

# AVOCADO - TREE COLOUR

## COLOR ≠ RIPENESS - NOT ALWAYS

If the fruit is still very firm, give it a few days



### What is Tree Color?

The reddish-brown hue observed in unripe avocados while they are still on the tree. The duration varies depending on the avocado variety.

### Why it occurs?

It is a natural part of the avocado maturing process. It is due to chlorophyll, a green pigment in the fruit, climatic conditions, or plant maturity.

### Color vs Firmness

Colour doesn't indicate ripeness; **firmness does**. Firmness can be checked with a densimeter or by gently pressing on the neck for softness.

## JUDGING RIPENESS



If the avocado yields to gentle pressure, it's ripe and ready to eat.



If the avocado feels firm to the touch, let it ripen at room temperature.



A very soft avocado is likely overripe and ideal for guacamole or smoothies.



**Avocados  
Australia**

