

AVO OPPORTUNITIES TO PROMOTE HEALTH & WELLNESS



AVOCADO NUTRITION RESOURCE GUIDE



FOLLOW US



WHAT'S INSIDE: HOW TO USE THIS GUIDE

LEARN ABOUT AVOCADO NUTRITION AND GET IDEAS AND INSPIRATION THAT WILL GET YOUR CUSTOMERS EXCITED ABOUT INCLUDING AVOCADOS AS PART OF THEIR EVERYDAY HEALTHY DIET.

TABLE OF CONTENTS	PAGE
WHAT IS AN AVOPPORTUNITY?	2
THE POWER OF PROMOTIONS	3
HEALTH-THEMED PROMOTIONS	4
AVOCADO NUTRITION	5
SERVING SIZES, CONVERSIONS & AVOCADO SIZING CHART	6
EMERGING SCIENCE ON AVOCADOS	7
AVOCADOS & HEART HEALTH	8
MAKE THE HEALTHY SWAP	9
MEALS THE MEDITERRANEAN WAY	10
HOSTING IN-STORE HEALTH EVENTS	11
EDUCATING SHOPPERS	12
AVOCADO EVENTS & RECIPE DEMO GUIDE	13
RECIPE RESOURCES FOR HEALTH-MINDED CONSUMERS	15
MEAL KITS & CUSTOMERS ON-THE-GO	17
AVOKIDDOS: GUACAMOLE SHOPPING BINGO	19
MOMS, BABIES & AVOCADOS!	21
KEYS TO SUCCESSFUL AVOCADO PROMOTIONS	22

FAST FACTS

81%



OF FOOD RETAILERS VIEW HEALTH & WELLNESS AS A SIGNIFICANT GROWTH OPPORTUNITY.¹

LESS THAN 50%



OF SHOPPERS ARE CONSUMING FRESH PRODUCE EVERY DAY – BUT FULLY RECOGNIZE IT'S ESSENTIAL ROLE IN A BALANCED DIET. FORTUNATELY, AVOCADO CONSUMPTION HAS BEEN INCREASING OVER THE PAST DECADE.²



THE COMBINATION OF TASTE, VARIETY OF USES, AVOCADOS BEING GOOD FOR YOU, NUTRITIONAL BENEFITS, AND QUALITY ARE KEY DRIVERS OF AVOCADO CONSUMPTION.³

1. The Food Marketing Institute. 2017 Report on Retailer Contributions to Health and Wellness. <https://www.smartbrief.com/original/2017/08/fmi-report-looking-future-retail-health-and-wellness>. Published August 2017.
2. Food Marketing Institute. The Power of Produce 2017. 3. Hass Avocado Board. Avocado Tracking Study: 2017 Segmentation Analysis.

WHAT IS AN AVOPPORTUNITY?

Avocado + Opportunity = AVOpportunity!

This nutrition resource guide is intended to inspire retail dietitians with AVOpportunities to engage customers with interactive, fun and educational activities.

In-store dietitians have a unique and powerful opportunity to guide customers at the point-of-purchase to make healthier choices. Providing your shoppers with practical information on selection, storage and ripening of avocados, in addition to expert nutrition advice, are strategies that can help increase sales of avocados at your retailer. According to the Food Marketing Institute's (FMI), "Power of Produce 2017" report, "price and promotions are important in driving traffic, but eye-catching displays, sampling, recipes and cooking demonstrations can drive unplanned purchases for incremental dollars."¹

Retail dietitians are employing many successful strategies to promote produce in supermarkets across the country and we want to help you to continue shifting fruit and vegetable consumption in the right direction. **Only 1 in 10 adults meet the federal fruit and vegetable recommendations, according to 2017 data from the Centers for Disease Control.**²

Since the early 2000's, per capita consumption of avocados has tripled in the United States, totaling over 7 pounds per person annually, and continues to grow.³

SINCE 2002, US AVOCADO CONSUMPTION HAS GROWN

250%⁴



2002

NOW

NOW THAT'S AN AVOPPORTUNITY TO HELP AMERICANS BOOST FRUIT INTAKE AND IMPROVE HEALTH!

1. The Food Marketing Institute. The Power of Produce 2017. Published August 2017.

2. U.S. Centers for Disease Control and Prevention. Only 1 in 10 Adults Get Enough Fruit or Vegetables. November 16, 2017.

3. USDA Economic Research Service. Avocado imports play a significant role in meeting growing U.S. demand. May 14, 2017.

4. Source: Fresh Plaza. April 23, 2018) – view source: <http://www.freshplaza.com/article/193297/Since-2002,-US-avocado-consumption-has-grown-250-percent>

THE POWER OF PROMOTIONS 365/24/7

WHY CHOOSE AVOCADOS FROM MEXICO?

