



California Avocado Fact Sheet



CALIFORNIA AVOCADO KEY FACTS

- Peak California avocado season 2020: March through September
- While many avocados found in supermarkets in the U.S. are imported, travelling a long way to get here, so be sure to look for California on the label for California grown avocados
- California avocados are locally grown, fresh and fast to market
- California avocados are cultivated with uncompromising dedication to quality and freshness, by nearly 3,500 growers in the Golden State. These growers benefit from the coastal climate and ideal growing conditions of the region, including rich soil, warm sunshine and cool coastal breezes
- California avocado growers put care into how their trees are nurtured, planted and harvested. They put effort into keeping the land they grow on sustainable for generations to come
- The original Hass Mother Tree, the mother of all Hass avocados, is a California native. In the 1920s, California grower Rudolph “Rudie” Hass revisited the avocado tree he had planted as a seed years earlier. The unique taste of its fruit piqued his interest, as it was richer and nuttier than other avocados he had tried. Now, approximately 80 percent of all avocados grown worldwide are the Hass variety
- There are eight varieties of avocados grown commercially in California, with the Hass variety accounting for approximately 96 percent of the total crop volume. Bacon, Fuerte, Gwen, Lamb Hass, Pinkerton, Reed, Zutano and now the GEM varieties also are grown in the state
- 2020 marks the third season that the GEM variety has been commercially available. GEM avocados are categorized as a Hass-like variety with an appealing flavor and beautiful appearance featuring gold flecks on a dark green skin

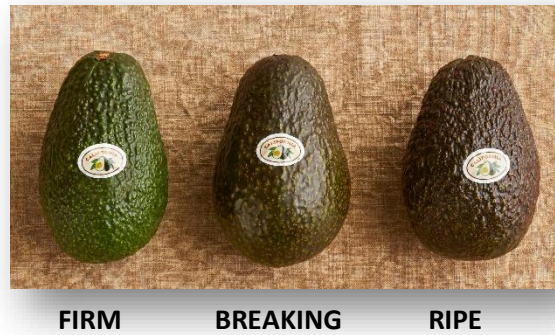


SELECTING A CALIFORNIA AVOCADO

When selecting an avocado, look for California on the label, the symbol of premium quality. This fruit is known for its creamy texture developed while growing in ideal conditions. The easiest way to tell if a California avocado is ready for immediate use is to **gently squeeze** the fruit in the palm of your hand (avoid using fingertips as they could bruise the fruit). Ripe, ready-to-eat fruit will yield to gentle pressure

RIPENING A CALIFORNIA AVOCADO

- To ripen a firm California avocado, store in a warm dark place. To speed up ripening, place the fruit in a paper bag with an apple or kiwifruit at room temperature until ready to eat (usually for two to five days). These fruits accelerate the ripening process by giving off ethylene, a natural plant hormone that promotes ripening. When the avocados yield to gentle pressure, they are ready
- The Hass variety will generally turn dark green to purplish-black as it ripens. However, other varieties, such as Fuerte and Reed, retain their light-green skin when ripe



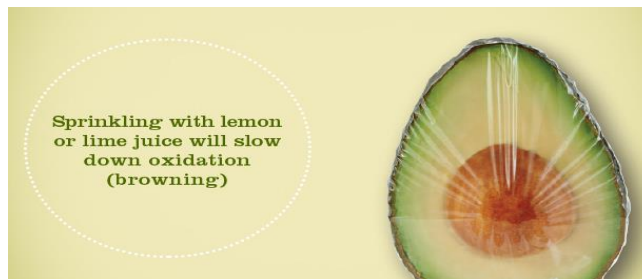
CUTTING AND PEELING A CALIFORNIA AVOCADO

1. Like all fruit, wash the avocado before cutting
2. Carefully cut the ripe avocado in half lengthwise around the seed
3. Rotate the avocado $\frac{1}{4}$ turn and cut lengthwise around the seed to make four avocado segments
4. Separate the quarters and remove seed
5. Starting from the tip, carefully peel each segment



STORING A CALIFORNIA AVOCADO

- A cut avocado will naturally oxidize or "brown" if left unprotected
- Limit exposed surface area by covering tightly with clear plastic wrap or placing in an air-tight container
- Ripe, uncut fruit can be stored in the refrigerator for three to seven days depending on ripeness.
- To store cut fruit, sprinkle with lemon juice, lime juice or white vinegar, wrap tightly in plastic wrap and store in the refrigerator
- To store guacamole, place it in an air-tight container and press clear plastic wrap on the surface of the guacamole before covering to help prevent oxidation, then refrigerate



FREEZING YOUR CALIFORNIA AVOCADO

- To freeze avocado halves, brush with a bit of lemon juice and wrap tightly in a clingy plastic wrap. **Don't leave any room for air – plastic wrap should cling into the curve where the seed was. Place into a freezer safe bag, press out all the air, zip it closed, and place in the freezer. Remove each one whenever you are ready to use it, let it thaw.
- To freeze mashed avocado, place your scooped avocados into a bowl and drizzle with the juice of half a lemon. Mash the avocados to your preferred texture. Place in a zip tight freezer safe bag, remove the air and place in freezer.

USAGE IDEAS

- Mash a ripe fresh California avocado to create a satisfying dip or use it as a spread on sandwiches and toast
- Top salads, burgers and pizzas with sliced avocado for a rich and creamy accent
- Add fresh, diced avocados to pasta and rice creations
- Dress meats and fish with a chunky avocado salsa
- Include avocados in breakfast favorites, such as omelets and Eggs Benedict
- Pair cubed avocado with fresh fruit and drizzle with honey for a sweet and nutritious alternative to regular desserts
- Have extra avocados? Freeze some and save for later!

Versatile & Delicious – Heart-Healthy California Avocados!



CALIFORNIA AVOCADO NUTRITION MESSAGES

1. Heart-healthy California avocados provide “good” fats to one’s diet.
2. California avocados are a heart-healthy fruit and a good source of fiber. Consuming foods rich in fiber may reduce the risk of heart disease, obesity and diabetes
3. One-third of a medium avocado (50 g) contains 6% of the Daily Value for vitamin E, an antioxidant that protects body tissue from damage and helps keep the immune system strong.
4. One-third of a medium avocado (50 g) has 80 calories and contributes nearly 20 vitamins and minerals, making it a nutrient-dense choice.
5. California avocados act as a “nutrient booster” by helping increase the absorption of fat-soluble nutrients like vitamins A, D, K and E.
6. California avocados are heart-healthy fruit that are naturally sodium-, cholesterol- sugar- and trans fat-free.

CALIFORNIA AVOCADO SOCIAL MEDIA CHANNELS

- Facebook: <https://www.facebook.com/CaliforniaAvocados>
- Pinterest: http://www.pinterest.com/ca_avocados
- Instagram: https://www.instagram.com/ca_avocados - User Name: @CA_Avocados
- Twitter: https://twitter.com/ca_avocados - User Name @CA_Avocados

- YouTube: <http://www.youtube.com/user/CaliforniaAvocados>