

AV19003 - Monitoring avocado quality at retail

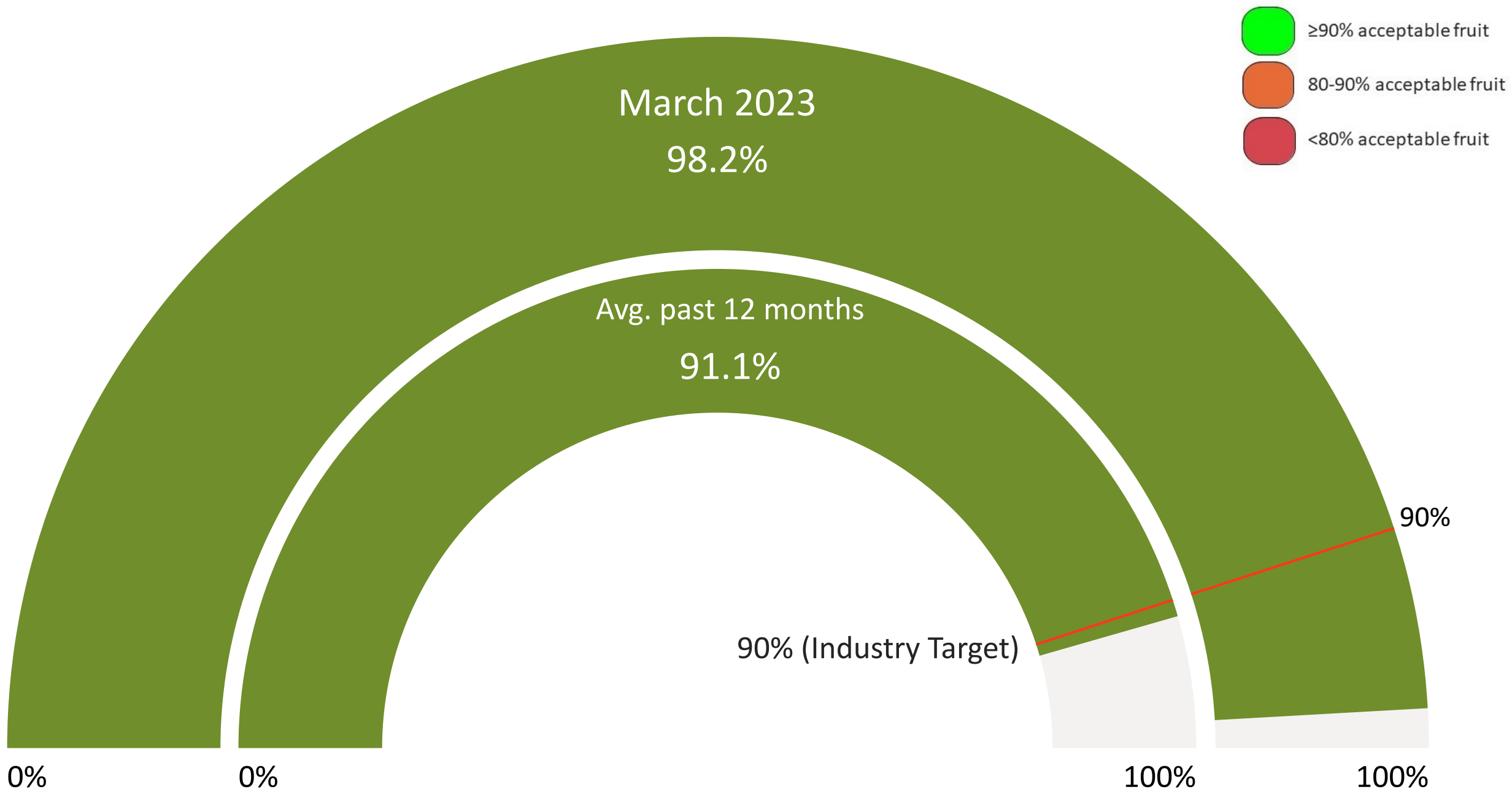
Industry Snapshot - March 2023

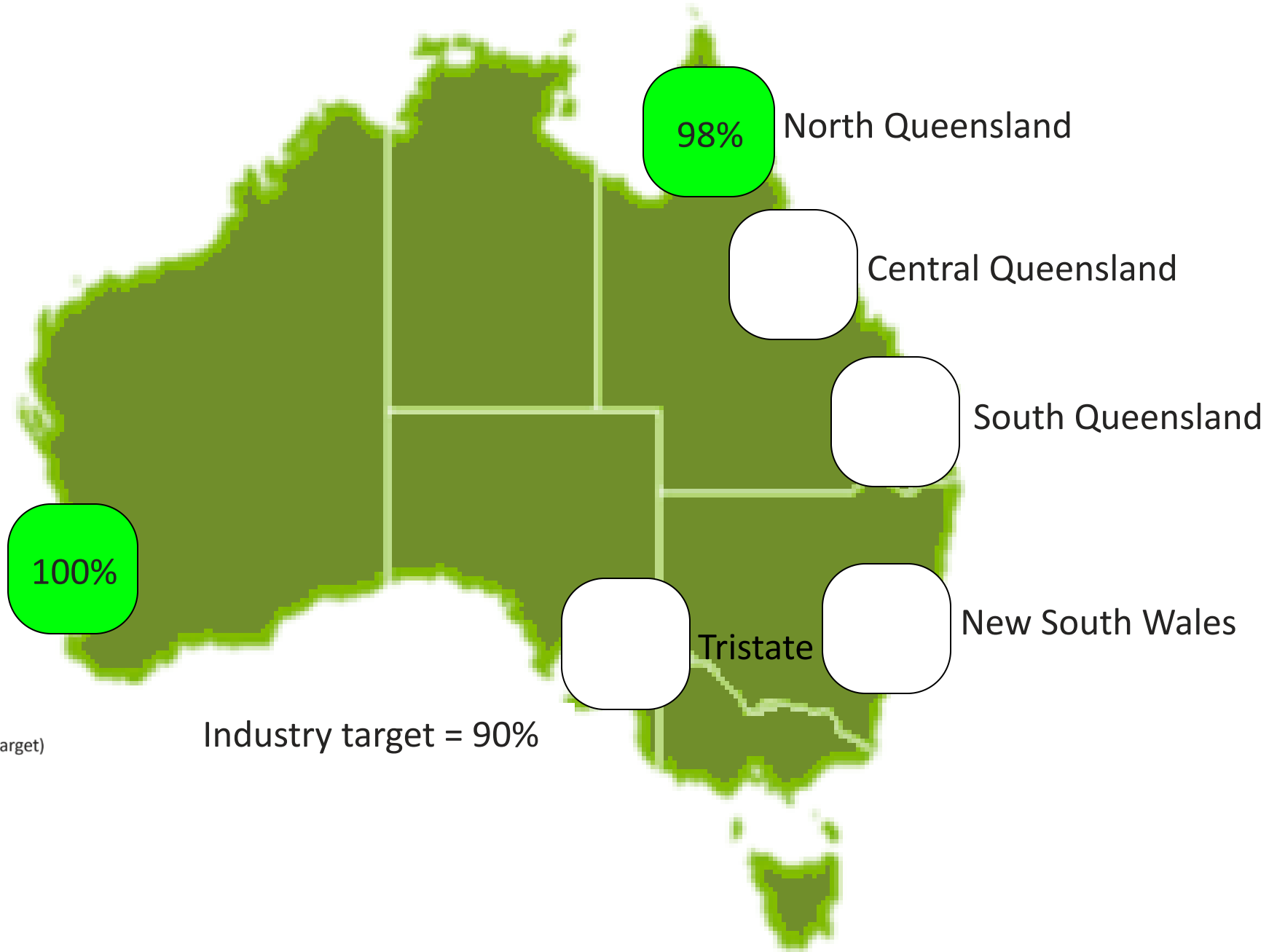


**Hort
Innovation**
Strategic levy investment

**AVOCADO
FUND**

Project AV19003 has been funded by Hort Innovation using the avocado research and development levy and funds from the Australian Government.





