

Monitoring avocado quality at retail to drive improvement



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Background

- Australian production to increase by 38% from 2022 to 2026
- Quality key to increasing domestic demand and exports
- Industry target: **90% of avocados will have < 10% internal flesh damage**
- This presentation:
 - About the quality monitoring program
 - Results and trends
 - Supplier and retailer improvements



Retail quality monitoring

- Weekly sampling of Hass and Shepard, nationally
- Retail display info + fruit firmness
- Ripen, cut and assessed for internal damage
- **Fruit acceptable to consumers if < 10% of total flesh weight is damaged**
- **Rapid feedback to suppliers and retailers (de-identified)**
- Assessed 1550 samples, over 3 years (15,550 fruit)



Packhouse

Independent

Sydney

Purchase Information

Location

\$3.50

Fruit Price

Hass

Variety

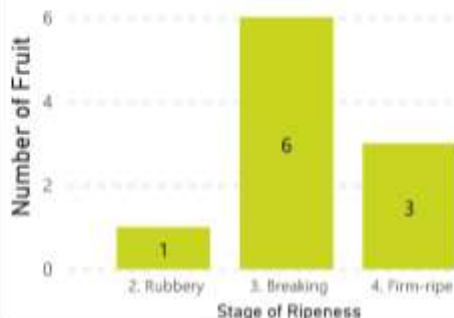
Not in Tray

Fruit Size

ADJ

SampleIDCode

Ripeness at Purchase



Pack Date Best Before Date Purchase Date Assessment Date Fruit Age (Days)

23/12/2022

3/01/2023

5/01/2023

11 days

Acceptable Fruit
(<10% Damage)

