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CALIFORNIA AVOCADO MONTH HIGHLIGHTED THROUGH PEAK SEASON MARKETING EFFORTS

FULLERTON, Calif. (May 26, 2026) – In June, the California Avocado Commission (CAC) celebrates the fourteenth year of its California Avocado Month program. While California avocado season generally runs from spring through summer, the start and end dates vary each year. June is predictably part of the heart of peak availability of the crop, so more than a decade ago CAC established it as California Avocado Month.

This initiative strengthens demand for locally grown, high-quality avocados through targeted incremental marketing activities leading directly up to June and throughout the month. California Avocado Month marketing support includes trade programs, consumer advertising and public relations.

“We expect the June harvest of fresh, locally grown California avocados to have excellent sizing and quality,” said Ken Melban, CAC president. “Distribution at retail and foodservice is in full stride, and so are our customer and consumer marketing support programs.”



As part of the California Avocado Month efforts, there will be retail activations throughout June for customers who merchandise California avocados. Customer-specific in-store marketing support during the month will feature sales contests that include enhanced in-store displays of sustainably farmed California avocados in bins that complement the consumer advertising campaign, signs highlighting California avocado growers, as well as ad flyers that promote locally grown California avocados.

Shopper marketing campaigns with national retailers will showcase elevated recipes to online shoppers, and digital coupons will provide extra value to online and mobile shoppers when purchasing bagged California avocados. Trade partners' customers will also be targeted with storytelling ads, customer-specific social media series, newsletters, custom recipes and influencer content that encourages traffic to CaliforniaAvocado.com and its online store locator to find California avocados, as well as directly to retail locations.

The Commission is participating in two retail-based co-promotions in June. In-store demos will be conducted in conjunction with CA Grown around soccer watch party themed recipes. Also, CAC is partnering in a co-promotion with a California-based retail partner and Avocado Green, a Southern California company that shares the Commission's commitment to sustainability, to develop content that promotes all three brands to targeted consumers.

"The annual California avocado crop estimate remains around 330 million pounds, and as of the end of May it is expected to be about 45% harvested," said Melban. "Our California Avocado Month program is built to support growers and continue strong peak season sales."

CAC will also be activating various consumer-targeting efforts in as part of the program. The Commission's media spokespeople will be integrating California Avocado Month messaging into their local market broadcast segments and a consumer media press release highlighting the fruit's peak availability will be distributed. Additionally, CAC will be inspiring consumers' California avocado purchases through fresh, seasonal recipe content distributed through various channels including seven influencer partners with a reach of nearly four million followers and subscribers, along with content on CAC's social channels, in its June e-newsletter and through its blog.

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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