

AVOCADOS AND DON'TS



Avocado Best Practices Guide
for Foodservice







Mission Produce has grown to become a world leader in producing, distributing, and marketing fresh Hass avocados. As a vertically integrated company, we own and operate state-of-the-art packing facilities in key growing locations around the world. Our advanced global network enables us to provide customers in over 25 countries with a year-round supply, custom programs, and value-added services.

We are experts in the art of ripening. Our avocado-specific ripening infrastructure enables us to set our customers up for success. We take the guesswork out of ripening, which in turn helps to maximize inventory and reduce food waste.

This reference guide contains information to help you identify and understand common avocado quality conditions to help you better judge and maintain the quality of Hass avocados from the moment they arrive to the time they are eaten.

DISCLAIMER: This quality guide is for informational and educational purposes only. Any recommendations included herein shall not be construed as a guarantee of future results. We make no representations or warranties, and expressly disclaim any representations or warranties, as to the validity, accuracy, or completeness of the information contained herein.

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AVOCADOS: A MUST FOR MENUS

With their distinctively rich and buttery flavor, versatility, nutrition profile, and year-round availability, avocados have earned a top spot on menus around the globe.

Appeal to health-conscious diners by
Opting for AVO:

- nutrient-packed with 20 essential vitamins & nutrients
- rich in healthy fats & fiber
- vegan-friendly
- vegetarian-friendly
- cholesterol-free
- sugar-free
- gluten-free
- heart-healthy
- weight-friendly

*Hass Avocado Board. Nutrition Facts Chart.

Avocados can be used as a substitute for butter, margarine, cheese, mayonnaise, sour cream, and more, as a healthier option for healthy eaters.

Whether stuffed, sliced, diced, smashed, mashed or pureed, the avocado is a versatile pick for any course of any meal. Go beyond guac and serve in salads, sandwiches, dips, pizzas, soups, wraps, poke, sushi, tacos, omelets, smoothies, mousse... you name it!



5 STAGES OF RIPENESS

The first step to serving avocados at their peak of freshness and flavor is to understand the stages of ripeness for Hass avocados.



STAGE 1

Hard

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

APPROXIMATELY

5+ DAYS

UNTIL RIPE
IF STORED
AT ROOM
TEMPERATURE



STAGE 2

Pre-Conditioned

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

APPROXIMATELY

4-5 DAYS

UNTIL RIPE
IF STORED
AT ROOM
TEMPERATURE



STAGE 3

Breaking

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

APPROXIMATELY

2 DAYS

UNTIL RIPE
IF STORED
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

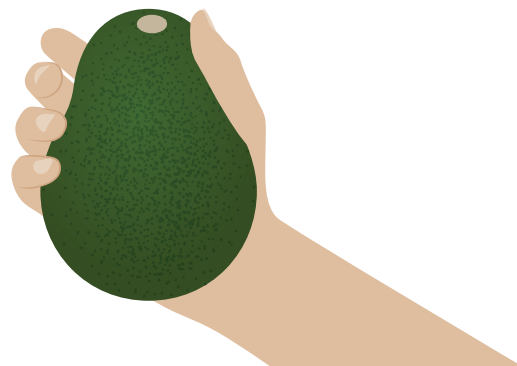
The avocado is ripe and yields easily to gentle pressure.

RIPE

BEST FOR
MASHING AND
GUACAMOLE

JUDGING RIPENESS

Color is NOT always an indicator of ripeness. The best way to judge ripeness typically is to feel for uniform softness.



DID YOU KNOW?

Mission Produce Avocados are ripened to customer specification using the Art of Ripening. We offer multi-stage fruit and deliveries 7 days a week, so our customers get their avocados the way they want them, when they want them.

- ✓ If the avocado yields to gentle pressure, it's ripe and ready to eat
- ✓ If the avocado does not yield to gentle pressure, it is considered “firm” and should be stored at room temperature to ripen
- ✓ If the avocado yields easily to gentle pressure, it is ripe or very ripe—a perfect candidate for guacamole or smoothies

Refrigerate avocados once they reach desired ripeness to keep them fresh and ready-to-serve for several days.

THE RIGHT RIPE STAGE FOR THE RECIPE

Both stage 4 and 5 avocados are ripe and ready to eat; however, it's important to know which stage will work best for your recipe.

