

TENERIFE AVOCADOS



VARIETIES

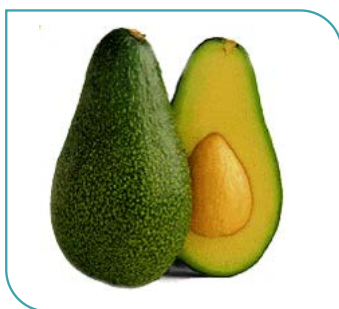
Tenerife grows avocado varieties such as Hass and Fuerte, or some that are native to Tenerife such as la Orotava. Tenerife avocados have experienced rapid growth in consumption in recent decades due to their superb flavour.

"The island of Tenerife has numerous areas with climate suitable for growing avocados. They can be planted at any elevation between the coast and 800 metres above sea level!"



HASS

This is the main variety produced, due to its nutty flavour (with hints of walnut and almond) and a high percentage of dry matter (24-31%) that varies depending on the harvesting season. When its skin turns dark, that means the avocado is ripe enough to eat.



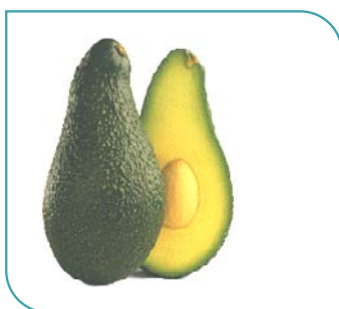
FUERTE

This is a cold-hardy variety that can be grown during autumn months in the Canary Islands. It has a creamy pulp, good flavour, and smooth, thin skin that does not change colour when ripe.



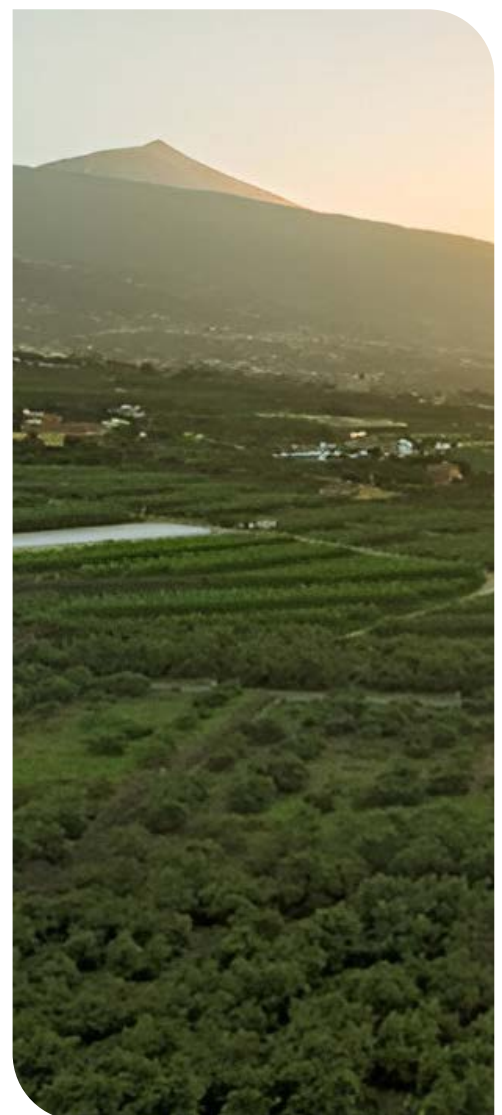
REED

A variety from a small tree with large fruits. It has a rough skin that does not change colour when ripe, with a short harvesting period in the summer months.



PINKERTON

A late-harvested and short avocado, recognisable by its large, round appearance, with smooth and thick skin. Inside the pulp is a striking shade of yellow with a large seed. This variety has an intense flavour and a high percentage of dry matter.



ORIGIN



Origin

The first historical clues date back to the voyages of Christopher Columbus in the discovery of America. The first specimens were planted in the Botanical Garden of Valencia.

In the Canary Islands, avocados were introduced in the mid-eighteenth century, and became an important part of the islanders' diet.



Commercialisation

In the 20th century, the avocado started being produced for the broader Spanish market.

Consumption in the Canary Islands is 4 kg per capita. This figure is much higher than the rest of Europe, where per capita consumption is less than 2 kg.



Modern status

Today it has become a product in constantly growing demand. It is also the most shared food on Instagram, a social media platform that has more than 1 billion active users monthly.

CULTIVATION

Evolution of the crop

Avocado cultivation has changed considerably from the days when the crop was known as the 'lazy tree' (due to the minimal care required to ensure flowering and then harvest the fruits). Nowadays avocado cultivation has evolved and is highly technical, although the tradition of growing them on the edges of other plantations, in the midlands and coasts of the north of Tenerife, has not disappeared.

