

Developing Science to Substantiate Nutritional Marketing Messages for Hass Avocados

VII World Avocado Congress
Cairns, Australia

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Avocado Literature Review Tells Us...

- Heart healthy
- Unique weight control benefits
- Type 2 diabetes protection
- Special bioavailability benefits
- Possible eye and skin protection during aging
- Other benefits are possible

Consumer Research Tells Us...

- Nutritional qualities translate to compelling, new reasons to buy avocados
- Of current messages, nutrition and versatility messages most influential
 - Multi-vitamins/plant compounds and good fat are most appealing
- Nutrition messages in context increase intent to purchase

Why Develop Nutritional Research?

We all know avocados are good for you...

... we just need the science to support messaging and be able to pass regulatory evidence requirements



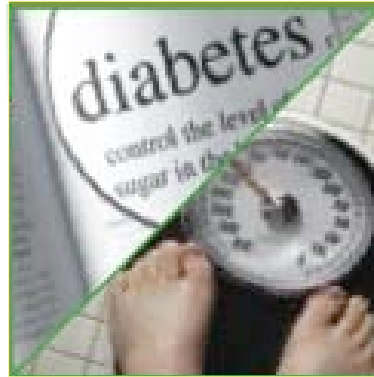
Building a Strategic Research Plan

1. Establish 3-4 consumer pillars
2. Identify “sweet spots” for each
3. Build the pathway to securing claims/benefits, situation associations and support for each pillar

