



HASS AVOCADO BOARD AVOACTION NEWSLETTER - Vol. IV, No. 5 GENERAL MARKETING ACTIVITIES

HAB DUO HARVESTS INDUSTRY INTELLIGENCE IN CHILE AND PERU

HAB Chairman Len Francis and HAB Managing Director Jose Luis Obregon recently traveled to Chile and Peru to exchange experiences and knowledge with their industry associations, packers and growers.

Francis and Obregon met with industry leaders to provide a better understanding of HAB's role in the U.S. market and gain understanding of industry operations there. The team visited Santiago, Quillota and Melipilla in Chile, and Lima, Trujillo and Chilca in Peru.



FALL TAILGATING PROGRAMS THRIVING IN THIRD SEASON

To build awareness for Hass Avocados as must-have items for tailgating or game day events, the HAB advertising team produced a series of television commercials. The 15-second spots will air on high profile Food Network programs in September and October.



[Click here to see the media schedule](#)

This year's "Make Your Game Day" theme finds sportscasters giving the "play by play" commentary during a backyard game day party starring Hass Avocados and Sutter Home Wines at the center of the action. Each commercial will guide viewers to a promotional Web site, makeyourgameday.com, to get featured recipes and tailgating tips. The site will link to avocadocentral.com.



[Click here to view the commercials](#)

CALIFORNIA HASS AVOCADOS MAKE SUMMER HEADLINES

Through proactive media relations outreach, the California Avocado Commission communications team continues to successfully secure extensive coverage surrounding the timing of peak California avocado season. The placement of these articles has successfully raised consumers' awareness of fresh avocados being available at markets during this time of year.

The team recently concluded a successful Olympics-themed media effort that reached millions of consumers through television, print and radio coverage. Lenny Krayzelburg, four-time Olympic gold medalist in swimming, served as a spokesperson for the program. Krayzelburg delivered California avocado key messages focusing on the health benefits of California avocados for athletes and non-athletes alike.

Another high-profile article discussing key avocado nutrition points ran in July in the Los Angeles and Chicago editions of *Hoy*, a daily Spanish-language newspaper. The article focused on ways for budget-conscious Latino families to save money when preparing meals, without sacrificing nutrition, and named avocados as a great kitchen staple. The story noted that avocados were in season and included key nutrition message points, crediting CAC for this information. The article also featured the Cilantro Chicken with California Avocado and Pickled Tomato Salsa recipe created by CAC's partner chefs Mary Sue Milliken and Susan Feniger.

AVOCADO TRACKING STUDY PAINTS NATIONAL PICTURE OF AVO-AFICIONADOS

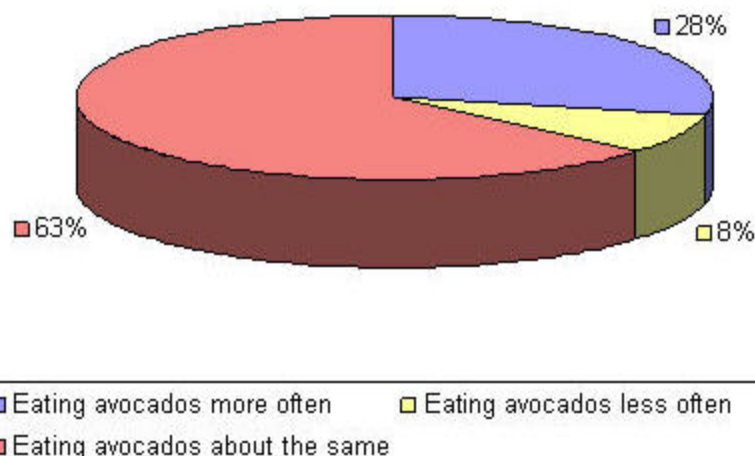
The latest research (Avocado Tracking Study dated July 2008) on behalf of the Hass Avocado industry stretched beyond key markets and painted a nationwide portrait of avocado shoppers.

Conducted in March, the Web-based survey of 1,350 grocery shoppers (a very large sample size for reliability) provides Hass Avocado marketers with valuable consumer characteristics that help shape advertising, merchandising and other promotional activities.

Have there been shifts in avocado awareness? Consumption? Usage? Here are a few key findings:

- Television and in-store ads rank high as top sources of avocado advertising that consumers remember. While TV recall is often overstated (people sometimes claim they saw a product on TV even when no ads appeared there!), this finding validates that avocado ads on TV as well as news stories around the Big Game are reaching avocado consumers.
- Specific product attributes and health/nutrition aspects of avocados are the top recall messages in all regions, supporting HAB's recent efforts to increase nutrition and health education.
- While summer usage still dominates, year-round usage is increasing. When asked in which season they buy, respondents said summer (80 percent), spring (66 percent), fall (57 percent) and winter (45 percent). This finding shows strong progress toward a year-round, consistent Hass Avocado retail market.

Nearly one in three U.S. avocado consuming households claim they are eating more avocados this year



FRESH HASS AVOCADOS DRESSING UP TOGO'S SANDWICHES

Togo's Sandwiches salad wrap promotion is being featured in restaurants from June 11 to Oct. 15. The Santa Fe Chicken Salad Wrap with Fresh Hass Avocados has been reprised for this promotion in a new sun-dried tomato tortilla. The wrap includes roasted chicken, black bean and corn salsa, tomatoes, shredded cheddar cheese and chili lime tortilla strips over romaine and spring mix lettuce with a spicy pepitas dressing.



The Hass Avocado Board participated in an online operator outreach e-newsletter from *Nation's Restaurant News* (NRN) to over 52,000 foodservice operators in June 2008. The NRN Product Watch highlighted the HAB Foodservice Promotion Guide.

MERCHANDISING PAYING OFF IN SPECIAL CHAIN PROMOTIONS

Merchandising pays when retailers feature Hass Avocados in-store promotions. A few examples: A supermarket chain with over 150 stores in New England and upper New York State featured Hass Avocados and a recipe photo in its in-store communications the week prior to July 4. The feature included a price promotion, with a photo of an avocado and guacamole tagged, "Great on Burgers!"



In mid-July, another well-known grocery chain with about 900 stores in the Southeast featured an in-store cooking program that included Hass Avocados in several featured recipes. The program reached shoppers in approximately 580 locations to coincide with other in-store communication vehicles. Secondary display cases featured all ingredients used in the easy to make recipes - making it a snap to "grab and buy" everything needed for a delicious at-home meal. Program meal specialists also spent approximately 18 hours per week presenting select recipes that featured Hass Avocados.



The Hass Avocado brand continues to receive widespread coverage in the news, through advertising efforts and in stores all around the country. This strong presence continues to promote year-round consumption and awareness among consumers.

www.avoHQ.com is the most comprehensive resource for U.S. Hass Avocado market information. **If you already have an account, log on. If not, sign up today.**



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