

AVOCADOS AND DON'Ts



Avocado Best Practices Guide
for Grocery Retailers





Mission Produce has grown to become the world's leader in producing, distributing and marketing fresh Hass avocados. As a vertically integrated company, our total focus is avocados. We provide customers all over the world with the complete package: year-round supply, global availability and value-added services.

Mission Produce's industry-leading Ripe Program sets our customers up for success because there is less inventory to carry, less guessing about ripeness and less shrink.

But the hero at the end of this avocado success story is you. Yes, YOU!

On the pages that follow, we've outlined the best practices for avocado handling and merchandising that consistently result in increased sales. By following these simple practices, you can offer your shoppers the world's finest avocados at their peak quality and flavor, when they are ripe and ready to eat.

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5 STAGES OF RIPENESS

The first step to watching your avocado sales soar 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
Hard

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

APPROXIMATELY

5+ DAYS

UNTIL RIPE
IF HELD
AT ROOM
TEMPERATURE



STAGE 2
Pre-Conditioned

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

APPROXIMATELY

4-5 DAYS

UNTIL RIPE
IF HELD
AT ROOM
TEMPERATURE



STAGE 3
Breaking

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

APPROXIMATELY

2 DAYS

UNTIL RIPE
IF HELD
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

DID YOU KNOW?

Each piece of fruit in your Mission order is delivered at the same stage of ripeness. All of our avocados are expertly ripened to each of our customers' preferred stage of ripeness at our nearest Ripening Center.

THE BUTTON METHOD

Until you get the hang of judging an avocado's ripeness by how soft it feels, there's another trick for determining avocado ripeness. "The Button Method" will allow you to have more confidence in your assessment.

Here's how:



1

Press lightly near the neck of the avocado and feel for gentle yield.



2

If you're unsure it's ready to eat, 'pop the stem button.'



3

If the stem button is removed easily, your avocado is ready to eat. If not, the avocado needs a couple more days of ripening.



DON'T OVERDO IT

Your shoppers prefer to have the button intact, so do not use this method to judge ripeness of all the avocados in a shipment. A relatively small sample size of 2-3 avocados in a shipment will tell you all you need to know.

EDUCATE YOUR SHOPPERS

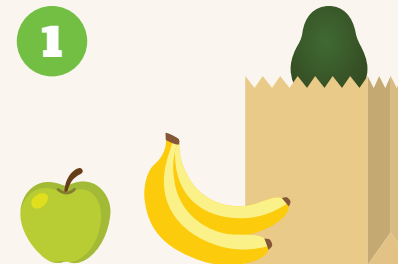
Your shoppers have questions about avocado ripening and now you have the answers. Show them how to finish the ripening process at home with these simple steps:



◀ ROOM TEMPERATURE

Leave firm, under-ripe avocados at room temperature to ripen. Only refrigerate avocados once they are ripe, where they will stay fresh and ready to enjoy for several days.

TO SPEED RIPENING:



1

Enclose avocados in a brown paper bag along with an apple or banana, which naturally release high levels of ethylene, a gas that fruits give off as they ripen.



2

Leave the bag on a sunny windowsill for 18-48 hours.

3

Check for ripeness periodically by feeling for softness.



4

Once ripe, place in the refrigerator to keep fresh for several days.



IT'S IN THE WAY THAT YOU USE IT

Whether firm-ripe at Stage 4 or fully soft and ripe at Stage 5, Hass avocados can be served in a variety of ways.

STAGE 4






Best for slicing and dicing

-  Salads
-  Sandwiches
-  Burgers
-  Tacos
-  Omelets



STAGE 5

Best for mashing and smashing

-  Guacamole
-  Smoothies
-  Spreads
-  Avocado Toast
-  Baby Food

DO

Feel an avocado for softness 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.



HANDLE WITH CARE

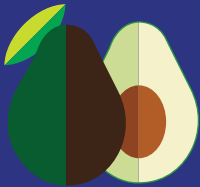
You'll be an avocado pro in no time by familiarizing yourself with the following storage and handling procedures. With our industry-leading Ripe Program, our ripening experts have already begun ripening the fruit to your preferred stage of ripeness. Adhere to these simple practices to offer your shoppers the finest quality avocados.



Bring inside the store immediately upon arrival. Heat is the greatest factor in destroying quality.



