AVOCADOS FROM COLOMBIA

RETAIL DIETITIAN TOOLKIT

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ABOUT THIS TOOLKIT

Colombian avocados are known for their creamy texture, rich flavor, and exceptional quality. Grown in ideal climates and cared for by dedicated farmers, they're a nutritional powerhouse your shoppers will love.

Colombia's nutrient-rich volcanic soil and subtropical climate provides favorable growing conditions for avocados. Our orchards are part of a agricultural ecosystem that supports long-term growth and prosperity. From seasoned growers to a new generation of passionate farmers, a dedicated network of producers brings Colombian avocados to life.

This toolkit is designed to give you practical, ready-to-use resources to educate, inspire, and engage shoppers, making avocados a delicious part of everyday life.



WHAT'S INSIDE

Nutrition, Education & Talking Points
Key information and consumer-friendly talking points.

Choosing, Ripening & Storage
Simple, practical guidance to share with shoppers.

Shopper Conversation Starters
Easy ways to start the nutrition conversation in-store.

Recipes
Delicious, nutritious recipes for in-store samplings.

Retail Activation Ideas
Creative ways to engage and support shoppers.

Content Repurposing Ideas
Tips for using this content in newsletters, social media, and more.

HOW TO USE THIS TOOLKIT

Retail Samplings
Use talking points, tips, and recipes to educate and inspire shoppers.

Community Education
Bring credible nutrition information to classes and events.

Newsletters & Social Content
Repurpose tips, recipes, and visuals to create engaging digital content.

QUALITY FROM THE HEART OF COLOMBIA

With three Andean mountain ranges, Colombia offers a wide range of altitudes (1,500–2,500 meters) that create ideal microclimates for growing Hass avocados, allowing growers to work with the country's naturally favorable growing conditions.

The varying elevations and climates support year-round production, helping make the most of Colombia's natural growing environment while providing a reliable supply.



AVAILABLE YEAR-ROUND

Avocados from Colombia are available 12 months of the year across two seasons.

The main season runs from September through February. The secondary season, known as the "traviesa" season, runs from March through August. Colombia's diverse elevations and growing regions allow production to follow these natural growing cycles while supporting a reliable year-round supply.



PREMIUM QUALITY FROM ECODIVERSITY

Colombian avocados are grown in volcanic soil and harvested by hand, resulting in high-quality fruit with a creamy texture.

Colombia's avocado growers follow strict rules on land use and protection, reflecting the country's biodiversity and commitment to protecting its ecosystems.



SHORTER TRANSIT TIMES

Thanks to Colombia's northern port positions in South America, exporters and their customers can take advantage of fast shipping routes to the U.S. On average, fruit reaches U.S. East Coast ports in just 3-5 days.

CONSUMER TALKING POINTS

Colombian avocados are grown in ideal conditions for great taste and creamy texture.

Avocados from Colombia are available year-round, so you can enjoy them in every season.

Just 3–5 days in transit to U.S. East Coast ports for maximum freshness.

Grown with care and a commitment to quality at every step.

NUTRITION

Avocados from Colombia offer a versatile, nutritious, and delicious way to inspire creative dishes and support everyday healthful.

Avocados can be incorporated into a wide variety of meals, snacks, and eating dietary habits. Their creamy texture, mild flavor, and versatility allow them to be enjoyed in both familiar and creative ways.

NUTRIENTS & BENEFITS

Unsaturated Fats
Avocado provides mostly unsaturated fat, including 5 g monounsaturated fat per serving.

Fiber
Avocado is a good source of fiber, with 3 g per serving, to help support digestive and heart health.

Vitamins E & K
Avocado provides 6% DV of vitamin E and 10% DV of vitamin K per serving.

Potassium
Avocado provides 250 mg of potassium per serving.