9

Out of Ten Fruit

Other Fruit Defects

Fruit Affected	Count
Flesh Discolouration	0
Vascular Browning	0
Other	0



In-store Image



Assessment Image

Bruising



● Fruit with 1-10% Bruised Flesh ● Fruit with >10% Bruised Flesh

Flesh Rot



● Fruit with 1-10% Rotten Flesh ● Fruit with >10% Rotten Flesh

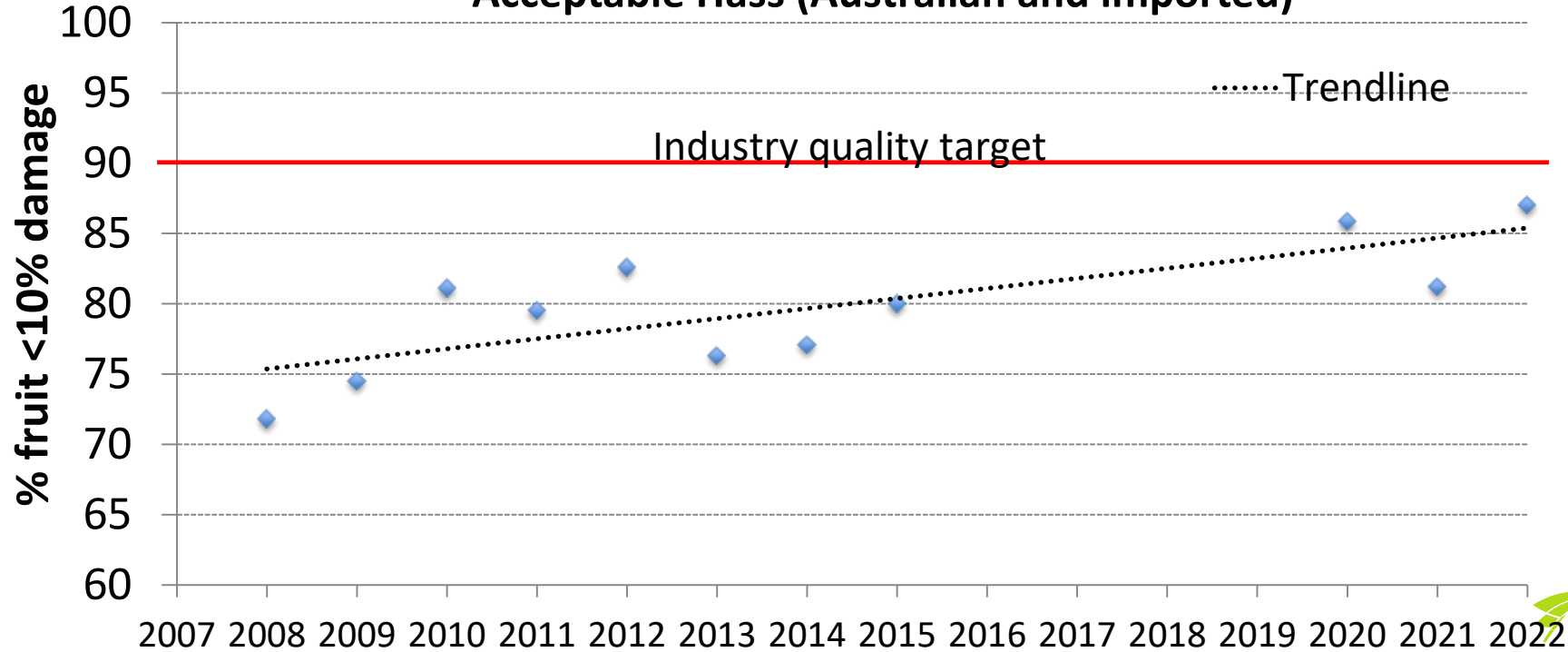


**Hort
Innovation**
Strategic levy investment

**AVOCADO
FUND**

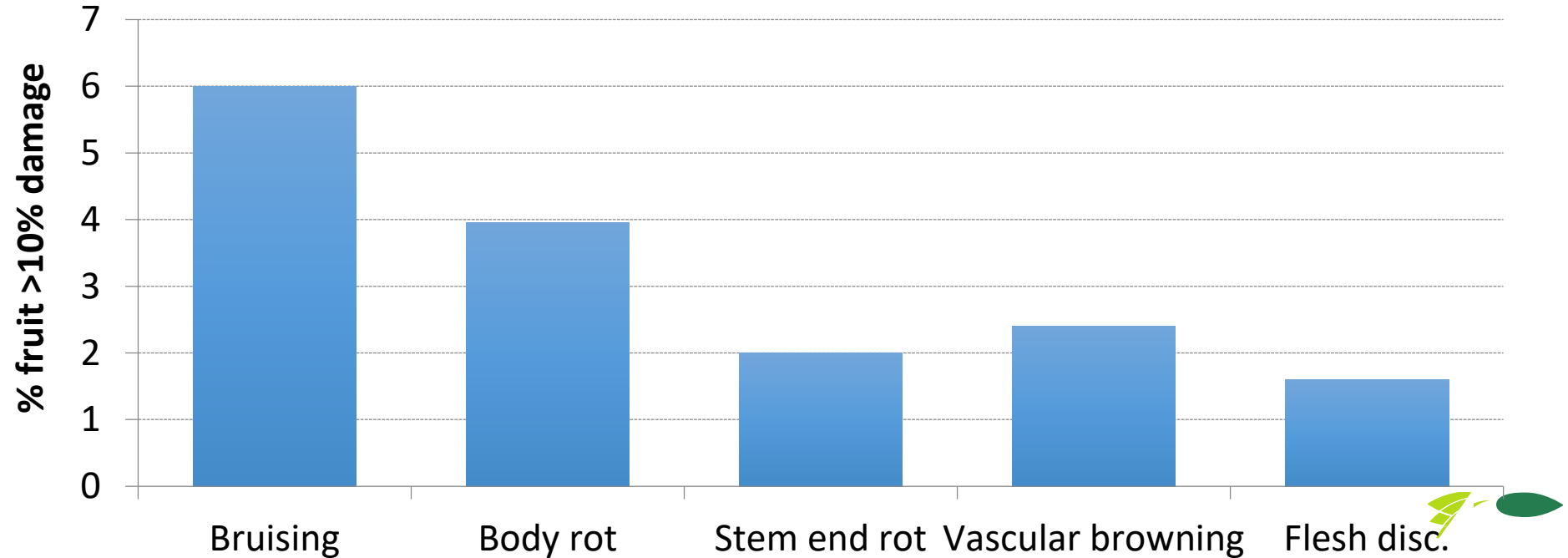
Hass quality is improving

Acceptable Hass (Australian and imported)

