

SCORE GOOD FATS FOR HEALTHY HEARTS.

WORTH EVERY BITE.



REGISTERED DIETITIAN FAMILY MEALS PLAYBOOK
AVOCADOSFROMMEXICO.COM

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

THE POWER OF THE FAMILY MEAL

WIN THE HOME-MEAL ADVANTAGE



Enjoying more family meals at home is a simple way to improve nutrition and health. Football season is the perfect time to get a home-meal advantage by raising awareness of the impact of family meals and highlighting the many health benefits of avocados. Nutrient dense and loaded with good fats (the kind that are good for the heart), fresh avocados are the MVP's of nutritious family meals!

We've created this Avocados From Mexico Activation Kit to help Registered Dietitians and retailers educate and encourage shoppers to embrace the power of the family meal while expanding avocado consideration and consumption.

FAST FACTS: WHY DO FAMILY MEALS MATTER?

1 Most children and adults do not consume the recommended intake of FRUITS AND VEGETABLES.¹

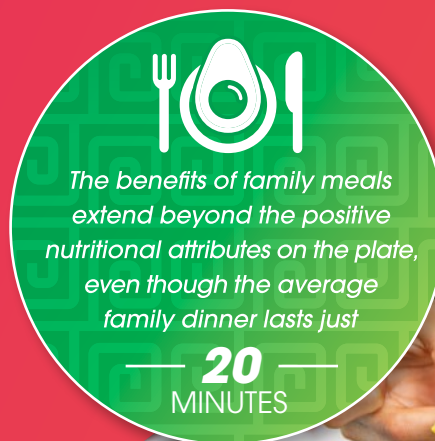
Eating more frequent family meals is associated with higher fruit and vegetable intake.

2 Children who participate in home food preparation eat more from all food groups and have HEALTHIER DIETS OVERALL.²

The best time to develop healthy habits is during childhood when taste preferences for a variety of foods are developed.

3 REGULAR FAMILY MEALS eaten at home have been proven to benefit the health and wellness of children and adolescents, fight obesity and reduce substance abuse and violence.³

Family meals provide a unique opportunity to expose children to new foods, reduce picky eating and reinforce healthy habits that can last a lifetime.



1. Moore, LV., Thompson, FE., Demissie, Z. Percentage of youth meeting federal fruit and vegetable intake recommendations. Youth Risk Behavior Surveillance System, U.S. and 33 states, 2013. J Acad Nutr Diet. 2017 April; 117(4):545-53.

2. van der Horst, K., Ferrage, A., Rytz, A. Involving children in meal preparation. Effects on food intake. Appetite. 2014; 79:18-24.

3. Harrison, ME., Norris, ML., Obeid N., Weinstangel, H., Sampson, M. Systematic review of the effects of family meal frequency on psychosocial outcomes in youth. Canadian Family Physician. 2015 Feb; 61.



GAME-WINNING IN-STORE STRATEGIES

Ready to kick off a great season? Then use these game-winning strategies to get your sports fans fired up about adding delicious, heart healthy avocados to their family meals. It's all right here—everything you need to score big with your customers!

CREATE EXCITEMENT!

THEME IDEAS

- **FAMILY FOOTBALL**
- **TACO SALAD NIGHT!**

ENGAGE CUSTOMERS!

*RECIPE DEMOS &
CUSTOMER MATERIALS*

- Identify yourself as a Registered Dietitian and In-House Nutrition Expert
- Display the **AFM Taco Salad POS Signage**
- Host a **Taco Salad Demo**
- Provide customers **Recipe Cards** or **Recipe Booklets**
- Offer additional incentives such as **Coupon Tear Pads**

EMPOWER!

*BUILD CONFIDENCE TO
PURCHASE AVOCADOS*

- Share **Selection, Ripening** and **Storage** tips during every customer interaction
- Coordinate with your produce department to promote avocados

EDUCATE!

*SHARE KEY NUTRITION
MESSAGES*

- Avocados are a **heart healthy** fruit
- Avocados contribute **good fats**
- Avocados contribute nearly **20 vitamins and minerals** and plant nutrients
- Avocados are a good source of **dietary fiber** and **folic acid**



START A FAMILY TRADITION

TACO SALAD NIGHT

Time-crunched families can benefit by creating weekly meal routines that take the guesswork out of “what’s for dinner?” Hosting a weekly Taco Salad Night is a great way to bring everyone to the dinner table each week for a healthy meal that includes avocados and other fresh produce such as lettuce, tomatoes and peppers. Whether it’s setting the table, placing ingredients in serving bowls or customizing their own meal creations, the whole family is involved!



AVOCADO TACO SALAD: SHOPPING LIST

Avocados From Mexico! Don't forget!

PROTEIN

- Extra Lean Ground Turkey, Ground Chicken
- Reduced Sodium Beans

FRUITS & VEGETABLES

- Green Onion, Red Onion
- Cherry Tomatoes
- Corn (canned)
- Lettuce (Romaine, Iceberg, Red Leaf)
- Cilantro

TOPPINGS

- Thousand Island Dressing
- Balsamic Vinaigrette, Olive Oil
- Taco Seasoning Packet (40% reduced-sodium)
- Cheese (Cheddar, American)
- Non-fat Sour Cream
- Yellow Corn Tortilla Chips

OTHER

SOCIAL MEDIA GRAPHICS AND POSTS

Social media is a great way for shoppers to share ideas and recipes, learn about healthy eating, and support the health habits of family and friends. Plus, it's a great way for you to connect with your shoppers! Below are some examples of social media graphics and captions you can use as thought starters—download these assets and more at MyAvoNutrition.com.