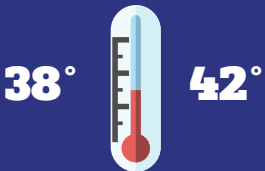
When stacking boxes, place those with ripe avocados on top.



Determine stage of ripeness.



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



Store ripe avocados at 38-42 degrees to slow ripening and avoid cooler damage.



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

PUT ‘EM ON DISPLAY

DO

- ✓ Feature RIPE avocados in separate displays to boost sales.
- ✓ Identify RIPE avocados with RIPE or READY TO EAT Point of Sale materials that speed sales rates and inspire impulse purchases.
- ✓ Rotate displays daily, placing riper avocados on top and removing those that are overripe.
- ✓ Take overripe avocados from the display and develop an in-store guacamole program or use in the deli for sandwiches.
- ✓ Display next to tomatoes, garlic, guacamole mix, lemon and limes for attractive color break and to increase produce department sales with fresh guacamole inspiration.
- ✓ Go beyond guac by displaying ripe avocados with bread and seasonings for avocado toast, or create a secondary display with avocados and other ingredients for smoothies.



Find more display inspiration on page 22

DON'T

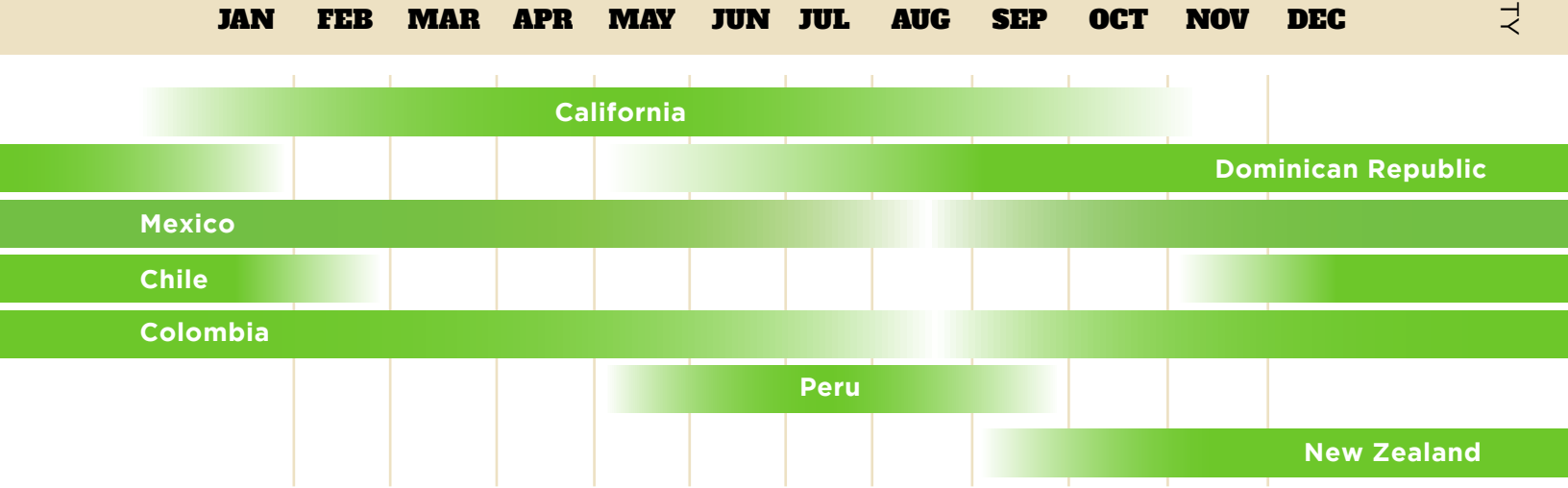
- ✗ Don't display in cooler displays.
- ✗ Don't display avocados on the wet rack or near misting systems.
- ✗ Don't display avocados next to tropical fruit or ethylene sensitive produce such as bananas or mangoes.
- ✗ Don't build massive pyramid displays because the weight of the display could bruise or damage the fruit.



DID YOU KNOW?

Mission will work one-on-one with you to help strategize your merchandising and category management with data-driven insights. We can also arrange for a ripening expert to come to your distribution center to assess and improve your avocado handling operations. Email quality@missionproduce.com to tap into our expertise!

