



Contact:
Marji Morrow
323-456-6751
MMorrow@avocado.org

CALIFORNIA AVOCADO COMMISSION COMPLEMENTS UNITED FRESH LIVE! BOOTH WITH ONLINE PRESENTATIONS

IRVINE, Calif. (June 10, 2020) – It is peak California avocado season and the California Avocado Commission (CAC) is readying its participation in United Fresh 2020 Live! with a virtual booth and complementary online programming. Live presentations by CAC Vice President Marketing Jan DeLyser and other team members, along with chef demonstrations, will take place during the second hour of the expo’s “power hours” June 15-18.



“Participating in a virtual trade show is a new experience for the Commission and we are hoping for hearty engagement with customers and other industry members during the event,” said DeLyser. “During a traditional trade show CAC brings added value with in-booth activity. With the virtual booth focused on chat and messages, we decided to host daily web-based presentations to add value to the virtual experience.”

During the United Fresh Expo “power hours” (from 10 a.m. to noon Pacific time, Monday June 15 through Thursday June 18), CAC’s virtual booth will be attended by CAC retail marketing directors David Anderson and Carolyn Becker, along with CAC staff. Kim Kurata will be available for foodservice chats and Marji Morrow will be present for trade media contacts.

The Commission’s web-based presentations will be hosted via Zoom starting at 11 a.m. Pacific time each day, pending attendance. Topic highlights include Jan DeLyser giving updates on the California avocado crop, discussion of how CAC pivoted its marketing programs due to 2020 realities, talks by Kim Kurata about foodservice programs, highlights about avocado nutrition and chef demonstrations. CAC’s presentations will complement key United Fresh daily topics, women in produce, organics and foodservice.

For a list of daily topics and the links to join each day’s Zoom meeting, industry members should visit https://bit.ly/CAC_United_Fresh_Live. Visitors are welcome to join for just a few minutes or for the full hour.

“I would like to invite California avocado customers and industry members to visit the Commission’s virtual booth by registering for United Fresh Live, attending the expo and

searching for 'California Avocado Commission', as well as joining our Zoom meetings," said DeLyser. "We may not be able to hug or shake hands, but it sure will be good to chat."

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 cultivated with uncompromising dedication to quality and freshness, by more than 3,500 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, or join us on [Facebook](https://Facebook.com) at Facebook.com/CaliforniaAvocados and @CA_Avocados on [Twitter](https://Twitter.com), [Pinterest](https://Pinterest.com) and [Instagram](https://Instagram.com) for updates.

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