

AV OPPORTUNITIES FOR DIETITIANS



IN-STORE NUTRITION EDUCATION GUIDE



ALWAYS
IN SEASON™

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WHAT'S INSIDE: HOW TO USE THIS GUIDE

LEARN ABOUT AVOCADO NUTRITION AND GET IDEAS AND INSPIRATION THAT WILL GET YOUR CUSTOMERS EXCITED ABOUT INCLUDING AVOCADOS AS PART OF THEIR EVERYDAY HEALTHY DIET.

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FAST FACTS



WHAT IS AN AVOPPORTUNITY?

Avocado + Opportunity = AVOpportunity!

This nutrition resource guide is intended to inspire retail dietitians with AVOpportunities to engage customers with interactive, fun and educational activities.

In-store dietitians have a unique and powerful opportunity to guide customers at the point-of-purchase to make healthier choices. Providing your shoppers with practical information on selection, storage and ripening of avocados, in addition to expert nutrition advice, are strategies that can help increase sales of avocados at your retailer. According to the Food Marketing Institute's (FMI), "Power of Produce 2017" report, "price and promotions are important in driving traffic, but eye-catching displays, sampling, recipes and cooking demonstrations can drive unplanned purchases for incremental dollars."¹

Retail dietitians are employing many successful strategies to promote produce in supermarkets across the country and we want to help you to continue shifting fruit and vegetable consumption in the right direction. Only 1 in 10 adults meet the federal fruit or vegetable recommendations, according to 2017 data from the Centers for Disease Control.²

However, in the past 10 years, per capita use of avocados has tripled in the United States, totaling over 7 pounds per person annually, and continues to grow.³

NOW THAT'S AN AVOPPORTUNITY TO HELP AMERICANS BOOST FRUIT INTAKE AND IMPROVE HEALTH!



1. The Food Marketing Institute. The Power of Produce 2017. Published August 2017.
2. U.S. Centers for Disease Control and Prevention. Only 1 in 10 Adults Get Enough Fruit or Vegetables. November 16, 2017.
3. USDA Economic Research Service. Avocado Imports play a significant role in meeting growing U.S. demand. May 14, 2017

1. The Food Marketing Institute. 2017 Report on Retailer Contributions to Health and Wellness. <https://www.smartbrief.com/original/2017/08/fmi-report-looking-future-retail-health-and-wellness>. Published August 2017.

THE POWER OF PROMOTIONS 365/24/7

WHY CHOOSE AVOCADOS FROM MEXICO?

There are many reasons to love Avocados From Mexico and we're here to tell you why. At AFM, we understand that having access to year-round fruit, like the Mexican Hass avocado, is vital to retailers and their customers. For this reason, we're here to supply you with some serious knowledge about our unique fruit, the only avocados available 365 days a year, making up over 80 percent of the U.S. supply.













SEASONAL PROMOTIONS

Our programs are designed to drive category lift and create memorable experiences for your shoppers. By focusing during key timeframes, and on consumers' core usage of avocados, including guacamole (#1 use), hand-helds (e.g., sandwiches, tacos, burritos), salads and avocado "au natural" (mashed, as a topping or scooped right out of the skin), we can connect shoppers with our brand in a meaningful way. Whether your shoppers enjoy avocados at snack time, breakfast, or other meal time, let us help you connect with your shoppers.



HEALTH-THEMED PROMOTIONS

Dietitians can maximize AVOpportunities by celebrating health observances, like American Heart Month in February, National Family Meals Month in September and many more. Try creating a customized health promotional calendar for your retailer that aligns with planned promotional events. Nutrition messages have proven to be effective in compelling shoppers to purchase avocados.¹ Food "holidays," popularized by social media, such as National Taco Day (October 4th) or National Toast Day (February 23rd), may also help dietitians showcase the culinary versatility of avocados in addition to their health benefits.

<p>Jan</p>  <p>New Year's Resolutions</p>	<p>Feb</p>  <p>American Heart Month</p>	<p>Mar</p>  <p>National Nutrition Month</p>	<p>Apr</p>  <p>Earth Day (22nd) Easter Holidays</p>	<p>May</p>  <p>Mediterranean Month</p>	<p>June</p>  <p>Men's Health Month</p>
<p>July</p>  <p>National Grilling Month</p>	<p>Aug</p>  <p>Back to School</p>	<p>Sept</p>  <p>National Breakfast & Family Meals Month National Guacamole Day (16th)</p>	<p>Oct</p>  <p>Halloween National Taco Day (4th)</p>	<p>Nov</p>  <p>American Diabetes Month Gluten-Free Diet Awareness Month</p>	<p>Dec</p>  <p>Healthy Holidays</p>

MAXIMIZE YOUR EFFORTS: CREATE A PLAN, TAKE ACTION, GET RESULTS!

