

RETAIL HEALTH AND WELLNESS AVOCADO-A-DAY KIT

AN AVOCADO-A-DAY STARTS TODAY!

WORTH EVERY BITE.

30-Day Health Challenge*



[MyAvoNutrition.com](https://www.MyAvoNutrition.com)

* Why 30 Days? Look inside to learn more about how science supports an avocado a day for health.

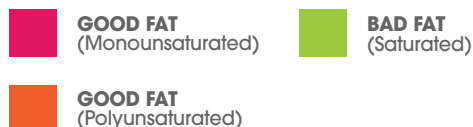
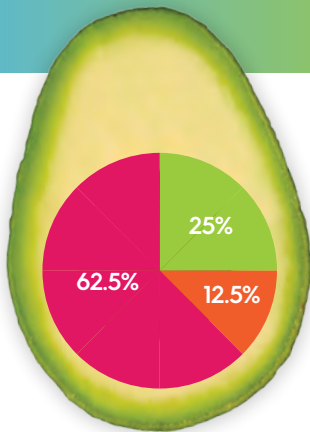
Source: Hiya A Mahmassani, Esther E Avendano, Gowri Raman, Elizabeth J Johnson, Avocado consumption and risk factors for heart disease: a systematic review and meta-analysis, The American Journal of Clinical Nutrition, Volume 107, Issue 4, April 2018, Pages 523-536, <https://doi.org/10.1093/ajcn/nqx078>

LEAD THE WAY WITH AN AVOCADO-A-DAY!

Encourage shoppers to eat healthier, add one avocado a day and increase their activity levels for 30 days.



FAT BREAKDOWN



1 serving = 1/3 medium avocado (50g) contains 80 calories and 8g of total fat

WHY AN AVOCADO-A-DAY?

We've created this Avocados From Mexico "Avocado-A-Day" kit to help Registered Dietitians and retailers educate shoppers on the benefits of adding avocados to their diets. We've filled it with tips to help get you started and exciting new recipes to share!

Uniquely delicious, avocados are a **heart healthy, nutrient dense fruit** that contain nearly 20 vitamins and minerals. They can be included in everyday healthy eating plans to help increase fruit and vegetable intake and provide a whole food source of **naturally good fats**. The predominant fat in an avocado is unsaturated "good fats" – avocados contain 5g of monounsaturated fat and 1g of polyunsaturated fat per one-third medium avocado. **Avocados are effectively the only fruit that contain monounsaturated fats**, which can help reduce LDL (bad) cholesterol levels in your blood and can help lower your risk of heart disease and stroke. The American Heart Association advises that replacing saturated fat in the diet with healthier unsaturated fat can reduce the risk for heart disease by 30%, similar to the effects of cholesterol-lowering statin drugs.¹

The American Heart Association further suggests that a heart healthy diet emphasizes fruits, vegetables, whole grains, poultry, fish and nuts. Eating this way may also help to increase your fiber intake which can help lower cholesterol levels by as much as 10%². Studies have shown that most Americans do not consume the recommended intake of fiber³. Avocados are a good source of dietary fiber, providing 3g per serving and 11% of the Daily Value per one-third medium avocado serving (50g). Eating more avocados is an efficient method to increase fruit and fiber intake at the same time!

NEARLY
20
VITAMINS &
MINERALS



1. The American College of Cardiology. Cardio Smart: Swap Saturated Fats with Unsaturated Fats for a Healthy Heart. <https://bit.ly/2HfjsIT>. Published July 13, 2017.
2. American Heart Association. Prevention and Treatment of High Cholesterol. <https://www.heart.org/en/health-topics/cholesterol/prevention-and-treatment-of-high-cholesterol-hyperlipidemia>. Update April 30, 2017.
3. Soliman GA. Dietary Fiber, Atherosclerosis, and Cardiovascular Disease. *Nutrients*. 2019;11(5):1155. Published 2019 May 23. doi:10.3390/nu11051155

KNOW YOUR NUMBERS

Get started with the Avocado-A-Day Challenge.

