




Programs and Packaging







Mission Produce offers a full lineup of innovative merchandising programs and packaging options to help you optimize your avocado program for profitability, efficiency and consumer satisfaction.

Work with our talented team of experts and create a year-round avocado program specifically tailored to your marketplace and store format.

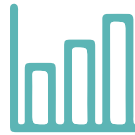
AVOCADO INTEL

In-House Category Management and Data- Driven Intelligence

Our in-house team of analysts and data specialists are available to help you make choices that will make you more profitable, attract more shoppers and reduce shrink.



Yearly Category Reviews



Research Reports



Merchandising



Mid-Year Reviews



Best Practices



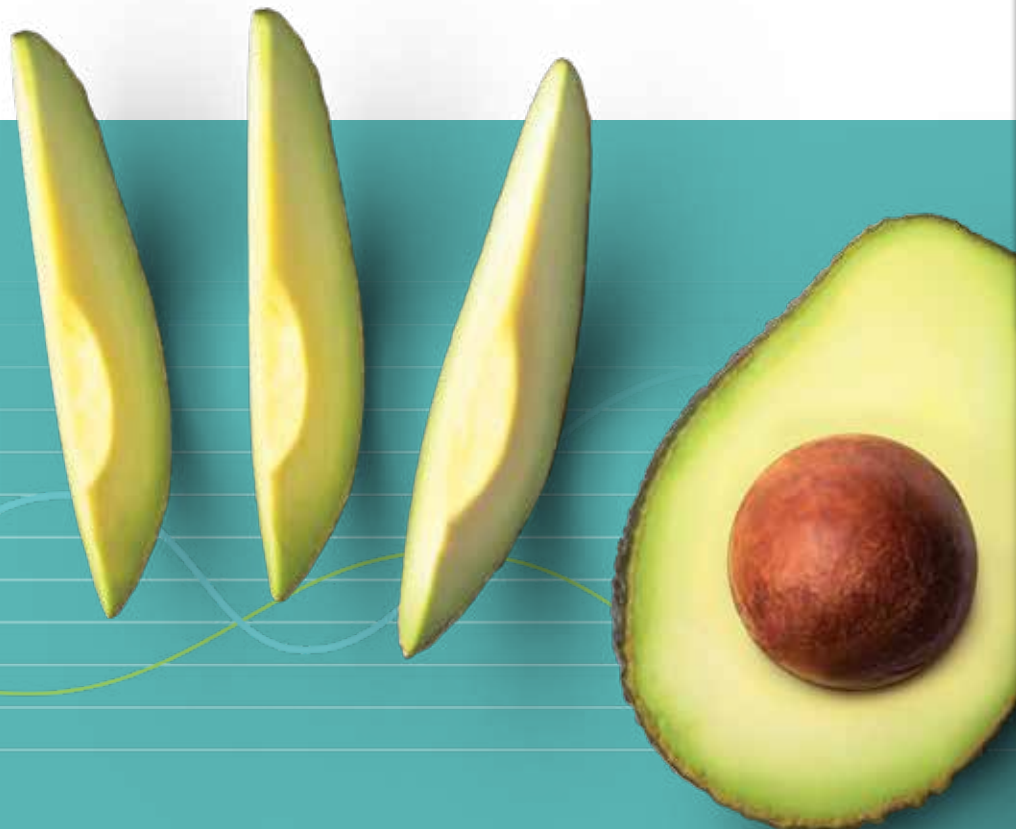
Quarterly Competitive
Analysis



Consumer Education



Mission Snapshot



AVOCADOS AND DON'Ts

Industry Leading Best Practices For Avocado Handling, Merchandising and Managing Quality

Follow these simple practices and discover how to offer your shoppers the world's finest avocados at their peak quality and flavor, when they are ripe and ready to eat.



