



**CALIFORNIA PREMIUM
AVOCADO MARKETING
PROGRAM**
ASIA FRUIT LOGISTICA

SEPTEMBER 6, 2023



CALIFORNIA AVOCADO COMMISSION PRESENTATION

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- Introduction & Overview:
 - Ken Melban, Vice President Industry Affairs & Operations
- Marketing:
 - Terry Splane, Vice President Marketing



CALIFORNIA AVOCADO COMMISSION

3

- California has approximately 2000 commercial avocado growers on 50,000+ planted acres
- Commission provides marketing and promotional support
- California avocado season spring through summer
- Average annual production 250-400 million pounds





CALIFORNIA AVOCADOS

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100% Hass production – 90% total US production





CALIFORNIA AVOCADO GROWERS





CALIFORNIA AVOCADO GROVES





SUSTAINABLE PRODUCTION

- NO TILL FARMING
- WATER USE & CONSERVATION
- CARBON SEQUESTRATION
- ECO-FRIENDLY ENERGY





CALIFORNIA AVOCADO GROVES





MARKETING APPROACH

9

How Marketing approaches the business

- Identify the highest opportunity consumer targets
- Communicate the message that resonates
- Invest strategically into the Marketing funnel
 - Grow awareness
 - Drive consumer consideration
 - Incent conversion





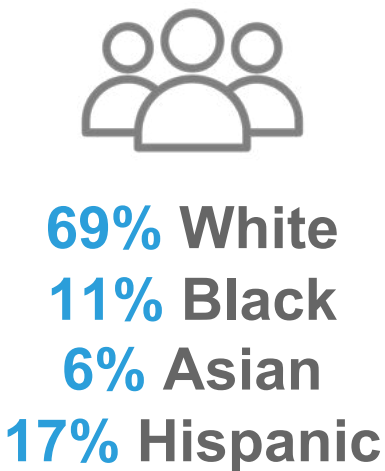
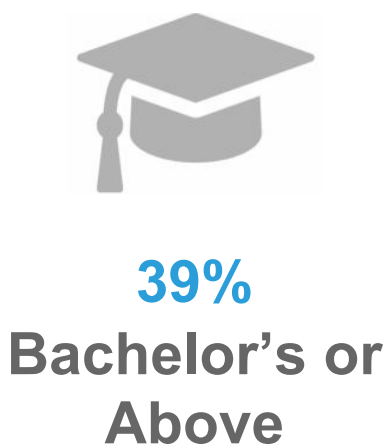
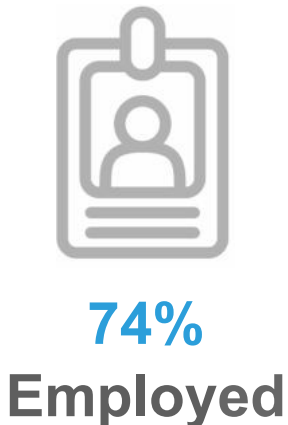
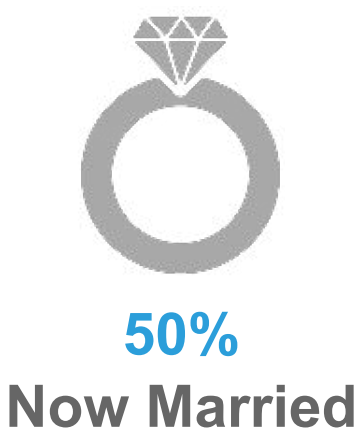
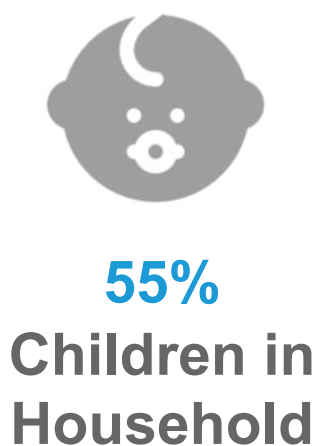
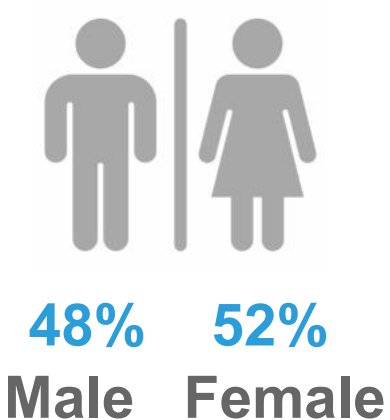
TARGET: PREMIUM CALIFORNIANS

