



## 2021 Annual Report







CA GROWN

## HAS A SINGULAR GOAL:

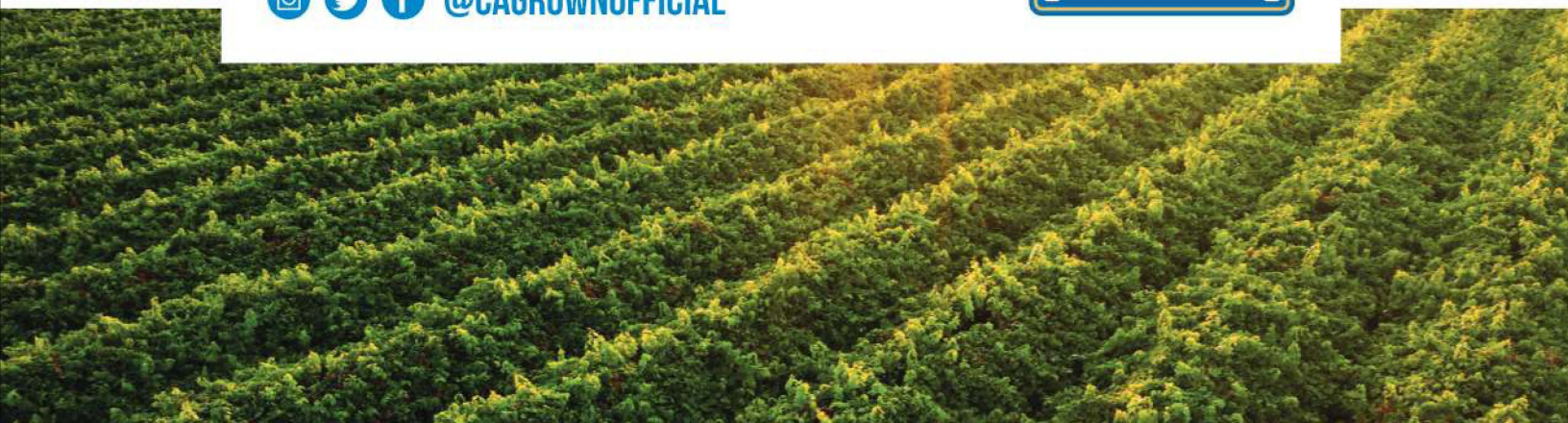
to help consumers recognize California's role in food production and to connect them with the farmers, ranchers and farmworkers that grow over 400 specialty crops in the Golden State. And since California produces over 50% of the nation's produce, we have lots of stories to tell.

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.

[CALIFORNIAGROWN.ORG](http://CALIFORNIAGROWN.ORG)

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





**We are California!**

**That is why California Grown was created: to emphasize our strong ties to the land and to our neighbors; to take pride in our homegrown products and our work, and to support our economy and our Californian way of life.**

**California Grown reminds all of us how important it is to seek out and purchase agricultural products grown and produced in California.**

**California Grown is supported by the state and federal governments, by hundreds of growers, and by Californians.**





## A Note from Secretary Ross

It is a pleasure to present California Grown's Annual Report to the Legislature. This report outlines the organization's activities, results, and expenditures for Calendar Year 2021.

California Grown, also known as the Buy California Marketing Agreement (BCMA), is a joint effort of agricultural industry groups representing the products of California's farms, nurseries, ranches, forests, and fisheries. Working as an advisory board to the California Department of Food and Agriculture (CDFA), California Grown brings together industry and government resources to increase the awareness, consumption, and value of California agricultural products, helping the state's consumers enjoy the best of the California lifestyle.

California Grown reached a milestone in 2021 celebrating its 20th anniversary. For two decades, California Grown's iconic blue license plate logo has been an effective reminder of the importance of looking for and purchasing California Grown agricultural products. The campaign is a symbol of pride for the Golden State's agricultural industry and the California way of life.

Please join me in congratulating California Grown on its 20th anniversary and thank you for your support of the Californians who grow, harvest, process, and produce the state's agricultural bounty.

**KAREN ROSS, SECRETARY**

*California Department of Food and Agriculture*





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[info@californiagrown.org](mailto:info@californiagrown.org)

[californiagrown.org](http://californiagrown.org)



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





# The California Grown Story



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 (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 its direct benefit to the state’s economy, communities, farmers, ranchers, and consumers.