Nutrition Facts

3 servings per avocado

Serving size **1/3 Avocado (50g)**

Amount per serving

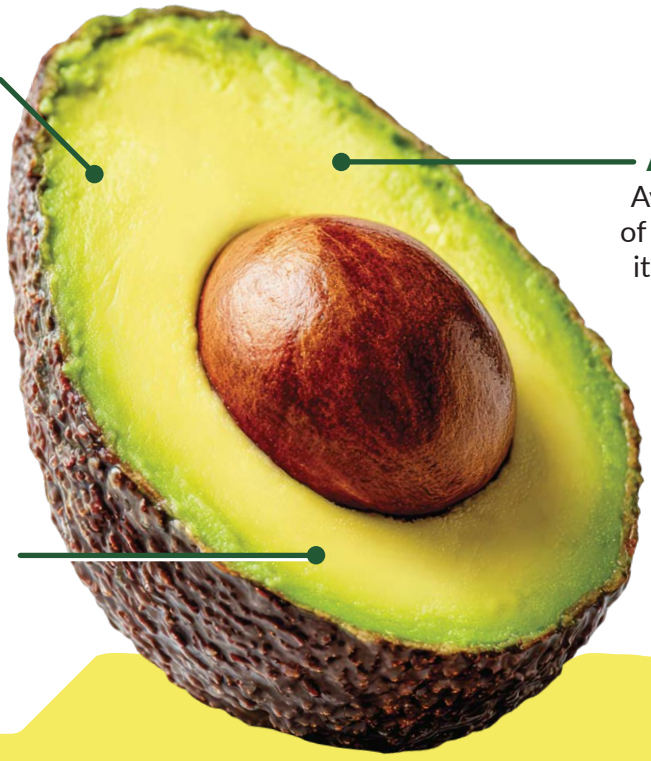
Calories **80**

	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Monounsaturated Fat 5g	
Cholesterol 0mg	**0%**
Sodium 0mg	**0%**
Total Carbohydrate 4g	**1%**
Dietary Fiber 3g	**11%**
Total Sugars 0g	
Protein 1g	
Vitamin D 0mcg	**0%**
Calcium 10mg	**0%**
Iron 0.3mg	**2%**
Potassium 250mg	**6%**
Vitamin E 1mg	**6%**
vitamin K 11mcg	**10%**

*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.

NUTRITION TALKING POINTS

Versatile & Delicious
Avocado is a versatile food that can add flavor, texture, and nutrition to meals throughout the day.



A Good Source of Fiber
Avocado provides 3 grams of fiber per serving, making it an easy way to add fiber to meals and snacks.

Fits a Variety of Dietary Choices
If you follow a Mediterranean, DASH, plant-based, or low-carb diet, avocado can be an easy addition to your meals.

CHOOSE, RIPEN & STORE

CHOOSING AN AVOCADO



HARD
Best for 4-5 days
Choose a firm avocado if you need to use it in a few days.



SLIGHTLY FIRM
Best for 2–3 days
A slightly firm avocado is a good choice when you plan to use it soon.



GENTLE GIVE
Best for 1–2 days
These avocados are ready to eat.

RIPENING

RIPEN AT ROOM TEMPERATURE
Place unripe avocados at room temperature until they reach the desired ripeness.

CHECK FOR RIPENESS
Gently press the avocado to check for a slight give.

Ready to eat: The avocado should yield gently to pressure without feeling overly soft.

SLOW RIPENING
Once an avocado is ripe, refrigeration can help slow further ripening. Make sure the fruit has reached the appropriate ripeness, as chilling can affect flavor and quality.

STORAGE TIPS

UNRIPE AVOCADOS
Store at room temperature until ripe.

RIPE AVOCADOS
Store in the refrigerator to slow ripening. Best enjoyed within 2–3 days.

CUT AVOCADO
Store in an airtight container. Add a little lemon or lime juice and press plastic wrap directly on the surface to help prevent browning.

SHOPPER TAKEAWAYS

Choose Based on When You'll Use It
Pick firm avocados if you won't be using them right away.

Let Ripen at Room Temperature
Give unripe avocados time to reach the desired ripeness.

Refrigerate Once Ripe
Refrigeration can help slow further ripening.

Plan Ahead
Keep a combination of firm and ripe avocados on hand for different meals throughout the week.

Tip: Encourage shoppers to choose a mix of firm and ready-to-eat avocados so they have options throughout the week.

EATING AVOCADO ALL YEAR LONG

Avocados from Colombia are available 12 months a year across two harvest seasons. This consistent availability makes avocado an easy addition to everyday meals, snacks, and seasonal occasions throughout the year.