Psychographics

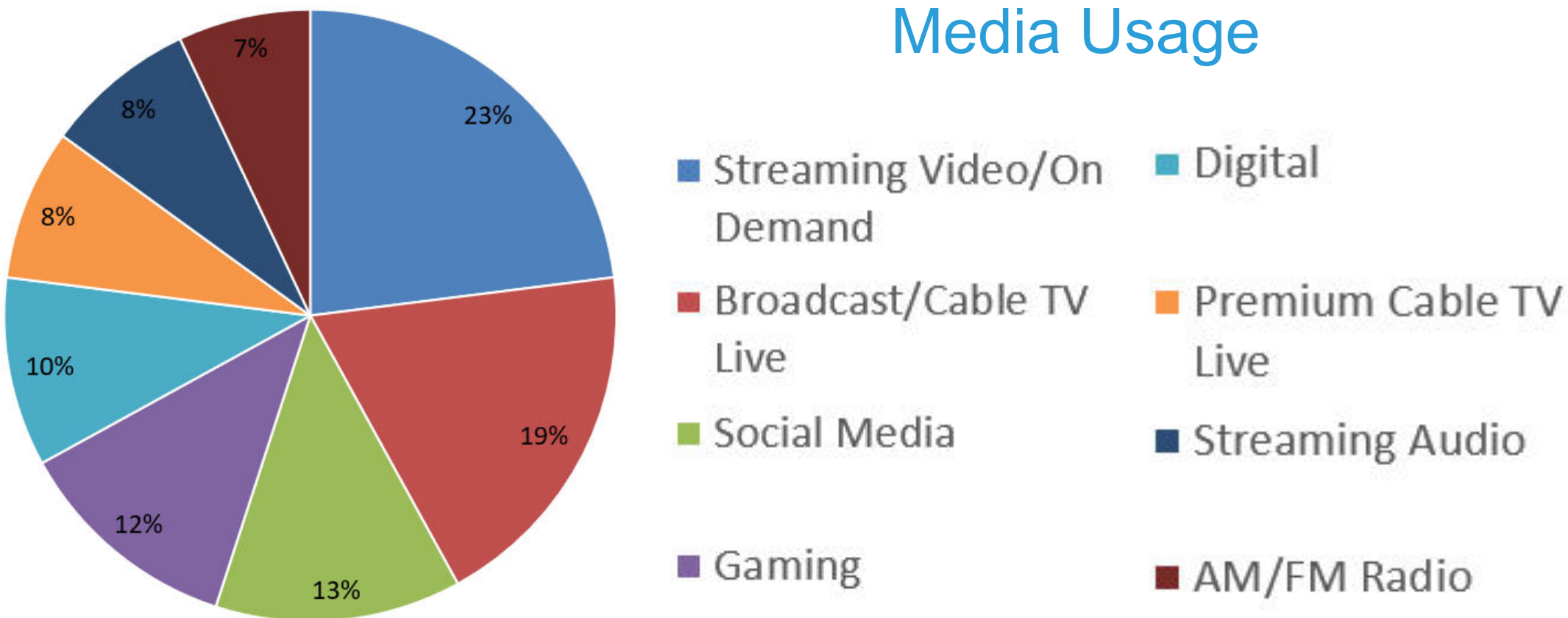
- Who Are They??**
- Avocado purchasers
 - Influential Foodies
 - Prefer locally sourced food
 - Pay for high-quality items
 - Seek out name-brand products
 - Seek adventure
 - Value honesty
 - Environmentally conscious



