

AVOBOOK
CONNECTING THE GLOBAL AVOCADO MARKET

SUMMARY

Week 10, 2024

USA

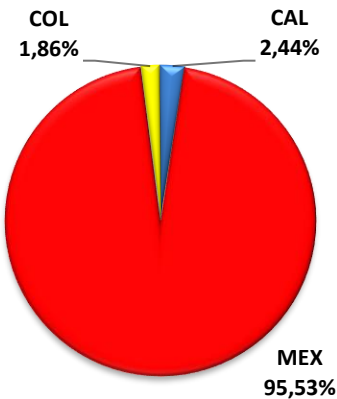
	Week	Lbs
Jan	1	55.891.272
	2	66.491.883
	3	64.588.963
	4	59.737.162
	5	59.543.866
Feb	6	49.057.659
	7	59.663.596
	8	60.673.644
	9	54.276.040

Less than 55 MM

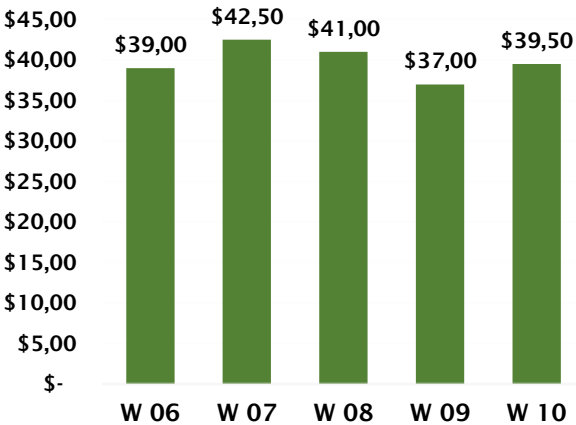
Between 55 & 65 MM

More than 65 MM

Market Week 9



USD x 25 Lb box from Mx #48, Texas



EUROPE

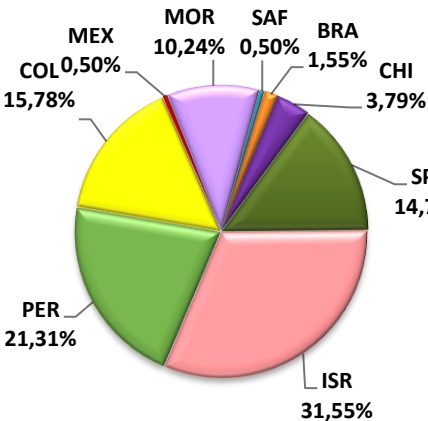
	Week	FCL
Feb	6	478
	7	475
	8	488
	9	505
Mar	10	596
	11	
	12	
	13	

Less than 500 FCL

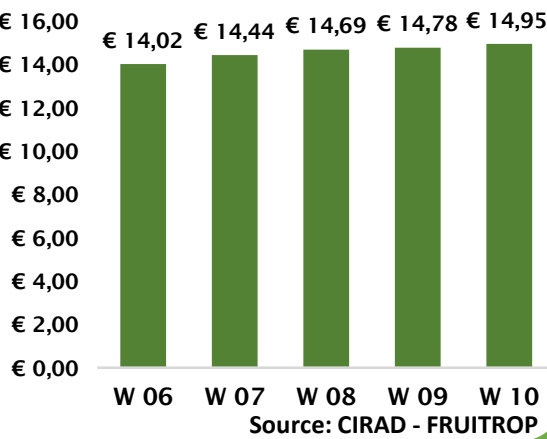
Between 500 & 700 FCL

More than 700 FCL

Market Week 10



Euros x 4 Kg box #18



FCL: Fully Container Loaded

CHINA

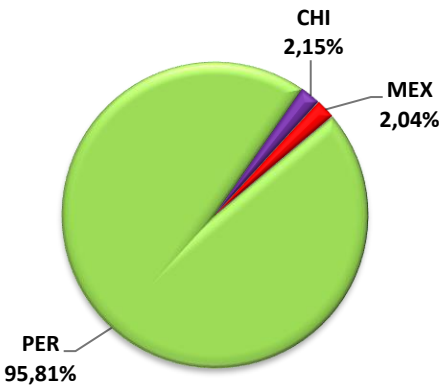
	Week	FCL
Feb	6	44
	7	54
	8	72
	9	68
Mar	10	98
	11	
	12	
	13	

Less than 40 FCL

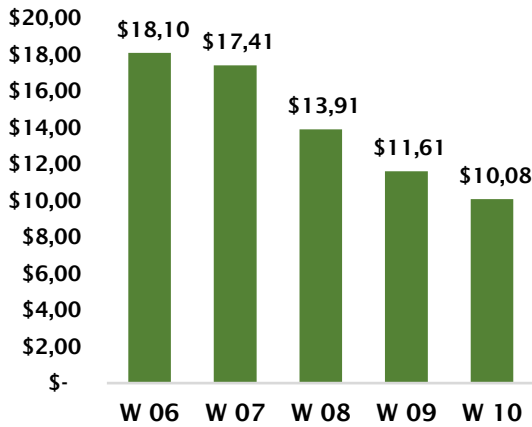
Between 40 & 60 FCL

More than 60 FCL

Market Week 10



USD x 4 Kg box #18-20-22-24



FCL: Fully Container Loaded

EL PARQUE

The best fruit year round

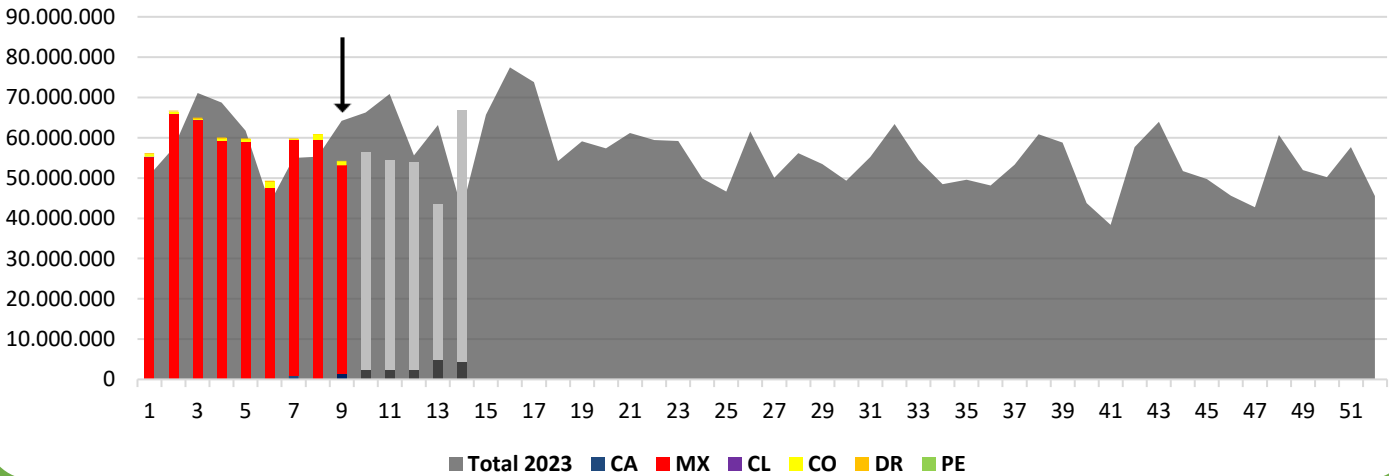
	Arrival Week	California	Mexico	Perú	Chile	Colombia	Dom Rep	Total Estimated Volume (Lb)
JUN	23	10.934.561	41.765.804	5.173.968	0	1.291.448	40.000	59.205.781
	24	12.278.471	30.161.295	6.562.357	0	908.797	0	49.910.920
	25	14.239.754	25.521.974	6.411.025	0	460.000	0	46.632.753
	26	15.269.673	35.576.061	8.815.153	0	1.730.000	170.000	61.560.887
	27	11.692.051	28.284.400	9.705.560	0	340.000	0	50.022.011
JUL	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
SEP	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
OCT	40	0	43.333.731	337.272	50.000	40.000	0	43.761.003
	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
DEC	49	0	51.646.134	0	188.166	130.000	0	51.964.300
	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
JAN	1	0	55.151.272	0	150.000	590.000	255.000	56.146.272
	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
FEB	5	156.540	58.757.326	0	0	630.000	308.000	59.851.866
	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
MAR	9	1.327.020	51.852.020	0	0	1.010.000	87.000	54.276.040
	10	2.500.000	54.000.000	0	0	0	0	56.500.000
	11	2.500.000	52.000.000	0	0	0	0	54.500.000
	12	2.500.000	51.500.000	0	0	0	0	54.000.000
APR	13	5.000.000	38.500.000	0	0	0	0	43.500.000
	14	4.500.000	62.500.000	0	0	0	0	67.000.000
	15	5.500.000	66.000.000	0	0	0	0	71.500.000
	16	7.500.000	58.500.000	0	0	0	0	66.000.000
MAY	17	9.500.000	41.000.000	0	0	0	0	50.500.000
	18	11.000.000	41.500.000	0	0	0	0	52.500.000
	19	11.250.000	47.000.000	0	0	0	0	58.250.000
	20	10.000.000	42.500.000	0	0	0	0	52.500.000
	21	10.000.000	34.000.000	0	0	0	0	44.000.000