MEXICO PRODUCES **80%** OF THE AVOCADO SUPPLY IN THE U.S. – IN 2017, 1.7 BILLION POUNDS OF AVOCADOS



THERE ARE FEW PLACES WHERE AVOCADOS GROW YEAR-ROUND, AND ONE PLACE IS MEXICO

THERE IS **65%** LIFT IN SHOPPING BASKET VALUE WHEN AVOCADOS ARE INCLUDED (\$68 WITH AVOCADOS VS. \$41 WITHOUT AVOCADOS).¹



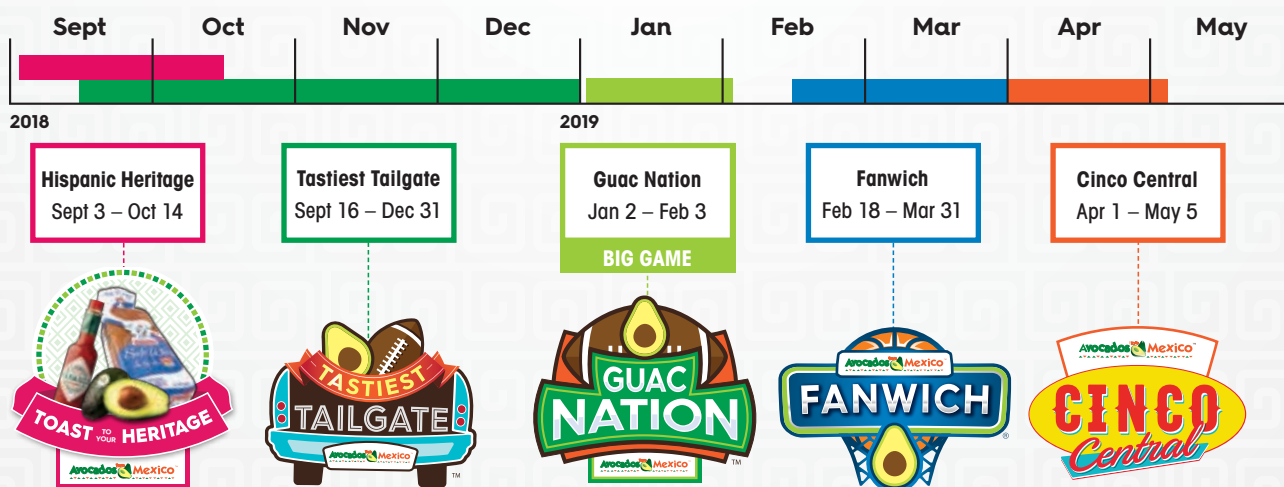
OVER THE PAST 5 YEARS, BRANDED PRODUCE REPRESENTS NEARLY 40% OF TOTAL PRODUCE DOLLARS. AVOCADOS FROM MEXICO HAS A COMPREHENSIVE MARKETING PLATFORM TO RETAILERS ENGAGE SHOPPERS.²



SEASONAL PROMOTIONS

Our seasonal promotions are designed to drive category lift and create memorable experiences for your shoppers. By focusing on key avocado consumption time frames, and on consumers' core usage of avocados, we can connect shoppers with our brand in a meaningful way.

2018–2019 PROMOTIONAL CALENDAR















LEARN MORE ABOUT SEASONAL PROMOTIONS AND RESOURCES, AND DOWNLOAD OUR APPROVED LOGO: AVOCADOSFROMMEXICO.COM/TRADE

1. Hass Avocado Board. 2015 Market Basket and Shopper Trends. 2. Nielsen Fresh Facts. 52 Weeks ended September 30, 2017

HEALTH-THEMED PROMOTIONS

Dietitians can maximize AVOpportunities by celebrating health observances, like American Heart Month in February, National Family Meals Month in September and many more. Try creating a customized health promotional calendar for your retailer that aligns with planned promotional events. Nutrition messages have proven to be effective in compelling shoppers to purchase avocados.¹ Food “holidays,” popularized by social media, such as National Taco Day (October 4th) or National Toast Day (February 23rd), may also help dietitians showcase the culinary versatility of avocados in addition to their health benefits.

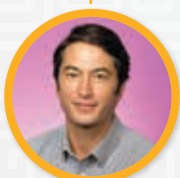
Jan  New Year's Resolutions	Feb  American Heart Month	Mar  National Nutrition Month	Apr  Earth Day (22nd) Easter Holidays	May  Mediterranean Month	June  Men's Health Month
July  National Grilling Month	Aug  Back to School	Sept  National Breakfast & Family Meals Month National Guacamole Day (16th)	Oct  National Taco Day (4th) Halloween	Nov  American Diabetes Month Gluten-Free Diet Awareness Month	Dec  Healthy Holidays

WORK WITH YOUR REGIONAL AVOCADOS FROM MEXICO DIRECTOR

WEST COAST



ERICK CORONADO
ecoronado@avocadosfrommexico.com



RYAN FUKUDA
rfukuda@avocadosfrommexico.com

CENTRAL



ALFONSO DELGADO
adelgado@avocadosfrommexico.com



MAGGIE BEZART-HALL
VP of Trade & Promotion
mbezarthall@avocadosfrommexico.com

GREAT LAKES & SOUTH



TANYA EDWARDS
tedwards@avocadosfrommexico.com



BARBARA RUHS, MS, RDN
Registered Dietitian and Nutritionist
barb@avocadosfrommexico.com

