

RETAIL GUIDE

Avocados

New Zealand Hass Avocados



Availability: New Zealand avocados are available from November through until February.

STAGES OF RIPENESS

Green
Firm
Use in 3–5 days



Green brown
Great for slicing
Use in 2–3 days if
required soft



Dark brown
Ripe for eating and
mashing



A slice of summer



RETAIL TIPS

1. Handle with care

- Handle with care as avocados bruise easily.
- Store cartons with softer fruit on top and those with firmer and new fruit on the bottom.
- Display avocados in original cartons or no more than two layers deep when ripe. Avoid tumble filling displays.

2. Display effectively to boost sales!

- **Ripe fruit**, along with firm fruit, will double sales and more.
 - Consumers prefer avocados that are ripe and ready to eat.
 - Shoppers rely on retailers to identify ripe avocados so:
 - Use “Ripe” stickers for more impulse sales and reduced shopper bruising.
 - Position ripe fruit at the front of the display.
- **Locate** avocados next to tomatoes and lettuce to increase sales of all products – they are natural partners in summer salads, sandwiches, salsa and guacamole.
 - Add a small display of **lemons or limes** in the centre of the avocados for an even more effective colour break and incremental sales.
 - Use a secondary location, either loose or pre-packed, with mangoes, pineapples and other tropical fruit.
- **Cross merchandise** with other salad ingredients and dressings.

3. Promote for profit

Use “A Slice of Summer” posters and leaflets to attract customers and educate them about selection and use.

Frequently Asked Questions

Why do we import avocados?

New Zealand Hass avocados are in Australia from late October to February, after the main Australian season has finished. During the summer months, the only Australian avocado supply is from Western Australia, and they do not produce enough to satisfy the demand across all of Australia.

The New Zealand fruit helps equal out the supply and demand difference. The Australian and New Zealand avocado growers work closely together on improving both production and marketing.

Are avocados fattening?

Avocados contain 675kJ or 160 calories per 100g. They are rich in natural monounsaturated fats, which help lower LDL (bad) cholesterol and boost HDL (good) cholesterol. They provide more potassium than a banana and are rich in folate, vitamins and fibre.

How can you tell when an avocado is ripe?

There is no need to squeeze. Simply use the Hass avocado skin colour to determine if its ripe and ready or ripe in a few days.

What are some easy uses for avocados?

Mash two avocados, add sweet chilli sauce and salt and pepper to taste for easy Guacamole; add to salads and sandwiches; start the day with avocados spread on toast.

A slice of summer