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## **CALIFORNIA AVOCADO COMMISSION CELEBRATES 50 YEARS OF EXHIBITING AT PMA FRESH SUMMIT AND NOW THE IFPA SHOW**

**IRVINE, Calif. (October 17, 2022)** – The California Avocado Commission team is in final preparation mode for the much-anticipated International Fresh Produce Association’s Global Produce & Floral Show that will be held at the Orange County Convention Center in Orlando, Florida. The show will take place October 26 through 29, and Commission representatives will be available throughout the event and in booth #2343 on the expo days, October 28 and 29.

“We are excited to greet California avocado customers and colleagues in person and very pleased that the California Avocado Commission’s new President, Jeff Oberman, is on board with us in time for the inaugural show,” said CAC’s Vice President Marketing Jan DeLyser. “CAC also will be celebrating the naming of our Online and Social Media Marketing Director, Zac Benedict, to Produce Business magazine’s ‘40 under Forty’ 2022 class of rising stars of produce.”



At the show IFPA will be honoring the California Avocado Commission and other organizations for 50 years of exhibiting at the annual PMA convention and now the IFPA Global Produce & Floral Show. This support includes exhibits prior to 1978 when the Commission was the California Avocado Advisory Board.

At this year’s event CAC will be previewing plans for the California avocado 2023 season. While it is too early to accurately predict the crop size and timing, peak availability of the Golden State avocados is expected to be spring through summer.

“The Commission has new data to share from the 2022 California Avocado Tracking Study and will show that ‘the best avocados have California in them’ advertising support encourages consumer demand,” 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 about 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](https://Twitter) on [Twitter](https://Twitter), [Pinterest](https://Pinterest) and [Instagram](https://Instagram), follow the California Avocado Commission page on [LinkedIn](https://LinkedIn) or shop for California avocado merchandise at [Shop.CaliforniaAvocado.com](http://Shop.CaliforniaAvocado.com).

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