

WHAT'S NEW IN NUTRITION FOR AVOCADOS IN 2017



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Retail Dietitian Toolkit
AvocadosFromMexico.com

PUT YOUR BEST FORK FORWARD WITH AVOCADOS FROM MEXICO

Dear Retail Dietitian Nutritionist (RDN) Colleagues,

National Nutrition Month® is the perfect time to celebrate all of the past year's exciting changes in promoting the health benefits of avocados. As the number-one selling avocado brand in the U.S.—with nearly 80 percent of the market—Avocados From Mexico is proud to be at the forefront of shifting attention to healthy, fresh produce during key moments like the Big Game and beyond. With a 365-day growing season, Avocados From Mexico plays an important role in supporting the year-round availability of avocados to retailers nationwide. We recognize the powerful influence that retail dietitians have in highlighting health and nutritional benefits of avocados and helping customers maximize health and value at each visit to their local store.

Our proprietary research indicates that three key nutritional messages resonate with your consumers most:

1. Loaded With Good Fats
2. Nutrient-Dense
3. Naturally Cholesterol-Free

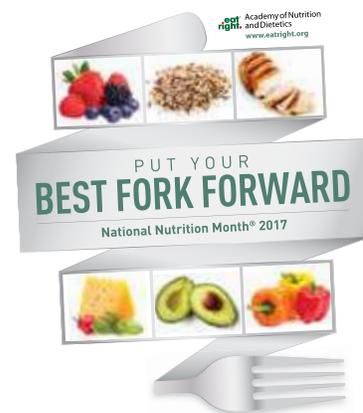
Also an exciting talking point, in July 2016, with the introduction of the latest Nutrition Facts Panel, the serving size for avocados increased to one-third of a medium avocado or 50 grams. With this new serving size, avocados now qualify to make nutrient content claims for fiber and folic acid.¹ Also, as of December 2016, the American Heart Association endorsed avocados as a "heart healthy" food.²

During National Nutrition Month® and throughout the year, the information enclosed in this kit is intended to provide the latest nutrition updates on avocados to help RDNs communicate the three powerful nutrition messages that we've identified above to support seasonal promotions offered to your retailers on behalf of Avocados From Mexico. Thank you for helping shoppers put their best fork forward by adding avocados as part of their overall healthy diet.

In good health,

Barbara Ruhs

Barbara Ruhs, MS, RDN on behalf of Avocados From Mexico



1. Hass Avocado Board. "Avocado Nutrition Facts & Label." Avocado Central. Hass Avocado Board, 2016. Web.
2. American Heart Association. "FDA expands health claim for more fruits, vegetables." 2016.



UPDATED NUTRITION FACTS LABEL, SERVING SIZE AND NUTRITION CONTENT CLAIMS

Avocados contain nearly 20 vitamins, minerals and phytonutrients (plant nutrients). In July 2016, the serving size of avocados was updated from one-fifth of a medium avocado to a new serving size of one-third of a medium avocado or 50g. With the increased serving size, avocados now qualify to make nutrient content claims for fiber and folate.

Avocados are a Source of Naturally Good Fats

- **What's new?** Polyunsaturated fat and monounsaturated fat are now listed on the label, so consumers can know all the details of the good fats that they may be consuming.
- **Did you know?** Over 75% of the fat in avocados is naturally good fat, with 5g of monounsaturated fat per serving.

Avocados are a GOOD Source of Dietary Fiber

- **What's new?** The Daily Value (DV) for fiber has increased to 28 grams per day.
- **Did you know?** Dietary fiber from fruit, as part of an overall healthy diet, helps reduce blood cholesterol levels and may lower risk of heart disease. Avocados are a good source of fiber (11% of the DV) and are a great way to add variety to the diet.

Avocados are a GOOD Source of Folate

- **What's new?** Avocados now qualify as a "good" source of folate. The Daily Value (DV) for folate did not change but the measuring unit changed from 400mpg to 400mcg Dietary Folate Equivalents (DFE).
- **Did you know?** Folate is important for proper brain function, and is key for pregnant women; it is the best-known nutrient for helping to prevent birth defects.

What is a Nutrient Content Claim (NCC)?