RECOMMENDED STORAGE AND HANDLING TEMPERATURES

	JAN	FEB	MAR	APR	MAY	JUN	JUL
California	40-45°F 4.4-5.5°C				40-45°F 4.4-5.5°C		
Mexico	40-45°F 4.4-5.5°C	38-40°F 3.3-4.4°C			38°F 3.3°C		
Chile		38-40°F 3.3-4.4°C					
New Zealand	40°F 4.4°C						
Peru			42°F 5.5°C				42-45°F 5.5-5.5°C
Colombia	38°F 3.3°C			42°F 5.5°C			40-45°F 4.4-5.5°C
Dominican Republic	38-40°F 3.3-4.4°C			38°F 3.3°C			

HOW TO CUT AND PIT AVOCADOS
Ensure safe handling by following these simple steps to cutting and pitting. Be sure to fully wash and dry avocados before slicing with a sharp knife.

- 1** Starting at the stem end, slice the avocado in half lengthwise, gently guiding the knife around 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 remove it.

DID YOU KNOW?
Mission Produce supplies avocados to over 100 countries with a consistent year-round supply. The amount of storage temperatures is clearly marked on each avocado's label.

5 STAGES OF RIPENESS

The first step to ensuring that avocados are served at their peak of freshness and flavor 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	2	3	4	5
Hard	Pre-Conditioned	Breaking	Firm-Ripe	Ripe	Ripe
Fresh off the tree, the avocado is very hard with no give.	Ripening has begun, but the avocado is still very firm.	As it ripens, the avocado is firm but yields slightly to pressure.	The avocado is ripe, and yields slightly to gentle pressure.	The avocado is ripe, and yields easily to gentle pressure.	The avocado is ripe, and yields easily to gentle pressure.
APPROXIMATELY 5+ DAYS	APPROXIMATELY 4-5 DAYS	APPROXIMATELY 2 DAYS	RIPE	RIPE	RIPE
UNTIL RIPE IF HELD AT ROOM TEMPERATURE	UNTIL RIPE IF HELD AT ROOM TEMPERATURE	UNTIL RIPE IF HELD AT ROOM TEMPERATURE	BEST FOR SLICES AND CUBES	BEST FOR SLICES AND CUBES	BEST FOR MASHING AND GUACAMOLE

SWITCH
Thanks to Mother Nature, you have flexibility with yield the amount of produce. Use the chart below to enable you to switch between different sizes of avocados.

	32	36	40	44
Cup	1 cup	1 1/8 cup	1 1/4 cup	1 1/2 cup
YIELD	8 oz	7.4 oz	7 oz	6.6 oz
SLICED	1 3/4 cups 18 slices	1 1/2 cups 16 slices	1 1/4 cups 14 slices	1 1/2 cups 12 slices
DICED	1 1/2 cups 108 dices	1 1/3 cup 100 dices	1 cup + 2 TBSP 92 dices	1 cup + 1 TBSP 84 dices
MASH	1 cup	15/16 cup	7/8 cup	3/4 cup
PUREED	3/4 cup + 3 TBSP	2/3 cup + 1/2 TBSP	2/3 cup	1/2 cup

