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FIVE REASONS TO SAVOR CALIFORNIA AVOCADO SEASON

California Avocado Month Marks the Ideal Moment to Enjoy This Year's Crop

IRVINE, Calif. (May 21, 2024) – As the sun-drenched days of summer officially arrive, it's also time to celebrate one of California's most beloved treasures: the avocado. June is California Avocado Month, the heart of California avocado season and the perfect opportunity to discover, explore and enjoy the state fruit at grocers and restaurants primarily available throughout the Western states.

Whether you're an avocado aficionado or simply enjoy local, delicious fruit, consider these five reasons to celebrate California Avocado Month and savor the entire California avocado season:

- 1.) **Limited availability.** California avocados have a short but delicious season - spring through summer. Now is your opportunity to enjoy them
- 2.) **Locally grown.** California avocados travel from grove to grocery stores and restaurants in just a few days, which means the fruit is at its optimal freshness. And locally grown = less transport = fewer carbon emissions.
- 3.) **Sustainably farmed.** California avocado farmers grow premium quality avocados and prioritize responsible, sustainable farming practices, worker well-being and support for their communities.
- 4.) **Quality taste.** Grown in the rich soil of California, warmed by its sunshine, cooled by gentle coastal breezes and tended by local growers, California avocados are known for their premium quality, creamy texture and delicious flavor
- 5.) **It supports local economies.** Each year, California avocados generate about \$1.5 billion in business activity for the state's economy. Remember to look for the California avocado label when shopping

"California Avocado Month is not only a moment to celebrate how approximately 3,000 farmers produce California avocados with such great care and dedication, it's also the perfect time to simply relish the exceptional taste and quality of the state fruit," said Terry Splane, California Avocado Commission vice president of marketing. "That's the best part of the California avocado experience. Because of their freshness, flavor and creamy texture, they make your favorite summer dishes even better - and they are even more satisfying knowing you are supporting local farmers."

Consider making a [California Avocado Pesto Pizza](#), one of the most popular recipes on CaliforniaAvocado.com. A vegan take on the classic pesto pizza topped high with seasonal green veggies and California avocados that will satisfy any pizza craving.

Seeking a heartier dish? Don't forget it's also burger season. Try the [California Burger in a Bowl](#). All of the ingredients of a classic cheeseburger are in this loaded burger bowl recipe – except the bun. This burger bowl recipe cooks up quickly and you can easily vary the ingredients to fit the way you prefer your burgers. Just don't forget the California avocados.



Looking for more mouthwatering California avocado recipes? Visit [CaliforniaAvocado.com](#) or follow along on Facebook at [Facebook.com/CaliforniaAvocados](#) and Instagram at [@ca_avocados](#).

To find California avocados' availability in your area, check CAC's store locator at [CaliforniaAvocado.com/store-locator](#) to see where you can pick some up this California Avocado Month and beyond.

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](#).

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