



FOR IMMEDIATE RELEASE

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## **CALIFORNIA AVOCADO COMMISSION WELCOMES THE 2021 CALIFORNIA AVOCADO CROP**

**Projections show a crop of nearly 292 million pounds of California Avocados in 2021**

Irvine, CA (March 10, 2021)—Spring always brings this good news from the California Avocado Commission (CAC): get ready for the 2021 Fresh California Avocado season! As Jan DeLyser, CAC Vice President Marketing notes, “Seasonality is important to foodservice patrons. Recent consumer research revealed that over a third (34%) of consumers associate avocados with California – more than any other crop.”\* So, operators should be on the alert for the first spring shipments of California Avocados.

As a time of rebirth and renewal, spring offers the perfect time to celebrate California as the birthplace of California cuisine and the Hass Avocado Mother Tree. Fresh, seasonal, colorful and flavorful, California Avocados exemplify the best of California cuisine. Richly textured and versatile, California Avocados partner with savory, sweet, subtle and spicy ingredients. Consider these take-away dishes ideal for menus throughout the season: [California Donburi with California Avocado](#) and [Farmshop’s California Avocado Hummus with Pistachio Salsa Verde](#).

Available spring through fall, savvy operators can start creating seasonal menus by searching the [CAC foodservice recipe database](#) for exciting dishes in all styles and categories. While on the foodservice site, take advantage of handling how-tos, product details and nutrition facts for menu success with Fresh California Avocados.

\* Source: Menu Matters, “Patron preference for ‘California’ and ‘California Avocados’, 2020”

### **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 nearly 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), join us at [Facebook.com/CaliforniaAvocados](https://Facebook.com/CaliforniaAvocados) and @CA\_Avocados on [Twitter](#), [Pinterest](#) and [Instagram](#), follow the California Avocado Commission page on [LinkedIn](#) or shop for California avocado merchandise at [Shop.CaliforniaAvocado.com](http://Shop.CaliforniaAvocado.com).



**California Donburi with California Avocado**