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CALIFORNIA AVOCADO COMMISSION'S JAN DeLYSER REACTS TO PMA FRESH SUMMIT AND ROBERT L. CAREY LEADERSHIP AWARD

IRVINE, Calif. (Oct. 21, 2016) – During the general session on October 14 at the Produce Marketing Association (PMA) Fresh Summit in Orlando, Florida, California Avocado Commission (CAC) Vice President Marketing Jan DeLyser received the 2016 Robert L. Carey Leadership Award. Bruce Taylor, founder and CEO of Taylor Farms and last year's award winner presented her with the award. Taylor and others kept the award a complete surprise to DeLyser. As he rose to the podium Taylor even told DeLyser he sure hoped the recipient was in the room.

"I am honored to receive this award and was blown away by the element of surprise both with the announcement and the videos of my family congratulating me," said DeLyser. "It was such a special and emotional experience; I was thankful I was able to express my appreciation of Bob Carey, as a mentor, as well as thank Bruce Taylor, Bryan Silbermann and Cathy Burns of PMA and the California Avocado Commission team for their support."



From left, Bruce Taylor, Taylor Farms; Jan DeLyser, California Avocado Commission; and Cathy Burns and Bryan Silbermann, Produce Marketing Association.

DeLyser said when asked what she might have added if she had known in advance, “I think I would have mentioned the good fortune I have had to work for leaders and companies who support volunteerism and leadership development. Additionally, the experience I had as head of staff at a young age at the Fresh Produce Council with so many industry leaders willing to contribute as volunteers for the betterment of all is something that has stayed with me throughout my career.”

The award capped a successful PMA Fresh Summit experience for the Commission. Another highlight was CAC’s sponsorship of the Produce for Better Health Supermarket Registered Dietitian (SRD) program. As part of the program CAC hosted groups of SRDs on the second floor of their booth, where media spokesperson Matt Ruscigno, MPH, RD educated the SRDs on the benefits of a plant-based diet and shared his recipe for *Spicy California Avocado Hummus*.



RD Matt Ruscigno and representatives from CAC and Save Mart/Lucky/Food Maxx met on the second floor of CAC’s booth at PMA Fresh Summit.

The Commission representatives met with retailers and industry stakeholders to discuss plans and crop information for 2017, including seasonal availability. CAC showcased creative California avocado recipes with tasty samples for these booth visitors, including personalized *California Avocado Guacamole*, *California Avocado Spring Rolls*, *California Avocado and Veggie Breakfast Casserole* and a California yogurt parfait. Visitors were very engaged with CAC’s booth graphics, which featured artwork from the Commission’s “California by Nature” campaign and artwork by Michael Schwab.

“Meetings in CAC’s Fresh Summit booth were very valuable, and our team gets even more out of the event by participating in the general sessions, workshops, receptions and other programs PMA

offers,” said DeLyser. “With the caliber of attendees at Fresh Summit, you never know when thirty-seconds on an escalator can turn into a business opportunity.”

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 4,000 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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