

Operator Education & TRAINING CAN OVERCOME AVOCADO BARRIERS

Operational training on avocados, such as handling, storing, and ripening is the most helpful way to address operator needs and overcome the barriers to avocado purchase and usage.¹

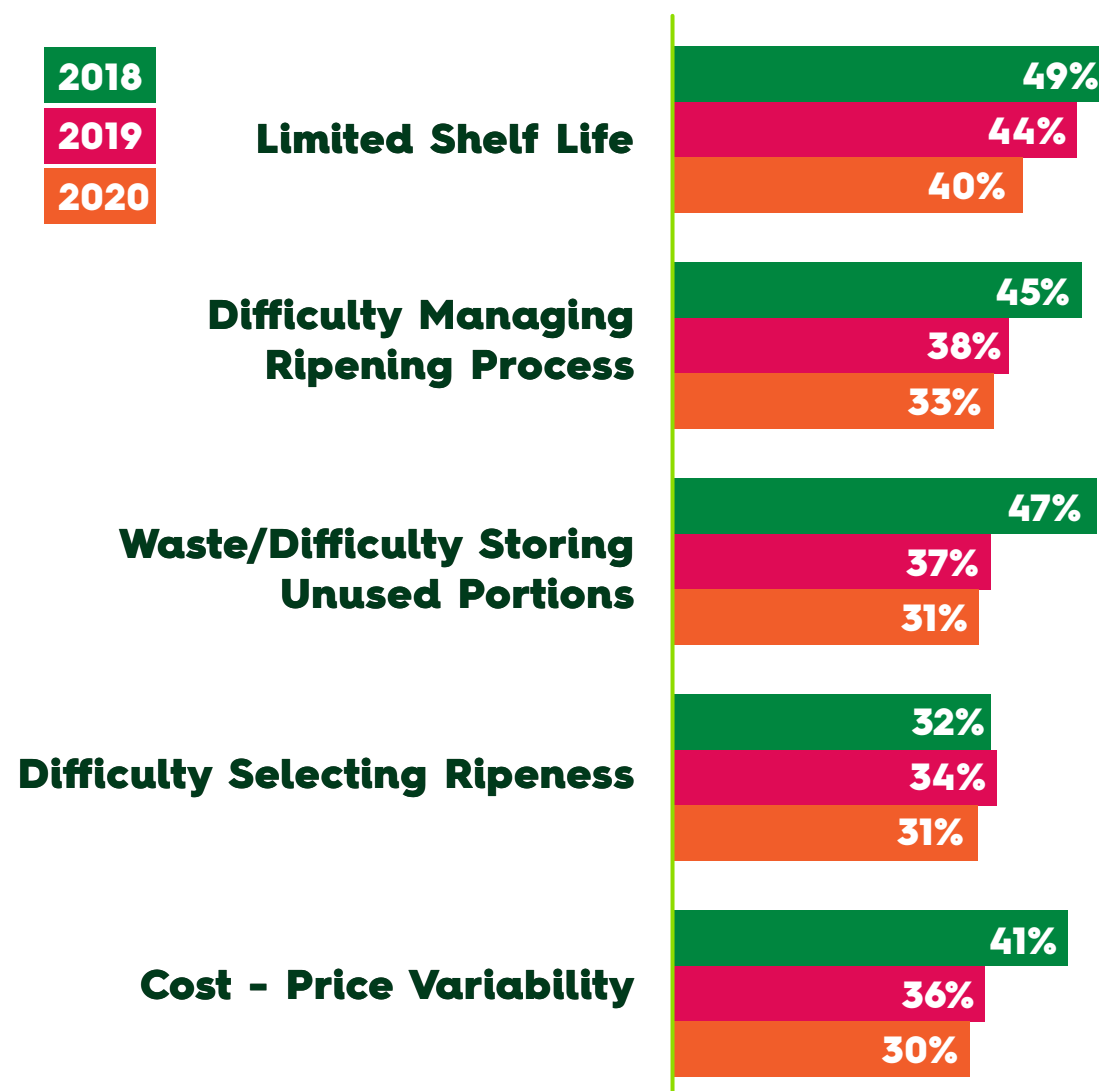
Our A&U survey shows the primary barriers for operators using fresh avocados are:

