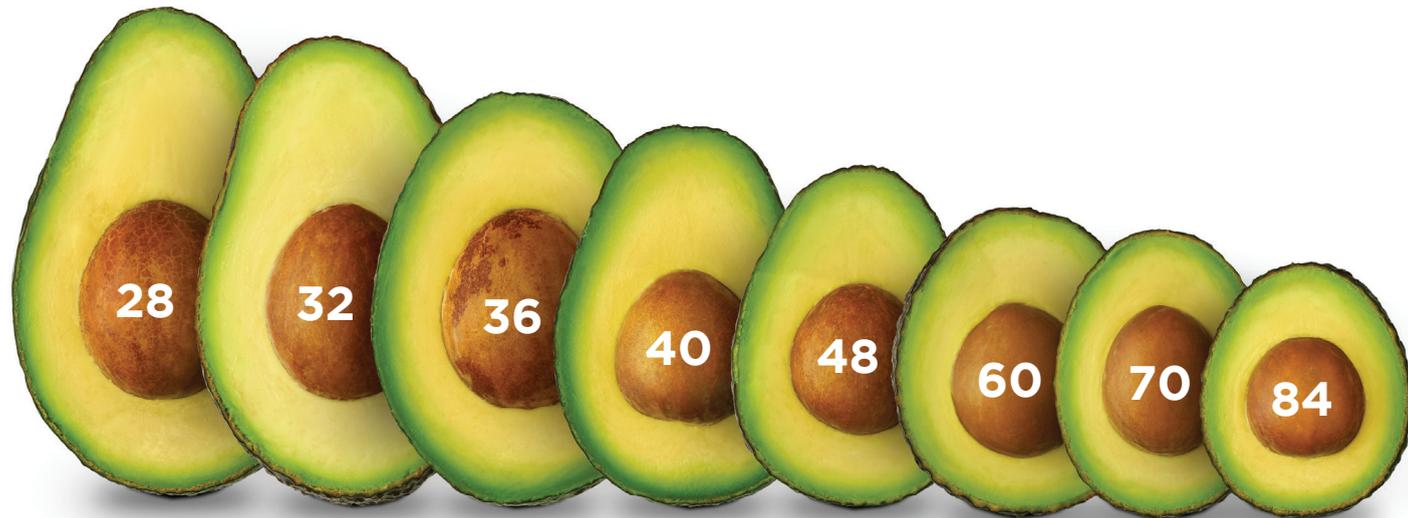


ONE SIZE DOES NOT FIT ALL

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!

COUNTRIES OF ORIGIN

Each country of origin has its own unique climate and soil, and as a result our delicious avocados exhibit subtle physical differences (but the same great taste!) based on where they were grown.



CALIFORNIA

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



DOMINICAN REPUBLIC

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



CHILE

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



COLOMBIA

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



PERU

Thick, bumpy skin that may turn amber/red when ripe. Skin may not darken when ripe; thick skin may feel firm even when ripe.



NEW ZEALAND

Elongated shape with thick, pebbly skin that changes from light green to deep brown when ripe.



MEXICO

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

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