

AVOBOOK

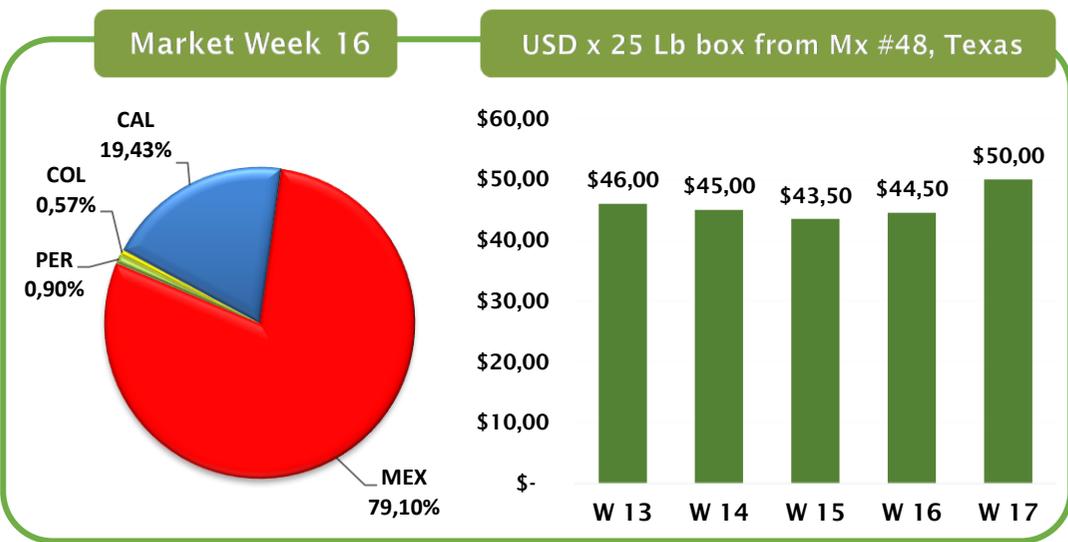
CONNECTING THE GLOBAL AVOCADO MARKET

SUMMARY Week 17, 2024

USA

	Week	Lbs
Mar	10	61.807.708
	11	68.771.716
	12	65.141.462
	13	54.661.311
Apr	14	63.095.953
	15	62.687.617
	16	68.514.693
	17	

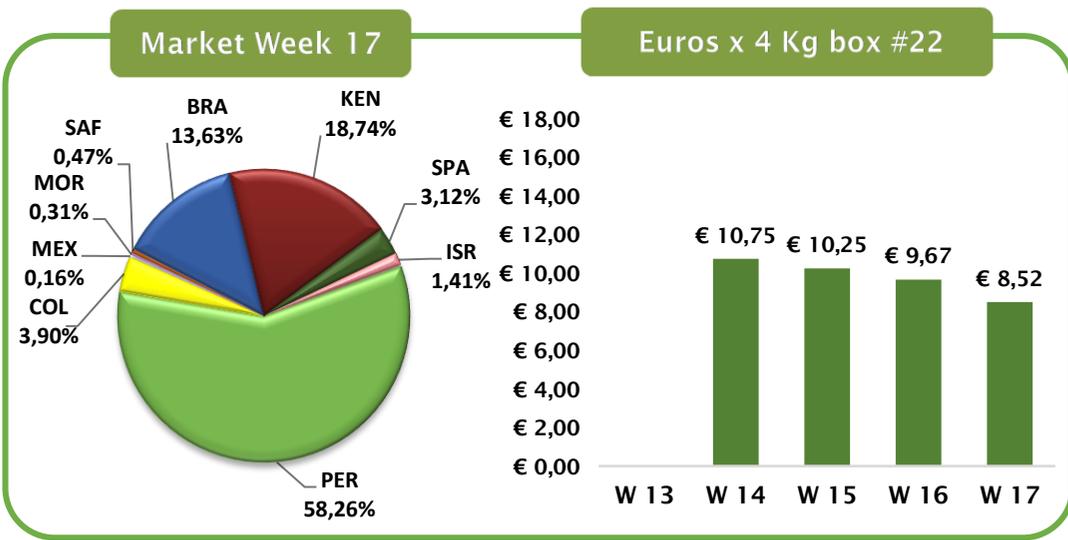
- Less than 55 MM
- Between 55 & 65 MM
- More than 65 MM



