

Retail Toolkit



Avocados From Mexico are certified by the American Heart Association. Certification does not apply to serving suggestions or recipes.

Learn more at [AvocadosFromMexico.com/Trade](https://www.avocadosfrommexico.com/trade)

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While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.

Always in Season

If you're wondering what makes Avocados From Mexico the world leader in both production and consumption, the answer is that fresh is in our favor. More than 75% of Mexican orchards use only rainwater to produce 1.8 billion pounds of avocados per year for the U.S. market. When you think Avocados From Mexico, think 365/24/7. Here is what geographically sets us apart:



The Right Climate

Mexico's rich volcanic soil, abundant sunshine, and timely rainfall provide the perfect microclimate for producing great-tasting, creamy avocados that are always in season.



The Right Soil

Mexican avocados grow among more than 100 volcanoes, in the center of the feared Trans-Mexican Volcanic Belt, which explains why the avocado industry has bloomed in the region and why Michoacán is a dream land in which to grow avocados.



The Most Rigorous Quality

Thanks to the rigorous quality control program, consumers are assured of getting consistent supplies of high-quality Hass Avocados From Mexico throughout the year.



Why Choose Avocados from Mexico?

There are many reasons to love Avocados From Mexico (AFM) and we are here to tell you why. Here at AFM, we understand that having access to year-round fruit, like the Mexican Hass avocado, is vital to retailers and their customers. For this reason, this toolkit was created to supply you with some serious knowledge about our unique fruit, the only avocados available 365 days a year.

You should know that Mexico is distinctive due to its rich geography and offers many natural wonders. Mexico is and always will be prominently proud of its diversity, culture and history. The country borders the United States, Belize and Guatemala and offers a scenic landscape that varies from mountain ranges to oceanfront lowlands.

From Orchard to Market

Avocados originated in Mexico **10,000** years ago

80% of avocado production comes from the fertile, volcanic soil of Michoacán

There are almost **30,000** avocado orchards currently in Mexico

3 billion lbs. of avocados are produced annually

Avocados have **4** bloom cycles annually, making them available **365** days a year

What is a Hass Avocado?

Hass avocados are large-sized fruit and a cultivar of avocado

Cultivars such as the Hass avocado have been carefully bred and selected for characteristics such as improved yield, flavor and resistance to disease

When ripe, the dark green-colored bumpy skin of the Hass avocado becomes a dark purplish-black and yields to gentle pressure

Due to its taste, size, shelf-life, high growing yield and year-round harvesting, the Hass cultivar is the most commercially popular avocados worldwide

Mexico

Is the **ONLY** country of origin that can supply fruit to the U.S. 365 days a year.

Supplied more than 1.8 billion pounds to the U.S. market in 2016.

Accounts for more than 80% of the avocado business in the U.S.



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Hass Avocado Board. "Volume Data 2016". 2017.

Journey to Market



Committed to Quality

Each day we put forth our best effort to deliver avocados with the finest quality that makes us the leaders worldwide. Executed by a third-party company, an inspector tests the grower's fruit for dry matter content to ensure that each orchard meets our requirements.

The enormous volume of avocados produced by Mexico requires a variety of very specific conditions that make the process of growing avocados very specialized. Growers and packers must work by hand to preserve the high quality attributes that must be achieved throughout the complex process from production to distribution.

Thanks to the rigorous quality control program devised and overseen by the USDA and Mexico's Department of Agriculture, consumers are assured of getting consistent supplies of high quality Hass Avocados From Mexico year-round.



An Unsurpassed Food Safety Program

In 2009, we invested in state-of-the-art technology that allows us to trace each avocado back to the orchard in less than one hour. The Avocado Producer and Exporting Packers Association of Mexico (APEAM), is dedicated to adopting rigorous world-class industry standards to ensure continued production of avocados with unsurpassed taste, food safety, and quality.

Producers are continuously developing good farming practice programs in their orchards by participating in Good Agricultural Practices (GAP) and to preserve the quality of our product, packers are enrolled in Good Manufacturing Practices (GMP) programs.





