

How Avocado Education CAN REDUCE WASTE AND INCREASE PURCHASING

73%

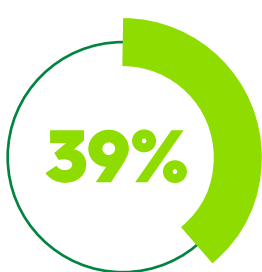
of avocado shoppers would be likely to buy more avocados if they had more avocado info and knowledge, specifically related to education.¹

REMOVING BARRIERS TO PURCHASE

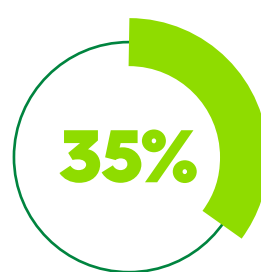
Education is the top “controllable” barrier to avocado purchase in the General Market.²

Barriers by order of importance in the General Market:²

Selection



Price



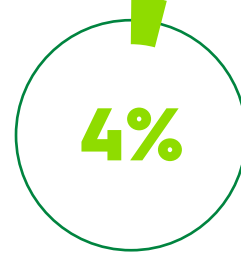
Preserving*



Ripening*



Taste



*Preserving & Ripening are education-related barriers.

In both the Hispanic and General Markets, 23% of consumers abandon the journey due to ripeness issues.³

CONSUMER CONFIDENCE

Over 40% of consumers indicate that they are least confident about slowing down and speeding up ripening.³

GENERAL MARKET³

28% are least confident in preserving a whole or partially used avocado

28% are least confident in slowing down ripening

21% are least confident in speeding up ripening

16% are least confident in picking the right avocado

HISPANIC MARKET³

29% are least confident in preserving a whole or partially used avocado

23% are least confident in slowing down ripening

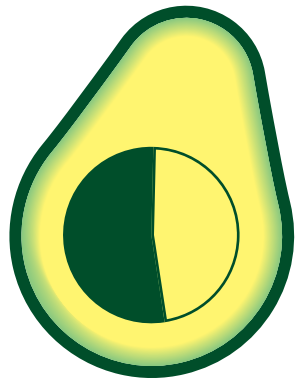
20% are least confident in speeding up ripening

20% are least confident in picking the right avocado

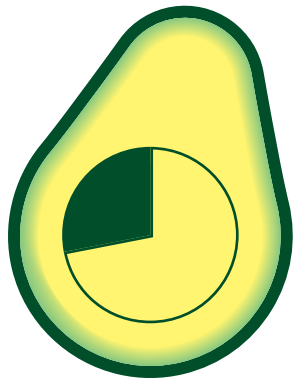
CONSUMERS CARE ABOUT WASTE

The perceived value of avocados to shoppers is affected by the risk of waste, which affects future purchases.⁴ Once at home, some consumers feel disappointed or **guilty for wasting food because of browning or not knowing how to preserve an opened avocado.**³

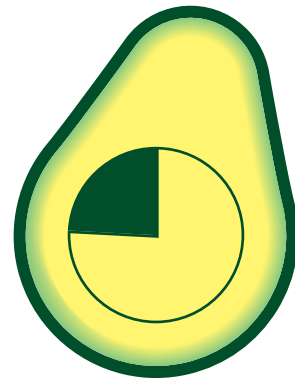
General Market consumers who discarded partially used avocados reported feeling:³



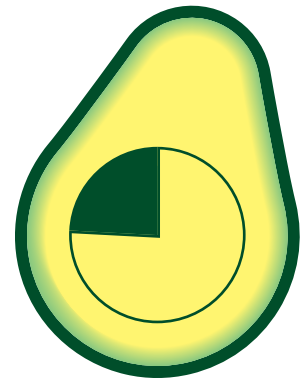
53%
Guilty for wasting food



28%
Like they wished they knew a better solution



24%
Disappointed



24%
Like they have wasted money

EDUCATION TO INCREASE PURCHASING

There is potential to increase avocado spend if more education is available, even among Hispanics and heavy users.

Likelihood of purchasing more avocados with education:¹



For more information and ways to grow your business, contact your AFM regional director.



Sources: 1. AFM Shopper Mindset Study 2016 (n=1,445). 2. AFM Brand Tracker, Spring 2020, based on 1,023 avocado purchasers. 3. AFM Consumer Shopper A&U (2020), total respondents 3,504, 2,904. 4. AFM Qualitative Education Study 2018, based on 66 light to heavy avocado consumers.