RAISING AWARENESS

Healthcare providers, including dietitians, play an important role in helping people understand the impact of increasing physical activity levels and dietary interventions to reduce the risk of chronic diseases, including heart disease. The American Heart Association has established goals and screening questions to help start the heart healthy journey.¹

Your cholesterol numbers are an important part of that journey, but they are just part of your overall health. Your doctor will look at your cholesterol numbers, along with your family history, age, gender and other parts of your lifestyle or health, such as smoking, that could raise your risk for heart disease and stroke.²

What's Your Baseline?	Goal
How many cups of fruit do you consume daily?	2 cups per day
How many cups of vegetables do you consume daily?	2-3 cups per day
How often per week do you eat at least 5 or more cups of fruits and vegetables per day?	7 days per week
How many minutes of exercise do you get per day?	30 minutes or more per day, 7 days per week
Cholesterol Numbers ²	Desirable Levels
Total Cholesterol	Less than 200 mg/dL
LDL (bad) Cholesterol	Less than 100 mg/dL
HDL (good) Cholesterol	Greater than or equal to 60 mg/dL
Triglycerides	Less than 150 mg/dL



Download these appointment cards included in this kit to remind shoppers of upcoming nutrition appointments, classes or educational programs.

1. Rapid diet assessment screening tools for cardiovascular disease risk reduction across healthcare settings: A scientific statement from the American Heart Association. *Circ Cardiovasc Qual Outcomes*. 2020.
2. Centers For Disease Control and Prevention. Getting Your Cholesterol Checked. https://www.cdc.gov/cholesterol/cholesterol_screening.htm. September 2020.

SHARE ON SOCIAL

Use these posts and graphics to share with shoppers.

We want to help you share avocado tips, recipes and more! Below are some sample posts and graphics that are available for download at MyAvoNutrition.com.

INSTRUCTIONS FOR SOCIAL POSTS

DOWNLOAD: Get our social media assets at MyAvoNutrition.com.

TAG US: Include the appropriate AFM social media handle (@AvocadosFromMexico or @AvosFromMexico) when posting so that we can follow your retailer (don't forget to @tag your retailer) and possibly re-post to our millions of followers too!

#HASHTAGS: Always include the hashtag #Sponsored and others provided to help shoppers find targeted content on #MyAvoNutrition, #Dietitian, #RDN, #RDchat, etc.



HERE ARE SOME SAMPLE POSTS TO GET YOU STARTED

AVOCADO-A-DAY

- Join the challenge to eat an **#AvocadoADay** for 30 days for heart health and to help lower cholesterol. One medium avocado (150g) contains 3 servings. Read about the study here: <https://bit.ly/2Gylfb2>. **@AvocadosFromMexico**
- Include delicious, fresh avocados in everyday healthy eating plans to help increase fruit and vegetable intake and provide naturally **#GoodFats. #AvocadoADay**
- Fresh avocados can be part of a healthy diet – they are low in saturated fat and cholesterol, sodium free and contain nearly 20 vitamins and minerals. Eat more **#GoodFats. #AvocadoADay**

AVOCADO-A-DAY RECIPES

- Try this dynamic duo of **#GoodFats** – Avocado Honey-Lime Salmon Tacos: <https://bit.ly/3n3n0gk> Your taste buds will thank you! **#AvocadoADay**
- Savor the benefits of fiber, protein and **#GoodFats** in this easy Lentil & Avocado Salad with 10 grams of Fiber <https://bit.ly/2HcSQIi>. **#AvocadoADay**
- Download this **#AvocadoADay** recipe booklet to find more ways to enjoy the **#GoodFats +** Nearly 20 vitamins and minerals in avocados. www.MyAvoNutrition.com

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

SCIENCE SUPPORTS AN AVOCADO-A-DAY



Challenge shoppers to eat “An Avocado-A-Day” for at least 30 days (4-weeks) for the heart health benefits.

To gain insight into the heart health benefits of consuming avocados, participants in two of the most recent research studies summarized on this page (below) were fed a diet containing avocados and compared against a control group who did not eat avocados. Scientists matched the quantity and the type of fat (unsaturated fats) in the intervention (test) diets. By doing this, there is further evidence that eating avocados for heart health benefits is not limited to the monounsaturated and polyunsaturated (good) fats found in avocados.

As Dietitians, you’ve likely advised patients seeking a heart healthy diet to make two simple modifications:

- #1** Replace saturated (bad) fats with unsaturated (good) fats to reduce the risk of heart disease, according to the Dietary Guidelines for Americans
- #2** Increase the intake of dietary fiber by consuming more fruits and vegetables and legumes (beans) as well as choosing whole grains

Avocados stand out in this regard as they contain mostly good fats, providing 5g of monounsaturated fat and 1g of polyunsaturated fat AND they are a good source of dietary fiber with 3g per 50g (one-third of a medium avocado) serving.