4 STAGE 4

Best for slicing and dicing



5 STAGE 5

Best for mashing and smashing



DO

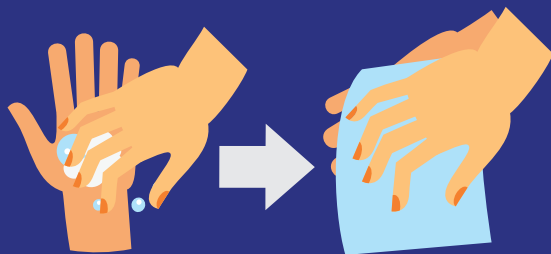
Feel an avocado with the palm of your hand to judge ripeness. If it yields easily to gentle pressure, it's fully ripe and ready to eat.

DON'T

Don't rely on color to judge ripeness. Feeling the avocado for uniform softness is the best indicator.

SAFETY FIRST

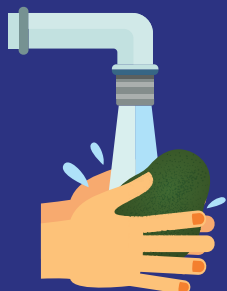
Protect the health and safety of your customers by following these simple food safety practices during prep.



Wash your hands in hot, soapy water, then dry with a clean paper towel.



Wash cutting boards, dishes, utensils, and countertops with soap and hot water between preparing raw meat and poultry.



Wash avocados thoroughly under clean running water, then dry with a clean cloth or paper towel.



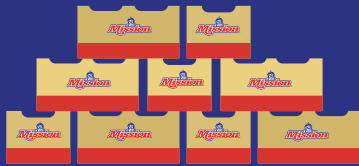
Carefully cut away any damaged or bruised areas on the fruit.

HANDLE WITH CARE

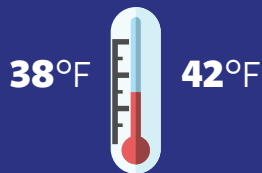
Become an avocado pro in no time by familiarizing yourself with the following storage and handling procedures. Before your avocados arrive, our Ripe Specialists have already begun ripening your avocados to the desired ripe stage. Maintain fruit stage and quality by adhering to the following best practices.



Bring fruit inside the store immediately upon arrival. Heat is one of the greatest factors that can destroy fruit quality.



When stacking boxes, place those with riper avocados on top.



Store ripe avocados at 38–42°F to slow ripening and avoid cooler damage.



Determine stage of ripeness.



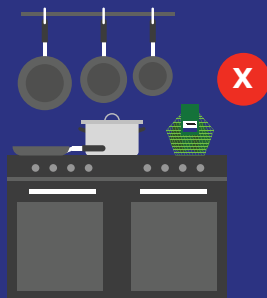
Do not toss or drop boxes. Avocados bruise easily at any ripe stage.



Do not store near other tropical fruit or ethylene-sensitive produce, such as bananas or mangos.

FOOD SAFETY BEGINS WITH MISSION PRODUCE

Food safety is a top priority in every aspect of growing, packing, and shipping avocados to market. We have a centralized department comprised of scientists, engineers, project managers, sanitation professionals, and food safety experts that manage our global food safety programs.



Do not store near the fryer.



Do not store in the hot kitchen.



Micro and chemical scientists on staff specializing in fresh produce food safety



Audits performed by the British Retail Consortium (BRC), PrimusGFS, and other GFSI-accredited schemes



Bacterial reduction solution used to reduce the microbial load on avocados before packing



Fully FSMA compliant with in-house lead instructors



Global sanitation program includes conducting daily testing and maintaining extensive pathogen reduction steps



Health and safety programs designed to safeguard our workers worldwide



Robust sustainability programs implemented to reduce our global carbon footprint

HOW TO CUT AND PIT AVOCADOS

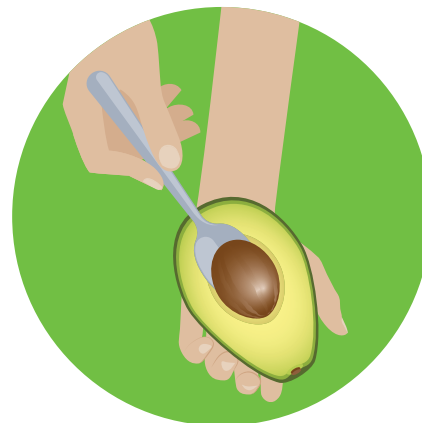
Be sure to fully wash and dry avocados before slicing. Use a sharp, clean knife and follow the below steps to safely cut and pit an avocado.

