Celebrate Cinco de Mayo with California Avocados

Cinco de Mayo is one of the largest avocado consumption days of the year for California avocados. In fact, an estimated 87.3 million pounds of avocados will be consumed during this year’s celebrations—that’s 175 million individual avocados or 349 million servings of guacamole. What a great way to usher in California avocado season! This year’s California avocado crop is estimated at about 515 million pounds, which means plenty of California fruit for Cinco de Mayo and the traditional American summer holidays including Memorial Day, 4th of July and Labor Day.

This Cinco de Mayo, give your customers the reasons (and the recipes) to take them beyond guacamole by featuring California avocados in your demos or cooking classes. Provided here are recipes for two Cinco favorites—tacos and enchiladas—and cooking class instructions, whether you have a full kitchen for your class or a simple demo table.

**No Kitchen Recipe Demo**: California Avocado Veggie Tacos. This recipe is also approved by the American Diabetic Association for those eating a diabetic diet.

**Kitchen Demo**: Chicken and California Avocado Enchiladas. For this recipe, rotisserie chicken prepared at your store can be used.

The recipes are included in this section as well as under Tab 12—Recipe Masters.
California Avocados Cinco de Mayo Demo and Cooking Class Overview

Cooking Class Outline and Directions

This outline provides you with detailed information about how to select ripe California avocados, provides instruction on the “cut, nick and peel” method for preparing the fruit, and includes suggestions for creating interactive opportunities with your customers.

ACTIVITIES AND PROCEDURES:

1. Show your customers how to tell when a California avocado is ripe

   The easiest way to select a ripe avocado is to gently squeeze the fruit in the palm of your hand. Ripe, ready-to-eat fruit will yield to gentle pressure. Take care to avoid using your fingertips as they can cause bruising that may not be evident until the fruit is cut.

   Optional activity: Place a ripe avocado in your customer’s hand and have them gently squeeze (or pass around if you have a group); the avocado will yield to gentle pressure when placed in palm of their hand.

   Helpful hint: Ready-to-eat avocados may be stored in the refrigerator for several days before use.

2. Provide tips for easy preparation of avocado

   Demonstrate basic prep of California avocado using the cut, nick and peel method as shown and described below.
CUT, NICK AND PEEL AVOCADOS

- Like all fruit, wash the avocado before cutting
- Carefully cut the ripe avocado in half length-wise around the seed
- Rotate the avocado ¼ turn and cut length-wise around the seed to make quarter avocado segments
- Separate the quarters and remove the seed
- Starting from the tip, carefully peel each segment

CUT, NICK & PEEL

SUPPORTING MATERIALS:

- California Avocado Cutter (included in your kit)
- Fresh California avocados
- Copies of the recipe for hand-out (hand-out can be customized with your logo)

TALKING POINTS:

- California avocados are naturally sodium- and cholesterol-free and can be part of a healthful diet
- Avocados act as a “nutrient booster” by enabling the body to absorb more fat-soluble nutrients, such as alpha- and beta-carotene as well as lutein, in foods that are eaten with the fruit
- One-fifth of a medium California avocado (1 ounce) provides 8% of the Daily Value of fiber, while enjoying one-half of a medium California avocado provides 20% of the Daily Value
- The avocado is virtually the only fruit that has mono and polyunsaturated good fat
- The greatest concentration of beneficial carotenoids is in the dark green fruit of the California avocado found closest to the peel\(^1\)
- To get to the nutrient-rich fruit directly under the peel, one should nick and peel the skin from the avocado\(^1\)

California Avocado Veggie Tacos

Recipe Provided By the California Avocado Commission.
Copyright © 2013 California Avocado Commission

Preparation: 15 min          Total Time: 10 min          Cook Time: 25 min          Serves: 12

INGREDIENTS
• 1 ripe, Fresh California Avocado
• Non-stick cooking spray
• 1 1/4 cups onion, julienne strips
• 1 1/2 cups sweet green pepper, julienne strips
• 1 1/2 cups sweet red pepper, julienne strips
• 1 cup cilantro
• 1 1/2 cups Fresh Tomato Salsa (recipe below)
• 12 (8-inch) flour tortillas

FRESH TOMATO SALSA (YIELD: 1 1/2 CUPS)
• 1 cup fresh tomatoes, diced
• 1/3 cup onions, diced
• 1/2 clove garlic, minced
• 1/2 tsp. jalapeño peppers, minced
• 2 tsp. cilantro, minced
• 1 pinch cumin
• 1 1/2 tsp. fresh lime juice

INSTRUCTIONS
1. Prepare Fresh Tomato Salsa in advance (see below). Spray skillet with non-stick cooking spray.
2. Lightly sauté the onion and green and red peppers. Mince cilantro and cut avocado into 12 slices. Warm tortillas in oven or in a cast iron skillet and fill with sautéed peppers and onions, cilantro, avocado slices and salsa. Fold tortilla over and serve.