Demographics



Media Usage

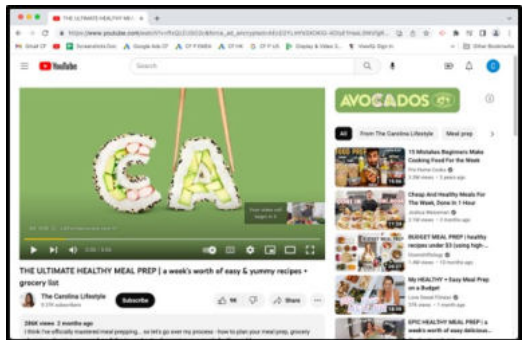


Psychographic= research that identifies personality, lifestyle, activities, interests and attitudes



2023 CONSUMER MARKETING PROCESS¹¹

Consumer Marketing



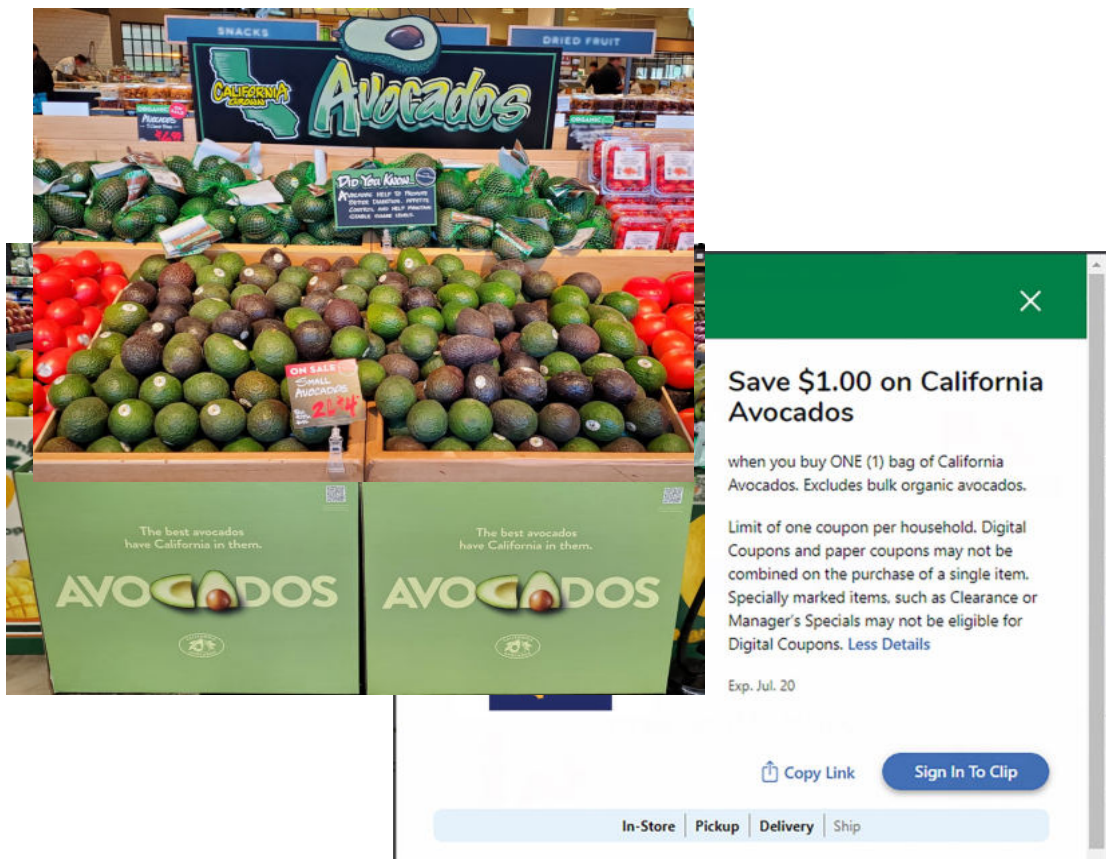
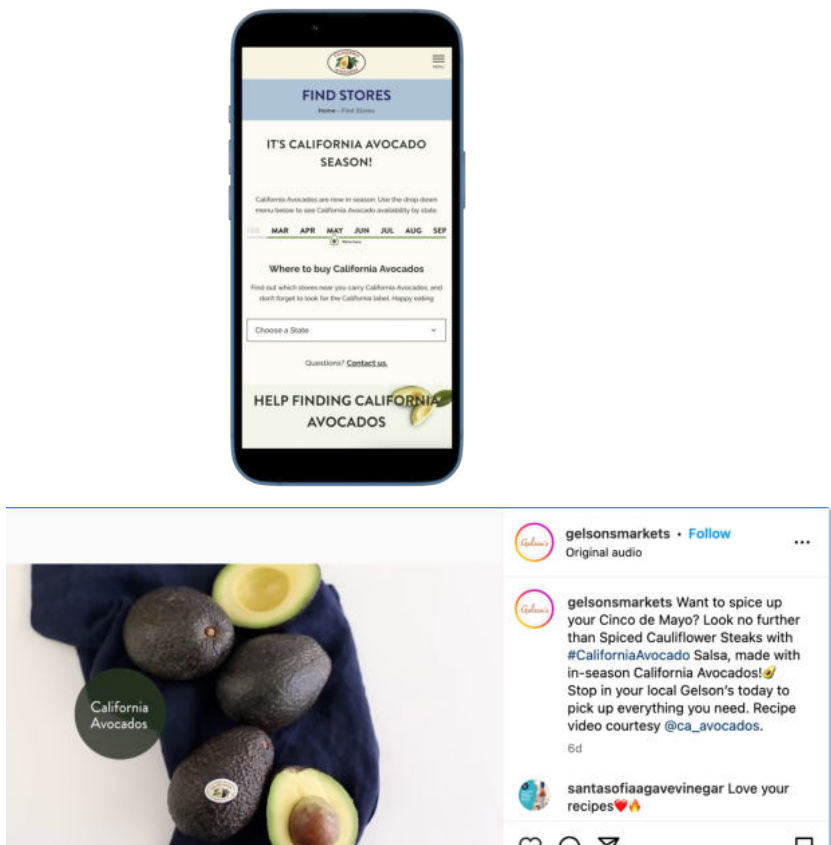
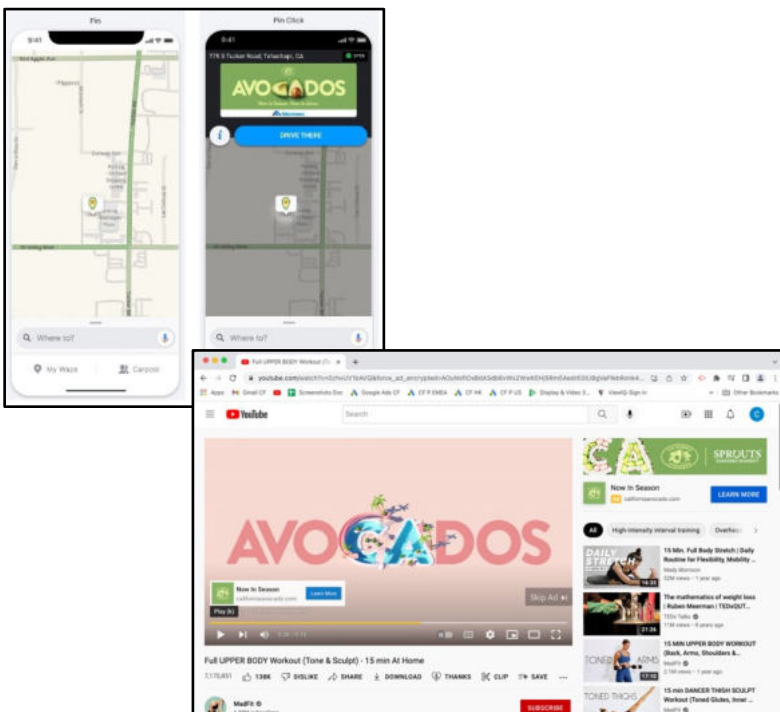
Awareness
(What)

Consideration
(Why)

Conversion
(The Buy)

Engagement
(Involvement)

