

AVOCADOS AND DON'Ts



Avocado Best Practices Guide
for Foodservice





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 food waste.

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 serving that consistently result in increased sales. By following these simple practices, you can offer your diners the world's finest avocados at their peak quality and flavor, when they are ripe and ready to eat.

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AVOCADOS: A MUST FOR MENUS

With their distinctively rich and nutty flavor, versatility, nutrition profile and year-round availability, avocados have earned their top spot on menus around the globe.

Mintel's 2017 Seasonal Dining Trends Report shows that avocados meet the increasing demand for 'everyday seasonal' ingredients. Because of their popularity and consistent availability, menu items featuring avocados increased by 10% between 2015 and 2016.

The avocado's perennial availability allows chefs to innovate all year long. Picture a summer avocado toast topped with cilantro, strawberry corn salsa, burrata and chili oil (this tempting combo is from The Butcher's Daughter, NYC), or a winter version with roasted kuri squash, pomegranate glaze, pumpkin seeds and almond parmesan cheese (a vegan favorite at By CHLOE, NYC).

Avocados have a place in all parts of the menu, and that's a good thing since they're a good-for-you choice for health-conscious diners. They're a heart-healthy superfood that's rich in monounsaturated fat, the 'good' kind of fat that is readily used by the body as energy. Plus, they contain 8g of fiber and are free of sugar, sodium, and cholesterol while also being a great choice for gluten free, vegetarian and vegan eaters.

Whether stuffed, sliced, diced, smashed, mashed or pureed, the avocado is a versatile pick for any course of any meal of the day—and any type of cuisine. Go beyond guac and serve in salads, sandwiches, dips, pizzas, soups, wraps, poke, sushi, tacos, omelets, smoothies, mousse... you get the picture!

5 STAGES OF RIPENESS

Color is NOT always an indicator of ripeness.



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

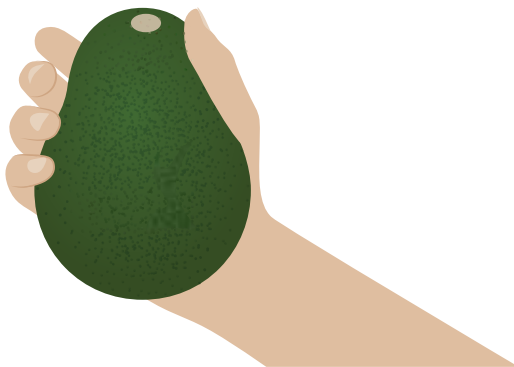


DID YOU KNOW?

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.

JUDGING RIPENESS

Inspect avocados for ripeness daily by squeezing gently to feel for uniform softness.



- ✓ If the avocado yields to gentle pressure, it's ripe and ready to eat
- ✓ If the avocado does not yield to gentle pressure, it is considered still "firm" and should remain at room temperature to ripen
- ✓ If the avocado feels mushy or very soft to the touch, it may be very ripe to overripe—a perfect candidate for guacamole or smoothies

Refrigerate avocados only after they are ripe, where they will stay fresh and ready to serve at the peak of ripeness for several days.

THE RIGHT RIPE STAGE FOR THE RECIPE

Whether firm-ripe at Stage 4 or fully soft and ripe at Stage 5, know which ripe stage is right for your recipe.

STAGE 4

Best for slicing and dicing



STAGE 5

Best for mashing and smashing



DO

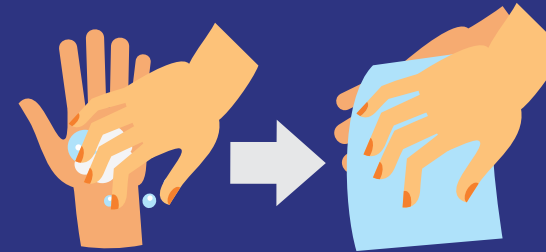
Feel an avocado for softness to judge ripeness. If it yields easily to gentle pressure, it's fully ripe and ready to eat.

DON'T

Don't rely on color to judge ripeness. Feeling the avocado for uniform softness is the best indicator.