Avocados From Mexico Regional Directors work closely with your retailer produce departments to maximize seasonal promotional program execution throughout the year, including ad support in retailer publications, as well as store-level branding, including product bin placement, POS signage and execution of digital components "like" or "such as" coupons, loyalty programs, sweepstakes and more.

To maximize retail dietitian promotional efforts, we rely on your help to coordinate health promotional efforts with your retailer's produce team and our In-house Registered Dietitian.

As the #1 avocado brand and the only avocado available year round, branding with our logo placement is extremely important for the continued success of our trade programs. Let us help you plan your avocado promotions, execute successfully and share meaningful results that fuel our future innovation, inspiration and collaboration with you!

LEARN MORE ABOUT SEASONAL PROMOTIONS AND RESOURCES, AND DOWNLOAD OUR APPROVED LOGO: AVOCADOSFROMMEXICO.COM/TRADE

1. Hass Avocado Board. Engaging and Influencing Shoppers At Shelf. May 20, 2015.

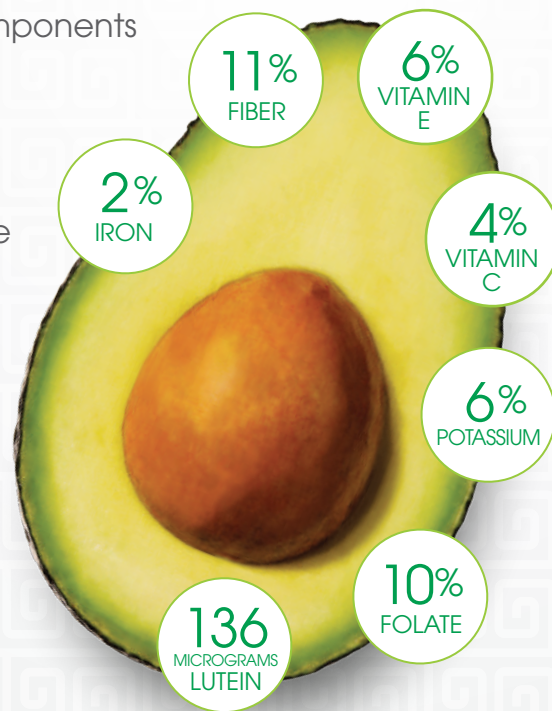
AVOCADO NUTRITION: GOOD FATS, NUTRIENT-DENSE, ♥ HEART-HEALTHY

WHILE MANY FACTORS AFFECT HEART DISEASE, EATING AVOCADOS AS PART OF A DIET LOW IN SATURATED FAT AND CHOLESTEROL MAY REDUCE THE RISK.

Eating more avocados is a delicious and nutritious way to boost daily fruit intake. According to The Dietary Guidelines, Americans need to eat more fruits and vegetables. Just 1 in 10 adults meet the federal fruit or vegetable recommendations, according to 2017 data from the U.S. Centers for Disease Control and Prevention.¹

Avocados are a nutrient-dense, whole fruit that contributes good fats and 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. They are lean or low in solid fats, and minimize or exclude added solid fats, added sugars, and added refined starches, as these add calories but few essential nutrients or dietary fiber. Ideally, they're in forms that retain naturally occurring components such as dietary fiber.