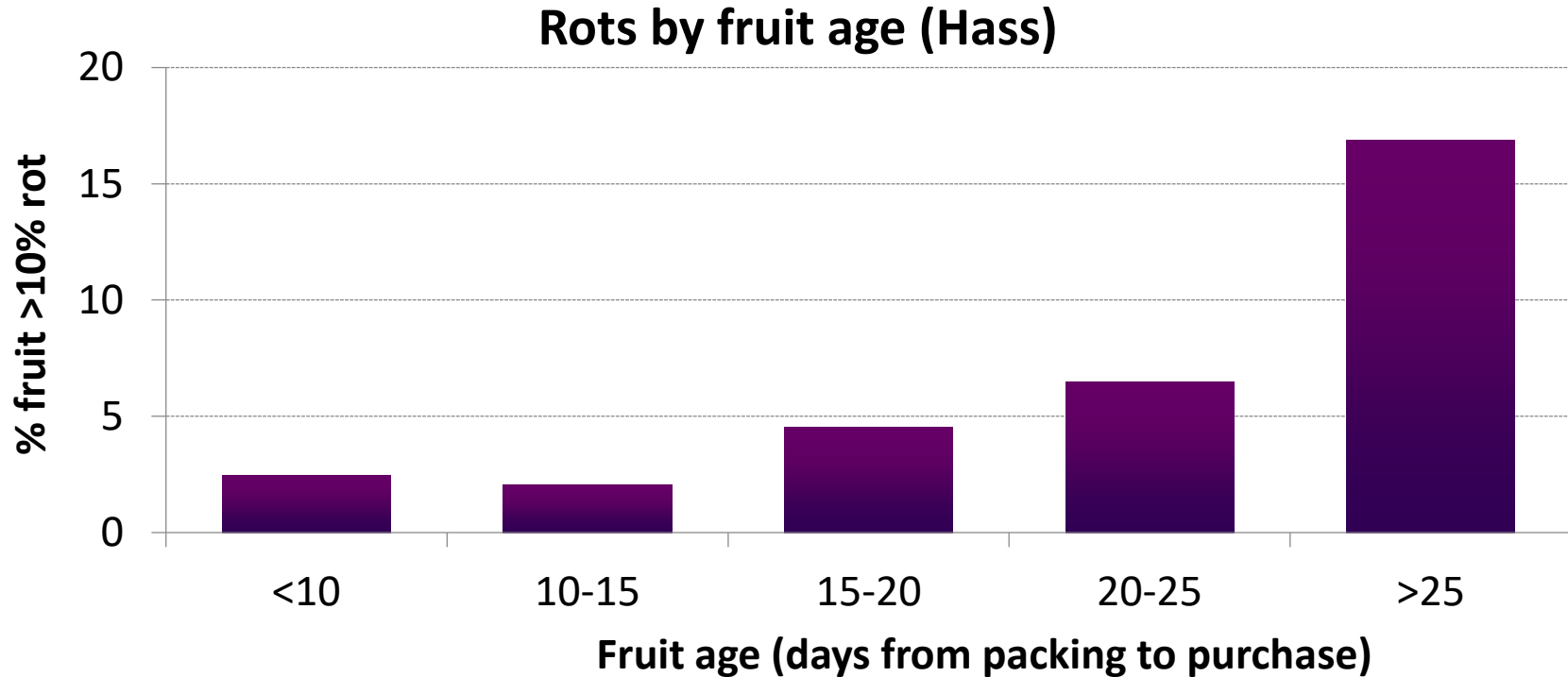


Types of defects

Hass defects (Australian and imported)