SAFETY FIRST

Ensure safe use of Hass avocados by following these simple food safety practices during prep.



Wash your hands in hot, soapy water, then dry with a clean paper towel.



Wash cutting boards, dishes, utensils, and countertops with soap and hot water between preparing raw meat, poultry.



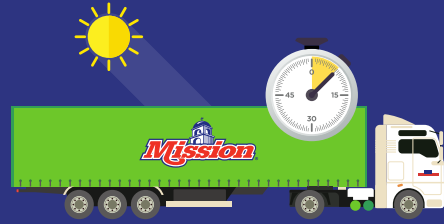
Wash avocados thoroughly under clean running water, then dry with a clean cloth or paper towel.



Cut away any damaged or bruised areas on the fruit.

HANDLE WITH CARE

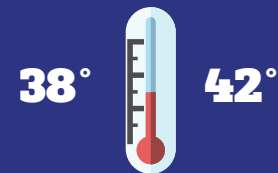
You'll be an avocado pro in no time by familiarizing yourself with the following storage and handling procedures. With our industry-leading Ripe Program, our ripening experts have already begun ripening the fruit to your preferred stage of ripeness. Adhere to these simple practices to offer restaurant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



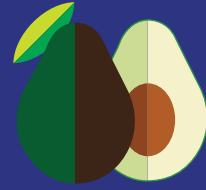
Bring inside the store immediately upon arrival. Heat is the greatest factor in destroying quality.



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



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



Determine stage of ripeness.



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



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

FOOD SAFETY BEGINS WITH MISSION PRODUCE

All of Mission's avocados are handled with the utmost care, with food safety in mind. Our packing and distribution facilities meet and exceed the highest global compliance standards for safety.



Micro and Molecular Biology Scientists on staff specializing in fresh produce food safety



Superior food safety audit scores in the PrimusGFS and BRC schemes



Extensive micro program includes 400+ samples per month



Fully FSMA compliant with in-house lead instructors



Global sanitation program conducting daily testing and maintaining extensive pathogen reduction steps



Health and safety programs safeguarding workers worldwide



Robust sustainability programs reducing global carbon footprints



Do not store near the fryer.



Do not store in the hot kitchen.

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.



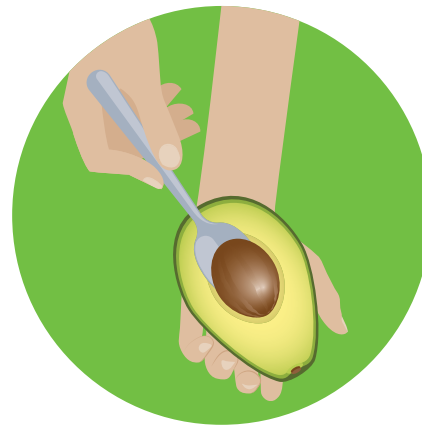
1

Starting at the stem end, slice the avocado in half lengthwise, gently guiding the knife around the perimeter of 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 dislodge it.



THE KNIFE METHOD

Some chefs prefer to use a sharp chef's knife to dislodge the pit, thwacking the heel of the knife deep into the pit then twisting the knife to dislodge the pit. This method is effective, however the risk of knife injury is increased. It is recommended that the avocado be either placed on a secure cutting board rather than being held in the hand, or that the hand holding the avocado is protected with a folded kitchen towel.

KEEP 'EM FRESH

After being sliced open, avocados will naturally oxidize and turn brown over a length of time as they are exposed to air. Learn the no muss, no fuss ways to keep your cut avocados their signature yellow-green hue:

STORING CUT, RIPE HASS AVOCADOS

1



Sprinkle the cut, mashed or sliced fruit with lemon or lime juice or another acidic agent

