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**AFM rallies around 'Super Good' cause in partnership with Susan G. Komen**

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This October, [Avocados From Mexico](#), the No. 1 selling avocado brand in the U.S., is offering shoppers the chance to rally behind a super good cause with the purchase of the always good fruit.

For the third consecutive year, the brand is renewing its partnership with Susan G. Komen, the world's largest nonprofit source of funding for the fight against breast cancer.

During National Breast Cancer Awareness Month, Avocados From Mexico will donate \$50,000 to Susan G. Komen and feature pink packaging as part of its Super Good shopper promotion. The co-branded program is available nationwide and includes pink displays and thematic packaging to drive consumer awareness for breast cancer.

"We're proud to continue our partnership with Susan G. Komen," said Stephanie Bazan, senior vice president of commercial strategy and execution at Avocados From Mexico. "It's an opportunity to drive awareness for what this important organization does and to call attention to the natural goodness avocados offer. As a leading produce brand, we strive to align with causes that are important to our customers."

Breast cancer is the most common type of cancer among women in the U.S.; one in eight women will get breast cancer in their lifetime. A cause that impacts so many women is a cause that is important to avocado shoppers, who are 74 percent female.

Healthy eating patterns that include plenty of fruits, vegetables and unsaturated fats are associated with better breast and colorectal cancer outcomes, and avocados are a fruit that contributes six grams of unsaturated fats. Additionally, avocados contain nearly 20 vitamins and minerals and are a versatile food, which makes them a powerful recovery agent. That's why Avocados From Mexico and Susan G. Komen go together like avo and toast.

This October, shoppers can offer their support for Susan G. Komen with each purchase of fresh, nourishing Avocados From Mexico. All they need to do is find the eye-catching pink packaging.

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