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FITBLOGGIN' 15 AND RD AMBASSADORS HIGHLIGHT CALIFORNIA AVOCADO COMMISSION NUTRITION COMMUNICATIONS THIS SEASON

IRVINE, Calif. (July 8, 2015) – As part of its nutrition communications program, the California Avocado Commission (CAC) sponsored Fitbloggin' 15, a fitness and nutrition blogger conference that took place in Denver, CO from June 25 through 28. The conference drew about 300 influential bloggers representing health, wellness, fitness and weight loss/maintenance categories.

At CAC's Fitbloggin' 15 booth Commission staff engaged with the bloggers and provided avocado nutrition information, California avocado recipe cards, brochures and samples.



CAC sponsored a contest for attendees to share their favorite superfood snack made with California avocados, and the winner was Libby Liming of @miacupcake. During a CAC-sponsored luncheon, award-winning registered dietitian (RD) Bonnie Taub-Dix MA, RD, LD presented to the attendees, highlighting the nutritional benefits and versatility of California avocados as well as food culture shifts, consumer preferences and media messages influencing how we eat.

Jan DeLyser, The James Beard Foundation award-winner chef Jennifer Jasinski and RD Bonnie Taub-Dix at CAC luncheon for bloggers

“For decades the Commission has disseminated the good news about avocado nutrition, starting with nutrition research and even the famous “Would this body lie to you?” advertising campaign with Angie Dickinson,” said Jan DeLyser, vice president of marketing. “This has evolved over the years to include category nutrition information and Hass Avocado Board research studies while sharing the fresh-to-market advantages of California avocados.”

With retailer initiatives to educate consumers and highlight healthy choices, CAC provides Supermarket Registered Dietitians (SRDs) with a toolkit of California avocado nutrition information, references and education materials. The Commission also provides hand-outs, recipes, and promotional items to add value to the services SRDs offer to their customers, including this season's *Superfood Spotlight: 16 Surprising Ways to Add California Avocados to Your Day*.



The Commission continues to work with five media-savvy registered dietitians, to further communicate the nutrition benefits of California-grown avocados to consumers and other influencers. These “RD Ambassadors” present California avocados to registered dietitian audiences at annual nutrition conferences, communicate the nutrition qualities of avocados, explain to consumers how to identify, select and prepare California avocados and share this information across their social media channels as well as in the media.

California avocado media placements secured by San Diego-based Katie Ferraro, MPH, RD, CDE include an NBC San Diego segment titled, “Nutrient Boosting Snacks.” The set featured a recipe developed by Ferraro, *California Avocado Cucumber Cups*, as well as whole avocados with California labels. Ferraro encouraged viewers to look for the California label and highlighted avocados’ nutrient boosting properties. On a segment titled “All Things Avocado - Peak Season Produce” for the program San Diego Living, Ferraro discussed avocados as a superfood and provided viewers with a variety of California avocado selection and preparation tips. Ferraro also informed “Weekend Brunch” viewers how to prepare avocados using the Commission’s “nick & peel” method and explained the concentration of carotenoids in California avocados nearest the skin, “good” fat content and nearly 20 vitamins and minerals per serving.

“Our RD Ambassadors have made significant contributions in spreading avocados’ good nutrition story, which is an important factor in growing category demand,” said DeLyser. “These key influencers also are outstanding advocates for the California avocado brand.”

About the California Avocado Commission

Created in 1978, the California Avocado Commission strives to increase demand for California avocados through advertising, promotion and public relations, and engages in related industry activities that benefit the state’s nearly 5,000 avocado growers. The California Avocado Commission serves as the official information source for California

avocados and the California avocado industry. For nutrition information and recipes visit CaliforniaAvocado.com, or join us on [Facebook](https://www.facebook.com/CaliforniaAvocados) at Facebook.com/CaliforniaAvocados and @CA_Avocados on [Twitter](https://twitter.com/CA_Avocados), [Pinterest](https://www.pinterest.com/CA_Avocados) and [Instagram](https://www.instagram.com/CA_Avocados) for updates.

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