



Produce Profile: GEM® AVOCADO



CALIFORNIA BORN & BRED

Bred and researched at the University of California Riverside in the 1980s, the Gem® originated from a Gwen avocado seedling grown in Camarillo, CA. OGC is proud to partner with Del Rey Avocado to bring the Gem variety to the Pacific Northwest.

GREAT FOR GROWERS

Gem avocado claims growth habits that make them an easy to manage and highly productive variety, yielding great returns for growers.

- A steady and predictable volume each season
- Resilient and tolerant of high and low temperature fluctuations
- Gem trees grow upright, allowing for higher density plantings for a more efficient use of land, water and labor

SMART ON WATER

Efficient use of land and high-density planting means Gem requires less water to grow compared to other varieties. Water smart crops are more resilient through drought conditions and kinder to the planet.

LARGE, BUTTERY, DELICIOUS!

Gem avocado trees consistently produce high-quality, large-sized fruit that West Coast avocado eaters have come to expect. The smooth, rich flesh has a high oil content that brings a buttery, melt-in-your-mouth texture. With a slightly sweet and nutty aroma, Gem checks all the boxes for good eating.

COLOR-CHANGING GEM

Here's looking at you, Gem. Before it's ripe the skin on this variety is dark green with striking yellow lenticels. As it ripens, it turns to a deep shade of greenish black, highlighting those striking yellow flecks.

THE GEM SEASON

Depending on the season, Gem is ready to be harvested by March or early April. With the peak season around May, fruit is often available as late as July.



TALKING POINTS FOR SHOPPERS & STAFF

- Gem is certified organic
- A California grown avocado
- Lovers of Hass will celebrate this Gem, too
- An avocado by any other name, Gem can be handled and used the same as other varieties
- Classic avocado flavor, buttery with a slight sweetness and nutty notes to its aroma
- Gem is ripe and ready when the skin is greenish black with yellow flecks, and the flesh yields slightly with gentle pressure



MERCHANDISING TIPS

- Capture eaters’ attention with a front and center display in the produce department, and bonus displays in other high traffic areas. Gem avocados are the new and exciting variety that shoppers can’t wait to meet.
- Twin-line Gem with Hass to maximize category sales and inspire shoppers to try something new. Distinguish the two avocados with color breaks between each variety. Red vine tomatoes, yellow lemons or white garlic are all great cross merchandising options that add a pop of color and help shoppers navigate the two avocados.
- Top off displays with breaking fruit so shoppers have a ripe and ready option. Some eaters have immediate avocado needs while others can let them linger and ripen. Keep cases conditioning in your backroom by ordering a few days in advance.
- Consider promotional pricing to build awareness and establish an eater fanbase. Encourage shoppers to purchase multiples with a two-fer or “2 for \$x” pricing.
- Get to know this Gem of an avocado. Give it a taste, share with the produce department staff and share your excitement with shoppers.
- Use POP provided in the OGC toolkit to call out the Gem variety, emphasizing California grown.
- Educate eaters by telling the Gem story on your social media channels.