- ≥90% acceptable fruit (meets industry quality target)
- 80-90% acceptable fruit
- <80% acceptable fruit
- No fruit collected during this period

Industry target = 90%

● Avg. past 12 months ● March 2023

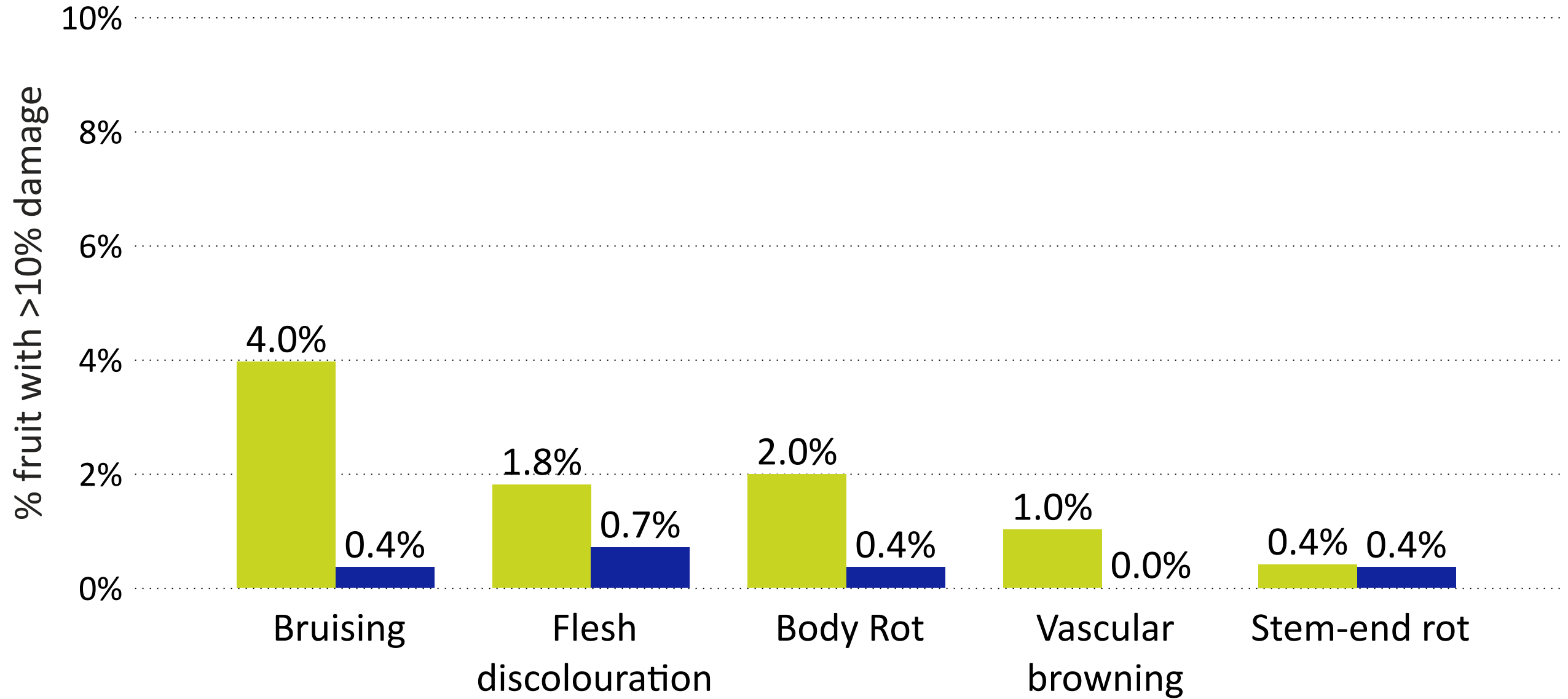


Figure 4. Average fruit age and ripeness on retail display by retail location - March 2023 (Australian supply only)

Retail Location	Fruit Age (Days)	Ripeness Stage (1-5)	Number of 10-fruit samples collected
Sydney	13	2.7	15
Melbourne	15	3.2	13

Figure 5. Number of 10-fruit samples collected by production region - March 2023

Production Region	No. Samples Collected
North Queensland	27
Western Australia	1
Total	28