2



Place in an air-tight container or tightly cover with clear plastic wrap

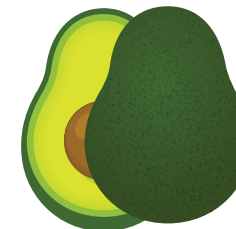
3



Refrigerate for one day, then use

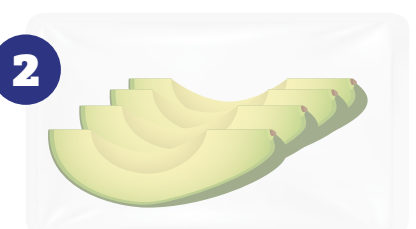
DELI HANDLING PRACTICES

1



In the deli, the avocado can be halved, and the unused halves can be kept facing each other to prevent oxidizing

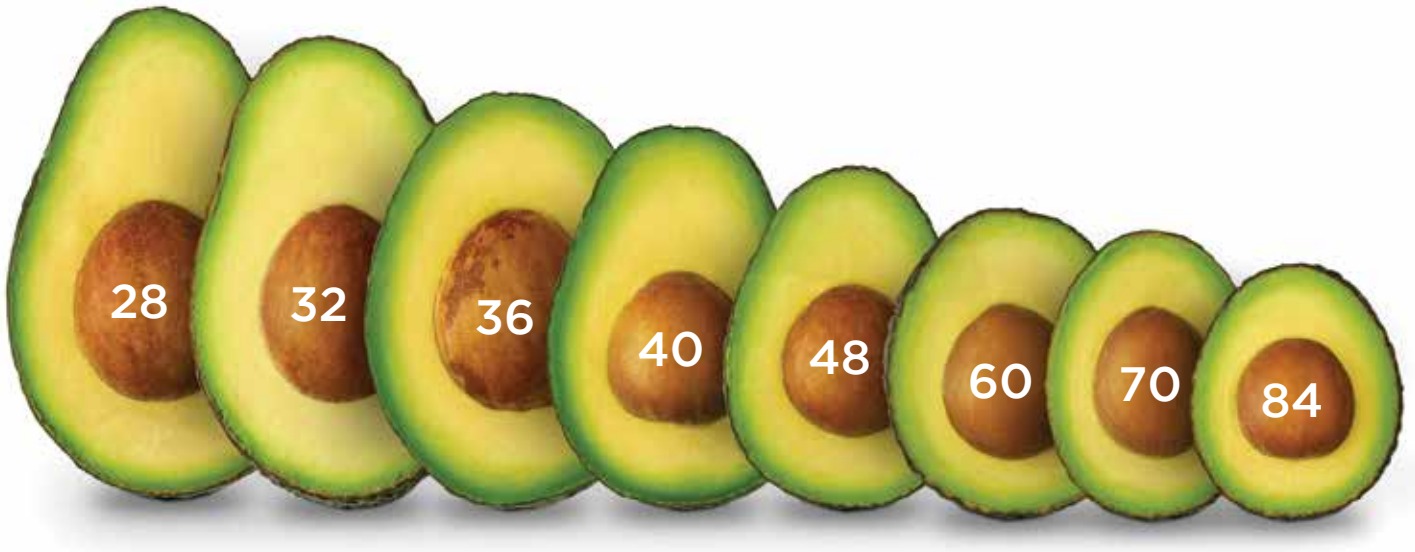
2



In addition, if a storage solution that limits oxygen exposure is available, the avocados can be pre-quartered for use

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!

