

# ProRipeVIP™ RIPE STAGES REFERENCE GUIDE

## PRE-CONDITIONED

Ethylene triggered avocados. Non-sorted. PLU stickers only.

## VIP STAGE 3 BREAKING

Delivered ready-to-eat in 3 days when stored at temperatures not to exceed 70°F, 5 days under proper refrigeration 40°F-45°F. Ideal for market wholesalers, retailers or foodservice operators with 1-2 weekly deliveries and customers with transit time to destination warehouses. RipeNow™ PLU stickers.

## VIP STAGE 4 FIRM RIPE

Delivered ready-to-eat in 24 to 36 hours when stored at temperatures not to exceed 70°F, 3 to 5 days under proper refrigeration 40°F-45°F. Ideal for most retailers and wholesalers/foodservice distributors that supply several areas of customers avocado needs. RipeNow™ PLU stickers.

## VIP STAGE 5 RIPE & READY TO EAT

Delivered fully ripe and ready-to-eat now. Up to 2 days shelf life stored at temperatures not to exceed 70°F, up to 2 to 4 days under proper refrigeration 40°F-45°F. Ideal for heavy volume customers requiring 3 or more deliveries per week (500 miles or less). RipeNow™ PLU stickers.



## Acoustic Firmness Sensor

AFS is the latest, most innovative technology for non-destructive measurement of avocado firmness. AFS sensors “listen” to the acoustic response of the avocado using sound waves. In this way, AFS measures the vibration pattern of the entire piece of fruit. This pattern (resonance attenuated vibration) is characteristic of the overall firmness and the internal structure of the avocado. The signals are analyzed to determine the firmness index or internal pressure of the fruit as a whole, rather than only as a small part. And because skin color is not indicative of internal pressure, you get avocados that are completely and uniformly ripe in every box. And, AFS technology is only available from Calavo.



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ORDER VIP STAGE	READY TO EAT	REFRIGERATED STORAGE 40°F - 45°F	IDEAL USE FOR	FOODSERVICE	RETAIL	WHOLESALE
3	3 days stored at temperature not to exceed 70°F	5 days	<ul style="list-style-type: none"> <li>Retail customers with 1-2 deliveries weekly</li> <li>Customers with transit time to destination warehouses</li> <li>Market wholesalers</li> </ul>		X	X
4	24 - 36 hours stored at temperature not to exceed 70°F	3-5 days	<ul style="list-style-type: none"> <li>Most retailers</li> <li>Wholesalers/foodservice distributors supplying several areas of customers needs</li> </ul>	X	X	X
5	Ripe & ready to eat	2-4 days	<ul style="list-style-type: none"> <li>Heavy volume customers</li> <li>Customers receiving 3 or more deliveries per week (500 miles or less).</li> </ul>	X		

## SKIN COLOR AND MATURATION

Skin color is not indicative of avocado ripeness or internal quality. As avocados mature on trees, the skin naturally turns darker and darkens more quickly once ethylene is introduced into the ripening process. This is due to maturation and oil content development. Avocados that remain on the tree longer develop more oil. Once picked, they will ripen more quickly on their own and during pre-conditioning.

## STORING

Once avocados are ripe they will hold for up to 3 to 5 days when refrigerated at 40°F. Avocados should never be stored below 40°F or above 70°F which may cause internal discoloration and/or accelerated ripening.

## WE ANSWER TO VIPs

Calavo quality control, sales and marketing representatives are always at your disposal. Where you take delivery of the fruit, from a Calavo Value-added Depot or ProRipeVIP™ ripe center, Calavo will work with your logistics, buyers, receivers and customers to make sure the fruit that's coming into your facility meets your specifications. To that end, Calavo is the only avocado marketer to offer expert advice and answer all your ordering and receiving questions with a toll free number dedicated to you. Our ProRipeVIP™ professionals can be reached toll free at:

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