



Contact:
Marji Morrow
323-456-6751
MMorrow@avocado.org

CALIFORNIA AVOCADO COMMISSION TO CELEBRATE 45 YEARS AS AN EXHIBITOR WITH PMA FRESH SUMMIT

IRVINE, Calif. (Sept. 8, 2016) – At the Produce Marketing Association (PMA) Fresh Summit in Orlando, Florida the California Avocado Commission (CAC) will celebrate its 45th year as an exhibitor. During the Expo on October 15 and 16 the Commission will share information about the 2017 California avocado season and also will unveil a new corporate logo that aligns with the California avocado consumer logo and label schematic.

CAC used variations of its “avocado fan” logo for more than three decades, and the new look is a significant departure from that design. The new Commission logo looks familiar nonetheless, because it is closely aligned with California avocado labels on the fruit itself.



“Clear communication of the origin of California avocados is a key strategy for the Commission,” said Jan DeLyser, CAC vice president marketing. “In 2009 CAC introduced a new consumer logo that heightened the communication of California, then developed a label design for the fruit that handlers were able to customize for their use. Both have evolved, and with the new Commission logo, all California avocado identification is integrated.”

CAC has a long history of support of PMA. California avocado innovator and Commission founding president and CEO Ralph Pinkerton served as PMA chair in 1973, and Vice President Marketing Jan DeLyser had that honor in 2012-13. Many CAC staff members have volunteered on PMA committees.

“The 2015-16 California avocado season has come to a close with the harvest expected to come in on projection,” said DeLyser. “Now we’re gearing up for next season and inviting retailers and industry stakeholders to CAC’s PMA Fresh Summit booth #2843 to learn about our latest research and plans for 2017.”

At Fresh Summit the Commission is again a sponsor of the Produce for Better Health Supermarket Registered Dietitian (SRD) program and will host groups of SRDs in its booth. Educator and media spokesperson Matt Ruscigno, MPH, RD will talk to the SRDs and others about the benefits of a plant-based diet and the nutritional and culinary benefits of avocados. Ruscigno has two degrees in nutrition, including graduate training at Loma Linda University, one of the only accredited universities to promote a plant-based diet. He is the Past-Chair of the Vegetarian Group of the Academy of Nutrition and Dietetics, where he educated health professionals on the science and application of vegan diets. An athlete, Ruscigno is a 3-time solo finisher of the Furnace Creek 508,

a 500-mile non-stop bike race across Death Valley, and he lives car-free in Los Angeles where he enjoys California avocados in season.

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.

#