The “California Grown” brand is a successful marketing tool leveraged by California commodity organizations and licensed food companies for years. The blue and gold logo is a classic representation of California. The brand is more than a logo. It is a recognizable label identifying high quality products from California. The brand is a consumer call to action encouraging them to make a conscious choice to purchase California Grown and embrace the California lifestyle. Be Californian—Buy California Grown!

California Grown celebrated its 20th anniversary in 2021.



## MISSION STATEMENT (2021)

**CA GROWN builds awareness, enthusiasm, preference, and appreciation for California Grown agricultural products and the people who produce them.**



## VISION STATEMENT (2021)

**CA GROWN agricultural products are the most sought after in the world.**

## 2021 STRATEGIC PLAN

**In an effort to maintain a robust marketing, sales, and awareness-building program, California Grown approved a 5-year strategic plan that has built-in growth optics paired with measurable success metrics.**

**The six strategic pillars of the 5-year strategic plan include:**

- 1 Social + Digital Media Marketing**
- 2 Retail Sales Promotion + Foodservice**
- 3 Public Relations + Featured Programs**
- 4 Member Communications**
- 5 International Marketing**
- 6 Consumer Research**



## CA Grown Members

### AMERICAN PISTACHIO GROWERS

[americanpistachios.org](http://americanpistachios.org)

### CALIFORNIA APPLE COMMISSION

[calapple.org](http://calapple.org)

### CALIFORNIA AVOCADO COMMISSION

[californiaavocado.com](http://californiaavocado.com)

### CALIFORNIA BLUEBERRY COMMISSION

[calblueberry.org](http://calblueberry.org)

### CALIFORNIA CANTALOUPE ADVISORY BOARD

[californiacantaloupes.com](http://californiacantaloupes.com)

### CALIFORNIA CERTIFIED ORGANIC FARMERS

[ccof.org](http://ccof.org)

### CALIFORNIA FARM BUREAU FEDERATION

[cfbf.com](http://cfbf.com)

### CALIFORNIA FIG ADVISORY BOARD

[californiafigs.com](http://californiafigs.com)

### CALIFORNIA MILK ADVISORY BOARD

[realcaliforniamilk.com](http://realcaliforniamilk.com)

### CALIFORNIA OLIVE COMMITTEE

[calolive.org](http://calolive.org)

### CALIFORNIA POULTRY FEDERATION

[cpif.org](http://cpif.org)

### CALIFORNIA PRUNE BOARD

[californiaprunes.org](http://californiaprunes.org)

### CALIFORNIA STATE BEEKEEPERS ASSOCIATION

[californiastatebeekeepers.com](http://californiastatebeekeepers.com)

### CALIFORNIA SWEETPOTATO COUNCIL

[casweetpotatoes.com](http://casweetpotatoes.com)

### CALIFORNIA TABLE GRAPE COMMISSION

[grapesfromcalifornia.com](http://grapesfromcalifornia.com)

### CALIFORNIA WILD RICE ADVISORY BOARD

[calwildrice.org](http://calwildrice.org)

### WINE INSTITUTE

[discovercaliforniawines.com](http://discovercaliforniawines.com)

## CA Grown Officers

### KARLA STOCKLI

*California Fig Advisory Board*  
Board Chair

### TODD SANDERS

*California Blueberry Commission*  
Board Vice Chair

### DONN ZEA

*California Prune Board*  
Board Treasurer/Secretary

## CA Grown Team

### CHERIE WATTE ANGULO

Executive Director

### K.C. LOQUACI CORNWELL

Digital + Social Marketing Director

### CONNIE STUKENBERG

Retail Programs Manager

STEVE BURNS +  
REBECCA JOHNSON,  
O'DONNELL LANE  
Events/Special Projects

**The California Grown movement would not be where it is today without the support from our commodity members. To our members, we say thank you!**





## 2021 Program Overview





# 2021 Program Overview

2021 was another challenging year for California's agricultural community as supply chains continued to be affected by COVID-19. In 2021, California Grown shifted from COVID response "We Love California" messaging to recovery "Grown to be Great" engaging in more traditional in-store retail promotions and in-person marketing events.