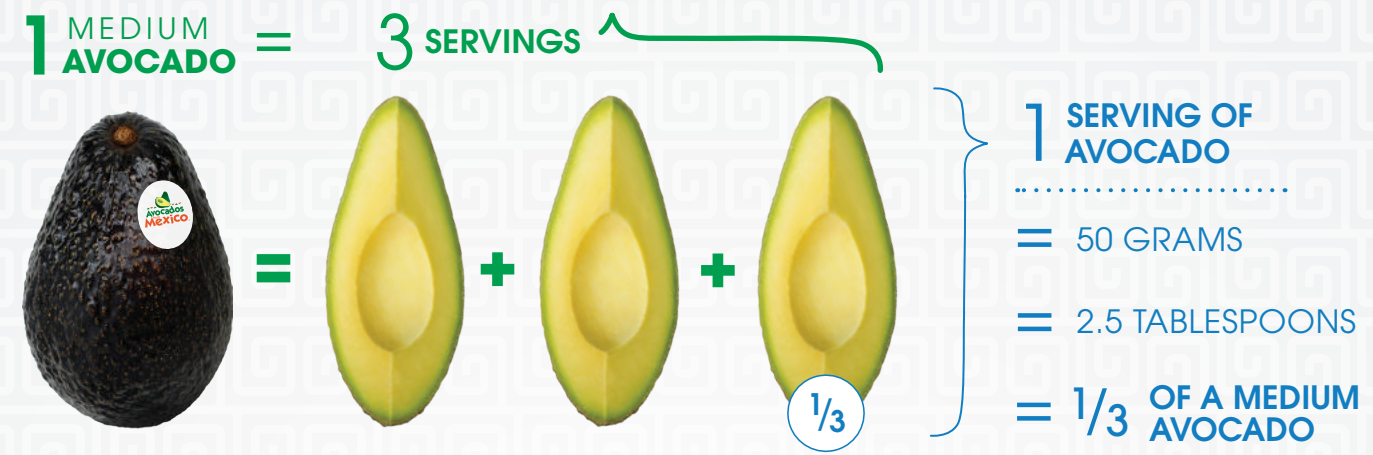
Avocados are a "good source" of fiber and folate. According to the U.S. Food and Drug Administration (FDA), a "good source" claim may be made when a food contains 10-19% of the RDI or DRV both declared on the label as the % Daily Value (%DV).



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 B ₆ 0.1 mg	6%
Folate 44mcg DFE (0mcg folic acid)	10%
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%

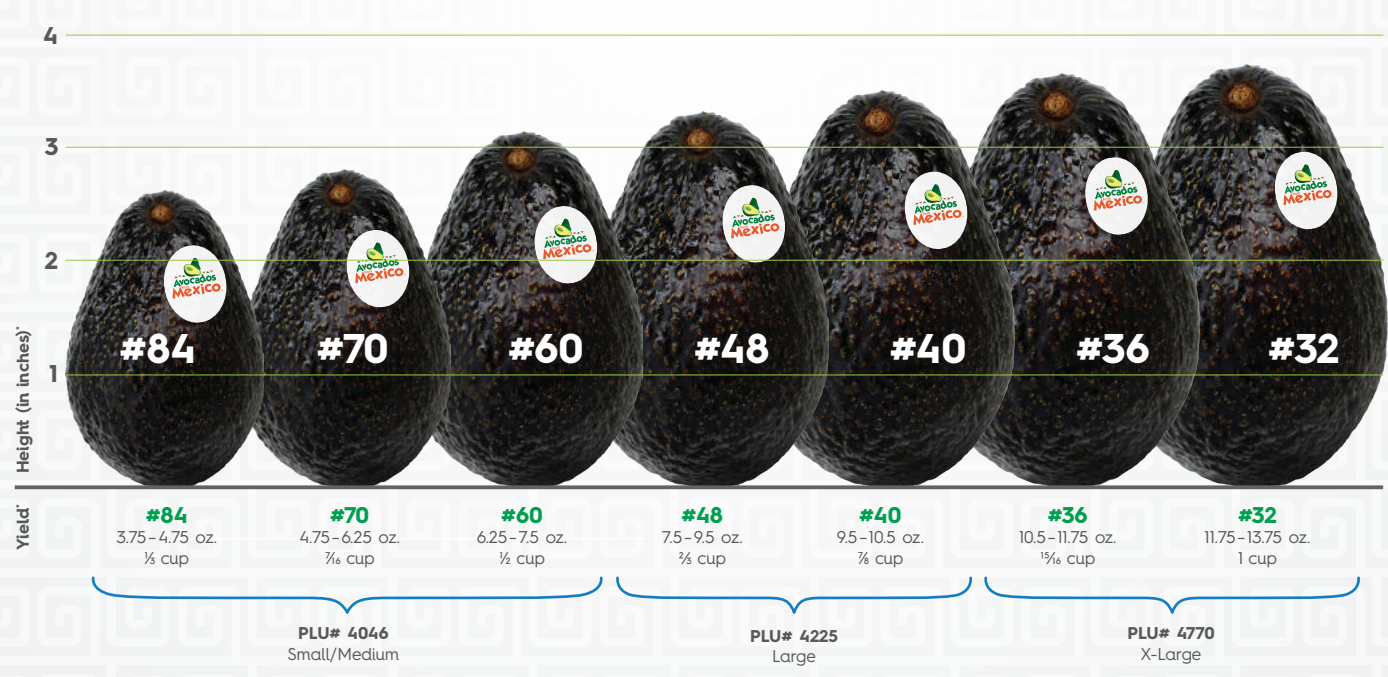
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

