



THE CALIFORNIA GEM AVOCADO



THE DOMINGUEZ FAMILY

Salvador “Sal” Dominguez bought his ranch over a decade ago and planted 9,000 Hass trees during his first major planting in 2009. The next year, Index Fresh Ventura Fieldman, Gary Nichols introduced him to a new variety of avocado – the California GEM avocado.

After learning more about the GEM avocados, Sal ordered 90 GEM trees in 2012 to test it out on his family ranch. “My first large planting of GEM trees was in 2014 with 2,000, then another 5,000 in 2015. I am removing 13 acres of 10-year-old Hass trees that are not producing at their optimum, and replacing them with GEM,” said Dominguez. He’s planting 2,000 GEM trees this year, followed by 7,000 in 2020.

It’s a family affair for Sal, his son Adam and his brother Henry. Being California Avocado growers, their groves are truly

a labor of love. The Dominguez family ranch has grown with Sal leading the farming side, Adam taking over the labor aspects of the ranch, and Henry bringing years of his marketing experience to the business.



The decision to grow GEM was simple – to expand the avocado category for consumers, while diversifying the ranch. “GEM gives the consumer a wonderful eating experience, they are attractive to the eye, they are easy peel, and will make a welcomed addition to the avocado category. GEMs are different enough to differentiate them in the marketplace.” he said.

“I believe Index sees the vision, is committed to the vision and the success of their growers.” he said.

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From Left to Right: Salvador Dominguez, Adam Dominguez and Henry Dominguez