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WORLD'S FINEST AVOCADOS.COM



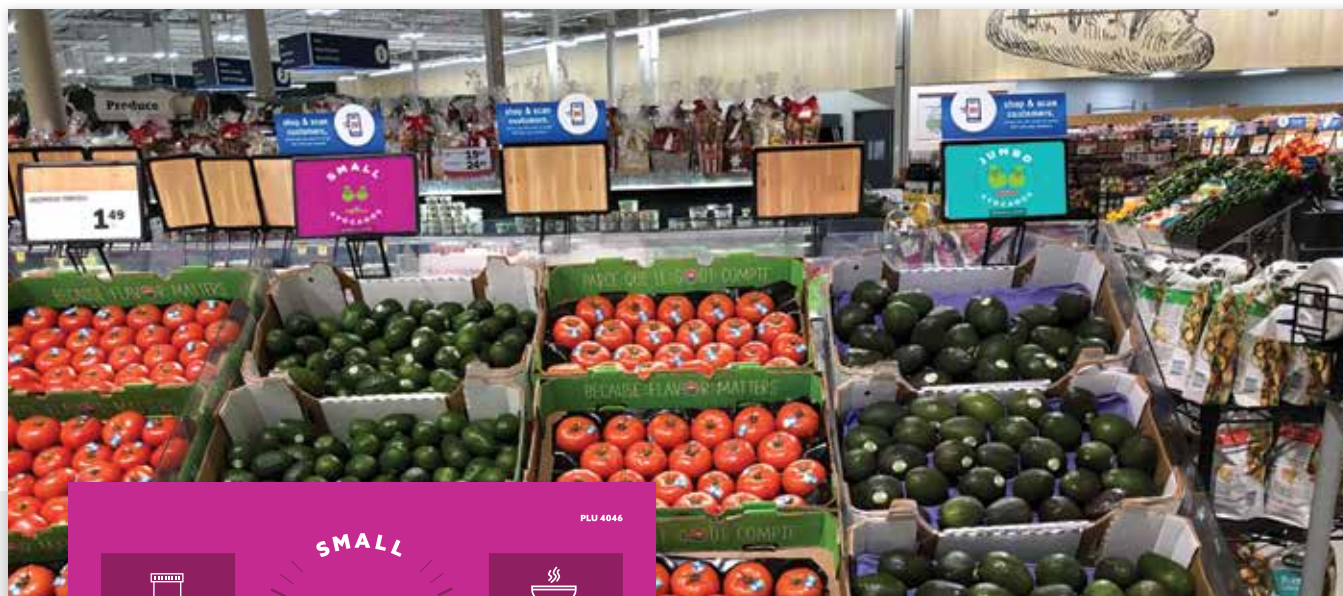


Dual Size Merchandising and Consumer Education Program

Boost profits by carrying two bulk sizes.

CONSUMER EDUCATION POS

RETAILER SIZING GUIDE



PLU 4046

SMALL

AVOCADOS

MISSION

SMART SIZES FOR ANY AVOCCASION.

