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## **CAC KICKS OFF 40-YEAR ANNIVERSARY AT PMA FRESH SUMMIT**

**IRVINE, Calif. (Sept. 20, 2018)** – The California Avocado Commission (CAC) has a special reason to exhibit at the Produce Marketing Association (PMA) Fresh Summit event this year: the organization is celebrating the start of its 40-year anniversary. Fresh Summit will take place at the Orange County Convention Center in Orlando, Florida from October 17 through 20, and the Commission will have a booth (#2143) during the Expo on Friday, October 19 and Saturday, October 20.

“Since its inception in 1978, the California Avocado Commission has been helping to grow avocado consumption with renowned success,” said Jan DeLyser, CAC vice president marketing. “PMA Fresh Summit is a unique opportunity to connect with many people in the produce industry; it’s the perfect event to launch the Commission’s celebration.”

At this year’s Fresh Summit, CAC will showcase its information via a two-story booth featuring an upstairs meeting room. There, the Commission will host visiting dietitians from the Produce for Better Health Foundation, as well as other meetings by appointment. New California avocado booth graphics will include highlights of CAC’s 40-year history and a selfie-friendly graphic wall showcasing California avocado advertising campaigns.

“Fresh Summit attendees are invited to share in our 40-year anniversary kick-off at the California Avocado Commission booth #2143,” said DeLyser. “We will have the latest information about the 2019 crop and plan to share new data on the conventional and organic segments of the category as well as ideas for building customized marketing programs for next season with key retailers.”

As part of the celebration the Commission put together a collage of pictures of some current employees from 1978. Visitors to booth #2143 who correctly identify all the photos in the collage will be awarded a California avocado t-shirt.



### **About the California Avocado Commission**

Created in 1978, the California Avocado Commission strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engages in related industry activities. California avocados are commercially cultivated with uncompromising dedication to quality and freshness, by more than 2,000 growers in the Golden State. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. Visit [CaliforniaAvocado.com](http://CaliforniaAvocado.com), or join us on [Facebook](https://www.facebook.com/CaliforniaAvocados) at [Facebook.com/CaliforniaAvocados](https://www.facebook.com/CaliforniaAvocados) and @CA\_Avocados on [Twitter](https://twitter.com/CA_Avocados), [Pinterest](https://www.pinterest.com/CA_Avocados) and [Instagram](https://www.instagram.com/CA_Avocados) for updates.

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