



CALIFORNIA  
CA GROWN

#2023

ANNUAL REPORT

# CA GROWN

## *Has a Singular Goal:*

to help consumers recognize California's role in food production and to connect them with the farmers, ranchers and farmworkers that grow over 400 specialty crops in the Golden State. And since California produces over 50% of the nation's produce, we have lots of stories to tell.

We reach consumers in a number of ways: digital and social media, paid digital + print advertising, retail partnerships that include in-store + digital activations, events, and more. Our partners include individual commodity marketing boards, grower/packer licensees, agricultural groups and statewide partners, like Visit California.

If you're selling food, wine or flowers from California, we're already on your team. Let us know how we can help you share your **#CAGROWN** story.





FOREWARD

## A NOTE FROM *Secretary Ross*



The 2023 year marked the first full year of in-person programming for California Grown since COVID. Promotions in retail, foodservice, nutrition, social media, and international domains, along with consumer-facing special events, were executed all 12 months of the year. California Grown is truly fulfilling its mission to motivate consumers to purchase CA GROWN products.

I share this annual report summarizing the 2023 activities and accomplishments of California Grown, hoping to reaffirm enthusiasm for this vital program and its role in supporting Californians who grow, harvest, process and produce the state's agricultural bounty.

**KAREN ROSS, SECRETARY**

*California Department of Food and Agriculture*



*Introduction: California Grown Story*

*California Grown Community*

*2023 Program Overview/Reports*

*California Grown Operational Budget*

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californiagrown.org



@cagrownofficial



INTRODUCTION:  
*California  
Grown Story*

# THE *California Grown* STORY

*@* California Grown is the recognized brand for California Grown agricultural food and fiber. California Grown, also known as the Buy California Marketing Agreement (BCMA), was created in 2001 to promote all California grown agricultural products. California Grown remains the only statewide agricultural marketing organization promoting all California Grown agricultural products on a year-round basis. California Grown is funded through public and private contributions such as the U.S. Department of Agriculture (USDA), California Department of Food and Agriculture (CDFA), & California agricultural organizations.

Through creative marketing, effective storytelling and leveraging of the "California

Grown" brand, this organization is reaching hundreds of millions of consumers. California Grown's message ensures consumers understand the value of buying California Grown agricultural products and the direct benefit to the state's economy, communities, farmers, ranchers, and consumers.

For two decades, the California Grown brand and iconic blue and gold license plate logo has been and remains a successful marketing tool leveraged by California commodity organizations and licensed food companies. Designed as a classic representation of California, this logo is a recognizable label identifying high quality products from California, and serves as a reminder of the importance of looking for and purchasing California Grown agricultural products. It is a symbol of pride for the Golden State's agricultural industry and the California way of life - a consumer call to action to make a conscious choice to purchase California Grown and embrace the California lifestyle.

*Be Californian  
- Buy California Grown!*

For more information, please visit California Grown's website, [www.californiagrown.org](http://www.californiagrown.org).

California Grown (also legally known as the Buy California Marketing Agreement) is a membership-based, consumer-focused marketing association with the expressed purpose of building awareness and sales of California Grown agricultural products and appreciation for the people that produce them.

Current California agricultural organization membership representing tens of thousands of California producers (not including 100+ individual company members) are as follows:

## FY23-24 BCMA OFFICERS

**TODD SANDERS**  
CALIFORNIA BLUEBERRY COMMISSION  
Board Chair

**KIARAN LOCY**  
CALIFORNIA PRUNE BOARD  
Board Vice Chair

**KARLA STOCKLI**  
CALIFORNIA FIG ADVISORY BOARD  
Board Treasurer/Secretary

## CALIFORNIA GROWN MANAGEMENT & CREATIVE TEAM

**CHERIE WATTE**  
Executive Director

**K.C. LOQUACI CORNWELL**  
Digital + Social Marketing Director

**MEG VAN DER KRUIK**  
Blog Manager

**ANGIE HANSON**  
Retail Programs Manager

**AMY MYRDAL MILLER**  
Retail Nutrition Marketing +  
Foodservice Partnership Specialist

**REBECCA JOHNSON**  
Events/Special Projects Coordinator

## CA GROWN MEMBERS

AMERICAN PISTACHIO GROWERS  
CALIFORNIA APPLE COMMISSION  
CALIFORNIA ARTICHOKE ADVISORY BOARD  
CALIFORNIA AVOCADO COMMISSION  
CALIFORNIA BLUEBERRY COMMISSION  
CALIFORNIA CERTIFIED ORGANIC FARMERS  
CALIFORNIA CANTALOUPE ADVISORY BOARD  
CALIFORNIA FARM BUREAU FEDERATION  
CALIFORNIA FIG ADVISORY BOARD  
CALIFORNIA FRESH FIG GROWERS ASSOCIATION  
CALIFORNIA MILK ADVISORY BOARD  
CALIFORNIA OLIVE COMMITTEE  
CALIFORNIA OLIVE OIL COUNCIL  
CALIFORNIA POULTRY FEDERATION  
CALIFORNIA PRUNE BOARD  
CALIFORNIA STATE BEEKEEPERS ASSOCIATION  
CALIFORNIA SWEETPOTATO COUNCIL  
CALIFORNIA TABLE GRAPE COMMISSION  
CALIFORNIA WALNUT COMMISSION  
CALIFORNIA WILD RICE ADVISORY BOARD  
RAISIN ADMINISTRATIVE COMMITTEE  
WINE INSTITUTE

2023 Program OVERVIEW



# 2023 Program OVERVIEW

The 2023 year was another great one for California Grown. In addition to the steady execution of ongoing marketing campaigns such as retail and digital promotions, the 2023 year saw re-introduction of international and foodservice marketing. And, **for the first time, California Grown engaged in nutrition marketing, agritourism promotional partnerships, and consumer research.** The 2023 year also marked the official introduction of Spanish translation of marketing assets across all programs.



The full menu of California Grown marketing programs covered in this report include retail, foodservice and international promotions, owned and paid digital advertising, public relations campaigns, agritours, and special events.

### California Prunes

California Prunes are available year-round creating promotional opportunities to tie them to months with health themes like American Heart Month in February, National Mediterranean Diet Month and National Osteoporosis Month in May, and National Fruits & Veggies Month in September. California Prunes can also be promoted and celebrated in October as part of California Farmer & Farmworker Month to celebrate the farmers and workers who hand-tend each plum tree to cultivate perfect plums that after drying become prunes.

Nutrition Facts	
Varied Servings Per Container	
Serving size 4 prunes (30g)	
Amount per serving	
<b>Calories</b>	<b>90</b>
<b>% Daily Value*</b>	
Total Fat 1g	2%
Saturated Fat 0g	0%
Sugar 20g	40%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 24g	8%
Dietary Fiber 3g	12%
Total Sugars 16g	32%
Includes 1g Added Sugars	2%
<b>Protein 1g</b>	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 0.1mg	2%
Phosphorus 10mg	2%
Vitamin B6 0.1mg	2%
Vitamin C 0mg	0%
Vitamin K 20mcg	20%
Thiamin 0.1mg	2%
Niacin 0.1mg	2%
Vitamin B12 0.1mcg	2%
Potassium 100mg	2%
Magnesium 10mg	2%
Copper 0.1mg	10%
Manganese 0.1mg	2%

**FUN FACTS**

- Not all plums can be prunes, but all prunes are plums!

Prunes are grown specifically to the Improved French variety in the Petite d'Agen region in the heart of California's Golden State.

California is the world's largest producer of prunes and supplies over 90% of the



## RETAIL

**I**n 2023, California Grown extended its retail marketing and promotional breadth with retailers and shoppers, by activating promotions with 14 retailers. More than 40 promotional and merchandising campaigns, including more than 50 commodity categories, were executed all 12 months of the year. Total estimated sales attributed to CA GROWN retail promotions in 2023 was nearly \$275,000,000.