It is a claim on a food product that directly or by implication characterizes the level of a nutrient in the food (e.g., "low fat," "high in oat bran," or "contains 100 calories"). 21 CFR 101.13(b), 21 CFR 101.13(a).

What is the Difference Between a "Good Source" and a "High" Claim?

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). A "high" claim may be made when a food contains at least 20% of the DV. 21 CFR 101.54(b)-(c).

Nutrition Facts

3 servings per container

Serving Size 1/3 medium
(50g)

Amount per serving
Calories 80

% Daily Value*

Total Fat 8g 10%

Saturated Fat 1g 5%

Trans Fat 0g

Polyunsaturated Fat 1g

Monounsaturated Fat 5g

Cholesterol 0mg 0%

Sodium 0mg 0%

Total Carbohydrate 4g 1%

Dietary Fiber 3g 11%

Total Sugars 0g

Includes 0g Added Sugars 0%

Protein 1g

Vitamin D 0mcg 0%

Calcium 6mg 0%

Iron 0.3mg 2%

Potassium 254mg 6%

Vitamin A 4mcg 0%

Vitamin C 4mg 4%

Vitamin E 1mg 6%

Vitamin K 11mcg 10%

Thiamin 0.04mg 4%

Riboflavin 0.1mg 8%

Niacin 1mg 6%

Vitamin B₆ 0.1mg 6%

Folate 44mcg DFE 10%
(0mcg folic acid)

Pantothenic Acid 0.7mg 14%

Phosphorus 27mg 2%

Magnesium 14mg 4%

Zinc 0.3mg 2%

Copper 0.1mg 10%

Manganese 0.1mg 4%

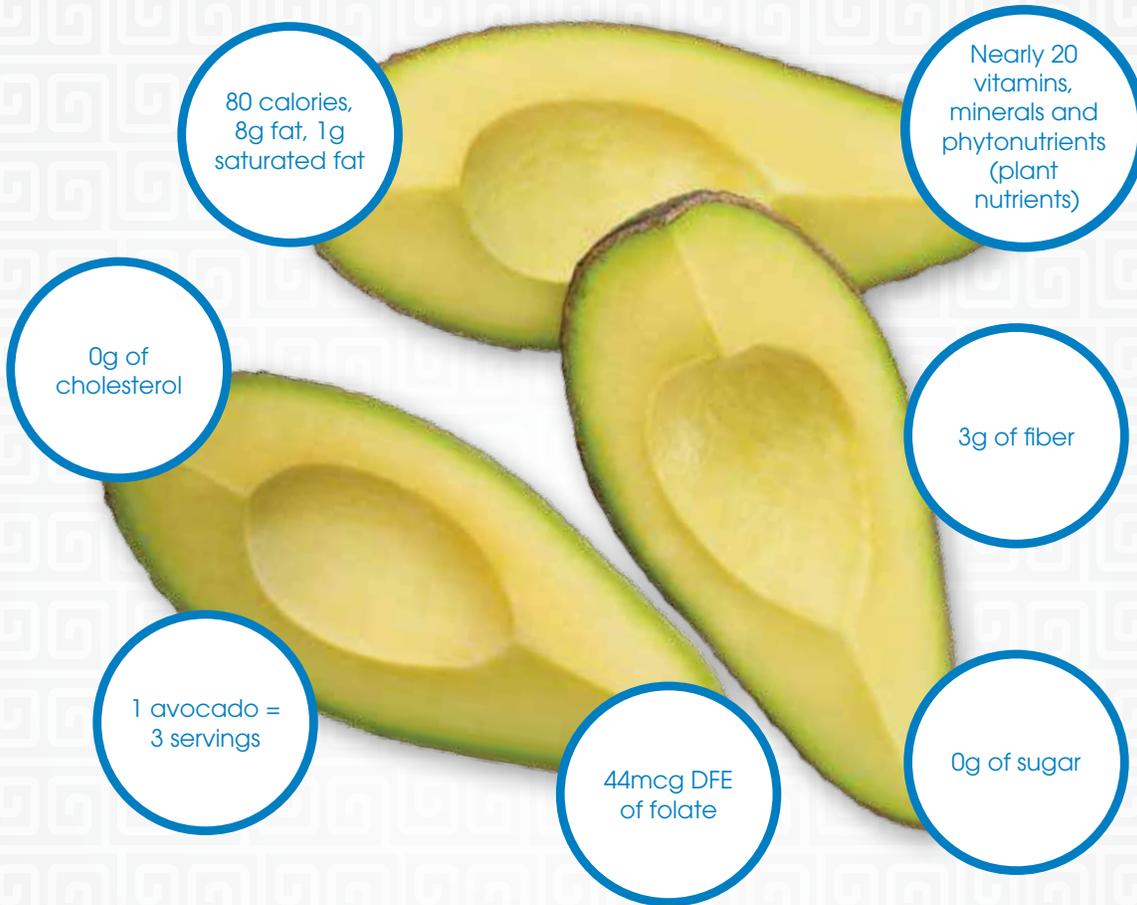
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