AVOCADO SERVINGS CHART



Source: USDA National Nutrient Database for Standard Reference.

THE RIGHT SIZE IS ALWAYS IN SEASON - AVOCADO SIZE CHART



Always fresh, always delicioso and available 365/24/7, Avocados From Mexico come in various sizes perfect for every use. Feature multiple avocado items in the same promotion—like small and large size avocados at different price points.

*Not to scale. Yield and height are approximations. ©2018 Avocados From Mexico

EMERGING SCIENCE ON AVOCADOS

IMMUNE FUNCTION
 Healthy avocados contribute 6% of the Daily Value (DV) for vitamin E, an antioxidant that protects body tissues from damage and helps keep the immune system strong. In addition, avocados contain 4% of the DV for vitamin C, an antioxidant that promotes healing, and helps the body to absorb iron — it's recommended to get antioxidants through healthy foods, like avocados, and not supplements.

COGNITIVE HEALTH
 Lutein is a carotenoid found in avocados and other fruits and vegetables. One 50g serving of avocado contributes 136 mcg of lutein per 1/3 serving of a medium avocado. Consuming one fresh avocado per day may lead to improved cognitive function in healthy older adults due to increased lutein levels in the brain and eye, according to new research published in the journal *Nutrients*.

DIABETES
 Unlike most varieties of fruit, healthy avocados do not contain sugar; moreover, they have the least amount of sugar per serving than any other fresh fruit. Diets rich in healthy foods containing fiber, such as some vegetables and fruits, may reduce the risk of heart disease, obesity, and type 2 diabetes. Healthy avocados are a good source of fiber (3 g per 50g serving) and are a great fresh fruit option to help boost fiber intake.

CHOLESTEROL
 Healthy avocados contribute phytosterols to the diet. Avocados contain 38 milligrams of beta-sitosterol per 50 g serving. Beta-sitosterol is one of the three predominant phytosterols found in plants. These compounds may help maintain healthy cholesterol levels. Phytosterols are plant sterols naturally found in plants that are molecularly similar to animal cholesterol. In the intestine, research has shown that they can act to lower the absorption of cholesterol. According to the FDA, 2 grams of phytosterols per day may help maintain healthy cholesterol levels.

HEART HEALTH
 Avocados are virtually the only healthy fruit with monounsaturated fat and polyunsaturated fat or "good fats." In fact, over 75% of the fat in healthy avocados is "good fat." The body needs some dietary fat to help with the absorption of nutrients, but not all fats are the same and keeping a healthy balance of fat intake is key. The Dietary Guidelines for Americans recommend replacing bad fats with good fats, and good fats can improve intake of dietary fat without raising LDL ("bad") cholesterol levels.

MAKE THE HEALTHY SWAP

NOT ALL FATS ARE CREATED EQUAL

AVOCADO NUTRITIONAL COMPARISON



	CHEDAR CHEESE	SOUR CREAM	MARGARINE	MAYONNAISE	BUTTER	FRESH AVOCADO
SERVING SIZE	1 oz. (1 slice)	2 Tbsp.	1 Tbsp.	1 Tbsp.	1 Tbsp.	1/3 of a medium avocado (50g)
CALORIES	110	45	100	90	100	80
TOTAL FAT (G)	9	4.5	11	10	12	8
SATURATED FAT (G)	5	3	2	1.5	7	1
CHOLESTEROL (MG)	30	10	0	5	30	0
SODIUM (MG)	180	10	95	90	90	0

Reference: USDA National Nutrient Database for Standard Reference, Release 28 (2015)

Confusion about dietary fats may result in missed opportunities for healthful eating. Although all fat sources contain a similar amount of calories and fat per serving, their composition of saturated and polyunsaturated fats varies. More than 75% the fat in healthy avocados is unsaturated or "good fat." *The 2015 Dietary Guidelines* state that it's the **type of fat, rather than the total amount of fat**, that is of most importance for good health.

