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CALIFORNIA AVOCADO COMMISSION LAUNCHES SUMMER ENTERTAINING PROGRAM

IRVINE, Calif. (June 26, 2019) – With June’s California Avocado Month drawing to a close, the California Avocado Commission (CAC) has launched a new Summer Entertaining program to support the brand through the remaining season. The crop is expected to have continued availability into August with limited volume later. CAC’s new program includes Fourth of July and summer-themed retail promotions along with supplemental advertising and consumer communications.

“We are extending our seasonal marketing programs into August because California avocado grower forecasts indicate there will be sufficient volume to warrant additional support,” said Jan DeLyser, CAC vice president marketing. “The overall crop forecast of 170 million pounds for the season remains the same; this is a timing shift.”

Michelin-recognized chef Brad Cecchi of Canon restaurant in East Sacramento is serving as chef spokesperson for the Commission’s Summer Entertaining program. Chef Cecchi is a native Californian who prides himself in farm to fork sourcing and cooking styles. He relies heavily on local fresh produce and ingredients to develop new dishes and menu items. The chef created and will be promoting two recipes: *Quinoa Crusted California Avocado Salad* and *Grilled Trout with California Avocado Watermelon Slaw and Green Goddess Dressing*. Both recipes highlight fresh summer produce ingredients and unique methods for preparing California avocados.

“Summer is synonymous with California avocado season and provides the perfect opportunity for retailers to feature usage ideas that include multiple seasonal produce items,” said DeLyser.

CAC’s Fourth of July and other summer marketing programs with participating retailers include custom social and digital programs, displays, themed in-store activations and more.





The Commission also is partnering with influential bloggers who are creating unique recipes and videos showcasing California avocados in summer entertaining applications. Rounding out the program is communication to California avocado fans about Fourth of July entertaining and California summer ideas via email newsletter, online and social, plus consumer public relations outreach.

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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