EUROPE

	Week	FCL
Mar	10	590
	11	684
	12	688
	13	779
Apr	14	853
	15	1.035
	16	943
	17	641

- Less than 500 FCL
- Between 500 & 700 FCL
- More than 700 FCL

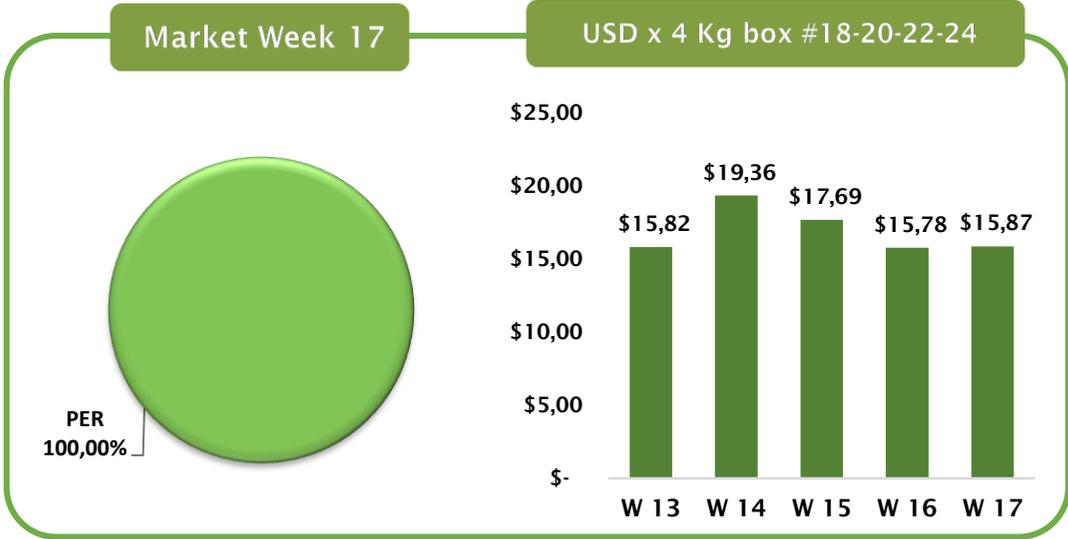


FCL: Fully Container Loaded

CHINA

	Week	FCL
Mar	10	98
	11	66
	12	42
	13	29
Apr	14	31
	15	30
	16	40
	17	54

- Less than 40 FCL
- Between 40 & 60 FCL
- More than 60 FCL



FCL: Fully Container Loaded



EL PARQUE

The best fruit year round

AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

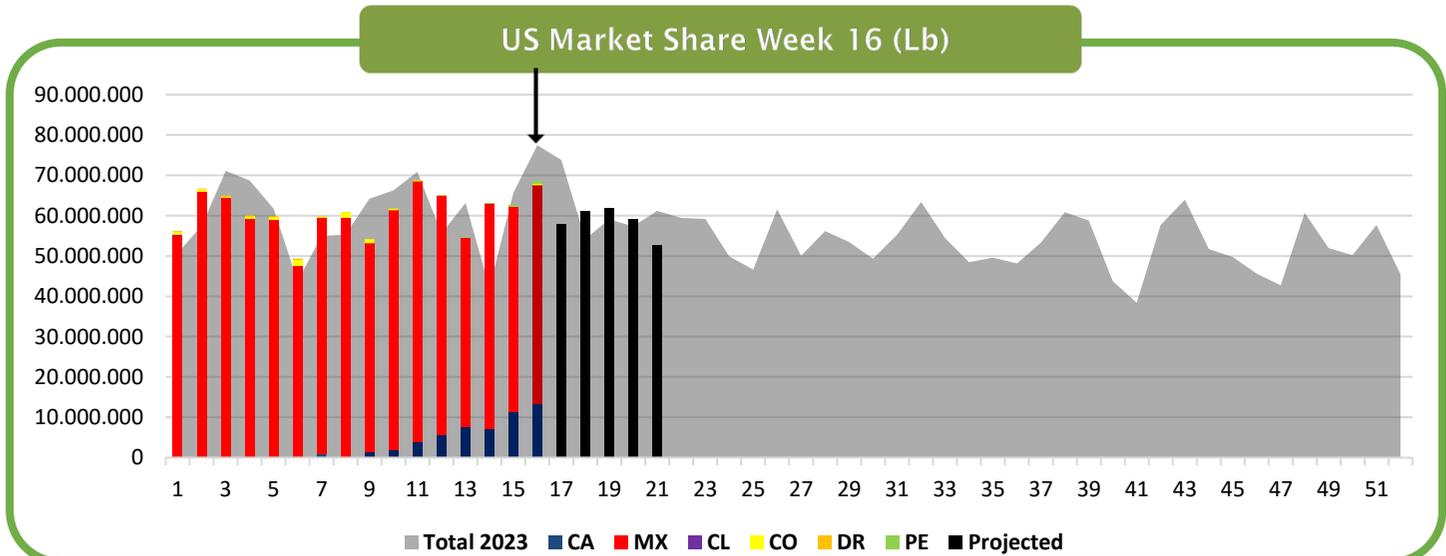
AVOCADO MARKET : USA

	Arrival Week	California	Mexico	Perú	Chile	Colombia	Dom Rep	Total Estimated Volume (Lb)
JUL	27	11.692.051	28.284.400	9.705.560	0	340.000	0	50.022.011
	28	15.539.883	28.741.114	10.514.172	0	1.180.000	170.000	56.145.169
	29	11.230.357	27.335.911	11.842.160	0	2.510.000	520.000	53.438.428
	30	9.845.532	24.473.276	13.294.978	0	1.750.000	0	49.363.786
	31	8.544.499	32.304.483	12.937.383	0	1.400.000	40.000	55.226.365
AUG	32	6.082.718	40.301.435	14.891.307	0	2.080.000	40.000	63.395.460
	33	5.535.384	35.944.697	11.951.704	0	920.000	40.000	54.391.785
	34	3.353.256	30.864.713	11.614.233	0	2.450.000	170.000	48.452.202
	35	2.615.314	35.921.926	10.633.625	94.816	340.000	0	49.605.681
SEPT	36	1.816.711	37.307.358	8.330.292	0	510.000	170.000	48.134.361
	37	1.000.047	44.460.178	6.895.394	0	930.000	0	53.285.619
	38	191.707	55.777.603	3.973.193	660.000	270.000	0	60.872.503
	39	3.700	55.579.772	1.726.976	1.000.374	190.000	260.000	58.760.822
	40	0	43.333.731	337.272	50.000	40.000	0	43.761.003
OCT	41	0	36.100.039	87.812	1.910.000	0	310.000	38.407.851
	42	0	56.946.420	0	692.919	0	0	57.639.339
	43	0	62.867.867	0	1.016.875	0	40.000	63.924.742
	44	0	51.114.949	0	540.822	50.000	0	51.705.771
NOV	45	0	49.304.117	0	410.977	50.000	0	49.765.094
	46	0	45.090.749	0	410.068	100.000	0	45.600.817
	47	0	42.295.209	0	450.000	0	0	42.745.209
	48	0	60.206.085	0	450.000	0	0	60.656.085
	49	0	51.646.134	0	188.166	130.000	0	51.964.300
DEC	50	0	50.141.703	0	46.191	40.000	0	50.227.894
	51	0	57.352.373	0	92.382	210.000	0	57.654.755
	52	0	45.275.497	0	150.000	110.000	0	45.535.497
	1	0	55.151.272	0	150.000	590.000	255.000	56.146.272
JAN	2	0	65.891.883	0	100.000	500.000	263.000	66.754.883
	3	23.551	64.305.412	0	50.000	210.000	396.000	64.984.963
	4	59.745	59.147.417	0	0	530.000	297.000	60.034.162
	5	156.540	58.757.326	0	0	630.000	308.000	59.851.866
FEB	6	262.425	47.225.234	0	0	1.570.000	264.000	49.321.659
	7	907.338	58.666.258	0	0	90.000	167.000	59.830.596
	8	289.131	59.144.513	0	0	1.240.000	132.000	60.805.644
	9	1.327.020	51.852.020	0	0	1.010.000	87.000	54.276.040
MAR	10	1.859.143	59.488.565	50.000	0	370.000	40.000	61.807.708
	11	3.776.984	64.684.732	0	0	270.000	40.000	68.771.716
	12	5.685.112	59.186.350	140.000	0	50.000	80.000	65.141.462
	13	7.663.572	46.855.004	142.735	0	0	0	54.661.311
APR	14	7.086.912	55.770.978	238.063	0	0	0	63.095.953
	15	11.245.154	51.010.606	331.857	0	100.000	0	62.687.617
	16	13.312.927	54.195.460	616.306	0	390.000	0	68.514.693
	17	9.500.000	46.500.000	700.000	0	1.100.000	0	57.800.000
MAY	18	11.000.000	47.250.000	1.500.000	0	1.200.000	0	60.950.000
	19	11.250.000	48.000.000	1.500.000	0	1.250.000	0	62.000.000
	20	10.000.000	45.750.000	2.000.000	0	1.500.000	0	59.250.000
	21	10.000.000	38.500.000	2.500.000	0	1.700.000	0	52.700.000
	22	11.500.000	36.500.000	4.250.000	0	2.100.000	0	54.350.000
JUN	23	11.500.000	37.250.000	6.000.000	0	2.400.000	0	57.150.000
	24	11.500.000	36.750.000	7.500.000	0	2.400.000	0	58.150.000
	25	12.000.000	34.500.000	9.000.000	0	2.500.000	0	58.000.000

Green For numbers below the 25th percentile in the country's dataset of 2023

Legend Red For numbers above the 75th percentile in the country's dataset of 2023

Blue Volume projections from Hass Avocado Board



Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

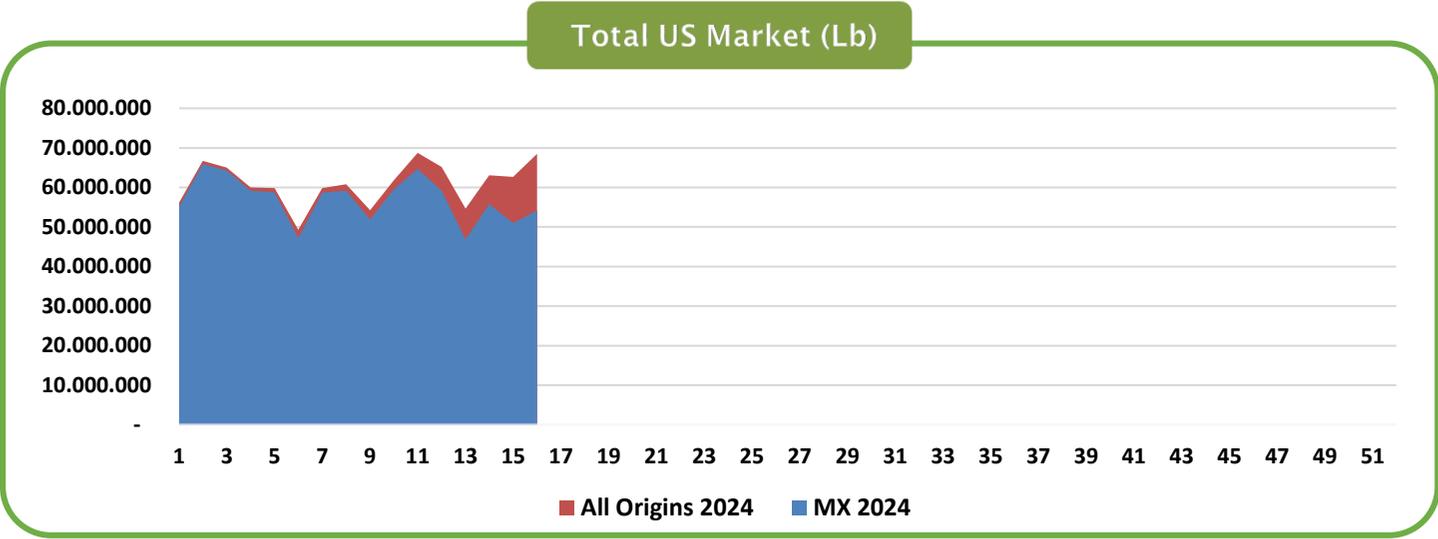
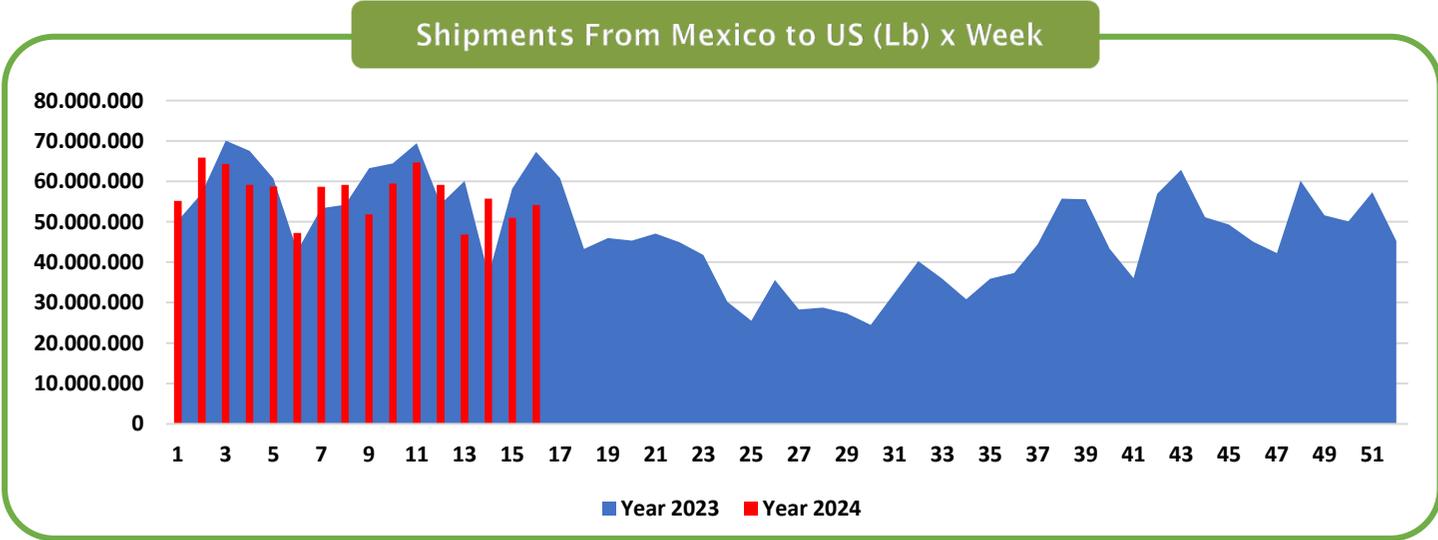
[Learn more](#)



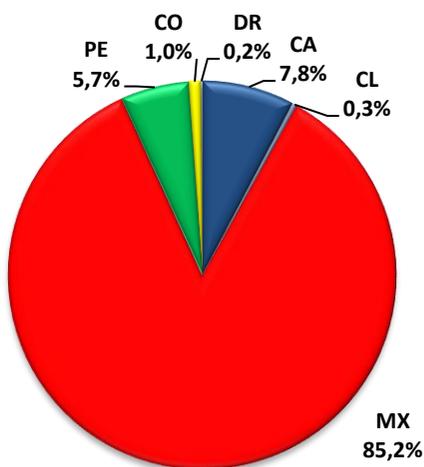
AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

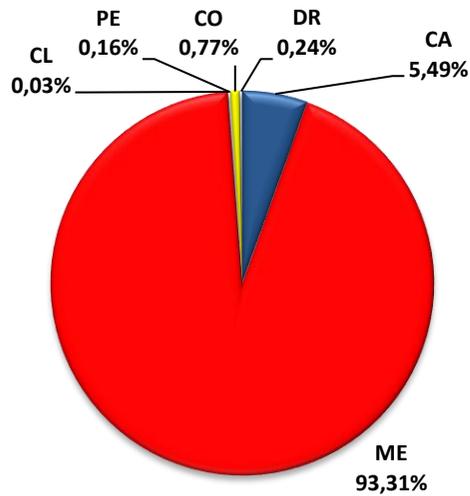
AVOCADO MARKET : USA Pag 2



USA 2023 (Week 1 - 52)



USA 2024 (Week 1 - 16)

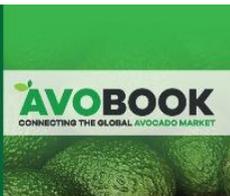


AVOCADO AFRICA 2024
7th - 10th MAY

SARIT EXPO CENTRE, NAIROBI, KENYA

AVOCADO SOCIETY OF KENYA
growing. lives. together

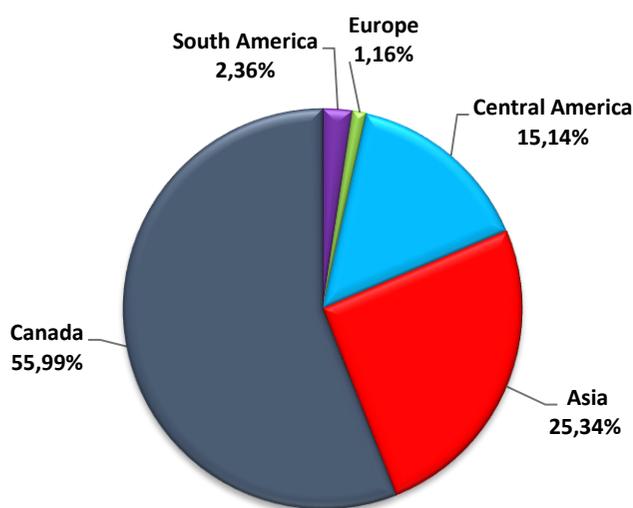
Unicity Mall, 1st Flr, Thika Road
After Kenyatta University
P.O Box 12898- 00400 Nairobi, Kenya
+254 722 406 941, +254 733 917 964
+254 722 457 388, +254 733 588 267
secretariat@avocadoafrica.com
www.kenyaavocados.co.ke
www.avocadoafrica.com