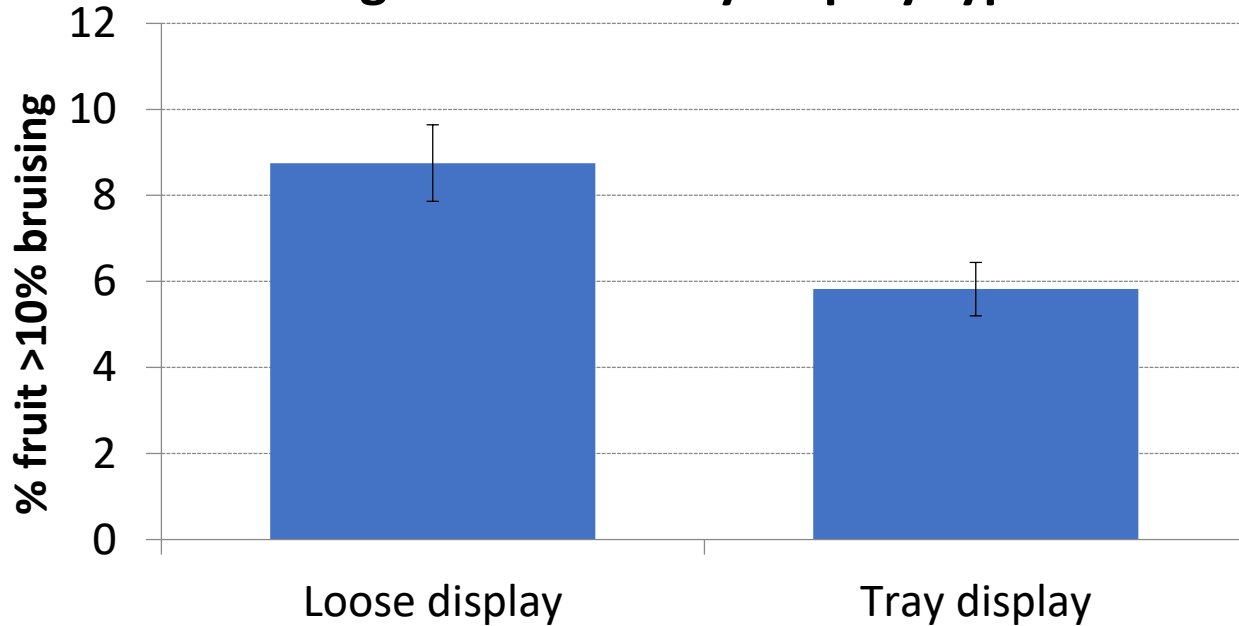


Rots increase rapidly after 25 days from packing



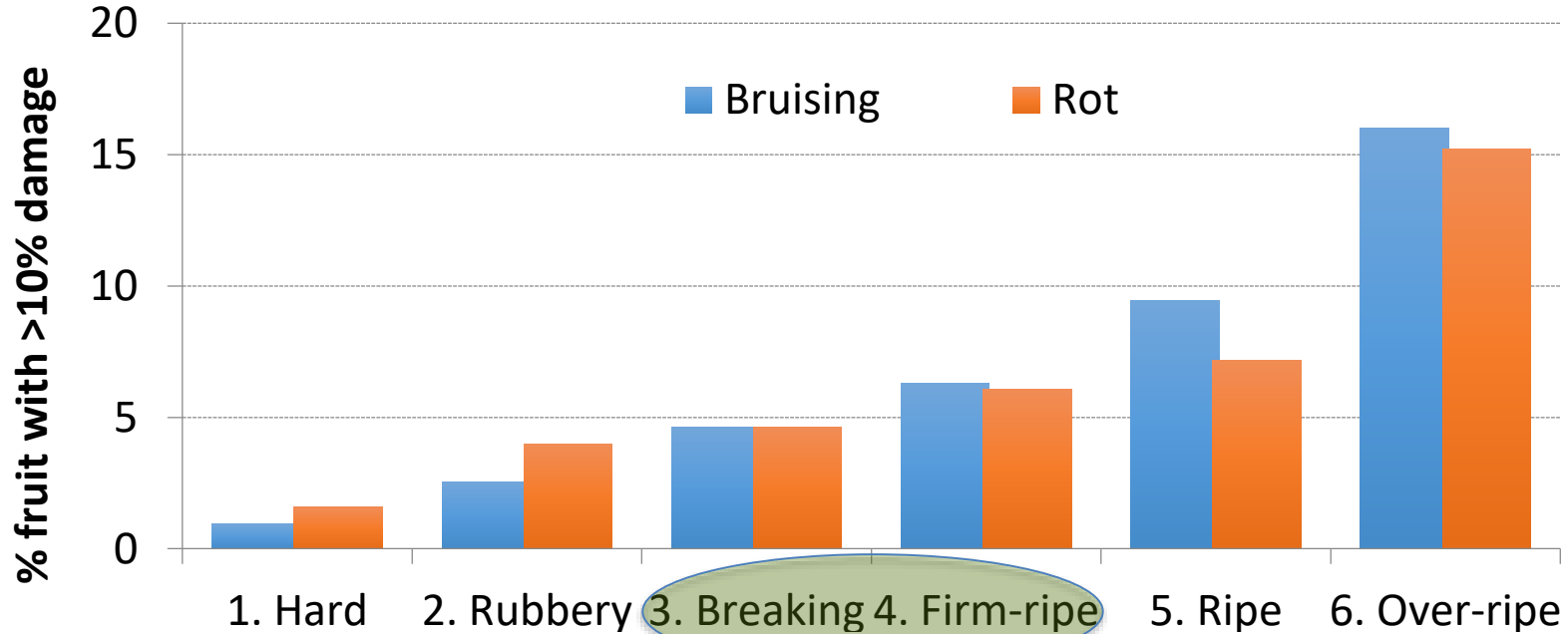
Less bruising of breaking to ripe fruit on tray displays