### PROGRAM HIGHLIGHTS

California Grown maintained continuity with its tried-and-true retailer partners including Albertsons/Safeway in Southern California, Ralphs, Costco, and Stater Bros. Promotions included branded ads and custom bins as well as demonstrations, in-store signage and video content.

We added integrated marketing and media promotions to existing retail programs which introduced new customers, shoppers, geographies, and programming to California Grown messaging.

California Grown also engaged in retail promotions with new partners including Smart & Final, Mollie Stone's and IGA. New partner promotions included both in-store point of sale signage and digital banners, branded print and digital ads, digital website features as well as email and social channel marketing programs. The 2023 year was the first year California Grown retail promotions expanded beyond California's borders with IGA promotions executed in Oregon as well as Florida.

In efforts to increase shopper and consumer reach, California Grown launched two pilot media programs in October promoting: Farmer & Farmworker Month and "Always In Season." The mobile media shopper campaigns geographically targeted customers based upon keyword searches like groceries or food. Targeted shoppers were delivered a California Grown-branded mobile ad in a 10-mile radius of retail outlets including Costco, Save Mart, WinCo, Raley's, Whole Foods, Safeway, Grocery Outlet, Trader Joe's, Sprouts, and Nugget Markets. The campaign tracked shopping frequency, impressions and clicks as well as identified users who visited retail outlets upon seeing the ad.

The second pilot media promotion featured targeted digital advertisements in the Los Angeles area to coincide with the October, 2023 International Fresh Produce Association's Global Produce and Floral Show - the largest fresh produce and floral event which is attended by thousands of retail buyers. The digital displays and billboards were placed in a regional airport and along high traffic interstates. These campaigns generated four-million impressions during a three-week period.

California Grown is aware the shopper journey or path to purchase is complex. The average shopper engages in six touch points before making a purchase. This provides considerable opportunity to sway or reinforce a decision. California Grown executed retail promotions are designed to ensure California Grown commodities are top of mind during a shopper's path to purchase.

### RETAIL EVENTS

California Grown also engaged in a number of retail industry events including the 2023 California Grocers Association (CGA) Strategic Conference and International Fresh Produce Association (IFPA) Global Produce and Floral Show.

- \* Retailers learned of California Grown's Nutrition Marketing Program assets and capabilities, and Retail partnerships were established with California Grown to bring this information and resource to shoppers.
- \* IFPA drew more than 21,000 visitors, including 3,300 buyers. California Grown's booth featured 6 chef demonstrations and California Grown recipe sampling events.
  - \* BCMA's interactive booth at IFPA offered specialty crop recipe demonstrations, recipe samplings, commodity tastings, and specialty crop presentations covering seasonality, production methods, selection, preparation, storage and more.







# Retail

## NUTRITION PROGRAM

**T**he CA GROWN Retail Nutrition Marketing Program launched in early 2023 with the release of the new CA GROWN Retail Nutrition Marketing Kit, which features ready-to-use marketing content for 16 specialty crops and dairy.

In addition to nutrition and health information, each section features fun facts, seasonal availability, kitchen and culinary tips, talking points for culinary demonstrations and in-store sampling programs as well as sample social media posts.

### March 2023 | CA GROWN CULINARY NUTRITION EDUCATION SESSION

In March, 2023, California Grown facilitated a culinary nutrition education session at the Food & Culinary Professionals Culinary Workshop with an audience of 150 attendees. Food & Culinary Professionals (FCP) is one of 28 practice groups of the Academy of Nutrition and Dietetics, the largest organization representing food and nutrition professionals in the world. FCP members include dietitians who work for supermarkets, restaurants, food companies, commodity boards, and professional culinary schools. FCP hosts a three-day culinary workshop in Napa every other year.

CA GROWN led a two-hour education session featuring a presentation on CA GROWN, a guided tasting of eight crops: Artichokes, Dates, Extra Virgin Olive Oil, Honey, Raisins, Strawberries, Walnuts and Wild Rice, as well as culinary demonstrations.

The CA GROWN session was the highest rated session of the three-day event.

