

WHAT ARE SHOPPERS POST-PURCHASE CONSIDERATIONS?

**TIPS ON HOW TO BEST STORE AND ENJOY AVOCADOS
ARE WHAT SHOPPERS WANT POST-SHOP.**

KEY STEPS TAKEN AFTER PURCHASE



1. STORAGE
2. RECIPES
3. EDUCATION
4. SOCIAL SHARING

**KNOWING SHOPPERS' ACTIONS ONCE AT
HOME, OPPORTUNITY EXISTS TO PERSONALIZE
KEY MESSAGES TO THEIR NEEDS.**



PRESERVATION IS EQUALLY IMPORTANT

Post-shop is the time when shoppers really need to know how to preserve an opened avocado.

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