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Australian Avocado Industry Launches In-Store Ripeness Scanner Trial to Tackle Top Consumer Frustrations

The Australian avocado industry has launched an Australian-first trial of a retail ripeness scanner to support domestic demand growth by addressing top frustrations for growers, consumers and retailers. The Avocado Retail Ripeness Scanner aims to support consumers to confidently choose avocados at their desired ripeness stage and reduce consumer induced bruising.

Bruising in avocados is a shared frustration of growers, retailers and consumers alike. Industry research confirms that the most of avocado bruising is caused by consumers squeezing. Further, 47 per cent of consumers are squeezing 3 or more avocados before purchasing. This is a heartbreaking statistic for the growers who put years of effort and investment into consistently delivering bruise-free fruit to shelf.

Supported through the *Monitoring Avocado Supply Chain Quality* project (AV22011), the trial is evaluating the potential of a retail ripeness scanner developed by Dutch agri-tech company OneThird to address key industry challenges. The consumer-facing device uses near-infrared (NIR) spectroscopy to rapidly and non-destructively assess avocado firmness, providing customisable guidance on when the fruit will be ready to eat. This is may be of value to consumers who are less confident in assessing ripeness themselves.

This Australian first small-scale trial reflects the Australian avocado industry's ongoing investment in improving fruit quality and enhancing the retail experience for consumers and could solve some of the industry's biggest pain points for both consumers and retailers.

Tackling a key consumer challenge

Finding a ripe avocado remains one of the most common challenges for consumers and is a contributing factor to bruising. Industry insights show around 75 per cent of consumers are looking for avocados that will be ready to eat within the next two days.

The scanner, which features a customisable ripeness scale, reduces the uncertainty by allowing consumers to simply scan any avocado in-store and receive guidance on when it is likely to be ready to eat and corresponding storage recommendations.

Avocados Australia CEO John Tyas said the trial reflects the industry's focus on solving practical challenges faced by consumers, to drive domestic consumption.

"Finding an avocado at the right stage of ripeness is a key frustration of consumers," Mr Tyas said.

"If we can help consumers select avocados with greater confidence, we support better eating experiences, reduce bruising and further strengthen trust in Australian avocados."

Of course, it's not just hi-tech scanners that can tell you if an avocado is ripe. Gently applying pressure with your thumb at the stem end remains a simple and reliable indicator for avocado lovers. However, emerging tools like this scanner may offer additional support to consumers while helping reduce handling and potential bruising.



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Benefits for retailers and the broader supply chain

In addition to supporting consumers, the technology provides retailers with a tool to attract more customers into store and valuable analytics that can help monitor firmness profiles on-shelf, reduce store waste, improve merchandising strategies and correlate ripeness with sales.

Early trial results show the retail ripeness scanner is being used on approximately 45 per cent of avocado fruit sold in-store each week. The associated analytics platform also provides insights into peak shopping periods and ripeness on display, which support fresh produce managers in objectively measuring and improving stock management and ensuring a consistent display of ripe avocados.

"The Australian avocado industry invests significantly each year in research and innovation to improve quality and make it easier for consumers to enjoy avocados with confidence," Mr Tyas said.

"Trials like this allow us to explore how technology can support growers, retailers and consumers alike."

Backed by research and international trials

Ahead of deployment in Australia, more than 500 Hass avocados from different growing regions were assessed in the laboratory, demonstrating the device's ability to consistently classify fruit into distinct ripeness categories suitable to the Australian market.

The OneThird technology has also been trialled internationally across Europe, including at retailers such as Kaufland and Tesco, as well as in retail outlets in Thailand.

The Australian trial will evaluate consumer engagement, operational practicality and potential future applications within domestic retail environments.

Retailers interested in ordering a device or trialling it in-store can contact Avocados Australia at mdm@avocado.org.au.

Industry commitment to quality

The AV22011 "Monitoring avocado supply chain quality" project delivers a range of services aimed at maintaining a high proportion of avocado fruit at domestic retail that meet industry quality standards through monitoring, insights and feedback to growers, packers and retailers. Since the project commenced in 2023, over 1500 samples (10-fruit samples) have been collected and assessed from Australian retail stores – with 92.5 per cent of sampled fruit meeting consumer expectations (<10% internal defect).

