

AVOCADO BREAKFAST CLUB RD TOOLKIT



Hosting Successful In-Store Demos: Back to School

As trusted customer-nutrition advocates, retail dietitians play an important role in helping shoppers clear up confusion about food choices and providing valuable selection and culinary preparation information. In the June 2016 issue of *JAMA*, a recent study entitled *Dietary Intake Among U.S. Adults, 1999-2012*, found that many aspects of the U.S. diet improved; however, Americans are still struggling to meet fruit and vegetable intake recommendations for nutrition and disease prevention.

The **good news** is that U.S. consumption of avocados has doubled in the past 10 years from 2 pounds per person to 7 pounds per person during this timeframe¹. It's obvious that Americans are hungry for avocados and people may not even realize that they can effortlessly increase their fruit and vegetable intake by enjoying something they already love—avocados! Avocado imports from Mexico continue to grow to meet U.S. demand throughout the year and offer a unique opportunity for retail dietitians to help Americans improve their intake of produce and meet daily requirements.

Reasons Why Shoppers Buy Avocados²

1. Looked fresh
2. They caught my eye in the aisle
3. Had a craving
4. Hadn't had them in awhile
5. Had a specific meal to serve them with
6. On sale
7. Easy to use/prepare
8. Wanted something different

Avocado Buying Households

52% of U.S. households buy avocados

\$68 is the basket value with avocados (vs. \$41 without)

33 days is the average number between avocado purchases

6 is the average number of avocado purchase occasions per year

¹USDA (2016). Fruit and Tree Nuts Outlook report. Washington D.C.: Economic Research Service.

²Hass Avocado Board (2015). Path to Purchase Study. <http://www.hassavocadoboard.com/sites/default/files/ptp-action-guide.pdf>

Hass Avocado Board (2015). Market Basket and Shopper Trends



5 Easy Ideas for Dietitians to Host In-Store Demos

Theme (Create Excitement)	Activity Ideas (Engage Customers)	Demo Recipe Suggestions (Simple, 5 ingredients or less, No-cook or Pre-made)
<p>Avocado Breakfast Club</p>	<p>Make It Your Way: Avocado Toast Bar Set up a simple assortment of 3-5 toppings for customers to customize their avocado toast.</p>	<p>Avocado toast* (prepare in advance)</p> <ul style="list-style-type: none"> Whole grain bread/bagel (toasted) Ripe avocado slices <p>Suggested toppings</p> <ul style="list-style-type: none"> Sliced strawberries, dried mango, coconut flakes, Sriracha, chopped tomato 
<p>Do the Avocado Swap: Start Your Day with Avocados</p>	<p>The Secret Ingredient Taste Test Challenge Make a baking recipe and swap a traditional ingredient (oil, butter, shortening) with avocado. Prepare small bites for customers to sample.</p>	<p>Avocado brownies*</p> <p>Avocado banana walnut muffins*</p> <p>Avocado cookies</p> <p>Avocado chocolate mousse</p> 
<p>Boost Produce Intake at Breakfast with Avocados: On-the-Go</p>	<p>Produce Challenge: Fast, Easy & No Cook Ask customers to increase the variety (challenge) of types of produce that they consume. Use (frozen) berries, fruit variety, leafy greens. Make a calendar to fill in with a new produce item consumed every day.</p> <p>*Discuss freezing unused, ripe avocados.</p>	<p>Avocado smoothies</p> <p>Dairy-free avocado and mango smoothie*</p> <p>Dairy-free mixed berry smoothie*</p> <p>Avocado fruit salad with yogurt (sweet & savory)</p> 
<p>Breakfast Superheroes (Protein + Good Fat)</p>	<p>Avocados and Eggs Eggs are easily considered a breakfast standard. Demonstrate ideas to add avocados to traditional egg breakfasts.</p>	<p>Hard-boiled eggs on-a-stick with guacamole</p> <p>1-minute microwave eggs with chopped avocados*</p> 
<p>Good Fats: Avocad-O-M-G Cholesterol-free Gluten-free Dairy-free alternative</p>	<p>Demonstrate the Versatility of Avocados at Any Meal Breakfast (B); lunch (L); snack (S); dinner (D) and dessert/treat (T).</p>	<p>Avocado rose (how-to)</p> <p>Avocado toast (B,S)</p> <p>Avocado mozzarella and tomato skewers* (L,D)</p> <p>Avocado smoothie (B,S)</p> <p>Avocado brownies (T)</p> <p>Avocado Boats* (L,D)</p> 

*Recipe cards available



Avocado Breakfast Club Blog Content Ideas

5 Minutes, 3 Avocado Toast Strategies for a Better Breakfast

In the morning rush, some common excuses to skipping breakfast include lack of time, portability and dislike of breakfast foods. We've got the solution—avocado toast made your way!

