



Contact:
Lori Small
(626) 318-9093
LSmall@avocado.org

CALIFORNIA AVOCADO HARVEST ON TRACK FOR 330 MILLION POUND CROP

2026 California Yield Marks Third Consecutive Year Above 300 Million Pounds

FULLERTON, Calif. (July 14, 2026) – The California Avocado Commission’s mid-season forecast confirmed that the projected harvest still aligns with its original estimate of 330 million pounds of avocados. California’s volume ramped up significantly in May and June to satisfy consumer demand, bolstered by the Commission’s increased focus on customized support for retailers who merchandise fresh, in-season California avocados.

“We have had very positive responses from retailers about this year’s demand-building marketing programs and a renewed emphasis on customized programs for retailers,” said Ken Melban, CAC president. “We’re seeing impressive results in distribution and seasonal commitments.”

CAC’s retail support programs this season include customized display bins and signage featuring California avocado growers, in-store and online digital advertising, Connected TV/streaming video, digital coupons, sales contests, ad flyers, demos and social media outreach. Customer-specific programs include social media series, enewsletter integrations and activations with local influencers.



California avocado consumer advertising continues to support the brand through the summer in targeted markets. In addition to Connected TV/streaming video, digital and out-of-home media will reach target consumers with CAC’s Voice of the Grower campaign, an authentic evolution of CAC’s marketing efforts that showcases growers talking about their avocados in their own words. Performance of targeted ads via an online shopping delivery service are exceeding the Commission’s expectations.

“This year’s crop of fresh, responsibly farmed California avocados is showing good sizing with outstanding quality,” said Melban. “With about 100 million pounds still to be harvested, now is an excellent time for retailers to promote this locally grown fruit and to support domestic agricultural production.”

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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