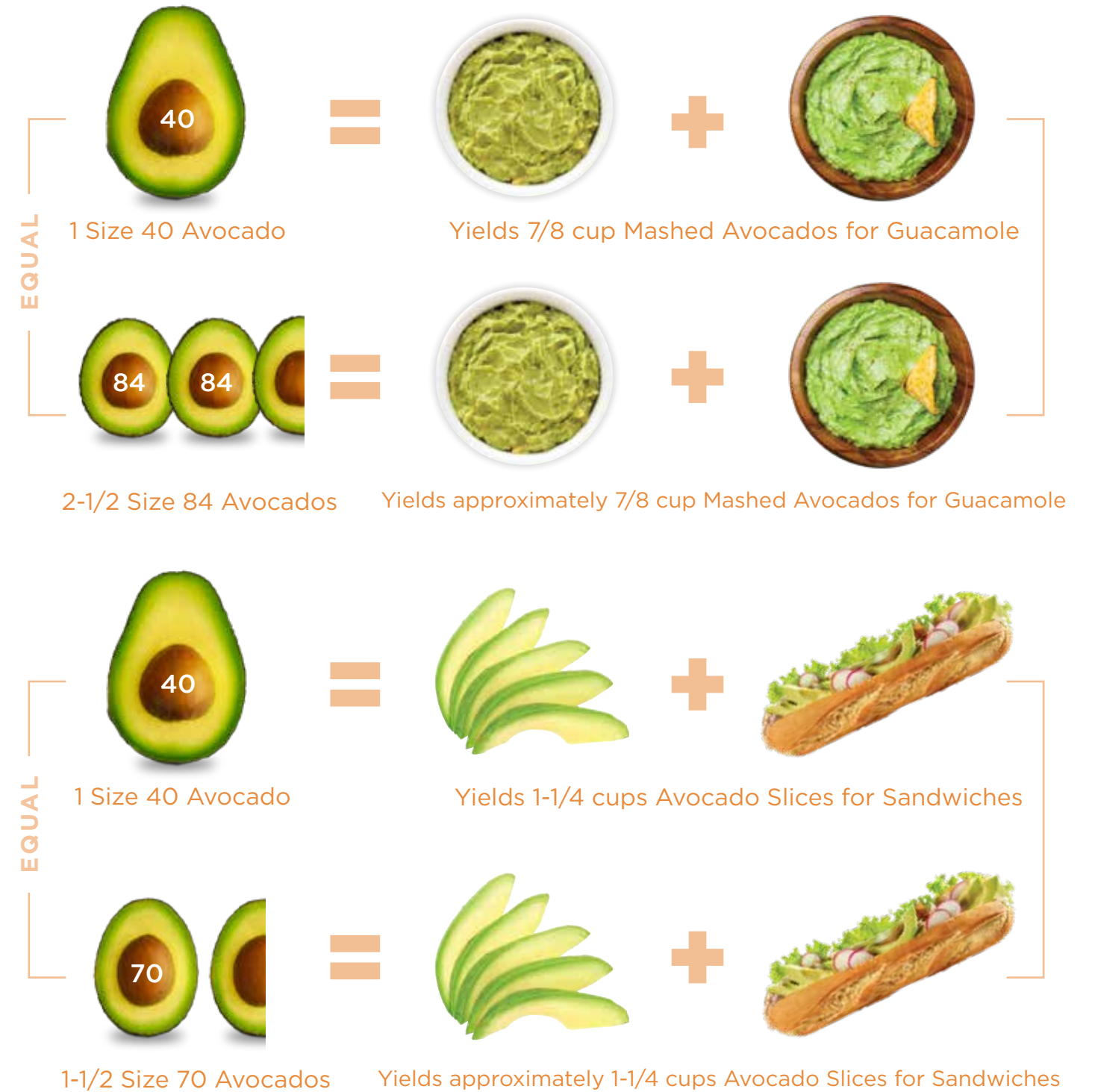
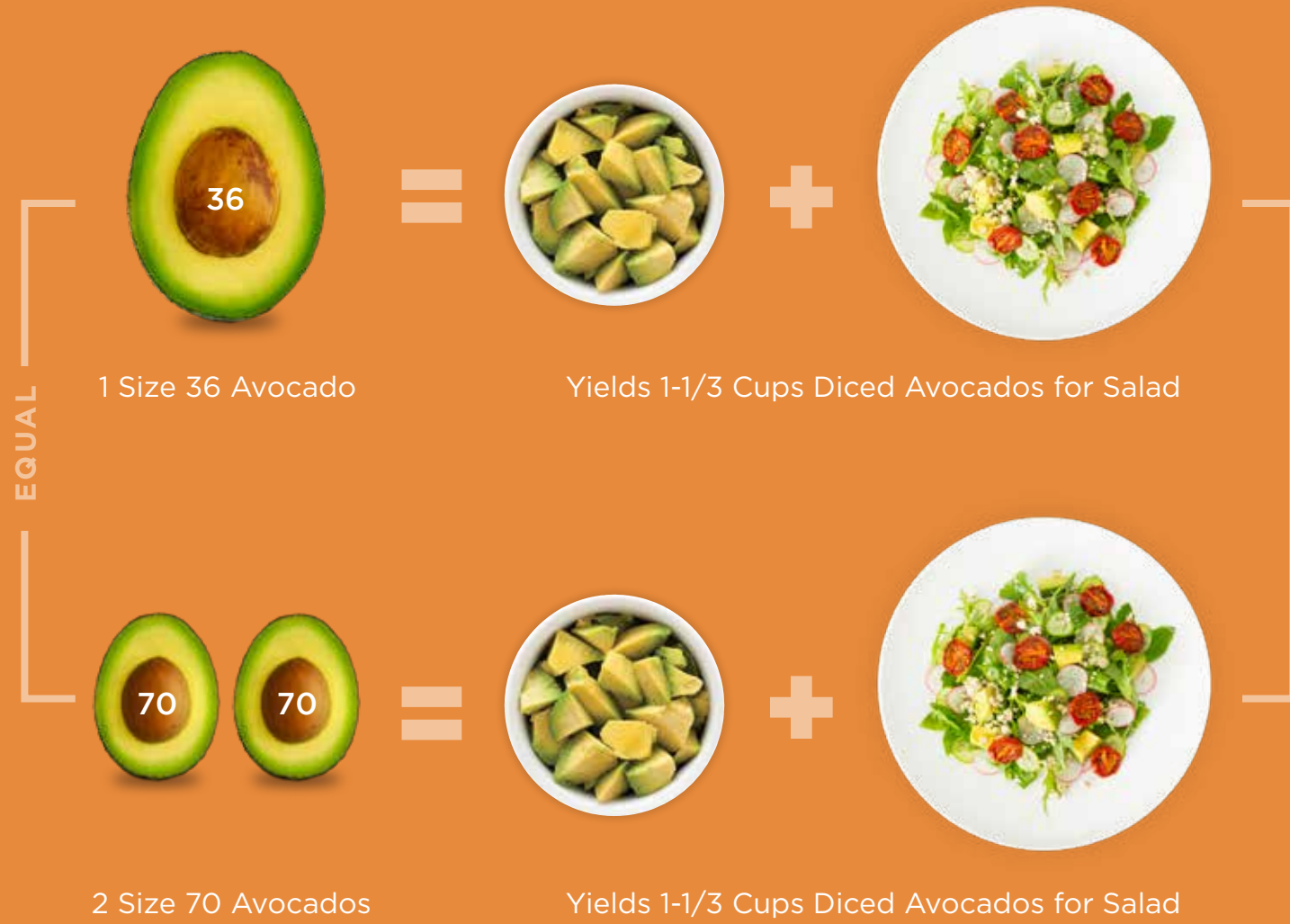
FIND THE RIGHT SIZE FOR THE JOB

