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FACT SHEET

Avocado Nutrition Center

The Avocado Nutrition Center (ANC) was established by the Hass Avocado Board (HAB) in 2010 to increase awareness and improve understanding of the unique benefits of avocados to human health and nutrition.

Our Commitment

- Conduct scientific research to develop credible advances in avocado nutrition science
- Collaborate with leading nutrition investigators and third-party organizations on scientific research and reviews
- Make scientific findings available through peer-reviewed publication, presentations at scientific meetings, and the ANC resource center on www.avocadocentral.com
- Provide the scientific basis for the health and nutrition communications of all Hass Avocado Board member organizations in the U.S.
- Subject communications about the health and nutrition benefits of avocados to U.S. Department of Agriculture (USDA) review

Our Guiding Principles

- Value - Conduct research to discover the positive role of avocados in human health and nutrition on behalf of the Hass Avocado growers and importers
- Science-Based - Nutrition scientists will abide by the rigor and accepted principles of scientific inquiry, methods and analysis to guide research and design, including generation of non-biased hypotheses and thorough peer review by qualified reviewers
- Transparency - All sponsored investigators will disclose the Hass Avocado Board as a funding source or sponsor in all publications and/or presentations
- Resources - Share avocado science and related resources with the nutrition science community to maximize awareness and understanding of the benefits of Hass Avocados to human health and nutrition

For more information about the Avocado Nutrition Center and its work, please contact Mark Dreher, PhD at science@avocadonutritioncenter.com or (215) 262-9219.

