

Delicious Hass Avocados from Peru

Campaign Summary 2011

Season timing: The Peruvian season usually begins during week 18 (early-May) through to August 2011

Product: Peruvian Hass avocados, can be identified by their oval shape and knobbly-textured purplish-black skin.

Variety: The Hass variety of avocado is the most popular worldwide, and now accounts for 80% of sales. Retailers prefer its durability and longer shelf life and consumers prefer its creamy, slightly nutty flavour.

Quality: Peruvian growers servicing the European market are members of the internationally recognised GlobalGAP standard for food production. The scheme ensures a responsible approach to the health and safety of farm workers and minimal inputs of pesticides.

Choosing an avocado: A purplish-black colour indicates that the fruit is ripe and ready to eat. To test if a Hass avocado is ripe, gently squeeze the fruit in the palm of your hand. Ripe, ready-to-eat fruit will be firm yet will yield to gentle pressure. Ripe avocados will keep for 2-3 days, store them in the fridge to prevent over-ripening

Culinary inspiration: Avocados are versatile, and easy to prepare and eat – they can also be used in Peruvian cookery. Peruvian cuisine, once considered one of the world's best, is undergoing an international revival, and the campaign offers inspiration for consumers to discover the country's food with recipes, in-store tastings and other events.

2011 is the centenary of the rediscovery of Machu Picchu: The famous UNESCO world heritage site in Peru, by American Historian Hiram Bingham on 25th July 1911

- Peru enjoys some of the best avocado growing conditions anywhere on earth. Despite being so close to the equator, the conditions created by the Humboldt current mean that coastal Peru receives almost no rainfall, yet lots of sunlight. Environmental stresses – such as freezes, high temperatures and low relative humidity - are almost non-existent.
- Within this desert environment, a new and promising Hass avocado industry is emerging – from only 30 commercial hectares in 1993, to 8,000 ha today.
- New high-density plantings, irrigation control and improved management techniques have led to particular success with the Hass variety in Peru.
- The Peruvian Hass is considered to be of very high quality, with good internal and external colour. Fruit size peaks at 220-280 grams. Postharvest diseases are almost non-existent probably due to the absence of rainfall.
- The fruit is transported to well-equipped packing houses that are set up to meet the strict requirements of the European market. The fruit is transported to Europe by controlled atmosphere container ship – taking a month to reach its destination.

The 2011 campaign:

- 2011 will be the third year that ProHass has promoted Peruvian Hass avocados in the UK market. Building on this success, the campaign is extended into France for the second year running, and will be launched in Germany this year.
- The campaign is fully funded by the Peruvian Hass avocado growers – ProHass.
- The UK, French and German campaigns, will share the same campaign message, creativity, website, and photography.
- In the UK, outdoor tastings and sampling will be complemented by an online competition to find consumers favourite avocado dish. This will be highlighted using social media, PR and recipes from leading Peruvian restaurateur Martin Morales.
- In France, supermarket and wholesale market (Rungis) tastings will take place. A consumer media workshop at the Cordon Bleu cookery school by a leading Peruvian chef and a trade media briefing at the Peruvian embassy are also planned.
- In Germany, supermarket tastings will be complemented by leaflet and instore activity.

For more information, recipes or photography please contact:



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