

join the *av*olution

Protocol *precision*
ensure *good quality*
arrivals on Maluma – and
growth Worldwide



Donovan Lewis

#avoca_do



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Monday • 27 Mar 2023 • 18:13

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IMG_7928

Apple iPhone 12 Pro

HEIF



Wide Camera — 26 mm f1.6

12 MP • 3024 x 4032 • 2,5 MB

ISO 250

26 mm

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Shelf Life –

15 Days past
USE BY Date



Protocol: to Pack House

MHH	Definition	Dry Matter %	Time Delivery to Run	Time Run to Stored	Time Stored to Dispatch	Time Delivery to Dispatch
	Perfect	22-30	≤ 6 hours	≤ 5 hours	≤ 3 days	≤ 4 days
	Partly out of protocol		6 - 10 hours	5 - 20 hours	3 - 5 days	4 - 6 days
	Out of Protocol		>10 hours	> 20 hours	> 5 days	> 6 days



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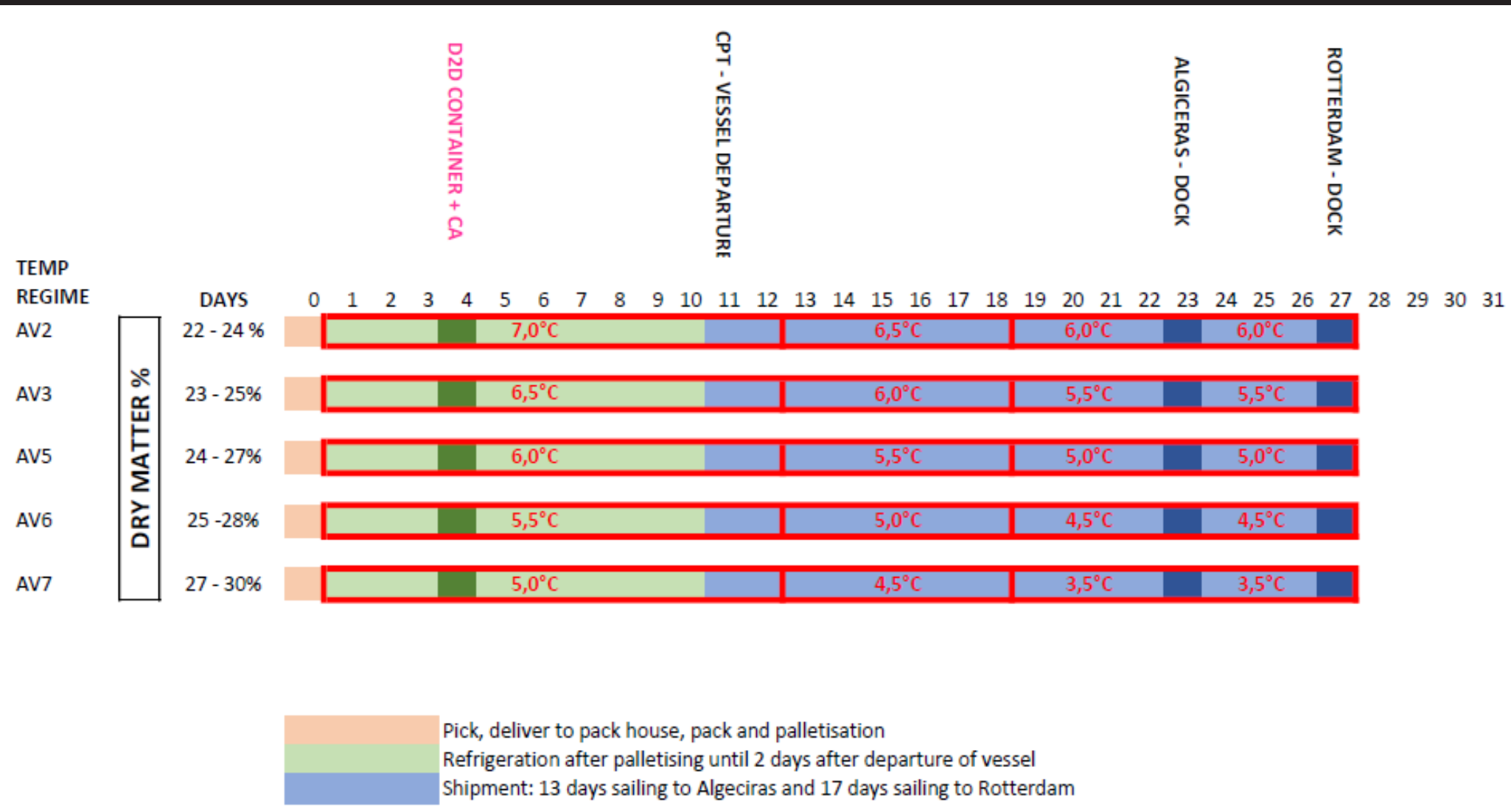


