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EARLY PROJECTION FOR INCREASED 2020 CALIFORNIA AVOCADO VOLUME CENTRAL TO COMMISSION DISCUSSIONS AT PMA FRESH SUMMIT

IRVINE, Calif. (Sept. 18, 2019) – The California Avocado Commission (CAC) is preparing for the Produce Marketing Association (PMA) Fresh Summit event in its home territory this year. Fresh Summit will take place at the Anaheim Convention Center in Anaheim, Calif., from October 16 through 19, and the Commission will have a booth (#3937) during the Expo on Friday, October 18 and Saturday, October 19.

“We’re wrapping up our season and the celebration of the Commission’s strong heritage of groundbreaking avocado marketing, supporting California avocado growers and helping to grow avocado consumption,” said Jan DeLyser, CAC vice president marketing. “Now we are looking forward to the next 40 years of the Commission’s continuing innovation, creativity and focused customer service.”

The California avocado industry is anticipating a larger crop with promotable volume in 2020. The CAC marketing team is working on programs that build shopper anticipation for seasonal availability of fresh California avocados next year. The marketing line-up includes innovative advertising and customer-specific programs. As it has in prior years, health and wellness communications will be integrated into the Commission’s plans.



“CAC is proud to be a sponsor of the Produce for Better Health Foundation Education 2Action Retail Dietitian Summit and welcome those influential retail dietitians, as well produce retailers and industry stakeholders to booth #3937,” said DeLyser. “We’ll have a double-decker booth again this year, which provides nice spaces for private meetings as well as casual conversations.”



CAC's merchandising and marketing team will be available at the booth during Expo hours, including David Anderson, Carolyn Becker, Zac Benedict, David Cruz, Jan DeLyser, Angela Fraser, Marji Morrow and Steven Muro. The latest category data will be available for retailers and other stakeholders.

About the California Avocado Commission

Created in 1978, the California Avocado Commission strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engages in related industry activities. California avocados are cultivated with uncompromising dedication to quality and freshness, by more than 3,000 growers in the Golden State. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. 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.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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