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## **CALIFORNIA AVOCADO ADVOCATES SHARE THE LOVE**

*Commission “influencer program” reaches millions of consumers with recipes and avocado nutrition information*

**IRVINE, Calif. (July 26, 2016)** – With consumer attention pulled in myriad directions, the California Avocado Commission (CAC) is extending its communications via third-party advocates. A team including artisan chefs, popular bloggers and registered dietitian ambassadors incorporate California avocados into their menus, recipes, blogs and public relations activities leading up to and during the season. According to CAC Vice President Marketing Jan DeLyser, by April CAC’s influencer program reached more than 12 million consumers this season.

New York City chef Ivy Stark has been a California avocado advocate for several years. “Being a California native myself, I love promoting California avocados, and seek to incorporate them on our Dos Caminos menus whenever possible,” said chef Stark. “Their



rich nutty flavor is impossible to replicate and this year, we’re promoting a summer “Guactailing” menu at our locations, pairing different delicious California avocado guacamoles with cocktails from our menu.”

CAC’s influential blogger partners reach targeted consumers to deliver information about California avocado season and availability. Recipes and usage ideas developed by these bloggers highlight the versatility of California avocados, and messaging reinforces the local origin of the California fruit.

*California avocado advocates clockwise from top left: chef Ivy Stark, blogger Roni Noone, Registered Dietitian Nutritionist Katie Ferraro and blogger Dara Michalski*

Said *Green Lite Bites* blogger Roni Noone, who also contributes to CAC’s *The Scoop* blog, “I love working with the California Avocado Commission! They genuinely want to educate

consumers about the benefits of eating avocados and provide wonderful resources like recipes and tips. It makes me happy knowing I'm helping to support California farmers and they make it easy! California avocados are always the freshest and highest quality avocados I can find."

Communicating when California avocados are in season is one of the key roles CAC's blogger ambassadors play. Blogger Dara Michalski of *Cookin' Canuck* noted, "My entire family looks forward to the California avocado season each year. Their flavor, their creamy texture and their health benefits are all reasons why they're favorites in our house. To be in such a unique position to be able to create recipes with them is so inspiring and exciting for me as a home cook and recipe developer."

Third-party advocate recipes are used on CaliforniaAvocado.com, in CAC email newsletters, recipes booklets, social media and more. Registered dietitians (RDs) develop California avocado recipes with particular attention to healthy eating and also provide consumers with avocado nutrition information.



"There is so much noise about nutrition out there and consumers are confused about which foods they should eat. Being able to highlight the nutrition diversity and health benefits of California avocados is one of my favorite parts of being a registered dietitian ambassador for the California Avocado Commission," said Katie Ferraro, a California RD who frequently is a guest on local television programs.

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

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