Protocol: Containerization and Application

MHH	Definition	Dry Matter %	Time Delivery to Run	Time Run to Stored	Time Stored to Dispatch	Time Delivery to Dispatch	CA	SmartFresh
	Perfect	22-30	≤ 6 hours	≤ 5 hours	≤ 3 days	≤ 4 days	≤ 4 days	≤ 4 days
	Partly out of protocol		6 - 10 hours	5 - 20 hours	3 - 5 days	4 - 6 days	4 - 6 days	4 - 6 days
	Out of Protocol		>10 hours	> 20 hours	> 5 days	> 6 days	No CA- Local	> 6 days



Protocol: Delays and Temperatures



Protocol: Arrival

MHH	Definition	Dry Matter %	Time Delivery to Run	Time Run to Stored	Time Stored to Dispatch	Time Delivery to Dispatch	CA	SmartFresh	Arrival client
	Perfect	22-30	≤ 6 hours	≤ 5 hours	≤ 3 days	≤ 4 days	≤ 4 days	≤ 4 days	≤ 35 days
	Partly out of protocol		6 - 10 hours	5 - 20 hours	3 - 5 days	4 - 6 days	4 - 6 days	4 - 6 days	35 - 37 days
	Out of Protocol		>10 hours	> 20 hours	> 5 days	> 6 days	No CA- Local	> 6 days	> 37 days



Protocol: Arrival QC



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allesbeste
KWALITEIT WEENS PASSIE

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Maluma
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Protocol: Arrival for Ripening & Storage

Ripening Stage No	Description	Penetrometer Firmness (kg)	What to do
Stage 1	Hard	>20kg	Normal Protocol but if pressure falls direct into ripener
Stage 2	Turning	>18 - <20kg	Fruit is turning, limited storage
Stage 3	Break	>10 - <18kg	Ripen without delay
Stage 4	Triggered	>5 - <10kg	Direct sorting, punnetise, store at 6 degrees
Stage 5	Ready to eat	>1.5 - <5kg	Immediately sort, punnetise and put into programs
Stage 6	Soft	0.5 - 1.5kg	Urgently sort, punnetise and put into programs
Stage 7	Too soft	<0.5kg	Reject inform marketer



