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## **JAN DELYSER UPDATE ON CALIFORNIA AVOCADO SEASON**

*California Avocado Commission Continues Summer Support and Projects Shorter Season*

**IRVINE, Calif. (August 9, 2018)** – There have been no shortage of challenges facing California agriculture this year and California avocado growers have been in the thick of it with heat, wind and fire impacting production. The Commission’s Marketing Committee met on August 1 and estimated this year’s harvest will be about 300 million pounds with availability continuing through the month.

“We had originally projected that volume would continue strong through Labor Day, however, excellent demand as well as a reduction of the original crop estimate has created a quicker end to the season,” said Jan DeLysler, CAC vice president marketing. “Despite all of the weather-related challenges California avocado growers have endured this season, the revised crop forecast is still nearly 40 percent higher than last year, and we’re committed to providing customers with the support they need.”



In July, CAC began promoting the California Avocado Summer Soundtrack – a California-inspired playlist - on digital audio provider Spotify. The Commission also worked with trendsetters including Chef Phillip Frankland Lee of Scratch Restaurants and several local food and lifestyle tastemakers to develop recipes inspired by various California music genres and put these together in a digital California avocado cookbook.

CAC is offering consumers free downloads of the California Avocado Summer Soundtrack recipe booklet via its blog, *The Scoop*. The program also includes a dedicated email, promoted social posts, a blog post and home page feature on CaliforniaAvocado.com.



CAC's website recently was upgraded with redesigned and improved sections, including a very user-friendly recipe section with advanced ways to search recipes. An overall upgrade includes personalization to those visiting the site, with suggested content related to consumer searches and what makes the most sense for the time of day and the platform being used.

CAC's *Made of California* advertising campaign continues in August. Innovative digital and social programs target consumers of California avocados and help them find the stores and restaurants where they are in distribution.

### **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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