Green For numbers below the 25th percentile in the country's dataset since 2019

Legend Red For numbers above the 75th percentile in the country's dataset since 2019

Blue Volume projections from Hass Avocado Board

US Market Share Week 9



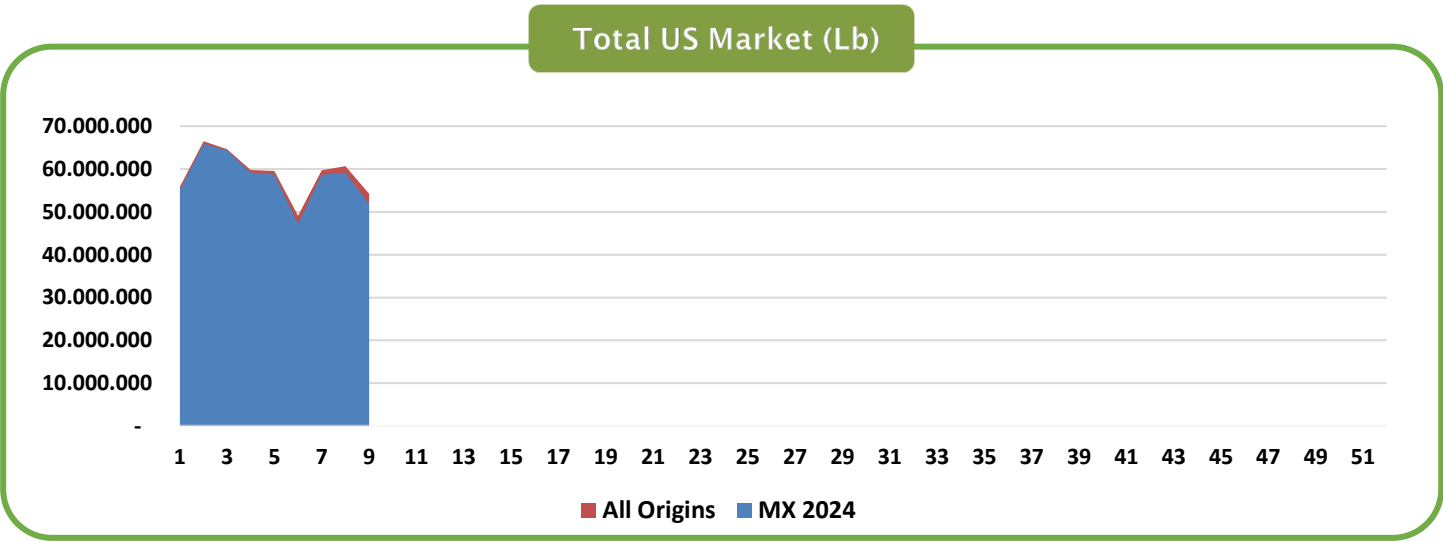
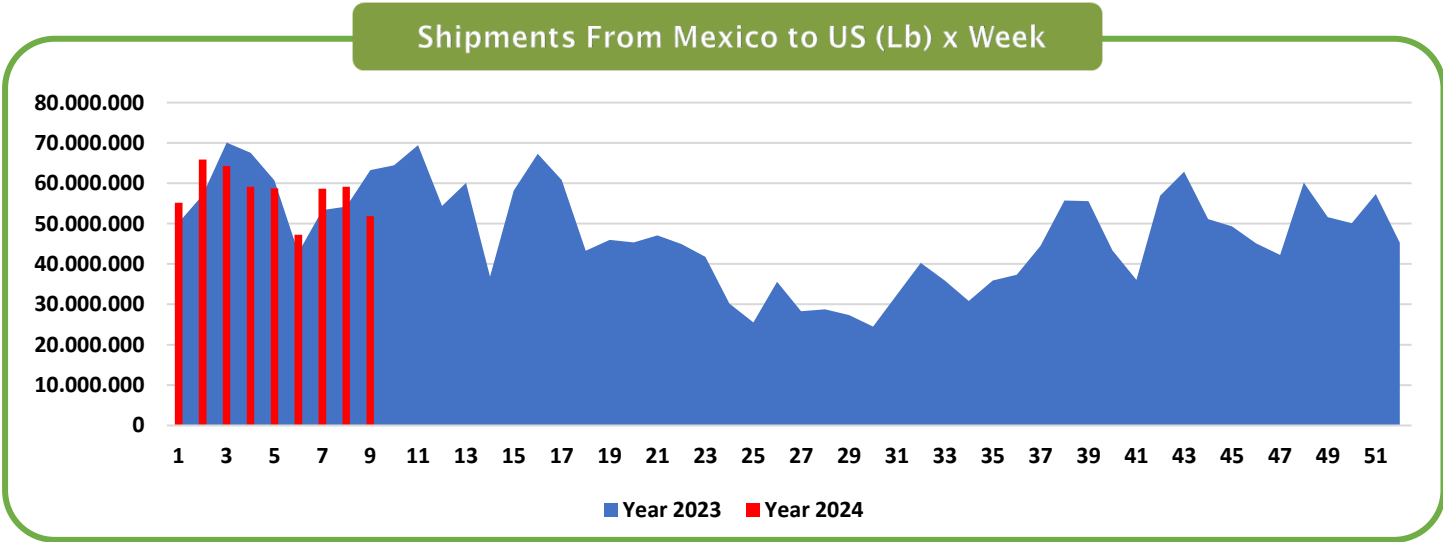
Protecting Exporters in Europe

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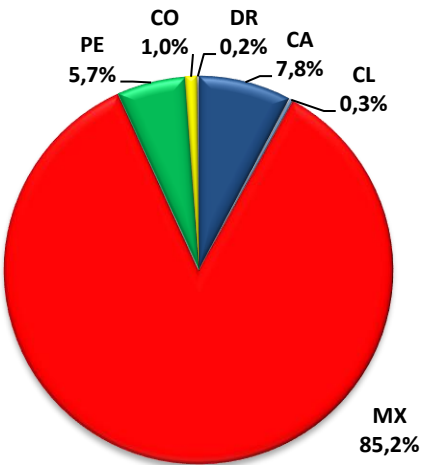
Learn more



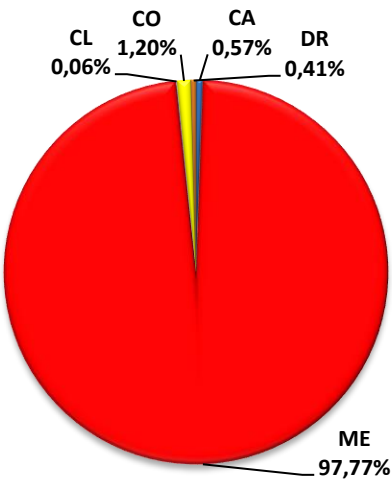
AVOCADO MARKET : USAPag 2

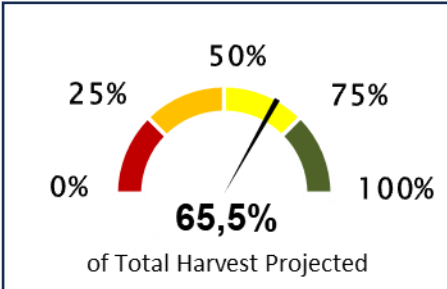
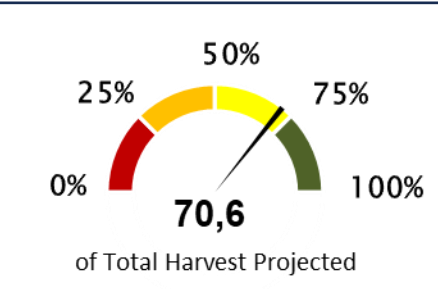