EAST COAST



ANNA KIRSCH
akirsch@avocadosfrommexico.com



OSCAR GARCIA
ogarcia@avocadosfrommexico.com

1. Hass Avocado Board. Engaging and Influencing Shoppers At Shelf. May 20, 2015.

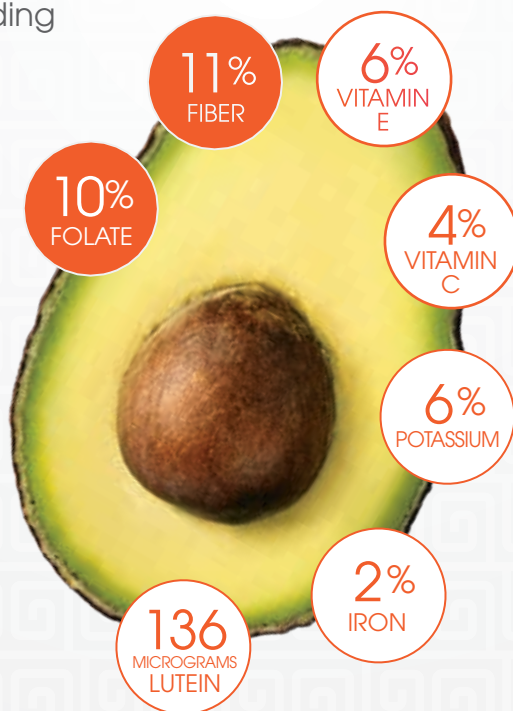
AVOCADO NUTRITION

WHILE MANY FACTORS AFFECT HEART DISEASE, EATING AVOCADOS AS PART OF A DIET LOW IN SATURATED FAT AND CHOLESTEROL MAY REDUCE THE RISK.

Eating more avocados is a delicious and nutritious way to boost daily fruit intake. According to The Dietary Guidelines, Americans need to eat more fruits and vegetables. Just 1 in 10 adults meet the federal fruit or vegetable recommendations, according to 2017 data from the U.S. Centers for Disease Control and Prevention.¹

Avocados are a nutrient-dense, whole fruit that contributes good fats and nearly 20 nutrients, including vitamins, minerals and phytonutrients. Nutrient-dense foods are those that provide vitamins, minerals, and other substances that may have positive health effects, with relatively few calories. They are lean or low in solid fats, and minimize or exclude added solid fats, added sugars, and added refined starches, as these add calories but few essential nutrients or dietary fiber. Ideally, they're in forms that retain naturally occurring components such as dietary fiber.

Avocados are a **“good source” of fiber and folate**. According to the U.S. Food and Drug Administration (FDA), a “good source” claim may be made when a food contains 10-19% of the RDI or DRV both declared on the label as the % Daily Value (%DV).



Nutrition Facts

3 servings per container

Serving Size 1/3 medium (50g)

Amount per serving

Calories 80

% Daily Value*

Total Fat 8 g 10%

Saturated Fat 1 g 5%

Trans Fat 0 g

Polyunsaturated Fat 1g

Monounsaturated Fat 5 g

Cholesterol 0 mg 0%

Sodium 0 mg 0%

Total Carbohydrate 4 g 1%

Dietary Fiber 3 g 11%

Total Sugars 0 g

Includes 0 g Added Sugars 0%

Protein 1g

Vitamin D 0 mcg 0%

Calcium 6 mg 0%

Iron 0.3 mg 2%

Potassium 254 mg 6%

Vitamin A 4 mcg 0%

Vitamin C 4 mg 4%

Vitamin E 1 mg 6%

Vitamin K 11 mcg 10%

Thiamin 0.04 mg 4%

Riboflavin 0.1 mg 8%

Niacin 1 mg 6%

Vitamin B₆ 0.1 mg 6%

Folate 44mcg DFE 10%

(0mcg folic acid)

Pantothenic Acid 0.7 mg 14%

Phosphorus 27 mg 2%

Magnesium 14 mg 4%

Zinc 0.3 mg 2%

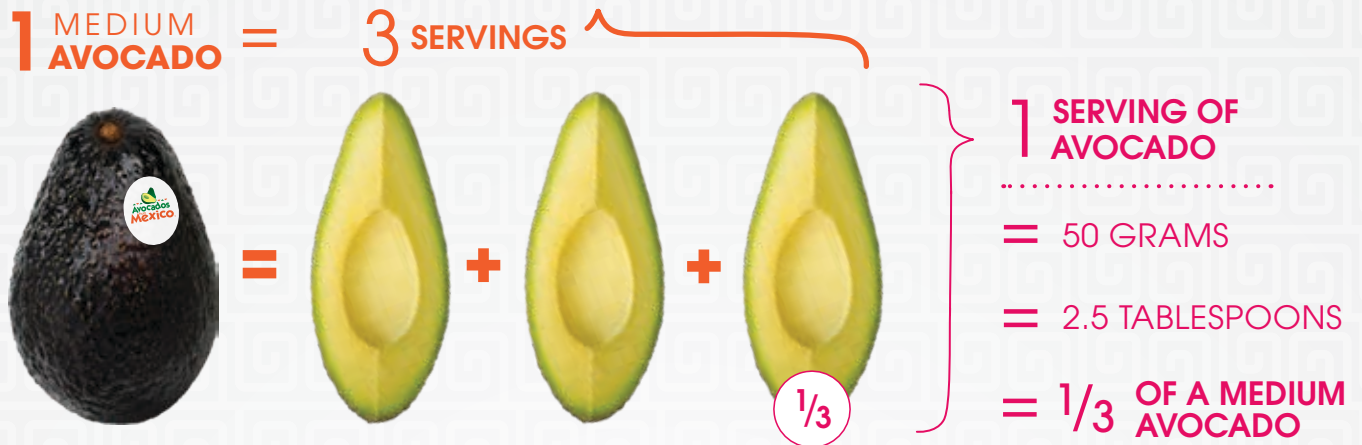
Copper 0.1 mg 10%

Manganese 0.1 mg 4%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

1. Centers for Disease Control and Prevention. Only 1 in 10 Adults Get Enough Fruits and Vegetables. <https://www.cdc.gov/media/releases/2017/p1116-fruit-vegetable-consumption.html>. Published Nov. 16, 2017.