Also, in contrast to other fat sources, avocados contribute nutrients such as **fiber, vitamin C, potassium and folate that are not found in other fats.**

AVOCADOS ARE HEALTHY

In 2016, The U.S. Food and Drug Administration (FDA) introduced a new guidance for the use of the nutrient content claim "healthy" on food labeling, qualifying avocados as a healthy food due to their higher proportion of good (unsaturated fats) to bad (saturated) fats. Fresh Hass avocados can now be labeled heart-healthy, according to the Federal Regulations.

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



AVOCADOS & HEART HEALTH

Heart disease is the leading cause of death in the United States. Following a heart-healthy diet is one way to reduce the risk of heart disease. The Dietary Guidelines for Americans states that replacing some saturated fatty acids with unsaturated fatty acids lowers both total and low-density lipoprotein (LDL) blood cholesterol levels. Research also supports the importance of improving the fat quality of the diet by choosing better fats like monounsaturated and polyunsaturated fats, which are associated with improved blood lipids. Avocados contain both monounsaturated and polyunsaturated fats.

AVOCADOS ARE CERTIFIED BY THE AMERICAN HEART ASSOCIATION WITH THE HEART-CHECK MARK.



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.

Since 2010, the avocado industry has been working with research investigators to increase awareness and improve understanding of the relationship between avocado consumption and risk factors for cardiovascular disease.

TEST YOUR FAT SMARTS:

TRUE OR FALSE

1. Fat is an essential part of a healthy diet. T F
2. The good fats in avocados are saturated fats. T F
3. Although the Mediterranean diet is higher in fat than the typical American diet, the majority of fat comes from "good" fats. T F
4. Saturated fat raises your LDL or "bad" cholesterol levels of a healthy diet. T F

HOSTING IN-STORE HEALTH EVENTS

TASTE! TAKE ACTION! EDUCATE!

Traditional in-store marketing efforts such as merchandising displays, price-promotions, point-of-sale materials (signs, tags) and product sampling can boost sales. Combining these efforts with the food and nutrition expertise of a Registered Dietitian (RD), can have an even more powerful impact on a retailers' success. Most importantly, in-store dietitians are there to help customers make informed decisions about food choices that impact health.

As a health professional, engaging customers at the point-of-purchase requires both creativity and skill. Events that enhance the shopping experience can influence customer loyalty, trust and take customer service to a new level.

In-store events can create excitement and a pleasurable shopping experience to get customers coming back for more. To help dietitians promote Avocados From Mexico, we have provided a 4-step planning process to hosting that includes:

1. Creating a themed event,
2. Engaging customer,
3. Providing nutrition education and avo 101 (selection, storage, ripening),
4. Product displays and product sampling.

Of course, coordination with your store team personnel, buying team and marketing departments are also an integral part of planning, executing and evaluating successful promotions. Promoting products at the right price, at the right time, and leveraging the path to purchase for customers through print publication and social media channels before they reach the store, can make for a winning promotion.

◀ ANSWER KEY:

1. True: Fat is an essential part of a healthy diet. Eating dietary fat is essential for maintaining optimal health.
2. False: Avocados contain the "good" monounsaturated and polyunsaturated fats.
3. True: More than half the fat calories in the typical Mediterranean diet come from monounsaturated fats or "good fats."
4. True. The "bad" fats, saturated and trans fats, raise LDL ("bad") cholesterol levels in the blood and increase the risk of heart disease.