USA 2023 (Week 1 - 52)



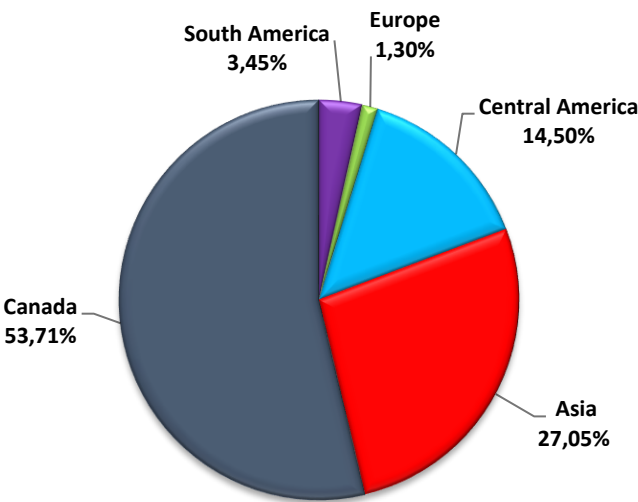
USA 2024 (Week 1 - 9)



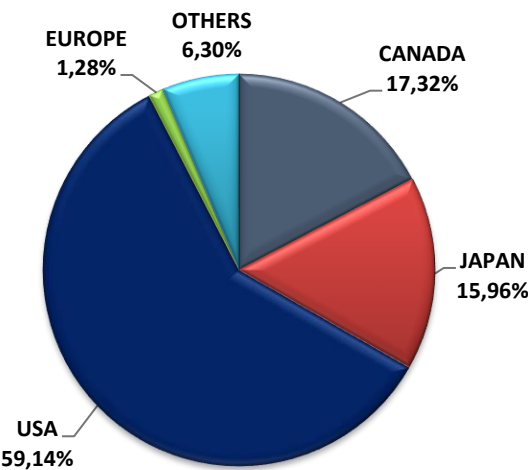
				
	Michoacán		Jalisco	
Description	Harvest	Shipment	Harvest	Shipment
Projection 2023-2024	1.159.227	996.935	146.774	118.887
YTD Week 09	759.238	666.137	103.590	81.933
Balance	399.989	330.798	43.184	36.954
AVG weekly balance	23.529	19.459	2.540	2.174
Weeks passed		35		35
Weeks remaining		17		17

Source: APEAM

Michoacan Other Markets (Week 1 - 9)



Jalisco All Markets (Week 1 - 8)



fruit attraction
São Paulo

El mejor mercado
para hacer crecer tu negocio.

Quiero exponer



16-18
Abr

FIERA MILANO BRASIL

IFEMA
MADRID

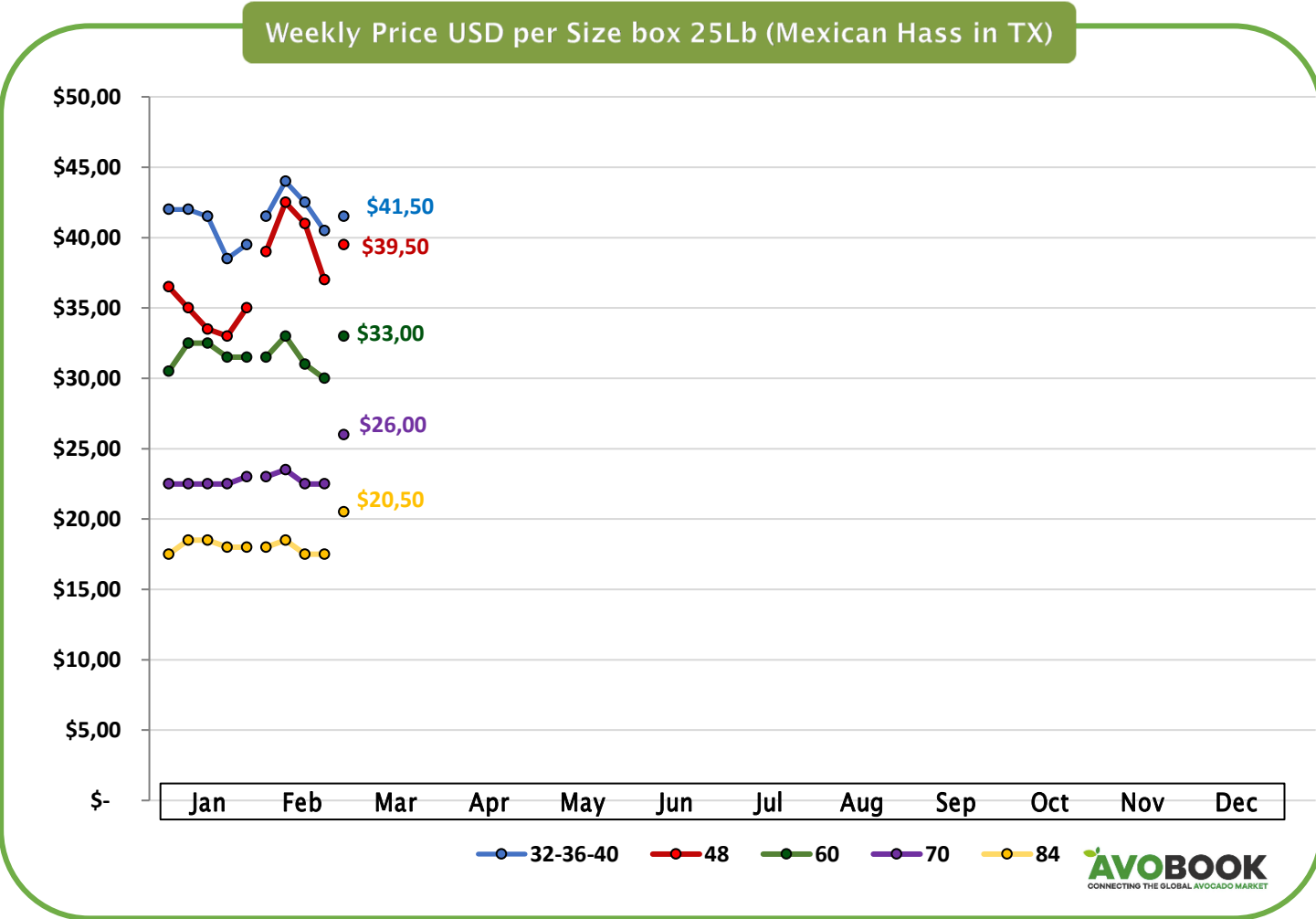
AVOCADO MARKET : USA

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
NOV	45	594.000	2.200	56.612.600	26.400	1.414.600	44.000	58.693.800	42.028.800	41.507.400	1,3
	46	660.000	0	51.946.400	26.400	910.800	0	53.543.600	44.501.600	44.772.200	-0,6
	47	655.600	0	50.256.800	26.400	576.400	0	51.515.200	36.583.800	36.436.400	0,4
	48	992.200	334.400	54.813.000	0	305.800	334.400	56.779.800	43.502.800	44.006.600	-1,1
DEC	49	697.400	0	55.972.400	0	48.400	633.600	57.351.800	45.566.400	45.768.800	-0,4
	50	803.000	0	53.231.200	0	35.200	1.210.000	55.279.400	44.149.600	44.437.800	-0,6
	51	451.000	0	57.976.600	0	72.600	688.600	59.188.800	44.635.800	50.723.200	-12,0
	52	699.600	0	52.639.400	0	160.600	532.400	54.032.000	44.635.800	45.159.400	-1,2
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
	2	473.000	0	54.685.400	0	0	816.200	55.974.600	51.598.800	51.794.600	-0,4
	3	457.600	19.800	62.475.600	0	0	437.800	63.390.800	52.773.600	53.409.400	-1,2
	4	490.600	50.600	64.026.600	0	0	770.000	65.337.800	50.457.000	53.598.600	-5,9
FEB	5	389.400	173.800	60.086.400	0	0	1.045.000	61.694.600	56.260.600	54.782.200	2,7
	6	426.800	99.000	48.972.000	0	0	1.080.200	50.578.000	56.795.200	57.862.200	-1,8
	7	338.800	332.200	51.946.400	0	0	1.529.000	54.146.400	44.554.400	45.467.400	-2,0
	8	275.000	649.000	54.681.000	0	0	1.786.400	57.391.400	50.153.400	54.489.600	-8,0
	9	158.400	1.480.600	52.371.000	0	0	651.200	54.661.200	52.335.800	54.918.600	-4,7