AVOCADO SERVINGS CHART



1 CUP PUREE AVOCADO

= 230 GRAMS
= 4.6 SERVINGS

368 Calories

4.6 g Protein

19.62 g Carbohydrates

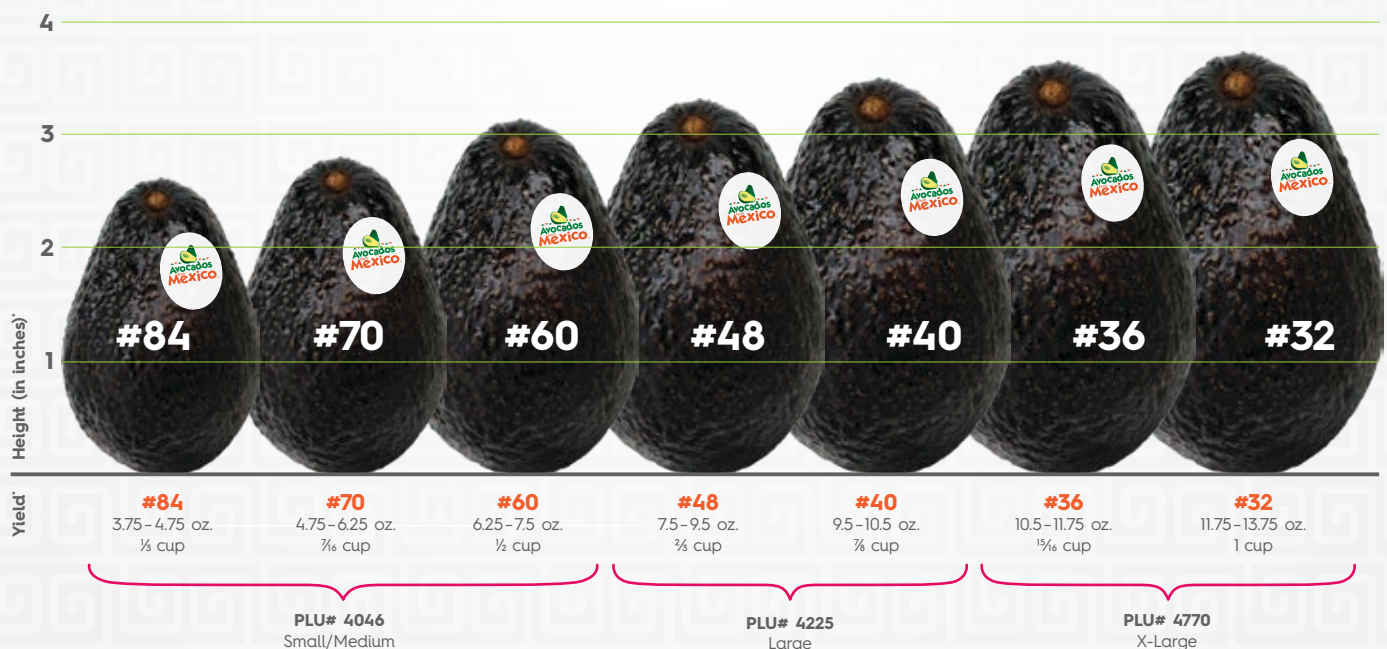
1116 mg Potassium

23 mg Vitamin C

0 mg Cholesterol

Source: USDA National Nutrient Database for Standard Reference.

THE RIGHT SIZE IS ALWAYS IN SEASON - AVOCADO SIZE CHART



Always fresh, always delicioso and available 365/24/7, Avocados From Mexico come in various sizes perfect for every use. Feature multiple avocado items in the same promotion—like small and large size avocados at different price points.

*Not to scale. Yield and height are approximations. ©2018 Avocados From Mexico

EMERGING SCIENCE ON AVOCADOS



IMMUNE FUNCTION

Healthy avocados contribute 6% of the Daily Value (DV) for vitamin E, an antioxidant that

protects body tissues from damage and helps keep the immune system strong. In addition, avocados contain 4% of the DV for vitamin C, an antioxidant that promotes healing, and helps the body to absorb iron — it's recommended to get antioxidants through healthy foods, like avocados, and not supplements.



DIABETES

Unlike most varieties of fruit, healthy avocados do not contain sugar; moreover,

they have the least amount of sugar per serving than any other fresh fruit. Diets rich in healthy foods containing fiber, such as some vegetables and fruits, may reduce the risk of heart disease, obesity, and type 2 diabetes. Healthy avocados are a good source of fiber (3 g per 50 g serving) and are a great fresh fruit option to help boost fiber intake.



CHOLESTEROL

Healthy avocados contribute phytosterols to the diet. Avocados contain 38 milligrams

of beta-sitosterol per 50 g serving. Beta-sitosterol is one of the three predominant phytosterols found in plants. These compounds may help maintain healthy cholesterol levels. Phytosterols are plant sterols naturally found in plants that are molecularly similar to animal cholesterol. In the intestine, research has shown that they can act to lower the absorption of cholesterol. According to the FDA, 2 grams of phytosterols per day may help maintain healthy cholesterol levels.



HEART HEALTH

Avocados are virtually the only healthy fruit with monounsaturated fat and

polyunsaturated fat or "good fats." In fact, over 75% of the fat in healthy avocados is "good fat." The body needs some dietary fat to help with the absorption of nutrients, but not all fats are the same and keeping a healthy balance of fat intake is key. The Dietary Guidelines for Americans recommend replacing bad fats with good fats, and good fats can improve intake of dietary fat without raising LDL ("bad") cholesterol levels.



