

AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

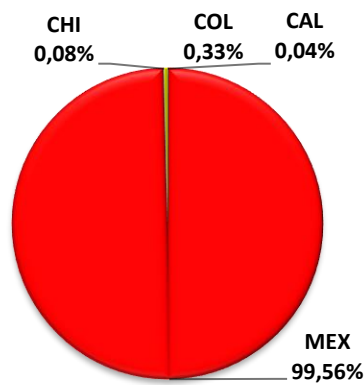
SUMMARY

Week 4, 2024

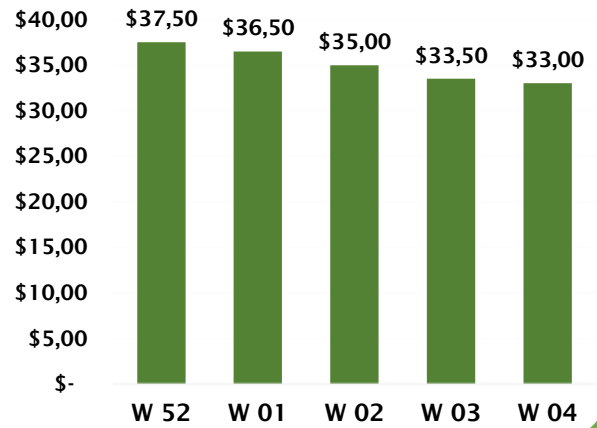
USA

| | Week | Lbs |
|-----|------|------------|
| Nov | 45 | 49.765.094 |
| | 46 | 45.600.817 |
| | 47 | 42.745.209 |
| | 48 | 60.656.085 |
| Dec | 49 | 51.964.300 |
| | 50 | 50.227.894 |
| | 51 | 57.654.755 |
| | 52 | 45.535.497 |
| Jan | 1 | 55.891.272 |
| | 2 | 66.491.883 |
| | 3 | 64.588.963 |
| | 4 | |
| | 5 | |

Market Week 3



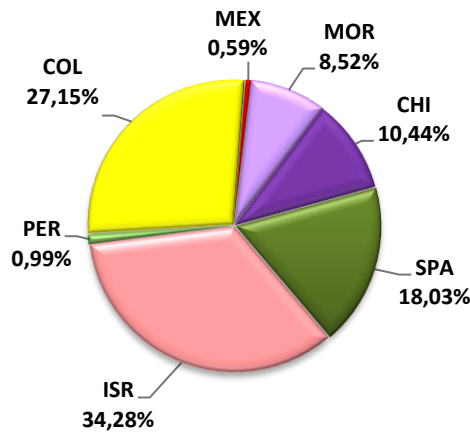
USD x 25 Lb box from Mx #48, Texas



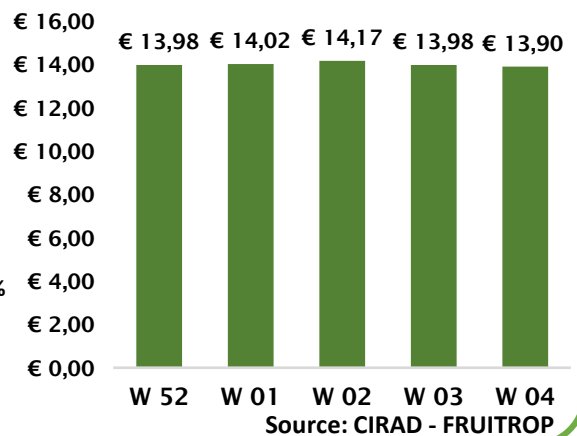
EUROPE

| | Week | FCL |
|-----|------|-----|
| Nov | 45 | 637 |
| | 46 | 678 |
| | 47 | 657 |
| | 48 | 579 |
| Dec | 49 | 561 |
| | 50 | 535 |
| | 51 | 535 |
| | 52 | 492 |
| Jan | 1 | 425 |
| | 2 | 476 |
| | 3 | 508 |
| | 4 | 505 |
| | 5 | |

Market Week 4



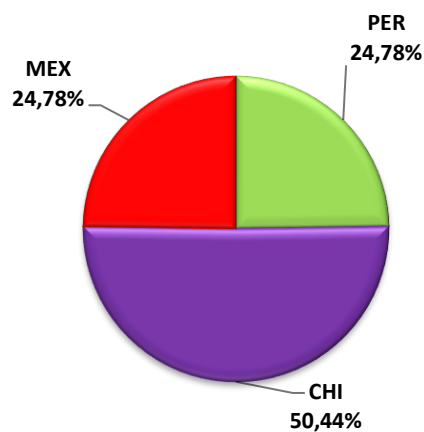
Euros x 4 Kg box #18



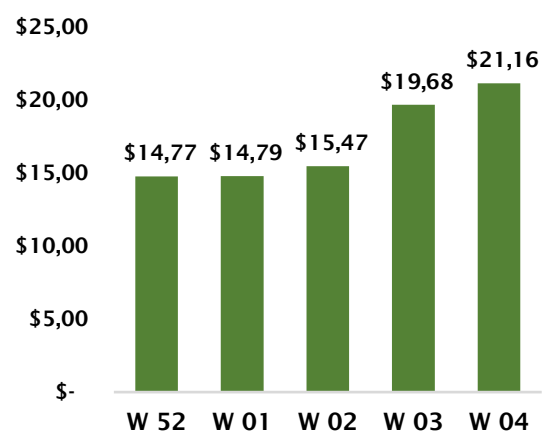
CHINA

| | Week | FCL |
|-----|------|-----|
| Nov | 45 | 12 |
| | 46 | 38 |
| | 47 | 26 |
| | 48 | 11 |
| Dec | 49 | 43 |
| | 50 | 23 |
| | 51 | 27 |
| | 52 | 29 |
| Jan | 1 | 20 |
| | 2 | 18 |
| | 3 | 36 |
| | 4 | 8 |
| | 5 | |