AVOCADOS: A UNIQUE AND HEALTHY FRUIT

Slice, dice, chop, mash, mix or spread...endless ideas and ways to enjoy!

NUTRITIONAL ATTRIBUTES OF AVOCADOS

1 serving = one-third of a medium avocado or 50 grams



HEART HEALTHY

Fresh avocados are a heart-healthy fruit. They provide naturally good fats, are low in saturated fat, and are cholesterol-free and sodium-free.

NUTRIENT BOOSTER

Because they contain unsaturated fat, avocados are a unique and healthy fruit that can act as a "nutrient booster" by helping increase the absorption of fat-soluble nutrients like vitamins A, D, K and E.

PREGNANCY

Healthy avocados provide a good source of folate (important for brain function) per 50g serving or one-third of a medium avocado. Consuming adequate intakes of folate/folic acid may reduce the risk of premature births and birth defects.

VITAMIN E

Healthy avocados contain 6% of the daily value for vitamin E. Vitamin E is an antioxidant that protects body tissue from damage and helps keep the immune system strong against viruses and bacteria.

1. Hass Avocado Board. "Avocado Nutrition and Benefits." *Avocado Central*. Hass Avocado Board, 2016. Web.



WIN BIG WITH NUTRITION 365/24/7

A staple food dating back more than 10,000 years, Mexico is by far the biggest producer of Hass avocados in the world, producing fruit year-round.¹ Characterized by a dark-green, pebbly skin that turns to a purplish-black color when ripe, the Hass variety accounts for more than 95% of avocados consumed in the U.S.²

Football fans gobble up more than 275 million avocados during the week of the Big Game, however, nearly 4 billion avocados are consumed the rest of the year—and that's more than double the amount consumed just a decade ago!³ The creamy taste, culinary versatility and nutritional benefits of avocados make them a big hit beyond the gridiron. In fact, #avocadotoast had more than 100,000 posts on Instagram in 2016.⁴

SHOPPERS ARE HUNGRY FOR HEALTHY FOOD: AVOCADOS MAY PLAY A ROLE

Prevention Against Heart Disease: Consuming foods that are a good source of fiber, like avocados, may reduce the risk of heart disease.⁵

Diabetes Management: Research is currently underway to analyze the effect avocados may have on maintaining normal glucose and insulin levels for people with type 2 diabetes. That being said, avocados are sugar-free and they have the least amount of sugar per serving than any other fresh fruit.⁶

Weight Management: Healthy avocados can be a satisfying addition to a reduced-calorie diet when eaten in place of other fat sources. Avocados are a healthy, versatile, nutrient-dense food that can be eaten alone or used in a variety of tasty recipes—from soups to salads to smoothies—all of which can fit into a sensible eating plan.⁶



Programs and dates subject to change

1. Avocados From Mexico. "Magic of Michoacan." Avocados From Mexico, 2016. Web.
 2. Hass Avocado Board. "Hass Mother Tree." Avocado Central. Hass Avocado Board, 2016. Web.
 3. Hass Avocado Board. "Avocado Shipment Volume Data 2015." Hass Avocado Board, 2016. Web.
 4. Orenstein, Jane. "How the Internet became ridiculously obsessed with avocado toast". Washington Post. May 6, 2016.
 5. Hass Avocado Board. 1/17/16.
 6. Hass Avocado Board. "Avocados, Weight Loss/Management and Type 2 Diabetes." Hass Avocado Board, 2016.