SALSA PREPARATION
Mix together all ingredients and refrigerate.

SERVING SUGGESTION:
This makes a quick snack for children after school or easy lunch. The fresh salsa can be made ahead and keeps for 2 days under refrigeration.

*Large avocados are recommended for this recipe. A large avocado averages about 8 ounces. If using smaller or larger size avocados adjust the quantity accordingly.

Nutrition information per serving: 158 calories, 5 g fat, 0.8 g saturated fat, 1.3 g polyunsaturated fat, 2.7 g monounsaturated fat, 0 mg cholesterol, 175 mg sodium, 25 g total carbohydrate, 2 g dietary fiber, 3 g sugars, 4 g protein
California Avocado
Chicken/Turkey Enchiladas

Recipe Provided By the California Avocado Commission.
Copyright © 2013 California Avocado Commission

Preparation: 15 min          Total Time: 20 min          Cook Time: 35 min          Serves: 4

INGREDIENTS

• 1 cup diced cooked chicken or turkey
• ¼ cup chunky salsa
• ⅓ cup minced green onions
• 1 cup shredded Cheddar-Jack-blend cheese
• 8 (5- to 6-inch) corn tortillas
• 1 ripe, fresh California Avocado
• 1½ cups red enchilada sauce

INSTRUCTIONS

1. Heat oven to 375 degrees F and line a 6 x 12-inch casserole or baking pan with non-stick foil. (May also use a 9 x 13-inch casserole; simply shape foil to create a tortilla-width pan shape inside.)

2. Cut avocado in half; wrap half in plastic wrap and refrigerate until needed. Peel and dice remaining half.

3. Combine chicken, salsa, green onions and the diced avocado.

4. Place half of the tortillas on a microwave-safe plate. Cover with a damp paper towel and microwave on high for 30 seconds to soften tortillas.

5. Place tortillas side by side in the casserole dish. Divide half of the chicken filling among the tortillas. Roll up tortillas and turn seam side down. Repeat with remaining tortillas and filling.

6. Pour enchilada sauce over the rolled tortillas and top with cheese.

7. Bake for 20 minutes. Just before the end of baking time thinly slice the remaining avocado. Remove enchiladas from oven, top with avocado slices and serve.

*Large avocados are recommended for this recipe. A large avocado averages about 8 ounces. If using smaller or larger size avocados adjust the quantity accordingly.

Quick Tip: Use rotisserie chicken from the grocery store.

Serving suggestion: Drizzle with low-fat sour cream.

Nutrition Information Per Serving (Note: A combination of white and dark meat chicken was used to calculate nutrition information): Calories 400; Total Fat 21g (Sat 7 g, Trans 0 g, Poly 2.5 g, Mono 8 g); Cholesterol 75 mg; Sodium 820 mg; Potassium 410 mg; Total Carbohydrates 31 g; Dietary Fiber 6 g; Total Sugars 3 g; Protein 25 g; Vitamin A 847 (IU); Vitamin C 10 mg; Calcium 253 mg; Iron 1.7 mg; Vitamin D 8 (IU); Folate 47 mcg; Omega 3 Fatty Acid 0.1 g

% Daily Value*: Vitamin A 15%; Vitamin C 15%; Calcium 25%; Iron 10%

*Percent Daily Values are based on a 2,000 Calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.
Customizable pitch
to use with local media during California avocado season
(April – September) to secure on-air interviews
and/or quotes in local print

Dear (Producer),

Cinco de Mayo has become a popular time to enjoy food and beverages traditional
to this occasion. It’s also a celebratory time where fat, calories, carbs and sodium
can add up...fast. A little pre-party planning and a few simple swaps can keep the
celebration from having you saying “oh no” to “ole!”

I’d like to share a few simple swaps with your hosts and viewers about how easy it is to
make their menu healthier. Simple full-flavor food substitutions will help them to make
smart, balanced choices when dining out or taking part in a Cinco de Mayo fiesta,
while reducing calories and saturated fat.

This is a great opportunity to include California avocados in Cinco de Mayo dishes.
Cinco de Mayo is one of the largest avocado consumption days of the year. In fact,
a projected 87.3 million pounds of avocados will be consumed during this year’s
celebrations—that’s 175 million individual avocados. And avocados can be a part of
a healthy diet.

