

U.S.-based WP Produce, a leading green-skinned avocado importer and distributor, has announced "significant improvements" to lengthen the shelf life of its Desbry avocados.

It says that with new packaging and technology, it can double the shelf life.

"Tropical avocados typically have a shelf life of 5-6 days," said Christopher Gonzalez, vice president of sales at WP Produce. "With our new ventilated box designs and ethylene reduction technology, we're looking at potentially doubling the shelf life by adding up to an additional 4-5 days of freshness."

Green-skinned avocados are seeing a rise in demand due to the overall popularity of avocados worldwide, it said.

"Consumers and the foodservice industry have been intrigued by the unique and delicious flavor profile and firmer texture that tropical avocados provide," said Desiree Morales, vice president of WP Produce.

"However, the shorter shelf life of these varieties can present a challenge for retailers and foodservice professionals. By taking steps to improve the shelf life of our products, we saw an opportunity to increase supply chain efficiencies, reduce waste at retail and improve user experience for both consumers and chefs alike."

To combat the shorter shelf life of green-skinned varieties, WP Produce has begun using ethylene-filtering technology to reduce the amount of ethylene surrounding the fruit, thus slowing down the ripening process. The company has also transitioned to a new shipping carton that enhances air circulation and improves ventilation, further lengthening the shelf life of their products.

The new cartons also feature sleek and modern graphics, it said.