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NEWS FLASH!

FOURTH OF JULY AVOCADO SALES SURPASS 118 MILLION POUNDS!

IRVINE, Calif. (July XX, 2017) – Fourth of July avocado actual sales figures indicate 118.3 million pounds were sold in the U.S. in support of holiday festivities, making it the highest Fourth of July consumption period for avocados on record. The results were stronger than the 100-million pound pre-holiday projection and surpassed the 2016 actual by nearly 20 percent. Memorial Day, which kicks off the American summer holiday season, also accounted for 118.3 million pounds.

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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