Market Week 4



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



AVOBOOK

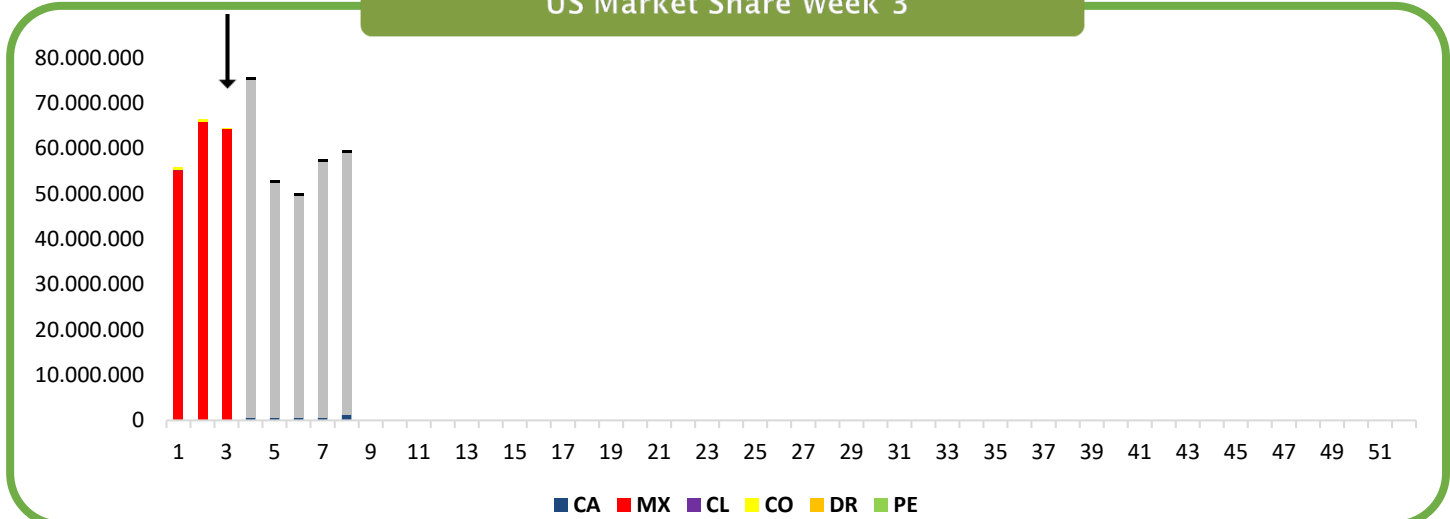
CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : USA

| | Arrival Week | California | Mexico | Perú | Chile | Colombia | Dom Rep | Total Estimated Volume (Lb) |
|------|--------------|------------|------------|------------|-----------|-----------|---------|-----------------------------|
| MAR | 10 | 1.424.850 | 64.480.032 | 0 | 0 | 334.820 | 0 | 66.239.702 |
| | 11 | 1.015.807 | 69.489.679 | 0 | 0 | 95.662 | 220.000 | 70.821.148 |
| | 12 | 863.874 | 54.371.436 | 0 | 0 | 286.989 | 90.000 | 55.612.299 |
| | 13 | 2.417.313 | 60.142.538 | 94.815 | 0 | 239.157 | 260.000 | 63.153.823 |
| | 14 | 4.867.815 | 36.835.865 | 142.223 | 0 | 286.988 | 0 | 42.132.891 |
| APR | 15 | 7.032.154 | 58.201.534 | 182.627 | 0 | 286.988 | 0 | 65.703.303 |
| | 16 | 9.505.468 | 67.359.198 | 284.518 | 0 | 143.494 | 130.000 | 77.422.678 |
| | 17 | 12.432.701 | 60.794.652 | 237.113 | 0 | 286.989 | 40.000 | 73.791.455 |
| | 18 | 9.900.439 | 43.319.440 | 796.668 | 0 | 0 | 130.000 | 54.146.547 |
| MAY | 19 | 11.810.377 | 45.965.129 | 1.042.511 | 0 | 143.494 | 130.000 | 59.091.511 |
| | 20 | 10.572.446 | 45.355.356 | 1.359.207 | 0 | 47.831 | 0 | 57.334.840 |
| | 21 | 11.821.530 | 47.106.081 | 1.888.966 | 0 | 334.820 | 40.000 | 61.191.397 |
| | 22 | 9.541.482 | 44.923.165 | 3.460.981 | 0 | 1.434.943 | 100.000 | 59.460.571 |
| 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 |
| 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 |
| 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 | 0 | 55.891.272 |
| | 2 | 0 | 65.891.883 | 0 | 100.000 | 500.000 | 0 | 66.491.883 |
| FEB | 3 | 23.551 | 64.305.412 | 0 | 50.000 | 210.000 | 0 | 64.588.963 |
| | 4 | 680.000 | 74.500.000 | 0 | 0 | 500.000 | 0 | 75.680.000 |
| | 5 | 550.000 | 52.000.000 | 0 | 0 | 500.000 | 0 | 53.050.000 |
| | 6 | 570.000 | 49.000.000 | 0 | 0 | 500.000 | 0 | 50.070.000 |
| | 7 | 650.000 | 56.500.000 | 0 | 0 | 500.000 | 0 | 57.650.000 |
| | 8 | 1.200.000 | 58.000.000 | 0 | 0 | 500.000 | 0 | 59.700.000 |

