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4TH OF JULY MARKETING PROGRAM YIELDING RESULTS FOR CALIFORNIA AVOCADOS *104.7 million pounds of avocados forecast for holiday consumption*

IRVINE, Calif. (June 5, 2014) – Promoting California avocado consumption for 4th of July is a major initiative for the California Avocado Commission (CAC), who for the third year is providing marketing support to associate American summer holidays and California avocados. The latest consumption projection for the 4th of July is 104.7 million pounds of avocados, which may surpass both the Big Game and Cinco de Mayo events in 2014. For CAC the patriotic holiday is a straightforward strategic fit, both because it occurs during the sweet spot of the California avocado season and because California avocados are the only American choice for Hass avocados.

Key components of CAC's 4th of July program include a nostalgia-themed television ad airing in California, general market and in-store radio in the West, national 4th of July-themed print and online advertising, an online microsite and social media marketing. The Commission also is partnering with Naturipe Farms with recipe programs at the retail level.



“Retailer support the last few years has been instrumental in helping to build the 4th of July into one of the top avocado consumption events of the year,” said Jan DeLyser, CAC vice president of marketing. “This year the Commission is once again providing marketing support to encourage California avocado consumption for the event, and we’re very pleased to be partnering with Naturipe for a second year with

patriotic recipe ideas.”



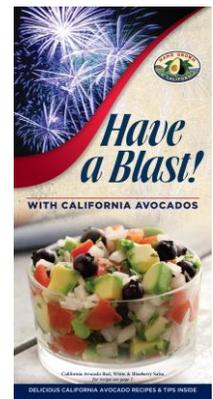
The Naturipe brand will be featured in two California avocado recipes brochures available for retailers to order at CaliforniaAvocado.com/retailers-pos-order-form/. CAC’s fireworks-themed *Have a Blast with California Avocados* recipe brochure includes two recipes with Naturipe blueberries, and its *California Fresh Snacking* recipe brochure features a recipe for a California avocado half stuffed with a blueberry salad. That recipe is showcased on CAC print

advertising as well. Packages of Naturipe blueberries have peel-off labels with a recipe for *California Avocado Red, White and Blueberry Salsa*, adding an additional promotion element on retailers’ produce shelves. The two brands will use online and social media as part of the co-marketing activities, with Naturipe authoring a guest post on CAC’s *The Scoop* blog.

Naturipe Executive Vice President of Marketing Robert Verloop said, “We’re excited to be partnering with CAC for a second year. As we see blueberries continue to grow in popularity, we are also seeing them being consumed beyond breakfast. Our partnership with CAC is a great way to promote incorporation of blueberries into lunch, dinner and savory recipes.”

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 5,000 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://Facebook.com/CaliforniaAvocados) at Facebook.com/CaliforniaAvocados and [@CA_Avocados](https://Twitter) on Twitter, Pinterest and Instagram for updates.



About Naturipe Farms

Naturipe Farms LLC, is an international, grower-owned producer and marketer of wholesome, good-for-you foods headquartered in Salinas, California. The company sources products from throughout North and South America to ensure year-round availability for “locally grown” and in-season conventional and organic berries. Naturipe Farms, formed in 2000, is a partnership between Hortifrut SA, MBG Marketing and Naturipe Berry Growers and Munger Farms with locations in Salinas, CA; Delano, CA; Grand Junction, MI; Boston, MA; Estero, FL; Santiago, Chile; Los Reyes, Mexico; and Buenos Aires, Argentina.

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