**California Grown's program year was defined by a robust social media campaign and innovative retail activities.**

Our well-rounded, continual, organic digital/social media program focused on promoting California Grown commodities with farm production stories, tantalizing recipes, and accompanying photography, as well as interesting commodity information. California Grown is active on a number of social media platforms including Pinterest, Instagram, Facebook, and YouTube. In addition to deploying materials on social platforms, the California Grown website is a tremendous source for industry stories, commodity information, and recipes. California Grown updated the website and implemented SEO (Search Engine Optimization) strategy in 2021 to maximize the reach and usefulness of the website.

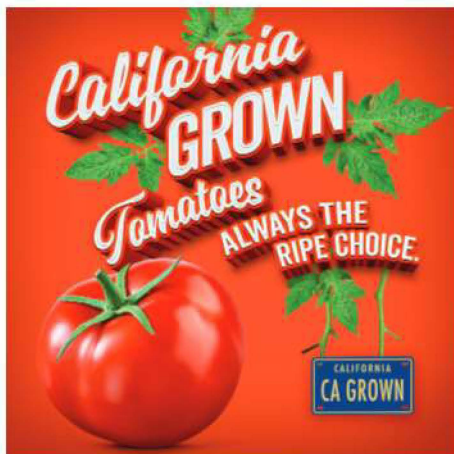






Meg van der Kruik with her son, Kash.

Blueberry Jalapeño BBQ Sauce



...campaign using humor and a fresh bold look to champion California Grown commodities...

California Grown also generates considerable original content on the California Grown website. BCMA welcomed a new blog manager Meg van der Kruik in Spring, 2021. Visit the California Grown website, [californiagrown.org](https://californiagrown.org), to see recent contributions including a recipe for blueberry jalapeño barbecue sauce and how to plant a cocktail-themed container garden.

To compliment the California Grown website, The Buy California Marketing Agreement created a landing page, [buycagrown.com](https://buycagrown.com), offering consumer resources including a California Grown seasonality chart and an infographic focusing on how to look for and buy California Grown products—in store and online.

In July, 2021, California Grown launched its **Grown to be Great** paid advertising campaign using humor and a fresh, bold look to champion California Grown commodities and playfully encourage consumers to purchase California grown products. The “**Grown to be Great**” campaign ran in regional markets throughout California, Arizona, Nevada, Washington, and Oregon through November, 2021.

California Grown influencers are integrated into the “**Grown to be Great**” campaign generating great synergy between California Grown’s paid and organic digital promotions.





CA Grown's goals to execute more retail promotions and generate more direct-to-consumer awareness and sales were met through planned activities with many target retailers. Even as retailers reported challenges in doing business amid COVID-19, CA Grown retail partnerships are stronger than ever, executing fourteen retail promotions with ten California retailers resulting in over \$160 million in California specialty crop sales.

**RECORD! RECORD! RECORD! RECORD!**

**20**

**\$160 million**

**in California specialty crop sales**

**21**

**RECORD! RECORD! RECORD! RECORD!**





# Organic\* Digital/Social





# Organic\* Digital/Social

California Grown continued to reach consumers via owned social media channels and influencer platforms. Recipes, farmer and farmworker stories, facts, and inspirational photos and videos were shared about California agriculture through daily social media posts on Facebook, Instagram, Twitter, and Pinterest. Additional video content was shared on YouTube and a new TikTok account, added towards the end of 2021. The content focused on the bounty and seasonality of California's fruits, vegetables, and floral crops, and encouraged consumers to look for and purchase produce, wine, and other agricultural commodities produced in the state.

\*The term "organic" in social and digital media refers to free content shared on social profiles and websites. This is different than our paid media campaigns, which are also on social and digital platforms.



## CA GROWN



## CREATORS







Additionally, content included recognizing and expressing gratitude toward farmers and farmworkers who have continued to work on the frontlines to ensure

consumers have access to a safe and abundant food supply. While this content ran throughout the year, it was especially highlighted during October, which was the second celebration of California Farmer and Farmworker Month.

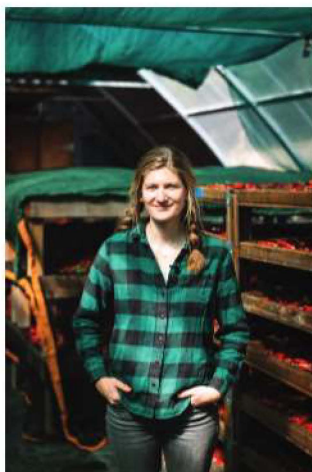


A sample of California Grown Recipes



California Grown blog manager Meg van der Kruik, joined the team in early March, and created weekly original recipe content featuring Golden State commodities and over 40 previously published posts were updated on the California Grown "Eat the Season" blog. The blog delivered weekly recipes featuring what was fresh and in season at local stores, farm stands, and farmers' markets and the content was shared via social media and through a weekly consumer E-newsletter, "Californian," which reaches 20,000 subscribers.