Legend Green For numbers below the 25th percentile in the country's dataset since 2019
Red For numbers above the 75th percentile in the country's dataset since 2019





AVOCADO MARKET : EUROPE

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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			57	137	425
	2	4	119	17	61		69			60	146	476
	3	0	113	7	79		70			93	146	508
	4	6	137	3	43		53			91	154	487
	5	6	149	7	55		5			38	157	417
FEB	6	15	157	6	37		23			91	149	478
	7	27	166	3	55		22			90	112	475
	8	48	116	5	37		9			83	190	488
	9	90	102	2	37		16	3		81	174	505
MAR	10	127	94	3	61	3	23	9		88	188	596
	11	212	92	5	61	5	7	52		98	186	719
	12	193	70	5	37	19	5	62	15	100	169	676
APR	13	200	70	5	24	166		73	25	102	163	828
	14	250	70	5	24	232		67	25	107	154	934
	15	250	100	5	24	237		67	40	59	131	913
	16	250	100	5	21	203		81	40	68	69	837
	17	300	100	5	10	204		88	80	31	9	827
MAY	18	400	100			159		93	80	19		851
	19	550	100			142		65	80	13		950
	20	700	100			84		53	80	3		1020
	21	700	100			73		28	80			981
	22	700	100			71		14	80			965
JUN	23	700	40			69		13	80			902
	24	700	40			67		10	80			897
	25	700	40			53		10	80			883
	26	700	40			51		2	80			873
JUL	27	700	40			46		0	80			866
	28	700	40			45		0	125			910
	29	700	40			47		0	125			912
	30	700	40			29		0	125			894
	31	700	40			29		0	125			894
AUG	32	700	40			32		2	125			899
	33	700	40			37		2	125			904
	34	700	40			45		2	125			912
	35	650	40			55	10	2	125			882
SEP	36	550	40			62	10	2	125			789
	37	450	40			61	10	2	125			688
	38	400	40			64	20	2	80			606
	39	250	40			65	30	2	60			447
OCT	40	120	40	20		55	80	2	40			357
	41	80	40	20		60	120	2	20		20	362
	42	40	80	30		41	200		10		40	441
	43	40	80	30		40	230			15	60	495
NOV	44	10	80	40	10	36	320			20	80	596
	45	5	120	40	15	34	330			30	100	674
	46	5	120	40	40	28	330			40	100	703
	47	5	150	40	80	15	250			40	100	680
	48	0	150	40	80	10	200			50	120	650
DEC	49	0	150	60	100	6	180			60	120	676
	50	0	150	60	100	4	160			80	120	674
	51	0	150	60	100		120			80	120	630
	52	0	150	60	100		80			70	120	580



Protecting Exporters in Europe

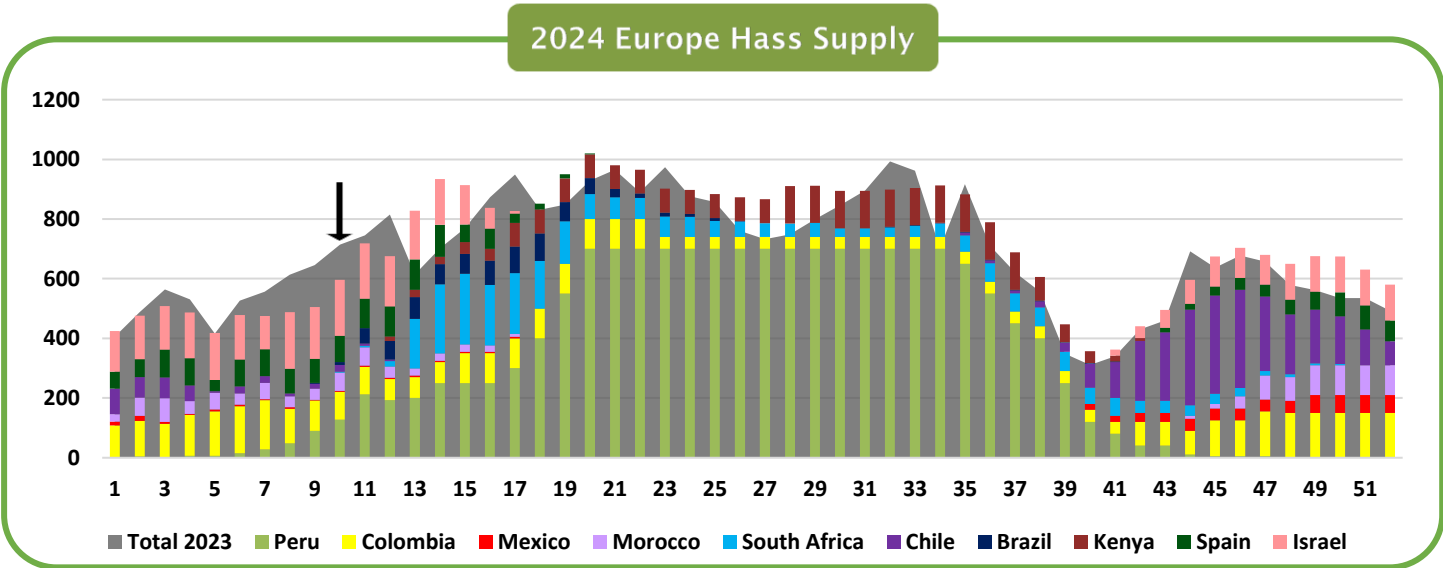
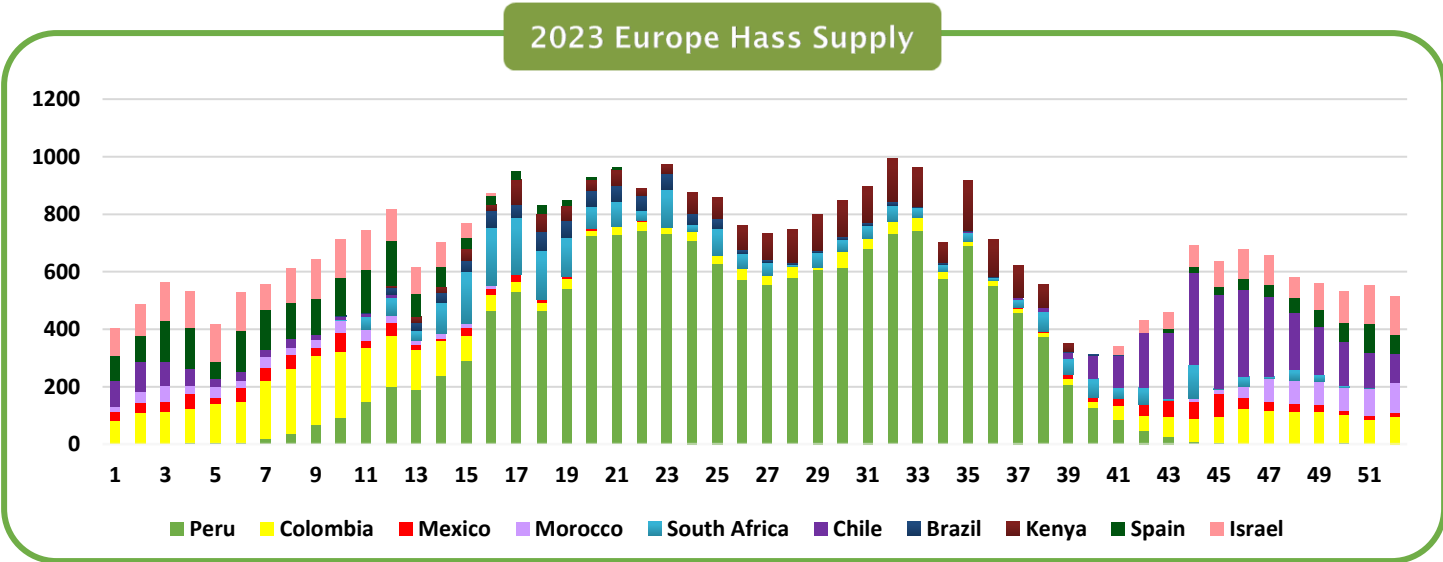
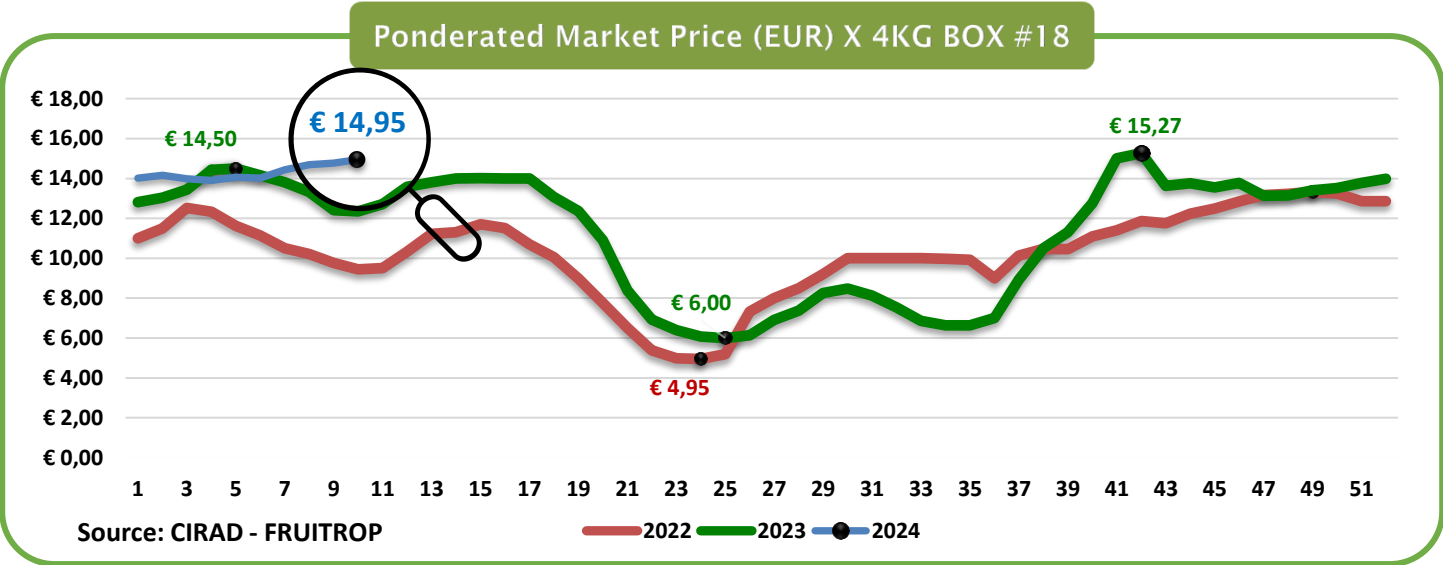
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Learn more



