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CALIFORNIA AVOCADO COMMISSION KICKS OFF 2026 ADVERTISING

FULLERTON, Calif. (March 24, 2026) – This season, California avocado growers will take center stage in the California Avocado Commission’s “Voice of the Grower” consumer marketing ads, an evolution of the award-winning “What’s Inside a California Avocado” campaign. By integrating the voices and the personal experiences of growers into the storytelling narratives established in the 2025 campaign, the Commission will deepen consumers’ desire for premium California avocados and reinforce what makes California avocados special – the local growers who nurture the harvest with great care.

Video and photography for the creative at the heart of the campaign was captured in two local California avocado groves. The featured growers share their families’ stories of multi-generational farming and talk about the sustainable farming practices they use to bring California avocados to market. The authentic voices of these individuals showcase the dedication and pride of California avocado growers and deliver on the transparency and authenticity that California avocado consumers demand.



“These shared personal stories bring key California avocado differentiators to life — locally grown, sustainably farmed, ethically sourced and fresh from the grove — in a trusted, approachable and engaging manner,” said Ken Melban, CAC president.

Geo-targeted ads will be focused on Arizona, California, Colorado, Oregon, Utah and Washington. These commercials are aimed at Ultra and Mega avocado shoppers who account for 53% of avocado purchases. The campaign launches on April 1 and runs through the end of August across a diverse set of channels in Western markets. Media placements include digital platforms, social media, retailer-tagged videos (Connected TV, YouTube, broadcast), out-of-home and retail promotions. By using a combination of engaging storytelling ads, custom recipes and other consumer marketing tactics, the Commission will build awareness of the California avocado season. Additionally, some tactics specifically drive traffic to CaliforniaAvocado.com and its online store locator to help consumers find which retailers are carrying the premium fruit.

Customized support for retailers who merchandise California avocados in season is available as well. CAC offers retailers support that is tailored to fit with their own strategies and programs.

“Providing customized marketing support for retail customers has been a cornerstone of CAC’s promotional program, and this year the Commission is doubling down on these efforts,” said Melban. “We are committed to supporting our partners throughout the California avocado season.”

Customized retailer promotional tactics may include use of California avocado display bins adapted to meet retailer needs, custom signage, digital and social support and other traditional and groundbreaking merchandising programs. To make it easy for consumers to find when and where the fruit is available, consumer ads are combined with a call-to-action to purchase California avocados in season and call outs that identify retailers carrying the fruit. Together these efforts ensure consumers know where to find California avocados and encourage shopping trips that support participating retailers.

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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