Bruising of soft fruit by display type



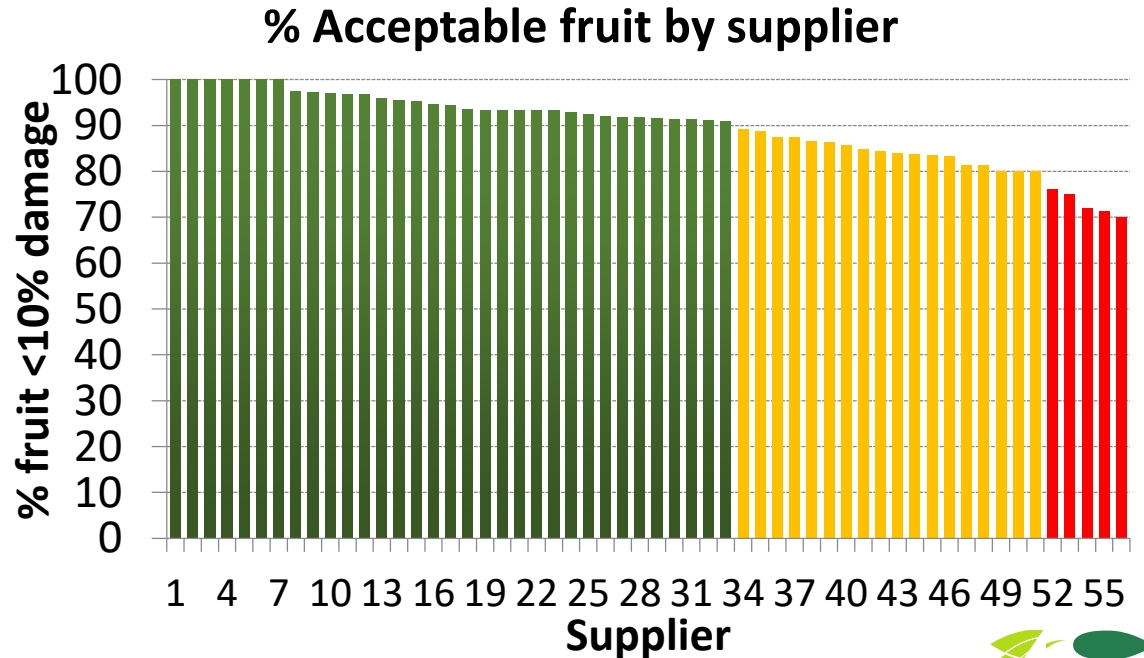
More damage in ripe fruit at retail

Defects by stage of ripeness at retail



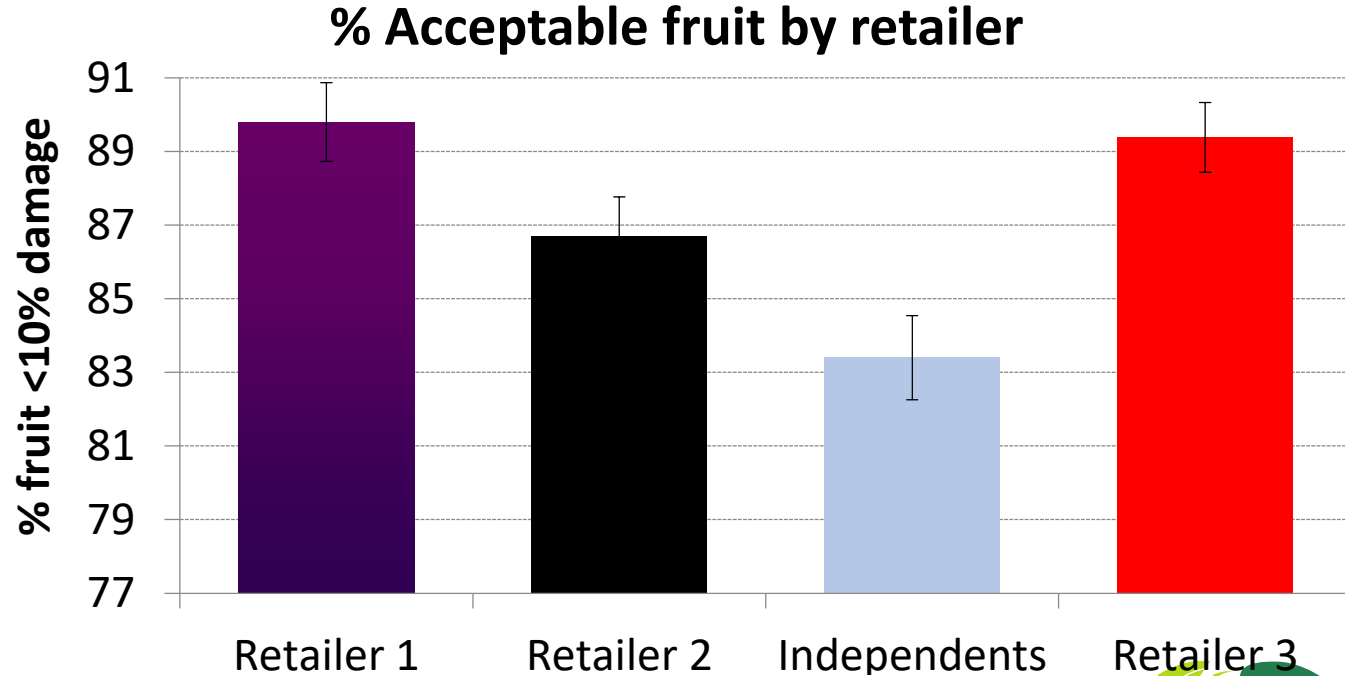
Supplier actions and benefits

- Track quality to adjust supply window
- Feedback to grower, packer, ripener and wholesaler
- Identify variability between growers/orchards
- Benchmark performance
- Marketing/promotion
- Targeted support for suppliers



Retailer actions

- Benchmark performance against other retailers
- Shift to tray displays
- Differences between stores/cities
- Adjust ripeness specs.
- Quick response to quality issues



Acknowledgement and further info

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- Jenny Ekman (AHR)
- Hayleigh Dawson (Avocados Australia)

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Hort Innovation
Strategic levy investment

AVOCADO FUND

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