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CALIFORNIA AVOCADO COMMISSION FORECASTS HEALTHY HARVEST *375 Million Pounds of California Avocados Projected for 2025 Season*

IRVINE, Calif. (February 11, 2025) – The 2025 California avocado harvest is now projected to be in the range of 375 million pounds, which is the largest crop estimate for the locally grown fruit since 2020. Recent extremely high winds in California slightly dampened very early season projections, but the industry is still optimistic for a particularly good season. Investment by California avocado growers who have increased planting with 3 million new trees and improved the average per acre yield is contributing to this optimism. Fruit sizing and the actual harvest total will be influenced by natural factors, and growers are hoping for beneficial rain and sunshine to come. Meanwhile some growers are size picking now in time to support Big Game promotions with chain partners. Peak availability of California avocados is expected to occur spring through summer this year.

Starting in spring, the California Avocado Commission will launch its “California Avocados on the Menu” creative campaign through digital and print advertising. The creative reminds foodservice operators of the fruit’s locally grown, sustainably farmed and ethically sourced attributes while reinforcing how versatile and high-quality California avocados can boost their menus and reputations.

“The Commission is in full gear implementing marketing support programs for the quickly approaching California avocado season,” said CAC Vice President of Marketing Terry Splane. “Customized foodservice promotions with targeted customers continue to be a key component of our marketing.”

Operators can plan ahead for seasonal menus featuring California Avocados with inspiring recipes on the CAC foodservice page, featuring all dayparts from beverages to desserts. The foodservice resources there also include culinary education sessions, product details and nutrition facts.

“This season, with additional volume projected compared to the last few years, we are excited to provide continued support to loyal partners and reach out to more operators whose strategic priorities and customer profiles align with ours,” said Splane.

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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 farmed and locally grown 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/Foodservice/

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Arroz con Cangrejo with California Avocados