@missionavocados

1 CHOOSE A SIZE

2 CHOOSE ANOTHER SIZE

3 CHOOSE A THIRD SIZE

4 CHOOSE A FOURTH SIZE

5 CHOOSE A FIFTH SIZE

6 CHOOSE A SIXTH SIZE

7 CHOOSE A SEVENTH SIZE

8 CHOOSE AN EIGHTH SIZE

9 CHOOSE A NINTH SIZE

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364 CHOOSE A THREE HUNDRETHS AND FIFTY-SIX SIZE

365 CHOOSE A THREE HUNDRETHS AND FIFTY-SEVEN SIZE

366 CHOOSE A THREE HUNDRETHS AND FIFTY-EIGHT SIZE

367 CHOOSE A THREE HUNDRETHS AND FIFTY-NINE SIZE

368 CHOOSE A THREE HUNDRETHS AND SIXTY SIZE

369 CHOOSE A THREE HUNDRETHS AND SIXTY-ONE SIZE

370 CHOOSE A THREE HUNDRETHS AND SIXTY-TWO SIZE

371 CHOOSE A THREE HUNDRETHS AND SIXTY-THREE SIZE

372 CHOOSE A THREE HUNDRETHS AND SIXTY-FOUR SIZE

373 CHOOSE A THREE HUNDRETHS AND SIXTY-FIVE SIZE

374 CHOOSE A THREE HUNDRETHS AND SIXTY-SIX SIZE

375 CHOOSE A THREE HUNDRETHS AND SIXTY-SEVEN SIZE

376 CHOOSE A THREE HUNDRETHS AND SIXTY-EIGHT SIZE

377 CHOOSE A THREE HUNDRETHS AND SIXTY-NINE SIZE

378 CHOOSE A THREE HUNDRETHS AND SEVENTY SIZE

379 CHOOSE A THREE HUNDRETHS AND SEVENTY-ONE SIZE

380 CHOOSE A THREE HUNDRETHS AND SEVENTY-TWO SIZE

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382 CHOOSE A THREE HUNDRETHS AND SEVENTY-FOUR SIZE

383 CHOOSE A THREE HUNDRETHS AND SEVENTY-FIVE SIZE

384 CHOOSE A THREE HUNDRETHS AND SEVENTY-SIX SIZE

385 CHOOSE A THREE HUNDRETHS AND SEVENTY-SEVEN SIZE

386 CHOOSE A THREE HUNDRETHS AND SEVENTY-EIGHT SIZE

387 CHOOSE A THREE HUNDRETHS AND SEVENTY-NINE SIZE

388 CHOOSE A THREE HUNDRETHS AND EIGHTY SIZE

389 CHOOSE A THREE HUNDRETHS AND EIGHTY-ONE SIZE

390 CHOOSE A THREE HUNDRETHS AND EIGHTY-TWO SIZE

391 CHOOSE A THREE HUNDRETHS AND EIGHTY-THREE SIZE

392 CHOOSE A THREE HUNDRETHS AND EIGHTY-FOUR SIZE

393 CHOOSE A THREE HUNDRETHS AND EIGHTY-FIVE SIZE

394 CHOOSE A THREE HUNDRETHS AND EIGHTY-SIX SIZE

395 CHOOSE A THREE HUNDRETHS AND EIGHTY-SEVEN SIZE

396 CHOOSE A THREE HUNDRETHS AND EIGHTY-EIGHT SIZE

397 CHOOSE A THREE HUNDRETHS AND EIGHTY-NINE SIZE

398 CHOOSE A THREE HUNDRETHS AND NINETY SIZE

399 CHOOSE A THREE HUNDRETHS AND NINETY-ONE SIZE

400 CHOOSE A THREE HUNDRETHS AND NINETY-TWO SIZE

401 CHOOSE A THREE HUNDRETHS AND NINETY-THREE SIZE

402 CHOOSE A THREE HUNDRETHS AND NINETY-FOUR SIZE

403 CHOOSE A THREE HUNDRETHS AND NINETY-FIVE SIZE

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405 CHOOSE A THREE HUNDRETHS AND NINETY-SEVEN SIZE

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407 CHOOSE A THREE HUNDRETHS AND NINETY-NINE SIZE

408 CHOOSE A FOUR HUNDRETHS SIZE

409 CHOOSE A FOUR HUNDRETHS AND ONE SIZE

410 CHOOSE A FOUR HUNDRETHS AND TWO SIZE

411 CHOOSE A FOUR HUNDRETHS AND THREE SIZE

412 CHOOSE A FOUR HUNDRETHS AND FOUR SIZE

413 CHOOSE A FOUR HUNDRETHS AND FIVE SIZE

414 CHOOSE A FOUR HUNDRETHS AND SIX SIZE

415 CHOOSE A FOUR HUNDRETHS AND SEVEN SIZE

416 CHOOSE A FOUR HUNDRETHS AND EIGHT SIZE

417 CHOOSE A FOUR HUNDRETHS AND NINE SIZE

