

Britain's favourite fresh produce magazine since 1895



By Fred Searle

Monday 12th March 2018, 14:04 GMT

Video: Graham Young talks avocados



Greencell managing director discusses production, varietal development and building the consumer base for avocados

At Fruit Logistica in Berlin, Greencell managing director Graham Young discussed the phenomenal growth

of avocados, looking at the production challenges of the season, issues around water and packaging and how to continue the category's extraordinary trajectory.

Video courtesy of AHDB.