SPRING



Recipe Idea: Blueberry Avocado Smoothie
Seasonal Ideas:
- Blueberry Avocado Smoothie
- Avocado toast bar
- Creamy avocado ranch dressing

SUMMER



Recipe Idea: Mango Avocado Salsa
Seasonal Ideas:
- Mango avocado
- Taco topping station
- Avocado chimichurri

FALL



Recipe Idea: Avocado Black Bean Quesadilla
Seasonal Ideas:
- Quesadilla station
- Chicken avocado wrap
- Avocado fries

WINTER

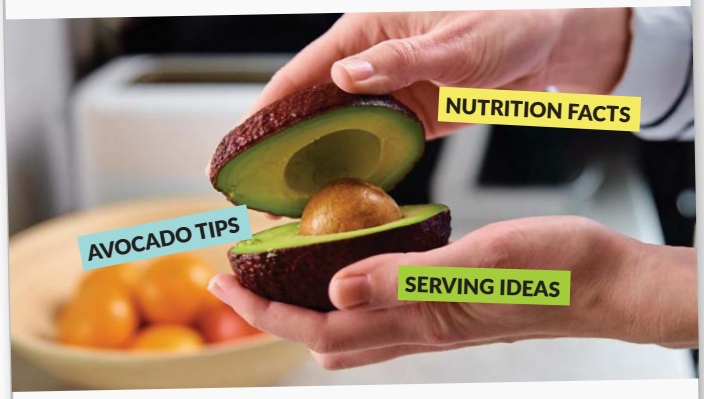


Recipe Idea: Avocado Hummus
Seasonal Ideas:
- Holiday appetizer inspiration
- Avocado-forward grain bowls
- Avocado hummus

SOCIAL & SHOPPER ENGAGEMENT

SOCIAL CONTENT

User Name



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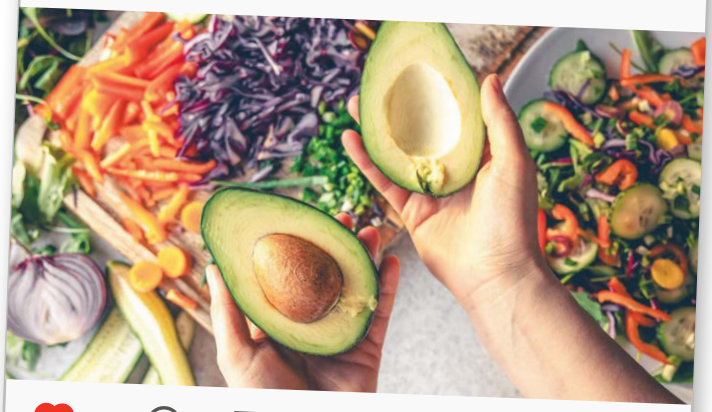
EDUCATION

Share nutrition facts, avocado tips, and simple ways to incorporate avocado.

Example: *"3 Nutrients Avocados Provide"*

User Name



220K 2K 1K

RECIPE INSPIRATION

Highlight quick, delicious ways to use avocado in everyday meals.

Example: *"3 Easy Ways to Use One Avocado"*



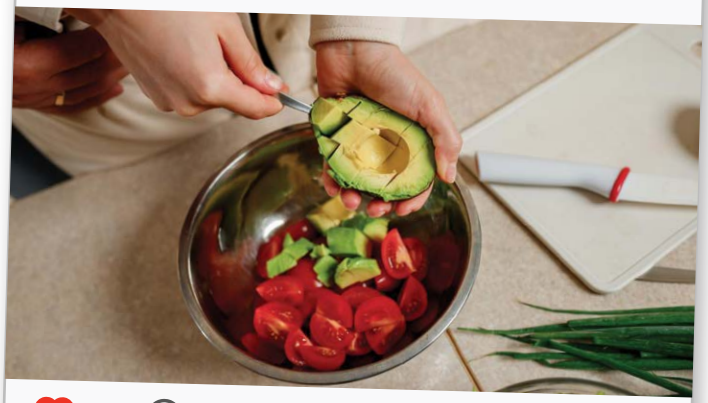
322K 4K 562

SEASONAL

Celebrate seasons, holidays, and occasions with avocado recipes and ideas.

Example: *"Fresh Spring Recipes Featuring Avocado"*

User Name



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BEHIND THE SCENES

Show behind-the-scenes content from your retail dietitian work, including in-store samplings and product displays.

Example: *"A Day in the Life With a Dietitian"*

ENGAGEMENT

Ask questions, run polls, and encourage shoppers to share their favorite ways to enjoy avocado.