### EDUCATION SESSION & PRODUCE FOR BETTER HEALTH RETAIL IMMERSION EVENT

In October 2023, California Grown provided an education session at the Produce for Better Health Retail Immersion Event. Produce for Better Health (PBH)

leads the HAVE A PLANT® campaign on behalf of the International Fresh Produce Association (IFPA). The CA GROWN presentation was given at the PBH Retail Immersion to 21 retail dietitians from national and regional grocery chains in Anaheim, CA as part of the IFPA Global Produce & Floral Show. In addition to presenting, the CA GROWN team distributed hard copies of the **CA GROWN Retail Nutrition Marketing Kit** and led an activity designed to get the retail dietitians to explore the kit and to state ways they would use kit content in their promotional and educational programs within their stores. More than 20 retailers participated in the event including Gelson's, Giant Food, H-E-B, Kroger, and Meijer. The activation also included retail dietitian visits and meetings in the California Grown Booth at the International Fresh Produce Association Global Produce & Floral Show.



## FOODSERVICE Promotions

**@** A GROWN launched a new foodservice partnership program in 2023. Foodservice is next to retail in terms and size and value in the marketplace. The first foodservice partner to highlight a specialty crop on a menu was Black Angus Steakhouse - offering a spring fire-grilled artichoke promotion. Black Angus (a California-based restaurant chain with 32 locations across CA, WA, AZ, NM, and HI) promoted this LTO (limited time offer) via a special menu, social media, their website, as well as e-newsletters sent to more than 450,000 recipients each week. The restaurant sold more than 13,000 California Grown artichokes during the 10-week promotional period.

## Performance Metrics: @cagrownofficial



FACEBOOK

Audience  
**203,340**



INSTAGRAM

Impressions + Views  
**25.8M**



TWITTER

Engagement  
**491K**



YOU TUBE

Link Clicks  
**73K**



TIK TOK



PINTEREST

Audience  
**12.8M**

Impressions  
**33.56M**

Engagement  
**885K**

External Impressions  
**10M**

(FROM CA GROWN CREATORS + PARTNERS)

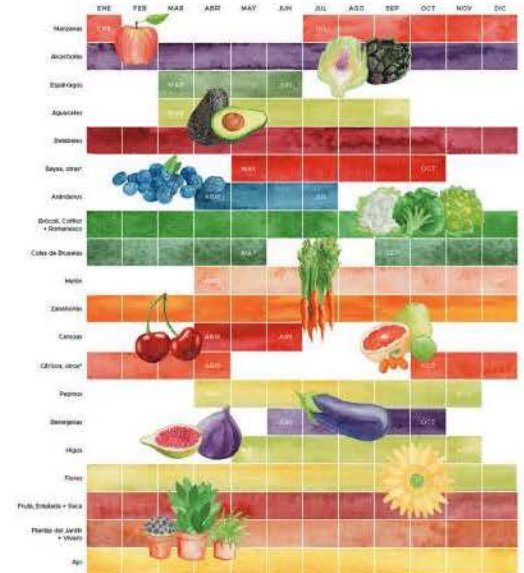


## ORGANIC SOCIAL/DIGITAL *Media*

California Grown continued to reach consumers via owned social media channels and digital platforms including the website and newsletter, with partnerships that include Visit California and members, as well as influencer platforms via our CA GROWN Creators program. With consumers increasing reliance on social media for important news and information, California Grown shares recipes, farmer and farmworker stories, facts, and inspirational photos and videos about California agriculture through daily social media posts on Facebook, Instagram, Twitter, and Pinterest, with additional video content being shared on YouTube and TikTok. A Threads (META) channel was added in July 2023. In the social media environment, content is what consumers are looking for. California

Grown content is original, creative, and focused on the bounty and seasonality of California's fruits, vegetables, and floral crops. California Grown content encourages consumers to look for and purchase produce, wine, and other agricultural commodities produced in the state. And, for good reason, since California agriculture represents what is good in this world - high quality and regard for the environment and farming tradition.