FROM MEXICO TO THE MEDITERRANEAN

AVOCADOS ARE A GLOBAL INGREDIENT OF HEALTHY DIETS

Healthy eating is one of the most powerful tools individuals have to reduce the onset of disease, according to the 2015 (8th edition) of the U.S. Dietary Guidelines for Americans that offers the Mediterranean-Style Eating Pattern (MED diet) as one of three healthy eating patterns, along with the traditional U.S.-Style Eating Pattern and Healthy Vegetarian Eating Pattern. The Mediterranean Diet is higher in dietary fat as compared to other eating patterns, however, less than 10% of the total fat in this diet is derived from saturated fat.¹

The Mediterranean Diet is rich in vegetables, fruit, beans (legumes) and grains that are found in the traditional cooking style of countries bordering the Mediterranean Sea. Seafood and poultry are consumed more frequently than red meat and most fat is unsaturated and from plant-based sources, including olive oil, nuts and avocados. In combination with moderate exercise and not smoking, the Mediterranean Diet offers a scientifically researched, affordable, balanced and health-promoting lifestyle choice.

Basic Components of the Mediterranean Diet:

- Plant-based whole foods are the foundation of meals.
- A variety of fruits, vegetables, and whole grains.
- Replacing butter with unsaturated, plant-based fats such as olive oil, nuts and avocados.
- 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).
- Drinking red wine in moderation (optional).
- Exercise and physical activity are part of the daily routine.

Learn more about the Mediterranean Diet by visiting:

Oldwayspt.org/Traditional-Diets/Mediterranean-Diet

AvocadoCentral.com/Avocado-Goodness-Community/Avocados-Mediterranean-Diet

1. USDA. *Dietary Guidelines For Americans: 2015-2020* Health.Gov. USDA, 2016. 8th Edition.

2. Hass Avocado Board. "Avocados: A Great Addition To The Mediterranean Diet!" *Avocado Central*. Hass Avocado Board, 2016. Web.

3. OldWays. "Mediterranean Diet". OldWays, 2016. Web.



DO THE AVOCADO SWAP

AND MAKE YOUR MEALS MORE MEDITERRANEAN STYLE

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.

BOOST FRUIT INTAKE

GO FOR MORE "GOOD FATS"

FILL UP ON FIBER

BREAKFAST



Salsa Avocado Toast



Avocado, Mango, Date and Yogurt Smoothie



Overnight Avocado Blueberry Oatmeal

SNACKS AND TREATS



Avocado Boats with Pineapple Salsa



Avocado Deviled Eggs



Dark Chocolate Avocado Brownies

SANDWICHES, SOUPS AND SALADS



Grilled Salmon Guacamole Burger



Tortilla Soup with Avocado



Tomato, Avocado and Mozzarella Salad with Cilantro Vinaigrette

1. Hass Avocado Board. "Avocado Nutrition and Benefits." *Avocado Central*. Hass Avocado Board, 2016. Web.

CAPTIVATE, EDUCATE & INSPIRE CUSTOMERS WITH SOCIAL MEDIA

Taking advantage of social media channels such as Facebook, Twitter, Instagram, YouTube and Pinterest to engage customers can offer retail dietitians an additional platform to share timely nutrition and health information, along with recipes and other content that can influence purchases. Captivating and inspiring shoppers with your content to increase usage of avocados can be accomplished with organization and a social media strategy.

One way to accomplish this is by creating a plan in the form of a social media content calendar. Avocados From Mexico has a variety of recipe images, fun graphics and other content to help you share compelling content on avocados. There are many ways to curate content, such as creating lists on Twitter, using themed boards on Pinterest and/or setting up Google alerts for key words (i.e. "avocado"). On the following page, there is a small sampling of some of the social media resources available from Avocados From Mexico.

3 STEPS TO CREATE A SOCIAL MEDIA CONTENT CALENDAR

A social media content calendar is a tool to help plan and craft messages in advance so that you can gather engaging visuals, content, links and more to engage customers in a more effective manner.

FOLLOW AVOCADOS FROM MEXICO!