Nutrition Research Pillars



Heart Health



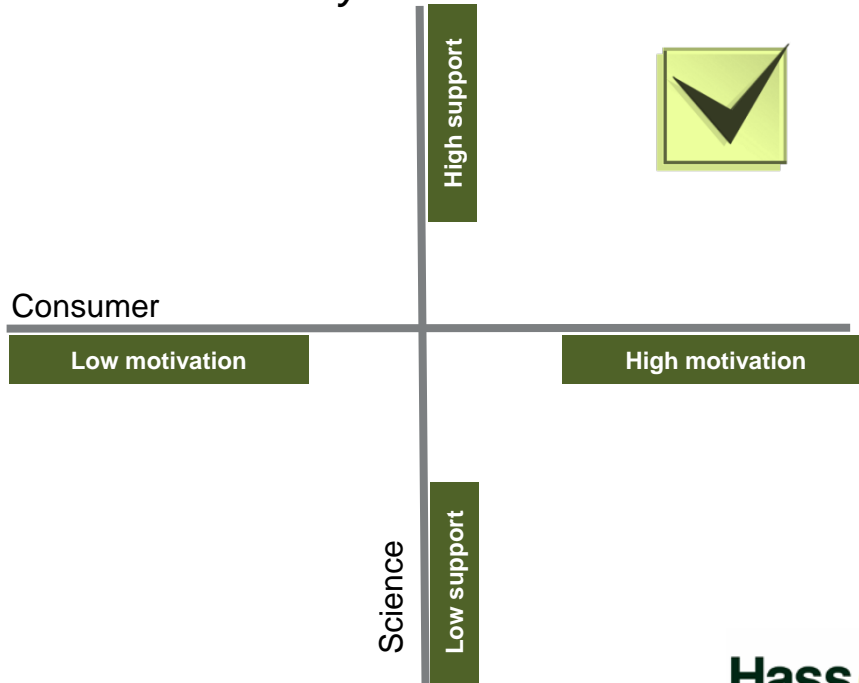
Weight Management
Diabetes



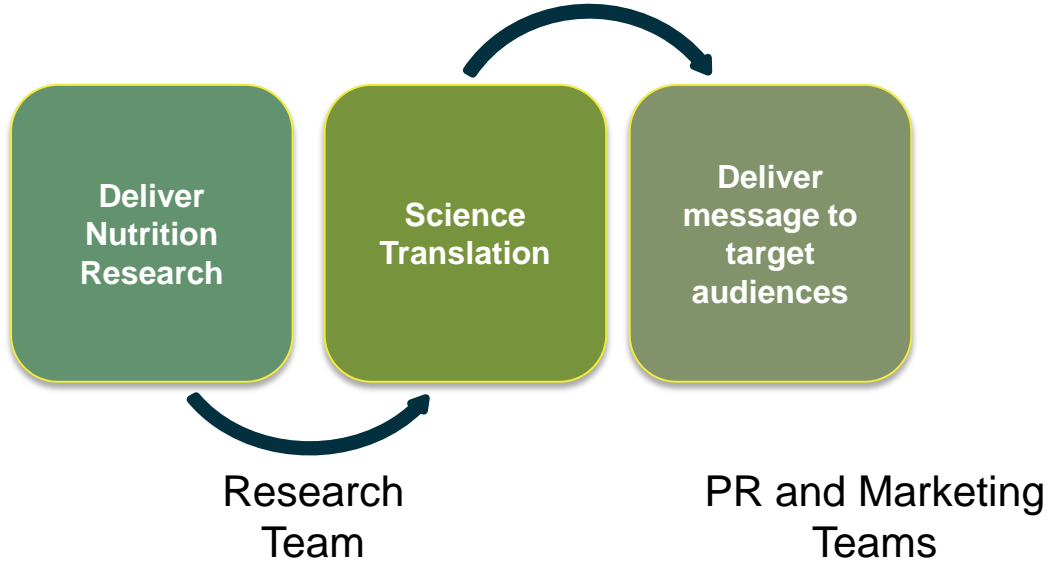
Healthy
Living/Aging

Identify the “Sweet Spots”

The most compelling consumer call-to-action that can be substantiated scientifically



Integration with Marketing



Goal

Develop a nutrition research plan to help drive increased consumption of Hass avocados

Objectives

Generate scientific substantiation for the nutrition/health benefits of consuming more Hass Avocados

Increase believability in and acceptance of benefits

Establish HAB as the global leader in avocado nutrition research

Audiences

Primary: Nutrition science influencers; Avocado industry
Secondary: Food, health and nutrition influencers; Consumers

Strategies

Develop Nutrition Research

Science Translation

Science Influencer Education

Grounding for a Good Study Design

- Predictable results
- Suitable for peer-reviewed publication
- Will pass regulatory evidence requirements
- Will support marketing direction



Making it Marketing-Driven, not
Academic/Science-Driven

Phase I Studies

| Pillar | Institution/ Researcher | Name of Study |
|--------------------------------|---|--|
| Heart Health | The Pennsylvania State University, Penny Kris-Etherton, PhD, RD | The Effect of One Avocado per Day on Established and Emerging Cardiovascular Disease (CVD) Risk Factors |
| Weight Management/ Diabetes | Loma Linda University, Joan Sabate, MD, DrPH | Incorporating Avocados in Meals: Effect on Glycemic Index, Insulin Response, Satiety and Satiety-Related Gastrointestinal Peptides in Humans |
| Healthy Living | The Ohio State University, Steven Schwartz , PhD | Enhancing Human Intestinal Absorption of Carotenoids and Bioconversion of Carotene to Vitamin A in the Presence of Hass Avocados |