As directed by the Executive Committee, the CA GROWN team continues to focus on quality of reach over quantity of general impressions, striving: (a) to create content that key consumers are seeking, and (b) to keep views and engagements high with California quality and selection messaging.



## BLOG, WEBSITE *and eNewsletter*

The California Grown website, in addition to the contracted content from the blog manager, added 199 additional articles by the digital team to californiagrown.org including grower profiles, commodity features, agritourism content, influencer content and campaign landing pages. These articles included associated photos, videos or both.

californiagrown.org

1.2M  
PAGEVIEWS

Improvements were made to californiagrown.org to improve user experience and digital optimization. These include: improvement to the search functionality and the addition of Spanish-language pages for key content. The CA GROWN weekly consumer newsletter, The Californian, highlighted new blog content, in season crops, grower features, and campaigns throughout the year. The subscriber list for the newsletter grew by over 4000 consumers in 2023, mostly through collaborative campaigns like California Wine Month with Visit California, and through work with the CA GROWN Creators. Californiagrown.org, almost doubled traffic in 2023 to 1.2 million pageviews according to Google

analytics. For reference, there were approximately 527,000 pageviews from 2021 and 690,000 pageviews from 2022. Average engagement time on the website was 32 seconds.

Meg van der Kruik, our Blog Manager, published 52 search engine optimized (SEO) recipes and articles, all of which included new photography, video content and Google Web Stories. Metric conversions were added to all recipe pieces. Meg also added 33 Google Web Stories to high performing posts or pieces we believed could perform well if updated. Any recipe pieces updated by Meg or the digital team also received metric conversions.

## CA GROWN *Creators*

Our influencer program, CA GROWN Creators, was again expanded to include new talent and platforms. The influencers joined CA GROWN to create content for campaigns that include Ag Day, California Wine Month, and California Farmer & Farmworker Month. They attended tours, participated in events, and acted as ambassadors for CA GROWN both online and in person. In addition to the content created for their own websites and platforms, the creators developed articles for californiagrown.org, and that content was shared on CA GROWN's owned social channels as well on each of the influencers' channels.

### MOST TRAFFICKED BLOG POSTS

A Napa Cabbage Recipe That Will Melt In Your Mouth	60,422 VIEWS
The Ultimate Gift For A Foodie: Handmade Craft Cocktail Kits	39,212 VIEWS
A Vegetarian Spin on the Iconic Chicken Marbella Recipe	31,206 VIEWS
A Simple Lemon Cocktail To Celebrate The Golden State	24,351 VIEWS
Infused Olive Oil: How to Make, Use, and Store Flavored Oils	16,625 VIEWS

# DIGITAL MARKETING Events + Activations



In Spring 2023, thirteen of our CA GROWN Creators joined us for a Temecula Valley Agritour featuring blueberries,

avocados, flowers, wine and other products in the region such as olive oil, citrus, and honey. This was the first tour for two cast members, Vy Tran and Jaine Mackievicz, both of whom have been valuable members of the program prior to the tour and were excited to attend. Activities included a visit to an organic blueberry and avocado operation where the guests engaged in a blueberry-picking contest, a visit to a sustainable flower farm and bouquet making on a hillside, a reception with Real CA Cheeses and an assortment of wines from the region, and a guided cooking class by a local chef - a class using citrus, eggplant, beans, olive oil and other in season goods that included a wine tasting. A discussion and Q&A session about the nuance of specialty crop rules and the purpose of the CA GROWN program was also held during breakfast with Cher Watte and K.C. Cornwell.

## Resulting content included:

**REAL-TIME, LIVE SHARED SOCIAL POSTS BY EACH CREATOR WHILE ON THE TOUR**

**ORIGINAL, INFLUENCER-CREATED CONTENT FEATURES PUBLISHED ON THEIR DIGITAL CHANNELS UPON THEIR RETURN**

**ELEVEN TOTAL GROWER, REGIONAL, AND CROP FEATURE PACKAGES AS WELL AS VIDEO CONTENT CREATED BY THE CA GROWN CONTENT TEAM AND DELIVERED TO VISIT CA FOR THE ICONIC CALIFORNIA CAMPAIGN WHILE IN THE REGION.**



In 2023, California Grown greatly expanded its hit "eBook", *Iconic California Dishes to Celebrate California Wine Month*, which was created in partnership with California Wines (Wine Institute) and Visit California in 2022 as part of a successful promotional campaign, to feature recipes for dishes that evoke the state's sunny and relaxed vibe – each paired with California wine or wine-based cocktails.