	JUMBO			LARGE		SMALL		
COUNT	28	32	36	40	48	60	70	84
WEIGHT (OZ)	13.9	11.9	10.7	10.0	7.7	5.9	5.0	3.7
YIELD (OZ)	9.6	8.0	7.4	7.0	5.4	3.9	3.6	2.6
CUPS	1-1/5	1	15/16	7/8	2/3	1/2	7/16	1/3

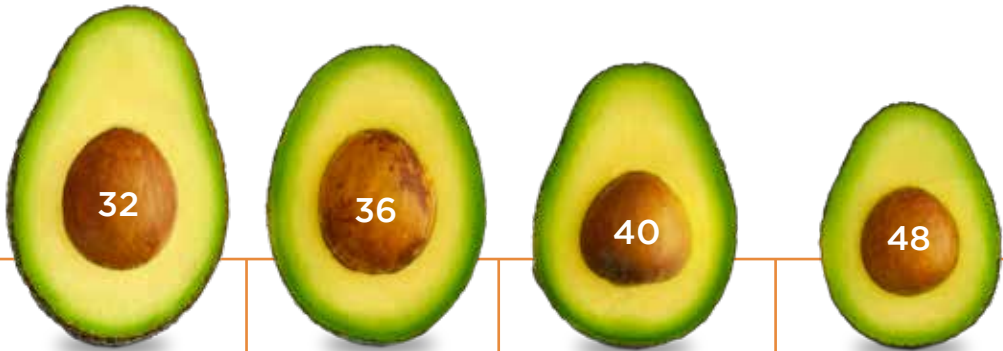
Note: Purchased weight and edible weights shown are approximate. The average yield for all counts is 70%.