AVOCADO EVENTS AND RECIPE DEMO GUIDE

CREATE EXCITEMENT THEME IDEA	ACTION! ENGAGE CUSTOMERS	EDUCATE! PROVIDE AVO 101 & NUTRITION MESSAGES	TASTE! DEMO RECIPES	THINK INSIDE THE GUAC: MAKE YOUR OWN GUACAMOLE (Meal/Snack Kit)	For customers on-the-go, set up pre-made bags with all of the ingredients to make fresh guacamole. A perfect "snack kit" or "side dish" for any meal.	Guac as a Healthy Snack Option (boost fruit intake, good fats, vitamins, minerals, fiber, plant nutrients).	Set up a grab-and-go "Guac Kit" display that includes: <ul style="list-style-type: none"> • AFM Make Your Own Guac Recipe Card • 3-5 avocados (depending on price of kit) • 1 lime • 1 jalapeño • 1 small red onion • bunch of cilantro • small can of chopped tomatoes (or fresh tomatoes) 
GET IT RIPE CHALLENGE	Set up a table with an unripe avocado, a ripe avocado, and an over-ripe avocado.	Educate shoppers on the basics (Avo 101) of selecting perfect avocados. Include Avo 101 talking points at EACH sampling event	Avocado slices (lemon juice for preserving; apple/banana and paper bag to demonstrate ripening agents) 	EDIBLE FLOWERS: HOW TO MAKE AN AVOCADO ROSE	Food art is a popular theme in social media and a way to engage millennial audiences. Learn how to make avocado food art at: avocadosfrommexico.com/blog/how-to/avo-art/	Plant-nutrition is a hot topic and avocados can be used as a vegan alternative for recipes that typically call for dairy (cheese, milk).	Avocado Rose Plant (vegan) recipes: <ul style="list-style-type: none"> • Avocado Ginger Smoothie • Chickpea & Avocado Sandwich 
DO THE AVOCADO SWAP¹ (See Fat Comparison Chart on page 8)	Swap a typical ingredient (e.g., butter on toast) with avocado to demonstrate its versatility.	Discuss Good vs Bad Fats. Highlight Avocados as the preferred choice as compared to alternatives: <ul style="list-style-type: none"> • provides naturally good fats + vitamins + minerals • a fresh fruit source • a source of fiber 	Avocado Toast: Make It Your Way Avocado Deviled Eggs Swap Mayo in Tuna/Egg/Potato/Chicken Salad 	THE MAGIC OF THE MEDITERRANEAN DIET	Set up a table with foods typically found in the Mediterranean Diet: Avocados, olive oil, beans, nuts, seafood (canned), whole grains, wine.	Discuss the benefits of good fats and the foundations of the Mediterranean diet - plentiful in produce, plant-proteins and fiber rich grains.	Avocado Caprese Salad skewers Protein-Powered Chickpeas Avocado Toast Mash 
MAKE IT YOUR WAY: AVOCADO TOAST (Great idea for Avokiddos!)	Avocado toast is a great choice to promote "healthy breakfast," or a wholesome snack choice for all ages.	Educate customers about "Plants with benefits" - good fats, vitamins, vegan/dairy-free alternative. Promote Heart Health and "good fats" for cholesterol benefits.	Avocado Toast: Make It Your Way and offer up to 3 different toppings: <ul style="list-style-type: none"> • berries • pistachios • coconut flakes • sunflower seeds • banana slices • mango • chopped tomato 	AVOCAD-O-M-G DESSERTS	Highlight avocado as a baking ingredient that can be used in place of oil or butter.	Discuss fiber, vitamins and minerals found in avocados that are not in other fat baking ingredients. Vegetable oils are "good fat" but they don't provide fiber or vitamins and minerals.	Avocado Brownie Energy Bites Chocolate Avocado Chunky Monkey Toast 
MEALS IN MINUTES (No Waste Edible Bowls)	Demonstrate how easy it is to make meals with less than 5 ingredients - edible avocado "bowls" stuffed with simple ingredients. Smoothies are another fast and easy meal options.	Discuss food waste and how to choose the perfect avocado (ripe) or unripe avocados and educate on storage.	Avocado Bowls Avocado + salsa Avocado + tuna salad Avocado + egg (bake) Avocado + rotisserie chicken 				

1. See Fat Comparison Chart on page 8

AVO 101: SELECTION, STORAGE & RIPENING:

TALKING POINTS & TOOLS FOR EVERY CUSTOMER INTERACTION

How to Pick an Avocado

Color is not always the best indicator of ripeness

- HARD**: READY TO EAT IN 4 - 5 DAYS
- FIRM**: READY TO EAT IN 2 - 3 DAYS
- YIELDS TO GENTLE PRESSURE**: READY TO EAT TODAY OR TOMORROW

How to Ripen an Avocado Faster

1 TO 4 DAYS
CHECK DAILY

RIPE & READY!