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Acknowledgements:

The **Monitoring avocado supply chain quality** project ([AV22011](#)) is funded by Hort Innovation using the avocado research and development levy and contributions from the Australian Government, with Avocados Australia as project lead.

Contact:

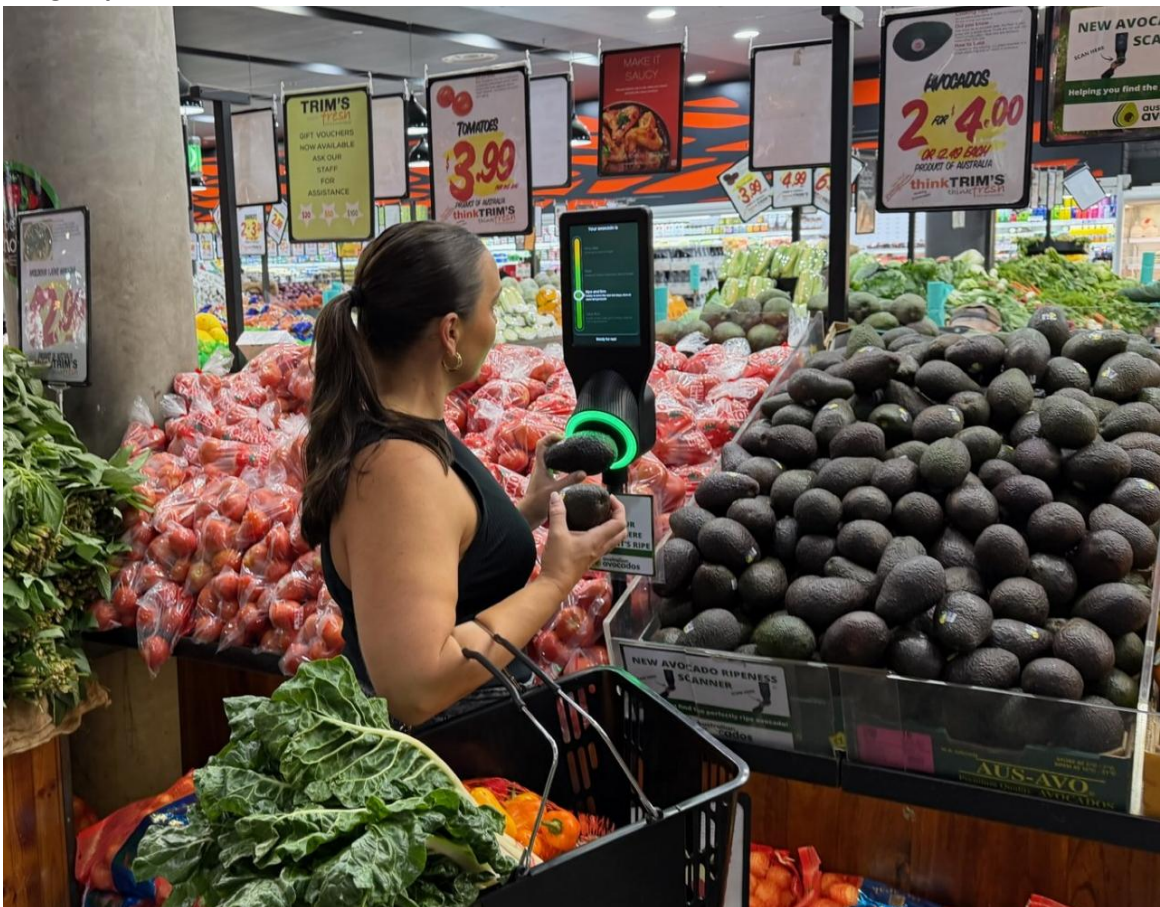
Media enquiries: mdm@avocado.org.au, 0418 960 125 (Additional media assets available)

Spokesperson: John Tyas, CEO (Available for interview)

About Avocados Australia – www.avocado.org.au

Avocados Australia (AAL) is the representative industry body for the Australian avocado industry. We support Australian growers in their efforts to become world leading sustainable producers. Our vision is for the Australian avocado industry to be recognised as a globally competitive and trusted industry. Avocados Australia is working to increase demand in both our domestic and international markets, working with all parts of the chain, from production through to the consumer. By working together, we seek to continually improve the ability of growers to provide a healthy, profitable and safe product for all consumers.

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