

# 5 STAGES OF RIPENESS

The first step to watching your avocado sales soar is understanding the stages of ripeness for Hass avocados. **Color is NOT always an indicator of ripeness.** The best way to judge ripeness is to feel for uniform softness.



## STAGE 1

Hard

Fresh off the tree, the avocado is very hard with no give.

APPROXIMATELY

**5+ DAYS**

**UNTIL RIPE  
IF HELD  
AT ROOM  
TEMPERATURE**



## STAGE 2

Pre-Conditioned

Ripening has begun, but the avocado is still very firm.

APPROXIMATELY

**4-5 DAYS**

**UNTIL RIPE  
IF HELD  
AT ROOM  
TEMPERATURE**



## STAGE 3

Breaking

As it ripens, the avocado is firm but yields slightly to pressure.

APPROXIMATELY

**2 DAYS**

**UNTIL RIPE  
IF HELD  
AT ROOM  
TEMPERATURE**



## STAGE 4

Firm-Ripe

The avocado is ripe, and yields slightly to gentle pressure.

**RIPE**

**BEST FOR  
SLICES AND  
CUBES**



## STAGE 5

Ripe

The avocado is ripe, and yields easily to gentle pressure.

**RIPE**

**BEST FOR  
MASHING AND  
GUACAMOLE**