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AMERICAN SUMMER HOLIDAYS TARGETED FOR CALIFORNIA AVOCADO MARKETING SUPPORT

Industry projects 120 million pounds of avocados to be consumed for Fourth of July

IRVINE, Calif. (June 8, 2016) – The California Avocado Commission (CAC) is bringing back its integrated marketing program for Fourth of July with a program that features consumer and trade advertising, social media, public relations and customized retailer support. The U.S. avocado category shipments are expected to hit more than 120 million pounds during the Fourth of July merchandising period, which is an increase of more than two million pounds over last year.

“California is the only commercial domestic source of Hass avocados, making California avocados the best choice for patriotic promotions,” said Jan DeLyser, CAC vice president marketing. “From Memorial Day to the Fourth of July to Labor Day California avocados are a natural fit.”



The Commission’s online campaign includes a webpage with more than a dozen California avocado recipes that are perfect for summer entertaining, such as burgers and hot dogs, picnic salads like potato salad and coleslaw and more. CAC will support the Fourth of July promotional period with a post on its *The Scoop Blog* and recipe newsletter. Targeted digital advertising will call attention to the summertime recipes and remind consumers that California avocados are in season.

CAC's consumer public relations outreach includes blogger campaigns and summer entertaining recipes by Chef Trey Foshee of Georges at the Cove, San Diego, and Chef Pink of Bacon and Brine, Solvang.

"California avocado quality is outstanding and now, leading up to and through the holiday, is a great time to merchandise them with point-of-sale (P.O.S.) materials calling out the Fourth of July and American Summer Holidays," said DeLyser.

The Commission is providing customized retail support including sales contests, feature ads and displays themed to the Fourth of July and American Summer Holidays. Retailers who merchandise California avocados can order P.O.S. from the CAC website here: californiaavocado.com/retail/pos-order-form.aspx .

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](https://twitter.com/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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