

CALIFORNIA AVOCADO COMMISSION AVOCADOS



2022 MARKETING PROGRAM

The best avocados have California in them.

Shoppers value the California difference and spend more when California Avocados are available. Retailers can benefit from the California season's higher sales velocity, increased dollar sales and shopper preference.*

California Avocados are locally and responsibly grown by California farmers who nurture the avocados and the land every step of the way. Similar to the growers who take pride in supplying California Avocados, our team at the California Avocado Commission is dedicated to providing programs and supporting your sales of California Avocados with an innovative marketing program for 2022. In addition to our awareness-building advertising campaign, we offer promotions that work for you.

TARGETED, CUSTOMIZED MARKETING SUPPORT

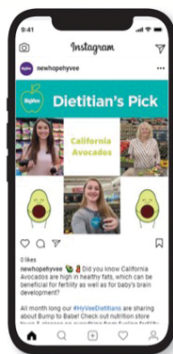
Innovative, branded California Avocado customized social, digital and geo-targeted promotions throughout the season drive shoppers to your stores. Social media retail assets can be customized for your store banners and are paid for by the California Avocado Commission in support of our retail partners.



Companion Banner & CTA Extensions to drive viewers to store locator

CUSTOMIZED RETAIL COMMUNICATIONS PROGRAMS

New and complimentary customized offerings include social posts and blogs with and without video, seasonal story ideas for retailer-use in local media markets, on your website, in customer sweepstakes and California Avocado giveaways. We are ready to support you!



RETAIL DIETITIAN RELATIONS

From helpful how-to tips to news-you-can-use nutritional information to delicious recipes for virtual demos and more, we have inspiration for your dietitians.

MERCHANDISING MATERIALS

Generate impulse purchases and promote fresh California Avocados in your stores.



Visit CaliforniaAvocado.com/Retail to order your POS material. Contact your Retail Marketing Director for customized marketing programs and reports.

California Avocado Commission
CaliforniaAvocado.com/Retail
dcruz@avocado.org



Scan the QR Code for more information or visit CaliforniaAvocado.com/Retail



CALIFORNIA AVOCADO COMMISSION
CaliforniaAvocado.com/Retail

*California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)
2021 California Avocado Tracking Study Q9. If given a choice, which avocados would be your preference?
Answers: Avocados grown in...
Sales Velocity = Dollar Sales per Million ACV. California Season (26-wks ending Aug '21) vs. non-California Season (26-wks ending Mar '21)