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

US Market Share Week 3

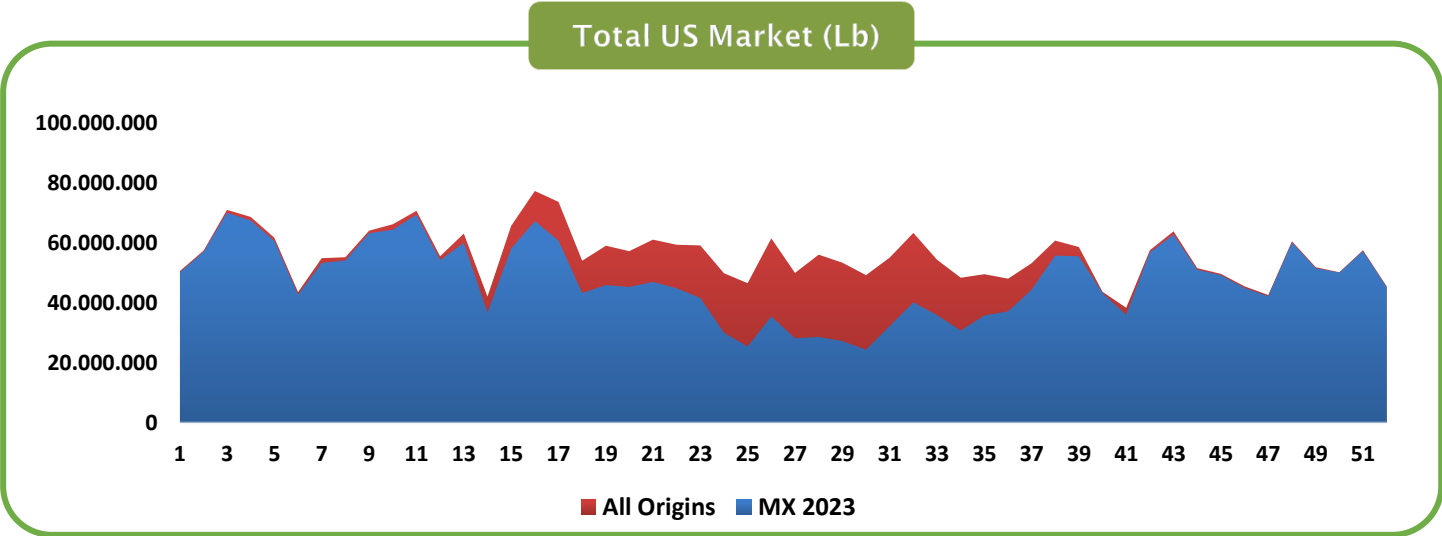
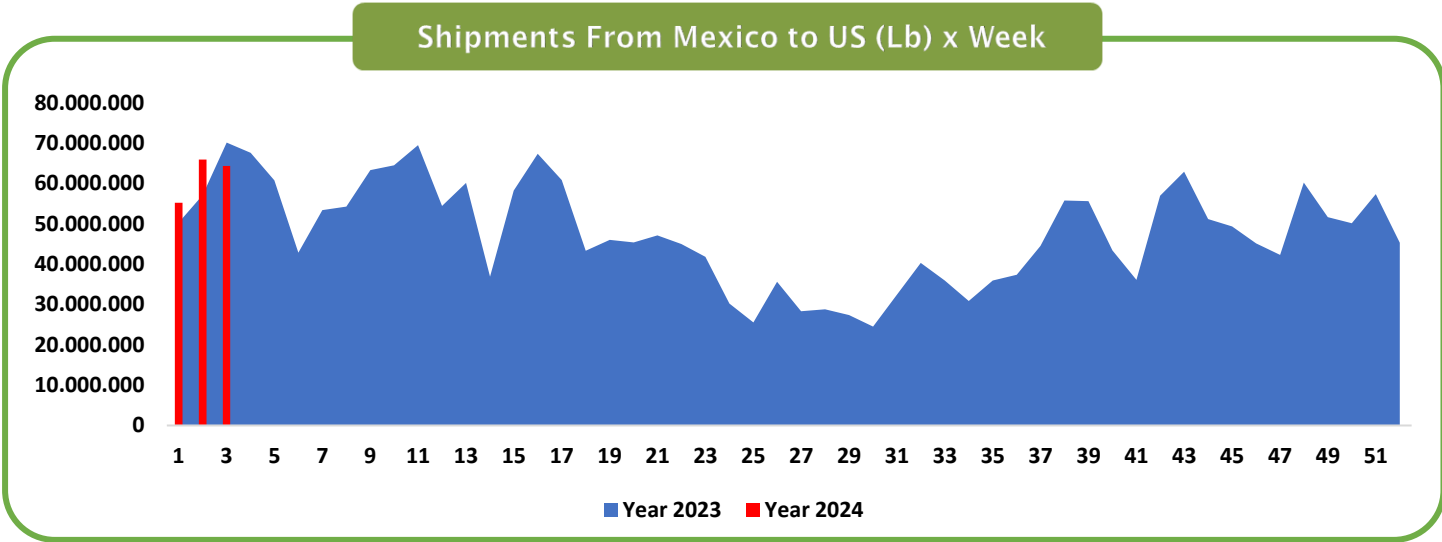


Protecting Exporters in Europe

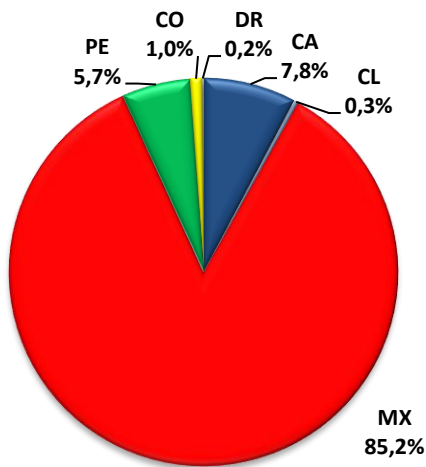
3PL | Quality Control | Insurance | Representation