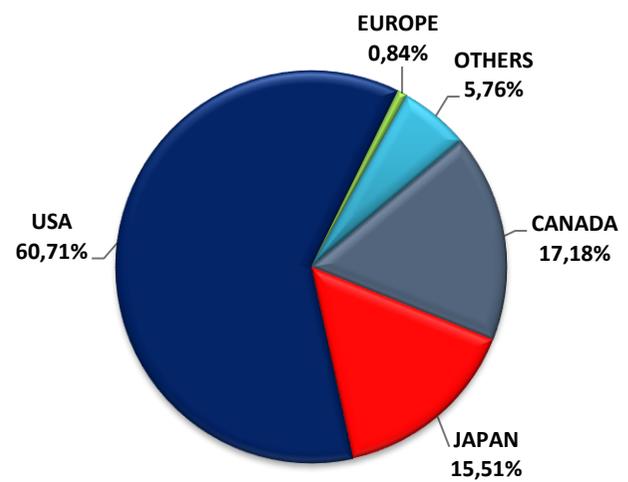
Description	Michoacán		Jalisco	
	Harvest	Shipment	Harvest	Shipment
Projection 2023-2024	1.159.227	996.935	146.774	118.887
YTD Week 16	957.415	832.923	118.609	92.800
Balance	201.812	164.012	28.165	26.087
AVG weekly balance	20.181	16.401	2.817	2.609
Weeks passed		42		42
Weeks remaining		10		10

Source: APEAM

Michoacan Other Markets (Week 1 - 15)



Jalisco All Markets (Week 1 - 15)

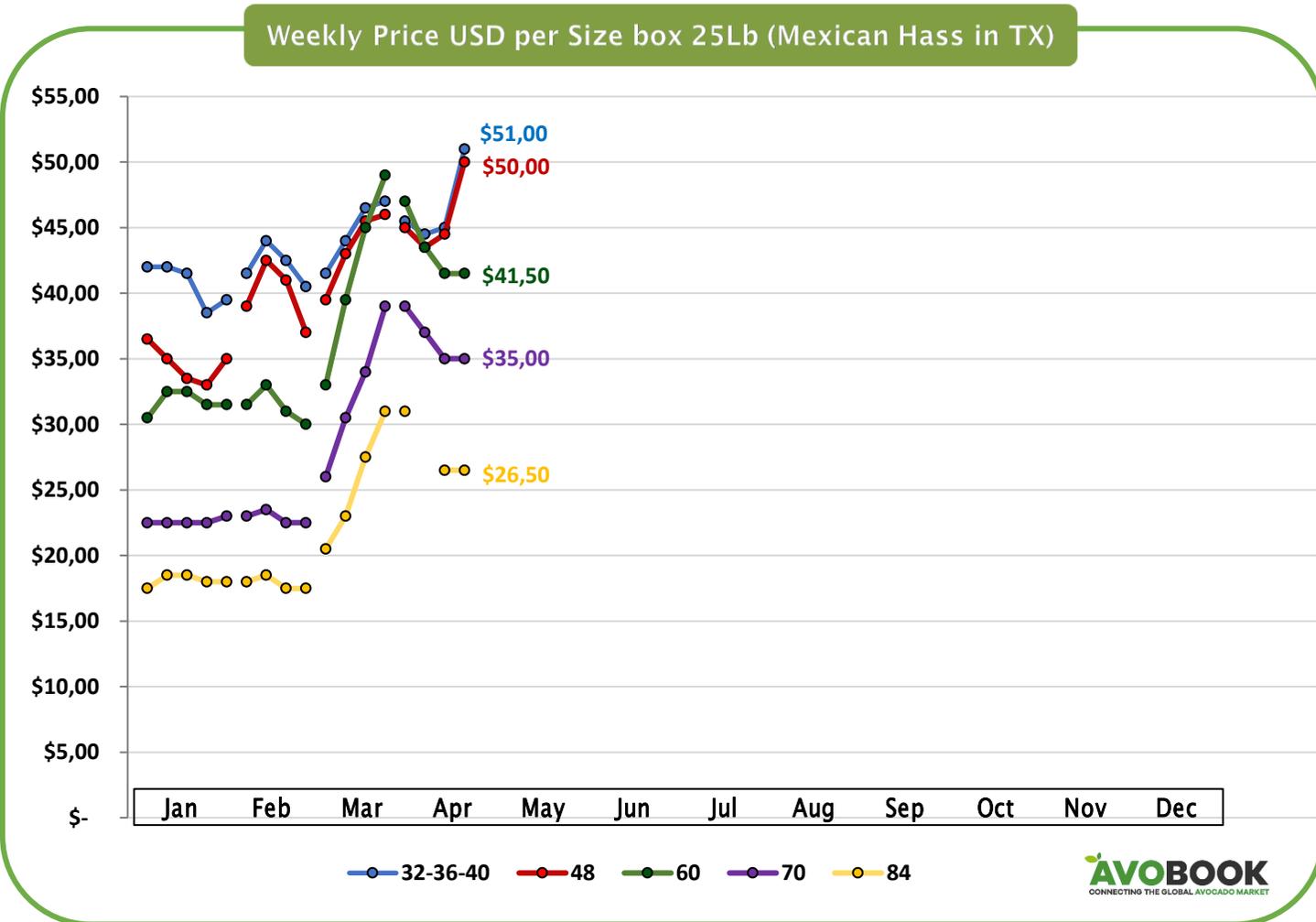


AVOCADO MARKET : USA Pag 4

Inventories of Hass Avocados in the US, registered on Thursday of each week
 Considered #1, #2, Conventional & Organic

Week	Dominican Rep	California	Mexico	Perú	Chile	Colombia	Total Inventory	Fri-Thu		
								Total Sales	Sales last Year	% Variance
JAN 1	345.400	0	51.284.200	0	35.200	1.067.000	52.731.800	42.275.200	39.162.200	7,9
JAN 2	473.000	0	54.685.400	0	0	816.200	55.974.600	51.598.800	51.794.600	-0,4
JAN 3	457.600	19.800	62.475.600	0	0	437.800	63.390.800	52.773.600	53.409.400	-1,2
JAN 4	490.600	50.600	64.026.600	0	0	770.000	65.337.800	50.457.000	53.598.600	-5,9
JAN 5	389.400	173.800	60.086.400	0	0	1.045.000	61.694.600	56.260.600	54.782.200	2,7
JAN 6	426.800	99.000	48.972.000	0	0	1.080.200	50.578.000	56.795.200	57.862.200	-1,8
FEB 7	338.800	332.200	51.946.400	0	0	1.529.000	54.146.400	44.554.400	45.467.400	-2,0
FEB 8	275.000	649.000	54.681.000	0	0	1.786.400	57.391.400	50.153.400	54.489.600	-8,0
FEB 9	158.400	1.480.600	52.371.000	0	0	651.200	54.661.200	52.335.800	54.918.600	-4,7
FEB 10	103.400	1.944.800	48.875.200	0	0	462.000	51.385.400	53.413.800	55.943.800	-4,5
MAR 11	72.600	3.405.600	49.530.800	143.000	0	162.800	53.314.800	53.939.600	54.093.600	-0,3
MAR 12	24.200	5.288.800	49.042.400	235.400	0	48.400	54.639.200	51.009.200	53.152.000	-4,0
MAR 13	4.400	6.406.400	53.215.800	206.800	0	13.200	59.846.600	52.408.400	52.764.800	-0,7
MAR 14	0	10.698.600	52.652.600	464.200	0	96.800	63.912.200	49.819.000	54.245.400	-8,2
MAR 15	0	13.890.800	48.677.200	862.400	0	431.200	63.861.600	54.498.400	56.900.800	-4,2
APR 16	0	16.198.600	47.553.000	939.400	0	1.331.000	66.022.000	56.632.400	62.156.600	-8,9
APR 17										
APR 18										

Legend Green For numbers below the 25th percentile in the country's dataset of 2023
 Red For numbers above the 75th percentile in the country's dataset of 2023



AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : EUROPE

CONTAINERS ARRIVED BY ORIGIN

	Week of Sales	Peru	Colombia	Mexico	Morocco	South Africa	Chile	Brazil	Kenya	Spain	Israel	Total Estimated
JAN	1	2	106	13	24		86			106	146	483
	2	4	119	17	63		69			149	137	558
	3	0	113	7	81		70			147	166	584
	4	5	137	3	45		53			138	154	535
	5	7	149	7	57		5			125	157	507
FEB	6	16	157	6	39		23			151	149	541
	7	27	166	3	57		22			123	112	510
	8	50	116	5	39		9			174	190	583
MAR	9	91	90	2	39	4	16	3		157	174	576
	10	133	76	3	62	3	23	2		88	200	590
	11	224	62	5	62	3	7	10		98	212	684
	12	287	42	4	38	15	5	18	15	60	203	688
	13	334	33	2	10	98		31	25	40	206	779
APR	14	427	49	5	10	8		61	25	40	228	853
	15	435	52	1	5	177		71	51	20	223	1035
	16	408	31	0	4	214		82	31	20	153	943
	17	374	25	1	2	3		87	120	20	9	641
MAY	18	513	25			44		84	86	20		772
	19	486	33			211		60	69	10		869
	20	517	31			226		37	52			863
	21	377	40			121		19	77			634
	22	356	40			105		14	34			549
JUN	23	344	40			82		14	43			523
	24	357	40			78		10	103			588
	25	383	40			71		10	103			607
	26	392	40			69		4	120			625
JUL	27	427	40			59		2	129			657
	28	475	40			63		0	163			741
	29	496	40			57		0	178			771
	30	553	40			45		0	177			815
	31	572	40			46		0	178			836
AUG	32	629	40			38		2	215			924
	33	557	40			48		2	189			836
	34	498	40			50		2	98			688
	35	466	40			53	10	2	245			816
SEP	36	453	40			58	10	2	181			744
	37	371	40			60	10	2	155			638
	38	324	40			80	20	2	112			578
	39	250	40			80	30	2	40			442
OCT	40	159	40	20		78	80	2	40			419
	41	55	40	20		70	120	2	20		20	347
	42	28	80	30		43	200		10		40	431
	43	10	80	30		49	230			15	60	474
NOV	44		80	40	10	43	320			20	80	593
	45		120	40	15	33	330			30	100	668
	46		120	40	40	23	330			40	100	693
	47		150	40	80	10	250			40	100	670
	48		150	40	80	8	200			50	120	648
DEC	49		150	60	100	5	180			60	120	675
	50		150	60	100	4	160			80	120	674
	51		150	60	100	1	120			80	120	631
	52		150	60	100	1	80			70	120	581



SAFTA

Protecting Exporters in Europe
3PL | Quality Control | Insurance | Representation

