

VARIATIONS ON A GREEN

Throughout the harvest season, avocados can exhibit color variations in skin. Early in the season they're light green; later in the season they're dark green; and in the mid-season they're a green in-between. No matter the time of season, avocados are delicious with the signature avocado flavor and creamy consistency consumers adore. Avocado pros will note subtle differences throughout the season.



EARLY SEASON GREEN

Light green color
Bright green while ripening
Lower dry matter
Slightly longer shelf life



MID SEASON TURNING COLOR



LATE SEASON DARK GREEN

Dark green color
Stays dark green while ripening
Higher dry matter
Slightly shorter shelf life

*Colors may vary based on your screen or monitor settings.