Example: *"How do you use avocado beyond guacamole?"*

Ask Questions | Run Polls | Share User Photos & Ideas



IN-STORE ENGAGEMENT

RECIPE TASTING

Prepare a simple avocado recipe and offer samples while sharing one or two nutrition or preparation tips.

Social Extension: Ask shoppers to vote on their favorite combination or share a staff favorite.

HOW TO PICK, RIPEN & STORE

Teach shoppers how to select an avocado based on when they plan to use it, and share simple ripening and storage tips.

Social Extension: Create a Reel showing the three stages of ripeness.

SEASONAL CELEBRATIONS

Tie avocado recipes and sampling to holidays, seasons, and popular shopping occasions.

Social Extension: “Avocados Aren't Just for Guacamole” Reel featuring the recipe and why it fits the season.

SHOPPER CHALLENGES

Invite shoppers to try a new avocado recipe or share their favorite way to use avocado.

Social Extension: Turn shopper responses into a Reel, Story, or carousel: “We asked shoppers how they use avocado...”

RECIPES



SAVORY AVOCADO WAFFLES

Servings: 4

Ingredients

- 2 eggs
- 75 g of mashed avocado
- 1/2 cup milk plus 2 tablespoons
- 1 1/2 cups all-purpose flour
- 3/4 teaspoon salt
- 3/4 teaspoon garlic powder
- 2 teaspoons baking powder
- 2 teaspoons sugar

Directions

1. In a large bowl, whisk the eggs, avocado, and milk.
2. Add the flour, salt, garlic powder, baking powder, and sugar. Mix until combined.
3. Heat your waffle iron according to instructions. Add the batter and cook until golden brown and crispy. Serve with toppings of your choice.

Nutrition Info

Amount per serving

Calories 275

	% Daily Value*
Total Fat 7.2g	**9%**
Saturated Fat 1.8g	**9%**
Cholesterol 95mg	**32%**
Total Carbohydrate 42.6g	**15%**
Dietary Fiber 3g	**11%**
Protein 9.8g	**20%**
Sodium 709mg	**31%**

- Avocado provides monounsaturated fat and fiber.
- Pairing the waffles with eggs or another protein source can make this a more balanced breakfast.
- Using avocado in the batter is one way to incorporate its nutrients into a familiar breakfast food.



AVOCADO BLACK BEAN QUESADILLA

Servings: 3

Ingredients

- 180 g of avocado mashed
- 1 teaspoon cumin
- 1 teaspoon garlic powder
- Pinch of cayenne pepper
- Salt and pepper to taste
- 1/3 cup cilantro, chopped
- 2 large burrito-size flour tortillas
- 1 cup shredded Mexican cheese
- 1/2 onion, sliced
- 1/2 bell pepper, sliced
- 1/2 cup black beans, drained

Directions

1. In a small bowl, mix the avocado, cumin, garlic powder, cayenne pepper, salt, pepper, and cilantro.
2. Heat a greased large skillet over medium-low heat. Place one tortilla in the skillet. Layer half the cheese over the whole tortilla.
3. On one side of the tortilla, spread half the avocado mixture, followed by sliced bell peppers, onions, and black beans.
4. Fold the tortilla in half and cover the skillet. Cook for about 5–6 minutes per side or until golden brown and crispy.

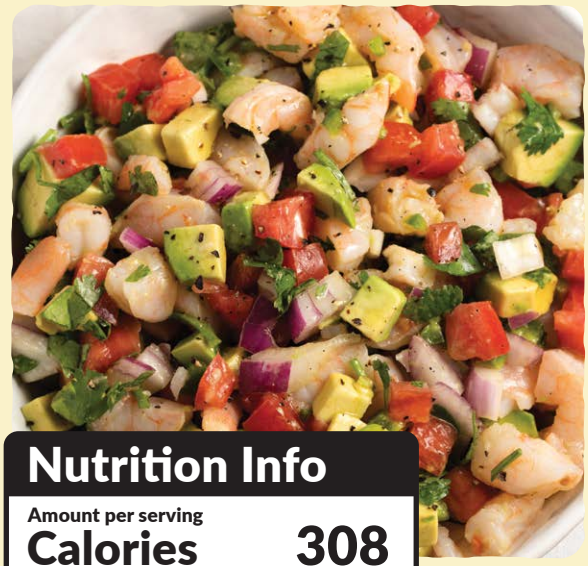
Nutrition Info

Amount per serving

Calories 439

	% Daily Value*
Total Fat 23.3g	**30%**
Saturated Fat 9.3g	**47%**
Cholesterol 34mg	**11%**
Total Carbohydrate 41.4g	**22%**
Dietary Fiber 9.4g	**15%**
Protein 15g	**34%**
Sodium 517mg	**30%**

- Black beans provide plant-based protein and fiber, while avocado contributes additional fiber.
- The combination of beans and avocado adds nutrients to a familiar meal.
- Avocado can add creaminess without needing a large amount of a higher-saturated-fat ingredients.



