

# Avogrey® Bred Varieties

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The next generation in  
ultra-premium green  
skin avocados

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Perfect. Every time.



**mg**<sup>®</sup>  
marketing

Together. Stronger.

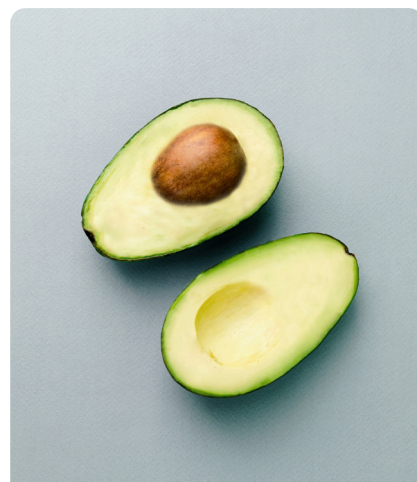


## Avogrey® Orchard

Introducing New Zealand's premier avocado orchard, specialising in super premium avocados - home of the GreyStar, Eclipse and Titan avocado varieties.

Avogrey® Orchard, founded in 1969 by David and Judi Grey, is the home of the best avocados in New Zealand. David has continued in the footsteps of his father Len Grey, who introduced the Hass avocado variety to New Zealand in the 1950s and was considered a pioneer of his time. David's grandfather Charles Grey first planted avocados in 1916.

Dozens of avocado varieties have been grown and tested over the decades, but the superstars are without doubt the Avogrey® Green-Skin Super Series varieties which are in-season between November and June each year.



# New Varieties

The new varieties were developed when David planted 30 seeds from what is known as the “Rolls Royce” of avocados - the Sharwil. It is renowned for its sensational fruit, but Sharwil doesn't crop well under New Zealand conditions. They are also known to be more resistant to pests and diseases than other varieties. The work undertaken led to the development of three outstanding new varieties (Avogrey®), that produced fruit earlier, at higher volumes and of exceptional quality.

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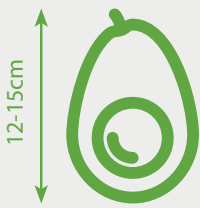
## Avogrey® GreyStar

GreyStar is the flagship of the Avogrey® Green-Skin Super Series of avocados. It is a new type of avocado, vastly superior to the common Hass. It has been developed at Avogrey® Orchard over the course of 15 years with the premium Sharwil avocado as its reference. GreyStar has Sharwil's rich, nutty flavour and creamy texture, with the added advantage of producing fruit more reliably each season.

Protected by Plant Variety Rights and is available to commercial growers only and subject to Royalty payments and marketing control.

### Fruit Characteristics

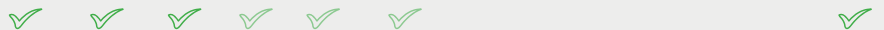
- Larger green fruit, typically 400g, smaller stone, superior flavour, ripens evenly, always cuts perfectly, isn't stringy, maintains its fresh bright yellow colour.
- Trees have an upright habit, crops well from a young age (including the first year from planting).
- Mature on the tree between December to June.
- Rich, nutty, creamy flavour, similar to the Sharwil variety.
- Similar in size and shape to Sharwil fruit, typically 12-15cm in length.



**ONCE YOU HAVE TRIED A GREYSTAR AVOCADO, YOU WILL QUICKLY CONCLUDE THAT IT IS SUPERIOR FROM OTHER AVOCADOS PRESENTLY ON THE MARKET IN FLAVOUR, QUALITY, AND VALUE.**

Season: December to March (hang until June)

**AVAILABILITY:** Jan. Feb. Mar. Apr. May. June. July. Aug. Sep. Oct. Nov. Dec.



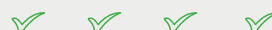
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## Avogrey® Eclipse

Derived from a Sharwil seedling (traits of a Sharwil/Reed cross). The fruit shape is ovate, matures later than Reed and hangs on the tree exceptionally well, through to June and beyond. The eating quality is superb and is very resistant to ripening disorders. This variety has Plant Variety Rights and is available to commercial growers only.

Season: Mature on tree April to July

**AVAILABILITY:** Jan. Feb. Mar. Apr. May. June. July. Aug. Sep. Oct. Nov. Dec.



### Fruit Characteristics

- Weight averages 400g.
- Ovate shape.
- Resistant to ripening disorders.
- Peels easily.
- Superb flavour (especially late season).



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## Avogrey® Titan

Titan is a hybrid developed from the Sharwil avocado. It is a very large (super-sized) avocado that has Sharwil's rich, nutty flavour and creamy texture. The fruit has a relatively small stone which means it contains a very large proportion of edible flesh for its size.

Titan is a B type flowering tree, so could be used as a pollinator as well as carrying premium quality fruit of commercial value.

This Variety is pending Plant Variety Rights and is available to commercial growers only.

Season: Mature on the tree November to January

**AVAILABILITY:** Jan. Feb. Mar. Apr. May. June. July. Aug. Sep. Oct. Nov. Dec.



### Fruit Characteristics

- Rich, nutty, creamy flavour.
- Large, typically 12-17cm in length and 8-10cm across
- Can weigh in excess of 700g.
- B type flowering tree (potential pollinator).

### Did you know?

Difference between Hass and "Avogrey® Green Skin Series"

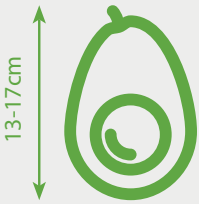
- Vibrant, green skinned.
- Larger size profile.
- Superior taste, flavour, and flesh.
- Later season producing fruit.

### Growing conditions/agronomy

- The Avogrey® green skin is suitable for all growing environments and districts.

### Market opportunities

- Easy consumer conversion with positive purchasing and eating experience.
- Aligns with key consumer trends, including convenience, premiumisation, health and well-being.
- Export markets have identified smooth, green varieties are appealing to Asian markets.



MG Marketing is the licensed marketer of the Avogrey® varieties.

For further enquiries and orders please contact:

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Gisborne's Riversun Nursery is the licensed propagator of the Avogrey® varieties. Cuttings taken from the original three Avogrey® trees are being grafted onto rootstock, so the fruit variety of every new tree is identical to the mother tree.

For propagation enquiries, please contact Riversun Nursery:

257 Awapuni Road Gisborne.

Freephone: 0800 11 37 47

Phone: +64 6 867 1120

Email: [info@riversun.co.nz](mailto:info@riversun.co.nz)