WITH MISSION, IT'S ALWAYS AVOCADO SEASON



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, granulated rough 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 will darken during ripening.



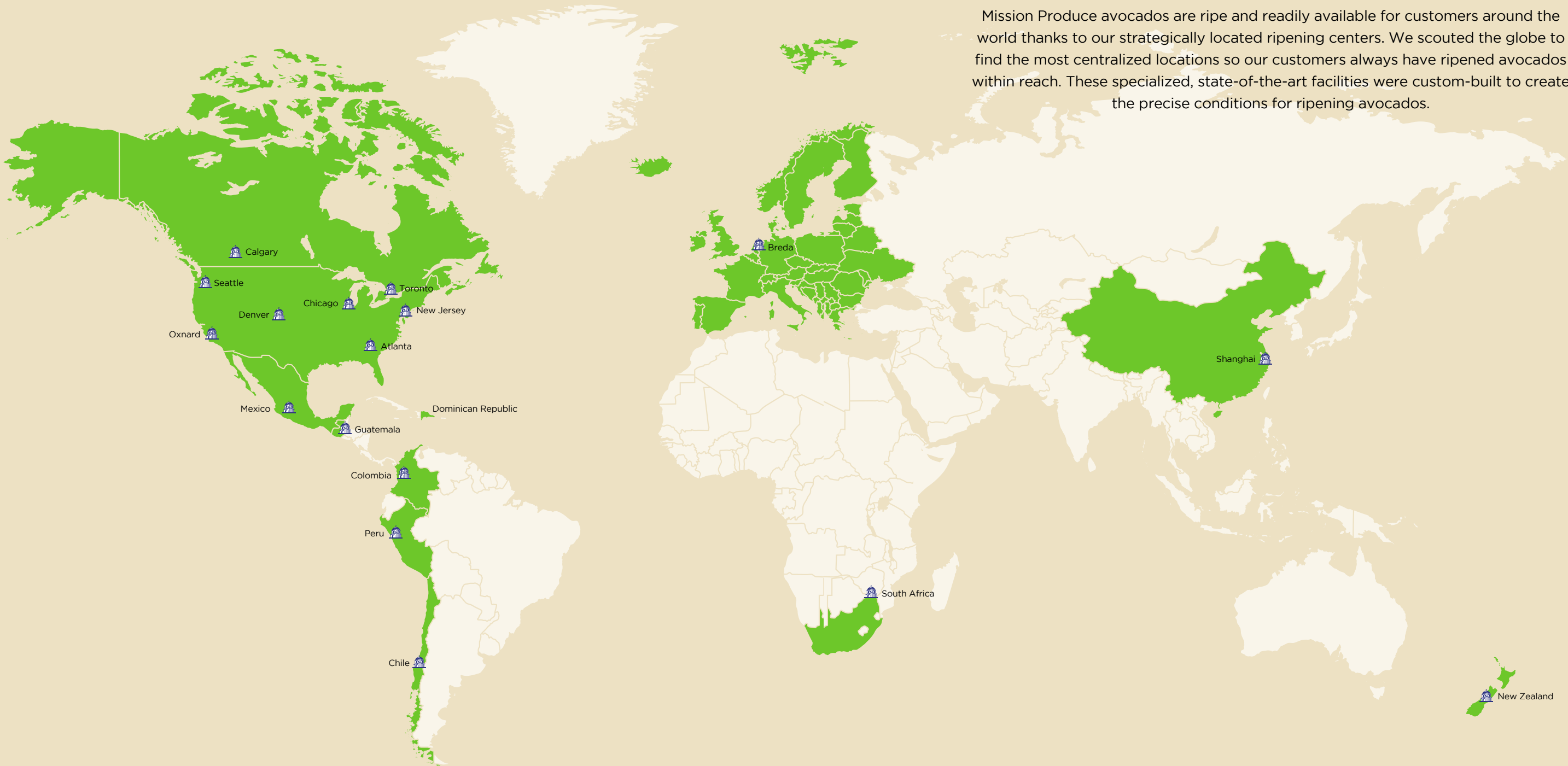
Peru
Thick, bumpy skin that may turn amber/red when ripe. Skin may not darken when ripe; thick skin may feel firm even when ripe.