The story of Avocados From Mexico is as fascinating as it is incredible. From its small start in 1997, the Mexican Hass avocado industry has experienced rapid expansion in the U.S. The robust program of the AFM brand yields more than 2 billion media impressions and is rapidly blazing trails within the produce category.

Not only is the AFM brand adopting the most advanced digital technology in the market to gather customer and consumer data and to connect with a variety of groups in innovative ways, but it is also shifting industry paradigms by becoming the first produce brand ever to run a Big Game TV ad, three years running.

Learn more at AvocadosFromMexico.com/Trade



Avocados
From
Mexico

ALWAYS
FRESH

Avocado Shopper Mindset Insights



Full of feeling

Avocado purchase drivers are often **highly emotional** and rooted in...

Connection: Avocados bring people together and are often the center of a meal/party spread.

Fun: Avocados "dress up" meals making them more fun and inviting to eat.

Security: Avocados are the green, healthy food with universal appeal.

Peace: Avocados can be a treat that enhances relaxing, indulgent moments.

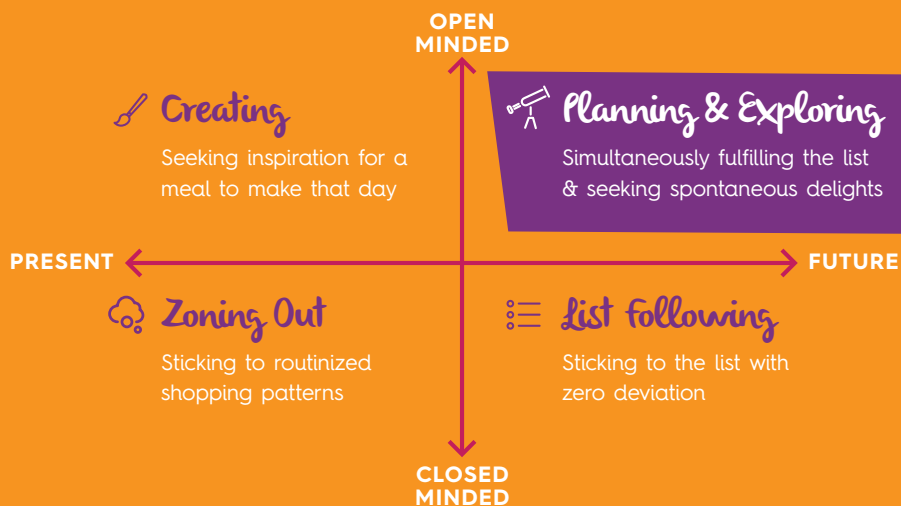
Key Strategic Recommendations

1. Educate and inspire along the entire **path to purchase**
2. **Pre-Shop:** Meet **shoppers' needs** by satisfying their **higher-level goals** such as health or connecting with friends
3. **Shop:** Ensure messages are **relevant**, meaningful, at the right time based on their **mindset** and **mission**
4. **Shop:** Give shoppers **confidence** at the **moment of truth/purchase**
5. **Post-shop:** Support shoppers as they use and store the product as well as to facilitate the **social sharing** of consumer-driven content



The Mindsets

The 4 predominant shopper mindsets that drive avocado shopping behavior.



Why Avocados From Mexico is targeting the Planning & Exploring Mindset:

- Shoppers in this mindset are **consciously engaged**
- Largest Mindset (38%)**
- Highest Avocado Usage** medium (41%) / heavy (38%) users
- Drives 2nd Highest Avocado Purchase**

Source: Avocados From Mexico Shopper Mindset Study 2016

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Simple Luxury

Avocados' rich, **creamy texture** and **satisfying taste** stretches shoppers' perception **beyond produce** into more **hedonic items** like meats and cheeses.

Fuzzy Health

While avocados have a **positive health halo**, there is some uncertainty at point-of-sale regarding the health benefits. This health halo provides a **permissible indulgence** and makes eating healthy **fun**.

Perfect Pick

Picking the **"perfect"** avocado gives shoppers **pride** but can be a daunting **challenge**. Shoppers want simple cues, especially at the moment of purchase.