**1**

Starting at the stem end, slice the avocado in half lengthwise, gently guiding the knife around the perimeter of the pit.

**2**

Gently twist the two halves apart.

**3**

Insert a spoon between the pit and the pulp and gently work the spoon around the pit to dislodge it.



THE KNIFE METHOD

Some chefs prefer to use a sharp chef's knife to dislodge the pit, thwacking the heel of the knife deep into the pit then twisting the knife to dislodge the pit. Although this method is effective, it is also more likely to result in injury. To prevent injury while using the knife method, the avocado should be placed on a secure cutting board, NOT in your hand.

KEEP 'EM FRESH

After being sliced open, avocados will naturally oxidize and turn brown over time. To help keep your cut avocados at their signature yellow-green hue, use the below tips and tricks.

STORING CUT, RIPE HASS AVOCADOS



Sprinkle the cut exposed areas of the fruit with lemon or lime juice, or another acidic agent

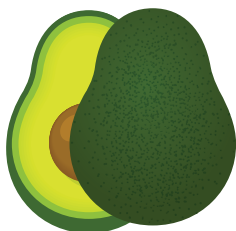


Place in an air-tight container or tightly cover with clear plastic wrap

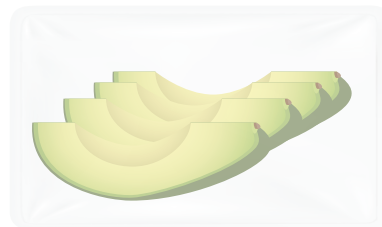


Refrigerate for one day, then use

DELI HANDLING PRACTICES



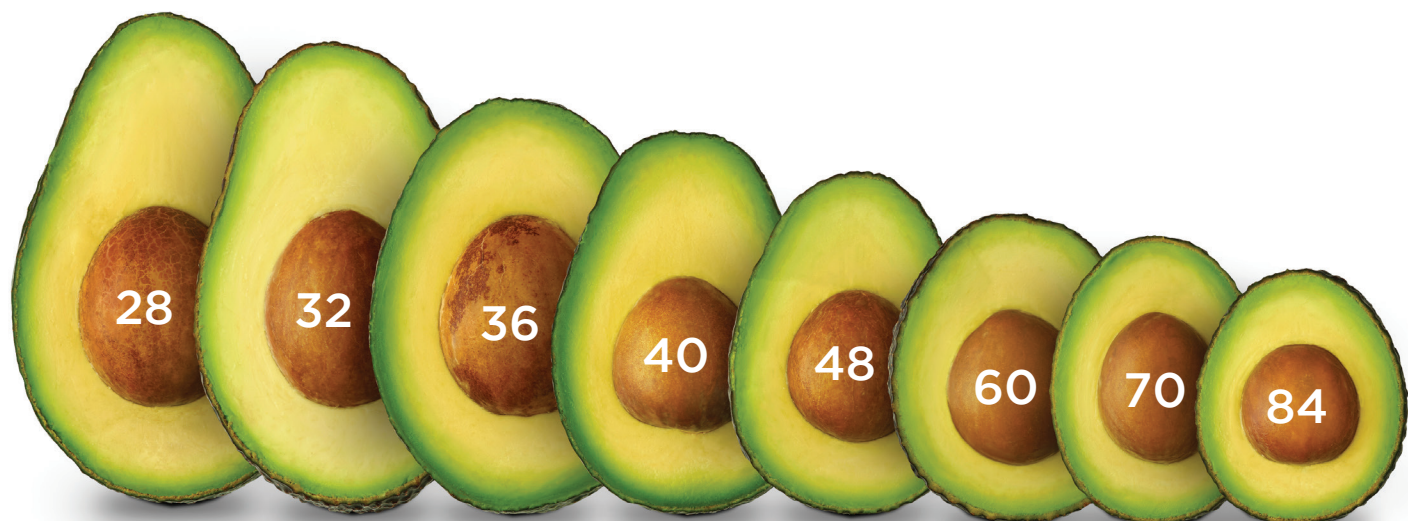
For avocados that have been cut in half, place unused halves facing each other to reduce oxidizing



Using a storage solution that limits oxygen exposure can help keep avocados fresh, as well as allow the flexibility to pre-cut the fruit for use

ONE SIZE DOES NOT FIT ALL

Size is determined by the number of avocados that fit in a standard carton, called a “lug” that weighs approximately 25 pounds when full. For example, a size 40 avocado refers to the fact that 40 avocados fit into that standard size lug. Therefore, the larger the size number, the smaller the avocado. Conversely, the smaller the number, the larger the avocado.