1. PROVIDE UNIQUE AND BUZZ-WORTHY CONTENT

As a supermarket dietitian, many things make your voice unique to your retailer. If possible, meet with your marketing and PR team to learn about upcoming events, holiday campaigns, and other programs unique to your retailer where health and nutrition content may be useful. Consider upcoming food-related holidays, current events and other opportunities to showcase health and nutrition content on food, recipes and services offered.

2. CONSIDER FREQUENCY OF POSTS

The golden rule of social media is relevance—don't simply post to post, but don't go radio silent either. If you're working with your retailer's social media team, work together to identify peak opportunities to post information and engage shoppers. There are different guidelines for frequency of posts for the various social media channels. Aim to re-purpose materials across different social/digital channels to maximize impact.

3. FILL IN YOUR CONTENT CALENDAR

Using a blank weekly or monthly calendar, fill in notes, cues or specific content, images and links so that you're prepared to post when the time comes. Consider "themes" for specific days of the week to build a routine with your followers. For example, Mondays are for "Avocado Swap Recipes," Tuesdays may be for "Avocado Nutrition" or "Fun Facts," and Thursdays may be for "Dietitian's Produce Picks." Learn about using #hashtags and tag content that may build synergy with your brands and followers.

SOCIAL MEDIA & DIGITAL ASSETS



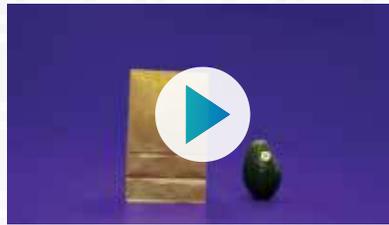
HOW-TO VIDEOS

AvocadosFromMexico.com/Trade/Brand-Videos

How to Choose An Avocado



Ripening Your Avocados Faster

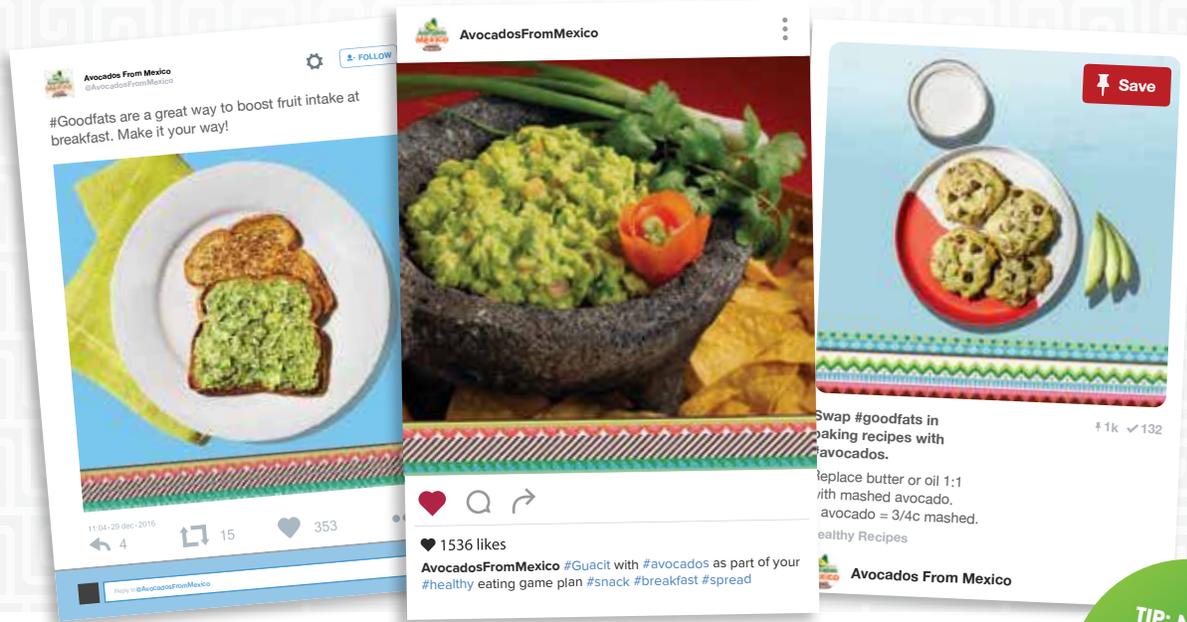


Preserve Your Avocados



EYE-CATCHING IMAGES GRAB FOLLOWERS

AvocadosFromMexico.com/Trade/Social-Media-Ads



TIP: Need to shorten your tweet? Shorten links using TinyUrl.com or Bitly.com

CONNECT WITH AVOCADOS FROM MEXICO BY USING:

