



# WAC COUNTRY REPORTS: CALIFORNIA

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WORLD AVOCADO CONGRESS  
APRIL 3, 2023



# 2023 CALIFORNIA AVOCADO CROP

## 2023 California Pre-Season Crop Estimate And Harvest Projections

2023 Preliminary California Crop Harvest Projection						Dec 2022 Handler Survey Hass Distribution
Month	Hass	Lamb	GEM	Other	Total	
Jan	2,988,400	-	-	164,000	3,152,400	1.2%
Feb	12,775,500	-	-	125,400	12,900,900	5.3%
Mar	23,873,400	-	72,800	39,600	23,985,800	9.8%
Apr	41,571,900	-	2,201,700	63,000	43,836,600	17.1%
May	48,527,000	12,500	2,491,600	31,100	51,062,200	20.0%
Jun	46,763,400	183,300	1,039,900	183,500	48,170,100	19.2%
Jul	37,280,200	4,178,000	158,200	187,500	41,803,900	15.3%
Aug	21,277,600	1,782,700	24,700	103,800	23,188,800	8.8%
Sep	6,720,400	731,600	11,100	52,300	7,515,400	2.8%
Oct	1,222,200	111,900	-	6,900	1,341,000	0.5%
Nov	-	-	-	7,100	7,100	0.0%
Dec	-	-	-	35,800	35,800	0.0%
<b>Total</b>	<b>243,000,000</b>	<b>7,000,000</b>	<b>6,000,000</b>	<b>1,000,000</b>	<b>257,000,000</b>	<b>100%</b>

- 2023 Historic Winter Rain Season
  - Market Conditions

December 20, 2022



March 21, 2023







# NEW GROWER PHOTOS AND VIDEOS

Renewed Focus on the California Avocado Grower to Resonate with Consumers





# RETAIL & FOODSERVICE COMMUNICATIONS

## Customized Programs in Retail and Foodservice Channels



### New 2023 Content for Retailer Platforms

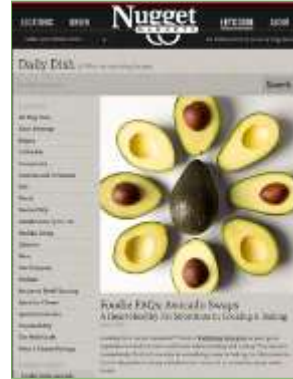
CAC Provides Complimentary Copy, Images, Recipes, Real-style Videos From the Grower, Recipe Videos

- Story Starters
  - o Grower profiles spotlighting a multigenerational or women-owned farm
- Share California Avocados (CAC) in Your Retailer's Content
  - o Diabetic-friendly
  - o Included in the keto and paleo diet
  - o The USDA eating plan, which may help control
  - o Ultimate heart-healthy fruit
- Customized Social Media Content for Your Channel
  - o Coordinate with existing CAC in-store and online
  - o Nugget Market website(s)
- Media dollars to help you reach the customer



### California Avocado growers are... ...a special crop of folks

- Committed to quality, sustainability and good agricultural practices
- Many are part of a multigenerational legacy and have been growing for 50 years or more
- Men and women of diverse backgrounds, ages and ethnicities
- We encourage you to learn and share more about their history, their goals and even their favorite ways to enjoy California Avocado







## Digital and Social Partners

### Waze

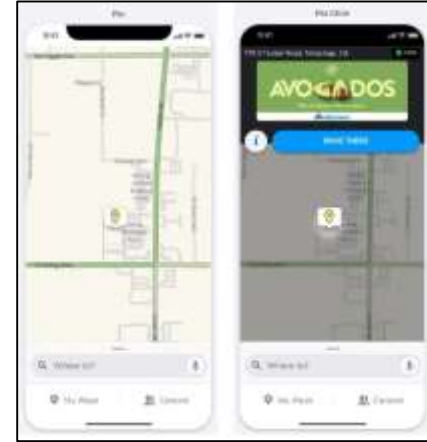
- Run Sponsored Search and Branded Pins within Waze to encourage navigation to their closest retailer to purchase California Avocados

### YouTube (Channel Factory)

- Run California Avocado pre-roll video ads with customized companion banners and call-to-action extensions promoting retailers

### Social Platforms

- Apply radius targeting across Facebook and Instagram, promoting California Avocados to consumers at applicable grocery stores at nearest location





## Year-Round California Avocado Promotions



## Brand Advocate Program



## Chef Partnership for California Avocado Month







**THANK YOU**

**WORLD AVOCADO CONGRESS**

**APRIL 3, 2023**