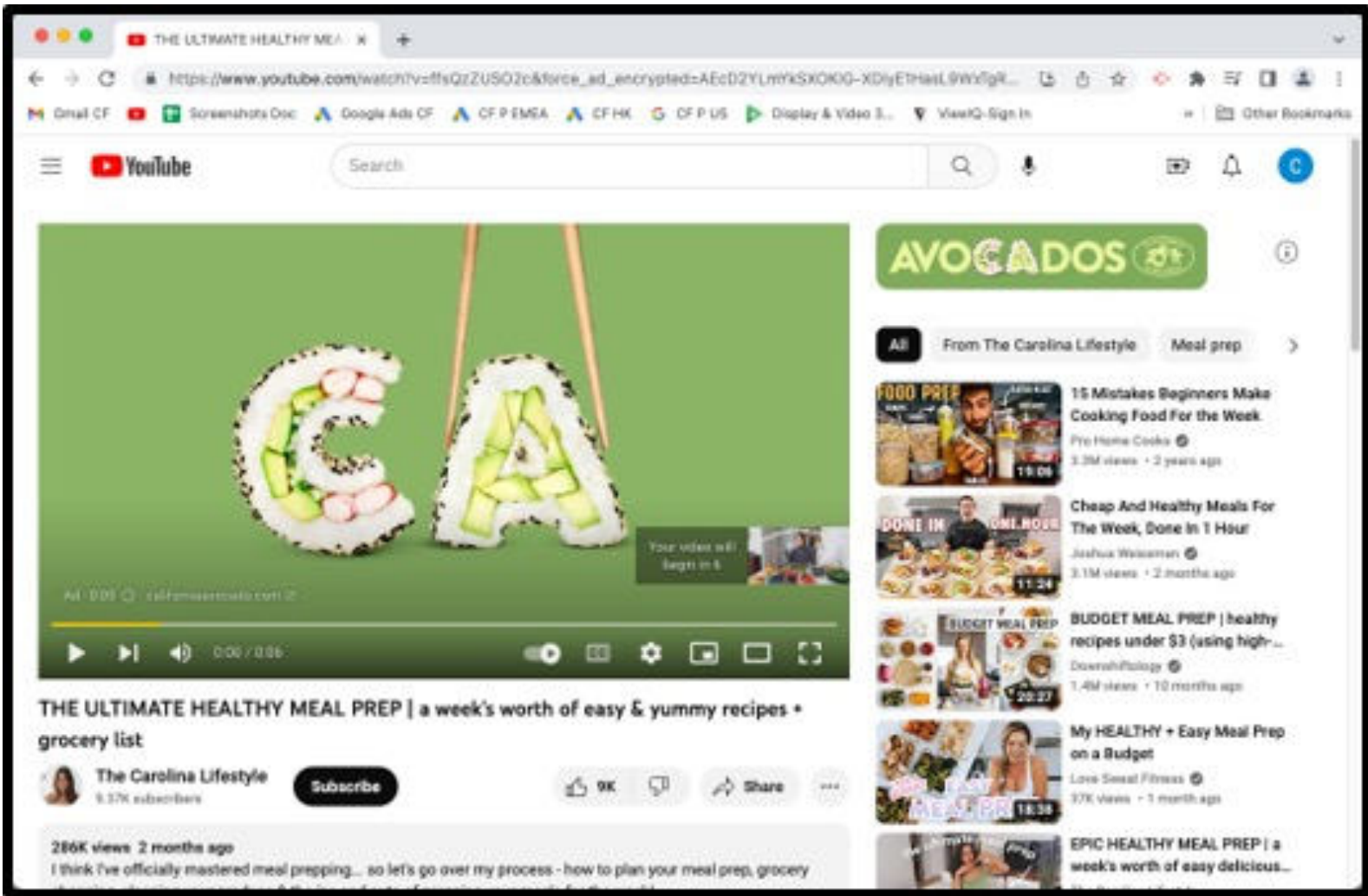
Consumer Trade





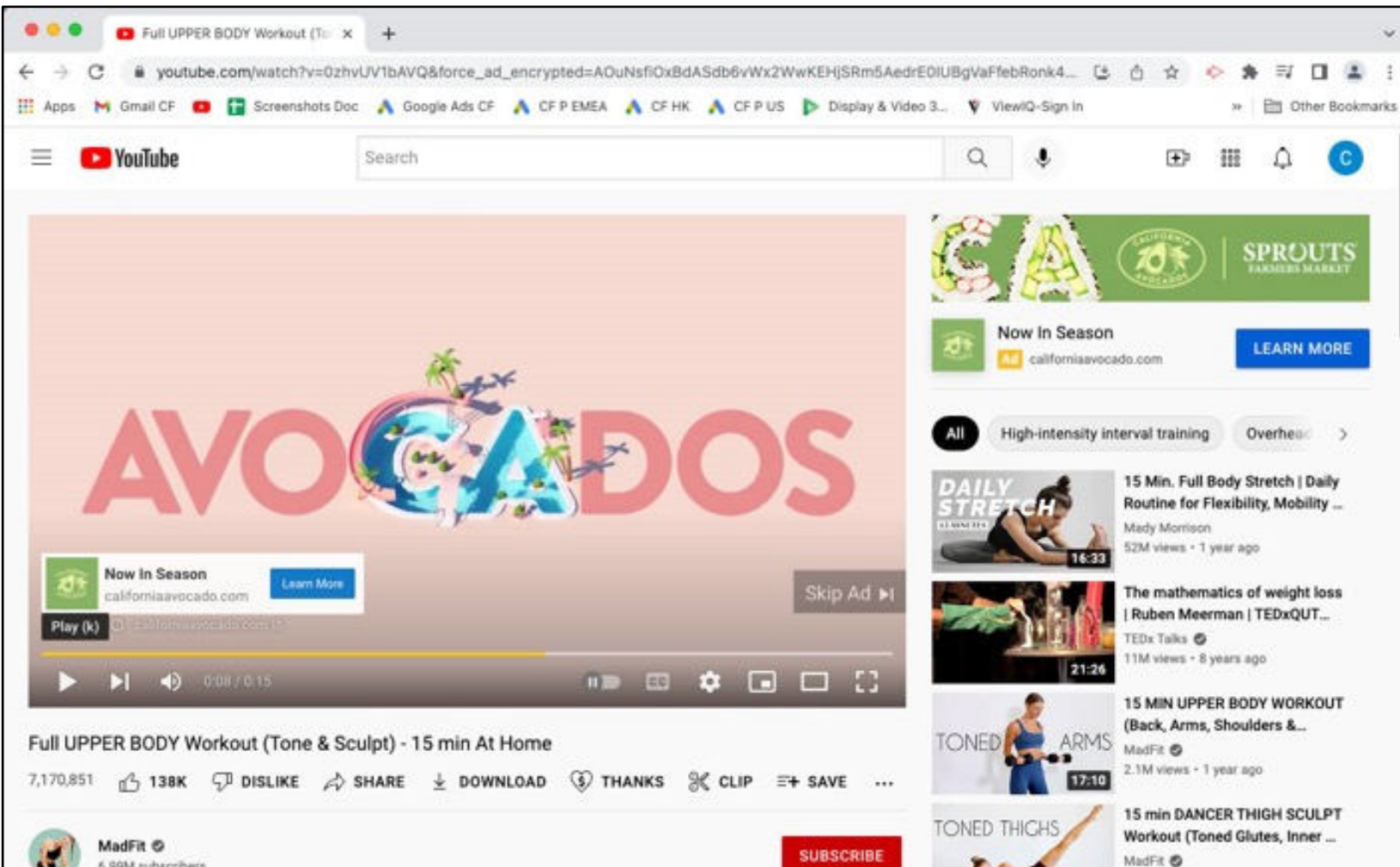