418 CHOOSE A FOUR HUNDRETHS AND TEN SIZE

419 CHOOSE A FOUR HUNDRETHS AND ELEVEN SIZE

420 CHOOSE A FOUR HUNDRETHS AND TWELVE SIZE

421 CHOOSE A FOUR HUNDRETHS AND THIRTEEN SIZE

422 CHOOSE A FOUR HUNDRETHS AND FOURTEEN SIZE

423 CHOOSE A FOUR HUNDRETHS AND FIFTEEN SIZE

424 CHOOSE A FOUR HUNDRETHS AND SIXTEEN SIZE

425 CHOOSE A FOUR HUNDRETHS AND SEVENTEEN SIZE

426 CHOOSE A FOUR HUNDRETHS AND EIGHTEEN SIZE

427 CHOOSE A FOUR HUNDRETHS AND NINETEEN SIZE

428 CHOOSE A FOUR HUNDRETHS AND TWENTY SIZE

429 CHOOSE A FOUR HUNDRETHS AND TWENTY-ONE SIZE

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431 CHOOSE A FOUR HUNDRETHS AND TWENTY-THREE SIZE

432 CHOOSE A FOUR HUNDRETHS AND TWENTY-FOUR SIZE

433 CHOOSE A FOUR HUNDRETHS AND TWENTY-FIVE SIZE

434 CHOOSE A FOUR HUNDRETHS AND TWENTY-SIX SIZE

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437 CHOOSE A FOUR HUNDRETHS AND TWENTY-NINE SIZE

438 CHOOSE A FOUR HUNDRETHS AND THIRTY SIZE

439 CHOOSE A FOUR HUNDRETHS AND THIRTY-ONE SIZE

440 CHOOSE A FOUR HUNDRETHS AND THIRTY-TWO SIZE

441 CHOOSE A FOUR HUNDRETHS AND THIRTY-THREE SIZE

442 CHOOSE A FOUR HUNDRETHS AND THIRTY-FOUR SIZE

443 CHOOSE A FOUR HUNDRETHS AND THIRTY-FIVE SIZE

444 CHOOSE A FOUR HUNDRETHS AND THIRTY-SIX SIZE

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451 CHOOSE A FOUR HUNDRETHS AND FORTY-THREE SIZE

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467 CHOOSE A FOUR HUNDRETHS AND FIFTY-NINE SIZE

468 CHOOSE A FOUR HUNDRETHS AND SIXTY SIZE

469 CHOOSE A FOUR HUNDRETHS AND SIXTY-ONE SIZE

470 CHOOSE A FOUR HUNDRETHS AND SIXTY-TWO SIZE

471 CHOOSE A FOUR HUNDRETHS AND SIXTY-THREE SIZE

472 CHOOSE A FOUR HUNDRETHS AND SIXTY-FOUR SIZE

473 CHOOSE A FOUR HUNDRETHS AND SIXTY-FIVE SIZE

474 CHOOSE A FOUR HUNDRETHS AND SIXTY-SIX SIZE

475 CHOOSE A FOUR HUNDRETHS AND SIXTY-SEVEN SIZE

476 CHOOSE A FOUR HUNDRETHS AND SIXTY-EIGHT SIZE

477 CHOOSE A FOUR HUNDRETHS AND SIXTY-NINE SIZE

478 CHOOSE A FOUR HUNDRETHS AND SEVENTY SIZE

479 CHOOSE A FOUR HUNDRETHS AND SEVENTY-ONE SIZE

480 CHOOSE A FOUR HUNDRETHS AND SEVENTY-TWO SIZE

481 CHOOSE A FOUR HUNDRETHS AND SEVENTY-THREE SIZE

482 CHOOSE A FOUR HUNDRETHS AND SEVENTY-FOUR SIZE

483 CHOOSE A FOUR HUNDRETHS AND SEVENTY-FIVE SIZE

484 CHOOSE A FOUR HUNDRETHS AND SEVENTY-SIX SIZE

485 CHOOSE A FOUR HUNDRETHS AND SEVENTY-SEVEN SIZE

486 CHOOSE A FOUR HUNDRETHS AND SEVENTY-EIGHT SIZE

487 CHOOSE A FOUR HUNDRETHS AND SEVENTY-NINE SIZE

488 CHOOSE A FOUR HUNDRETHS AND EIGHTY SIZE

489 CHOOSE A FOUR HUNDRETHS AND EIGHTY-ONE SIZE

490 CHOOSE A FOUR HUNDRETHS AND EIGHTY-TWO SIZE

491 CHOOSE A FOUR HUNDRETHS AND EIGHTY-THREE SIZE

492 CHOOSE A FOUR HUNDRETHS AND EIGHTY-FOUR SIZE

493 CHOOSE A FOUR HUNDRETHS AND EIGHTY-FIVE SIZE

494 CHOOSE A FOUR HUNDRETHS AND EIGHTY-SIX SIZE

495 CHOOSE A FOUR HUNDRETHS AND EIGHTY-SEVEN SIZE

496 CHOOSE A FOUR HUNDRETHS AND EIGHTY-EIGHT SIZE

497 CHOOSE A FOUR HUNDRETHS AND EIGHTY-NINE SIZE