[Learn more](#)

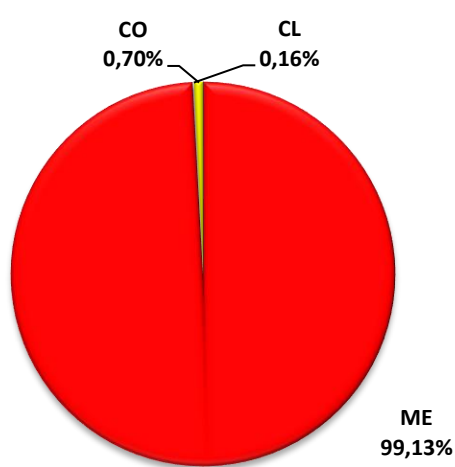
AVOCADO MARKET : USA Pag 2



USA 2023 (Week 1 - 52)



USA 2024 (Week 1 - 3)





El mejor mercado para hacer crecer tu negocio.

Quiero exponer



16-18 Abr

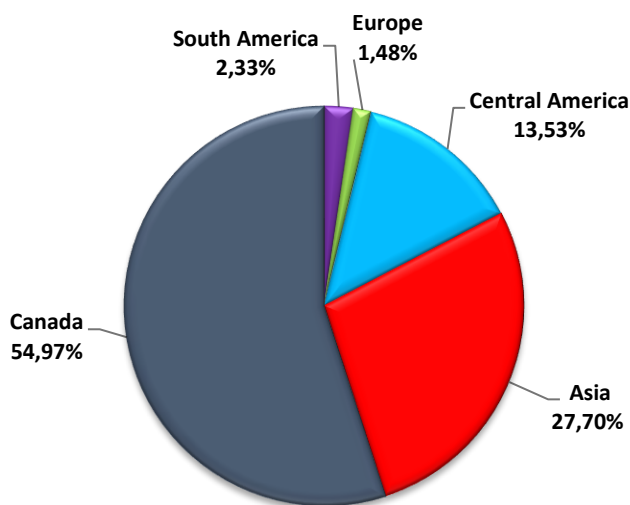



AVOCADO MARKET : MEXICO TO USA

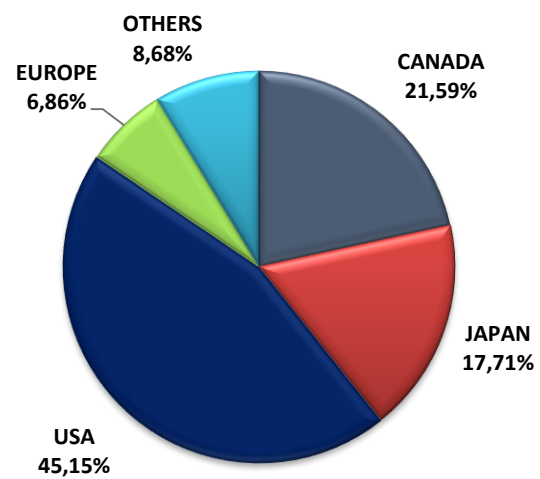
| Description | Michoacán | | Jalisco | |
|----------------------|-----------|-----------|---------|----------|
| | Harvest | Shipment | Harvest | Shipment |
| Projection 2023-2024 | 1.190.932 | 1.024.202 | 133.073 | 101.668 |
| YTD Week 03 | 595.782 | 525.922 | 87.104 | 70.231 |
| Balance | 595.150 | 498.280 | 45.969 | 31.437 |
| AVG weekly balance | 25.876 | 21.664 | 1.999 | 1.367 |
| Weeks passed | | 29 | | 29 |
| Weeks remaining | | 23 | | 23 |

Source: APEAM

Michoacan Other Markets (Week 1 - 3)



Jalisco All Markets (Week 1 - 2)



AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

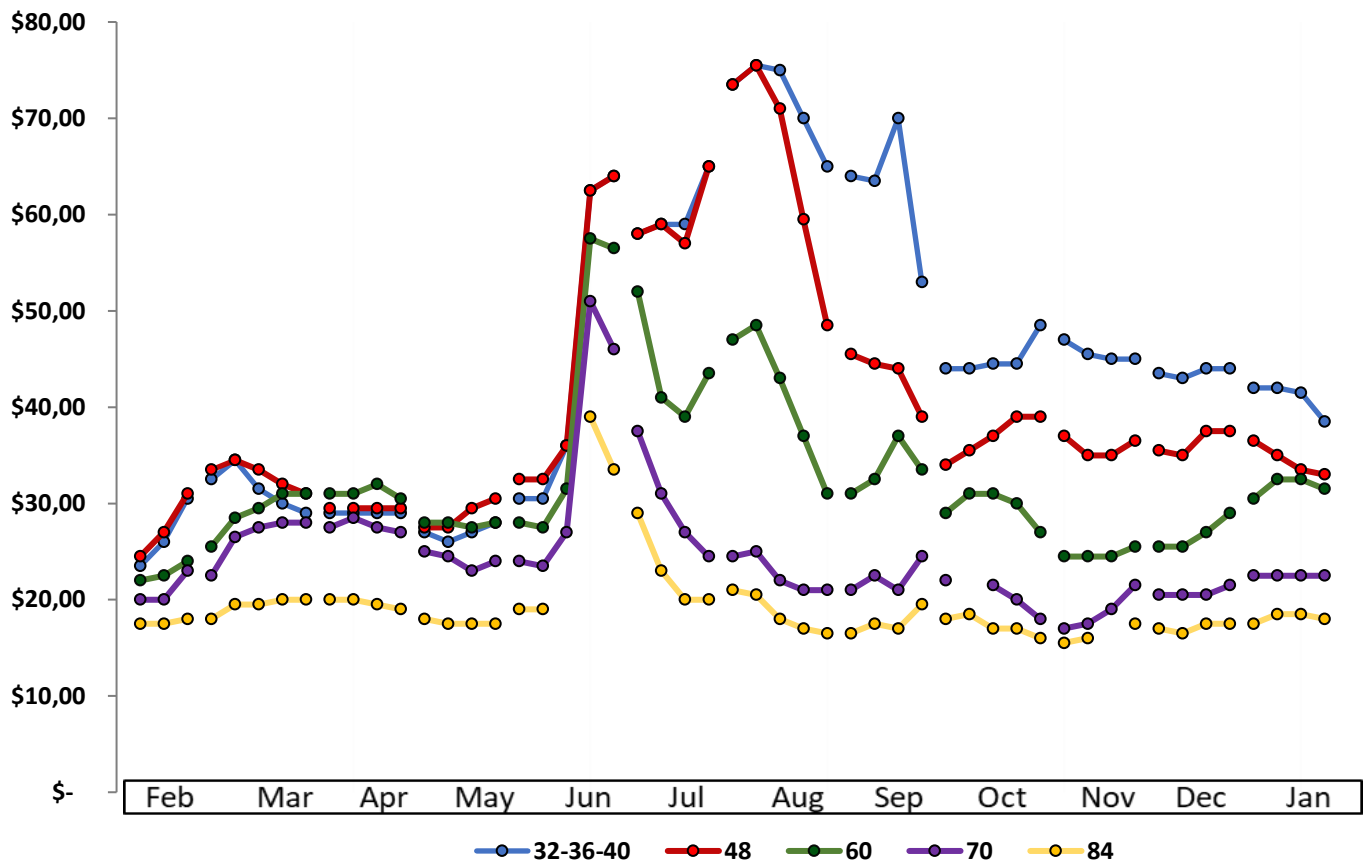
AVOCADO MARKET : USA Pag 4

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 | |
| OCT | 41 | 715.000 | 8.800 | 41.808.800 | 701.800 | 1.746.800 | 63.800 | 45.045.000 | 44.187.000 | 45.122.000 | -2,1 |
| | 42 | 589.600 | 4.400 | 43.608.400 | 169.400 | 1.493.800 | 70.400 | 45.936.000 | 44.299.200 | 47.018.400 | -5,8 |
| | 43 | 629.200 | 4.400 | 49.761.800 | 70.400 | 1.504.800 | 92.400 | 52.063.000 | 41.056.400 | 43.914.200 | -6,5 |
| | 44 | 662.200 | 2.200 | 53.259.800 | 26.400 | 1.652.200 | 26.400 | 55.629.200 | 43.124.400 | 41.775.800 | 3,2 |
| 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 |
| DEC | 48 | 992.200 | 334.400 | 54.813.000 | 0 | 305.800 | 334.400 | 56.779.800 | 43.502.800 | 44.006.600 | -1,1 |
| | 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 |
| JAN | 52 | 699.600 | 0 | 52.639.400 | 0 | 160.600 | 532.400 | 54.032.000 | 44.635.800 | 45.159.400 | -1,2 |
| | 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 | | | | | | | | | | |
| 5 | | | | | | | | | | | |

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

Weekly Price USD per Size box 25Lb (Mexican Hass in TX)