## From this:

**THE EBOOK GAINED OVER 24,357 PAGEVIEWS AND 140 DIRECT DOWNLOADS**

**THE CAMPAIGN OVERALL HAD OVER 4 MIL IMPRESSIONS**

**CALIFORNIA WINES AND CA GROWN ENGAGED IN RETAILER PROMOTIONS SUPPORTING CALIFORNIA WINE MONTH WITH PARTNERS INCLUDING GELSON'S, NUGGET MARKETS, RALEY'S, ALBERTSONS/VONS/PAVILIONS, AND SAFEWAY, WHO WERE PROVIDED WITH MARKETING ASSETS FOR THE PROGRAM**

**MANY CALIFORNIA WINERIES AND RESTAURANTS ALSO PRODUCED EVENTS AND PROMOTIONS, AND POSTED ON SOCIAL MEDIA, AS DID MANY OF CA GROWN'S MEMBERS**

**CA GROWN ALSO INVITED THE CA GROWN CREATORS TO POST ABOUT CALIFORNIA WINE MONTH, AND CONTRACTED SARAH GIM OF THE DELICIOUS LIFE AND AIDA MOLLENKAMP OF SALT + WIND TO DO SPONSORED SOCIAL POSTS FROM LATE AUGUST-SEPTEMBER**

Additionally, the campaign was the subject of live TV and radio broadcasts throughout California, with global reach spearheaded by Visit California, gaining over 160 MIL International impressions. The CA GROWN team delivered 10 videos in multiple formats for Visit CA's use in this campaign and beyond.

## HOW DOES IT GROW *with* JERRY JAMES STONE

A member of the CA GROWN Creators, Jerry James Stone is also part of YouTube's NextUp program, as well as the host of Costco's cooking livestream videos, a contracted talent for the U.S.-based Fancy Food Shows, and has a monthly spot on the Weather Channel about how food grows and how to avoid food waste. CA GROWN partnered with Jerry for a video series discussing how some of California's key crops are grown, with videos published on his digital platforms and alternate cuts made available for CA GROWN channels.



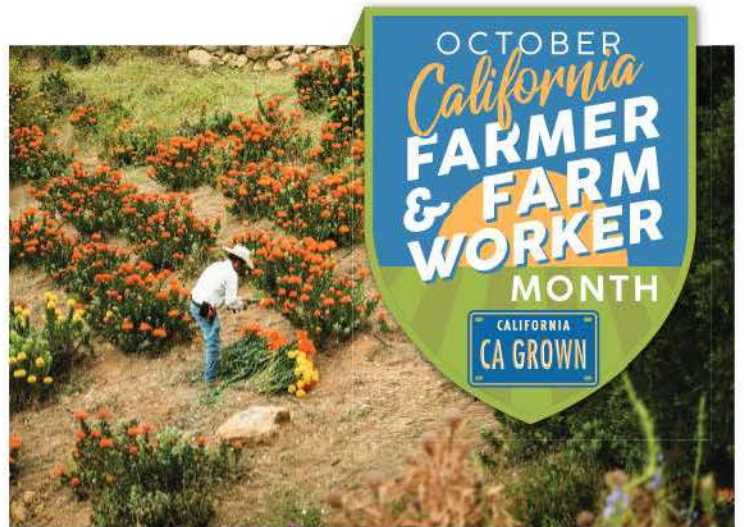
The first five features were a success, with over 60% of viewers watching beyond 30 seconds. Five additional crops were selected for production in the latter part of 2023.