AVOCADOS & HEART HEALTH

Heart disease is the leading cause of death in the United States. Following a heart-healthy diet is one way to reduce the risk of heart disease. The Dietary Guidelines for Americans states that replacing some saturated fatty acids with unsaturated fatty acids lowers both total and low-density lipoprotein (LDL) blood cholesterol levels. Research also supports the importance of improving the fat quality of the diet by choosing better fats like monounsaturated and polyunsaturated fats, which are associated with improved blood lipids. Avocados contain both monounsaturated and polyunsaturated fats.

TEST YOUR FAT SMARTS:

TRUE OR FALSE

1. Fat is an essential part of a healthy diet. ☐ T ☐ F
2. The good fats in avocados are saturated fats. ☐ T ☐ F
3. Although the Mediterranean diet is higher in fat than the typical American diet, the majority of fat comes from "good" fats. ☐ T ☐ F
4. Saturated fat raises your LDL or "bad" cholesterol levels of a healthy diet. ☐ T ☐ F

ANSWER KEY:

1. True: Fat is an essential part of a healthy diet. Eating dietary fat is essential for maintaining optimal health.
2. False: Avocados contain the "good" monounsaturated and polyunsaturated fats.
3. True: More than half the fat calories in the typical Mediterranean diet come from monounsaturated fats or "good fats."
4. True. The "bad" fats, saturated and trans fats, raise LDL ("bad") cholesterol levels in the blood and increase the risk of heart disease.

AVOCADOS ARE CERTIFIED BY THE
AMERICAN HEART ASSOCIATION®
WITH THE HEART-CHECK MARK.



Certification does not apply to serving suggestions or recipes. While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.

Since 2010, the avocado industry has been working with research investigators to increase awareness and improve understanding of the relationship between avocado consumption and risk factors for cardiovascular disease.

MAKE THE HEALTHY SWAP

NOT ALL FATS ARE CREATED EQUAL

AVOCADO NUTRITIONAL COMPARISON



SERVING SIZE	1 oz. (1 slice)	2 Tbsp.	1 Tbsp.	1 Tbsp.	1 Tbsp.	1/3 of a medium avocado (50 g)
CALORIES	110	45	100	90	100	80
TOTAL FAT (G)	9	4.5	11	10	12	8
SATURATED FAT (G)	5	3	2	1.5	7	1
CHOLESTEROL (MG)	30	10	0	5	30	0
SODIUM (MG)	180	10	95	90	90	0

Reference: USDA National Nutrient Database for Standard Reference, Release 28 (2015)

Confusion about dietary fats may result in missed opportunities for healthful eating. Although all fat sources contain a similar amount of calories and fat per serving, their composition of saturated and polyunsaturated fats varies. More than 75% the fat in healthy avocados is unsaturated or “good fat.” *The 2015 Dietary Guidelines* state that it’s the **type of fat, rather than the total amount of fat**, that is of most importance for good health.

Also, in contrast to other fat sources, avocados contribute nutrients such as **fiber, vitamin C, potassium and folate that are not found in other fats.**

AVOCADOS ARE HEALTHY



In 2016, The U.S. Food and Drug Administration (FDA) introduced a new guidance for the use of the nutrient content claim “healthy” on food labeling, qualifying avocados as a healthy food due to their higher proportion of good (unsaturated fats) to bad (saturated) fats. Fresh Hass avocados can now be labeled heart-healthy, according to the Federal Regulations.

While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.

MEALS THE MEDITERRANEAN WAY

AVOCADOS ARE A GLOBAL INGREDIENT OF HEALTHY DIETS

Avocados fit perfectly into a Mediterranean-style eating plan—from both a nutritional and culinary perspective. According to the Dietary Guidelines for Americans, in most studies, traditional Mediterranean eating patterns are associated with reduced risk of cardiovascular disease.¹ Mediterranean diets are higher in fat than U.S. eating patterns; however, more than half of the fat comes from monounsaturated fats, found in olive oil and avocados. Unlike saturated fats, monounsaturated fats don't raise blood cholesterol. In addition, Mediterranean meals are centered around fruits, vegetables and whole grains, which contribute a significant amount of fiber and nutrients.

BREAKFAST

BOOST FRUIT INTAKE



Salsa Avocado Toast

GO FOR MORE "GOOD FATS"



Chocolate Avocado Protein Smoothie

FILL UP ON FIBER



Flourless Avocado Pancakes

GUAC AND SNACKS



Avocado Boats with Pineapple Salsa



Avocado Deviled Eggs



Authentic Guacamole

SANDWICHES AND SALADS



Grilled Salmon Guacamole Burger



Mexican Buddha Bowl



Zesty Avocado Chicken Salad in Lettuce Cups

1. Nutrition Today. Mediterranean Diet and Prevention of Chronic Diseases. Volume 52, Number 5, September/October 2017.

HOSTING IN-STORE HEALTH EVENTS

TASTE! TAKE ACTION! EDUCATE!

Promotional in-store marketing efforts such as merchandising displays, point-of-sale materials (signs, tags) and product sampling can boost sales. Combining these efforts with the food and nutrition expertise of a Registered Dietitian (RD), can have an even more powerful impact on a retailers' success. Most importantly, in-store dietitians are there to help customers make informed decisions about food choices that impact health.

As a health professional, engaging customers at the point-of-purchase requires both creativity and skill. Events that enhance the shopping experience can influence customer loyalty, trust and take customer service to a new level.