AVOCADO MARKET : EUROPE

Pag 6



Bring quality and transparency
to your supply chain.

AVOCADO MARKET : CHINA

Pag 7

CONTAINERS ARRIVED BY ORIGIN

Week of Sales	Peru	Mexico	Chile	Colombia	Kenya	Philippines	New Zeland	Total Estimated Volume
18	83							83
19	90							90
20	130							130
21	138							138
22	138				3			141
23	144				3			147
24	92				3			95
25	101				3			104
26	82				3			85
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								0
15								0
16								0
17								0



fruit attraction
São Paulo

Quiero exponer



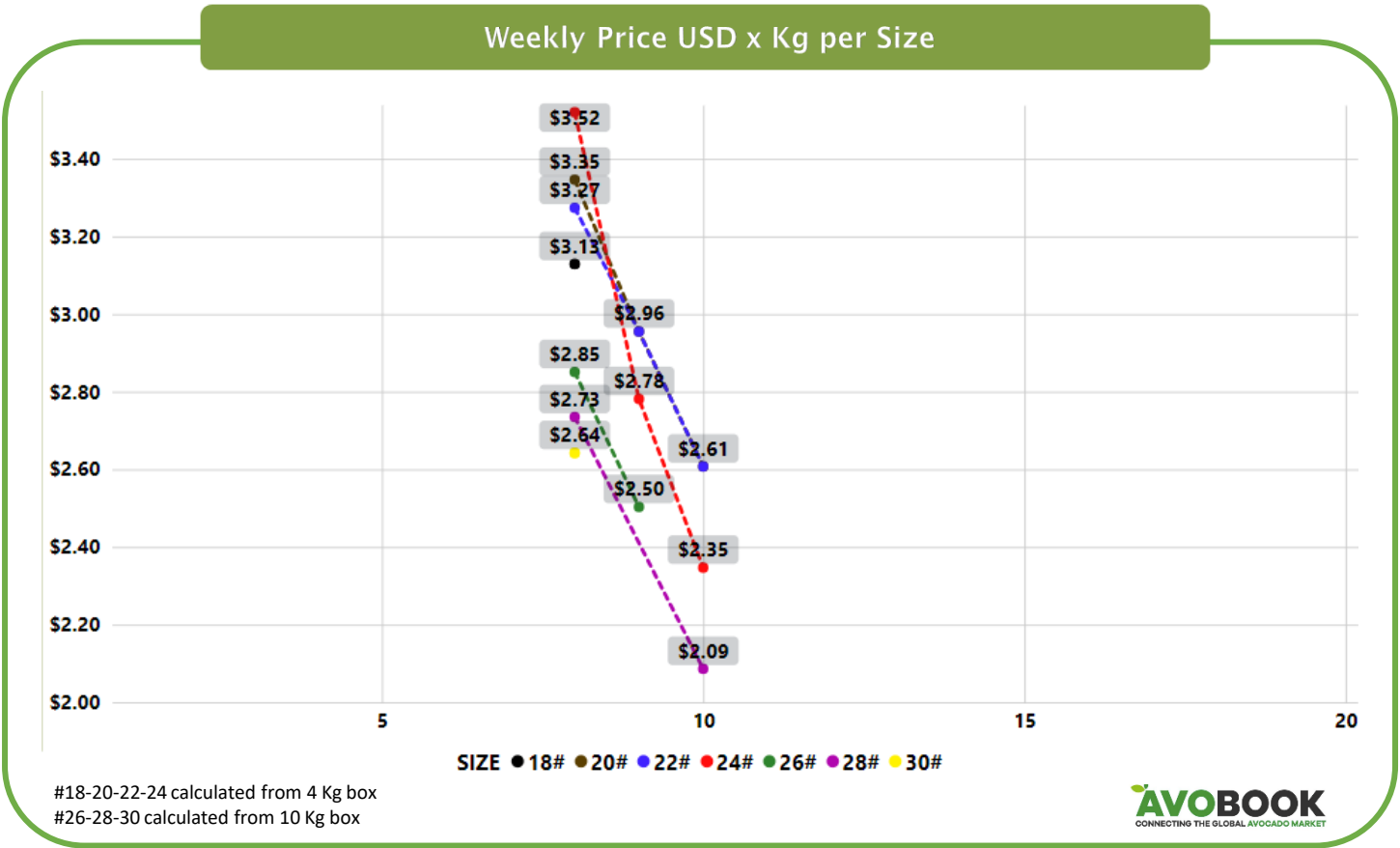
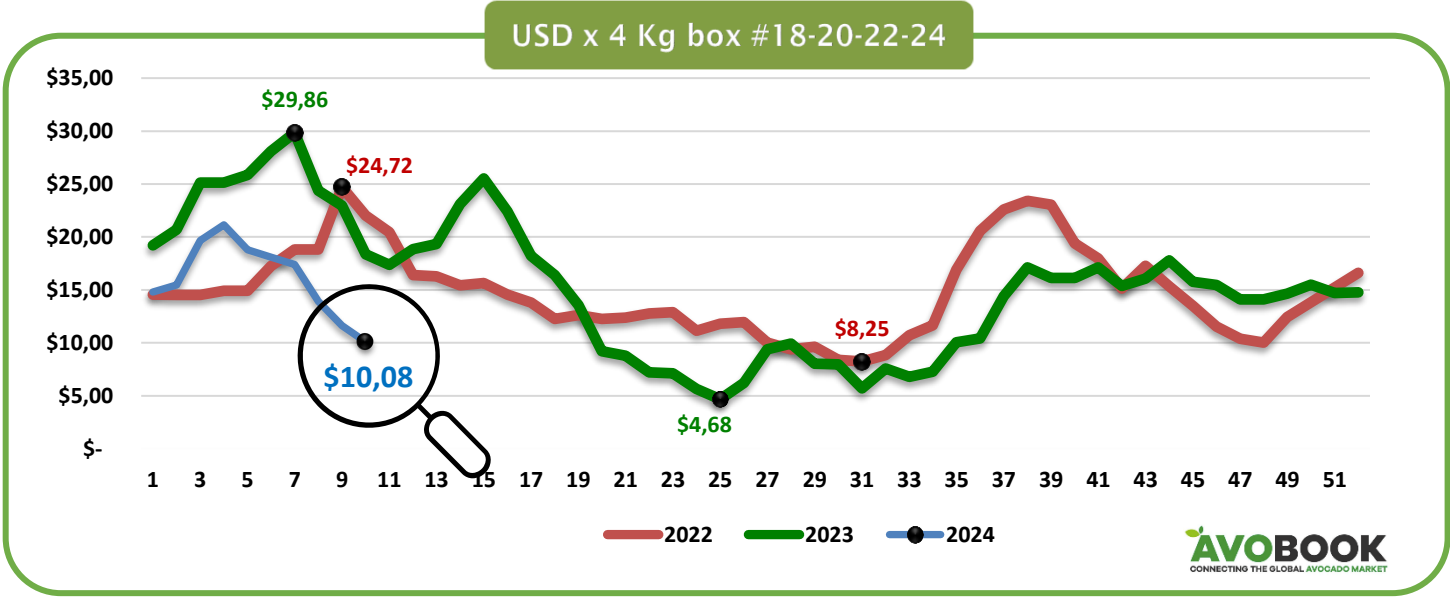
16-18
Abr