TO DATE, THE SERIES HAS OVER  
**2.7 MIL IMPRESSIONS**  
AND VIEWS ON JERRY'S CHANNELS

## CONSUMER *Research*

In 2023, California Grown initiated a consumer research study. The research began Summer of 2023 with qualitative research based on three focus groups hosted by California Grown. The goal was to gather baseline data regarding consumer responses to purchasing patterns, selections, and preferences.

Quantitative survey research began in 2024 and will continue through 2025. The purpose of the research is to measure or gauge shifts in shopper behavior due to COVID and preferences for California Grown commodities.



Throughout October 2023, California Grown partnered with Teri Turner of nocrumbsleft.net and many other CA GROWN Creators to share videos and posts celebrating California Farmer and Farmworker Month. Several new articles were published on californiagrown.org and new videos produced for the social channels, along with FFM materials delivered to retailers via custom content and a general FFM social tool kit.



## ABOUT THIS *Report*

This report can be viewed at <https://www.californiagrown.org> or <https://www.cdfa.ca.gov/ola/publications.html>.

To order a hard copy of this report, please contact BCMA Executive Director Cherie Watte, [cher@californiagrown.org](mailto:cher@californiagrown.org) or [Constituent.Issues@cdfa.ca.gov](mailto:Constituent.Issues@cdfa.ca.gov).

Funding for some promotion projects was made possible by a grant from the U.S. Department of Agriculture (USDA) Agricultural Marketing Service. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.

## AG *Day*

In March 2023, California Grown participated in the Ag Day celebration at the California Capitol. California Grown partnered with CDFA in sharing information on AgVision, a State Board of Food and Agriculture planning effort that identifies California's agricultural industry priorities for the coming decade.

## *California Women* IN AGRICULTURE PANEL

A California Women in Agriculture Panel was presented by CA GROWN in concert with Cherry Bombe Media at the CDFA Auditorium in Sacramento with the goal of connecting consumers - especially women working in the food and drink industries - with California producers, and to inform them about California's importance in national food, wine and flower production. The event featured a panel of diverse women working in agriculture spaces, including CDFA Undersecretary Christine Birdsong. The panel was moderated by Kerry Diamond, founder of



Cherry Bombe, a media company celebrating women who work in food and drink. The event had 92 attendees in addition to our teams, and was broadcast live to both the CA GROWN and Cherry Bombe audiences.

As part of the program, CA GROWN was featured on Cherry Bombe's social channels, in an ad in the print magazine, and CDFA Secretary Karen Ross was a guest on the Radio Cherry Bombe podcast.

## *Tournament of Roses* PARADE

In December 2023, Secretary Ross traveled to Pasadena, California in advance of the 2024 Tournament of Roses Parade certifying two floats California Grown and recognizing Cal Poly for its 75th Anniversary of participating in the parade. Secretary Ross visited with Cal Poly Float Committee members during the planning and building stages, tracking their progress toward completion. Cal Poly is the only student designed and executed float in the annual parade.

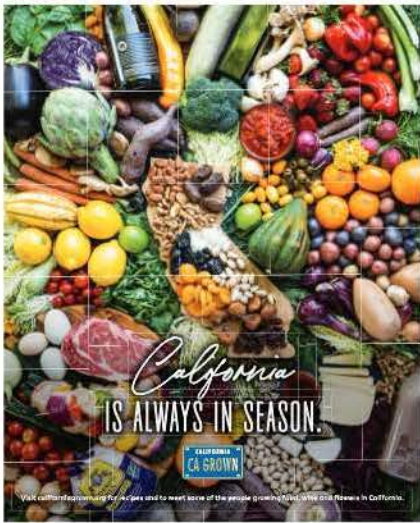




# International

California Grown executed international promotions in both Canada and Japan in 2023. California Grown Chair Karla Stockli participated in a Japan Trade Mission in March 2023. Our team had a booth at the Canadian Produce Marketing Association Tradeshow in April 2023 as well as deploying digital promotions and print ads in Canada's *Food and Drink Magazine*.

The "Taste of California" trade mission included participation in the Foodex trade show as well retail, foodservice and media activations.