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

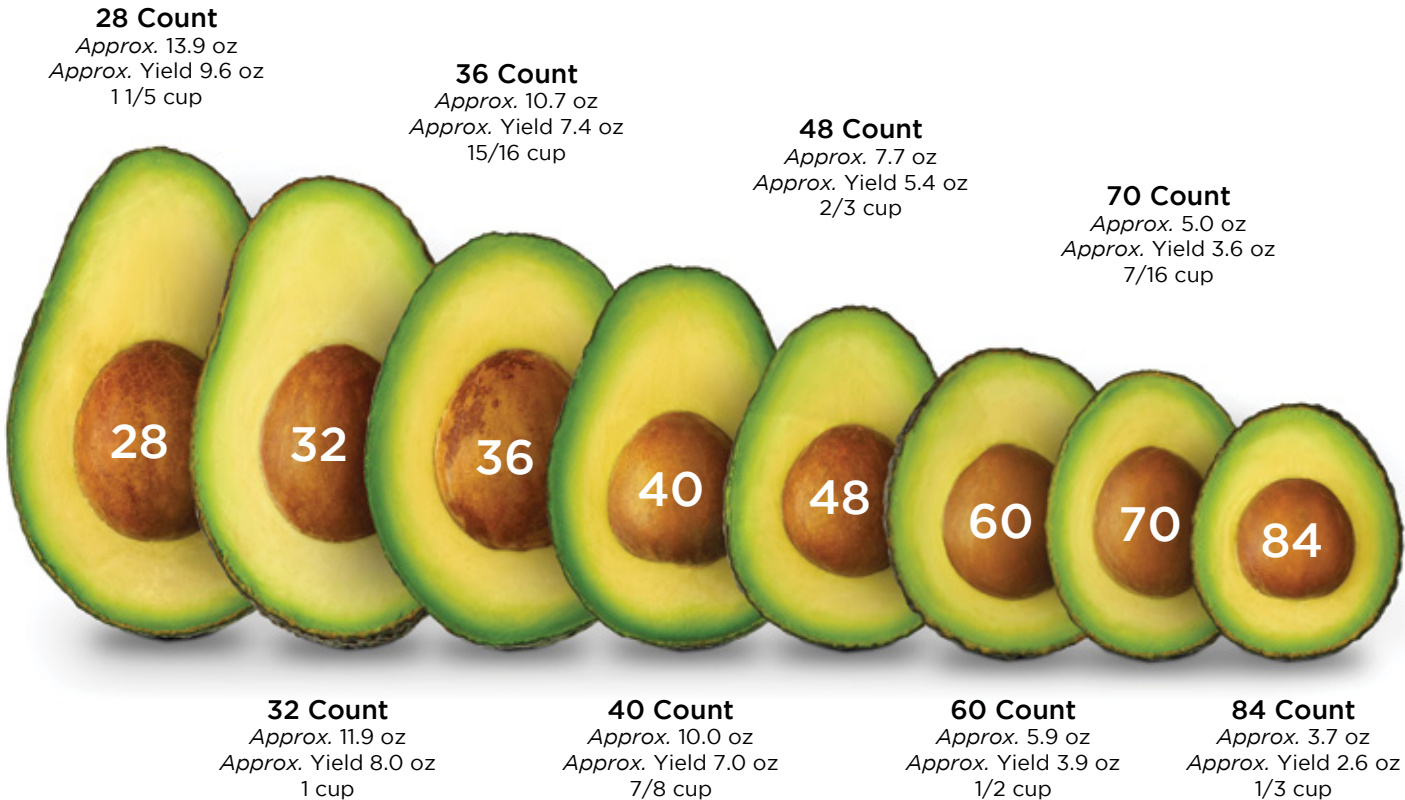
READY FOR THE WORLD

Mission Produce avocados are ripe and readily available for customers around the world thanks to our strategically located ripening centers. We scouted the globe to find the most centralized locations so our customers always have ripened avocados within reach. These specialized, state-of-the-art facilities were custom-built to create the precise conditions for ripening avocados.



