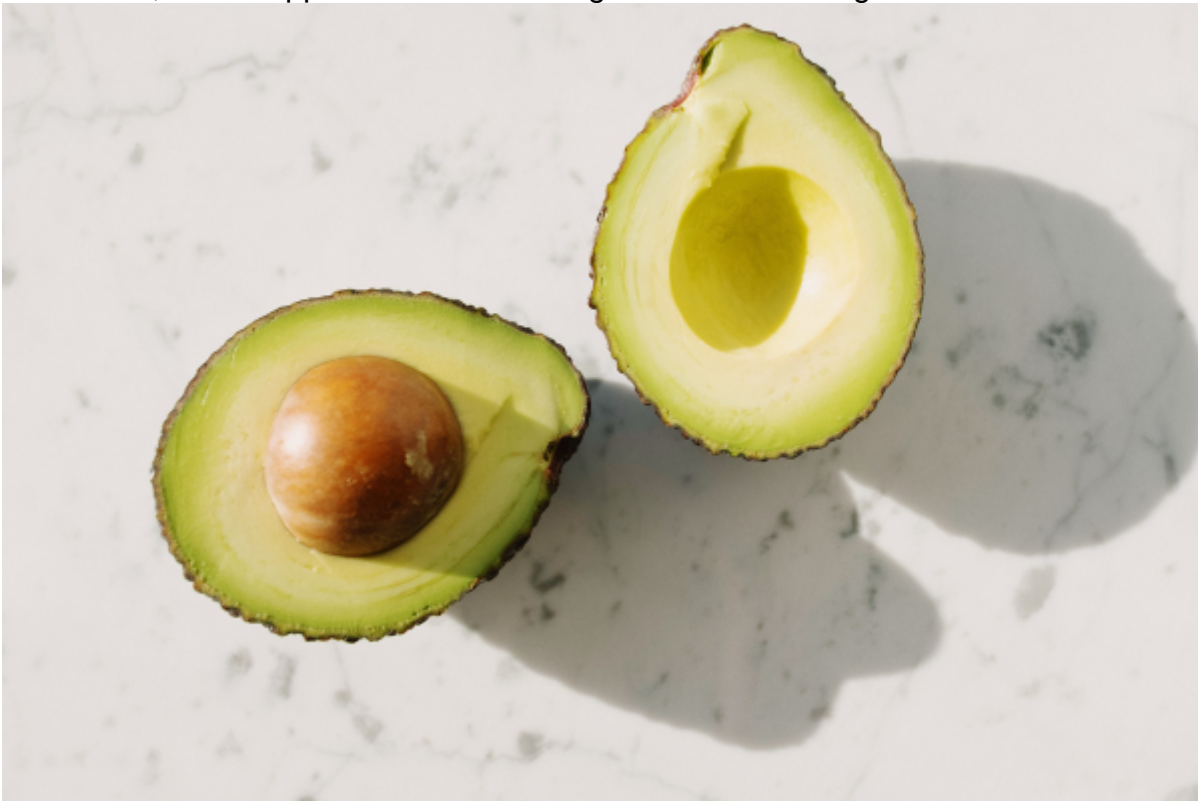


# Frozen (iqf) Avocados Bring New Business Opportunities

## Detail Introduction :

The market for fresh avocados is gradually starting to become limited. With limited supply compared to growing demand, and a short shelf life that results in a lot of food waste, the industry has to deal with many challenges.

One way to address the challenges posed by eating fresh avocados is IQF freezing. More and more varieties of avocados are currently more suitable for frozen processing than freshly exported avocado varieties. This will mean a significant increase in supply for avocado growers. Food waste is also addressed, while suppliers reduce waste generated in the logistics chain. "



The report on the avocado market said that large markets such as China and Western Europe are rapidly developing flavors. Over the past few years, China's imports of avocados have grown by about 1,000 times, and this figure is expected to continue to grow. In contrast, Protean says, other markets are not growing as fast as before: "European avocado consumption has indeed increased, but only by 150% over the past decade. IQF freezing solves the problem of avocado peel thickness. With the right preconditioning and the ideal IQF freezer, any variety of avocados can be delicious, natural-looking, and easy to eat. "

Advanced IQF technology allows processors to perfectly freeze ripe avocados at harvest. Many avocado growers may not be aware that their product can actually be frozen by IQF, but there are already many visionary entrepreneurs who have taken advantage of this business opportunity. They are already supplying premium IQF avocados to some of the largest retail chains and businesses in the world. "

OctoFrost Group has supplied IQF technology to many successful avocado processors around the

world. “Additionally, the OctoFrost Link platform enables processors to find new business partners, which in some cases can help customers increase production and sales of IQF avocados by 30%. This shows that the market still has great potential,” Plotean concluded.