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 |
|-----|---------------|------|----------|--------|---------|--------------|-------|--------|-------|-------|--------|-----------------|
| MAR | 10 | 93 | 228 | 68 | 41 | 2 | 13 | 2 | | 135 | 132 | 714 |
| | 11 | 149 | 187 | 23 | 41 | 44 | 11 | 5 | | 150 | 135 | 745 |
| | 12 | 202 | 175 | 48 | 24 | 59 | 13 | 22 | 10 | 154 | 108 | 815 |
| | 13 | 190 | 138 | 17 | 16 | 34 | | 28 | 20 | 80 | 91 | 614 |
| APR | 14 | 239 | 119 | 10 | 16 | 109 | | 34 | 20 | 70 | 84 | 702 |
| | 15 | 291 | 87 | 27 | 16 | 178 | | 41 | 38 | 40 | 50 | 769 |
| | 16 | 465 | 55 | 19 | 14 | 201 | | 59 | 22 | 30 | 8 | 873 |
| MAY | 17 | 528 | 38 | 25 | | 196 | | 47 | 85 | 30 | | 949 |
| | 18 | 466 | 26 | 13 | | 169 | | 66 | 61 | 30 | | 831 |
| | 19 | 541 | 36 | 5 | | 138 | | 60 | 48 | 20 | | 848 |
| | 20 | 724 | 19 | 6 | | 80 | | 54 | 36 | 10 | | 929 |
| | 21 | 729 | 26 | 3 | | 86 | | 56 | 55 | 10 | | 965 |
| JUN | 22 | 744 | 30 | 4 | | 35 | | 53 | 24 | | | 890 |
| | 23 | 734 | 18 | 3 | | 132 | | 57 | 30 | | | 974 |
| | 24 | 707 | 30 | 2 | | 25 | | 39 | 73 | | | 876 |
| | 25 | 627 | 28 | 0 | | 96 | | 33 | 73 | | | 857 |
| JUL | 26 | 573 | 38 | 0 | | 53 | | 12 | 85 | | | 761 |
| | 27 | 556 | 30 | 1 | | 47 | | 7 | 91 | | | 732 |
| | 28 | 580 | 37 | | | 8 | | 8 | 115 | | | 748 |
| | 29 | 606 | 9 | | | 52 | | 7 | 125 | | | 799 |
| | 30 | 615 | 57 | | | 41 | | 8 | 125 | | | 846 |
| | 31 | 679 | 36 | | | 47 | | 8 | 125 | | | 895 |
| AUG | 32 | 732 | 43 | | | 57 | | 11 | 151 | | | 994 |
| | 33 | 741 | 48 | | | 34 | | 6 | 133 | | | 961 |
| | 34 | 575 | 25 | | | 25 | | 7 | 69 | | | 701 |
| | 35 | 691 | 14 | | | 32 | 2 | 5 | 173 | | | 916 |
| | 36 | 552 | 17 | | | 11 | 0 | 4 | 127 | | | 711 |
| SEP | 37 | 457 | 14 | 5 | | 28 | 6 | 2 | 109 | | | 621 |
| | 38 | 372 | 16 | 3 | | 68 | 17 | 1 | 79 | | | 556 |
| | 39 | 209 | 17 | 16 | | 57 | 20 | 1 | 28 | | | 349 |
| | 40 | 127 | 19 | 17 | | 64 | 83 | 1 | | | | 311 |
| OCT | 41 | 86 | 47 | 27 | | 37 | 111 | 1 | | | 31 | 340 |
| | 42 | 46 | 54 | 40 | | 56 | 192 | | | | 42 | 430 |
| | 43 | 25 | 72 | 54 | | 7 | 229 | | | 15 | 58 | 460 |
| | 44 | 9 | 79 | 61 | 10 | 116 | 321 | | | 20 | 75 | 691 |
| | 45 | 5 | 91 | 81 | 15 | 3 | 324 | | | 30 | 88 | 637 |
| NOV | 46 | 2 | 121 | 38 | 40 | 34 | 302 | | | 40 | 101 | 678 |
| | 47 | 3 | 113 | 32 | 80 | 8 | 278 | | | 40 | 103 | 657 |
| | 48 | 0 | 113 | 29 | 80 | 36 | 200 | | | 50 | 71 | 579 |
| DEC | 49 | 1 | 114 | 25 | 80 | 21 | 166 | | | 60 | 94 | 561 |
| | 50 | 4 | 100 | 12 | 82 | 4 | 155 | | | 67 | 111 | 535 |
| | 51 | 2 | 87 | 11 | 98 | 3 | 119 | | | 102 | 113 | 535 |
| | 52 | 2 | 95 | 14 | 103 | | 103 | | | 64 | 111 | 492 |
| JAN | 1 | 2 | 106 | 13 | 24 | | 86 | | | 57 | 137 | 425 |
| | 2 | 4 | 119 | 17 | 61 | | 69 | | | 60 | 146 | 476 |
| | 3 | | 113 | 7 | 79 | | 70 | | | 93 | 146 | 508 |
| | 4 | 5 | 137 | 3 | 43 | | 53 | | | 91 | 173 | 505 |
| FEB | 5 | 5 | 149 | 7 | 55 | | 5 | | | 38 | 182 | 441 |
| | 6 | 5 | 152 | 30 | 37 | | 23 | | | 91 | 187 | 525 |
| | 7 | 20 | 175 | 30 | 55 | | 22 | | | 90 | 187 | 579 |
| | 8 | 30 | 250 | 30 | 37 | | 30 | | | 83 | 186 | 646 |
| | 9 | 60 | 250 | 30 | 37 | | 20 | 3 | | 81 | 192 | 673 |



