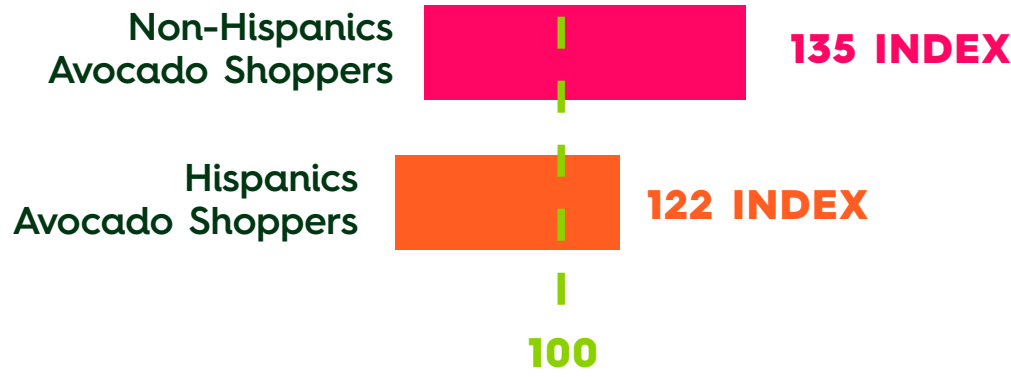


# WHY EDUCATION ON KEEPING AVOCADOS FRESH LONGER IS IMPORTANT

**SELECTION & PRICE CONTINUE TO BE TOP "UNCONTROLLABLE" BARRIERS - SHOPPERS BELIEVE AVOCADOS DON'T STAY FRESH LONG ENOUGH**

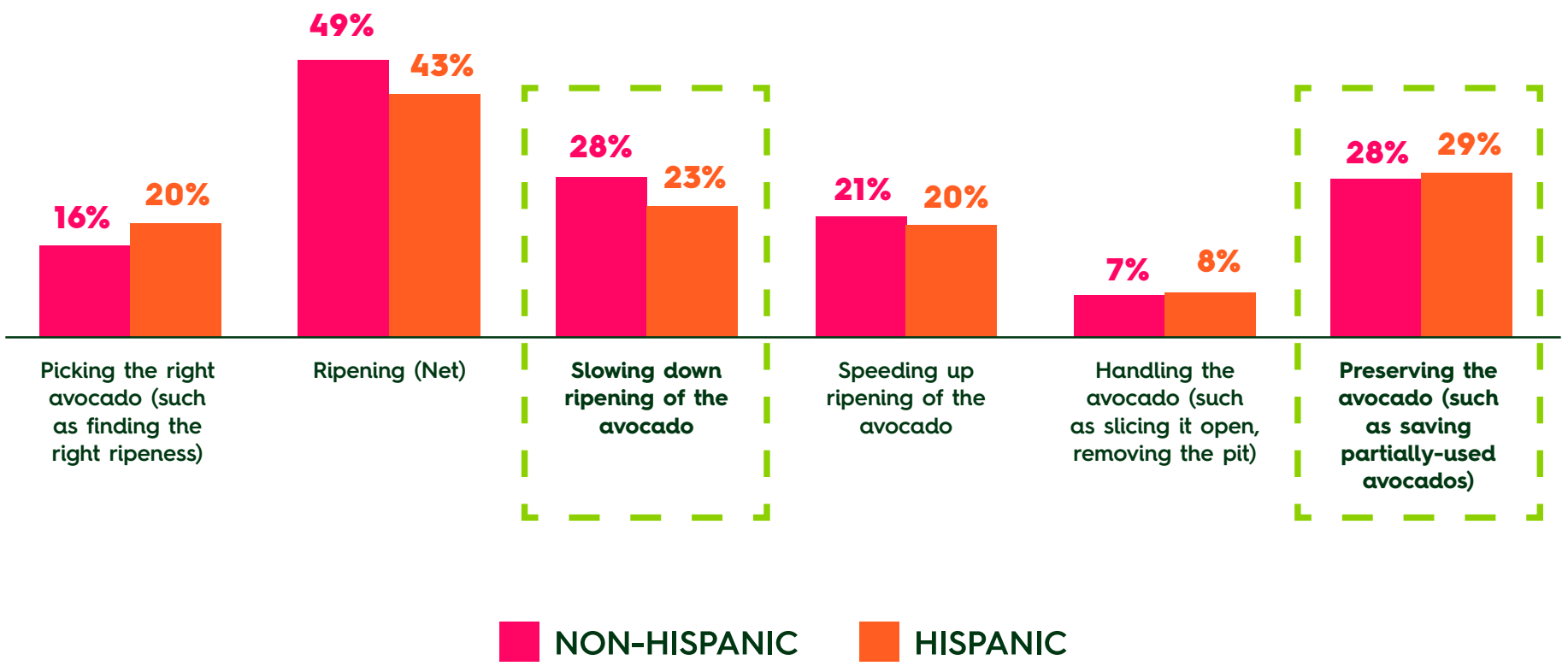
## PURCHASE BARRIERS

AVOCADOS DON'T STAY FRESH LONG ENOUGH / RIPEN TOO QUICKLY



**71% OF NON-HISPANIC** Avocado Shoppers and **73% OF HISPANICS** state it is important to "know how to keep avocados fresh longer"

**CONSUMERS ARE LEAST CONFIDENT ABOUT CONTROLLING THE RIPENING PROCESS SPECIFICALLY SLOWING DOWN RIPENING AND PRESERVING OPENED AVOCADOS**



As a result, the opportunity is to build confidence through awareness of key education techniques



**SLOW DOWN RIPENING**



**PRESERVING THE OTHER HALF**



**SPEEDING UP RIPENING**

**FOR MORE INFORMATION AND WAYS TO GROW YOUR BUSINESS, CONTACT YOUR AFM REGIONAL DIRECTOR.**

