

HASS AVOCADO BOARD: BUILDING CONSUMER AWARENESS AND INCREASING CATEGORY DEMAND IN THE US MARKET

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The Hass Avocado Board (HAB) was established under the Hass Avocado Promotion, Research, & Information Act of 2000 after Hass avocado producers and importers approved the program in a national referendum.

A provision in the HAB law allows qualified associations to withdraw 85 percent of their assessment funds to market Hass avocados in the U.S. With the remaining 15% of the funds, HAB implements a two plank strategy:

1) Marketing Communications (MarCom) whose primary goal is to increase awareness and demand for Hass avocados in targeted markets during high-volume time periods to accelerate fruit movement and create an orderly and stable marketing environment. Programs under this foundation prompt consumers to increase their purchase frequency of Hass avocados. I

2) Information Technology (InfoTech) whose primary goal is to develop Strategic Intelligence through its one of a kind global produce intranet www.avoHQ.com that enables avocado marketers to share information essential to orderly marketing throughout the full 12-month season and reduce seasonal transition points and market instability between sources.

As the first global body representing the Hass avocado industry in the United States, the HAB has set the stage for the continuous growth of the Hass Avocado category.

