



**FOR IMMEDIATE RELEASE**

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## **CALIFORNIA AVOCADO SEASON KICKS OFF THIS WEEK**

*The season runs now through summer -- the only time these locally grown and sustainably farmed avocados are available*

**IRVINE, Calif. (April 2, 2024)** -- Opening Day is here, and we're not talking about baseball. This week marks the official kickoff of the 2024 California avocado season, as grocery stores and restaurants throughout the West begin receiving and selling this year's fresh and delicious crop.

California avocado season, which runs through summer, is a special time when the state's approximately 3,000 avocado farmers, who carefully nurture the fruit throughout the year, finally get to share it with all those who crave the local produce.

Most California avocados will be sold from Southern California up to Washington state, meaning this delicious fruit can go from the grove to your table in just a few days. To track California avocados' availability through the region, follow the California Avocado Commission's store locator at [CaliforniaAvocado.com/store-locator](https://CaliforniaAvocado.com/store-locator).

### **California Avocado Season: Get Them While You Can**

"There's a reason California avocados are the state fruit," said Terry Splane, vice president of marketing, CAC. "They are grown by the people of the state, they are farmed sustainably and they generate \$1.5 billion<sup>1</sup> in business activity for California annually. Not to mention, they're just simply delicious."

"But, like all precious things, they have limited availability. California avocado season ramps up this week, is expected to peak in June, then slowly dwindle down through the late summer months," Splane added. "We're excited for shoppers to get their hands on them."



### **Locally Grown and Sustainably Farmed**

California avocado farmers grow premium quality avocados by prioritizing responsible, sustainable farming practices, worker well-being and support for their communities. Grown in the rich soil of

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<sup>1</sup> Economic Impact of Avocado Growers and Handlers in the State of California, Tootelian Company, 2020

California, warmed by its sunshine, cooled by gentle coastal breezes and tended to by these dedicated growers, it's no wonder the best avocados have California in them.

With this premium quality fruit being grown in several of California's agricultural regions, shoppers can feel good about supporting local farmers and their sustainable growing practices.

Those looking for mouthwatering California avocado recipes can also visit [CaliforniaAvocado.com](http://CaliforniaAvocado.com) or follow along on Facebook at [Facebook.com/CaliforniaAvocados](https://Facebook.com/CaliforniaAvocados) and Instagram at [@ca\\_avocados](https://www.instagram.com/ca_avocados).

**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. Ethically sourced California avocados are sustainably grown and locally farmed for exceptional quality and freshness, by about 3,000 growers in the Golden State. The California Avocado Commission serves as the official information source for the California avocado industry. Visit [CaliforniaAvocado.com](http://CaliforniaAvocado.com).

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