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

SMALL

Sizes: 60, 70, 84
PLU: 4046



BEST SIZE FOR

- Single-Serving Snack
- Baby Food
- Smoothies

LARGE

Sizes: 40, 48
PLU: 4225



BEST SIZE FOR

- Half Now/Half Later
- Recipes
- Versatile Usage

JUMBO

Sizes: 28, 32, 36
PLU: 4770



BEST SIZE FOR

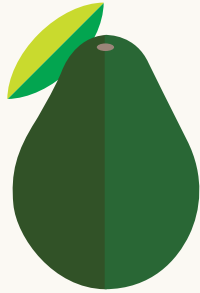
- Stuffed Avocados
- Families
- Guacamole

THE PERFECT MIX

Follow our recommended formula of large, small, and organic for a perfect product mix to meet your shoppers’ needs. For example:

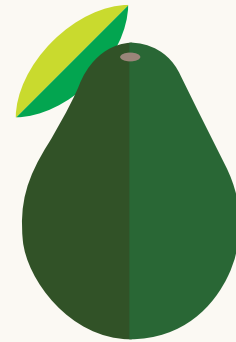
- Small Avocados in Bags or Bulk
- Large Avocados in Bulk
- Organic Avocados in Bags

SIZING UP PROMOTIONS



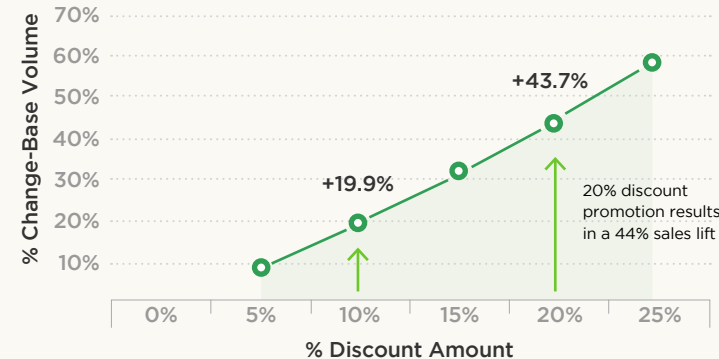
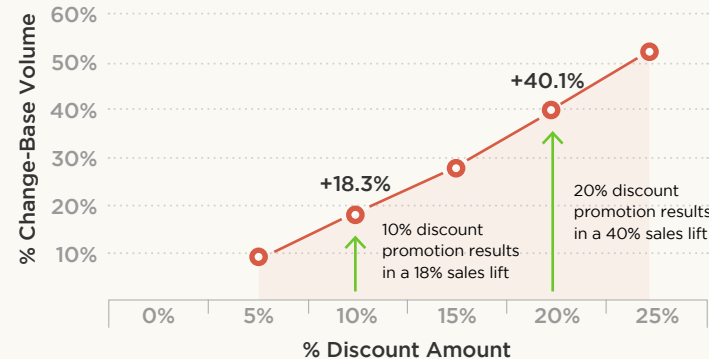
SMALL AVOCADOS

Small fruit moves better on promotion rather than a price reduction. Consumers feel they're getting a deal.



LARGE AVOCADOS

Large fruit has somewhat greater sensitivity to everyday price adjustments.



DO

Offer a variety of sizes to give your shoppers a choice that suits their usage needs and educate shoppers about usage tips for different sizes.

DON'T

Don't assume that bags of avocados can only have small sizes. Small, large and jumbo avocados are all available in bags.

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 are certified by USDA accredited inspectors and meet all the requirements set by the Organic Foods Production Act of 1990. Each of our grower partners is audited annually. As Mission supplies both organic and conventional fruit, we follow strict guidelines to ensure the integrity of organic product throughout the supply chain.



GO PURPLE

Mission Organics are distinctively packaged in purple so shoppers can easily differentiate organic and conventional on the shelf.

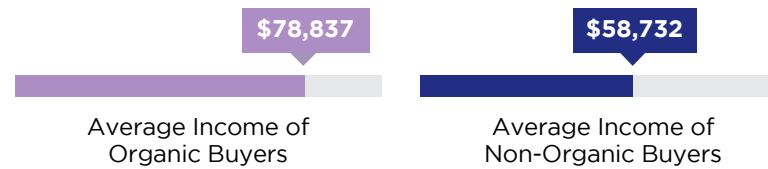
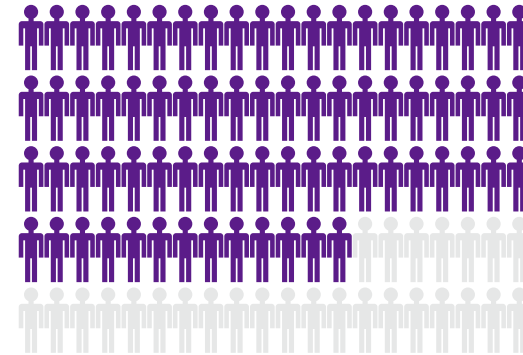
* Hass Avocado Board 2015 Market Basket and Shopper Trends