In the two research studies featured below, study participants who consumed 1 whole avocado per day for an average of 4 weeks (one study was 3 weeks, the other was 5 weeks) showed improvements in cholesterol levels. The findings from these research studies support the growing body of evidence demonstrating avocados as a heart healthy fruit.

The Journal of Nutrition, February 2020

CONCLUSION: One Avocado-A-Day in a heart healthy diet decreased oxLDL in adults with overweight and obesity, and the effect was associated with the reduction in sdLDL.

In this clinical study of 45 overweight-obese adults, researchers explored whether eating a diet with **one avocado a day** for five weeks would reduce oxidative stress markers for LDL cholesterol and improve antioxidant status when compared to a low-fat diet or a moderate-fat oil diet that did not include avocados. By adding the avocado, researchers noted increased blood antioxidant levels and decreased the oxidation of small, dense LDL-cholesterol levels.

Reference: Li Wang, Ling Tao, Lei Hao, Todd H Stanley, Kuan-Hsun Huang, Joshua D Lambert, Penny M Kris-Etherton, A Moderate-Fat Diet with One Avocado per Day Increases Plasma Antioxidants and Decreases the Oxidation of Small, Dense LDL in Adults with Overweight and Obesity: A Randomized Controlled Trial, The Journal of Nutrition, Volume 150, Issue 2, February 2020, Pages 276–284, <https://doi.org/10.1093/jn/nxz231>

American Journal of Clinical Nutrition, April 2018

CONCLUSION: When compared to an avocado-free diet, including an avocado in the diet increased good HDL-cholesterol (HDL-C), and decreased total cholesterol: HDL-C and bad LDL-C to HDL-C ratio.

Given avocados contain nutrients and phytochemicals that have been associated with cardiovascular benefit, a meta-analysis was conducted to assess the effect of avocado intake on cardiometabolic outcomes of cardiovascular disease. When reported, the daily avocado intake ranged from **one to 3.7 medium avocados**.

Reference: Hiya A Mahmassani, Esther E Avendano, Gowri Raman, Elizabeth J Johnson, Avocado consumption and risk factors for heart disease: a systematic review and meta-analysis, The American Journal of Clinical Nutrition, Volume 107, Issue 4, April 2018, Pages 523–536, <https://doi.org/10.1093/ajcn/nqx078>

7-DAY MEAL INSPIRATION

Download this Avocado-A-Day Recipe Booklet at MyAvoNutrition.com



It's easy to add a serving of avocados to meals throughout the day. A serving of avocados is one-third of a medium avocado (50 grams).*



DAY 01

SUPER SALADS



DAY 02

TACO TUESDAY



DAY 03

TOAST ANYTIME



PLANT-BASED MEALS

Start the week off with a plant-based salad meal to increase your intake of fruits and vegetables. Creamy, ripe avocados can also be used to make a great-tasting salad dressing!

TACO 'BOUT DELICIOUS

Fill your tacos with healthy veggies and the good fats found in avocados. Or get creative and make it a taco salad or other Mexican-inspired dish.

TRY AVOCADO TOAST ANYTIME

The possibilities are endless with avocado toast. Top it with nutritious choices like salsa, berries, nuts, seeds, eggs or other good fats, such as the omega-3 fats found in salmon and other fatty fish.



DAY 04

SIMPLY SATISFYING



DAY 05

RECIPE TRY DAYS



DAY 06

SWAP OR TOP



THINK OUTSIDE THE BOWL

Slice a whole avocado in half and fill each avocado "bowl" with tuna, chicken or egg salad for a satisfying meal in an edible bowl.

DARE TO BE DIFFERENT

Have you ever used a bell pepper to serve tacos? Try it. It's delicious and a great way to add more veggies to your routine.

NEXT LEVEL NUTRITION

Mashed avocado works well as a creamy base for chicken, tuna, potato and egg salad. Save time by making guac-topped deviled eggs.



DAY 07

GUAC ON!



GET YOUR GUAC ON

It happens. You have a bunch of ripe avocados, so why not whip up a bowl of guacamole? Top it with your favorites - beans, nuts, veggies, fruit and more!

WORTH EVERY BITE.

NUTRITIOUS AVOCADOS WITH GOOD FATS
MAKE DELICIOUS SALADS



*Research studies that support the cardiovascular benefits of consuming avocados are based on the consumption of eating one whole avocado per day (or 3 servings of avocados per day).