Avocado toast takes less than 5 minutes to make and with some easy preparation to stock your favorite toppings, you can add good nutrition to your morning routine.

1. Start with whole-grain bread, a bagel, tortilla, English muffin or a cracker as your avocado toast “base.” According to www.ChooseMyPlate.gov, color is not an indication of a whole-grain. Bread can be brown in color because of molasses or other added ingredients or colorings. Read the ingredient list to see if it is a whole-grain product. The word “whole” should appear as the first or second ingredient listed on the product package. In addition, use the nutrition facts label to identify whole-grain products with a higher daily value for fiber percentage.

2. Ripen 2 avocados at a time and store others in the fridge. When shopping, select avocados at varying stages of ripeness. Unlike other fruit, avocados don't ripen on the tree, so when you buy them, they are often hard and may need 2-5 days to ripen. An easy way to increase ripening is to store 1-2 avocados in a brown paper bag with an apple or a banana. In 2-3 days, check your avocado by placing it in the palm of your hand and giving it a gentle

squeeze. If your avocado yields to pressure, then it's ready to eat. Slice open your avocado and remove half from the side with the pit. Using a spoon, scoop out the ripe flesh and spread on your whole-grain toast. Save the other half, pit in, rub with lemon or lime juice and wrap tightly with plastic wrap. Store in the fridge until you're ready to enjoy later in the day or the following day.

3. Stock up on your favorite toppings. Avocado on toast is the perfect treat, but if you want to experiment with additional flavors and toppings, be our guest. The possibilities are endless when it comes to enjoying avocado toast at breakfast and any other time. **Eggs** (hard-boiled, fried, poached or scrambled) add a protein punch to avocado toast. You may also want to try a **berry medley** with strawberries and blueberries to pump up antioxidant content of your toast. Top your toast with your favorite **salsa** or chopped tomatoes for a savory twist. If you're a meat-lover, **bacon** may be your topping of choice. Whatever you decide, avocado toast will give you a dose of naturally good fats that are cholesterol-free and totally delicious!

Bon appetit!



Food and Nutrition Talking Points

- Avocados From Mexico's participation in the eat brighter!™ movement encourages moms to give their kids a nutritious breakfast that includes avocados.
- Avocados are part of the fruit category. Technically an avocado is a big “berry” with one large seed.
- As of July 28, 2015, the serving size for avocados has changed from the current recommendation of one-fifth of a medium avocado to a new serving size of one-third (50 grams) of a medium avocado.
- More than 75% of the fat in avocados is unsaturated or “the good fats,” making them a good replacement for saturated fats.
- Avocados contain less than 1 gram of sugar per serving and are cholesterol-free, sodium-free and naturally gluten-free.
- Avocados are an extremely versatile ingredient at any meal.
 - ▶ Enjoy avocados on toast, with eggs, or mixed in a smoothie.
 - ▶ Sliced or mashed avocados are a great spread on sandwiches, burgers and wraps.
 - ▶ Ripe avocado can be used like other fats, such as oil or butter in baking recipes and in desserts.



Host An Avocado Toast Party!

There are plenty of reasons to celebrate with avocado toast—a new school year, a birthday, good nutrition, snack time, breakfast, after school, sports fuel. You can even enjoy and share the great nutrition in avocado toast by hosting an avocado toast party! It's so fun and easy:

- Set out a variety of slices of whole-grain bread
- Set up one or two toasters—plugged in and ready to go
- Provide cookie cutter shapes for those who want to make “toast art”
- Using 5-6 avocados, provide a variety of avocado—slices, mashed or diced

Pick your toppings:

- Berries: strawberries, blueberries, cherries, raspberries
- Bananas
- Peaches
- Mangos (dried or fresh slices)
- Pineapple
- Coconut flakes
- Cottage cheese
- Sliced or grated cheese
- Hard-boiled eggs, sliced
- Bacon bits
- Chopped nuts: almonds, walnuts, pistachios
- Salsa or chopped tomatoes
- Sriracha (for drizzle)
- Honey

The Avocado Breakfast Produce Challenge

“Eat the colors of the rainbow.”

“Eat 5 fruits and vegetables per day.”

“Make half your plate healthy by filling half of your plate with fruits and vegetables.”

According to the Produce for Better Health Foundation’s [State of the Plate Report: A 2015 Study on America’s Consumption of Fruits and Vegetables](#), Americans are falling short of the recommended intake for fruits and vegetables. In fact, produce intake has decreased 7% overall in the past five years.

