



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

## CALIFORNIA AVOCADO COMMISSION STRIKES WHILE THE IRON IS HOT

**IRVINE, Calif. (April 24, 2019)** – The California Avocado Commission (CAC) is dipping into its quiver of marketing tools to complement the launch of California avocado season and the start of advertising support. One arrow in the quiver is the use of a variety of influencers who share with their followers the benefits of avocados and Commission messaging about California avocados specifically. Another is quick-response creativity on social media, striking while the iron is hot to leverage popular topics of conversation among its targeted audience.



In early April the Commission leveraged the interest in the coming final season of a very popular television series, creating themed social media posts that asked, “Avocados or Dragon Eggs?” The posts had the highest level of engagement of any of CAC’s social posts to date reaching more than 350,000 impressions, with 36,000 likes, more than 3,000 post shares or saves and over 800 comments. This engagement helped bring awareness to the start of California avocado season, with many consumers sharing their love for California avocados and excitement to begin using them.

“Winter is over. The California avocados are here,” said Jan DeLyser, CAC vice president marketing. “CAC’s topical, themed social posts are examples of the opportunistic, fleet-of-foot marketing that keep California avocados top-of-mind with our targeted consumers.”

Influencer activity is ongoing during the California avocado season. The Commission is working with Registered Dietitian Nutritionist Liz Shaw to help spread the word about California avocado season and avocado nutrition information. In April, Shaw contributed to CAC thematic content called “Cook Like a Californian”. Some of the content was featured on CAC’s The Scoop blog, and it included produce-rich recipes featuring



California avocados. Shaw's recipes are also included in communication used by retail dietitians, further expanding the reach of the program.

"California avocado harvesting is going strong with one week's volume this month reaching more than 11 million pounds, in time for the industry's ramp up leading into Cinco de Mayo," said DeLyser.

### **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 3,000 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](#) at [Facebook.com/CaliforniaAvocados](https://Facebook.com/CaliforniaAvocados) and @CA\_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#) for updates.

# # #