

VOLCANIC ASH

WHAT IS IT?

Avocados grown in the Southern areas of the State of Jalisco are near one of the most active volcanoes in Mexico, the El Colima. As a result, some residual ash that naturally occurs in the climate can be seen on the surface of the avocado.



WHAT CAUSES IT?

Small daily eruptions from the El Colima produce ash that is carried on the wind to the towns below. The ash does not pose any threat, is completely safe, and does not cause any food safety threats. In fact, the ash contributes to what makes the avocado orchards thrive. It is comprised of pulverized rock, minerals (iron and magnesium) and volcanic glass, which wash into the soil and enrich it with nutrients. This nutrient-dense soil is great for producing high quality, rich agriculture.

WHAT CAN BE DONE?

While these regular dustings of ash do not cause any harm to the avocado orchards, they can make the fruit appear dirty. After harvest, all avocados are washed with clean water and a series of high power brushes designed to remove all dirt and dust. Most of the ash is removed in this process but occasionally some ash residue remains. It is completely harmless and safe for consumption.



Does not cause internal damage



Fruit will ripen and taste normal