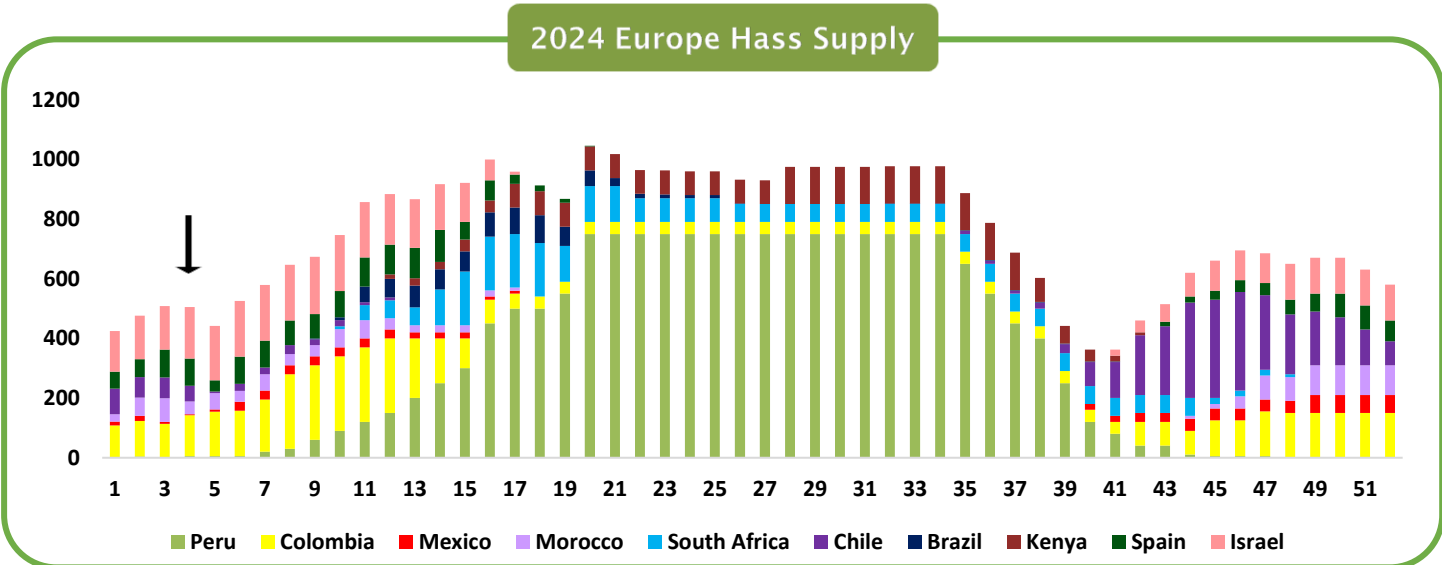
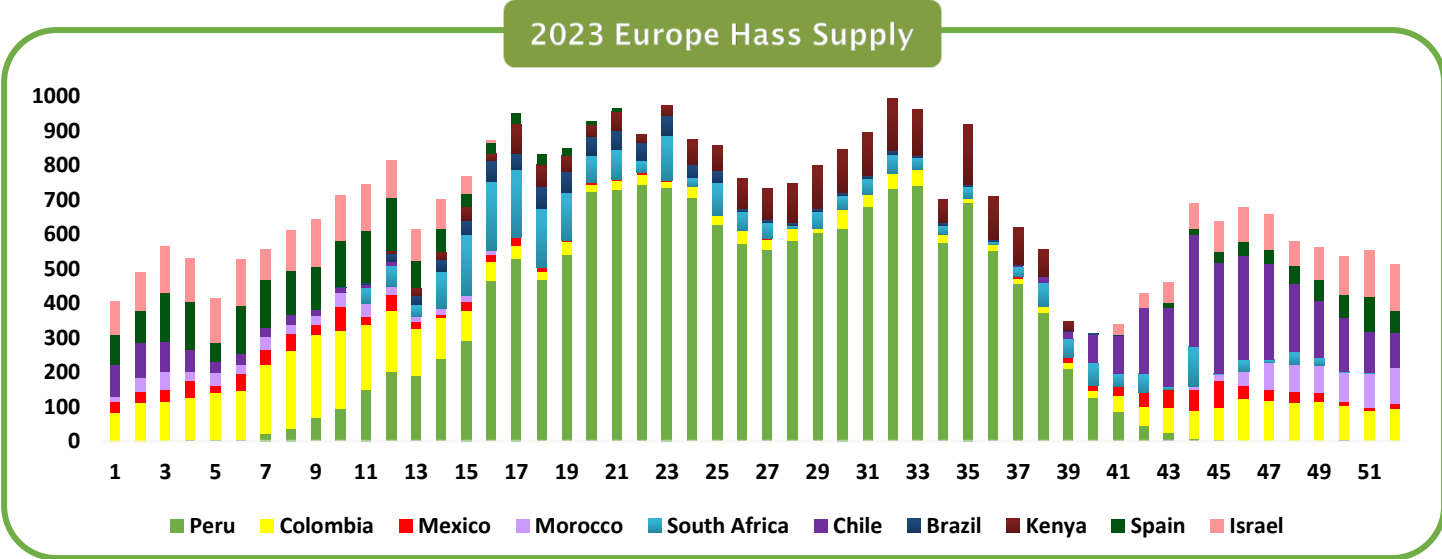
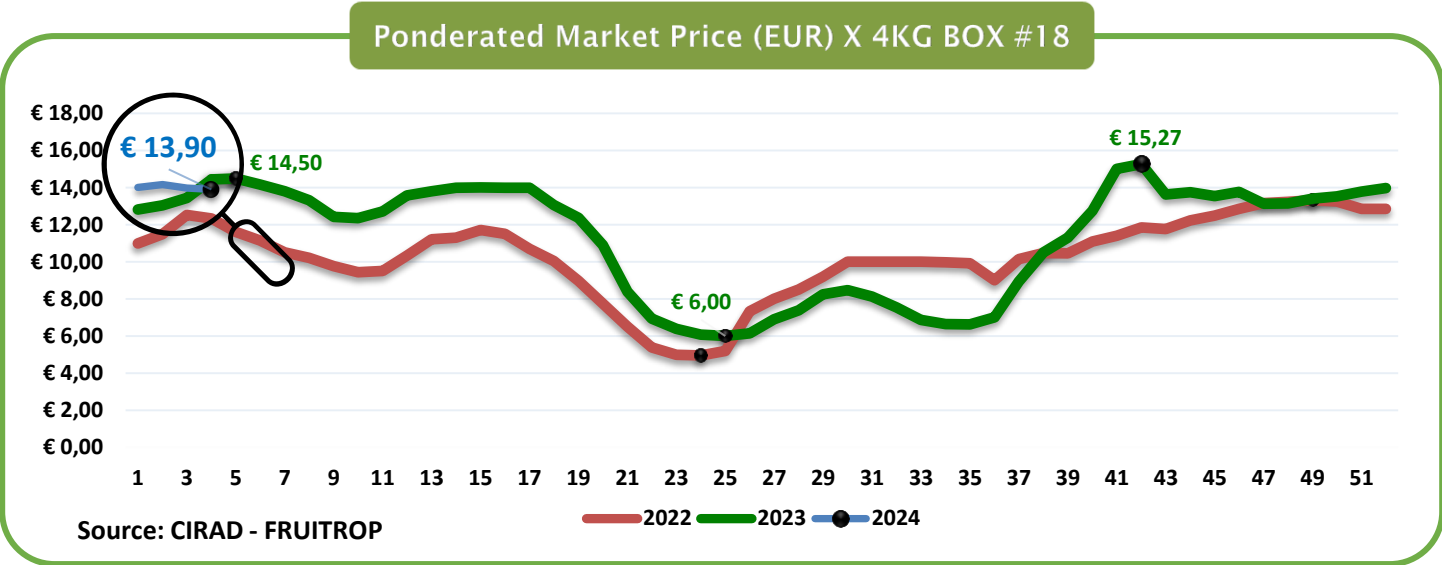
Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

[Learn more](#)



AVOCADO MARKET : EUROPE Pag 6





fruit attraction
São Paulo

Quiero exponer

16-18
Abr



El mejor mercado para hacer crecer tu negocio.