DID YOU KNOW?

Every 25lb lug yields roughly the same volume of pulp. So, you can make the same amount of guacamole with a box of 70s as a box of 48s!


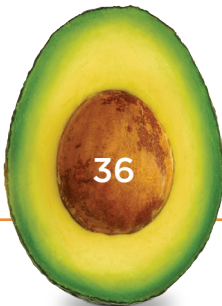
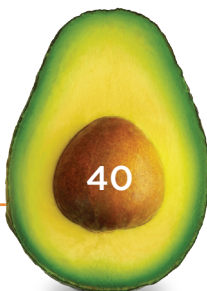

FIND THE RIGHT SIZE FOR THE JOB

Exact weight and yields may slightly vary. Values shown are approximate. The yield, or edible volume of the fruit, generally accounts for approximately 70% of the fruit’s total weight.*

	JUMBO			LARGE		SMALL		
								
COUNT	28	32	36	40	48	60	70	84
WEIGHT (OZ)	13.9	11.9	10.7	10.0	7.7	5.9	5.0	3.7
YIELD (OZ)	9.6	8.0	7.4	7.0	5.4	3.9	3.6	2.6
CUPS	1-1/5	1	15/16	7/8	2/3	1/2	7/16	1/3

*Mission Produce Intelligence. Amounts are approximate.

SIZE INTERCHANGEABILITY*

					
YIELD	<div>Cup</div> <div>.....</div> <div>Oz</div>	<div>1 cup</div> <div>.....</div> <div>8 oz</div>	<div>15/16 cup</div> <div>.....</div> <div>7.4 oz</div>	<div>7/8 cup</div> <div>.....</div> <div>7 oz</div>	<div>2/3 cup</div> <div>.....</div> <div>5.4 oz</div>
SLICED	<div>Cup</div> <div>.....</div> <div>Slices (1 cm wide)</div>	<div>1 3/4 cups</div> <div>.....</div> <div>18 slices</div>	<div>1 1/2 cups</div> <div>.....</div> <div>16 slices</div>	<div>1 1/4 cups</div> <div>.....</div> <div>14 slices</div>	<div>1 cup</div> <div>.....</div> <div>13 slices</div>
DICED	<div>Cup</div> <div>.....</div> <div>Dices (2x1x1 cm)</div>	<div>1 1/2 cups</div> <div>.....</div> <div>108 dices</div>	<div>1 1/3 cup</div> <div>.....</div> <div>100 dices</div>	<div>1 cup + 2 TBSP</div> <div>.....</div> <div>92 dices</div>	<div>1 cup</div> <div>.....</div> <div>80 dices</div>
MASH	<div>Cup</div>	<div>1 cup</div>	<div>15/16 cup</div>	<div>7/8 cup</div>	<div>2/3 cup</div>
PUREED	<div>Cup</div>	<div>3/4 cup + 3 TBSP</div>	<div>2/3 cup + 1/2 TBSP</div>	<div>2/3 cup</div>	<div>1/2 cup</div>

*Mission Produce Intelligence. Amounts are approximate.

SIZE INTERCHANGEABILITY*

					
YIELD	Cup Oz	1/2 cup 3.9 oz	7/16 cup 3.6 oz	1/3 cup 2.6 oz	1/4 cup 2.25 oz
SLICED	Cup Slices (1 cm wide)	2/3 cup + 5 TBSP 12 slices	3/4 cup + 1 TBSP 10 slices	2/3 cup 8 slices	1/3 cup + 1 TBSP 6 slices
DICED	Cup Dices (2x1x1 cm)	3/4 cup 64 dices	2/3 cup 52 dices	1/2 cup + 1 1/2 TBSP 48 dices	1/3 cup 32 dices
MASH	Cup	1/2 cup	7/16 cup	1/3 cup	1/4 cup
PUREED	Cup	1/2 cup	1/3 cup + 1 1/2 TBSP	1/3 cup + 1/2 TBSP	3 1/2 TBSP