El mejor mercado
para hacer crecer tu negocio.



AVOCADO MARKET : CHINA

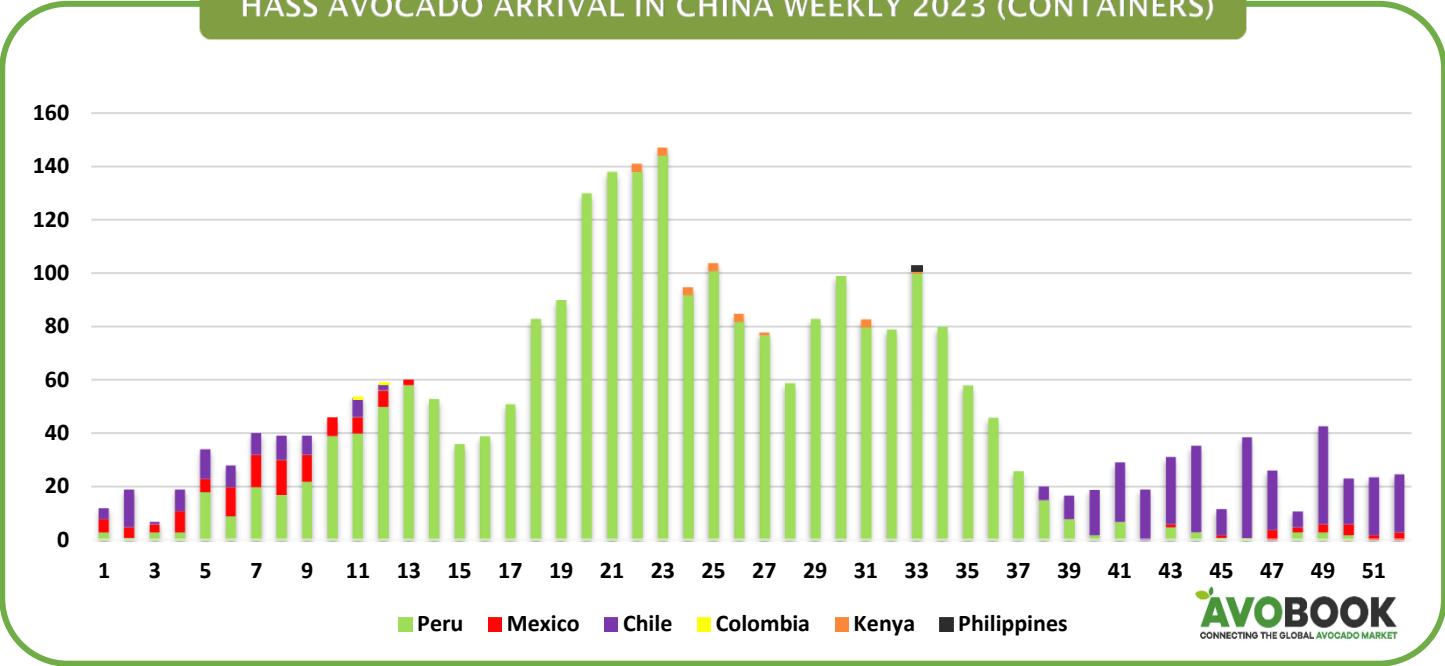
Pag 8



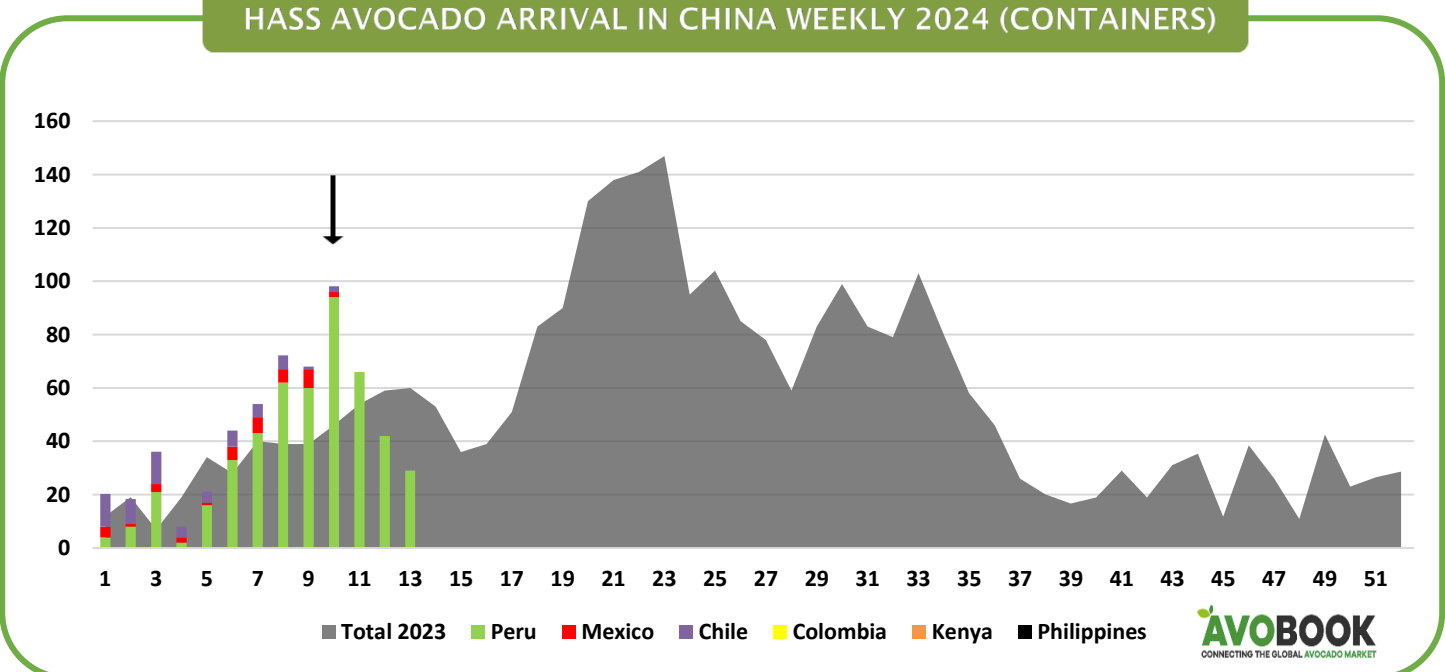
AVOCADO MARKET : CHINA

Pag 9

