STEM-END-ROT OF AVOCADO (_Persea americana_ Mill. CV HASS) INCIDENCE AT MICHOACÁN, MÉXICO.

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The incidence of s*tem-end-rot* of avocado (*Persea americana* Mill. cv Hass) was evaluated in 2006 harvest season in 9 growing areas in Michoacan. Samples (120) of avocado fruits for export, biweekly harvested and packed according to standard commercial practices, were selected and cold stored at 6°C for 20 days. The samples were free of diseases (size 20) and mechanical injuries. After the cold storage, fruits were taken to laboratory at 21°C for natural ripening. Firmness was measured on a daily basis on each individual fruit at 3 equidistant readings per fruit, using a texture analyzer. When each fruit reached 2lb, a longitudinal section was made to evaluate the occurrence of *stem-end-rot* according to the international quality assessment manual for avocados. Fungi were isolated from damaged fruits and morphologically characterized. The identification of isolated fungi was made through polymerase chain reaction. *Stem-end-rot* of avocados in Michoacan was observed during all harvest season, and incidence increased in March and June to 40%. *Dothiorella* spp., *Lasiodiplodia theobromae*, *Colletotrichum gloesoporioides*, *Phomopsis persea*, and *Pestalotiopsis versicolor* were associated to *stem-end-rot* of avocados.