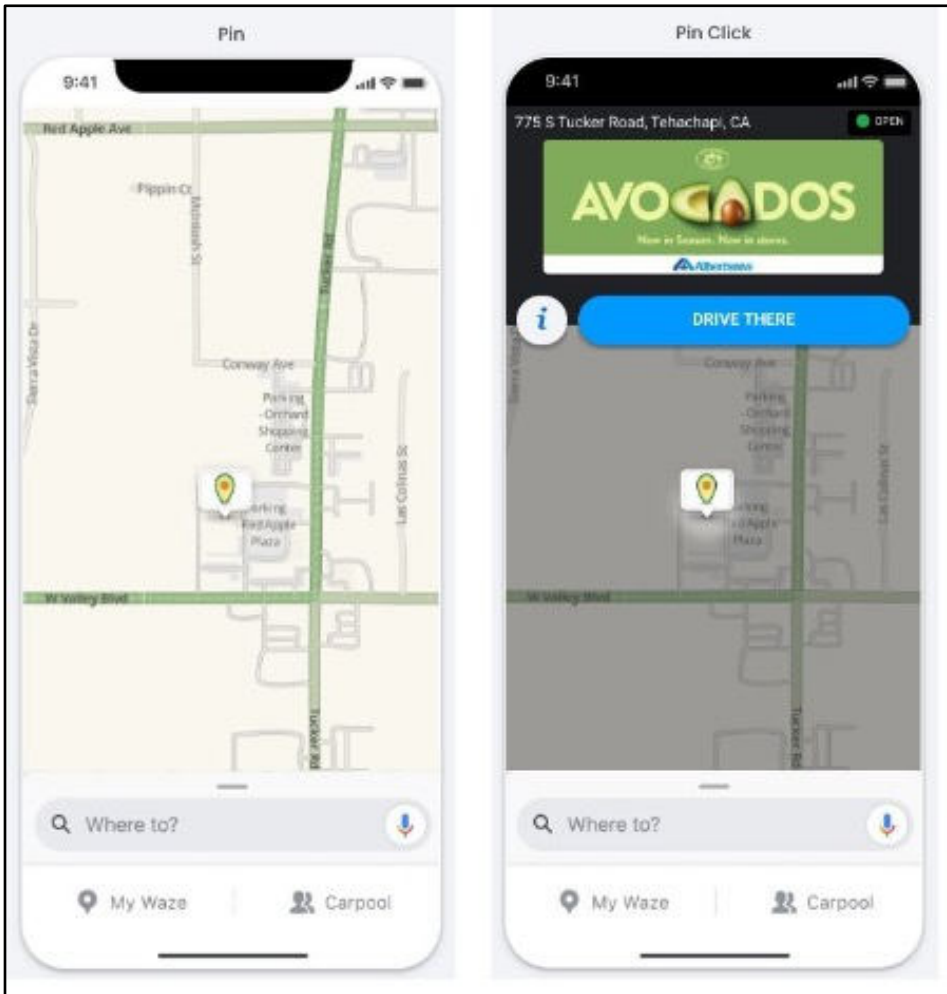
2023 CONSUMER MARKETING PROCESS¹²

