



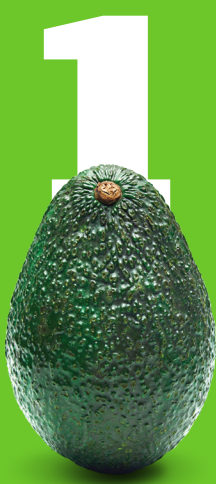
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STAGES OF RIPENESS

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.

We recommend judging ripeness by applying gentle pressure to feel for uniform softness. Unlike with the use of a penetrometer, assessing ripe stage by hand is non-destructive and quick, with no special equipment required.



HARD

~5+ days
until ripe if held
at room temperature



PRE-CONDITIONED

~4-5 days
until ripe if held
at room temperature



BREAKING

~2 days
until ripe if held
at room temperature



RIPE

Best for slices
and cubes



RIPE

Best for mashing
and guacamole

VERY HARD,
NO GIVE

VERY FIRM,
MINIMAL GIVE

FIRM,
YIELDS SLIGHTLY
TO PRESSURE

SOFT,
YIELDS SLIGHTLY TO
GENTLE PRESSURE

SOFT,
YIELDS EASILY TO
GENTLE PRESSURE

WITH MISSION, IT'S ALWAYS AVOCADO SEASON

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

California

Dominican Republic

Mexico

Chile

Colombia

Peru

New Zealand



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