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CALIFORNIA AVOCADO COMMISSION ENERGIZED BY FRESH SUMMIT
Registered Dietitian Manuel Villacorta Shines at Commission Booth

IRVINE, Calif. (October 25, 2017) – Engaging with retailers, supermarket dietitians, the media and avocado stakeholders were among the highlights of the 2017, Produce Marketing Association (PMA) Fresh Summit in New Orleans for the California Avocado Commission (CAC).

“The Commission held some very productive meetings with retailers and avocado stakeholders in our Fresh Summit booth this year,” said Jan DeLyser, CAC vice president marketing. “The opportunity to network with industry leaders and key accounts at Fresh Summit provides remarkable value.”



California Avocado Commission President Tom Bellamore and Vice President Marketing Jan DeLyser greet PMA CEO Cathy Burns at the Fresh Summit Expo

In addition to meeting with retailers and stakeholders, CAC worked with renowned registered dietitian Manuel Villacorta to engage with supermarket dietitians who visited their booth. Manuel Villacorta, MS, RD, is a nationally recognized, award-winning registered dietitian-nutritionist with more than 18 years of experience. Already the author of three books, Villacorta's fourth book, Flat Belly 365, will be available in January 2018. A past national media spokesperson for the Academy of Nutrition and Dietetics, Manuel is also a health blog contributor for The Huffington Post and an on-air contributor for Univision.



Manuel Villacorta, MS, RD

Developing programs for supermarket dietitians is one of the tactics the Commission shared with retailers as part of CAC's customized marketing strategy. "We all look forward to having a larger crop next year," said DeLyser. "We're returning from New Orleans energized and ready to build out our marketing campaign with a focus on those customers who support the California brand."

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](https://www.facebook.com/CaliforniaAvocados) and [@CA_Avocados](https://twitter.com/CA_Avocados) on [Twitter](https://www.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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