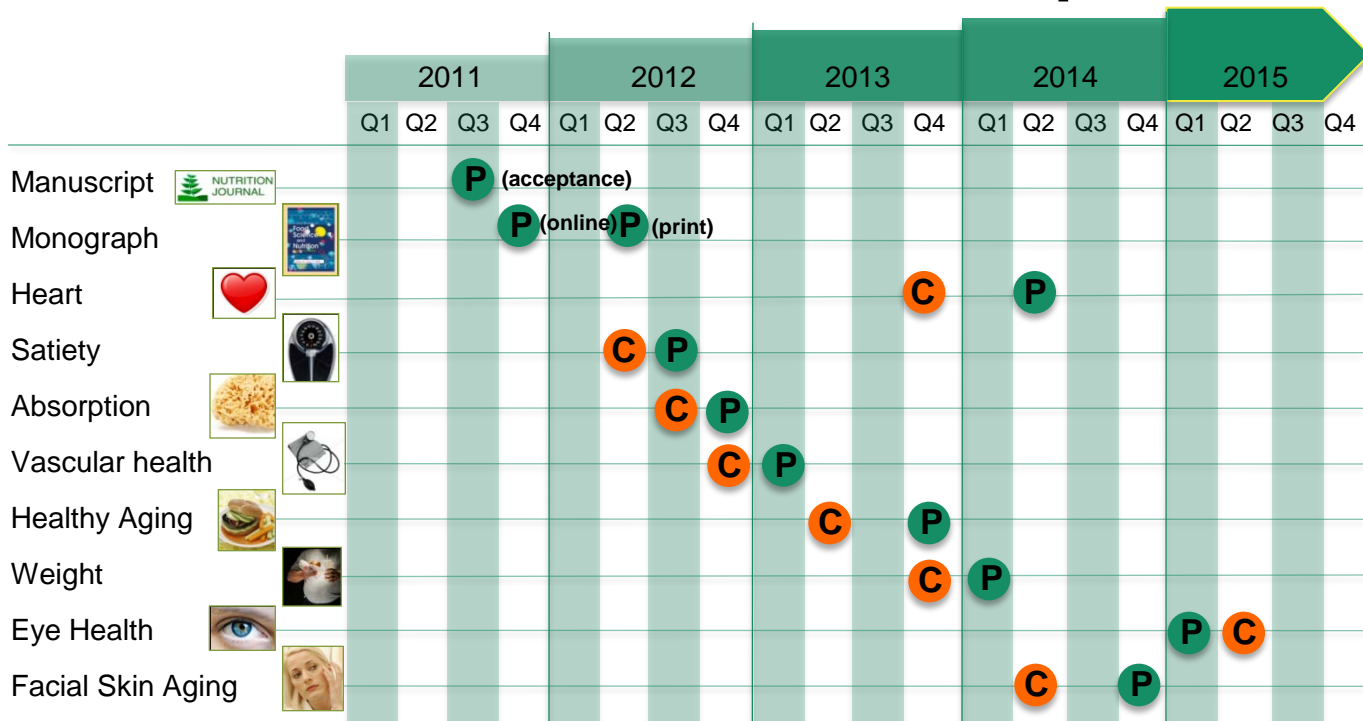
Phase II Studies

| Pillar | Institution/ Researcher | Name of Study |
|----------------|--|---|
| Heart Health | USDA Human Nutrition Center, Beltsville, Drs. Baer and Novotny | Avocados and Vascular Health: Evaluate the role that avocados have in promoting vascular (blood vessel/blood pressure) health |
| Healthy Living | UCLA Human Nutrition Center, David Heber, MD | Hass Avocado Flesh Inhibition of Absorption of Lipid Peroxidation Products When Added to a Ground Beef Patty Consumed by Healthy Volunteers |

Phase III Studies (pending Board approval)

| Pillar | Institution/ Researcher | Name of Study |
|-----------------------------------|---|--|
| Healthy Living | Tufts University, USDA Center for Aging, Elizabeth Johnson, PhD | The effect of daily consumption of avocados for 6 months on eye and cognitive function in older adults |
| Weight Management/ Diabetes | Stanford School of Medicine, Prevention Research, Christopher Gardner, PhD, | Avocados may support lower body weight and body fat levels compared to low fat diets |
| Healthy Living | Clinical Research Laboratories, Bruce Kanengiser, MD | Avocados may promote healthy facial skin aging (e.g., reduce wrinkles, enhance smoothness) |

Phase I, II and III Timeline Snapshot



C Presentation at Scientific Conference (estimate) **P** Publication (estimate)

Progress Since Program Launch

- Identified research pillars
- Developed and initiated Phase I and Phase II research plans and have recommended Phase III
 - Several publications and presentations in pipeline
- Established www.avocadonutritioncenter.com and database of key science influencers
- Developed new science-based messages
- Building science influencer support for research and messaging
- Beginning integration with marketing/PR

Closing Thoughts

- The commitment that the Hass Avocado Board has made in developing its nutritional research program, will ultimately benefit avocado consumption in the U.S. but will have an effect throughout the world avocado industry.
- Coordination of nutritional research plans among avocado industries from different countries will help to maximize grower's assessments.

THANK YOU!

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