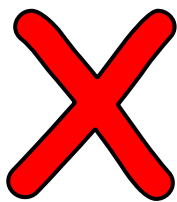




## IMMATURE AVOCADOS DECREASE YOUR SALES

Poor consumer experiences from eating immature avocados quickly reduce sales turnover and stop your repeat sales.

Industry best practice for the New Zealand market is for fruit to reach **24% dry matter** before being harvested, or 23% if being ethylene ripened. This standard exists to enable growth in demand for avocados from New Zealand consumers.



**Immature unripe  
avocado**



**Mature unripe  
avocado**

### **Regional avocado maturity monitoring**

NZ Avocado undertakes regional maturity monitoring in the Bay of Plenty, Whangarei and the Far North.

Regional maturity monitoring results can help you decide when your orchard will be ready to pick. They can be viewed from the industry website here:

[http://industry.nzavocado.co.nz/industry/regional\\_maturity\\_monitoring.csn](http://industry.nzavocado.co.nz/industry/regional_maturity_monitoring.csn)

### **Maturity testing**

NZ Avocado will pay the cost of avocado collection and testing for all AgFirst maturity clearances that meet industry maturity best practice for local market avocados from now until 20th July 2014. AgFirst will invoice NZ Avocado directly for all those tests that pass.

For more information on avocado maturity contact Bevan at NZ Avocado.

Ph 07 571 6147 Email [bevan.jelley@nzavocado.co.nz](mailto:bevan.jelley@nzavocado.co.nz) [www.nzavocado.co.nz](http://www.nzavocado.co.nz)

