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CALIFORNIA AVOCADO COMMISSION DEBUTS NEW LOGO
2016 California Avocado Harvest Expected to Top 392 Million Pounds

IRVINE, Calif. (January 7, 2016) – In preparation for the 2016 California avocado season, the California Avocado Commission (CAC) unveiled a new logo that will be used throughout its marketing campaign. The logo art ties directly to the California label that many avocado handlers have been using for the California avocados they pack.



“In CAC’s ad markets, 85 percent of consumers who have a preference would prefer to buy California avocados when given the choice,” said CAC Vice President of Marketing Jan DeLyser. “The California avocado label provides a direct connection with the new logo helping shoppers make the connection between CAC’s advertising and the identification of origin on the avocados themselves.”

The Commission reported that some harvesting will occur in January to support local Big Game promotions, and then California avocado season will begin in earnest with volume expected to build into March with promotable volume beginning in April. CAC is forecasting that 392,500,000 pounds of California avocados will be harvested in 2016.

“The recent rains in California avocado growing regions are providing a much needed natural refresher for the crop,” said DeLyser. “Growers are reporting nice sizing and California’s usual outstanding taste and appearance on the front end of this season. Based on the projected volume, the California industry expects to ship through September this year.”

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://www.pinterest.com/CaliforniaAvocados), [Pinterest](https://www.pinterest.com/CaliforniaAvocados) and [Instagram](https://www.instagram.com/CaliforniaAvocados) for updates.