In-store events can create excitement and a pleasurable shopping experience to get customers coming back for more. To help dietitians promote Avocados From Mexico, we have provided a 4-step planning process to hosting that includes:

1. Creating excitement with a themed event
2. Taking action to engage the customer by setting up a display or sampling station
3. Educating using Avo 101 & nutrition messages
4. Giving customers a taste using our database of healthy recipes



Of course, coordination with your store team personnel, buying team and marketing departments are also an integral part of planning, executing and evaluating successful promotions. Promoting products at the right time, and leveraging the path to purchase for customers through print publication and social media channels before they reach the store, can make for a winning promotion.

EDUCATING SHOPPERS. DRIVING PURCHASE.

Introducing our new education program to increase shopper confidence and drive frequency of purchase. Through trusted techniques and tips from Avocados From Mexico, we'll help ensure shoppers always have avocados on hand that are ready to enjoy.



EDUCATIONAL VIDEOS



HOW TO TELL IF AN AVOCADO IS RIPE



HOW TO RIPEN AN AVOCADO



HOW TO SAVE HALF OF AN AVOCADO

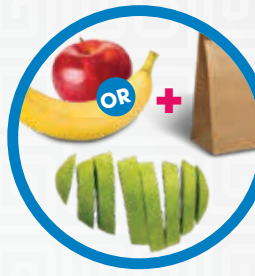



Brush up on your avocado skills by watching the latest educational how-to videos on our website. Learn about techniques on how to properly select, ripen, preserve and serve at AvocadosFromMexico.com/How-To.




AVOCADOLAND is a film that traces the journey of Avocados From Mexico from farm to table. Learn about the magic of Michoacán and the ideal growing conditions in Mexico, producing more avocados than anywhere else in the world.

Watch: theavocadoland.com

AVOCADO EVENTS AND RECIPE DEMO GUIDE

CREATE EXCITEMENT THEME IDEA	ACTION! ENGAGE CUSTOMERS	EDUCATE! PROVIDE AVO 101 & NUTRITION MESSAGES	TASTE! DEMO RECIPES
GET IT RIPE CHALLENGE	Set up a table with an unripe avocado, a ripe avocado, and an over-ripe avocado.	Educate shoppers on the basics (Avo 101) of selecting perfect avocados. Include Avo 101 talking points at EACH sampling event	Avocado Slices (lemon juice for preserving; apple/banana and paper bag to demonstrate ripening agents) 
DO THE AVOCADO SWAP¹ (See Fat Comparison Chart on page 8)	Swap a typical ingredient (e.g., butter on toast) with avocado to demonstrate its versatility.	Discuss good vs bad fats. Highlight avocados as the preferred choice as compared to alternatives: <ul style="list-style-type: none"> • provides naturally good fats + vitamins + minerals • a fresh fruit source • a source of fiber 	Avocado Toast: Make It Your Way Avocado Deviled Eggs Swap Mayo in Tuna/Egg/Potato/Chicken Salad 
MAKE IT YOUR WAY: AVOCADO TOAST (Great Idea for Avokiddos!)	Avocado toast is a great choice to promote "healthy breakfast," or a wholesome snack choice for all ages.	Educate customers about "Plants with benefits" – good fats, vitamins, vegan/dairy-free alternative. Promote Heart Health and "good fats" for cholesterol benefits.	Avocado Toast: Make It Your Way and offer up to 3 different toppings: <ul style="list-style-type: none"> • berries • pistachios • coconut flakes • sunflower seeds • banana slices • mango • chopped tomato 
MEALS IN MINUTES (No Waste Edible Bowls)	Demonstrate how easy it is to make meals with less than 5 ingredients – edible avocado "bowls" stuffed with simple ingredients. Smoothies are another fast and easy meal options.	Discuss food waste and how to choose the perfect avocado (ripe) or unripe avocados and educate on storage.	Avocado Bowls Avocado + Salsa Avocado + Tuna Salad Avocado + Egg (bake) Avocado + Rotisserie Chicken 

1. See Fat Comparison Chart on page 9

<p>THINK INSIDE THE GUAC: MAKE YOUR OWN GUACAMOLE (Meal/ Snack Kit)</p>	<p>For customers on-the-go, set up pre-made bags with all of the ingredients to make fresh guacamole.</p> <p>A perfect “snack kit” or “side dish” for any meal.</p>	<p>Guac as a snack option (boost fruit intake, good fats, vitamins, minerals, fiber, plant nutrients).</p>	<p>Set up a grab-and-go “Guac Kit” display that includes:</p> <ul style="list-style-type: none"> • AFM Make Your Own Guac Recipe Card • 3-5 avocados (depending on price of kit) • 1 lime • 1 jalapeño • 1 small red onion • bunch of cilantro • small can of chopped tomatoes (or fresh tomatoes) 
<p>EDIBLE FLOWERS: HOW TO MAKE AN AVOCADO ROSE</p>	<p>Food art is a popular theme in social media and a way to engage millennial audiences.</p> <p>Learn how to make avocado food art at: avocadosfrommexico.com/blog/how-to/avo-art/</p>	<p>Plant-nutrition is a hot topic and avocados can be used as a vegan alternative for recipes that typically call for dairy (cheese, milk).</p>	<p>Avocado Rose</p> <p>Plant (vegan) recipes:</p> <ul style="list-style-type: none"> • Avocado Ginger Smoothie • Chickpea & Avocado Sandwich 
<p>THE MAGIC OF THE MEDITERRANEAN DIET</p>	<p>Set up a table with foods typically found in the Mediterranean Diet: Avocados, olive oil, beans, nuts, seafood (canned), whole grains, wine.</p>	<p>Discuss the benefits of good fats and the foundations of the Mediterranean diet – plentiful in produce, plant-proteins and fiber rich grains.</p>	<p>Avocado Caprese Salad Skewers</p> <p>Protein-Powered Chickpeas Avocado Toast Mash</p> 
<p>AVOCAD-O-M-G DESSERTS</p>	<p>Highlight avocado as a baking ingredient that can be used in place of oil or butter.</p>	<p>Discuss how the 2015 Dietary Guidelines for Americans suggest shifting to vegetable oils in place of solid fats when cooking.</p>	<p>Avocado Brownie Energy Bites</p> <p>Chocolate Avocado Chunky Monkey Toast</p> 