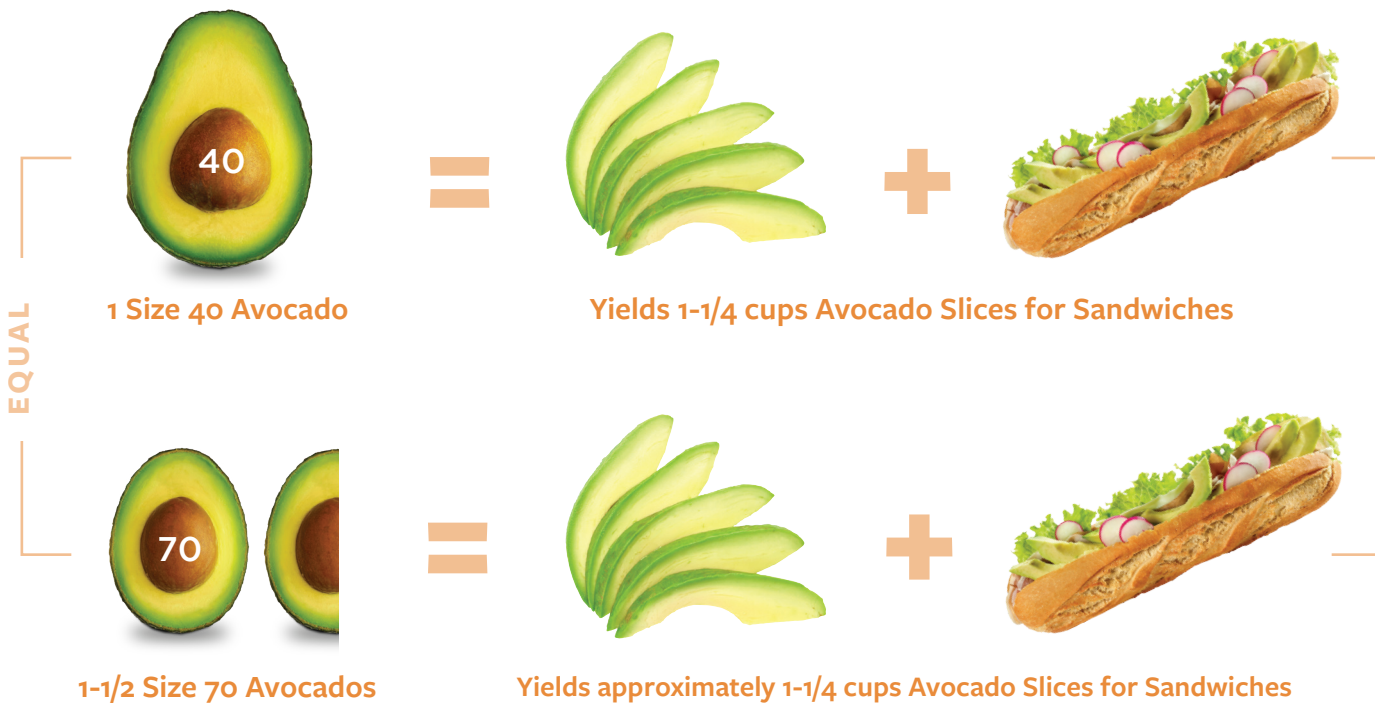
*Mission Produce Intelligence. Amounts are approximate.

SWITCH SIZES WITH EASE*

Avocados come in many sizes throughout the year, growing big or small based on their origin, season, weather, and more. At Mission Produce, we help you take advantage of seasonal size curves by using our measurement resources to help you be flexible with sizing. Whether you order Jumbo, large, or small avocados, any size can yield the pulp you need for the recipe.

We'll show you!





*Mission Produce Intelligence. Amounts are approximate.

GUACAMOLE AND BEYOND

Our Avocado Intel tells us that 62% of consumers are more likely to order a menu item with avocados than one without avocados!* What better inspiration to up your avocado game?! No matter the cuisine, menu part, or day part, avocados should inspire your culinary creativity to run wild.