How to Slow Down Ripening

RIPE & READY TO EAT WITHIN 2-3 DAYS

How to Store

DRIZZLE → WRAP TIGHTLY → REFRIGERATE

AVOCADOS FROM MEXICO OFFERS A VARIETY OF MATERIALS TO HELP YOU EDUCATE CUSTOMERS

SIMPLE TIPS AND INFORMATION OFFERED AT THE POINT-OF-PURCHASE CAN MAKE A BIG DIFFERENCE IN GROWING SALES AT YOUR RETAILER.

BROCHURES ON SELECTION, STORAGE, RIPENING



POS SIGNAGE, BINS & DISPLAY RACKS



MATERIALS AVAILABLE UPON REQUEST

VIDEOS

Watch our latest Avo 101 video series featuring Avocados From Mexico brand ambassador, **Pati Jinich**, the host of the popular Emmy-nominated PBS series **Pati's Mexican Table**, author of two cookbooks, and resident chef at the Mexican Cultural Institute in Washington, D.C.



In October 2017, Avocados From Mexico released a short film, **AVOCADOLAND**, that traces avocados from grove to consumer. Witness the ideal growing conditions that enable trees in Mexico to naturally bloom four times a year. That place is the Mexican state of Michoacán, a.k.a. "The Garden of Eatin'," where rich volcanic soil, abundant sunshine and timely rainfalls provide an ideal setting. Watch this video to educate yourself about the fine details of WHY Avocados From Mexico are the preferred avocado for every eating occasion all-year-long: theavocadoland.com



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 diets; 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.²
- 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. See Fat Comparison Chart on page 8

MEALS THE MEDITERRANEAN WAY

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.

BREAKFAST

BOOST FRUIT INTAKE



Salsa Avocado Toast

GO FOR MORE "GOOD FATS"



Chocolate Avocado Protein Smoothie

FILL UP ON FIBER



Flourless Avocado Pancakes

GUAC AND SNACKS



Avocado Boats with Pineapple Salsa



Avocado Deviled Eggs



Authentic Guacamole

SANDWICHES AND SALADS



Grilled Salmon Guacamole Burger



Mexican Buddha Bowl



Zesty Avocado Chicken Salad in Lettuce Cups

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

MEAL KITS & CUSTOMERS ON-THE-GO

THINK INSIDE THE GUAC: MAKE YOUR OWN GUACAMOLE!

THE POPULARITY OF SUBSCRIPTION-BASED MEAL KIT DELIVERY PROGRAMS HAS CREATED AN EXCITING NEW **AVOPPORTUNITY** TO PROMOTE THE CONVENIENCE OF HEALTHY EATING. USE THIS OPPORTUNITY TO GET CUSTOMERS ON-THE-GO EXCITED ABOUT AVOCADOS!

Work with your store manager, merchandising manager and produce manager, to offer affordable and healthy avocado-inspired grab-and-go kits.

Create signage in-stores to guide customers to find your meal & snack kits, and provide compelling and simple nutrition messages that help shoppers bring healthy eating home.



GUACAMOLE SNACK KIT

SERVES 4

- 2 Avocados From Mexico
- 1 lime
- 1 small onion
- 1 tomato (or small can of diced tomatoes)
- 1 jalapeño pepper (or hot sauce)
- small bunch of cilantro
- Mexican spices or seasonings (as desired)

AVOCADO TOAST KIT

SERVES 2

- 1-2 Avocados From Mexico
- 1 small artisan bread rolls (work with your bakery department)

Optional toppings to co-merchandise

- chopped tomatoes
- fresh mango slices
- fresh berries
- coconut flakes
- mini seasonings (example: Tabasco® Sauce)

\$5 LUNCH BOWL

EDIBLE AVOCADO BOWLS

WORK WITH YOUR DELI MANAGER TO OFFER PACKAGED PREPARED SALADS TO-GO

- Fresh Avocados From Mexico
- Canned tuna
- Canned chicken
- Prepared chicken salad (deli)
- Prepared tuna salad (deli)
- Prepared egg salad (deli)



DID YOU KNOW? Sales of guacamole in stores with a guac program outperform, on average, stores without a guac program.¹

1. Midwest retailer point-of-sale data, January 20, 2017 to October, 5, 2017.

AVOKIDDOS GUACAMOLE SHOPPING BINGO

(FOR AGES 5 AND UP)










Keep children busy with learning about good nutrition and healthy foods while shopping in the grocery stores. Use the BINGO board on the next page or create your own customized BINGO Boards and keep copies ready for visits to the supermarket!