Consumer Marketing



Awareness
(What)

Consumer Trade





2023 CONSUMER MARKETING PROCESS¹³

Consumer Marketing



Consideration (Why)

Consumer Trade





2023 CONSUMER MARKETING PROCESS¹⁴

Consumer Marketing



Conversion
(The Buy)

Consumer Trade



2023 CONSUMER MARKETING PROCESS¹⁵

Consumer Trade

Conversion (The Buy)



LOYALTY MEMBERS, LET'S CELEBRATE!
NATIONAL AVOCADO DAY IS JULY 31

Hass Avocados

\$2.49ea

MEMBER-ONLY PRICE

\$1.99ea

SAVE \$0.50ea

Coupon Details

Save \$1.00 on California Avocados

when you buy ONE (1) bag of California Avocados. Excludes bulk organic avocados.

Limit of one coupon per household. Digital Coupons and paper coupons may not be combined on the purchase of a single item. Specially marked items, such as Clearance or Manager's Specials may not be eligible for Digital Coupons. [Less Details](#)

Exp. Jul. 20

[Copy Link](#) [Sign In To Clip](#)



2023 CONSUMER MARKETING PROCESS¹⁶

The Message That Resonates



- **Superiority (Best/Premium/Quality)**

- The best avocados have California in them
- Premium California avocados
- Top quality California avocados
- California Avocados are worth paying more for

- **Availability**

- Now in Season
- In season spring through summer
- Peak availability from April through July

- **Sustainably Grown**

- Environmentally friendly farming
- Ethically sourced
- Ensured worker safety and well-being
- California: the gold standard for sustainable farming

QUESTIONS

THANK YOU!

