



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

CALIFORNIA AVOCADO COMMISSION'S AMERICAN SUMMER HOLIDAYS *Industry Forecasts 123 Million Pounds of Hass Avocados for Memorial Day*

IRVINE, Calif. (May 11, 2017) – The avocado industry estimates that 123 million pounds of Hass avocados will be consumed for Memorial Day weekend activities, which surpasses the volume for Cinco de Mayo this year. It is prime season for California avocados, and the California Avocado Commission (CAC) has put together its sixth annual program supporting avocado sales for American summer holidays, with a strong push on the start of the season.



“Memorial Day continues to be a sweet spot for California avocado merchandising activity,” said Jan DeLyser, CAC vice president marketing. “For the targeted retailers who carry California avocados, the timing of Memorial Day and crop availability plus California’s origin create a golden opportunity for thematic marketing.”

For 2017 CAC developed a promotional theme, “United Plates of America”, with the intent to make California avocados synonymous with the key American summer holidays by highlighting their origin and ability to make recipes and get-togethers even more special.

The Commission created a United Plates of America retail recipe booklet that includes 18 recipes and tips pairing California avocados with “plates” from the USA, particularly from California and Western

states. The booklet is available to retailers who merchandise California avocados. Other CAC retail programs for Memorial Day and summer holidays include demos, point-of-sale material and display bins.

“There really isn’t anything that brings people to the table – and to the store – better than the fresh, creamy taste of California avocados in season, and CAC’s United Plates of America marketing activities will give shoppers more reasons to do so,” said DeLyser.



CAC’s advertising support includes in-store radio and Pandora radio targeted to where California avocados are in distribution. Online advertising, social media and consumer public relations outreach showcase recipes that fit the United Plates of America theme, including recipes from custom content providers. In addition, CAC will send out email blasts to its fans and create Memorial Day and Fourth of July blog posts that encourage usage of California avocados for summertime picnics and parties.

The California avocado harvesting and distribution is well underway and is anticipated to be strong through Fourth of July. This year’s crop forecast is on track to hit 200 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.

#