Our farm content was also expanded to add in-depth articles about the people who grow and process California crops; this content was in addition to the short "Meet the Farmer" features that were being published. A "How it's Grown" content section was also added to answer consumer questions and to provide education about California's farm practices and methods.



In addition to recipes, articles, and social media posts made by our influencer team, known as the "CA GROWN Creators," over 20 articles and recipes produced by influencers were added to the California Grown website and social channels. The digital team also published 10 commodity highlight articles that served as landing pages for the paid digital campaign.



# Performance Metrics: @cagrownofficial



FACEBOOK

Audience  
**175,495**



INSTAGRAM

Impressions  
and Views  
**33.5M**



TWITTER

Engagement  
**367K**



YOU TUBE

Link Clicks  
**44K**



PINTEREST

Audience  
**8.3M**

Impressions  
**18.5M**

Engagement  
**523K**

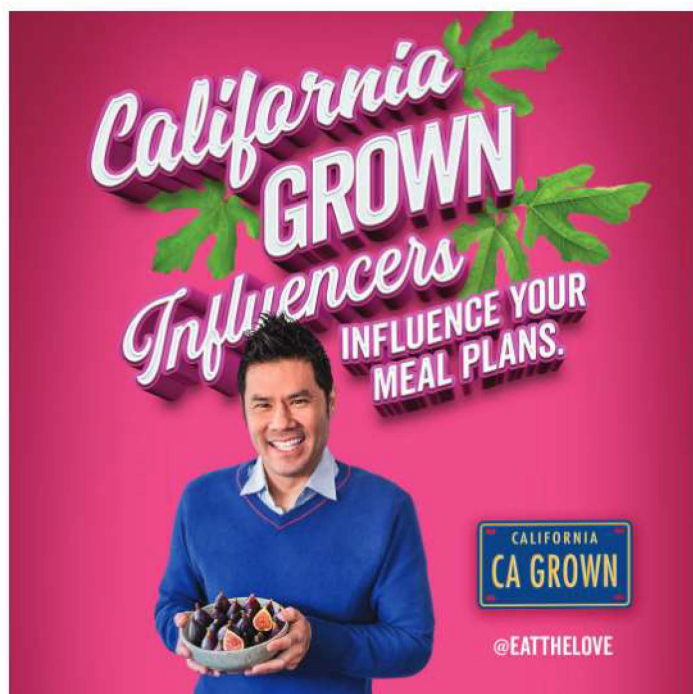


External  
Impressions  
**21.4M**

(FROM CA GROWN CREATORS)



# Activations



**CA GROWN Creators Grown to Be Great:** A page featuring many of the CA GROWN Creators in our influencer program was added to the California Grown website, and features biographies of the creators and links to content on creator sites, which feature California crops. In addition to content created for their own websites, the creators developed 20 articles for [californiagrown.org](http://californiagrown.org), and that content was shared on California Grown's owned social channels as well on each of the influencers' channels.



**CA GROWN Digital Cooking Classes:** Our monthly digital cooking classes, which were co-hosted by Aida Mollenkamp (Food Network/CookingChannel personality, founder of Salt & Wind) and Chef Kate Ramos (author of *Hola Jalapeno* blog), continued from 2020 through May 2021. Over 500 guests attended these classes, each of which featured 4-6 recipes composed of in season California Grown ingredients and were paired with California wines. The series also provided digital content for all California Grown and partner channels, and countless digital mentions by Mollenkamp, Ramos, class attendees, and California Grown members.





*Happy Hour  
at Home*

CALIFORNIA CA GROWN

**Happy Hour at Home:** An ebook featuring over 40 California commodities and 13 new recipes was developed and photographed for the Happy Hour at Home campaign. This content ran on the California Grown social channels and was provided to the commodity board partners for deployment on their owned social and digital channels, as well as to Raley's, a retail partner for the campaign.