498 CHOOSE A FOUR HUNDRETHS AND NINETY SIZE

499 CHOOSE A FOUR HUNDRETHS AND NINETY-ONE SIZE

500 CHOOSE A FOUR HUNDRETHS AND NINETY-TWO SIZE

501 CHOOSE A FOUR HUNDRETHS AND NINETY-THREE SIZE

502 CHOOSE A FOUR HUNDRETHS AND NINETY-FOUR SIZE

503 CHOOSE A FOUR HUNDRETHS AND NINETY-FIVE SIZE

504 CHOOSE A FOUR HUNDRETHS AND NINETY-SIX SIZE

505 CHOOSE A FOUR HUNDRETHS AND NINETY-SEVEN SIZE

506 CHOOSE A FOUR HUNDRETHS AND NINETY-EIGHT SIZE

507 CHOOSE A FOUR HUNDRETHS AND NINETY-NINE SIZE

508 CHOOSE A FIVE HUNDRETHS SIZE

509 CHOOSE A FIVE HUNDRETHS AND ONE SIZE

510 CHOOSE A FIVE HUNDRETHS AND TWO SIZE

511 CHOOSE A FIVE HUNDRETHS AND THREE SIZE

512 CHOOSE A FIVE HUNDRETHS AND FOUR SIZE

513 CHOOSE A FIVE HUNDRETHS AND FIVE SIZE

514 CHOOSE A FIVE HUNDRETHS AND SIX SIZE

515 CHOOSE A FIVE HUNDRETHS AND SEVEN SIZE

516 CHOOSE A FIVE HUNDRETHS AND EIGHT SIZE

517 CHOOSE A FIVE HUNDRETHS AND NINE SIZE

518 CHOOSE A FIVE HUNDRETHS AND TEN SIZE

519 CHOOSE A FIVE HUNDRETHS AND ELEVEN SIZE

520 CHOOSE A FIVE HUNDRETHS AND TWELVE SIZE

521 CHOOSE A FIVE HUNDRETHS AND THIRTEEN SIZE

522 CHOOSE A FIVE HUNDRETHS AND FOURTEEN SIZE

523 CHOOSE A FIVE HUNDRETHS AND FIFTEEN SIZE

524 CHOOSE A FIVE HUNDRETHS AND SIXTEEN SIZE

525 CHOOSE A FIVE HUNDRETHS AND SEVENTEEN SIZE

526 CHOOSE A FIVE HUNDRETHS AND EIGHTEEN SIZE

527 CHOOSE A FIVE HUNDRETHS AND NINETEEN SIZE

528 CHOOSE A FIVE HUNDRETHS AND TWENTY SIZE

529 CHOOSE A FIVE HUNDRETHS AND TWENTY-ONE SIZE

530 CHOOSE A FIVE HUNDRETHS AND TWENTY-TWO SIZE

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Ready!

Dual Stage Program and Consumer Selection Tips

Increase shopper spend by offering ripe and almost ripe avocados.

CONSUMER EDUCATION POS



Ready!

Give shoppers what they want, when they want it.

With Mission's **READY** ripe avocado program, simultaneous merchandising of ripe and almost-ripe avocados encourages shoppers to stock up and enjoy avocados at the peak of ripeness today and days to come.

 Reduce shrink
  Increase shopper spend as they buy BOTH ripe & unripe avocados
  Meet shopper desires to enjoy ripe avocados every day
  Expand your avocado category & increase sales velocity

How It Works:

- 1 Receive Stage 4 ripe and Stage 2 preconditioned avocados custom-staged by Mission Produce's expert ripe team. Boxes of Stage 4 ripe avocados will be clearly labeled with a "Ready" sticker to make merchandising easy for produce department personnel.
- 2 Create a destination display of bulk avocados where "Ready for Tonight" (Stage 4) and "Ready in a Couple Days" (Stage 2) avocados are displayed side-by-side.
- 3 Merchandise each side of the dual display with Mission Produce's fun and informative point of sale signage. Draw attention to the second avocado choice so shoppers know to buy both.
- 4 Sell more avocados per shopping trip. Shoppers will stock up so that a ripe avocado is never out of their reach!