 @AvosFromMexico

 Pinterest.com/AvosFromMexico

 @AvocadosFromMexico

 Facebook.com/AvocadosFromMexico

 Youtube.com/user/MexicanAvocados



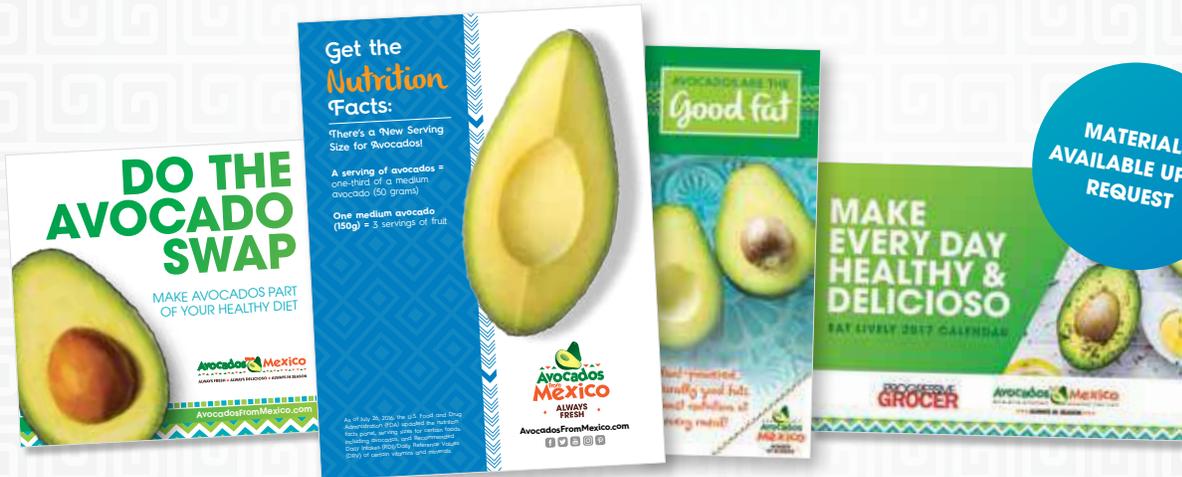
GET YOUR SHOPPERS EXCITED ABOUT EATING HEALTHY WITH AVOCADOS!

RECIPE CARDS



MATERIALS AVAILABLE UPON REQUEST

NUTRITION BROCHURES



VISIT OUR DIETITIAN'S DESK:

AvocadosFromMexico.com/Trade/Barbara-Ruhs

CHECK OUT OUR RD TOOLKITS:

AvocadosFromMexico.com/Trade/RDToolkit

FOLLOW AND DON'T FORGET TO TAG US!



WE SUPPORT RETAIL DIETITIANS!

Avocados From Mexico proudly supports Registered Dietitians (RDs) working in supermarkets that help shoppers by providing valuable nutrition education and resources to inspire healthy eating.

We are a proud sponsor of **Produce for Kids® - We Heart RD Kits** that reach more than 300 retail RDs each month with resources to promote the increased consumption of fruit and vegetables.

AFM IS EXCITED TO WORK WITH RDs ON THE FOLLOWING:

- Nutrition newsletters
- Dietitian's ads & produce picks
- In-store dietitian demo-sampling programs
- Social media & digital outreach
- Community health programs
- Culinary programs

PROUD SPONSOR OF

We ♥ RDs
by Produce for Kids®



**TO SIGN UP FOR OUR NUTRITION
E-NEWSLETTER OR LEARN MORE
ABOUT HOW WE CAN SUPPORT
YOUR NUTRITION & HEALTH
PROGRAMS, CONTACT:**

Barbara Ruhs, MS, RD, LDN

barb@avocadosfrommexico.com



RETAIL DIETITIAN TOOLKIT | EAT AVOCADOS FROM MEXICO. EAT LIVELY.