### California Wine Month:

The digital team executed an agritour and livestream content partnership with California Wines (Wine Institute) where one CA GROWN Creator, Alison Needham of A Girl Defloured, joined a group visiting Paso Robles/San Luis Obispo County to share content in support of the wineries, agritourism, and crops produced in the region. The content was published on [californiagrown.org](http://californiagrown.org) and the influencer's channels. The digital team also produced new video content in support of California Wine Month and Farmer and Farmworker Month as well as an overview video of agriculture in the region. This was in addition to retail partnerships executed for California Wine Month.





Aida Mollenkamp + Kate Ramos



### Grown to be Great at CGA:

California Grown produced an in-person and digital event in conjunction with the California Grocers Association Conference featuring BCMA Influencers Aida Mollenkamp of Salt + Wind and Kate Ramos of Hola Jalapeño. The influencers demonstrated several recipes featuring California specialty crops including figs, watermelon, pistachios, honey, and peaches each paired with California wines. The event was attended by more than 400 key retail contacts from throughout California. Social deployment of the activity included social posts by the influencers and on California Grown channels. The event generated interest in California Grown sponsored retail activations, like Happy Hour at Home, with coordinated in-store and digital execution.







Senator Andreas Borgeas



**California Farmer + Farmworker Month:** Throughout October 2021, California Grown partnered with Teri Turner of nocrumbsleft and Rebecca Firth of Displaced Housewife to create and share videos and posts celebrating Farmer and Farmworker Month. Our CA GROWN Creators also joined us to help us spread the word and the California Grown team visited Sacramento, Napa, and the San Joaquin Valley to work with farmers and farmworkers, community leaders, and businesses that rely on California's diverse agriculture in creating content in support of Farmer and Farmworker Month.



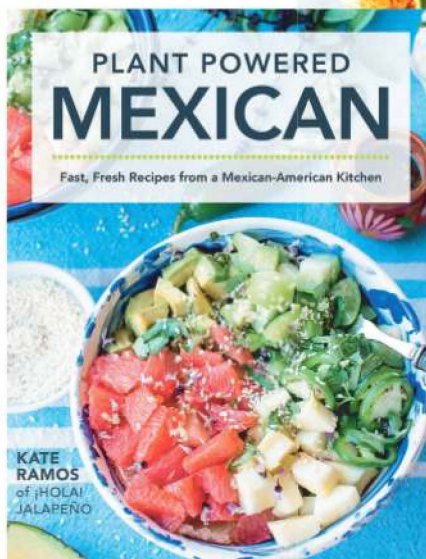




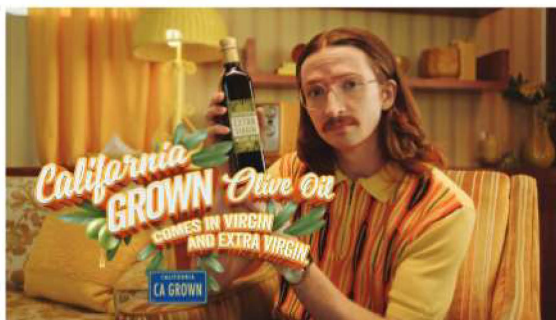
Kate Ramos

## Plant Powered Mexican with Hola Jalapeño:

To extend our reach to those consumers interested in plant-based cooking and authentic Mexican recipes, we partnered with Kate Ramos of Hola Jalapeño for the launch of her new cookbook, *Plant Powered Mexican*. Kate provided a recipe post for the California Grown website from the book, and we partnered on an ebook filled with drink and dessert recipes featuring California Grown crops that went to everyone who preordered the book or attended a launch event. California Grown commodities were also highlighted at the two launch events in San Francisco and Los Angeles. Kate also co-hosted livestream cooking demonstrations on both the California Grown Facebook and Instagram accounts. Kate also published two recipes on her website, calling out California crops and ingredients with links to [californiagrown.org](http://californiagrown.org), and shared social posts featuring California Grown including the content, with impressions from this promotion totaling over 300K.







## Paid GTBG Advertising Campaign



In 2021, California Grown's paid advertising campaign debuted Grown to be Great, a new creative platform that boldly positions California agricultural commodities alongside smart and witty messaging that cuts through the culinary clutter. The primary objective of the program is to foster affinity and awareness for California Grown specialty crops through branded assets, content series, and digital influencer partnerships.

**G**rown to be Great was launched in the Western Region (California, Arizona, Nevada, Washington, and Oregon) beginning July 12, 2021.

The campaign wrapped November 28, 2021, yielding 65,941,815 impressions.