There are two important innovations that have been introduced in recent times: localised irrigation and pruning. Avocado is an irrigated crop. In fact, in the past, fields were flooded with water to irrigate them, and more recently sprinklers were used. This problem has now been solved thanks to drip irrigation.

Another innovation has been the introduction of avocado tree pruning. This makes it easier to access the fruit and maintain a balanced tree. Traditionally no pruning was done and large ladders were used to collect the fruits, something that obviously made production difficult. These two factors make up about 90% of labour and water expenses.



Cultivation area: between the coast and 800 metres above sea level, depending on the slope of the island.

Tenerife has a distinct mountain geography, with abrupt changes in the landscape. Thus, the avocado tree must be grown in a variety of climatic zones and altitudes in Tenerife.

Production

With more than three decades of cultivation experience behind it, the production of avocados for market follows this cycle:

- 1 A packaging machine, equipped with advanced technology to mechanise the heavy work of the packaging chain. The most delicate processes, such as selection and categorisation, are left to human professionals.
- 2 Ripening chambers that make it possible to offer a ready-to-eat product
- 3 New varieties are being experimented with to fill the gaps left by the chief variety: the Hass.



The future is green

The growing demand for avocados means that Tenerife, due to its proximity to the European continent, allows the fruit to be shipped fresher and with better ripeness, thus making the island's avocado much more attractive than those grown in other areas of the world.

Tenerife is a key location for the production of quality avocados in the Spanish and European markets.



Interesting facts

Domestic avocado consumption on the islands is very high and accounts for 70% of our market.

After carrying out important field work in recent years, it has been possible to increase the avocado area in the Canary Islands by more than 50%, and with it an increase in production volume. This has put the island's avocado production back on the map for Spanish and international buyers.

The domestic market

The numerous studies carried out on the health properties of avocados have increased demand considerably among Spanish buyers.

The foreign market

Currently, demand for avocado worldwide is greater than supply. The countries with the highest rates of consumption are Mexico (where consumption is around 10 kg per person per year), Chile, Peru and Israel.

FEATURES AND PROPERTIES

Avocados are highly nutritious. They contain a wide variety of nutrients, including 20 vitamins and minerals

Potassium is a nutrient that we often do not consume in sufficient quantities, and it is important because, among other qualities, it helps maintain the electrical gradient of the body's cells. The avocado helps with this because it provides even more potassium than the famous banana.

Another key factor is fat, which is mostly oleic acid. This is a monounsaturated fatty acid known worldwide as a component in extra virgin olive oil, and it is responsible for part of its positive health effects.

Nutritional values

Vitamins:

K (26% RDA*), C (17% RDA*), B (14% RDA*), B6 (13% TDA*), E (10% RDA*), A, B1 (thiamine), B2 (riboflavin) and B3 (niacin)

Folic acid:

20% of recommended daily allowance

Glutathione:

Powerful antioxidant that eliminates free radicals from the body

Monounsaturated fats

Beta-sitosterol

Minerals:

Magnesium, manganese, copper, iron, zinc, phosphorus, and potassium

Carotenoid lutein

Phytonutrients (flavonoid polyphenols)

*ddr - dosis diaria recomendada

BENEFITS

Avocado is a rich source of potassium that plays a role in generating and transmitting nerve impulses, as well as helping regulate muscle activity.



B⁹

As for vitamins, B9 (or folic acid) and E stand out. B9 is necessary for the formation of structural proteins, which are especially important during the early stages of pregnancy, and E is crucial for red blood cell health, and in protection against heart disease due to its antioxidant properties.

Avocados are also rich in magnesium, a mineral that is essential for bone health and proper intestinal function.



If you have problems with bad cholesterol (LDL), avocados can be a great way to help control cholesterol levels thanks to its high monounsaturated fats content.

AVOCADOS FROM TENERIFE:

*always nutritious and
delicious*

Tenerife avocado production has undergone rapid growth in recent decades, setting itself apart from avocados produced in other locations thanks to their exquisite and highly prized flavour. Grown with great care on our volcanic land, and benefitting from our Atlantic climate, our avocado is in a class of its own.

In high demand internationally, proof of this interest is the avocado's popularity on social media. It is the most shared food on Instagram, a platform with more than 1 billion active users. Rich in vitamins B6, B9 (folic acid), E and monounsaturated fats, it is good for cardiovascular health, reducing cholesterol and blood pressure, and keeping blood sugar in check. As a result of our volcanic and Atlantic environment, the Tenerife avocado is on its way to becoming one of our star agricultural products among European chefs and consumers.