LUNCH



Soup



Sandwiches and Wraps



Spreads



Salads, Slaw and Dressings

BREAKFAST & BRUNCH



Smoothies and Juice



Avocado Toast



Omelets



Breakfast Sandwiches





DESSERT



Ice Cream



Mousse



Cupcakes and Frosting



Summer Avocado Pie



SNACK



Battered and Fried



Stuffed Avocado



Guacamole



Dips



DINNER



Burgers



Tacos



Sushi and Poke



Spring Rolls



CATER TO THE AVOCADO DINER

Foodservice operators can cash in by featuring avocados on the menu. Mission Produce’s Avocado Intel tells us why tailoring your menu to avocado diners can be good for business.



66% of consumers wish there were more avocado options available on menus*



62% of consumers are more likely to order a menu item with avocado compared to a similar item without avocado*



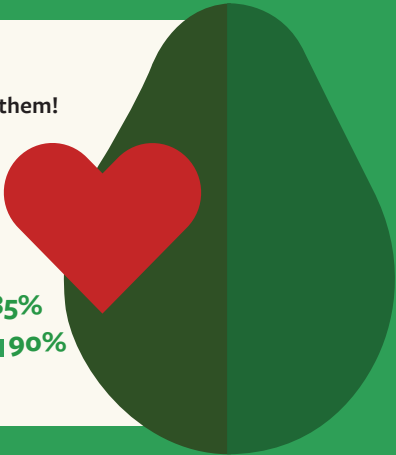
77% of consumers would consider paying extra to add avocados to a dish, and 46% would pay \$1.50 or more!*

Add Avocado, Add Value

Avocados are associated with numerous health benefits, adding value to the dishes that have them!



Hass Avocado Board. Avocados Consumer Tracking 2023: Health and Wellness Pillars Report.