limited shelf life & difficulty managing the ripening process¹



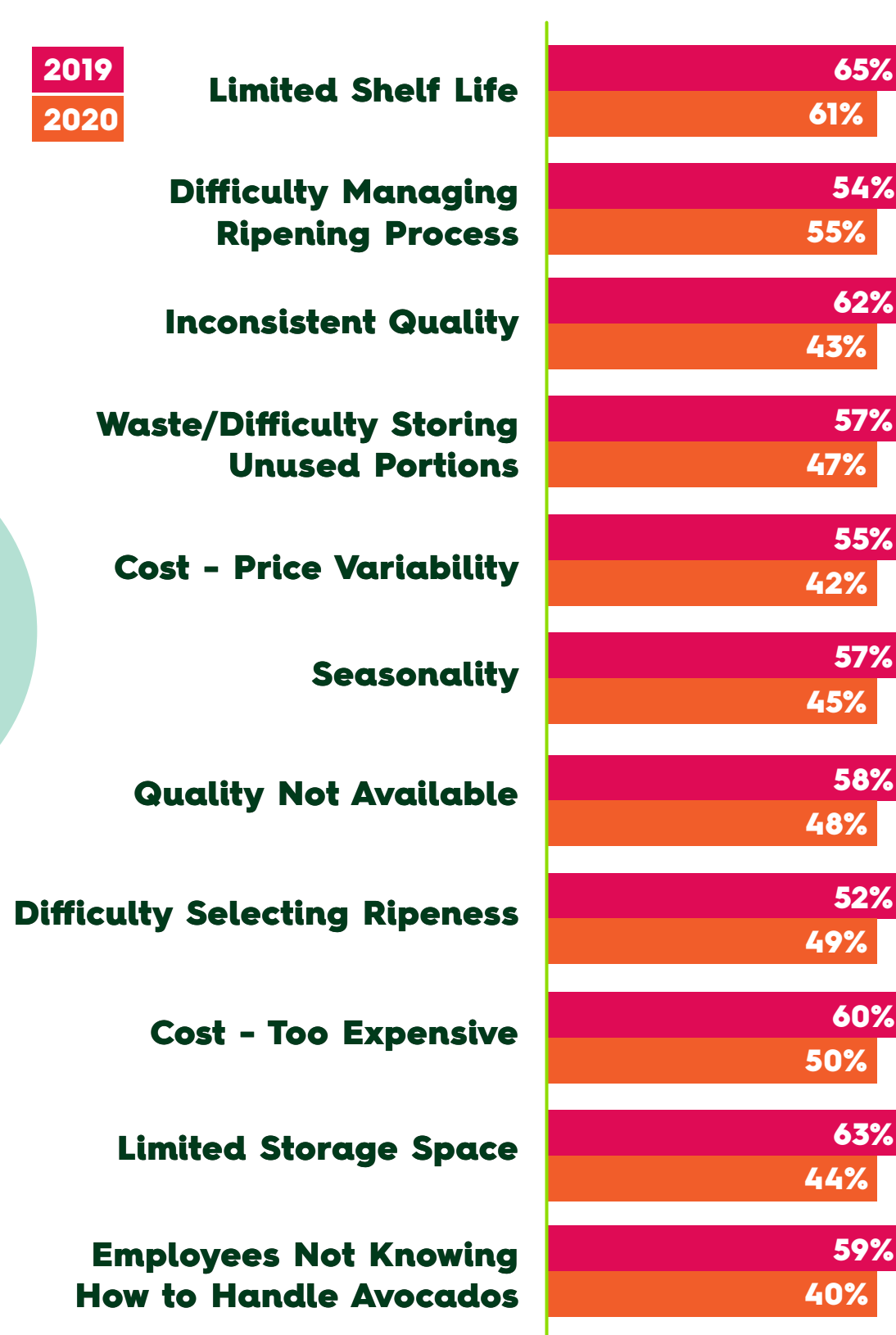
TOP 5 FC/CDR OPERATOR BARRIERS TO USING FRESH AVOCADOS

Over the years there has been a declining trend in the most commonly perceived barriers for using fresh avocados.¹



QUICK-SERVICE RESTAURANT (QSR) OPERATOR BARRIERS

Fewer QSR operators see barriers to whole, fresh avocados compared to previous years.¹