Avocados Ready for Tonight

MISSIONAVOCADOS
WORLDSPINERTAVOCADOS.COM

Want it just
Ripe?



Our Avocados are
Ready
when you are.



Avocados Ready in a Couple Days!

(2-3 days)



MISSIONAVOCADOS
WORLDSPINERTAVOCADOS.COM

THICK SKINNED

Peru Season Merchandising and Consumer Education

Help shoppers understand how to check for ripeness on thick and bumpy skinned fruit.

BACKROOM POSTER

ONSITE TRAINING

CONSUMER EDUCATION POS



THICK SKINNED AVOCADOS
There's a soft, creamy center beneath seasonally thick and bumpy skin.

THE GROWING CLIMATE FOR SOME AVOCADOS CAN NATURALLY RESULT IN A THICKER, BUMPIER SKIN.

These avocados are just as creamy and delicious inside when ripe, but the thicker skin calls for judging ripeness in a different way.

They may feel firm even when ripe, as the thick skin has less give. For these avocados, gently press the narrow top of the avocado to feel for softness.

Handle with care! Gently press there.

Gently press the top!

KEEP YOUR EYES "PEELED" FOR THICK-SKINNED AVOCADOS BETWEEN MAY - SEPTEMBER.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

MISSIONAVOCADOS
WORLDSPINESTAVOCADOS.COM



AVOCADO SKINS ARE THICKER AND BUMPIER THIS TIME OF YEAR

Color is not an indicator of ripeness.
Gently press the top to feel for softness.

MISSIONAVOCADOS
WORLDSPINESTAVOCADOS.COM



Premium Packaging

Add Mission bags to your program to increase incremental sales.





Mixed Size #2 Grade Merchandising and Packaging

PROMOTIONAL PACKAGING

CONSUMER EDUCATION POS

EMERALDS IN THE ROUGH

SIZES: Mixed Bags of 48, 60, 70, 84

COO: California, Mexico

BAG CONFIGURATIONS: 2 LB and 3 LB

CASE PACK: 12x2LB, 8x3LB

GRADE: 2

PACKAGE FEATURES

THESE AVOCADOS ARE THE INTERESTING LITTLE FELLAS THAT AREN'T QUITE "PRETTY" ENOUGH FOR THE MAIN STAGE. PECULIAR AND MARRED—WEATHER BLEMMISHED, IMPERFECT AND HOW SHOULD WE SAY THIS... WONDERFULLY WONKY. REGARDLESS, THESE AVOCADOS TASTE JUST AS AMAZING AS THEIR MORE BEAUTIFUL BROTHERS AND SISTERS AND HAVE A SENSE OF HUMOR. FEATURING GRAPHIC DESIGN THAT HAS THE POTENTIAL TO PROMPT A MASS FOLLOWING AND COLORS THAT POP, EMERALDS WILL SHINE ON YOUR SHELVES.

EMBRACE EMERALDS

Reduce Food Waste

Budget Friendly

Can be eaten any way a grade 1 avocado is used

Mixed sizes offer multiple options

Recipes: worldsfinestavocados.com/recipes



Minis








Small But Mighty

Value-Added Packaging for Single-Serving Avocados

PROMOTIONAL PACKAGING



USEFUL LITTLE GUYS

-  Single-Serving Snack
-  Baby Food
-  Smoothies
-  Avocado Toast
-  Sandwiches
-  Omelets
-  Toppings

Recipes: worldsfinestavocados.com/recipes

MINIS BAGS

SIZES:	96, 84
COO:	California, Mexico, Peru
AVAILABILITY:	Year-round
BAG CONFIGURATIONS:	6 count, 2 LB (8-10 ct)
CASE PACK:	12x2 Value Pack, 14x6 6 ct

PACKAGE FEATURES

Mission Minis are small but mighty. They are the perfect single serving avocado, bursting with flavor and loaded with nutrients. Each mini avocado has approximately 100-120 calories. Packaging is bright and stands out on shelves. The backside features Mission's recipe for avocado brunch toast.





WORLDSEFINESTAVOCADOS.COM