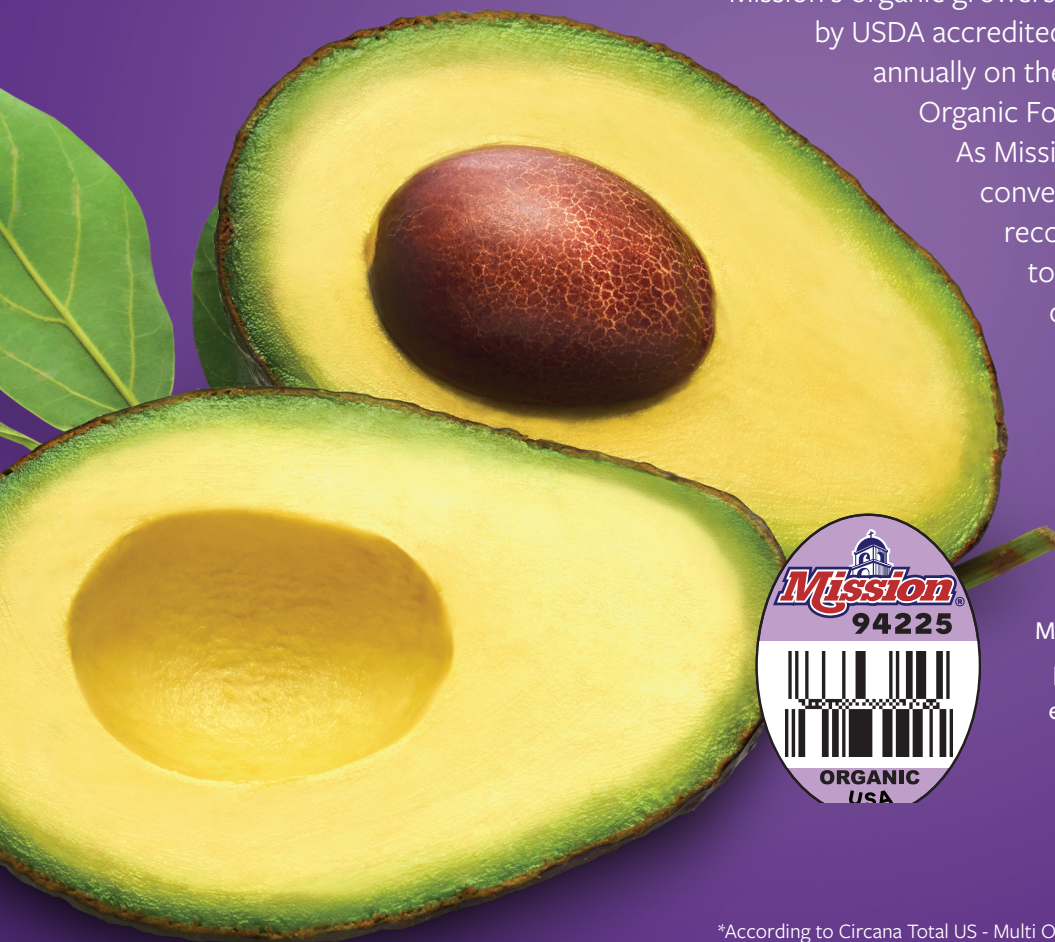
ORGANICS

Mission is the go-to source for fresh organically grown avocados. As with all of our products, we have mastered the art of growing, packing and ripening certified organic avocados to meet the needs of our customers all year long.

As the demand for organic avocados grows,* Mission continues to invest additional resources into organic programs, pursuing innovative ways to support and develop the category. We work closely with our organic growers and lead by example with production technology innovations and best practices for organic growing.

Mission's organic growers in California are certified by USDA accredited inspectors and are audited annually on the requirements set by the Organic Foods Production Act of 1990.

As Mission supplies both organic and conventional fruit, we follow globally recognized food safety standards to promote the integrity of organic product throughout the supply chain.



GO PURPLE

Mission Organics are distinctively packaged in purple so you can easily differentiate organic and conventional.

*According to Circana Total US - Multi Outlet, in the 52-weeks ending May 28, 2023, organic avocados comprised 5% of retail avocado volume, up from 4% in 2018.

A NUTRITIONAL POWERHOUSE

Avocados are a superfood with 20 essential vitamins and nutrients, such as healthy fats, fiber, potassium, and vitamins B, C, and K, and more. With more avocado options on menus, you can appeal to health-conscious eaters, including those who are gluten-free, vegan, or vegetarian.

Avocado Nutrition Facts	
3 servings per container	
Serving size	1/3 medium (50g)
Amount per serving	
Calories	80
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 5g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.3mg	2%
Potassium 250mg	6%
Vitamin A 0mcg	0%
Vitamin C 4mg	4%
Vitamin E 1mg	6%
Vitamin K 11mcg	10%
Thiamin 0.04mg	4%
Riboflavin 0.1mg	8%
Niacin 1mg	6%
Vitamin B ₆ 0.1mg	6%
Folate 45mcg DFE (0mcg folic acid)	10%
Pantothenic Acid 0.7mg	15%
Phosphorus 30mg	2%
Magnesium 15mg	4%
Zinc 0.3mg	2%
Copper 0.1mg	10%
Manganese 0.1mg	4%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

FOODIE FACTS



Heart-healthy



Weight-healthy



3 servings
in 1 medium
avocado



Zero sugar
or cholesterol



Good source
of fiber



Vegetarian



Gluten
Free



Vegan

DID YOU KNOW?

Avocados can be a healthy substitute for several ingredients high in saturated fats, such as butter, margarine, cheese, mayonnaise, and sour cream!



WITH MISSION, IT'S ALWAYS AVOCADO SEASON

AVAILABILITY



Each country of origin has its own unique climate and soil, and as a result, our delicious avocados exhibit subtle physical differences based on where they were grown.



California
Bumpy, bright green skin when unripe. Skin will darken during ripening.



Chile
Elongated shape, bumpy skin. Depending on maturity, skin may not darken during ripening.



Dominican Republic
Slightly round shape with bumpy skin. Depending on maturity, skin may not darken during ripening.



Colombia
Oval shape and rough, granulated skin. Smaller in size with dark green skin that turns purple-black when ripe.



Mexico
Main Season: Slightly bumpy green or black skin with some ridging. Skin darkens during ripening.

Off Bloom: Smooth bright green skin. Skin may not darken and may possibly checkerboard during ripening.



Peru
Thick, bumpy skin that may turn amber/red when ripe. Skin may not darken when ripe. May feel firm when ripe due to thicker skin.



SALES

805.981.3655

salesreps@missionproduce.com

MARKETING & MEDIA RELATIONS

805.981.3650

marketing@missionproduce.com



@MISSION_PRODUCE

MISSIONPRODUCE.COM