INSTRUCTIONS FOR SOCIAL POSTS

- TAG US:** Please include the appropriate AFM social media handle (@AvocadosFromMexico or @AvosFromMexico) when posting so that we can follow your retailer and possibly re-post to our millions of followers too!
- #HASHTAGS:** Include hashtags (#) provided to help shoppers and others find targeted content on #GoodFats, etc.

SAMPLE SOCIAL MEDIA CAPTIONS

FAMILY MEALS

- SEPTEMBER** is National Family Meals Month. #AvocadosFromMexico can help you take any dish from good to great! Get inspiration from our newest #FamilyMeals recipe booklet at MyAvoNutrition.com
- Avocados are a game-winning source of #GoodFats for your family's starting lineup of delicious and nutritious meals and snacks. Find inspiration here: AvocadosFromMexico.com/recipe/#AvocadosFromMexico
- SEPTEMBER 16TH** is National Guacamole Day. Get your Guac On with recipes from #AvocadosFromMexico AvocadosFromMexico.com/guacamole/ #GoodFats



TACO TUESDAYS

- Take #TacoTuesday to a new level with #AvocadosFromMexico! DYK? Family meals lead to healthier food choices and increase fruit and vegetable consumption. Read this 2018 study: bit.ly/2E3GyPk
- OCTOBER 4TH** is #NationalTacoDay – Celebrate with #AvocadosFromMexico and boost your #GoodFats game by adding avocados!
- Family Meals are #AlwaysWorthIt with #AvocadosFromMexico! Avocados are nutrient dense because they contribute nearly 20 vitamins and minerals.
- #AvocadosFromMexico take any #TacoTuesday from good to great with #GoodFats! A great way to boost dietary fiber and folic acid too!



TRY-DAY FRIDAYS

- Only 1 in 10 adults meets the federal fruit and vegetable recommendations. #AvocadosFromMexico makes it easy to increase your intake by adding this heart healthy fruit to any meal or snack!
- Tell us how you do the #AvocadoSwap – Boost intake of fresh fruit and #GoodFats in avocados. Try these devilishly good eggs: bit.ly/2HoMz9B #AvocadosFromMexico
- Family meals provide a unique opportunity to expose children to new foods, reduce picky eating and reinforce healthy habits that can last a lifetime. #RDchat



FOLLOW AND TAG US!



@AvocadosFromMexico



@AvosFromMexico

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.

THE MVP OF FAMILY MEALS... AVOCADOS!

AVOCADOS FROM MEXICO ARE CERTIFIED BY
THE AMERICAN HEART ASSOCIATION®.

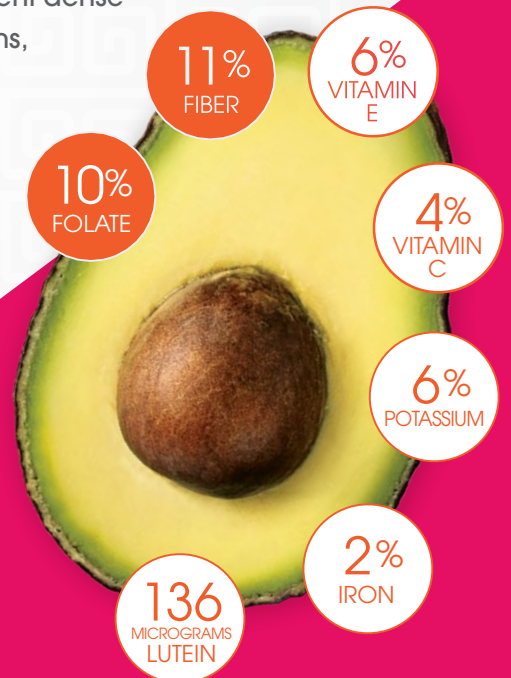


Certification does not apply to serving suggestions or recipes. While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.

GOOD FATS, GREAT HEARTS! The U.S. Food and Drug Administration (FDA) introduced new guidance for the use of the nutrient content claim “heart healthy” on food labeling, qualifying **avocados as**

a heart healthy food due to their higher proportion of **good fats** (unsaturated) to bad fats (saturated). Avocados are also **certified as “heart healthy”** by the American Heart Association® with the heart-check mark.

In addition to **contributing heart healthy good fats**, avocados are **nutrient dense** and contain **nearly 20 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. Ready for more good news? The good fats in avocados help the body more readily absorb nutrients.



ADDITIONAL TALKING POINTS

- ▶ **NATURALLY GOOD FATS:** 75% of the fat in avocados is good fat.
- ▶ **GOOD SOURCE OF FIBER AND FOLATE:** Avocados contain 11% DV of fiber and 10% DV of folate.
- ▶ **ZERO SUGAR:** Avocados contain the least amount of sugar per serving than any other fruit.

