



PARTNERSHIP

INSIGHTS & OPPORTUNITIES



Avocado shoppers spent 2x more when avocados are in the basket than without for the 10 days leading up to Memorial Day in 2020.¹



In 2020, US Consumers bought 21.9% more avocados (lbs.) during the week leading up to Memorial Day than prior year.²



Elevate engagement and increase basket ring with regional salad recipes. Bring fresh produce front-and-center in-store with Avocados From Mexico, NatureSweet® Tomatoes and Shuman Farms.

Sources:

1. Numerator Basket Affinity Report weeks from 05/20/2020 to 05/30/2020, all channels, all sectors, all shoppers.
2. AFM calculation based on data reported by Nielsen retail Index Services, Whole Hass Avocado category for the 1-week prior ending 05/30/2020 US xAOC market. (Copyright © The Nielsen Company).

SUMMER PROGRAM

MAY 10 – JUNE 25, 2021

In-Store Date: May 10, 2021

Partners: NatureSweet® Tomatoes

Order By: March 9, 2021



Some things are enjoyed coast to coast – like the love for great fresh produce and enjoying amazing summer food. So, let's take a little trip with some savory dishes from all over the states with a national campaign highlighting signature regional recipes that use essential – and delicious – produce ingredients as their starting point.

Promote regional salad recipes to keep shoppers cooking fresh and colorful dishes all summer long.

DIGITAL ENGAGEMENT

SOCIAL MEDIA AND DIGITAL ACTIVATION

Social Media Support

Downloadable Recipe eBook

Influencer Recipe Content



EXCITING TRAFFIC DRIVERS

CONSUMER SAVINGS

In-Store IRC Tearpad



IN-STORE ACTIVATIONS

EYE-CATCHING MERCHANDISING



FARMERS MARKET
SMALL BIN



FARMERS MARKET
SMALL BIN
WITH HEADER

Contact your Regional Director for details.

All partner and program elements are subject to change.

ORDER FORM

MAY 10 – JUNE 25, 2021

Order By: March 9, 2021

KIT OPTIONS	QTY	SPECIAL INSTRUCTIONS
Farmers Market Small Bin + 200 Coupons		
Farmers Market Small Bin + Partner Display Header with NatureSweet® + 200 Coupons		

ASSEMBLED DIMENSIONS AND CONFIGURATIONS

AFM FARMERS MARKET SMALL BIN

Assembled Dimensions*

- 21"L x 14.125"W x 30"H
- 21"L x 14.125"W x 40"H with header

Pallet Configuration*

- 51 kits on 48"L x 40"W x 71.938"H
- 51 layers per pallet
- 1 kit per layer

RETAILER & SHIPPING INFORMATION

Must be a physical address; no P.O. boxes. Complete one form per address if shipping to multiple locations.
Please allow 1 week for delivery of POS items.

Retailer: _____ Contact: _____

Contact Email: _____

Contact Phone # _____ Contact Fax # _____

Shipping Address: _____

City/State/Zip: _____

Any special delivery instructions we need to be aware of? _____

Delivery Window: _____ Delivery Appointment Needed: _____

Contact your Avocados From Mexico Regional Director for more information.

AvocadosFromMexico.com/Shopper



*Estimated Dimensions

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