CALIFORNIA BORN & BRED

Bred and researched at the University of California Riverside, the Gem originated from a Gwen avocado seedling grown in Camarillo, CA. Just one of the thousands of seeds planted during the trials, Gem was selected for its post-harvest and eating qualities, and its ideal growth habits, which benefit growers and the environment.

Our friends at Del Rey Avocado are now offering domestically-grown, certified organic Gem avocados. OGC is proud to partner with Del Rey as their exclusive Gem wholesale partner in the Pacific Northwest.

GEM IS GREAT FOR GROWERS

Gem boasts many desirable growth habits making it an easy to manage, highly productive variety that yields great returns for growers.

- This variety yields a steady and predictable volume each season.
- Gem is resilient and tolerant of fluctuations in temperature, both high and low.
- Gem trees grow upright, allowing for higher density plantings that result in more efficient use of land, water and labor.

GEM USES LESS WATER

Among the numerous traits this avocado was selected for, Gem requires less water to grow compared to other varieties. In drought-stricken California, this is a big deal!

LARGE, BUTTERY & DELICIOUS!

Gem avocado trees consistently produce the high-quality, large-sized fruit that West Coast avocado eaters have come to expect. Its smooth flesh boasts a high oil content resulting in a buttery, melt-in-your-mouth texture. Slightly sweet with a nutty aroma, Gem checks all the boxes for good eating!

COLOR-CHANGING GEM

Gem is lovely to look at! When unripe, this avocado’s skin is dark green with striking yellow lenticels. As it ripens, its skin turns to a deep shade of green-black, highlighting the yellow flecks. Gorgeous!

THE GEM SEASON

In a typical year, organic Gem is ready to be harvested by March or early April. Depending on the season, the peak tends to be in May, with fruit often available as late as July.
**TALKING POINTS FOR SHOPPERS & STAFF**

- Gem is certified organic
- A California-grown avocado
- Lovers of Hass will love Gem too
- Gem can be handled and used the same as other avocado varieties
- Boasts a quintessential avocado flavor with a slight sweetness and nutty notes to its aroma
- Gem is ripe when the skin is green-black, and the flesh yields slightly

**MERCHANDISING TIPS**

- Go big and find prominent positioning to introduce Gem avocado to your eaters! Capture their attention with front and center displays in the produce department and secondary displays in other high traffic areas to promote this new exciting variety. Remember that Gem avocados are a new and unique item that most shoppers aren’t seeking (yet!).

- Twin-line Gem with Hass to maximize avocado 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 options that add visual appeal and help shoppers navigate the two avocados.

- Top off displays with breaking fruit so there is a ready option. Some shoppers need ripe and ready avocados immediately, while others have longer to let them ripen. Order a few days in advance to ensure that you have cases conditioning in your backroom.

- Consider promotional pricing to build awareness and establish an eater base. With the Hass market strong, offering Gem at an attractive price point may help capture any lost sales. Encourage shoppers to purchase multiples with a “2 for $__” deal.

- Get to know Gem so that you can share your excitement with your shoppers! Eat it, and encourage produce department staff to try them so that they may talk them up too.

- Use POP provided in the toolkit to call out the Gem variety, emphasizing California-grown.

- Utilize social media channels to educate eaters by telling the Gem story.