

Avocados have gained significant popularity in recent years - in 2019 alone, Mexico exported over 2.1 billion avocados to the United States.* Though often mistakenly referred to as a vegetable due to its savory taste and appearance, avocados are actually a fruit. Specifically, they are classified as a drupe, a fruit with a central stone containing a seed, called a pit. The most popular and resilient type of avocado is the Hass Avocado. Hass avocados are known for their tough exterior and signature rich and creamy profile.

Source: 2019 Hass Avocado Board

Nutrition

A nutrient dense, heart healthy fruit, avocados contribute unsaturated fats and contain nearly 20 vitamins, minerals and phytonutrients. They're also a good source of five essential nutrients - fiber, folate, vitamin K, pantothenic acid and copper.

Avocados don't contain cholesterol, making them virtually the only fruit with monounsaturated fat and polyunsaturated fat or "good fats". In fact, more than 75 percent of the fat in healthy avocados is good fat. Avocados also have the least amount of sugar per serving than any other fresh fruit.

The average avocado weighs 150 grams (g) and contains 240 calories, or 80 calories per 50g serving. A serving size is 1/3 of a medium avocado, containing 80 calories and 8g of total fat, with only 1g of saturated fat. The main reason that avocado calories are higher than other fruits is because they contain about 90 percent of calorific energy coming from fat.

Source: USDA National Nutrient Database for Standard Reference, Release 28 (2015)

Selection

Since avocados ripen off the tree, both look and feel play an important role in determining when they're ready to enjoy.

- Choose avocados with a darker skin that yield slightly to gentle pressure.
- Want it to ripen faster? Hold avocados at 65-75° for 1-2 days.
- Want to slow down the ripening? Store it in the fridge to keep it fresh for up to 5 days.



Culinary Uses

Mexican Handhelds: From tacos and burritos, to quesadillas and fajitas, avocados are right at home in nearly any Mexican dish.

Handhelds: Bring burgers, sandwiches, or even toast to the next level with some sliced or mashed avocado.

Guac: This classic dish is easy to make and a welcome addition to almost any meal.

Salads: Toss savory into your salad with a handful of diced avocados.

Plain: A delicious snack all on its own, just add some salt and pepper, and enjoy.

Desserts: Useful in everything from ice cream to brownies, avocados' high fat content make them a healthy substitute in a variety of treats.



Interesting Facts

- Nearly 80% of avocados consumed in the U.S. annually come from Michoacán, Mexico.*
- Over 80 volcanoes in the Trans-Mexican Volcanic Belt area supply the rich volcanic soil the Mexican avocado thrives in.
- A range of altitudes and temperate weather of the Michoacán region make it possible for avocados to bloom year-round, meaning **Avocados From Mexico are always in season.**

*Source: Perspectiva Avocado Export Numbers from APEAM and US Census Data



About Avocados From Mexico

Avocados From Mexico (AFM) is a wholly owned subsidiary of the Mexican Hass Avocado Importers Association (MHAIA), formed for the purpose of advertising, promotion, public relations and research for all stakeholders of Avocados From Mexico. Under agreements, MHAIA and the Mexican Avocado Producers & Packers (APEAM) have combined resources to fund and manage AFM, with the intent to provide a focused, highly effective and efficient marketing program in the United States. AFM is headquartered in Irving, TX.