Promoting Avocados in the US Market: Cooperation is deemed key to the Avocado Industry’s Marketing Success!

For the first time in 2009 the Hass Avocado Board, the Mexican Hass Avocado Importers Association and the Chilean Importers Association joined efforts to conduct a Promotional Campaign for Hass avocados under the slogan:

Sandra Cuellar-Healey, MFS, MA
Charles H. Dyson School of Applied Economics & Management
College of Agriculture and Life Sciences, Cornell University, Ithaca NY 14853-7801
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Complete Marketing Modules Series available at: http://hortmgt.gomez.dyson.cornell.edu/Marketing-Modules.html
Consumption Trends for Avocados in the US Market

- Per capita consumption of avocados in the US more than doubled between 1998 and 2008, from 1.52 lbs to 3.83 lbs
- Year-round availability of good quality avocados and promotion have played a key role in this consumption trend!

The Hass variety represents the bulk of avocados consumed in the US market!
Avocado Availability in the US Market

- In 2008/2009 about 25% of avocados consumed were produced in the US (mostly in California), the rest was imported mainly from Mexico (approx. 50%) and Chile (approx. 20%)

- California avocados are in peak supply from February to September
- Chilean avocados are available between September and February
- Mexican avocados are available year round

Source: Westpak Mexico
Organizations that promote Hass avocados in the US market:

• The Hass Avocado Board  http://www.avocadocentral.com
• California Avocado Commission  http://www.avocado.org
• The Mexican Hass Avocado Importers Association  http://www.theamazingavocado.com
• The Chilean Avocado Importers Association  http://www.chileanavocados.org

These organizations use a variety of promotional strategies mainly focused on:

• Informing avocado consumers about new ways to enjoy the product and
• Educating non-consumers to induce them into becoming avocado lovers

Check out their websites for recipes and entertaining tips, nutrition facts, information on how to pick, ripen and use avocados, cool stuff for kids, videos, and more...
Characteristics of the Promotional Campaign:

**Objective:** to increase avocado sales during the fall when there is strong supply of Hass avocados from multiple countries in the US market

- **Timing:** to coincide with Major League Baseball playoffs, the promotion began in late September and was scheduled to continue through late October, a time when significant volumes of Hass avocados from both Mexico and Chile would be in the U.S. market.
- **Budget:** involves “a media buy of $2.1 million”
- **Key Promotional Tools:** avocado spots ran frequently during the National League playoffs aired on cable TV outlet TBS, multiple retail display contests, 30-second radio advertising spots and billboard plugs
- **Other:** promotional efforts executed by each association in support of the Big Hit, including sweepstakes, public relations through spokespersons, games, recipe contests and entertaining tips through their websites. Take a Look
The Hass Avocado Board
“Big Hit” Promotional Strategies

• **Game-day Entertaining Marketing Campaign:** to encourage consumers to further incorporate Hass avocados into their gameday meals

• **Public Relations - use of Spokespersons for the Program:**
  - **Star Chef Curtis Stone,** host of the TLC’s “Take Home Chef” author of multiple cookbooks and developer of four avocado-centric recipes for gameday
  - **Major League Baseball All-Star Ryne Sandberg:** promoted use of Hass avocados in gameday meals through radio in a media tour leading up to the professional baseball playoffs

• **Strong Retail Component:** point-of-sale materials "all relating to baseball" as well as a display contest relating to baseball
The Mexican Hass Avocado Importers

http://www.theamazingavocado.com
The Mexican Hass Avocado Importers – Promotional Strategies in support of the “Big Hit”

Public Relations – Spokesperson: Avocado League Commissioner, Jeannie Finch (professional softball player and Olympic medalist).

Jennie’s mission: to encourage more baseball fans to include avocado party recipes as healthy options during baseball playoff games.

For consumers:
- Favorite Avocado League Player
- Big Hit Recipes
- Submit Your Own Avocado Recipes
Chilean Avocado Importers Association

http://www.chileanavocados.org
The Chilean Avocado Importers Association – Promotional Strategies in support of the “Big Hit” effort

• Partnerships with retailers:
  • Sweepstakes “So Good, So Many Ways”:
  • Random drawing ($250 in free groceries or an official soccer ball) Sept 1/09 – Feb 15/10
  • In-store displays including ripening bags and sweepstakes entry pad

Use of Social Networking:
• Inviting consumers to join the “Chilean Avocado Lovers Club”: use of Facebook and Twitter to communicate with fans
Although the California Avocado Commission didn’t participate in the 2009 “Big Hit” promotional campaign, it expressed its intentions of participating in joint promotional efforts starting in 2010!