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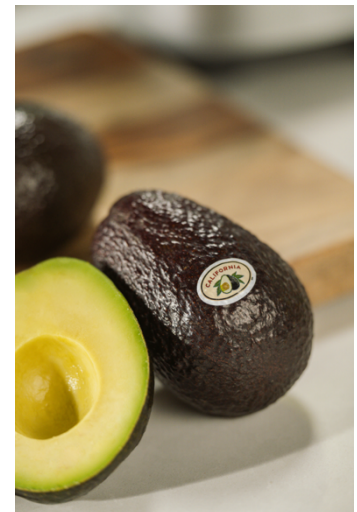
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JUNE IS CALIFORNIA AVOCADO MONTH - HERE'S WHAT THAT MEANS

Why the heart of California Avocado season is prime time to celebrate the farmers and the far-reaching impact of California's state fruit

IRVINE, Calif. (May 29, 2025) – June is California Avocado Month. With the 2025 harvest projected to be the largest in five years, it's the ideal time to appreciate not only the fruit's rich, creamy texture and vibrant taste, but also the people and practices behind every California avocado.

"June is the heart of the season, when fresh, locally grown California avocados are at their most plentiful," said Terry Splane, vice president of marketing at the California Avocado Commission. "But California Avocado Month is about more than just an abundance of this delicious fruit. It's also a time to recognize the care and commitment behind every California avocado – from the way our farmers tend to the land to the value they bring to their communities."



Consider these five reasons to celebrate California Avocado Month:

1. **It's a Brief, but Delicious Season.** What makes California avocado season so special? For one, it's relatively short. California avocados are only in season for a few months – spring through late summer with June at the heart of the season. Growers pick them at their peak, resulting in a premium fruit that is consistent in taste and texture. So you need to grab them now while you still can.
2. **It's a Moment for Local Agriculture.** California avocados are grown by nearly 3,000 farmers across the Golden State, most of them on smaller family-run farms. June is an ideal time to honor their dedication and the vital role they play in upholding California's agriculture identity. After all, avocados are California's state fruit.
3. **It Celebrates Local Freshness.** Because California avocados are locally grown, they travel from grove to grocery in just a few days. This short journey preserves quality and freshness.

4. **It Supports Local Communities.** California avocado growers are committed to a California avocado industry that will sustain itself for generations to come by using sustainable farming practices, ensuring worker well-being, contributing to healthy communities and generating \$1.5 billion in business activity for California annually.
5. **It's Personal.** California avocado farming is deeply personal. California avocados are sustainably grown and ethically sourced by California farmers, who nurture the avocados and the land every step of the way. Behind every avocado is a farmer and a family who take pride in their work and their fruit.

To find California avocado 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.

Looking for recipe inspiration on how to enjoy delicious California avocados? The California Avocado Miso Shrimp Bowl recipe below is a perfect choice for your next summer get-together. You can also visit CaliforniaAvocado.com for more recipes, or follow along on Facebook at Facebook.com/CaliforniaAvocados and Instagram at [@ca_avocados](https://Instagram.com/ca_avocados).

California Avocado Miso Shrimp Rice Bowl

Serves: 4

Ingredients:

Shrimp:

- ☐ 1/3 cup unsweetened, full-fat canned coconut milk
- ☐ 2 Tbsp. red miso paste
- ☐ 2 Tbsp. fresh lime juice
- ☐ 1 Tbsp. finely grated fresh ginger
- ☐ 2 large cloves garlic, finely grated
- ☐ 1 lb. large shrimp, shelled and deveined

Bowls:

- ☐ 1 1/3 cups coconut rice, coconut ginger rice, or saffron rice cooked according to package directions
- ☐ 1 Tbsp. avocado or coconut oil
- ☐ 2 ripe, fresh California Avocados seeded, peeled, and sliced
- ☐ 1 1/3 cups finely shredded purple cabbage
- ☐ 1/2 cup picked fresh cilantro leaves (optional)
- ☐ 2 tsp. toasted white or black sesame seeds



Instructions:**Shrimp:**

1. In a mixing bowl, whisk the coconut milk, miso paste, lime juice, ginger, and garlic. Add the shrimp and toss to coat. Chill for 1 to 2 hours to marinate.
2. To cook the shrimp, remove it from the marinade, reserving the remaining marinade.
3. In a large skillet, heat the oil over medium heat.
4. Add the shrimp and sear until pink throughout, turning once, about 2 to 3 minutes. (If they begin to brown too quickly, add a splash of water or reduce the heat, as needed.)
5. Remove the pan from the heat and transfer the cooked shrimp to a plate.
6. Return the skillet to medium heat, and add a splash of water, scraping up the bits from the bottom of the pan.
7. Add the reserved marinade and bring to a boil. Cook until it thickens slightly, and immediately remove the skillet from the heat.

Bowls:

1. Spoon the warm rice into 4 shallow bowls, dividing it evenly.
2. Arrange ½ of a sliced avocado, the shrimp, cabbage, cilantro (optional) and any other vegetables you choose on top.
3. Drizzle some of the warm reserved marinade over the top of each bowl. Sprinkle with the sesame seeds and serve.

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.