Tunnel Vision

Shoppers are often **blind** to irrelevant messages and in-store activation not in **their direct line of sight**. Beautiful **avocado displays** direct shoppers' attention at the fruit, causing them to disregard overhead signage.

Displays Drive Purchase

More relevant inspiration points will drive repetition and impulse purchases. Strategic placements can strengthen shoppers' associations with different consumption occasions.

74% of shoppers report they would **buy more avocados** if they saw **more "displays around the store"** to remind them of avocados.



Avocado Shopper Profile



57% of all households buy avocados

\$68 value of shopper basket with avocados

(\$41 without avocados)



6.9 average number of avocado trips per year

\$3.49 average avocado spending per trip



\$23.91 average annual avocado dollar spend

Source: Hass Avocado Board. 2016 Shopper Segmentation Study. 2016.

EAT LIVELY

Avocados From Mexico is proud to be at the forefront of shifting attention to fresh produce year-round. We recognize the powerful influence that retailers have in highlighting the health and nutritional benefits of avocados—helping customers maximize well-being and value with each visit to their local store. Our proprietary research indicated that three key nutritional messages resonate with shoppers most:



- ▶ Nearly 20 vitamins, minerals and phytonutrients (plant nutrients)
- ▶ 3g of fiber
- ▶ 0g of sugar
- ▶ 80 calories per serving
- ▶ 44mcg DFE (Dietary Folate Equivalent) of folate



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While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.

NUTRITIONAL ATTRIBUTES OF AVOCADOS

1 serving = one-third of a medium avocado or 50 grams

HEART-HEALTHY

Fresh avocados are a heart-healthy fruit. They provide naturally good fats, are low in saturated fat, and are cholesterol-free and sodium-free.

NUTRIENT BOOSTER

Because they contain unsaturated fat, avocados are a unique and healthy fruit that can act as a “nutrient booster” by helping increase the absorption of fat-soluble nutrients like vitamins A, D, K and E.

WEIGHT MANAGEMENT

Replacing high calorie snacks with nutrient-dense foods, like avocados, is a nutritious way to help people eat healthier. The Dietary Guidelines for Americans recommend small shifts in food choices to help people achieve overall healthy eating patterns.

VITAMIN E

Healthy avocados contain 6% of the daily value for vitamin E. Vitamin E is an antioxidant that protects body tissue from damage and helps keep the immune system strong against viruses and bacteria.

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DO THE AVOCADO SWAP

SWAP TO BOOST FRUIT INTAKE

ADD HEALTHY AVOCADOS TO BREAKFAST

Eating a healthy diet rich in some vegetables and fruits may protect against certain types of cancers. Healthy avocados are a fresh fruit that can enhance the nutrient quality of the diet.

- ▶ Spread on toast
- ▶ Mix into a smoothie
- ▶ Enjoy as a topping on yogurt or cottage cheese

SWAP FOR HEART HEALTH

A CREAMY TOPPING, SPREAD AND SNACK

Fresh avocados can be part of a heart-healthy diet and lifestyle. Avocados are cholesterol-free, sodium-free and low in saturated fat.

- ▶ Add to sandwiches and burgers
- ▶ Mix into salads (chicken, tuna, veggie)
- ▶ Enjoy as a topping for soup

SWAP TO ADD A SOURCE OF FIBER

PLANT-BASED FAT SOURCE FOR BAKING

Avocados contribute nearly 20 vitamins, minerals and plant compounds that can enhance dietary nutrient quality. Avocados are also a good source of fiber and folate per 50g serving (one-third of a medium avocado).

- ▶ Feature in cookies, brownies and muffins
- ▶ Replace one half of the butter or oil in baking recipes with an equal amount of mashed, ripe avocados. Reduce baking temperature by 25 degrees.

Avocados pair perfectly with eggs!



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— AVO 101 — Educating Your Shoppers

How to Store



OR

DRIZZLE →



WRAP TIGHTLY →



REFRIGERATE

How to Ripen an Avocado faster



+



OR

+



• 1 TO 4
DAYS
• CHECK
DAILY

→



RIPE & READY!