THE ORGANIC SHOPPER



73% of US Shoppers purchase organics

Source: The Hartman Group, "The Evolving Organic Marketplace," 2015

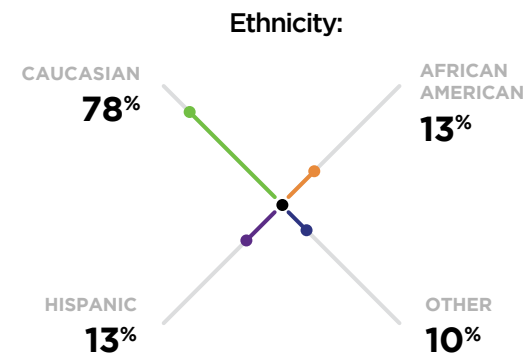


- "Being organically grown" is considered a purchase driver by **60%** of a target audience ¹
- **50%** of heavy avocado users consider organic to be an attribute of importance, where only **22%** of light users consider it an important factor ²
- **51%** of heavy users and **30%** of light users prefer to buy organic ²

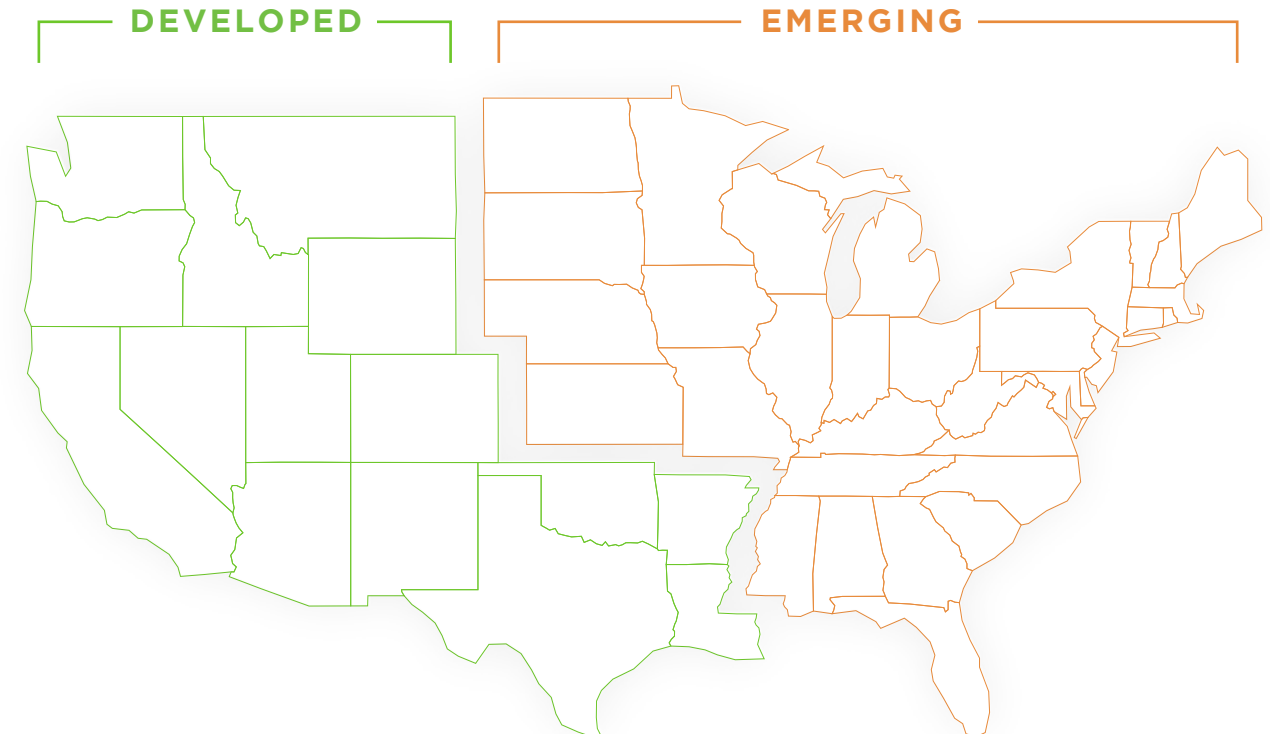
¹ Hass Avocado Board 2016 Consumer Tracking Study

