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SPRING MARKETING SUPPORT FOR CALIFORNIA AVOCADOS *Promotable Volume Expected Well Into August*

IRVINE, Calif. (June 10, 2025) – Marketing efforts for California avocados are running at full steam this spring and in support for California Avocado Month in June. The California Avocado Commission’s marketing campaign includes consumer advertising, social media, public relations and influencer activities as well as customized programs for participating retailers and foodservice operators. The Commission reports that advertising impressions through April alone exceeded 31 million, and its social media performance is surpassing both CAC’s goals and industry benchmarks.



“California avocado social media is hitting way out of the park this season,” said Terry Splane, CAC vice president of marketing. “For example, our ‘Now In Season’ video skyrocketed on TikTok with more than 1 million views. The platform currently ranks that video in the top 25% in impressions, clicks and click-through rate meaning it outranks 75% of all videos in the industry.”

CAC’s public relations and influencer efforts this spring are creating excitement about the fruit’s availability and have included the distribution of a season opener pre-written story for placement in key regional media outlets, an influencer event at Bristol Farms in Santa Barbara, a California avocado grove tour for media, influencers and customers as well as partnerships with influencers to create branded content to share on their social platforms. Collectively, these PR and influencer

activities have resulted in coverage of California avocados with a reach of more than 170 million impressions.

To promote the fruit's peak season timeframe, CAC is supporting California Avocado Month in June through the distribution of a press release to key regional consumer media, and two broadcast segments were secured in the local California markets of Fresno and Sacramento. The Commission also partnered with influencers who have developed California Avocado Month themed content that is running across their platforms and have worked with retailers and foodservice operators to help them develop and promote California Avocado content on their social channels. Other spring and summer customer programs include advertising and social media support, sales and display contests and more.

"Commission marketing has really been coming on strong in spring" said Splane. "The California avocado crop was about 40% harvested by the end of May, and CAC has a robust program of advertising and promotion to support the remaining volume continuing into this summer."

Spring through summer means peak availability of California avocados. The Commission's crop forecast calls for very strong volume in June and most of July, ranging from 11 to nearly 17 million pounds per week. The harvest is expected to wind down gradually from August into September.

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.

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