



PACIFIC COAST
FARMERS' MARKET
ASSOCIATION

PCFMA.ORG

EIGHT WAYS WITH AVOCADOS



Avocados, the quintessential California fruit, are in season! Creamy, versatile, and delicious, they're one of the state's most identifiable agricultural products and a summer favorite.

In 1871 avocados were introduced to the U.S. with trees from Mexico. Enthusiasm for this remarkable fruit grew to become one of the most ubiquitous crops associated with California. The Fuerte and Hass varieties are the most commonly grown with the Sir Prize and Bacon varieties not far behind in popularity. All four can be found at your local farmers' market, but the Hass is the true California native, planted by Rudolph Hass in the 1920s. No one knows the origins of this "mother tree," but everyone is grateful to Hass for finding and planting his orchards in the California hills.

Considered one of nature's superfoods, the avocado is a heart-healthy, nutrient-dense fruit with fiber, minerals, and vitamins, and no trans-fats. Here are some tasty ways to enjoy California's most flavorful and popular fruit:

1. Guacamole: Bring out the tortilla chips and scoop up some of California's favorite appetizers!
2. Toast: Recently popular, top your toast with avocado, add an egg or tomato slice for a quick and delicious snack or breakfast.
3. Stuffed: Fill avocado halves with crab or shrimp salad, or tomato and corn relish, or whatever filling you

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4. Salads: Slice and dice to add a creamy texture and mild flavor to any type of salad.
5. Sandwiches: There's nothing tastier than a BLTA sandwich – Bacon, lettuce, tomato, and avocado! Or make a lettuce wrap, a stuffed pita pocket, or tuna melt with avocado.
6. Grilled: Yes, you can grill avocados! Brush the grill with olive oil and place avocado halves right on the grill for about 5 minutes. So good!
7. Toppings: Add to tacos, omelets, salmon, burgers.
8. Salad Dressings: Whip up some Green Goddess or other avocado salad dressing. Just get out the blender and add oil, spices, lemon juice or vinegar.

Your local farmers bring some of the best just-picked avocados there are and you can be assured they are grown right here in California. Stop by and pick up some of these creamy California wonders!

TAGS

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