

Sensational Sales

START WITH

Heart Healthy Avocados from Mexico

Eating more salads is a great way to increase fruit and vegetable intake and improve overall health. In addition to being one of the factors that help make avocados heart healthy, the good fats in avocados help improve the intake of dietary fat without raising LDL (bad cholesterol) levels. Promoting avocados along with bagged salads is a great strategy to boost sales.¹

Savor
DELICIOUS
Possibilities



Salads are one of the **most popular** ways to enjoy avocados¹



Nearly **30% of U.S. adults consume salad** on any given day²



Only 1 in 10 adults consume enough fruits or vegetables³ and **eating more salads** is a strategy that can help boost consumption



Eating a diet of vegetables and fruits like avocados is associated with a **reduced risk of many chronic diseases**, including cardiovascular disease, and protects against certain types of cancers⁴

Avocados From **Mexico**™

◆◆◆ ALWAYS IN SEASON ◆◆◆

For more information, visit AvocadoSaladCenter.com

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

1. Hass Avocado Board. Consumer Usage Study (Segmentation Study 2008). NPD Group/Fusion Marketing. Published November 2008. (slide 15)

2. An, Ruopeng, Kahn, Naiman. Salad Consumption in Relation to Daily Dietary Intake and Diet Quality among U.S. Adults 2003-2012. Epi Biostat Pub Health, 2016 (13) 2.

3. U.S. Department of Health and Human Services. Only 1 in 10 Adults Get Enough Fruits or Vegetables. The Centers for Disease Control and Prevention, November 16, 2017.

4. Sebastian RS, Wilkinson Enns C, Goldman JD, Hoy MK, Moshfegh AJ. Salad consumption in the U.S.: What We Eat in America, NHANES 2011-2014. Food Surveys Research Group Dietary Data Brief No. 19. January 2018.