



News

Purple or Green they are in store now - 06/03/2013

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West Australians can enjoy their love of delicious Australian avocados all year round and this is mainly because of the wonderful varieties of avocado grown in Australia. West Australian consumers are probably more familiar with the avocado varieties that turn purple as they ripen but "green skin" varieties, that don't change colour as they ripen, are now in store. Be it purple or green the choice ensures that you have wonderful tasting fruit all year round.

Shepard avocados are one "green skin" variety that will keep their green colour even when the fruit is ripe and ready to eat. The only difference is that consumers will rely more on their sense of touch and feel to gauge the avocado's ripeness.

John Tyas, Avocados Australia Limited's Chief Executive Officer said that *"in Australia we are continuing to see an increase in the production and consumption of Australian avocados from year to year."*

"In 2011/12 Australian growers produced 51,000 tonnes and this figure is expected to increase this year so it is clear that West Australians will be able to continue their love of quality Australian avocados."

So whatever the variety West Australian consumers will find quality Australian avocados in store now.

Consumers can visit the Australian Avocados website at avocado.org.au to share their favourite avocado recipe, see what other avocado-lovers are cooking, and browse hundreds of other quick ideas and tasty recipes that are sure to keep everyone happy.

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