Temp 18 - 20

Humidity
85-95%

3-4 Days

No
Ethylene



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RESULTS & DISCUSSION

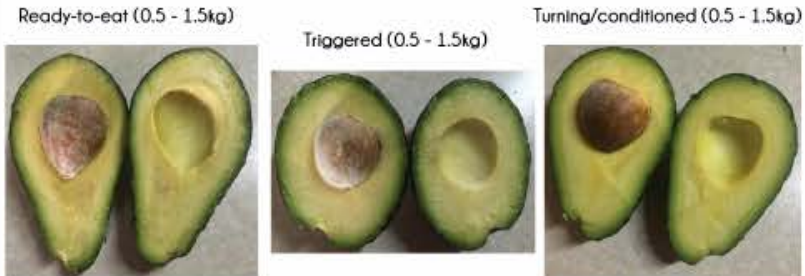
DR. ANDRÉ ERNST RESEARCH

15 DAYS PAST SELL-BY-DATE

Retailer: exceeding of sell-by-date (5 days) in display fridge at 4-6° C



4-6° C in closed fridge with different stages of ripening. Fruit dry matter: 23%



40 DAYS PAST SELL-BY-DATE

4-6° C in closed fridge with different stages of ripening. Fruit dry matter: 23%



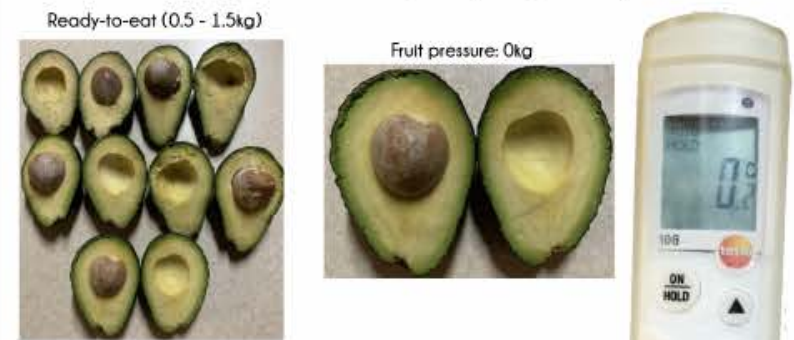
50 DAYS PAST SELL-BY-DATE

4-6° C in closed fridge with different stages of ripening. Fruit dry matter: 23%



33 DAYS PAST SELL-BY-DATE

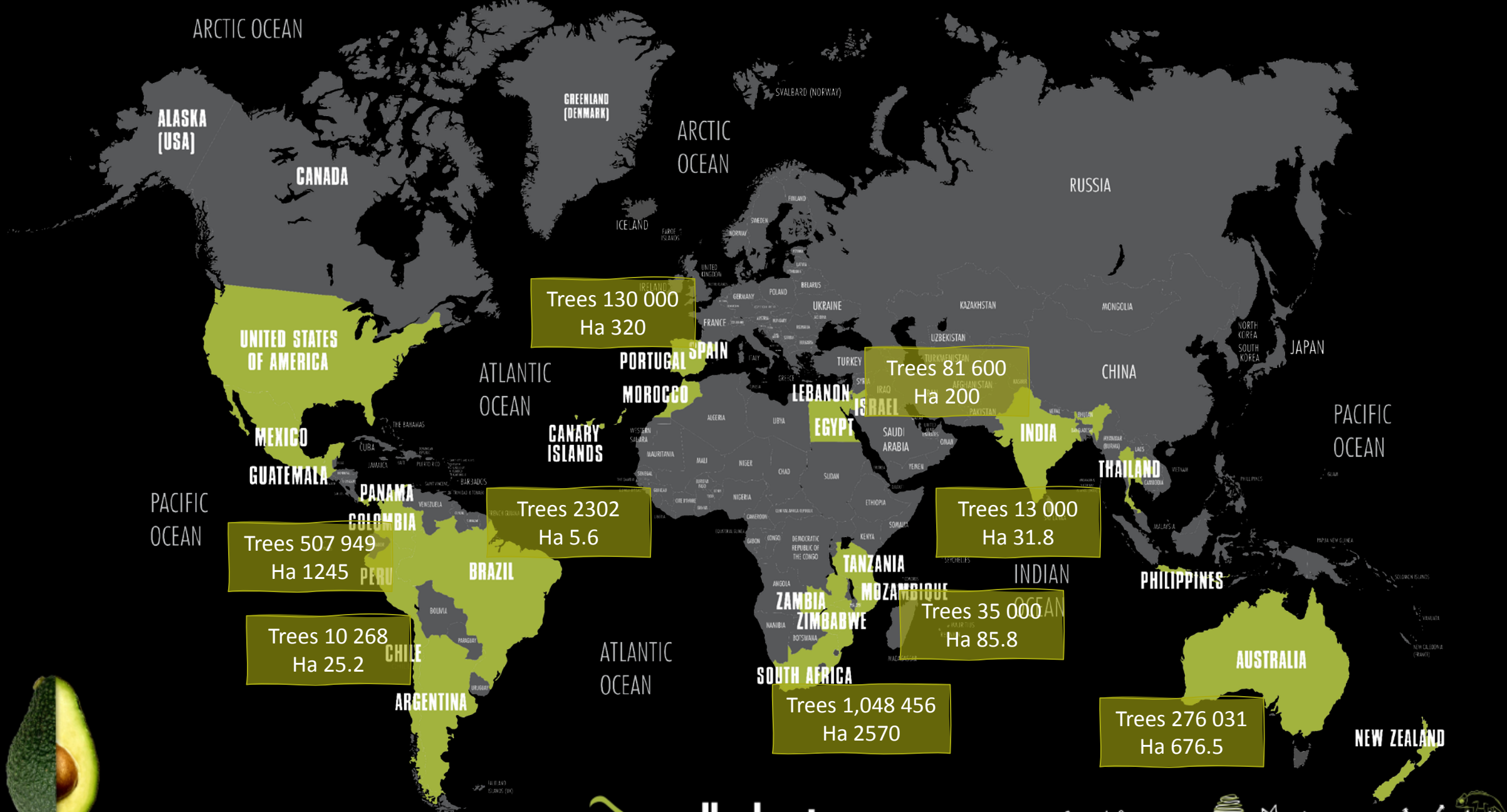
≤1° C in closed fridge with different stages of ripening. Fruit dry matter: 27%



38 - 56 DAYS PAST SELL-BY-DATE

4-6° C in closed fridge with different stages of ripening. Fruit dry matter: 27%





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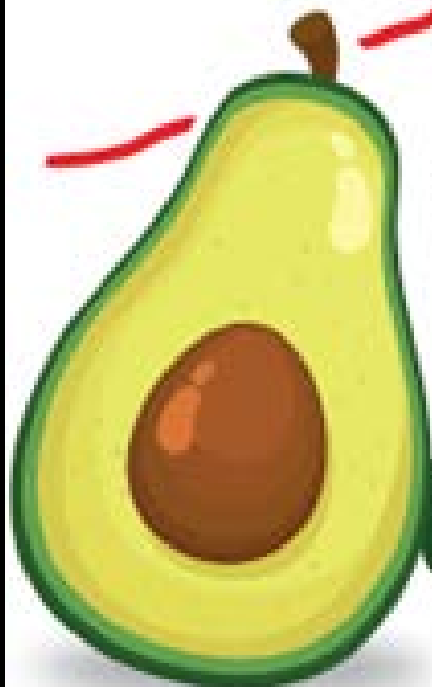


New Cultivars, New Protocols, New Industry Mindset

“Conscious discipline creates
control and clarity to act intentionally.”

— Tony Dovale





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Thank You! Gracias!
Baie Dankie! Whakawhetai koe!



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