AVOCADO SHRIMP SALAD

Servings: 3

Ingredients

- 12 ounces cooked shrimp, chopped
- 180 g of avocado chopped
- Lime juice to taste
- 1/3 cup cilantro, chopped
- 1/2 jalapeño, deseeded and diced
- 2 Roma tomatoes, deseeded and diced
- 2 tablespoons olive oil
- Salt and pepper to taste

Directions

Place all ingredients in a large bowl and mix to combine.

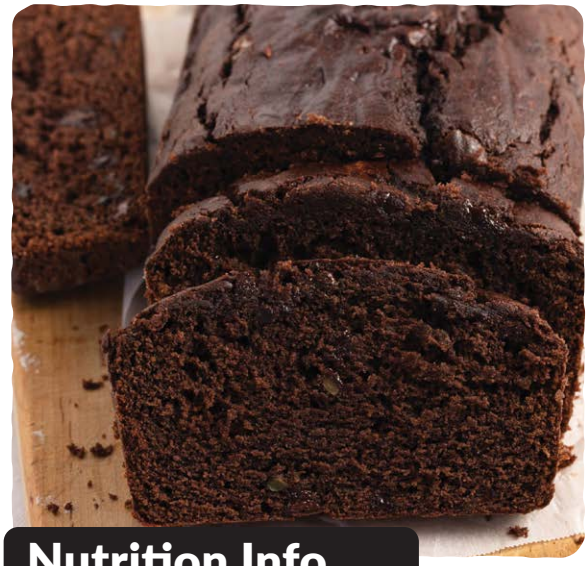
Nutrition Info

Amount per serving

Calories 308

	% Daily Value*
Total Fat 19.2g	**25%**
Saturated Fat 2.8g	**14%**
Cholesterol 214mg	**71%**
Total Carbohydrate 8g	**3%**
Dietary Fiber 5.2g	**19%**
Protein 29g	**58%**
Sodium 134mg	**6%**

- Shrimp provides protein, while avocado contributes fiber.
- Avocado's fat can also help the salad feel more satisfying.
- Adding a variety of vegetables increases the overall fiber and micronutrient content of the meal.



CHOCOLATE AVOCADO BREAD

Servings: 8

Ingredients

- 1 1/2 cups all-purpose flour
- 1/2 cup cocoa powder
- 2 teaspoons baking powder
- 1/4 teaspoon salt
- 1/2 cup melted butter
- 1 cup sugar
- 2 eggs
- 125 g mashed avocado
- 1/4 cup milk
- 1/2 cup semi-sweet chocolate chips

Directions

1. Preheat oven to 350°F. In a large bowl, combine the flour, cocoa powder, baking powder, and salt.
2. In another bowl, combine the butter, sugar, eggs, mashed avocado, and milk.
3. Add the wet ingredients to the bowl with the dry ingredients. Stir just until combined.
4. Pour the mixture into a greased and floured loaf pan. Bake for 40–45 minutes or until a toothpick inserted into the center of the loaf comes out clean.

Nutrition Info

Amount per serving

Calories 389

	% Daily Value*
Total Fat 18.8g	**24%**
Saturated Fat 10.5g	**53%**
Cholesterol 77mg	**26%**
Sodium 132mg	**6%**
Total Carbohydrate 54.6g	**20%**
Dietary Fiber 4.0g	**14%**
Protein 6.1g	**12%**

- Avocado can contribute fiber and monounsaturated fat to a baked recipe while also providing moisture and richness.
- This is an example of how avocado can be incorporated into sweet recipes, not just savory dishes.
- For a more balanced snack or breakfast, pair a slice with a protein-rich food and/or fruit.