RECIPE RESOURCES FOR HEALTH-MINDED CONSUMERS

Consumers primarily eat avocados in one of four ways: in guacamole, on handhelds like sandwiches or tacos, on salads or plain. We refer to these as our core usages. This page contains some of our favorite core usage recipes as well as popular seasonal recipe ideas. Contact our partner Registered Dietitian, Barbara Ruhs, for the recipes and high resolution images by emailing barb@avocadosfrommexico.com.

GUACAMOLE (CORE USAGE #1)



Individual
7-Layer Cups



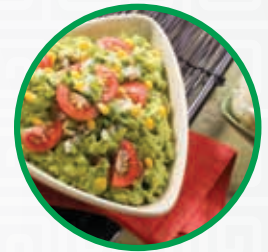
Authentic
Guacamole



Guacamole
3 Ways



Fiesta
Taco Dip



Rustic
Guacamole

HANDHELDS (CORE USAGE #2)



Protein-Powered
Avocado Toast



Zesty Avocado
Chicken Lettuce Cup



Red, Green Bell
Pepper Tacos



Mexican
Sushi



Portobello
Burger

SALADS (CORE USAGE #3)



Avocado
Buddha Bowl



Avocado
Caprese Salad



Quinoa Salad with
Tomato & Avocado



Superfood Green &
Blue Avocado Salad



Avocado Blood
Orange & Pear Salad

PLAIN: MASHED, TOPPING & SCOOPS (CORE USAGE #4)



Avocado Stuffed
Sweet Potatoes



Avocado
Salsa Boats



Avocado
Egg Boats



Mexican
Tortilla Bites



Cucumber
Snack Bites

SEASONAL RECIPES (CORE USAGE #5)



Avocado
Deviled Eggs



Monster Dip (Cups)
or Guac Graveyard



Pumpkin Cranberry
Avocado Muffins



Frankenstein
Avocado Toast



Pomegranate Mint
(Christmas Tree) Toast

MEAL KITS & CUSTOMERS ON-THE-GO

THINK INSIDE THE GUAC: MAKE YOUR OWN GUACAMOLE!

THE POPULARITY OF SUBSCRIPTION-BASED MEAL KIT DELIVERY PROGRAMS HAS CREATED AN EXCITING NEW **AVOPPORTUNITY** TO PROMOTE THE CONVENIENCE OF HEALTHY EATING. USE THIS OPPORTUNITY TO GET CUSTOMERS ON-THE-GO EXCITED ABOUT AVOCADOS!

Work with your store manager, merchandising manager and produce manager, to offer affordable and healthy avocado-inspired grab-and-go kits.

Create signage in-stores to guide customers to find your meal & snack kits, and provide compelling and simple nutrition messages that help shoppers bring healthy eating home.



DID YOU KNOW? Sales of guacamole in stores with a guac program outperform, on average, stores without a guac program.¹

1. Midwest retailer point-of-sale data, January 20, 2017 to October, 5, 2017.

GUACAMOLE SNACK KIT

SERVES 4

- 2 Avocados From Mexico
- 1 lime
- 1 small onion
- 1 tomato
(or small can of diced tomatoes)
- 1 jalapeño pepper
(or hot sauce)
- small bunch of cilantro
- Mexican spices or seasonings
(as desired)

AVOCADO TOAST KIT

SERVES 2

- 1-2 Avocados From Mexico
- 1 small artisan bread rolls
(work with your bakery department)

Optional toppings to co-merchandise

- chopped tomatoes
- fresh mango slices
- fresh berries
- coconut flakes
- mini seasonings
(example: Tabasco® Sauce)

\$5 LUNCH BOWL

EDIBLE AVOCADO BOWLS

WORK WITH YOUR DELI MANAGER
TO OFFER PACKAGED PREPARED
SALADS TO-GO

- Fresh Avocados From Mexico
- Canned tuna
- Canned chicken
- Prepared chicken salad (deli)
- Prepared tuna salad (deli)
- Prepared egg salad (deli)



Work with your deli manager to offer “meal deals” or prepared avocado boats “to go.”

AVOKIDDOS: GUACAMOLE SHOPPING BINGO

(FOR AGES 5 AND UP)

Keep children busy with learning about good nutrition and healthy foods while shopping in the grocery stores. Use the BINGO board on the next page or create your own customized BINGO Boards and keep copies ready for visits to the supermarket!