While California-grown avocados are widely acknowledged for their exceptional
flavor, the fruit also contributes nutritional benefits.

• California avocados contribute “good fats” (poly and monounsaturated fats)
to one’s diet

• Avocados contribute nearly 20 vitamins, minerals and nutrients that can
enhance the nutrient quality of your diet

I will call you in the next few days to discuss the nutrition and dietary messages, recipes
and swaps for this festive and flavorful segment.

In good health,

NAME OF RD
Supporting information for RDs to use with pitch/or during interviews

<table>
<thead>
<tr>
<th>Simple Substitutions</th>
<th>Potential Calorie Savings</th>
<th>Food Swap Fact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beef Soft Tacos</td>
<td>490</td>
<td>Many versions of taco salad are high in calories and saturated fat. Typically served in a large fried flour tortilla shell, these salads are topped with taco meat, shredded cheese, sour cream and dressing, which all contain saturated fat. Instead of having a taco salad, have two tacos served in warm soft or baked or hard, corn tortillas filled with your favorite lean meat or fish. Substitute two to three thin slices of California avocados for the creamy condiments. Mix and match toppings with fewer calories such as mixed greens, fresh herbs and salsa.</td>
</tr>
<tr>
<td>In place of</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taco salad</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Choose               |                          |                |
| Black beans with     | 160                      | Traditional refried bean recipes may include pork lard, a source of saturated fat, as well as other ingredients which add calories and fat, like bacon. Instead, opt for a flavorful black bean side dish made with fresh lime and cilantro. |
| lime and cilantro    |                          |                |
| (no cheese)          |                          |                |
| (¼ cup)              |                          |                |
| In place of          |                          |                |
| Refried beans (¼ cup)|                          |                |
| with Mexican cheese  |                          |                |
| (½ cup, shredded)    |                          |                |

| Choose               |                          |                |
| Non-fat plain yogurt | 30                       | The tangy and rich flavor of non-fat plain yogurt is a tasty, lower-calorie alternative to sour cream. Another option would be to substitute the sour cream with two tablespoons of mashed California avocado or two to three thin slices of avocado for 50 calories (roughly the same as sour cream) but you save about three grams of saturated fat. |
| In place of          |                          |                |
| Sour cream           |                          |                |
| (2 tablespoons)      |                          |                |

Nutrition Facts:
Avocados act as a “nutrient booster” by enabling the body to absorb more fat-soluble nutrients, such as alpha- and beta-carotene as well as lutein, in foods that are eaten with the fruit. An ounce of avocado contains 81 micrograms of lutein, a natural antioxidant concentrated in the Macula of the eye that may help maintain eye health as we get older.

For a nutrient boost, enjoy guacamole as a dip or side with your favorite dishes. About two tablespoons or two to three thin slices of avocado has 50 calories. Made with nutrient-dense California avocados, guacamole is a source of better “good fats”—both polyunsaturated and monounsaturated fats—and California avocados offer nearly 20 vitamins, minerals and phytonutrients.
Tweets

#CincoDeMayo is among the largest California avocado consumption days of the year. Try this yummy veggie twist on tacos: http://ow.ly/itxBn

Mashed @CA_Avocado makes a great sub for sour cream this #CincoDeMayo! 2 Tbsp is only 50 calories + you save 3 grams of saturated fat!

About 87.3 million pounds of avocados will be consumed during this year’s #CincoDeMayo celebrations - that’s 349 million servings of guacamole!

#CincoDeMayo is around the corner and that means lots of guacamole made with nutrient-dense California avocados

Store Intercom Announcements

Did you know that Cinco de Mayo is one of the largest avocado consumption days of the year for California avocados? In fact, an estimated 175 million individual avocados will be consumed during this year’s celebrations!

Did you know that simple full-flavor food substitutions can help you make smart, balanced choices when dining out or taking part in a Cinco de Mayo fiesta? Substitute sour cream with two tablespoons of mashed California avocado and you’ll save three grams of saturated fat!

Did you know that avocados act as a nutrient booster? They enable the body to absorb more fat-soluble nutrients, such as alpha- and beta-carotene as well as the antioxidant lutein, which may help maintain healthy eyesight as we age.

Looking for that perfect Cinco de Mayo treat that tastes good and can be part of a healthful diet? Your [store name] dietitian recommends enjoying guacamole as a dip or side with your favorite dishes. Two tablespoons or two to three thin slices of avocados has 50 calories.

Did you know that guacamole, made with nutrient-dense California avocados, is a source of “better fats”—both polyunsaturated and monounsaturated fats? And California avocados offer nearly 20 vitamins, minerals and phytonutrients.