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## News

### How to get the best value from Avocados - 20/12/2013

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Australian consumers' demand for avocado peaks in the summertime and with avocado supply being light this summer Avocados Australia is keen to educate consumers on ways to gain the best value from selecting, ripening and storing avocado. Many Australian consumers have become avocado "lovers" and in 2012/13 consumption was around 2.54 Kilograms of avocados per capita. In 2012/13 Australian avocado growers produced 54,877 tonnes of avocados. This year adverse weather conditions have reduced the amount of fruit available in the peak summer period, but this is only a short term hiccup. Australian avocado growers from the two main avocado growing regions that supply fruit in summer (Western Australia (WA) and Sunraysia growing regions) are working to increase their capacity to address consumer demand with increased summer supply expected in future years. So now is the time to learn ways to get the most value from this popular and delicious fruit. Here are some useful facts and tips about the best way to pick, ripen and store avocados: **THE BEST WAY TO SELECT A FRESH AVOCADO:** •The best way to tell if a Hass Avocado is ready for immediate use is by the colour of the skin. The change from green, to rich purple, to a black shade, means it is ready to eat. •The avocados that have skin that remains green when they ripen are referred to as "green skins". With avocados that stay green when they ripen use gentle pressure on the stem (on the top) to see if it yields. If it does, it's ready to eat. •If you plan to serve the avocado in a few days, stock up on hard, un-ripened fruit. **THE RIGHT WAY TO RIPEN:** • Avocados ripen after they are removed from the tree. Harvesting (picking) action triggers the ripening process. •To make a hard avocado start to ripen faster, place the fruit in a plain brown paper bag and store at room temperature until ready to eat. This will usually take two to five days. Including an apple or banana in the bag accelerates the process, as these fruits give off naturally occurring ethylene gas - a ripening agent. •Once fruit is at your preferred ripeness stage it should be refrigerated until eaten, however, not for more than two or three days. •There is no quicker way to ripen avocados. A natural fruit requires a natural process. **HOW TO STORE:** •Whole, ripe avocados can be stored in the refrigerator uncut for two to three days. •Cut avocado should be wrapped in cling wrap or can be sprinkled with lemon juice, lime juice or white vinegar to prevent browning and placed in an air-tight container in your refrigerator. They should be eaten within a day or two. •If refrigerated cut fruit (or even guacamole) turns brown during storage, simply discard the top, browned layer. Mr John Tyas, Chief Executive Officer at Avocados Australia, believes that with proper selection, ripening and storage of avocados consumers can gain the best value from their avocado purchase. "Many consumers now know how versatile and nutritious avocados are. By knowing how best to pick, ripen and store avocados consumers will be able to ensure that they utilise all of the flesh and get the most from this wonderful fruit that they love," said Mr Tyas. For more information about avocados and for recipes (sweet or savoury, hot or cold) visit the Avocados Australia website <http://www.avocado.org.au> . ENDS For more information please contact: John Tyas - CEO, Avocados Australia - M: 0438 132 186, E: [ceo@avocado.org.au](mailto:ceo@avocado.org.au) Anna Petrou - Communications Manager, Avocados Australia - M: 0488 384 222 E: [co@avocado.org.au](mailto:co@avocado.org.au)

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