

HOW TO SELL THE RIGHT HASS AVOCADO TO YOUR CUSTOMERS.

Store Level Receiving & Handling

Keep ripened Hass Avocados from Mexico refrigerated at 40° F

For further ripening, hold avocados at 60° F to 68° F; **never exceed 70° F**

Boxes with hard fruit go on the bottom; boxes with soft fruit are stacked on top

Pre-Conditioned avocados are very perishable and bruise easily; handle them with the utmost care

Unripe and ripe avocados are very sensitive to ethylene; keep away from moderate to high ethylene producing fruits/vegetables

Generally, firm Pre-Conditioned fruit can be held about 3-5 days and Breaking to Ripe fruit for about 2-3 days

Display & Merchandising

A display should generally include fruit that is 1/2 Ripe – 1/2 Breaking. Firm or hard fruit is best featured on a separate display to reduce shrink and shopper handling.

To increase impulse sales, display a greater percentage of Ripe and Breaking fruit

Ripe avocados can outsell unripe fruit by almost 2 to 1!*

Identify Ripe avocados as ready-to-eat today or tomorrow

Do not display avocados on wet racks or near misting systems

Rotate displays daily and remove poor quality fruit

Boost incremental sales by displaying avocados next to tomatoes, onions, limes and precut salads

Out in the Produce Aisle

Help your shoppers with their avocado selection. Encourage them to buy avocados for usage that night as well as a few more for later in the week.

Color

Unripened fruit is usually green, while Ripe fruit is usually dark-green to black.

Uniform softness is a better indicator of ripeness than color.

Storage

Stage 2-4 fruit can be held at room temperature (65° F – 70° F) in an area with good circulation to continue ripening.

Stage 4-5 fruit can be stored at 36° F – 40° F for up to one week.

Stages of Ripeness



1

Hard

- Very hard fruit, usually green in color, but some fruit may be a darker shade. (25 lbs. of pressure or more)



2

Pre-Conditioned

- Ready to eat in about 3 days if held at room temperature. (15 – 25 lbs. of pressure)



3

Breaking (Pre-Ripened)

- Slight give to the fruit. Ready to eat in about 24 hours if held at room temperatures **not to exceed 70° F**. (10 – 15 lbs. of pressure)



4

Firm Ripe (Pre-Ripened)

- Yields to gentle pressure. Good for slicing.



5

Ripe

- Easily yields to gentle pressure. Good for all uses. Will get about 2-3 days shelf life if held at room temperature **not to exceed 70° F**. (5 lbs. or less of pressure)

Best Stages to display for increased Sales and Shopper Satisfaction!

Avocados ^{From} Mexico

the amazing avocado™