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MARCH IS WOMEN'S HISTORY MONTH—IT'S TIME TO CELEBRATE THE WOMEN WHO GROW CALIFORNIA AVOCADOS AND THOSE WHO FEATURE THEM ON MENUS

Irvine, CA (March 2, 2020)—Rachael Laenen, a third generation California Avocado grower, returned to California to become part of the [family legacy](#). “I’ve always really looked up to my grandmother and to my dad, and to have the opportunity to work side-by-side with them is amazing. There’s something even more exciting about walking through the new trees that have been planted for my future. These are the trees that will be passed on to the next generation.”

Rachael’s family believes there’s something unique in California’s climate and soil that produces the best avocados in the world. And, like all California growers, they want to grow the best avocados they can. This new generation of growers has an optimistic outlook for the prospects of avocado farming in California. Get to know some of the 3,500 [California Avocado growers](#) who put care and craftsmanship into every fruit they grow. Many growers, like Rachael, are part of multi-generational families that supply restaurants with the avocados that bring the essence of California to spring and summer menus.

2019 Food Network’s *Chopped* winner Jen Biesty respects the craftsmanship behind quality ingredients and relies on California Avocados to add value to recipes like [King Salmon Crudo with California Avocado](#). Find out why the best avocados have California in them. Take advantage of the product information, nutrition facts, culinary education resources, and hundreds of California Avocado recipe ideas at CaliforniaAvocado.com/foodservice.

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](#) at Facebook.com/CaliforniaAvocados and @CA_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#) for updates.



Rachael Laenen takes California avocado fans on a tour of her grove in one of the California Avocado Commission's California grower videos.



King Salmon Crudo with California Avocado
Recipe courtesy of Jen Biesty, Shakewell, Oakland, CA
Photo courtesy of California Avocado Commission