

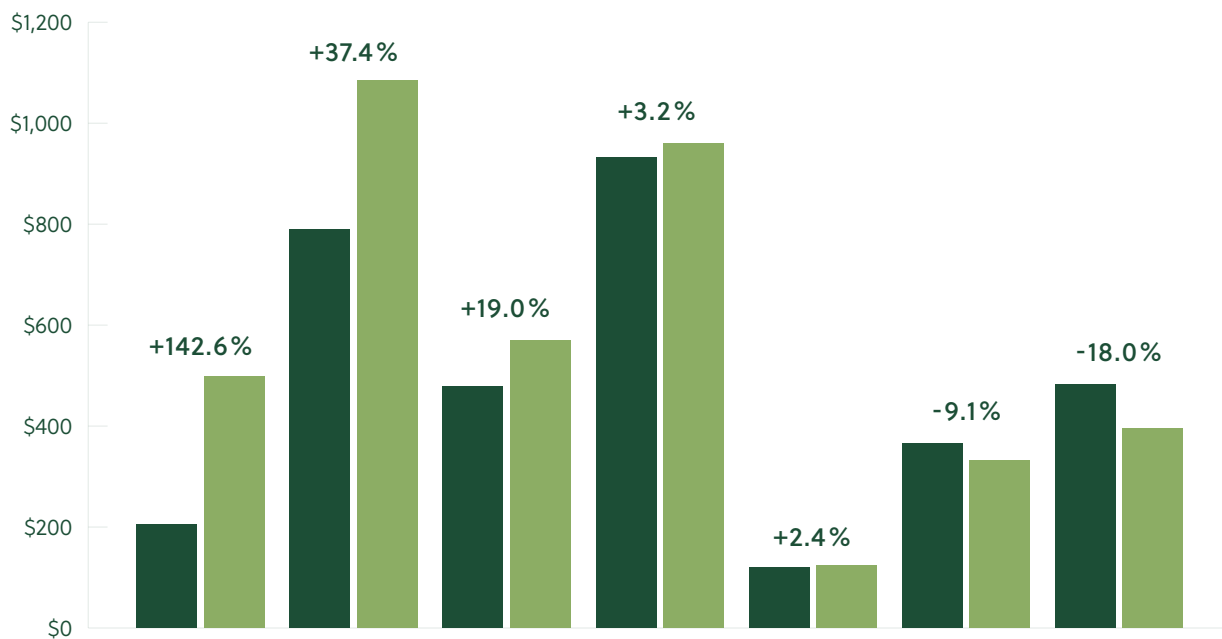
DISCOVER THE BOUNTY

IMPACT AT A GLANCE

AVERAGE VENDOR SALES

BEFORE VS. AFTER LAUNCH

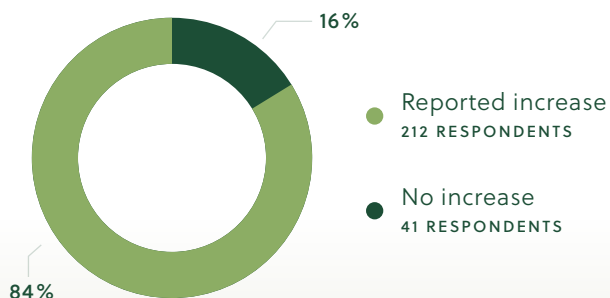
Average increase of **25.35%** for vendors selling California specialty crops after launch of the cooking classes.



IN-PERSON CLASSES

MAY – DECEMBER 2024

84% reported consuming more California specialty crops 30 or more days after attending the in-person classes.



ONLINE VIDEOS

JANUARY – MAY 2025

79% reported consuming more California specialty crops 30 or more days after watching the online class videos.

