




Insist on California Avocados

2009 PROMOTIONAL PLANNER

	SPRING					SUMMER								FALL																			
	April 2009					May 2009					June 2009				July 2009				Aug 2009				Sept 2009				Oct 2009						
	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	8/5	8/12	8/19	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28		
(Wednesday Ad Dates)																																	
Aggregate Projected Pounds in Millions	15.0	17.3	17.7	18.0	18.4	16.4	16.4	15.7	16.0	16.8	16.6	17.8	18.2	18.2	13.9	12.8	13.5	13.4	13.9	14.2	13.9	12.7	11.7	11.6	17.1	17.0	16.1	15.5	20.5	20.1	19.8		
California Projected Pounds in Millions	4.1	4.7	5.2	5.5	5.9	6.8	6.8	6.1	6.4	7.2	6.1	7.3	7.7	7.7	7.9	6.7	7.5	7.4	7.8	7.7	7.3	6.1	5.1	5.0	4.0	3.9	2.9	2.4	2.0	1.4	1.0		
CUSTOMER PROGRAMS																																	
CONSUMER ADVERTISING																																	
REGIONAL																																	
Radio (Los Angeles, San Diego, Sacramento, Phoenix, Portland, Seattle)																																	
Outdoor																																	
- Billboard (Los Angeles, San Diego, Sacramento, Phoenix, Portland, Seattle)																																	
- Fitness Centers (Los Angeles, San Diego, Sacramento, Phoenix, Portland, Seattle)																																	
- BART (San Francisco)																																	
Print																																	
In-Store																																	
- Radio																																	
- Grocery Cart Ads																																	
NATIONAL																																	
Internet																																	
Print																																	
MERCHANDISING/MARKETING PROGRAMS																																	
"Summer Entertaining with California Avocados" Promotion: May - August																																	
Retail Advertising Support Materials: Year-Round																																	
- Point-of-Sale (Avocado Display Bins, POS Cards, Dangers & Recipe Tear Pads)																																	
Avocado Business Reviews: Year-Round																																	
PUBLIC RELATIONS																																	
Artisan Chef Program																																	
Cinco de Mayo																																	
News Bureau																																	
Nutrition Communications																																	
ONLINE MARKETING																																	
Cinco de Mayo Micro Site																																	
Monthly Recipe E-Mails																																	
Summer Entertaining Micro Site																																	