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# *Fresh* DIGEST

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- FPFC Annual Dinner Dance
- Social Media & Strawberries
- NoCal EXPO On Tap

increase sales and offering the S.M.A.R.T. (Storing Merchandising Arranging Ripening Training) hands-on training program to produce managers to teach them about the latest in best practices for handling and merchandising avocados.

DeLyser said the California Avocado Commission also has an ambitious promotion program designed to stimulate the sales of avocados during the spring and summer months. "Last year we launched into social media by utilizing Facebook, Twitter, YouTube, Flickr and other outlets. We had 51,000 Facebook fans from March through October. Our Facebook fans were very loyal and kept the conversation about avocados going. This year we are looking to double our fan base."

To play to that audience, DeLyser said CSC is working on a promotion that will feature children from Mother's Day to Father's Day utilizing the social media outlets. The promotion was still being developed so she did not want to reveal too much but said it will include the various social media outlets as well as in-store displays.

CSC also utilizes 14 artisan chefs in its key

markets across the country acting as spokespeople for California avocados keeping the fruit in the limelight. CSC's consumer advertising program will be multi dimensional, according to DeLyser. "We have a strong print advertising campaign in *Epicurean* magazine and will use general broadcast radio advertising with our key retail partners in many different markets. We will also utilize grocery cart advertising and banner advertising."

In addition, California avocados will team up with several complimentary items in some joint promotions, including salmon and olive oil.

DeLyser said that while the use of social media by the Avocado Commission has increased tremendously in recent years it is still not a major part of the budget outlay because it is a very cost effective way to spread the message. "Percentage wise it is still a fairly light part of our budget but we believe the value of using social media to push our branded product is very important. We need to be there because that is where our consumers live. At the same time we are still utilizing traditional media to reach traditional markets."



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