

Peruvian Hass avocados

Information pack: Trade

Product: Peruvian Hass avocado

Origin: Peruvian Hass avocados are produced in young orchards along 8,000 hectares of plantations along the fertile, low-lying coastal region of Peru.

Availability: They are in season from late April through to September.

Variety: The Hass variety of avocado is creamy with a slightly nutty flavour. It has a dark, knobby skin, which darkens to black as the fruit inside ripens.

Choosing an avocado: To test if a Hass avocado is ripe, gently squeeze the fruit in the palm of your hand. Ripe, ready-to-eat fruit will be firm yet will yield to gentle pressure. Ripe avocados will keep for 2-3 days, store them in the fridge to prevent over-ripening.

Ripening an avocado: To accelerate ripening, place avocados in the fruit bowl with other fruit or, better still, put them into a paper bag with a banana or a kiwi fruit. The ethylene gas released by the other fruit will stimulate the avocados to ripen more quickly.

How to eat avocados: Avocados are a versatile ingredient in recipes for all seasons. They're great in salads, sandwiches, wraps and pasta dishes or simply eaten on their own from the shell.

The 2010 campaign:

- 2010 will be the second year that ProHass will promote Hass avocados, from Peru, in the UK market
- The campaign is fully funded by the Peruvian Hass avocado growers
- This year for the first time, a promotional campaign will also be implemented in France. Both campaigns, as well as Chile later on this year, will share certain elements i.e. campaign message, creativity, website, photography and recipes
- This consistent approach will help to reinforce the message of the campaign as it will be in store from mid-June (start of the Peruvian campaign), then from October to December/January for the Chilean season
- Peru exported a total of 38,680 tonnes in 2008, a YOY increase of 29%, of which approximately 12% was exported to the UK
- The orchards are young and capable of producing good-sized fruit. Stable daily temperatures and good sunlight levels in Peru add to the quality of the Peruvian product
- Running from May to June, the new Peruvian campaign is designed to complement activity to promote Chilean Hass avocados, which has taken place in the autumn and winter month for the last five years

For more **information on** Peruvian Hass avocados please contact:

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