AVOCADO HUMMUS

Servings: 8

Ingredients

- 1 can chickpeas
- 360 g avocados
- 2 tablespoons olive oil
- Juice of half a lemon
- 3 tablespoons tahini
- 2 garlic cloves
- 1 teaspoon cumin
- Pinch of cayenne pepper
- Salt and pepper to taste

Directions

Place all the ingredients in food processor or blender, and blend until smooth and creamy.

Nutrition Info

Serving Size: 1/8 of recipe

Calories 220

	% Daily Value*
Total Fat 17g	**22%**
Saturated Fat 3g	**15%**
Cholesterol 0mg	**0%**
Sodium 145mg	**6%**
Total Carbohydrate 15g	**5%**
Dietary Fiber 6g	**21%**
Protein 4g	**12%**

- Avocado gives traditional hummus a fresh twist while creating an especially smooth, creamy texture.
- Chickpeas and tahini provide plant-based protein and fiber.
- Serve with colorful vegetables or whole-grain crackers to create an easy, nutrient-dense snack or appetizer.



BLUEBERRY AVOCADO SMOOTHIE

Servings: 1

Ingredients

- 75 g avocado
- 1/2 ripe banana
- 3/4 cup frozen blueberries
- 1 scoop protein powder, optional
- 1 teaspoon honey
- Cinnamon to taste
- 1/2 cup – 1 cup milk of your choice

Directions

Place all the ingredients in a blender and blend until smooth.

Nutrition Info

Serving Size: 1 smoothie

Calories 350

	% Daily Value*
Total Fat 10g	**13%**
Saturated Fat 3g	**15%**
Cholesterol 45mg	**15%**
Total Carbohydrate 45g	**16%**
Dietary Fiber 8g	**29%**
Protein 29g with protein powder	**58%**
7g without	**14%**
Sodium 180mg	**8%**

- Avocado gives the smoothie a naturally creamy texture and helps create a thicker, more satisfying drink.
- Blueberries add bright color, natural sweetness, and a source of plant compounds.
- Adding a protein source, such as Greek yogurt or protein powder, can turn the smoothie into a more substantial breakfast or snack.

RECIPE SAMPLINGS







AVOCADO HUMMUS

Retail Recipe Card | 8 servings

Nutrition Info

Amount per serving

Calories	189
	% Daily Value*
Total Fat 14.6g	**19%**
Saturated Fat 2g	**10%**
Cholesterol 0mg	
Total Carbohydrate 13g	**5%**
Dietary Fiber 6g	**21%**
Protein 4.2g	**8%**
Sodium 88mg	**4%**

Equipment Needed

- Food processor or high-powered blender
- Measuring cups and spoons
- Cutting board and knife
- Spatula
- Serving bowl
- Small tasting cups
- Sampling spoons
- Disposable gloves
- Napkins
- Food-safe sanitizer and cleaning supplies
- Cooler or refrigerator, as needed

Before the Sampling

- Drain the chickpeas and pre-measure the ingredients before arriving at the sampling station.
- Cut the avocados just before blending to minimize browning.
- Pre-portion samples or have tasting cups ready so they can be served quickly once the hummus is prepared.
- Place the finished hummus in a shallow serving bowl for easy sampling and visibility.
- If the store permits it, have whole-grain crackers or fresh vegetables available for sampling.

How to Sample

1. Briefly introduce the recipe and explain that avocado can be used in recipes beyond guacamole.
2. Add all ingredients to the food processor or blender.
3. Blend until smooth, scraping down the sides as needed.
4. Season to taste.
5. Transfer to a serving bowl and offer small samples.
6. While shoppers sample, point out the ingredients and answer questions about using and storing avocados.

Make It Easy

- Display: Keep an unopened avocado and a can of chickpeas beside the finished hummus so shoppers can easily identify the key ingredients.
- Prep: Measure dry and liquid ingredients into small containers ahead of time. This keeps the sampling moving and reduces spills.
- Cleanup: Line the work surface with a washable mat or tray. Keep a small trash bowl nearby for avocado peels, garlic skins, and other scraps.
- Equipment: If possible, use a food processor with a removable bowl and blade that can be quickly rinsed and cleaned between batches.
- Sampling: Use small portions. The goal is to give shoppers a taste while keeping serving and cleanup manageable.