SWITCH SIZES WITH EASE

Thanks to Mother Nature, avocados yielded at harvest vary in stature. With Mission's measurement resources, you have flexibility when it comes to the size of avocados you use. Jumbo, large, or small, any size fruit can yield the amount of pulp you need. We'll show you how.



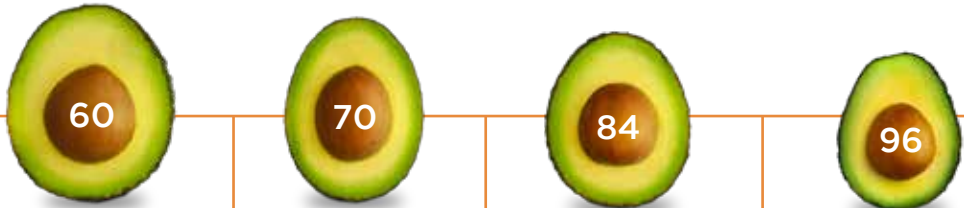
SIZE INTERCHANGEABILITY



YIELD
SLICED
DICED
MASH
PUREED

Cup Oz	1 cup 8 oz	15/16 cup 7.4 oz	7/8 cup 7 oz	2/3 cup 5.4 oz
Cup Slices (1 cm wide)	1 3/4 cups 18 slices	1 1/2 cups 16 slices	1 1/4 cups 14 slices	1 cup 13 slices
Cup Dices (2x1x1 cm)	1 1/2 cups 108 dices	1 1/3 cup 100 dices	1 cup + 2 TBSP 92 dices	1 cup 80 dices
Cup	1 cup	15/16 cup	7/8 cup	2/3 cup
Cup	3/4 cup + 3 TBSP	2/3 cup + 1/2 TBSP	2/3 cup	1/2 cup

SIZE INTERCHANGEABILITY



YIELD
SLICED
DICED
MASH
PUREED





Cup Oz	1/2 cup 3.9 oz	7/16 cup 3.6 oz	1/3 cup 2.6 oz	1/4 cup 2.25 oz
Cup Slices (1 cm wide)	2/3 cup + 5 TBSP 12 slices	3/4 cup + 1 TBSP 10 slices	2/3 cup 8 slices	1/3 cup + 1 TBSP 6 slices
Cup Dices (2x1x1 cm)	3/4 cup 64 dices	2/3 cup 52 dices	1/2 cup + 1 1/2 TBSP 48 dices	1/3 cup 32 dices
Cup	1/2 cup	7/16 cup	1/3 cup	1/4 cup
Cup	1/2 cup	1/3 cup + 1 1/2 TBSP	1/3 cup + 1/2 TBSP	3 1/2 TBSP

GUACAMOLE AND BEYOND





64% of avocado consumers said that when a restaurant features avocados as a key ingredient, they are more likely to order it. What better inspiration to up your avocado game?! No matter the cuisine, menu part, or day part, avocados should inspire your culinary creativity to run wild.



BREAKFAST & BRUNCH





-  Smoothies and Juice
-  Avocado Toast
-  Omelets
-  Breakfast Sandwiches

LUNCH

-  Soup
-  Sandwiches and Wraps
-  Spreads
-  Salads, Slaw and Dressings



SNACK





-  Battered and Fried
-  Stuffed Avocado
-  Guacamole
-  Dips

DINNER

-  Burgers
-  Tacos
-  Sushi and Poke
-  Spring Rolls



DESSERT

-  Ice Cream
-  Mousse
-  Cupcakes and Frosting
-  Summer Avocado Pie



MOTIVATE WITH GREAT MENU DESCRIPTORS AND PAIRINGS

Words matter. The Hass Avocado Board examined menus from 300 chains to see how avocados are being used in better-for-you menu items, and they have seen some trends that suggest how foodservice operators can appeal to health-conscious diners.