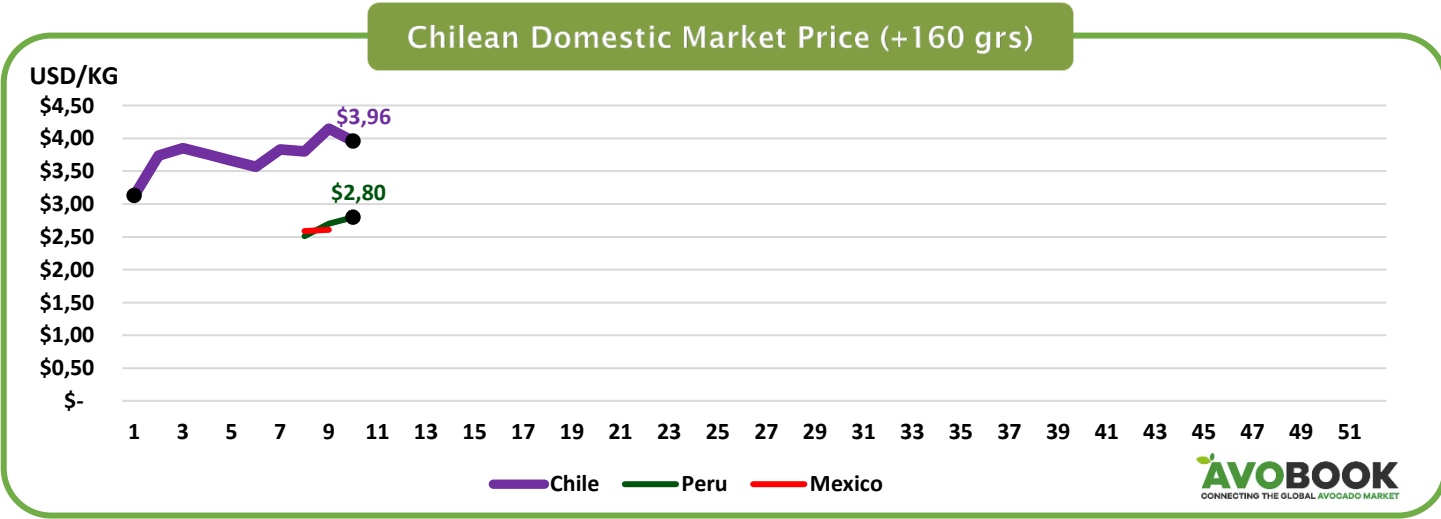
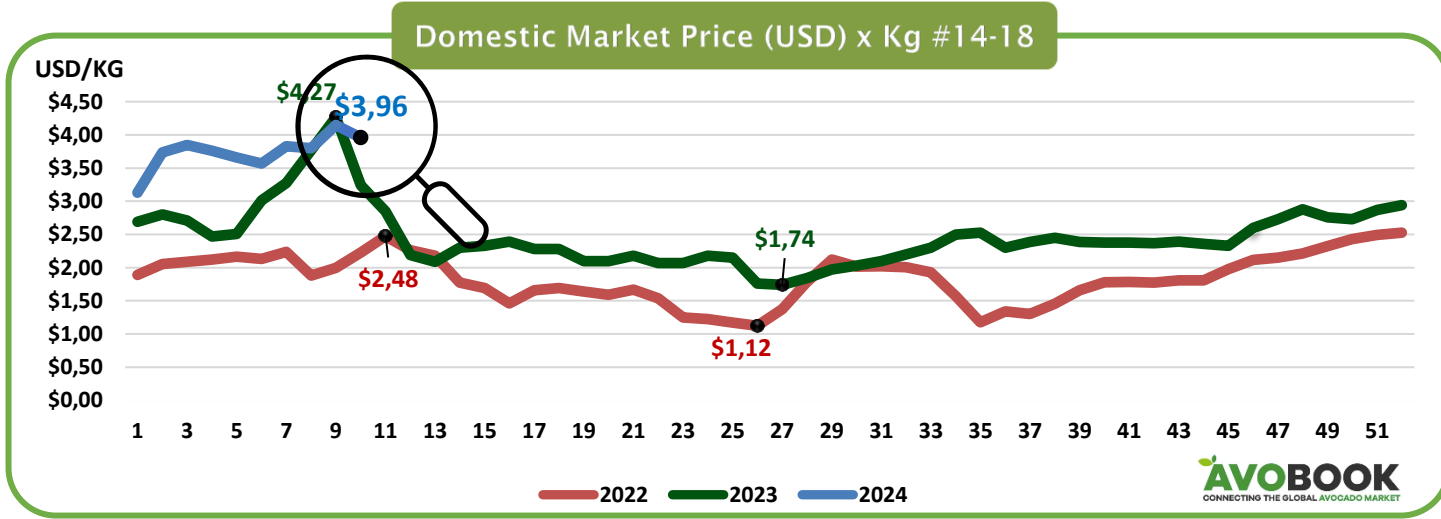
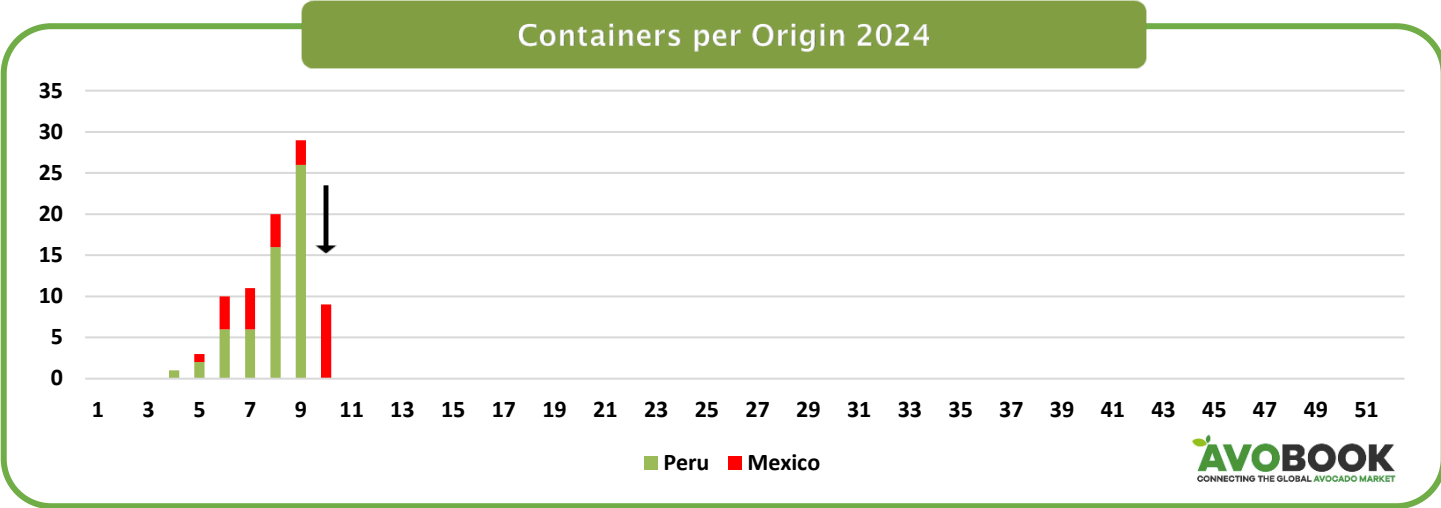
HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2023 (CONTAINERS)



HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2024 (CONTAINERS)



CHILE: MARKET Pag 10





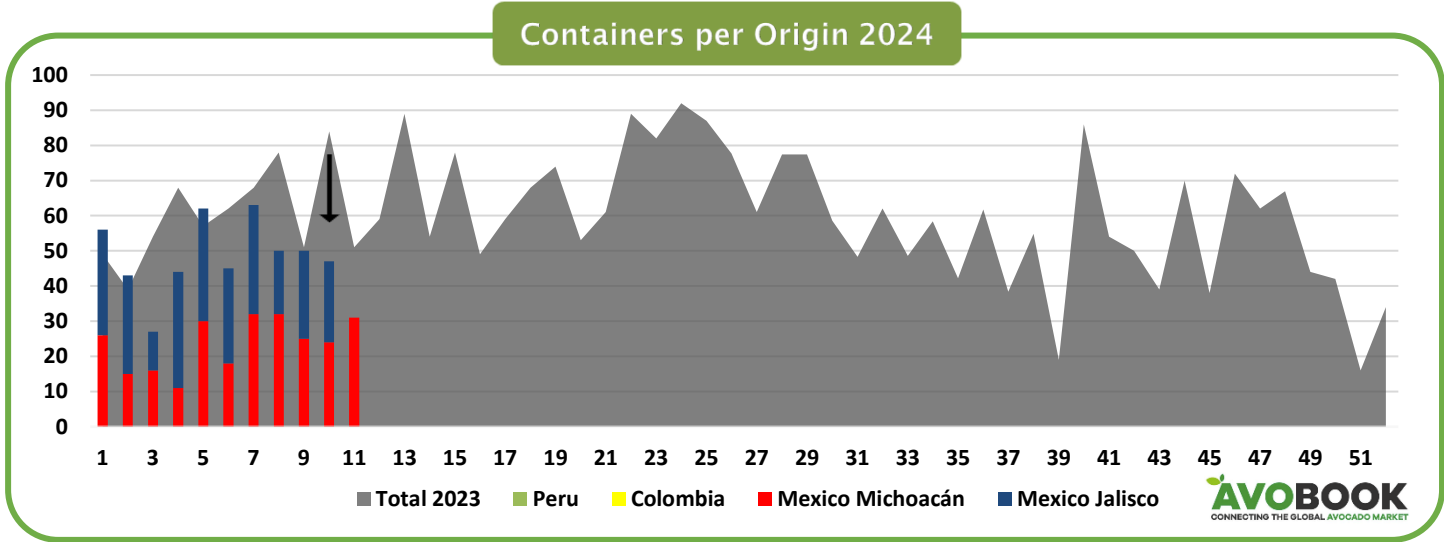
QUALITY STUDIO
service is our business



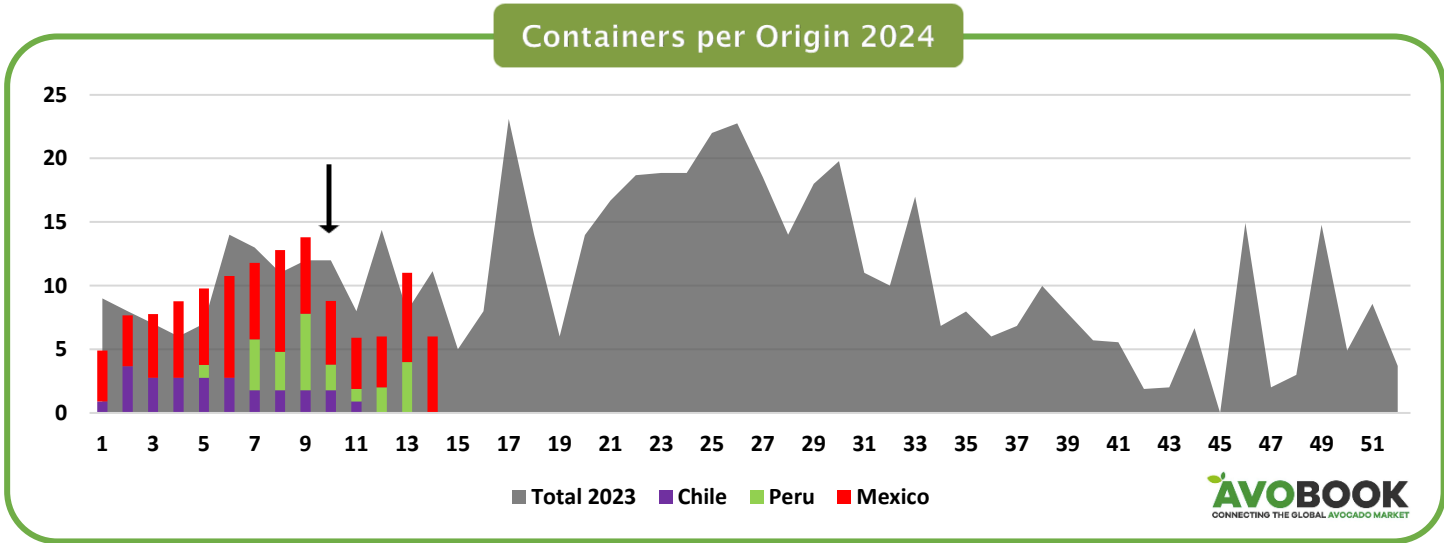
Bring quality and transparency
to your supply chain.



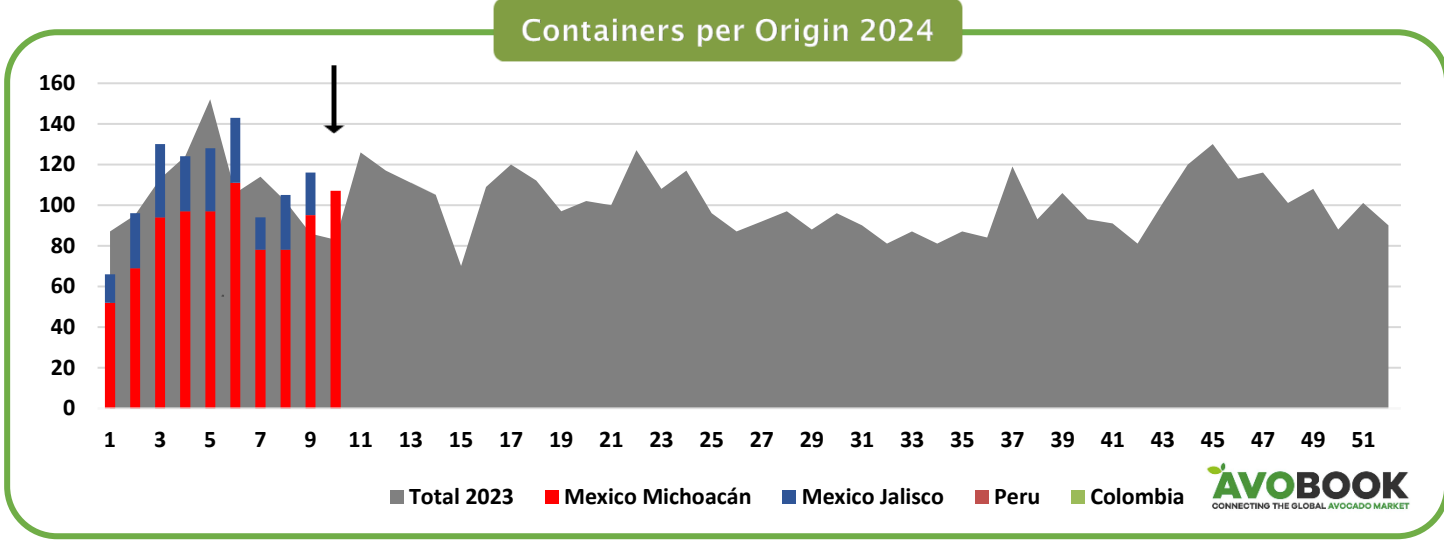
JAPAN: MARKET Pag 11



KOREA: MARKET



CANADA: MARKET



fruit attraction
São Paulo

El mejor mercado
para hacer crecer tu negocio.

Quiero exponer

16-18
Abr

FIERA MILANO BRASIL IFEMA MADRID