WORDS & EDUCATIONAL CUES:

- Avocados - Do you know where that fruit comes from? Mexico! Did you know that avocados are a fruit?
- Good Fats - Avocados are virtually the only healthy fruit with good fats. The body needs some dietary fat in moderation to help with absorption of nutrients.
- Lemons or Limes - Did you know that citrus juice prevents avocados from turning brown?
- Tomatoes (canned or fresh) - Tomatoes are full of vitamins and minerals, like vitamin C and lycopene.
- Pico de gallo - Used frequently in Mexican cuisine, pico de gallo is also called salsa fresca. It is made from chopped tomato, onion, cilantro, fresh jalapeños, salt, and lime juice. It is a great shortcut to make delicious guacamole with avocados.
- Black Beans - Beans (also called legumes) are a source of dietary fiber. Fiber is found in fruits, vegetables and whole grains.
- Onions - How many colors of onions can you find in the produce department? (e.g., white, yellow, red, green).
- Jalapeño - Did you know that some peppers are spicy and some are not? Can you find a pepper that is not spicy?
- Cilantro - Fresh herbs are a lower salt (sodium) alternative to use in flavoring food.
- A variety of fruits, vegetables, and whole grains.
- Replacing butter with unsaturated, plant-based fats such as olive oil, nuts and avocados.¹
- Beans (legumes) are included at meals and provide protein and fiber.
- Seafood and poultry are consumed more frequently than red meats.
- Herbs and spices flavor foods (instead of table salt).

¹. See Fat Comparison Chart on page 8

GUACAMOLE SHOPPING BINGO



PICO DE GALLO



ONION



AVOCADO



CORN



MEXICAN SPICES



CILANTRO



JALAPEÑOS



LIME



CARROT STICKS

MOMS, BABIES & AVOCADOS!

The U. S. Public Health Service and CDC recommend that all women of childbearing age consume 0.4 mg (400 micrograms) of folic acid daily. Avocados provide 10% of the Daily Value of folate per one-third medium fruit serving (50 g).¹

- Folate/folic acid is a known nutrient for preventing birth defects (i.e., neural tube defects and some heart defects).¹ Avocados are a good source of folate, providing approximately 40 mcg of folate per serving, which is higher than a serving of most fruits, tree nuts and seeds.
- The good fats found in avocados, monounsaturated fats, along with polyunsaturated fats, are known to be important for normal growth and development of the central nervous system and brain.
- Scientific evidence suggests that infants who have positive early experiences with fruits and vegetables are significantly more likely to consume them later in life.
- As a sugar-free fruit option, fresh avocados are a nutrient-rich food that is easy to prepare mashed, mixed with other fruits or plain.²
- When starting infants and toddlers on new foods, refer to your doctor or designated health care provider.

EAT BRIGHTER WITH AVOCADOS FROM MEXICO

Download children's activity sheets developed in partnership with Young Minds Inspired™ and learn more about education resources at:

AvocadosFromMexico.com/trade/marketing-resources/for-dietitians/



1. The Centers for Disease Control & Prevention (CDC). U.S. Department of Health and Human Services. <https://www.cdc.gov/ncbddd/folicacid/recommendations.html>. Updated April 2018
 2. Comerford, K., Ayoub, K., Murray, R., Atkinson, S. The Role of Avocados in Complementary and Transitional Feeding. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4882728/>. Nutrients. 2016; 8, 316.



SAY "HELLO" TO BARB TODAY!

BARBARA RUHS, MS, RDN

REGISTERED DIETITIAN AND NUTRITIONIST

barb@AvocadosFromMexico.com

LET US HELP YOU PLAN YOUR NEXT PROMOTION

Help us continue our commitment to supporting Registered Dietitian Nutritionists (RDNs) working in supermarkets that help shoppers by providing nutrition education in the aisles.

KEYS TO SUCCESSFUL AVOCADOS FROM MEXICO PROMOTIONS

1. Contact Avocados From Mexico's Registered Dietitian and your AFM Regional Director and let us help you get started in planning your promotions.
2. Branding with our logo is paramount to the continued success of our trade programs.
3. Ensure sourcing of Mexican avocados by coordinating with your retailer's produce department to align optimal ad support, merchandising displays and signage, loyalty programs and digital components.
4. Include at least one of the key nutrition message points (Good Fats, Nutrient-Dense, Heart-Healthy).
5. For recipes and sampling events, consider the four core usage occasions for avocados: (1) Guacamole, (2) Salads, (3) Handhelds, (4) Plain (Mashed, Topping, Scoops).
6. Submit a recap report with proof of performance examples to the RD and Regional Director. Examples include:
 - Copies of ads or publication illustrating our logo.
 - Photos of displays/branded bins/placement of branded POS, RD Demos.
 - Screen shots or links to social media or digital content with dates, datametrics.
 - Results including sales performance data, redemptions, circulation, etc.



AVO UNIVERSITY: RDs Earn Continuing Education Credits!

Ask About 2019 Enrollment Dates



GET YOUR SHOPPERS EXCITED ABOUT EATING HEALTHY WITH AVOCADOS!

RECIPE BOOKLETS



MATERIALS
AVAILABLE
UPON
REQUEST

NUTRITION BROCHURES



DIGITAL ADS FOR SOCIAL MEDIA



GET RESOURCES
DELIVERED TO
YOUR MAILBOX
"WE HEART RDs"
PFK PARTNERSHIP

We RDs
by Produce for Kids®

VISIT OUR DIETITIAN'S DESK AND CHECK OUT OUR RD TOOLKITS:

AvocadosFromMexico.com/trade/marketing-resources/for-dietitians/

FOLLOW AND DON'T FORGET TO TAG US!

