



**1914** Woodrow Wilson is President.

**1914**

Index Orchards is founded as a grower-owned corporation, packing and marketing lemons and oranges from Southern California

**1922** World population reaches 2 billion.

**1929** Black Tuesday - Stock Market Crash.



**1929**

The company is re-formed as a cooperative under the name Index Mutual Association.

### The 1950s

In the 1950s, Index Mutual merges with the United Avocado Growers and introduces So Good and Index brands. It also began to market the Vidacado, Try-a-cado, Black Gem, Supreme and Taurus labels.



**1942** Pearl Harbor attacked.

**1939**

The United Avocado Growers is formed and becomes an early marketer of Hass under the Black Beauty brand.

**1936**

The first Hass avocado is patented by Rudolph Hass from a tree he grew in the La Habra hills just miles from Index Mutual Association.



**1956** Elvis appears on Ed Sullivan Show.



**1969** Apollo 11 lands on the moon.

### The 1970s

In the 1970s, avocados replace citrus as Index's primary product.

**1989**

The company moves its headquarters from La Habra to Bloomington, building a new state-of-the-art packing and cooling facility.

### INDEX FRESH INC. 1999

Index Fresh of California converts from a cooperative back to a grower-owned corporation and changes its name to Index Fresh, Inc.

**1992** Collapse of the Soviet Union.

**1991**

The product line is expanded to include Chilean Avocados.



**1990**

Index Mutual Association becomes Index Fresh of California.

**2003**

Index Fresh, Inc. completes a modernization of facilities and nearly doubles the size of the cold storage space.

**2004**

Index Fresh expands product line to include Mexican Avocados.

**2007** iPhone introduced.



**2008**

Index Fresh introduces the Avoterra, Avoloma labels, and bring back the So Good brand. Peruvian Avocados is added to their Canadian Market offerings.



**2009**

For the first time, Index Fresh surpasses \$100 Million in sales and 100 million pounds of avocados marketed.



**2010**

Index Fresh upgrades their facilities, replaces all of their packing and bagging equipment.

**2013**

Index Fresh's total volume reaches a record 133 million pounds of avocados and \$144 million in revenue.

**2012**

Exports to Asia grows into a significant portion of Index's business.

**2011**

Index Fresh continues its growth by adding Peruvian produce to their United States product line.

**2014**

Index Fresh, Inc. celebrates a century of fruit packing and marketing, as a major player in the avocado market.



**2015**

Index Fresh, Inc. re-introduce the Index Fresh brand for all California Avocados and use the Avoterra brand for all import avocados.



**2016**

Index Fresh, Inc. launches, an industry first, app calling it Fresh Facts by Index Fresh.



**2017**

Index Fresh, Inc. builds a new packing house in Pharr, Tx, to include bagging and ripening.

**100 YEARS**