WORDS & EDUCATIONAL CUES:

- Avocados - Do you know where that fruit comes from? Mexico! Did you know that avocados are a fruit?
- Good Fats – Avocados are virtually the only healthy fruit with good fats. The body needs some dietary fat in moderation to help with absorption of nutrients.
- Lemons or Limes - Did you know that citrus juice prevents avocados from turning brown?
- Tomatoes (canned or fresh) – Tomatoes are full of vitamins and minerals, like vitamin C and lycopene.
- Pico de gallo – Used frequently in Mexican cuisine, pico de gallo is also called salsa fresca. It is made from chopped tomato, onion, cilantro, fresh jalapeños, salt, and lime juice. It is a great shortcut to make delicious guacamole with avocados.
- Black Beans – Beans (also called legumes) are a source of dietary fiber. Fiber is found in fruits, vegetables and whole grains.
- Onions – How many colors of onions can you find in the produce department? (e.g., white, yellow, red, green).
- Jalapeño – Did you know that some peppers are spicy and some are not? Can you find a pepper that is not spicy?
- Cilantro – Fresh herbs are a lower salt (sodium) alternative to use in flavoring food.
- A variety of fruits, vegetables, and whole grains.
- Replacing butter with unsaturated, plant-based fats such as olive oil, nuts and avocados.¹
- 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).

¹. See Fat Comparison Chart on page 8

GUACAMOLE SHOPPING BINGO

		
PICO DE GALLO	ONION	AVOCADO
		
CORN	MEXICAN SPICES	CILANTRO
		
JALAPEÑOS	LIME	TORTILLA CHIPS

MOMS, BABIES & AVOCADOS!

- The best known nutrient for preventing birth defects (i.e., neural tube defects and some heart defects) is folate/folic acid. Avocados are a good source of folate, providing approximately 40 mcg of folate per serving, which is higher than a serving of most fruits, tree nuts and seeds.
- The good fats found in avocados, monounsaturated fats (MUFA), along with polyunsaturated fats (PUFA), are also necessary for the proper development of the human nervous system, and structural and functional brain development in the first year of life.
- Scientific evidence suggests that infants who have positive early experiences with fruits and vegetables are significantly more likely to consume them later in life.
- As a sugar-free fruit option, fresh avocados are a nutrient-rich food that is easy to prepare mashed, mixed with other fruits or plain.¹
- When starting infants and toddlers on new foods, refer to your doctor or designated health care provider.



DO YOU HAVE A MINICHEF IN THE MAKING?

Learn more and find educational resources for your kids here:

avocadosfrommexico.com/avocado-nutritionavocado-and-kids/

AVOCONNECTIONS: KEEP IN TOUCH

Help us continue our commitment to supporting Registered Dietitian Nutritionists (RDNs) working in supermarkets that help shoppers by providing nutrition education in the aisles. Our recent survey of retail dietitians indicated that 95% have promoted fresh avocados in the past 12-months. We can support you and in return ask 3 simple requirements:

1. Avocados From Mexico logo placement – in Ads, in-store POS and promotional materials.
2. Exclusivity of Mexican Hass Avocados during the promotional timeframe – please coordinate with your produce department to ensure alignment.
3. Recap Report – share details about your promotional activities so that we can brag about you! We are interested to know how many shoppers you helped; circulation information on publications and communications; sales/movement data during the promotional time period (if permissible). Please also share any photos from events or copies of publications with our logo or product.

EARN CONTINUING EDUCATION CREDITS

Join us for fun, interactive and educational programming at our NEW Avocado University in our state of the art Culinary Center in Irving, Texas.



LET US HELP YOU PLAN YOUR NEXT PROMOTION.

SAY "HELLO" TO BARB TODAY! AND SIGN UP FOR OUR RDN E-NEWSLETTER



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¹ Comerford, K., Ayoob, K., Murray, R., Atkinson, S. The Role of Avocados in Complementary and Transitional Feeding. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4882728/>. Nutrients. 2016; 8, 316.

GET YOUR SHOPPERS EXCITED ABOUT EATING HEALTHY WITH AVOCADOS!

RECIPE BOOKLETS



NUTRITION BROCHURES

DIGITAL ADS FOR SOCIAL MEDIA



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!