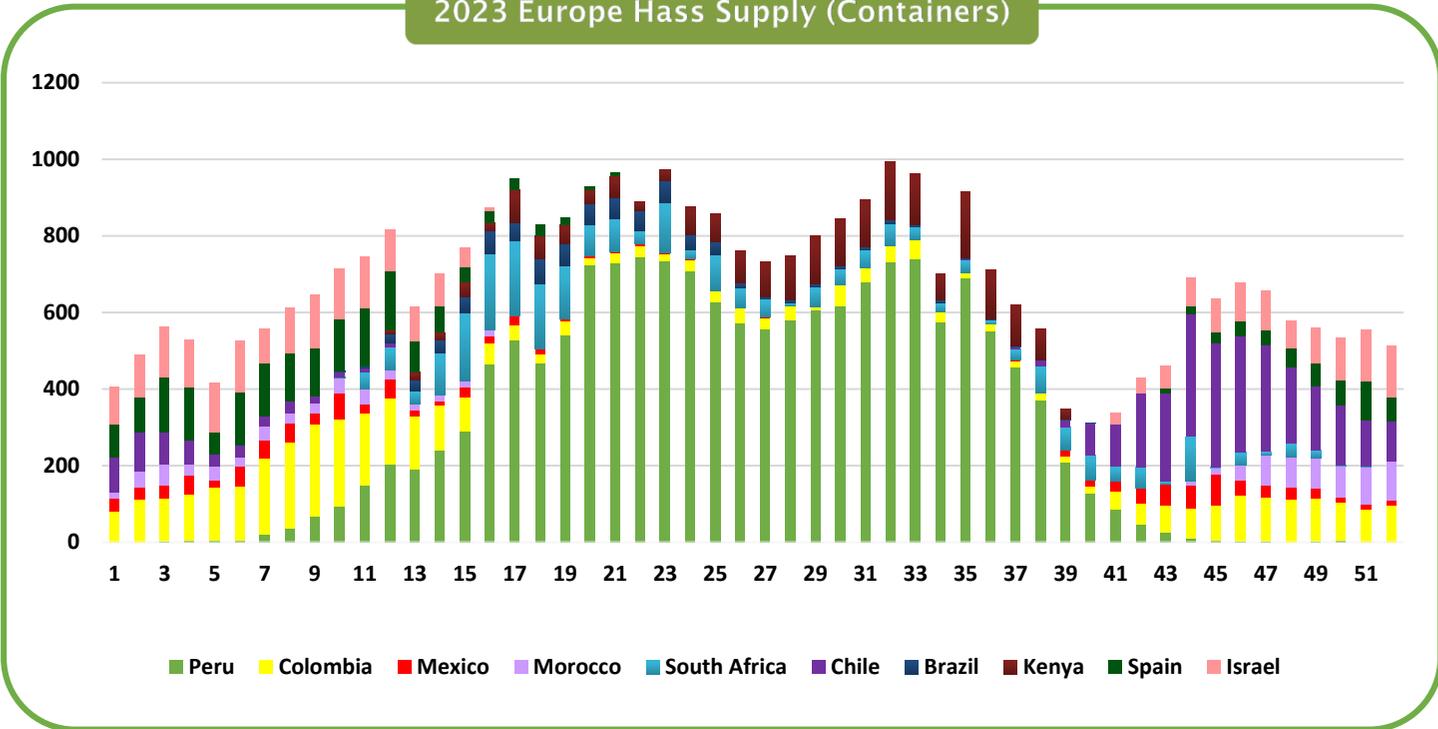
[Learn more](#)

AVOBOOK

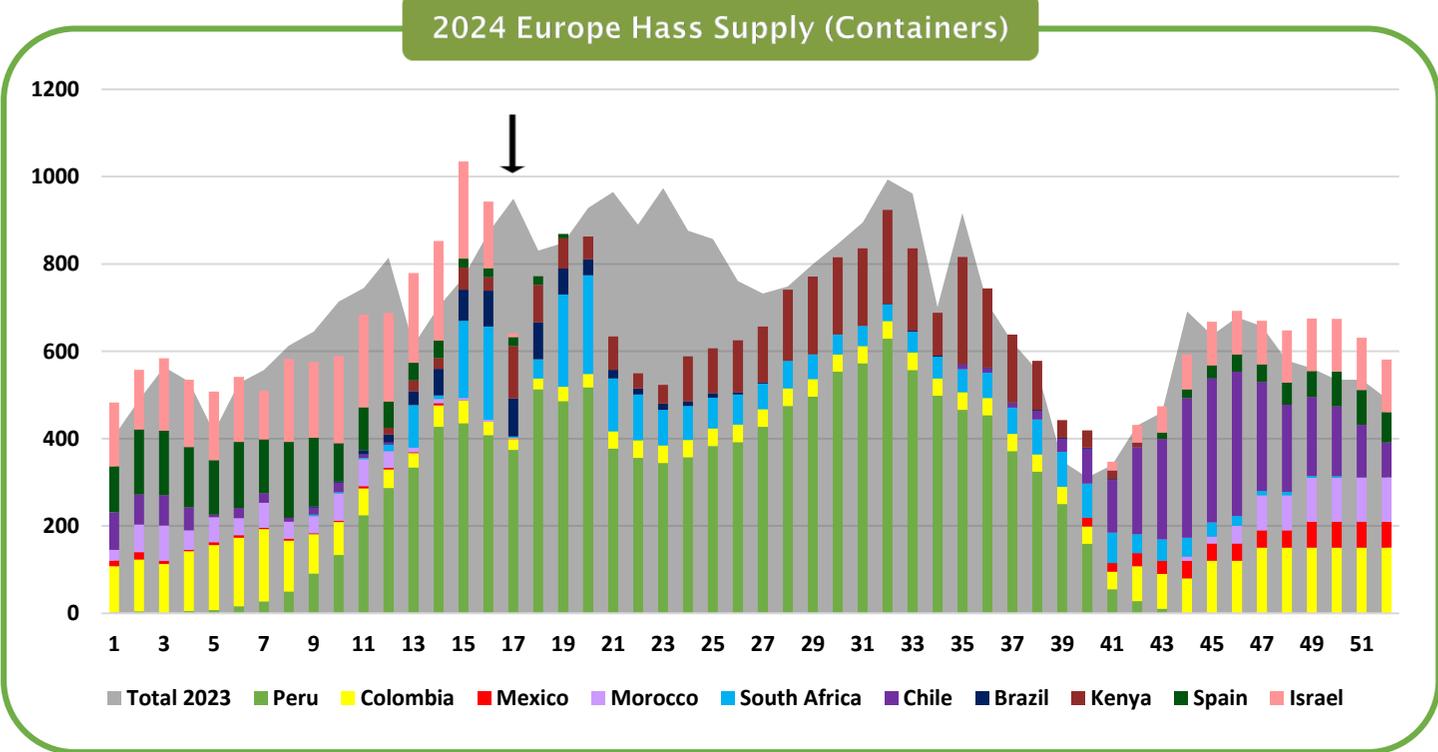
CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : EUROPE Pag 6

2023 Europe Hass Supply (Containers)



2024 Europe Hass Supply (Containers)





2024
AVOCADO
Fruits and Vegetables
AFRICA

AVOCADO AFRICA 2024
7th - 10th MAY

SARIT EXPO
CENTRE,
NAIROBI, KENYA



AVOCADO SOCIETY OF KENYA
growing. lives. together

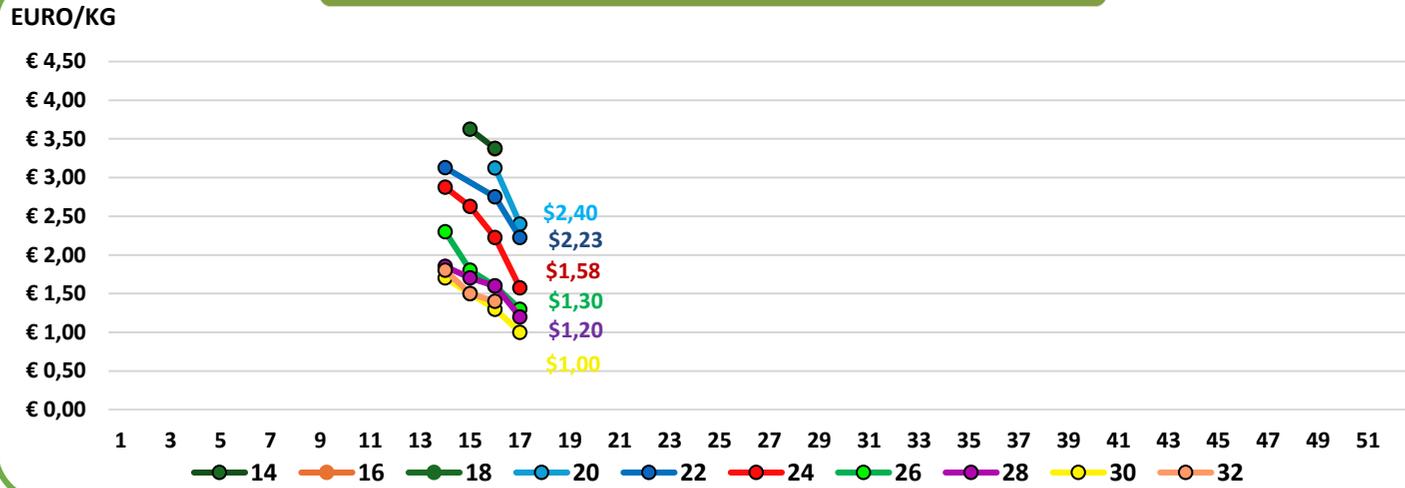
Unicity Mall, 1st Flr, Thika Road
After Kenyatta University
P.O Box 12898- 00400 Nairobi, Kenya
+254 722 406 941, +254 733 917 964
+254 722 457 388, +254 733 588 267
secretariat@avocadoafrica.com
www.kenyaavocados.co.ke
www.avocadoafrica.com



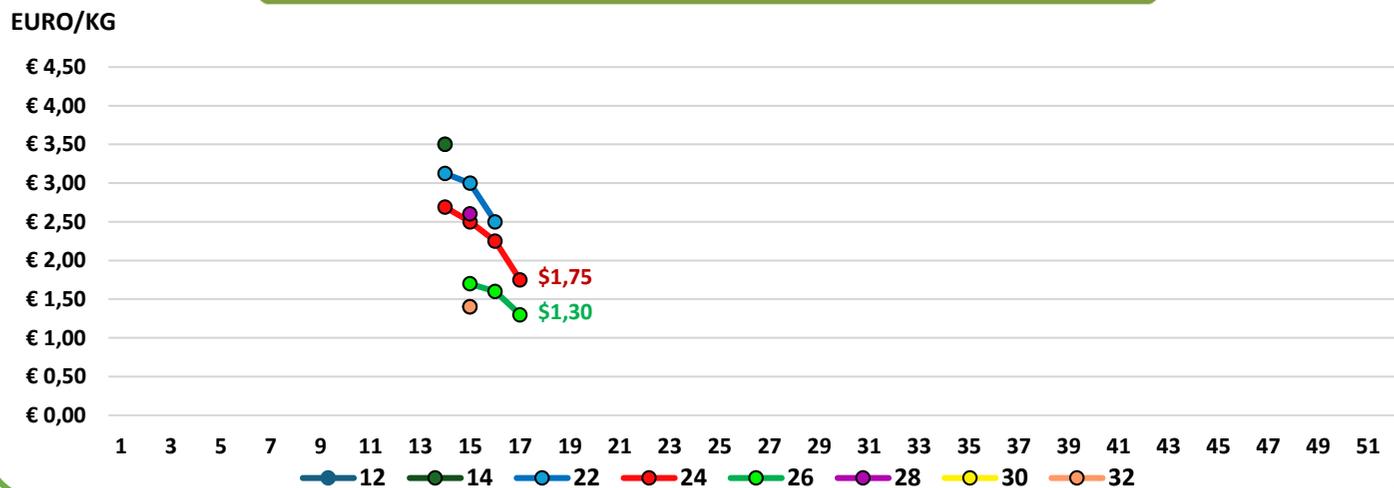
AVOBOOK
CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : EUROPE

