

FOR IMMEDIATE RELEASE

Contact: Steven Bram
GolinHarris
213-438-8818
sbram@golinharris.com

Hass Avocado Board to Exhibit At The Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo

Hass Avocado Board to Share Upcoming Nutrition Research Findings with Nutrition Influencers

IRVINE, Calif., (Oct. 4, 2012) – The Hass Avocado Board (HAB), will exhibit at the Academy of Nutrition and Dietetics (AND) 2012 Food & Nutrition Conference & Expo (FNCE) in Philadelphia. With HAB's new focus on nutrition research, and to further solidify its place as a leader in the Hass avocado industry, this conference will have even greater significance as the Board exhibits here for the third year in a row. Allowing HAB to promote the nutritional aspects of the fruit to registered dietitians and healthcare professionals, the conference will also give HAB the opportunity to talk about upcoming avocado nutrition research study findings, which are set to be released later this year 2012 and throughout 2013.

At the conference, HAB's booth will serve as a resource where attendees can learn about the upcoming research initiatives focused on heart health, weight management, diabetes and healthy living. Booth attendees will not only learn about the key nutritional benefits of Hass avocados, but they will receive resources to share with their patients and have the opportunity to sample Hass avocado-centric dishes.

"We're looking forward to being back at FNCE on behalf of the Hass avocado industry," said Emiliano Escobedo, executive director of HAB, "especially with all of the new nutrition research we have to share. This is exactly the audience we want to reach with our news. We hope to continue to be a resource for this influential group and to make a positive impact on the nation with our health findings."

Throughout the conference, attendees who stop by the HAB booth will be invited to sample various dishes, such as a breakfast avocado berry smoothie and mini avocado sliders, and participate in booth activities, including a guacamole making contest. Registered dietitians Mitzi Dulan, Kate Geagan and Penny Kris-Etherton will be at the HAB booth during the conference, as well as Philadelphia-based Iron Chef, Chef Jose Garces, who will be signing his soon-to-be-released cookbook, *The Latin Road Home*. Garces, who owns and operates 15 wildly successful restaurants in five cities, including eight in Philadelphia, is a recipient of the James Beard Foundation's prestigious "Best Chef, Mid-Atlantic" award, and is one of only eight chefs in the country to hold the coveted title of Iron Chef, appearing regularly on Food Network's *Iron Chef America*.

Additionally, HAB will be sponsoring the official Food and Culinary Professionals (FCP) Dietary Practice Group (DPG) breakfast which draws more than 100 members. Chef Garces will make an appearance and introductory remarks, and HAB's research initiatives will be discussed while attendees enjoy a Hass avocado-centric meal.

HAB's comprehensive, multi-year nutritional initiative will be one of its key strategic priorities moving forward, with an overall goal of helping to drive increased consumption of Hass avocados. The effort will build a strong case for touting the nutritional benefits of the fruit, using science to provide a solid foundation for health and nutrition marketing communication programs.

The 2012 FNCE will be held at the Philadelphia Convention Center from Oct. 7 – 9, 2012. The HAB booth is #419, which is located in the main exhibition hall. To see the various HAB event and sampling times during FNCE, please visit AvocadoCentral.com/FNCE.

About the Hass Avocado Board

The Hass Avocado Board (HAB) was established in 2002 to promote the consumption of Hass avocados in the United States. A 12-member board representing domestic producers and importers of Hass avocados directs the HAB's promotion, research and information programs under supervision of the United States Department of Agriculture. Hass avocados are grown in California and imported into the US from Mexico, Chile, Peru, Dominican Republic and New Zealand.

###