² Hass Avocado Board 2015 Path to Purchase Study

50% College Graduate or Higher



DEVELOPED VS. EMERGING REGIONS



66%

of households in developed regions buy avocados



7

avocado buying trips per year



\$26

avocado spend per year
(up 25% vs. PY)



45%

of households in emerging regions buy avocados



5

avocado buying trips per year



\$17

avocado spend per year
(up 32% vs. PY)

* Hass Avocado Board 2015 Market Basket and Shopper Trends

MEET THE AVOCADO CONSUMER

- 

2/3 of the population have purchased avocados for home use in the past year ³
- 

Women buy the majority of avocados: 68% women—32% men ³
- 

62% of avocado consumers purchased 37 or more avocados per year, one of the highest percentages of heavy avocado purchasers ever recorded! ³
- 

55% of heavy avocado purchasers have an annual household income of \$50,000 or more ³
- 

Heavy avocado purchasers account for 93% of avocado purchases ³
- 

68% of avocado purchasers are married or living with a domestic partner ³
- 

90% of Hispanic consumers purchase avocados monthly ³

³Hass Avocado Board 2016 Consumer Tracking Study

Likelihood of avocado purchase based on presence of children ⁴



⁴ Fresh Trends 2016, The Packer

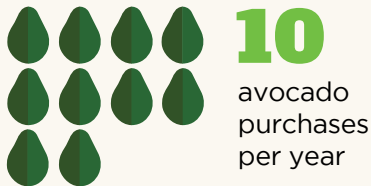
OFFER BOTH BULK AND BAGS

Display bulk and bagged avocados together to boost sales while offering shoppers a choice. Mission offers a full range of avocado sizes in bags, from small, to large to jumbo. Mission can pack custom bags, too!

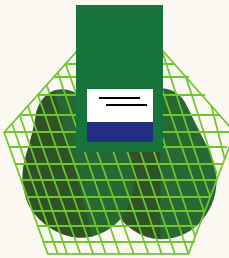
BULK ONLY SHOPPERS



BULK & BAGGED SHOPPERS



BAGGED ONLY SHOPPERS

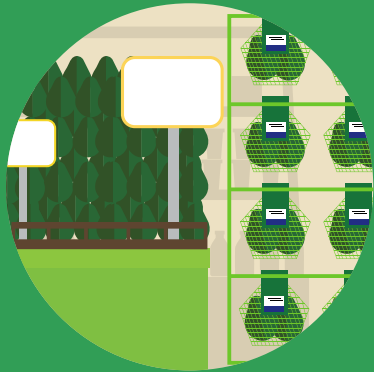


* Hass Avocado Board 2015 Market Basket and Shopper Trends

INSPIRED DISPLAYS



Position avocados in the front of the produce department to draw shopper attention and inspire impulse purchases.



Establish a permanent, year-round destination display with multiple sizes—in bulk and in bags—displayed together.



Accent your avocado displays with tomatoes, limes and guacamole seasoning or fresh smoothie ingredients.



Create eye-catching secondary displays near other products like sliced and artisanal bread, seasonings, tortillas or tortilla chips.

LEARN MORE

Find more display inspiration specifically for your RIPE avocados on page 9

A NUTRITIONAL POWERHOUSE

While they may be relatively high in calories and fat, avocados are a good caloric investment because they are nutrient dense and the fat they contain is the ‘good’ kind—monounsaturated, which is readily used by the body as energy.

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.	

- ✓ Heart Healthy approved by USDA
- ✓ Superfood approved by USDA

FOODIE FACTS

- 3 servings in 1 medium avocado
- Zero sugar, sodium, or cholesterol
- 8g Good source of fiber, 8g
- Vegan
- Gluten Free



DID YOU KNOW?

96% of health professionals surveyed recommend avocados when recommending increased intake of fruits and vegetables.



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