Using words like **fresh, slices, and chunks** indicates to diners that the avocado is minimally processed.



TOP DESCRIPTORS FOR AVOCADO DISHES ON “BETTER-FOR-YOU” MENUS



- 34% FRESH
- 31% VEGETARIAN
- 17% GLUTEN-FREE



TOP MENU DESCRIPTORS FOR COOKING METHODS THAT MINIMIZE THE ADDITION OF FAT



- 32% GRILLED
- 21% ROASTED
- 6% SAUTÉED

TOP VEGETABLE PAIRINGS



- 66% Tomato
- 39% Onion
- 37% Lettuce
- 26% Cucumber
- 23% Bean (any type)
- 21% Pepper

- 18% Corn
- 18% Red Onion
- 17% Black Beans

- 16% Romaine Lettuce
- 15% Mushroom
- 13% Spinach

- 12% Carrot
- 10% Red Peppers
- 6% Asparagus

THE FASTEST GROWING INGREDIENTS, PREPARATIONS, DESCRIPTORS, AND FORMATS ACROSS BETTER-FOR-YOU MENU ITEMS FEATURING AVOCADO



- Baja
- Fish Taco
- Oven Roasted
- Ground Beef
- Ponzu
- Sweet Potatoes
- Seasonal
- Chipotle Chicken
- Lime Dressing

- Chive
- Roasted Chicken
- Filet
- Strawberry
- Nigiri
- Gluten-Free
- Roasted Beef
- Kale
- Fish
- Coconut

CATER TO THE AVOCADO DINER

Foodservice operators can cash in by featuring avocados on the menu. See how tailoring your menu to avocado diners is good for business.



64% of consumers order dishes that contain avocados monthly



50% of consumers say restaurants that offer avocados are better than others



Average monthly avocado dish orders per person: 4



Diners will pay more to add avocado
\$1.25 extra for Avocado
\$1.66 extra for guacamole

Add Avocado, Add Value

Percent of diners that attribute positive associations to dishes with avocados vs. those without:



Hass Avocado Board Avocado Foodservice Usage/Consumption Habits 2017

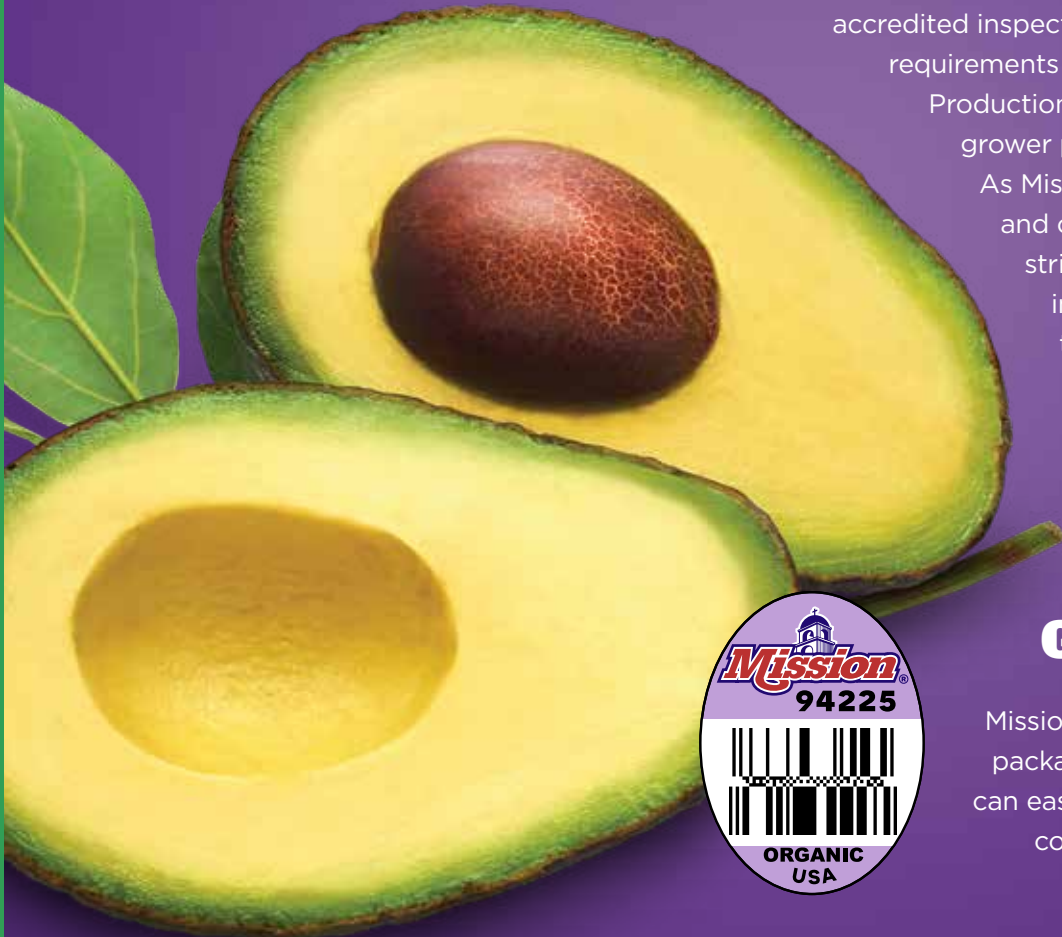


ORGANICS

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.

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



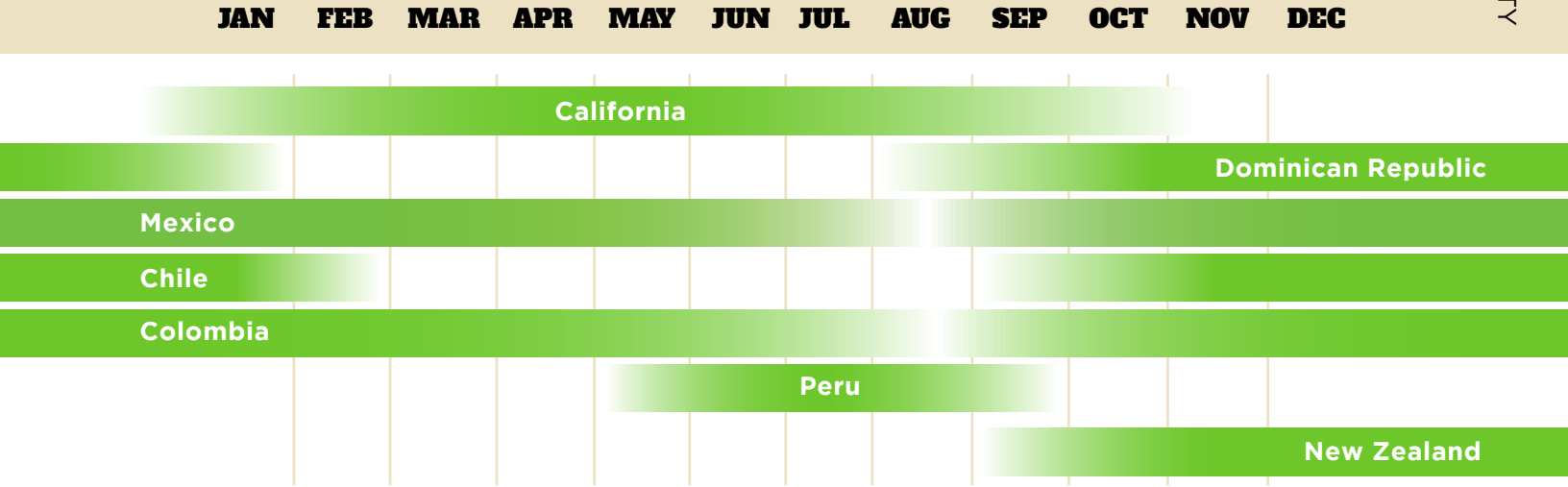
Gluten Free

DID YOU KNOW?

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



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.



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