Eating fruit provides a multitude of essential nutrients that are under-consumed in the U.S. diet, including potassium, dietary fiber, vitamin C and folate (folic acid). According to USDA’s www.ChooseMyPlate.gov, people who eat more fruits and vegetables as part of an overall healthy diet are likely to have reduced risk for some chronic diseases.

We challenge you to include **at least one serving of fruit** in your morning meal by **adding avocados to your breakfast** routine.

[See chart below for menu ideas.](#)

To find more avocado breakfast inspiration, please visit www.AvocadosFromMexico.com for recipes and more.

Take the Avocado Breakfast Produce Challenge!

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Menu Ideas	Avocado Toast	Avocado Citrus	Avocado Poached Eggs	1-minute Egg Scramble	Avocado Breakfast Sandwich	Fruit Salad with Avocado	Avocado Banana Nut Muffins
Actual Breakfast							
Goal Met Yes / No							



Building Buzz with Social Media

Suggested Social Media Posts

Goals: Avocados From Mexico is excited to partner with supermarket dietitians across the country at our nation's trusted retailers. Retail dietitians are an important resource for food and nutrition advice and customers are seeking strategies to make healthier choices, improve health and prepare nutritious meals. Whether you're based in a store or at a corporate office, social media is a tool that expands your reach in providing nutrition education.

How Can Social Media Work for You?

Many customers are unaware of resources available right at their fingertips! Retail dietitians may go unnoticed if they're not visible in-store or in regular print publications or local media. Social media can help retail dietitians get noticed by:

- Sharing nutrition tips
- Providing nutrition education resources
- Highlighting healthy recipes
- Raising awareness of in-store programs or community events
- Promoting nutritious products available in your store
- Offering information on coupons, values, deals and other sales
- Answering customer nutrition and health questions
- Developing brand loyalty by being a resource
- Building relationships with customers, influential bloggers and colleagues

Sample Tweets from @AvosFromMexico – Tag Us!

- Avocados contribute good fats to one's diet
- Over 75% of the fat in avocados is 'good fat' that the body needs to absorb nutrients
- Avocados contribute nearly 20 vitamins, minerals and beneficial plant nutrients to the diet
- Avocados contain 3.5 grams of naturally good fats per 1 oz. serving
- Avocados are a great nutrient-dense topping on burgers, sandwiches and toast!
- #DidYouKnow avocados are a fruit and actually a giant berry?
- #DidYouKnow avocados are cholesterol free?
- #DidYouKnow avocados are the fruit with the least amount of sugar?
- #DidYouKnow avocados are the only fruit with monounsaturated fat?
- Boost your fruit intake with avocados at breakfast, lunch, dinner and as a snack
- Throw away the measuring cups—just follow the #MyPlate guidelines & you'll be sure to get your daily requirement of fruits & veggies!
- Avocado toast is one of the hottest food trends today – how do you enjoy yours?
- Have you tried adding avocados to your smoothies? Try this dairy-free smoothie <http://bit.ly/29HOU3n>
- Avocados are a great addition to any #MeatlessMonday meal
- Make #TacoTuesday great by adding avocados!
- Looking to substitute fruit or vegetables for animal products or dairy in your favorite baked goods? Consider avocados!
- Avocados are a great way to start your day with breakfast. Find tons of recipes <http://bit.ly/29N08Q8>
- Friday, September 16th is National Guacamole Day!
- Celebrate National Fresh Fruits and Veggies month by adding avocados
- @AvosfromMexico are available 365 days a year! #AlwaysInSeason

10 Tips for Hosting Successful Chats or Online Parties

1. Select a date and time that attracts your target audience.
2. Create a theme and brainstorm a catchy and concise #hashtag for your event. Use your hashtag in every tweet and when you retweet.
3. Promote your event on all your social and digital channels prior to your event.
4. Consider partners - a brand or an organization that works with your theme to cohost your event.
5. Create an invitation list based on your followers or with other social media personalities who would be interested in your event.
6. Offer prizes or incentives to increase participation.
7. Create a script with your questions (Q1, Q2) to guide the chat. Retweet and summarize answers throughout the chat.
8. Use visuals (recipe photos, banners, posters) to engage your audience.
9. Use bitly.com or tinyurl.com to shorten hyperlinks.
10. Welcome new members and thank your participants.

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AVO101

How to Pick an Avocado



READY TO EAT
IN 4-5 DAYS



READY TO EAT
IN 2-3 DAYS



READY TO EAT TODAY
OR TOMORROW

How to Ripen an Avocado faster



How to Store an Avocado



How to Slow Down Ripening