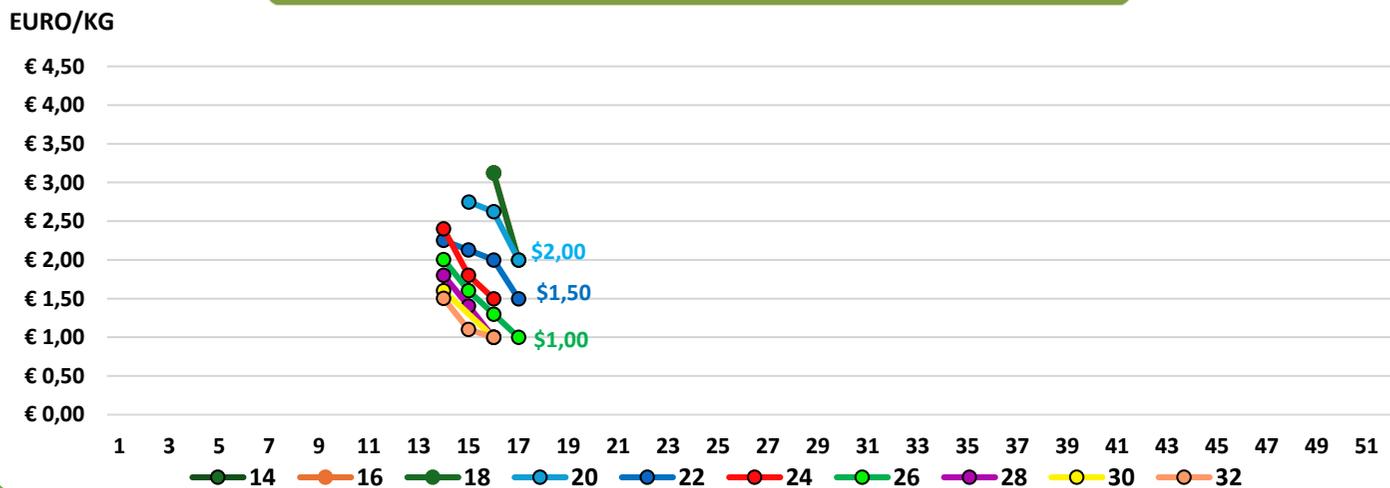
Netherlands Ponderated Market Price From Peru



Netherlands Ponderated Market Price From South Africa



Netherlands Ponderated Market Price From Colombia



AVOCADO MARKET : CHINA

CONTAINERS ARRIVED BY ORIGIN

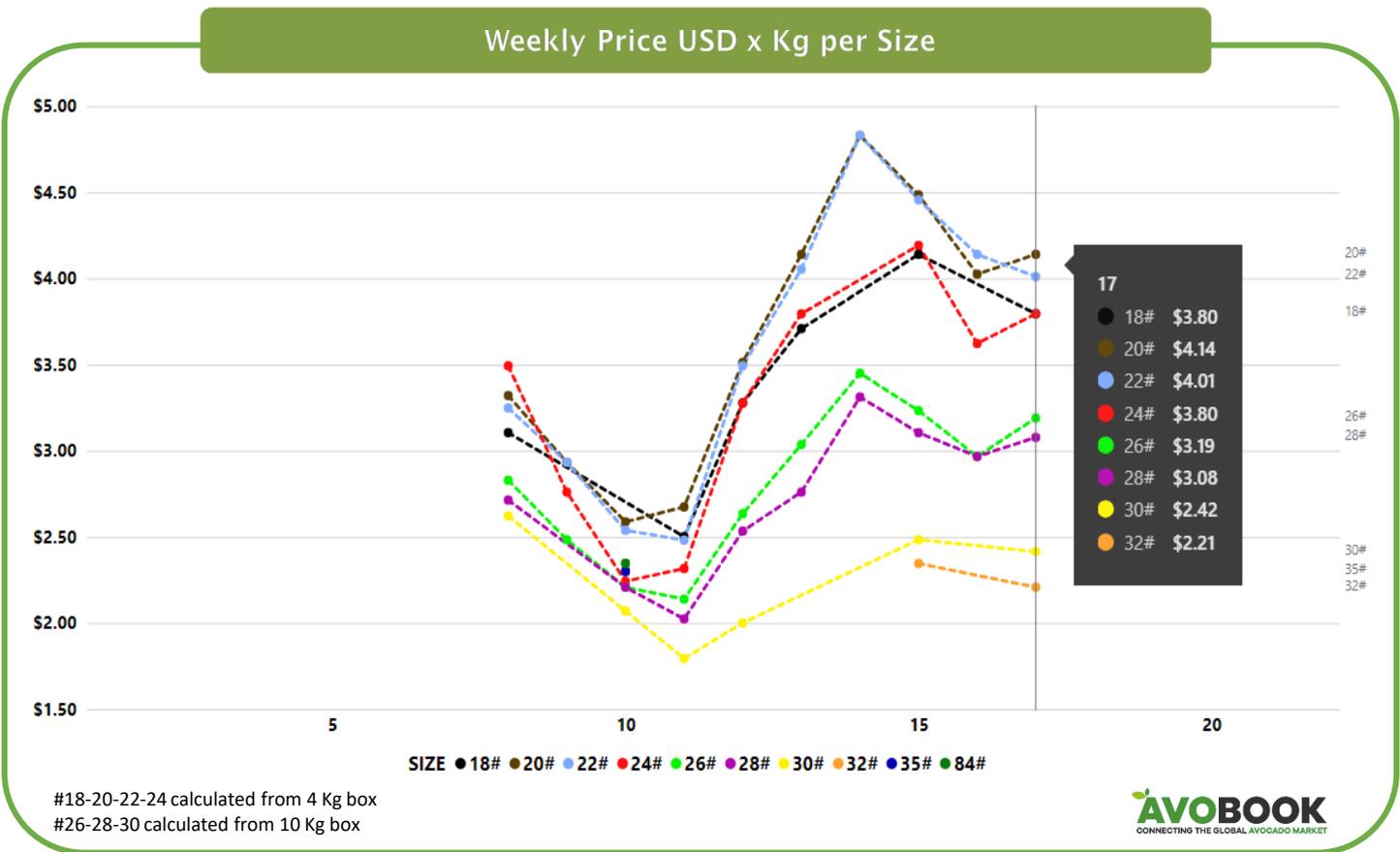
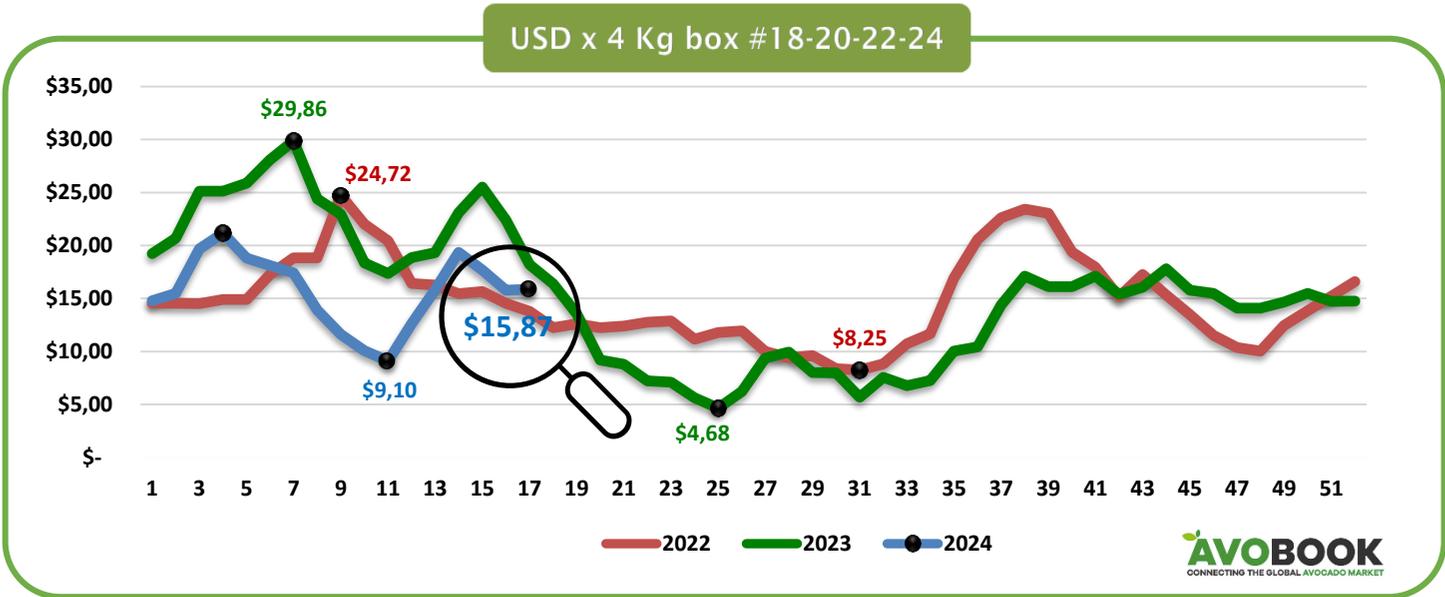
Week of Sales	Peru	Mexico	Chile	Colombia	Kenya	Philippines	New Zeland	Total Estimated Volume
27	77				1			78
28	59							59
29	83							83
30	99							99
31	80				3			83
32	79							79
33	100				1	2		103
34	80							80
35	58							58
36	46							46
37	26							26
38	15		5					20
39	8		9					17
40	2		17					19
41	7		22			1		29
42			19					19
43	5	1	25					31
44	3		32					35
45	1	1	10					12
46	1		37					38
47		4	22					26
48	3	2	6					11
49	3	3	37					43
50	2	4	17					23
51	3	2	22					27
52	4	3	22					29
1	4	4	12					20
2	8	1	9					18
3	21	3	12					36
4	2	2	4					8
5	16	1	4					21
6	33	5	6					44
7	43	6	5					54
8	62	5	5					72
9	60	7	1					68
10	94	2	2					98
11	66							66
12	42							42
13	29							29
14	31							31
15	30							30
16	40							40
17	54							54
18	62							62
19	90							90
20	73							73
21								0
22								0
23								0
24								0
25								0
26								0



AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : CHINA Pag 9



Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

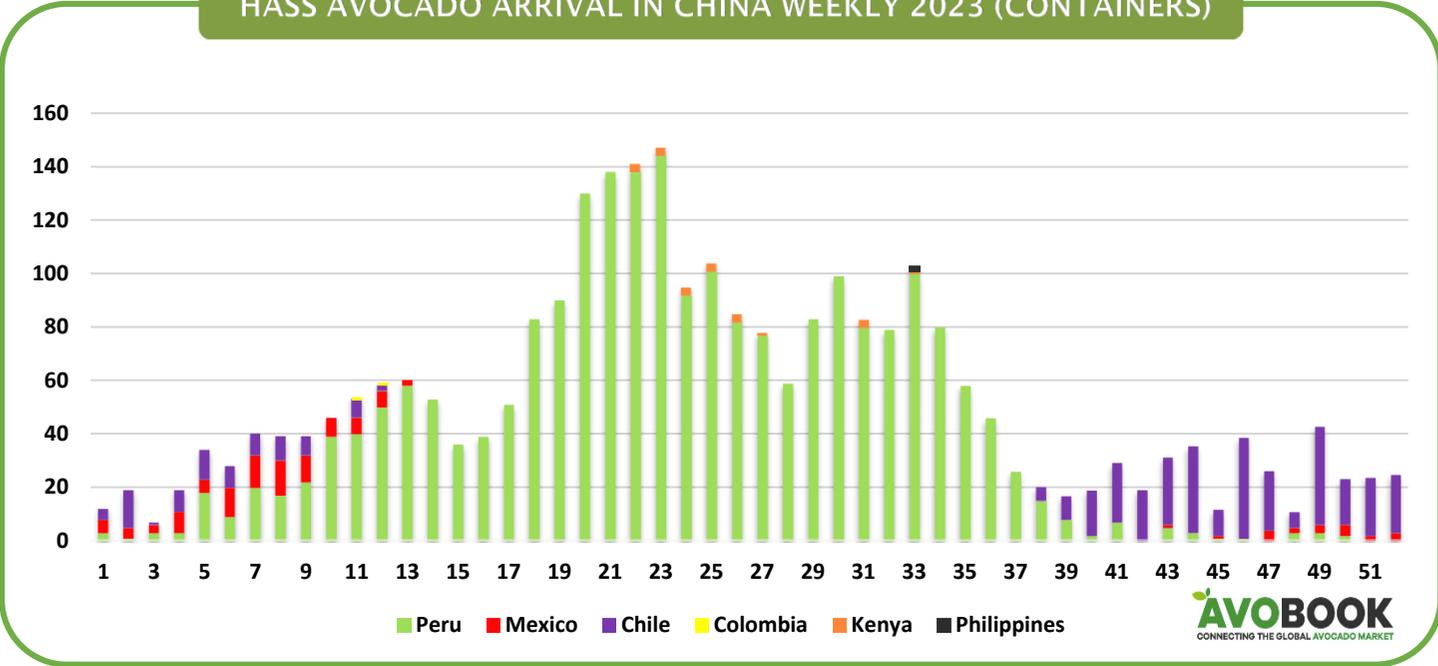
[Learn more](#)

AVOBOOK

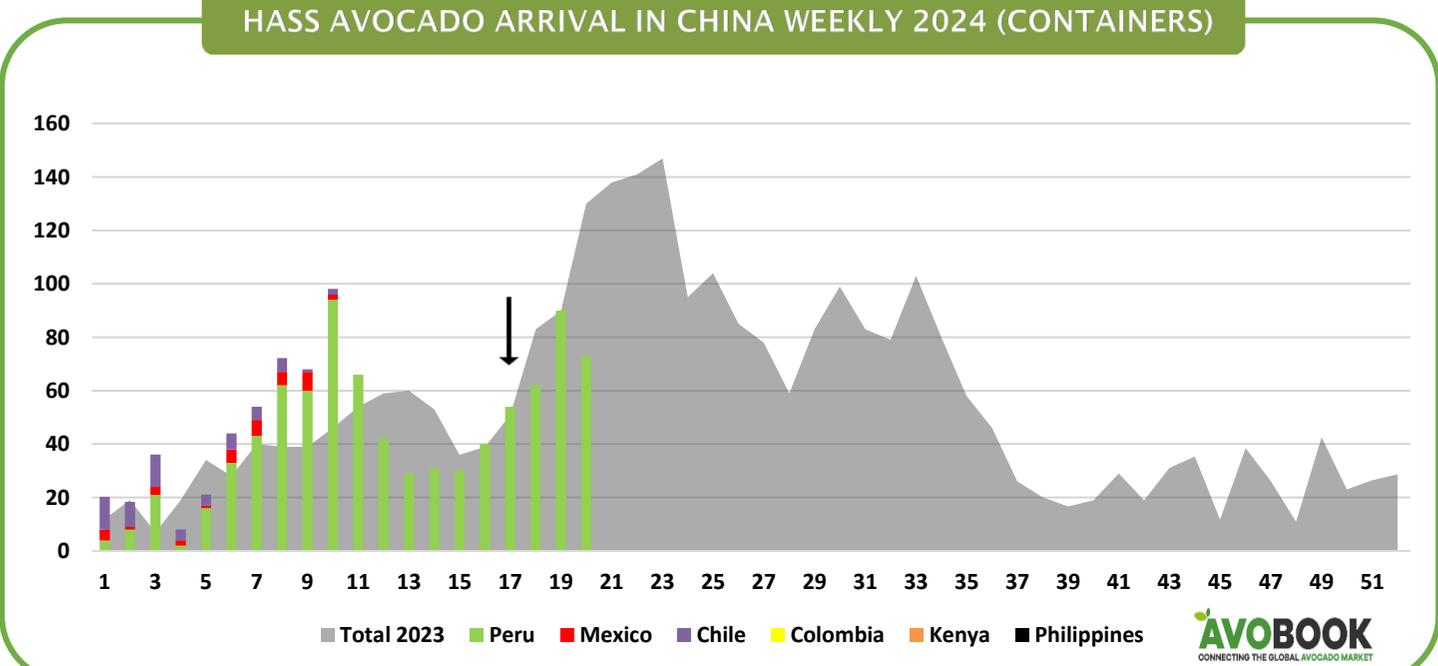
CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : CHINA Pag 10

HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2023 (CONTAINERS)



HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2024 (CONTAINERS)



AVOCADO AFRICA 2024
7th - 10th MAY

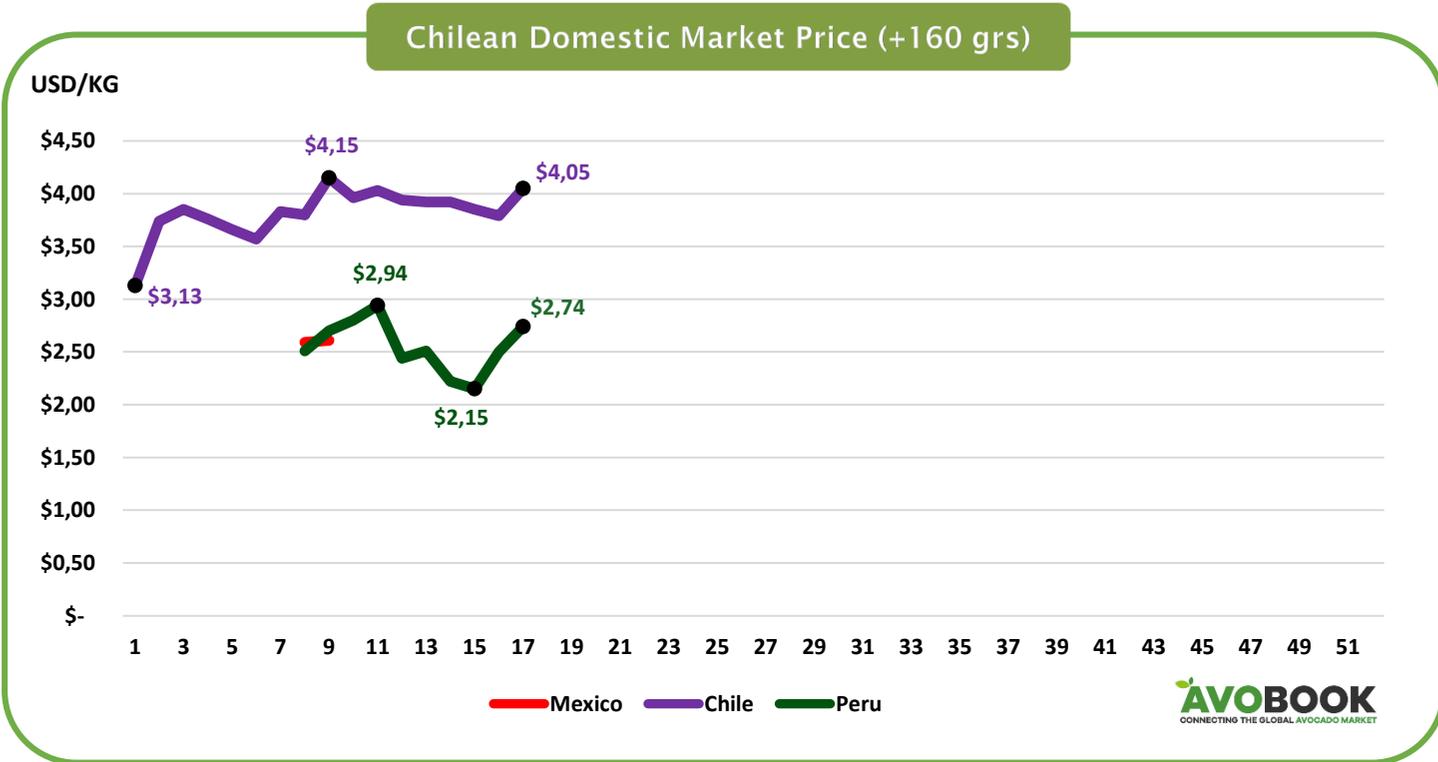
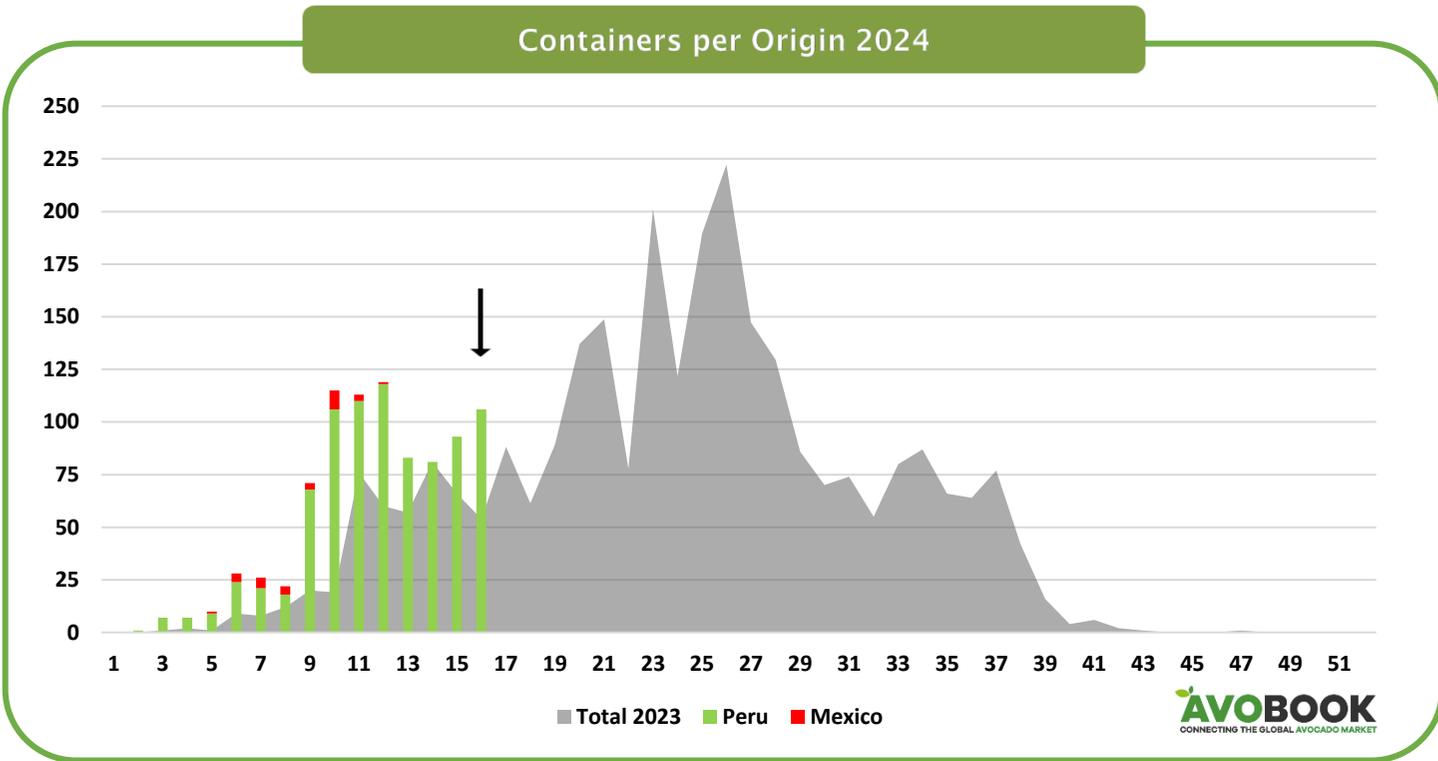
SARIT EXPO CENTRE, NAIROBI, KENYA