AVOCADO KNOWLEDGE

FC/CDR operators report being extremely or very knowledgeable at:²

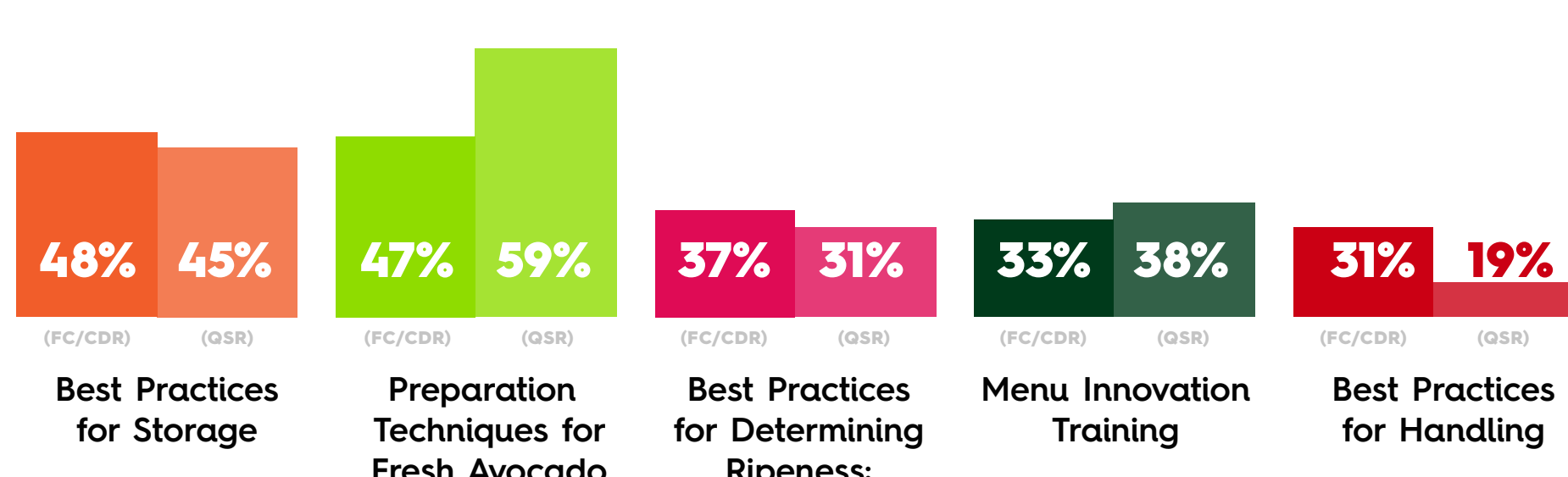


QSR operators report being extremely or very knowledgeable at:²



MOST IMPORTANT AVOCADO TRAINING

Operators in general need to increase their knowledge around shelf life, waste, and application of fresh avocados so they can use the fruit more consistently on an ongoing basis.¹

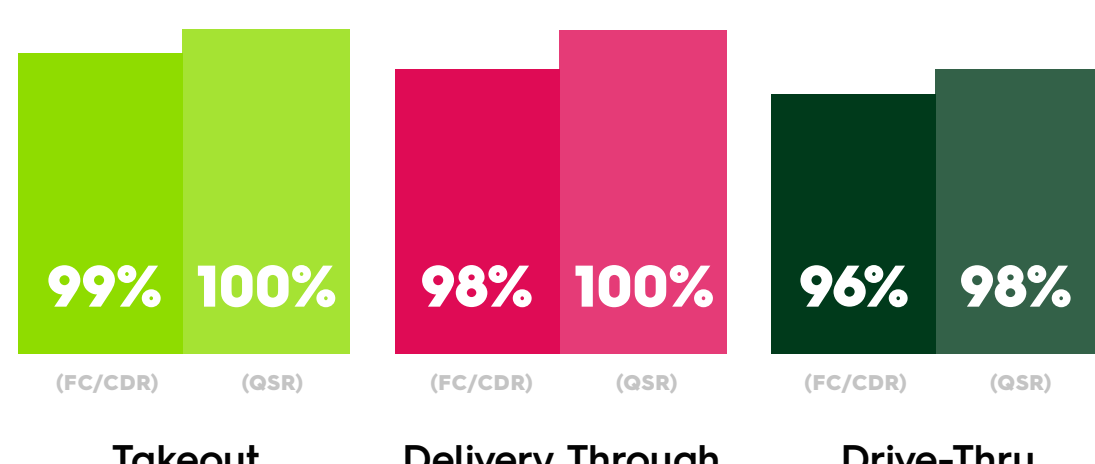


TRAINING AREAS FOR OPERATORS

Over 50% of operators felt that training on storage/handling and fresh avocado preparation techniques were most important for their business.³

Avocados Usage in Off-Premise Service (2020)

Both FC/CDR and QSR operators are likely to use avocado in most off-premise services.¹



Reasons why operators are not likely to use avocados in off-premise service surround issues with consistency, browning during transit, and limited shelf-life.¹



Sources: 1. AFM Operator A&U 2020. 2. AFM Operator A&U 2019. 3. AFM Operator A&U 2018.