Talking Points:

- Chickpeas provide fiber and plant-based protein, while avocado adds fiber and monounsaturated fat.
- Combining the two makes this a nutrient-dense dip that can be paired with vegetables or whole-grain foods.
- Avocado adds a creamy texture while contributing nutrients beyond what you would get from traditional hummus alone.
- Avocados provide folate, a B vitamin that plays a role in cell growth and division.
- Avocado and chickpeas provide different sources of plant-based nutrients, making this a simple way to combine multiple nutrient-rich ingredients.
- Tahini contributes unsaturated fats and minerals, adding another nutrient-dense ingredient to the dip.



RECIPE SAMPLING







BLUEBERRY AVOCADO SMOOTHIE

Retail Recipe Card | 1 serving

Nutrition Info

Amount per serving

Calories 253

	% Daily Value*
Total Fat 10.5g	**13%**
Saturated Fat 1.4g	**7%**
Cholesterol 0mg	
Total Carbohydrate 40.3g	**15%**
Dietary Fiber 8g	**29%**
Protein 3.4g	**7%**
Sodium 366mg	**16%**

Nutrition analysis does not include optional protein powder.

Equipment Needed

- Blender
- Measuring cups and spoons
- Cutting board and knife
- Serving glass or small tasting cups
- Straws or sampling spoons
- Disposable gloves
- Napkins
- Cooler or refrigerator, as needed
- Food-safe sanitizer and cleaning supplies

Before the Sampling

- Pre-measure the blueberries and other ingredients into individual containers.
- Keep frozen blueberries frozen until you're ready to blend.
- Scoop the avocado shortly before the sampling.
- If preparing multiple samples, multiply the recipe ahead of time rather than blending individual servings.
- Keep the finished smoothie chilled and serve promptly.

How to Sample

1. Introduce the smoothie and point out the combination of avocado and blueberries.
2. Add avocado, banana, blueberries, almond milk, honey, and cinnamon to the blender. Add protein powder if desired.
3. Blend until smooth.
4. Pour into small tasting cups and serve immediately.
5. Use the ingredients on display to talk with shoppers about simple ways to incorporate avocado into smoothies.

Make It Easy

- Display: Keep the avocado, banana, frozen blueberries, and almond milk visible next to the blender so shoppers can see exactly what goes into the smoothie.
- Prep: Pre-measure ingredients into individual containers or bags. For a busy sampling, prepare several batches' worth of ingredients in advance.
- Texture: Use frozen blueberries rather than fresh to create a cold, thick smoothie without needing ice.
- Cleanup: Keep the blender base away from the edge of the table and place a towel underneath it to catch spills. Rinse the blender immediately after sampling to prevent ingredients from drying onto the sides.
- Sampling: Pour directly from the blender into small cups immediately after blending. If making multiple batches, blend only what you expect to serve within a short period.

Talking Points:

- The avocado contributes fiber, while blueberries and banana add additional fruit and plant foods to the recipe.
- Almond milk can vary considerably by brand, so shoppers can check the Nutrition Facts label for differences in protein, calcium, vitamin D, and added sugar.
- Avocado provides fiber and monounsaturated fat, while blueberries add another source of fruit and plant nutrients.
- The avocado contributes creaminess and can make the smoothie more satisfying than fruit alone.
- Pairing the smoothie with a protein source, such as Greek yogurt or milk, can make it more substantial.



RESOURCES

Consumer-Friendly Education Page

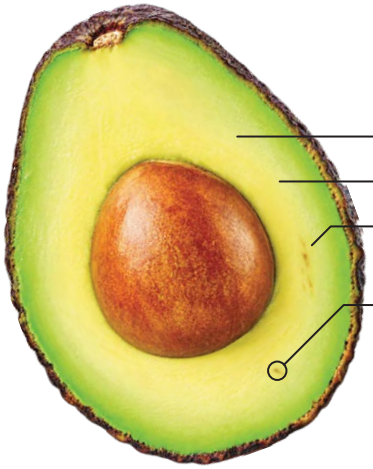
PICK, STORE & ENJOY AVOCADOS

HOW TO TELL WHEN AN AVOCADO IS READY



The best way to check an avocado is by gently pressing the outside with the palm of your hand.

- **Firm:** Not quite ready. Let it ripen at room temperature.
- **Slightly soft:** Ready to enjoy!
- **Very soft or mushy:** May be overripe. Cut it open to check the inside.



What Does a Good Avocado Look Like?