Unicity Mall, 1st Flr, Thika Road
After Kenyatta University
P.O Box 12898- 00400 Nairobi, Kenya
+254 722 406 941, +254 733 917 964
+254 722 457 388, +254 733 588 267
secretariat@avocadoafrica.com
www.kenyavocados.co.ke
www.avocadoafrica.com



CHILE: MARKET Pag 11

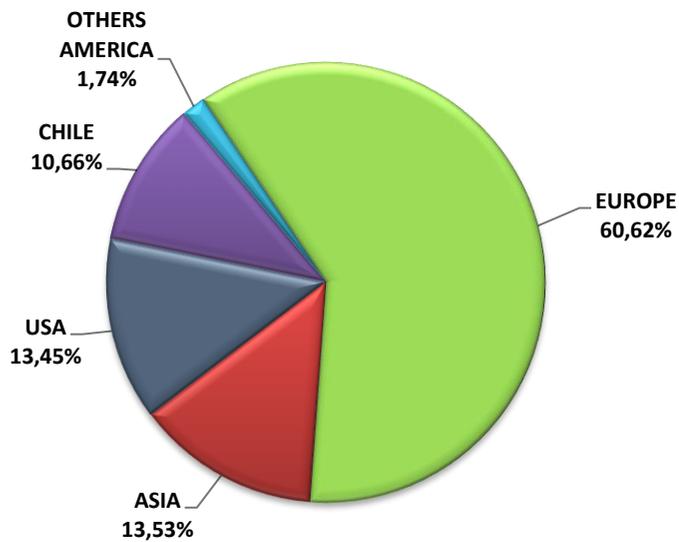


QUALITY STUDIO
service is our business

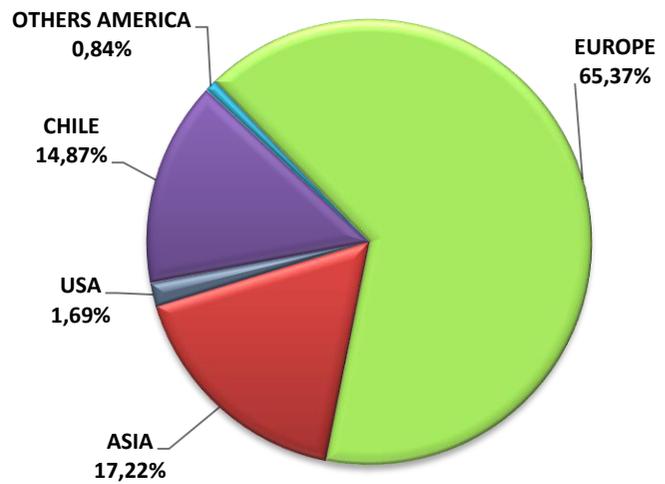
Bring quality and transparency to your supply chain.

PERU: EXPORTS Pag 12

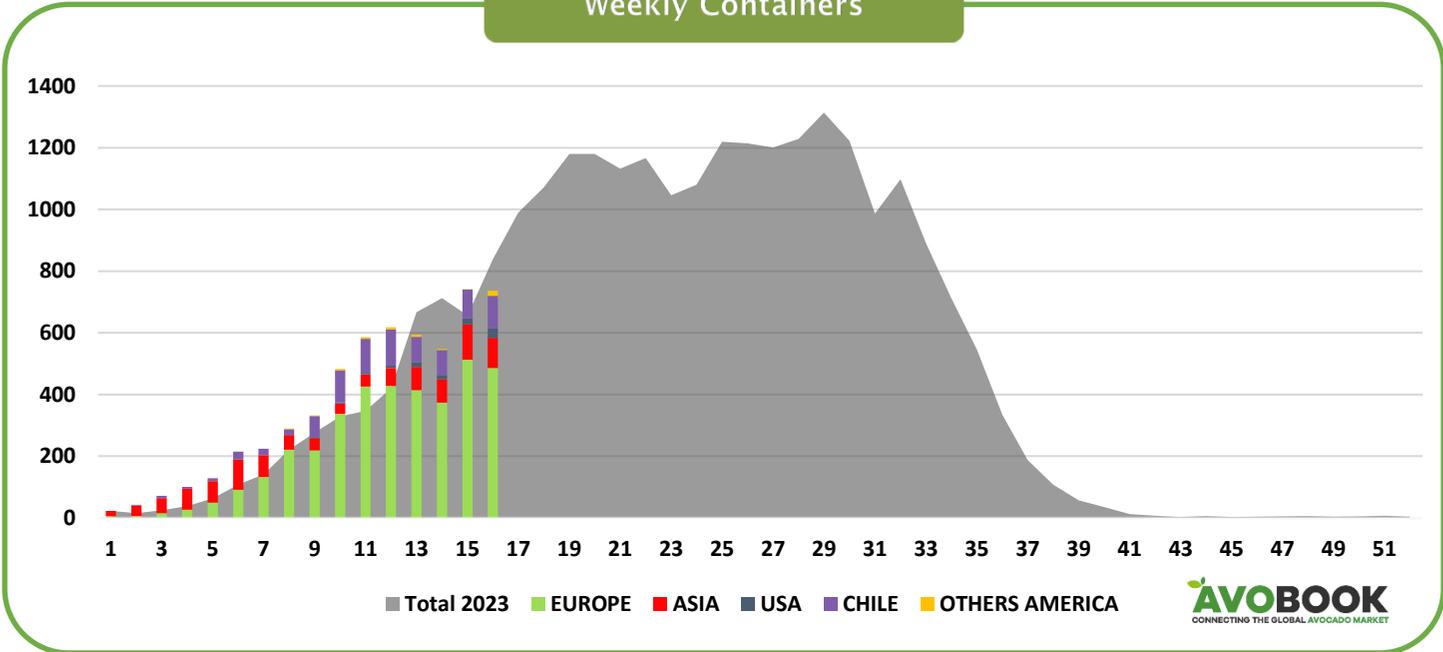
Market Share 2023



Market Share 2024 (Week 1-16)

