leverage pre-season insertion dates to build anticipation of California avocado season
- 8 digital ads appeared on four platforms (Recipe Watch, Winsight Recipe Report, NRA SmartBrief, NRN A.M. and Native Gallery)
- Over 730,000 impressions

NRN: Native Gallery

5 ways to benefit from the California Avocado season

SPONSORED CONTENT

Chipotle shareholders call for racial equity audit

McDonald's offers one-day app deal on McNuggets

Behind Noodles & Company's latest franchising ramp-up

NRN editors round up April's biggest restaurant news

Higher food, labor costs chip away Chipotle margins

Menu sliders for spring and summer: A warm Mediterranean climate allows local growers to deliver quality California Avocados with the rich, creamy, and lush texture.

NRN A.M.
The industry's daily report from Nation's Restaurant News

APRIL 27, 2022

ADVERTISEMENT

Want premium content and special reports from Nation's Restaurant News? Get a subscription for less than \$2.50/month! [LEARN MORE](#)

TOP NEWS

- Lessons in Diversity, Inclusion & Bias (DIBs): An alternate perspective on Black History Month
- Celebrity chef Fabio Viviani to open new fast-casual dessert brand
- Chick'nCone launches NFT to buy into franchise territories
- How Five Guys is working with franchisees to tackle labor, inflation

ADVERTISEMENT

Plan now for spring and summer menus. The best avocados have California in them.

In season now: California Avocados. The best avocados have California in them.

NRN A.M.

Recipe Watch

Leverage California Avocados on Your Menu

Schedule customer faves on spring and summer menus, when Fresh California Avocados are in season. The best avocados have California in them.

[View Recipe](#)

Celebrate the California Lifestyle and Cuisine

Celebrate locally grown with veggie tacos that feature the smooth texture and rich, nutty flavor of Fresh California Avocados, in season March-September.

[View Recipe](#)

Winsight: Recipe Report

FEATURED PRODUCT
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.

Sponsored by

FEATURED PRODUCT
California Avocado & Thai Noodle Salad

California on the global agenda: This comforting entree salad with seasonal Fresh California Avocados on the menu. Peak season alert: May-August.

Sponsored by

NRA SmartBrief

Put "Grown in U.S." to Work on Your Menu

Post pandemic outbreak, almost 80% of consumers are saying "Grown in U.S." will positively impact their purchase decision.* Add comfort and seasonal style to your summer menu with Fresh California Avocados. The best avocados have California in them.

* Source: Menu Matters, "Patron preference for 'California' and 'California Avocados', 2020"

ADVERTISEMENT



FOODSERVICE: NEWSLETTER

- Custom content newsletters promoting the benefits of seasonal, local ingredients
- Delivered to 7,957 with an Open Rate of 42%



FLAVOR & the menu



The Season Provides a Reason





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

FOODSERVICE: PUBLIC RELATIONS

- Over 1.4 million Foodservice PR impressions between November - April
- Key topics: Avocados, California style, Plant-Based, Local

NATIONAL CULINARY REVIEW

GLOBAL TEA FOR PASTRY AND CHOCOLATE

ALL ABOUT AVOCADOS

Learn how this popular kitchen staple is grown, shipped and processed from the fields to the delivery door. // by Liz Barnett Foster

Processing

The avocado is a fruit that is not only delicious but also nutritious. It is a good source of healthy fats, fiber, and potassium. The avocado is also a good source of antioxidants, which can help reduce inflammation and improve heart health.

Packing

The avocado is a delicate fruit that requires careful handling. It is important to pack avocados properly to prevent bruising and damage. The avocado should be packed in a sturdy container with padding to protect it from movement.

MENU

Recipe report: Plant-based comfort foods

By Patricia Cobe on Jan. 06, 2022

Grilled Avocado Ssam

Ssam is usually composed of lettuce or another leafy vegetable wrapped around Korean-style barbecue. Chef Michael Israel of The Cheesecake Factory changes up the traditional meaty version by wrapping lettuce leaves around quinoa and avocados.

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

caterSource

Show Issue 2022

California Dreamin'

California cuisine puts the focus on fresh, local ingredients.

California Sea Bass with Avocado Salsa

Recipe

1. Preheat the oven to 400°F. Season the sea bass with salt and pepper. Bake for 10-12 minutes.

2. In a bowl, combine the avocado, tomatoes, onions, and cilantro. Dress with lime juice and olive oil.

3. Serve the sea bass with the avocado salsa.

elRestaurante

Recipe of the week

presented by **Simplot**

Guacamole Nogada

The holiday season is here... and this festive, simple-to-prepare recipe for Guacamole Nogada — reminiscent of the popular dish Chile en Nogada — is a perfect one to add to your seasonal menu!

[Click Here for This Week's Recipe](#)

Recipe-of-the-Week is available to all elRestaurante readers. To subscribe, [click here](#).

ESU

Recipe report: Exploring eggs

By Patricia Cobe on Nov. 23, 2021

Individual Pizzas with Eggs and Avocados

Chef Matt Wade of Boneyard Bakery keeps this breakfast pizza fresh and colorful with the addition of an avocado topping along with its traditional ham and eggs.

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





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RESEARCH

RESEARCH: STUDIES IN DEVELOPMENT

Report on Inflation and its Impact at Retail

- Scope: a look at rising prices and the impact on avocado dollar sales and volume. Also includes an overview of the current state inflation is having on food, energy, etc.
- Timing: to be presented at June CAC Marketing Committee Meeting

2022 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
- Tentative Timing: fielding in July, full report by 10/31/22

2022 Nielsen Advertising Study

- This study measures the brand impact of the California Avocado online campaign against the intended audience across multiple equity metrics and provides creative diagnostics
- Methodology: responses are gathered from a third-party survey panel
- Tentative Timing: fielding during media campaign, full report by 10/31/22