How to Slow Down Ripening



RIPENED
AT ROOM
TEMP

+



=

RIPE &
READY TO
EAT WITHIN
2-3 DAYS

How to Pick an Avocado

Color is
not always
the best
indicator of
ripeness



HARD

READY TO EAT
IN 4 - 5 DAYS



FIRM

READY TO EAT
IN 2 - 3 DAYS



YIELDS TO
GENTLE
PRESSURE

READY TO EAT
TODAY OR
TOMORROW

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AVO 101

Selection, Receiving and Handling Tips

Stages of Ripeness



STAGE 1

Very hard fruit. Usually very green in color. During certain times of year, mature hard fruit can be black in color. Ripens in approx. 7 days (25 lbs. pressure)



STAGE 2

Pre-conditioned fruit is ready to eat in approx. 3 to 5 days if held at room temperature. (15-25 lbs. pressure)



STAGE 3

Breaking (pre-conditioned) fruit has slight give at top & bottom. Ready to eat in approx. 3 days if held at room temperature. (10-15 lbs. pressure)



STAGE 4

Firm/Ripe fruit yields to gentle pressure. Ready to eat, best for slicing and dicing. Will be ripe next day if held at room temperature. (5-10 lbs. pressure)



STAGE 5

Ripe fruit yields to gentle pressure. Use same day for all uses or refrigerate for up to 3-5 days. (5 lbs. or less)

Color is not always the best indicator of ripeness

Store Level Receiving and Handling

- Keep ripened avocados refrigerated at 40°F (never lower than 38°F)
- For further ripening, hold avocados at 60°F to 65°F; never exceeding 68°F
- Pre-conditioned avocados are very perishable and bruise easily; handle them with the utmost care

The Right Size is Always in Season



Always fresh, always delicioso and available 365/24/7, Avocados From Mexico come in various sizes perfect for every use. Feature multiple avocado items in the same promotion—like small and large size avocados at different price points.

*Not to scale. Yield and height are approximations. ©2016 Avocados From Mexico

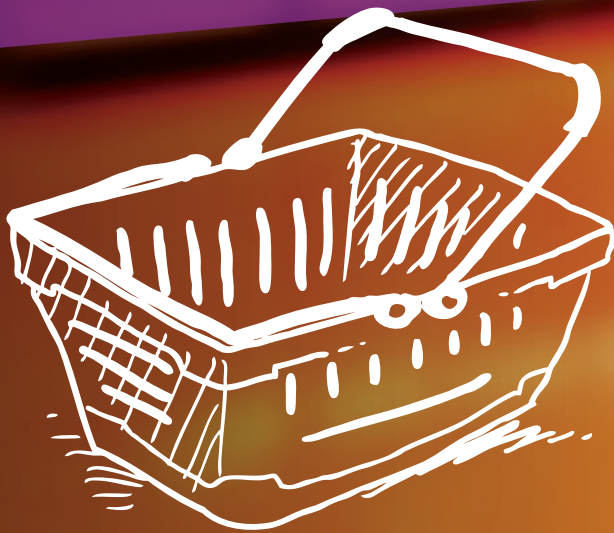
Learn more at AvocadosFromMexico.com/Trade

— AVO 101 —

Displays and Merchandising Tips

- **BOOST INCREMENTAL SALES** by displaying avocados next to products that work well together in recipes and meals such as tomatoes, onions, limes and pre-cut salads
- **PROMOTE USAGE IDEAS** for occasions such as holidays and sporting events
- **EDUCATE CONSUMERS** on nutritional benefits and recipe ideas using avocados

- Do not display avocados on wet racks or near misting systems
- Displays should include avocados that are breaking (pre-conditioned) & ripe
- Firm or hard fruit is best featured on a separate display to **REDUCE SHRINK** and shopper handling
- Boxes with hard fruit go on the bottom; boxes with soft fruit are stacked on top



Learn more at AvocadosFromMexico.com/Trade