Visit California's new logo features a variety of fresh produce and the text "California IS ALWAYS IN SEASON." and "CALIFORNIA CA GROWN".

# My FOOD STORY

CDFA and the U.S. Consulate General Dubai Office of Agricultural Affairs engaged CA GROWN during the summer of 2023 to host a tour for 13 international food professionals and influencers. The tour was designed to showcase several aspects of California crop production and usage, as well as some of the Golden State's scenic highlights. We connected with Visit California as a collaborative partner. The CA GROWN content team attended with Alison Needham as lead and tour host on behalf of CA GROWN and Visit CA. Executive Director Cher Watte and Social + Digital Director K.C. Cornwell attended portions of the tour, and CDFA Secretary Karen Ross hosted a welcome breakfast in the Central Valley. Over 12 content features were produced by the CA GROWN team related to this activation, which were shared with Visit CA. A follow-up piece is to be produced by the Dubai FAS office and launched during Gulfood in early 2024, with sections about the California tour and California agriculture provided by our content team.

**ARTICHOQUES**

**CALIFORNIA**  
the Golden State

**FRESH FROM THE GARDEN**

**visit California**

California is a land of endless possibilities. From the golden fields of Central Valley to the rugged coastlines of the Pacific Ocean, there's something for everyone. Discover the beauty of California's diverse landscapes and the bounty of its agricultural products. Visit California today and experience it all.

**visit California**



# GROWN TO BE GREAT Campaign

California Grown wrapped the **Grown to be Great** campaign in 2023.

THE CAMPAIGN EXCEEDED ALL GOALS WITH:

nearly  
**68.5 MILLION**  
impressions

**265,000**  
clicks

**18.5 MILLION**  
views

During the lifetime of the campaign, California Grown utilized a mixture of social amplification posts, custom content, and video placements to drive awareness of and interest in California Grown commodities.



# AGRITOURISM Campaign

A paid digital campaign supporting agriculture tourism, or "Agritourism" was launched in concert with Visit CA promoting regions throughout the state, as well as individual u-pick farms, pumpkin patches, farmstands, wineries, olive oil mills, hands-on farming experiences and other agribusinesses with consumer-experience components. In addition, restaurants that focus on locally-grown food and California wines are highlighted in the content on the CA GROWN website and throughout the advertising materials. Individual business or grower features and SEO-driven regional pieces were published

in 2023 for the following areas: Sacramento, Central San Joaquin Valley, Napa Valley, Temecula, Placerville/Apple Hill, Santa Cruz County and Santa Ynez. Improvements were also made to previously published pieces for other regions and to individual agritourism business features.

Select assets from this content were shared with partners including Visit CA and CDFA, and are the basis and landing pages for the advertising program led by Shipyard.





	FY 21-22 ACTUAL	FY 22-23 PROJECTED
Prior-Year Carryover	\$162,594	\$169,321

## *Income*

Member Opt-In/Other Marketing Project	\$70,000	\$74,000
Membership Dues	\$119,250	\$163,583
Interest Income	\$29	\$29
Membership Licensing Fee	\$21,100	\$21,100
Other Income		
SCB Grant Income	\$2,134,587	\$2,310,485
Non-SCB Grant Income	\$62,326	\$15,000
<b>Total Income</b>	<b>\$2,407,292</b>	<b>\$2,584,197</b>

## *Expense*

Operating Expenses	\$139,239	\$139,579
Other Marketing Programs Expenses	\$11,321	\$20,000
Member Opt-In Expenses	\$56,000	\$58,400
Other Grant (non-SCB)	\$59,626	\$15,000
SCB Grant Expenses	\$2,134,379	\$2,310,485
<b>Total Expense</b>	<b>\$2,400,565</b>	<b>\$2,543,464</b>

<b>Account Balance</b>	<b>\$169,321</b>	<b>\$210,054</b>
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[info@californiagrown.org](mailto:info@californiagrown.org)  
[californiagrown.org](http://californiagrown.org)



[@cagrownofficial](https://www.instagram.com/cagrownofficial)