Inside a ripe avocado, look for:

- Bright green to yellow-green flesh
- A creamy, smooth texture
- Minimal brown or dark discoloration
- **What about a few brown spots?**

A small amount of browning doesn't necessarily mean an avocado is bad. Cut away small discolored areas and use the remaining flesh if it looks and smells fresh.

How to Ripen Avocados



Need it to ripen faster?

Place your avocado in a paper bag at room temperature. Adding a banana or apple can help speed things along because these fruits release ethylene, a natural plant hormone involved in ripening.



Already perfectly ripe?

Move it to the refrigerator to slow the ripening process and help you enjoy it later.



How to Store a Cut Avocado

Only using half? Keep the other half fresh by:

1. Leave the pit in if it's still attached, though the pit only protects the area directly underneath it.
2. Brush or rub the exposed flesh with lemon or lime juice if desired.
3. Press plastic wrap directly against the cut surface, or store it in an airtight container.
4. Refrigerate promptly.

For the best quality, use cut avocado as soon as possible.

AVOCADO STORAGE CHEAT SHEET



FIRM AVOCADO
Countertop



RIPE AVOCADO
Enjoy now or refrigerate



CUT AVOCADO
Airtight container
+ refrigerator



MASHED AVOCADO
Airtight container
+ refrigerator



Buying several avocados at different stages of ripeness? That's a good thing!!
Choose a mix of firm and ready-to-eat avocados so you can enjoy them throughout the week instead of having them all ripen at once.

Printable Shopper Materials

AVOCADO RIPENESS GUIDE



KEEP YOUR AVOCADOS FRESH





MAKE THE TOOLKIT WORK FOR YOU

Use the tools in this guide to educate, inspire, and engage shoppers across the places you already work.

ONE RESOURCE, MULTIPLE USES

RECIPES

Turn one recipe into:

- Cooking sampling
- Social post or Reel
- Newsletter feature
- Meal-planning resource

NUTRITION FACTS

Turn one nutrition fact into:

- Newsletter tip
- Social graphic
- Presentation slide

TALKING POINTS

Turn one question into:

- Grocery-tour activity
- Retail event
- Social engagement question

SEASONAL CONTENT

Turn seasonal inspiration into:

- Seasonal newsletter
- Social campaign
- Retail activation
- Cooking sampling

PROFESSIONAL APPLICATION

Group Education
Use recipes, nutrition facts, and conversation starters in classes and workshops.

Community Events
Bring recipes, samples, and nutrition education to health fairs and community events.

Newsletters
Share recipes, tips, and seasonal inspiration with your audience.

Grocery Tours
Use shopper questions, avocado tips, and recipe ideas during store tours.

Social Media
Turn recipes, nutrition facts, and seasonal ideas into engaging content.

Media Appearances
Use approved nutrition messages, recipes, and avocado tips as talking points.

CONTENT REPURPOSING TIPS

Keep the Core Message Consistent
Stay aligned with CAB-approved nutrition messages and key talking points.

Use Recipes as Visual Anchors
Recipes are naturally visual and can become social posts, sampling, newsletters, and more.

Pair Education With an Action
Give shoppers and clients one simple takeaway they can use right away.

ONE IDEA CAN GO A LONG WAY

Start with one toolkit resource → adapt it → share it → engage your audience.

Whether you're leading a grocery tour, planning a cooking sampling, or creating social content, the same resources can work across multiple settings.

ABOUT

LAUREN MARDEUSZ, RDN, LDN



Lauren Mardeusz, RDN, LDN, is a registered dietitian, writer, content creator, and media spokesperson who makes nutrition practical, approachable, and relevant to everyday life. Through her work with Salt + Honey Nutrition, Lauren creates evidence-based nutrition content for brands, publications, and media, with a focus on translating nutrition science into clear, engaging stories consumers can actually use. She has contributed to outlets including CNET, Health.com, and EatingWell and regularly appears as a nutrition expert on television and digital media.

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THE COLOMBIA AVOCADO BOARD

AVOCADOS FROM COLOMBIA | COLOMBIA AVOCADO BOARD

The Colombia Avocado Board (CAB) supports the growth and success of Colombian avocados in the U.S. market. Established in 2020, CAB works alongside growers, industry partners, and avocado organizations to promote Colombian Hass avocados and strengthen retail and foodservice opportunities. Through marketing, research, trade engagement, and industry development, CAB helps connect U.S. consumers with Colombian avocados.

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