The 2021 Grown to be Great campaign showcased 12 commodity features on a variety of digital partner platforms including Google Display Network, YouTube, Facebook, and Instagram.







Retail







## Retail

Throughout 2021, retailers reported continued disruptions and challenges doing business amid the Covid-19 pandemic; however, that did not stop the momentum of the participation in the CA Grown retail promotions. Retailers from the northern and southern regions of the state, from boutique to major grocery store chains including **Costco Wholesale, Albertsons, Vons, Pavilions, Ralphs, Bristol Farms, Lazy Acres, Raley's Family of Fine Stores, Nugget Markets, and Save-Mart** executed successful retail promotions that resulted in phenomenal sales of California agricultural products. Building upon last year's success of eight retail partners and ten promotions, 2021 engaged ten retailers

and fourteen retail programs, setting yet another record.





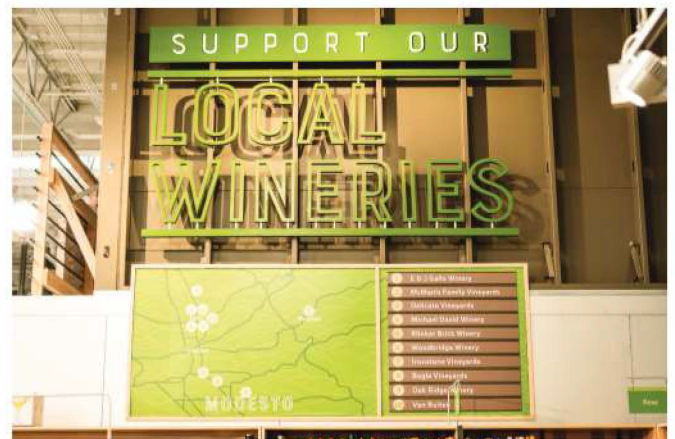
CA Grown's retail program encourages retail partners to buy and promote California Specialty Crops and agricultural products over other origins. "Albertsons-Vons-Pavilions is loyal to local, and we pride ourselves on the relationships we've forged with California growers. It has been these partnerships with growers across the state that ensure we are able to offer the highest levels of freshness and quality for our customers and what sets us apart in the market," said Mark Salahi, Assistant Produce Sales Manager. Retail promotions included in-store and digital activations along with traditional advertising to achieve robust sales. This year brought an improved data tracking system that enhanced the accuracy of retail sales reporting. **CA Grown**



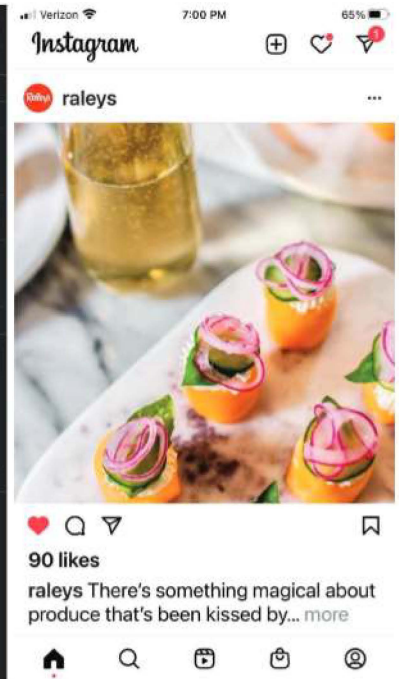
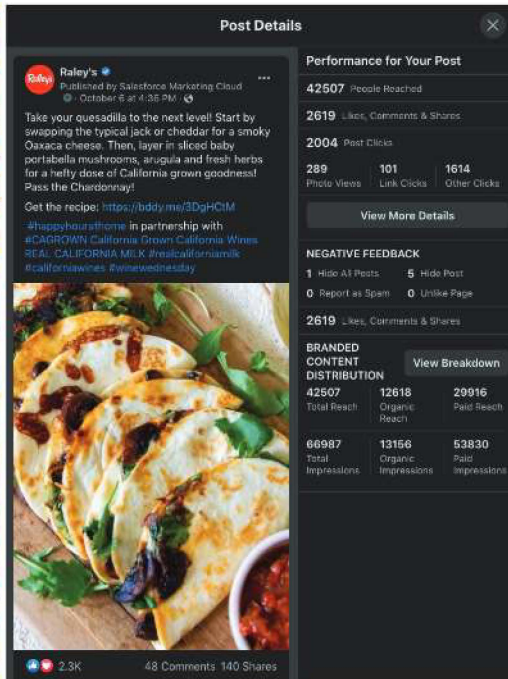
**"Albertsons-Vons-Pavilions is loyal to local, and we pride ourselves on the relationships we've forged with California growers. It has been these partnerships with growers across the state that ensures we are able to offer the highest levels of freshness and quality for our customers and what sets us apart in the market."**

