

# THE CALIFORNIA GEM AVOCADO

The GEM Avocado was first introduced in the late '80s. The GEM program was spearheaded by Gray E Martin (GEM) and co-sponsored by UC Riverside in its initial development. GEM avocados are now coming into the spotlight with critical mass to build programs and expand the avocado category.



## CHARACTERISTICS OF A GEM AVOCADO:

GEM avocados have a pear-shaped appearance with thick, easy-to-peel skin, accented with gold speckles, and weighs an average of 7-11oz. The California GEM avocado tree is a semi-compact tree, that bears fruit mostly in clusters in the interior of the canopy, protecting the fruit from outside elements.

## AVAILABILITY:

Available in April - July for programs, INDEX FRESH is pleased to provide a precious new California variety, the GEM AVOCADO. Gold speckles over green while on the tree, and the GEM darkens to perfection when ripe. The GEM's thick skin makes it well-suited for travel and peels effortlessly to reveal a striking internal appearance to match its rich, nutty exceptional flavor.

Available for in-store display are posters, educational material, and other signage. Ask your sales representative for more information or to request a sample.

## SEASON:

California GEM avocados are available from April - July.



## PRODUCT SPECS:

- Size:** 24 • 32 • 36 • 40 • 48 • 60
- Season:** April - July
- PLU:** 3509 GEM
- Skin:** Gold Specs, darkens when ripe
- Point of Sale:** Material available upon request