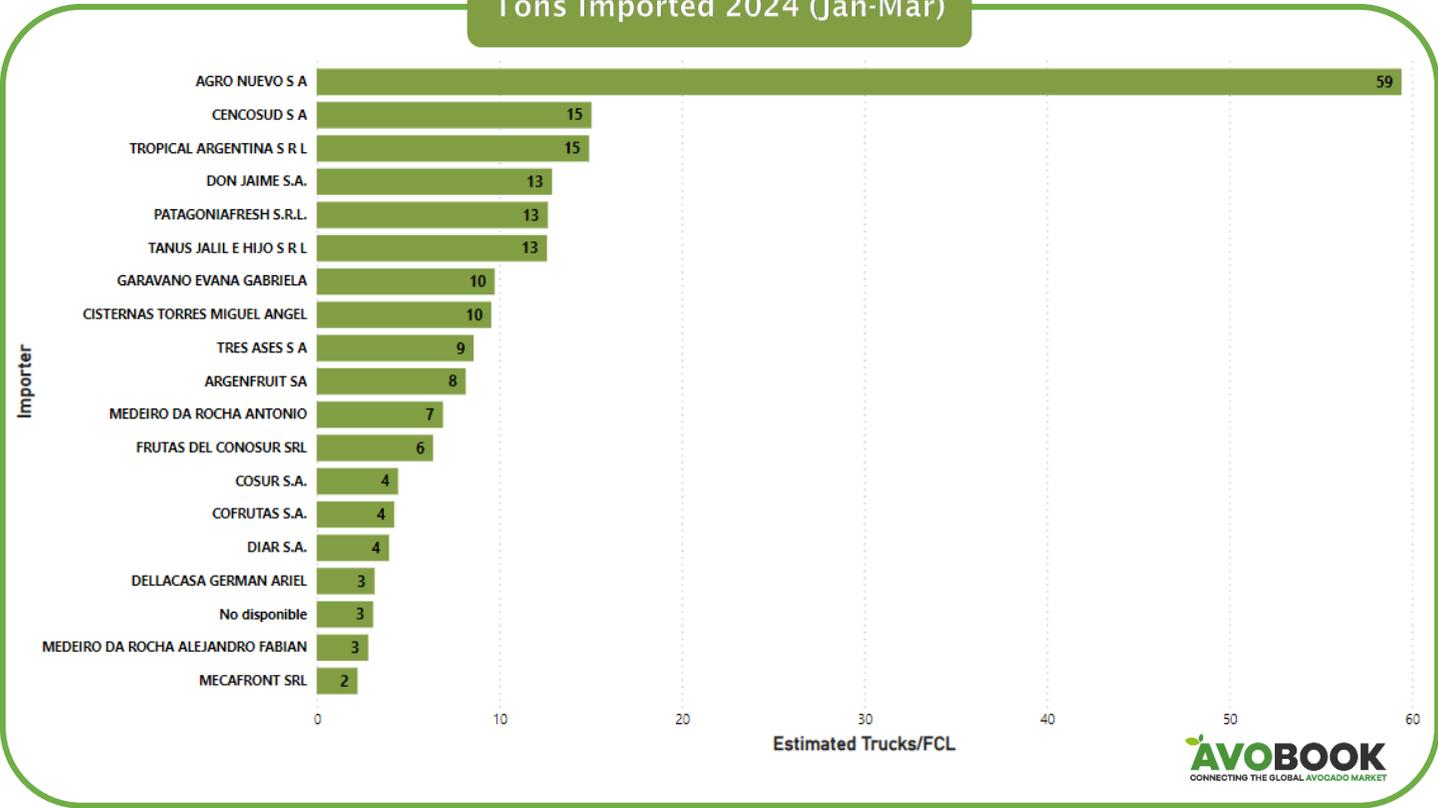


Weekly Containers

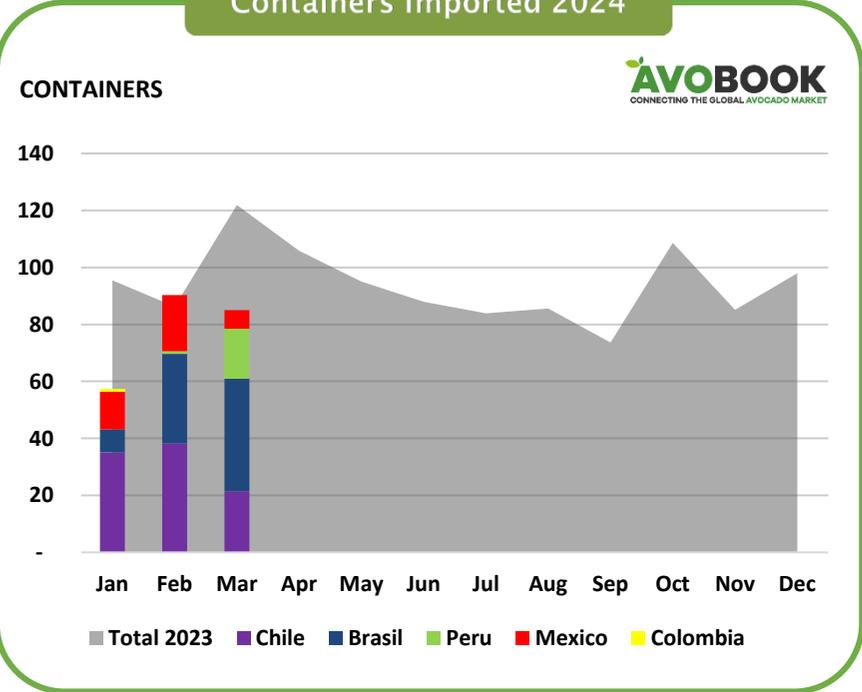


ARGENTINA: IMPORTS Pag 13

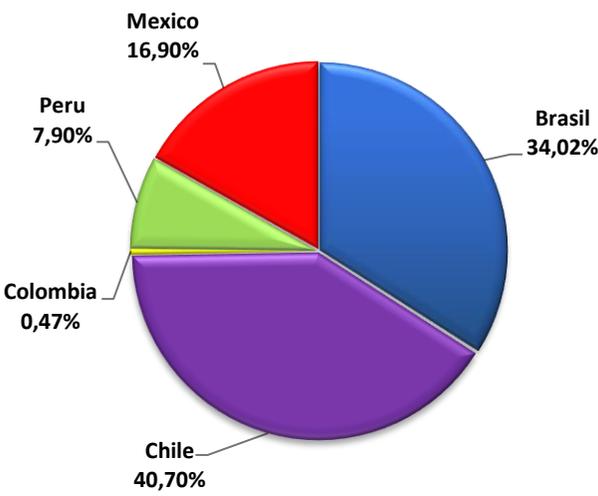
Tons Imported 2024 (Jan-Mar)



Containers Imported 2024



Market Share 2024 (Jan-Mar)



SAFTA

Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

[Learn more](#)

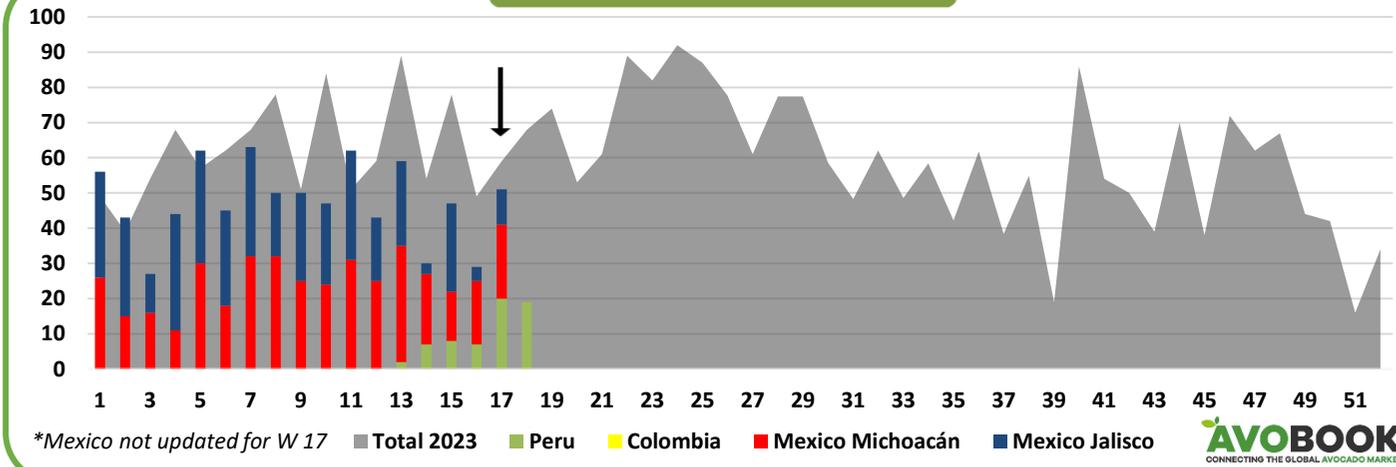
AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

JAPAN: MARKET

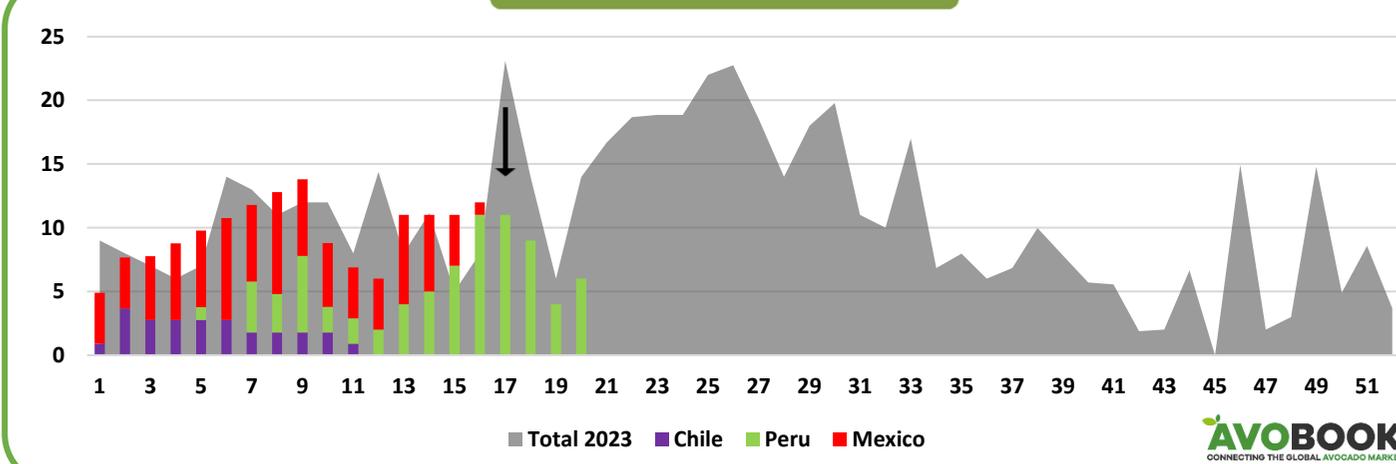
Pag 14

Containers per Origin 2024



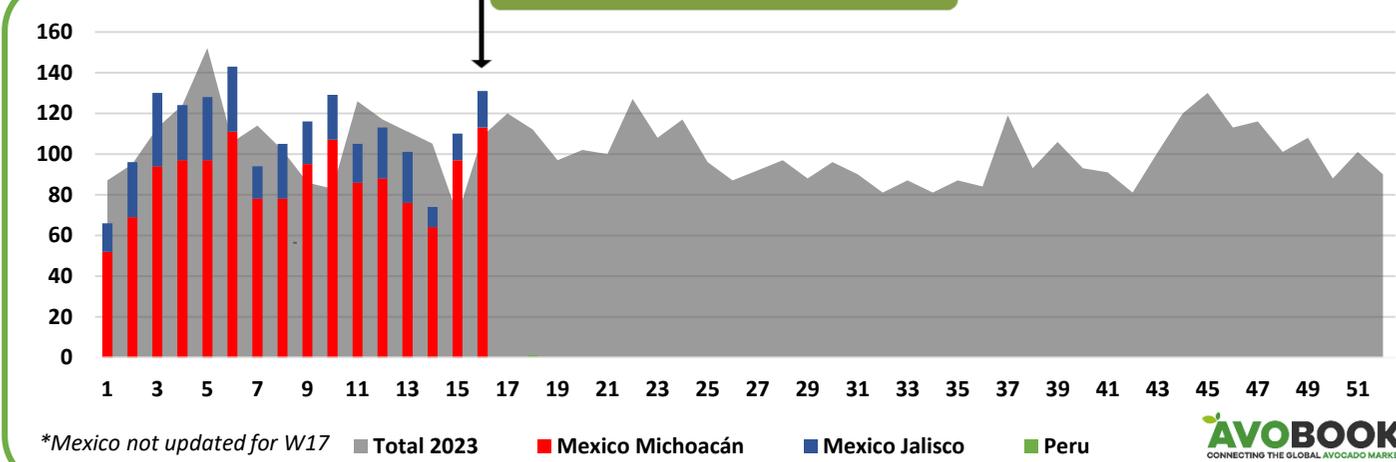
KOREA: MARKET

Containers per Origin 2024



CANADA: MARKET

Containers per Origin 2024



AVOCADO AFRICA 2024
7th - 10th MAY

SARIT EXPO
CENTRE,
NAIROBI, KENYA



AVOCADO SOCIETY
OF KENYA
growing. lives. together

Unicity Mall, 1st Flr, Thika Road
After Kenyatta University
P.O Box 12898- 00400 Nairobi, Kenya
+254 722 406 941, +254 733 917 964
+254 722 457 388, +254 733 588 267
secretariat@avocadoafrica.com
www.kenyaavocados.co.ke
www.avocadoafrica.com

AVOBOOK
CONNECTING THE GLOBAL AVOCADO MARKET