*MARK SALAH, Albertsons Assistant Produce Sales Manager*

**Retail Promotions generated over \$160 million in California Specialty Crop sales alone. Promotions expanded over 264 days on promotion with over 60 Specialty Crops promoted.** There are exciting plans to look forward to in 2022; they include the launch of a Retail Dietitian Program, expanded third party in-store merchandising and auditing, new designs for display bins and signage, as well as continued outreach for new California retailer partnerships.

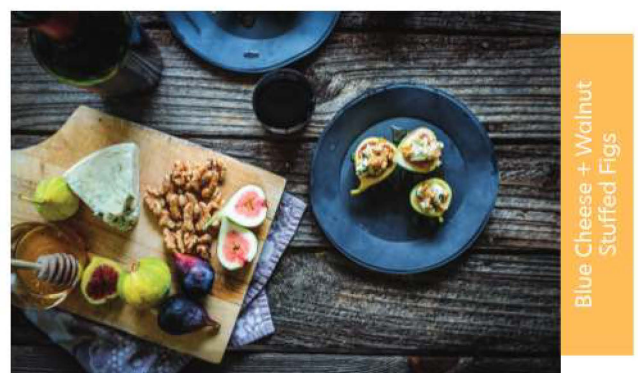






# Happy Hour at Home

A highlight of the Fall 2021 retail program was a custom themed "Happy Hour at Home" digital/retail co-promotion with Raley's, which ran August through October, 2021 and featured more than two dozen California Grown agricultural commodities including dairy, wine, melons, sweet potatoes, and figs.







## 2021 California Grown Sponsored Retail Promotions



PROMOTED

**60** California  
Grown  
commodities over  
**264** promotion  
days

EXECUTED

**13** Retail  
Promotions  
with **9** CA Retail  
Partners

RECORD! RECORD! RECORD!  
YIELDED  
**\$160**  
Million  
Sales  
RECORD! RECORD! RECORD!





L to R: Kate Ramos; 7 Reasons Campaign; Celebrating CA Wine Month

# The California Grocers Association

California Grown also participated in the California Grocer's Association (CGA) conference in September 2021.

**Event Summary:** CA Grown had meetings with ten California retailers at last year's conference. The CA Grown Team at CGA included: Karla Stockli, BCMA Board Chair and CEO of the California Fig Advisory Board, California Fig Institute and California Fresh Fig Growers Association; Cher Watte Angulo, BCMA Executive Director; K.C. Loquaci Cornwell, CA Grown Social + Digital Marketing Director; and Connie Stukenberg, CA Grown Retail Marketing Manager. We had in-person meetings with **Costco Bay Area, Costco San Diego, Ralphs Grocery Company, Gelson's**

**Markets, The Save Mart Companies, Foods Inc., Susanville Supermarkets, North State Grocery, and Raley's.** Additionally, meetings with **Albertsons-Vons** and **Vallarta** were held virtually. Retailer meetings provided an opportunity for CA Grown to discuss promotion expansion for existing retail partners and how to begin a retail promotional partnership for those retailers new to CA Grown.



**FY 20-21**

Prior-Year Carryover	\$68,610
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**Income**

Member Opt-In/Other Marketing Project	\$150,500
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Membership Dues	\$166,750
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Interest Income	\$63
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Membership Licensing Fee	\$27,425
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Other Income	\$6,000
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SCB Grant Income	\$1,904,408
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Non-SCB Grant Income	\$9,374
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<b>Total Income</b>	<b>\$2,264,520</b>
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**Expense**

Operating Expenses	\$145,367
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Other Marketing Programs Expenses	\$53,238
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Member Opt-In Expenses	\$52,350
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Other Grant (non-SCB)	\$9,374
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SCB Grant Expenses	\$1,910,208
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<b>Total Expense</b>	<b>\$2,170,537</b>
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<b>Account Balance</b>	<b>\$162,593</b>
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[CALIFORNIAGROWN.ORG](http://CALIFORNIAGROWN.ORG)



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

