



# California Avocado Commission

## CALIFORNIA GOLD

Consumers look for the golden seal of approval — the California Label. It's the symbol retail customers rely on for locally grown avocados with homegrown taste, freshness and consistent quality.



## 2017 MARKETING PROGRAM

### Consumer Marketing Support

California Avocado marketing programs are local, seasonal and targeted to drive premium avocado shoppers to retailers merchandising California Avocados.



### Merchandising Materials

California-branded display bins, recipe booklets, tear pads and signage are available to encourage sales.



### Customized Marketing Support

Targeted social media and online marketing programs inform retail customers when and where California Avocados are available. Creative materials to support the supermarket registered dietitian and consumer communications programs are available at [CaliforniaAvocado.com/retail/supermarket-rds](http://CaliforniaAvocado.com/retail/supermarket-rds).



## INSIST ON CALIFORNIA AVOCADOS

Visit [CaliforniaAvocado.com/Retail](http://CaliforniaAvocado.com/Retail) or contact your California Avocado Commission Retail Marketing Director to customize a promotional plan with our downloadable images, recipes and social media tools.

- California Avocado Commission**  
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- 800.344.4333**
- [www.CaliforniaAvocado.com/Retail](http://www.CaliforniaAvocado.com/Retail)  
[dcruz@avocado.org](mailto:dcruz@avocado.org)

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Our avocados are locally grown in the coastal groves of California. Now in season, carry the avocado with the golden seal of approval—the California label. It's the symbol your customers rely on for the guaranteed homegrown taste, freshness and quality.



Call 1-800-344-4333 or visit [CaliforniaAvocado.com/Retail](http://CaliforniaAvocado.com/Retail) for merchandising support and marketing programs to help grow your California Avocado business. Produce of U.S.A.