

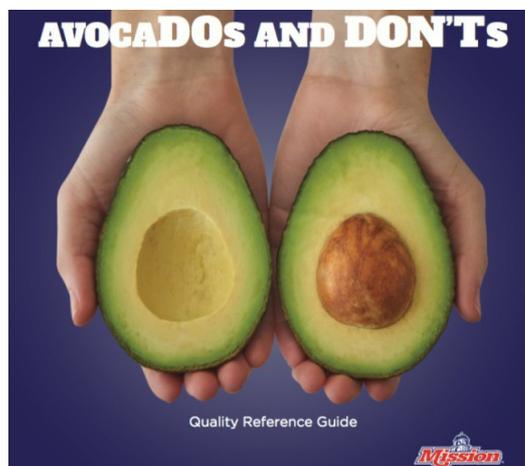


By Matthew Jones

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Mission Produce releases new best practices guide

Third edition of AvocaDOs and DON'Ts series focuses on fruit quality



Mission Produce has continued to support the management of its customers' avocado sales programmes through the release of the AvocaDOs and DON'Ts – Quality Reference Guide.

The third edition in the AvocaDOs and DON'Ts series provides information about storage and handling techniques based on seasonality and origin of the fruit, as well as proper assessment practices for ripening and detailed descriptions of quality conditions.

"Avocado users are hungry for more information in order to capitalize on one of the hottest commodities in the produce industry," said Denise Junqueiro, Mission Produce's director of marketing.

The guide also provides information on various quality concerns and candidly explains the different conditions of fruit,

from checkerboarding to lenticel spotting, limb rub to ridging and everything in between.

"It's a comprehensive guide we know quality assurance managers, buyers and produce professionals alike will find valuable and instrumental in supporting their avocado programme," added Junqueiro.

The latest edition plays off the success of the Retail and Food Service versions released by Mission several months ago.

The best practice guides give customers and produce professionals tips and know-how from Mission's staff, based on years of experience and attention to scientifically proven methods.

"With the rise in avocado consumption and the entry of more global sources, customers need access to proper handling practices for all origins and

production cycles," said Brent Scattini, vice president of sales and marketing. "This guide is a one-stop shop to gain that understanding."