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## **NEW APPOINTMENT AND PROMOTION FOR CALIFORNIA AVOCADO COMMISSION MARKETING TEAM**

**IRVINE, Calif. (February 23, 2016)** –The California Avocado Commission (CAC) announces the appointment of Carolyn Becker to retail marketing director for the northwest region and the promotion of Zac Benedict to online marketing director.

Carolyn Becker is a produce veteran with twenty years' experience representing growers and marketing associations to the retail produce trade. She has managed marketing programs for a variety of commodity associations such as the California Kiwifruit Commission, California Pear Board and California Cherry Advisory Board, as well as executed their merchandising programs. Becker currently represents Bard Valley Date Growers and Primavera Marketing to retailers in the west. In her new role she will represent CAC to retailers in the Pacific Northwest and Mountain regions, and will coordinate programs with California avocado packers.



“Consumers in the Pacific Northwest and Mountain regions of the U.S. prefer California avocados almost as much as those in our home state do,” said CAC Vice President of Marketing Jan DeLyser. “So we are very excited to have Carolyn Becker join our team to work with retailers and continue building loyalty to California avocados in those regions.”



Zac Benedict started his career at the Commission in 2005 as an intern merchandising clerk while still a student at Cal State University, Fullerton. He subsequently graduated with a degree in communications and his experiences and responsibilities at CAC grew steadily. In 2012 he participated in the Produce Marketing Association's Emerging Leaders program. He also is the face and voice of CAC's "The Scoop" blog. With his new role as online marketing director Benedict is responsible for planning and execution of CAC's online programs, website, social media, blog, email and related consumer marketing activities.

“Zac Benedict’s promotion to director is both a recognition of his talent and growth as well as an understanding of the ever-increasing importance of online marketing to the consumer today,” said DeLyser. “Digital marketing and social media are critical vehicles CAC employs to reach our target markets and support customers who value California avocados.”

### **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](http://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/CA_Avocados), [Pinterest](https://www.pinterest.com/CA_Avocados) and [Instagram](https://www.instagram.com/CA_Avocados) for updates.

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