AVOCADO MARKET : CHINA

CONTAINERS ARRIVED BY ORIGIN

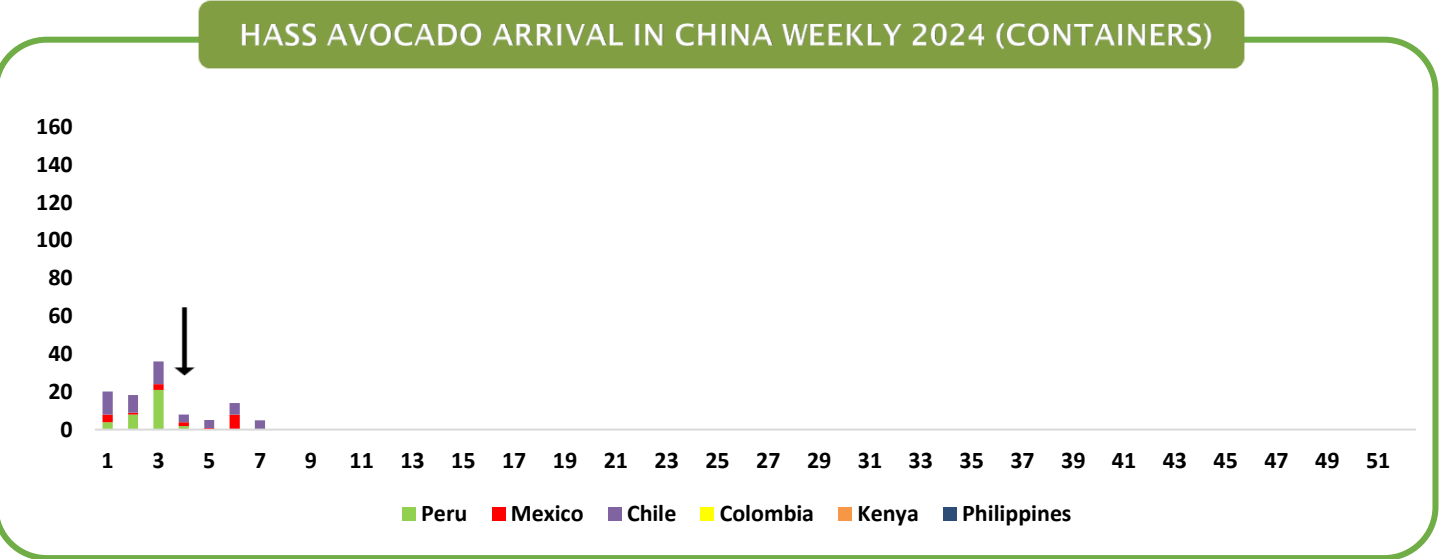
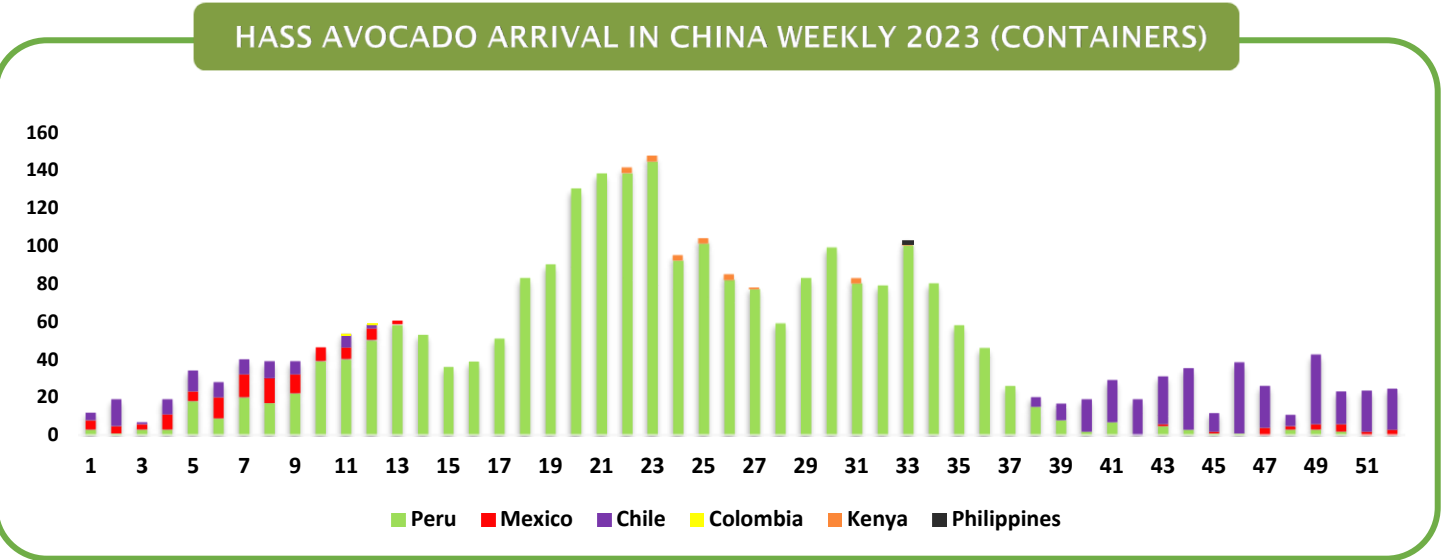
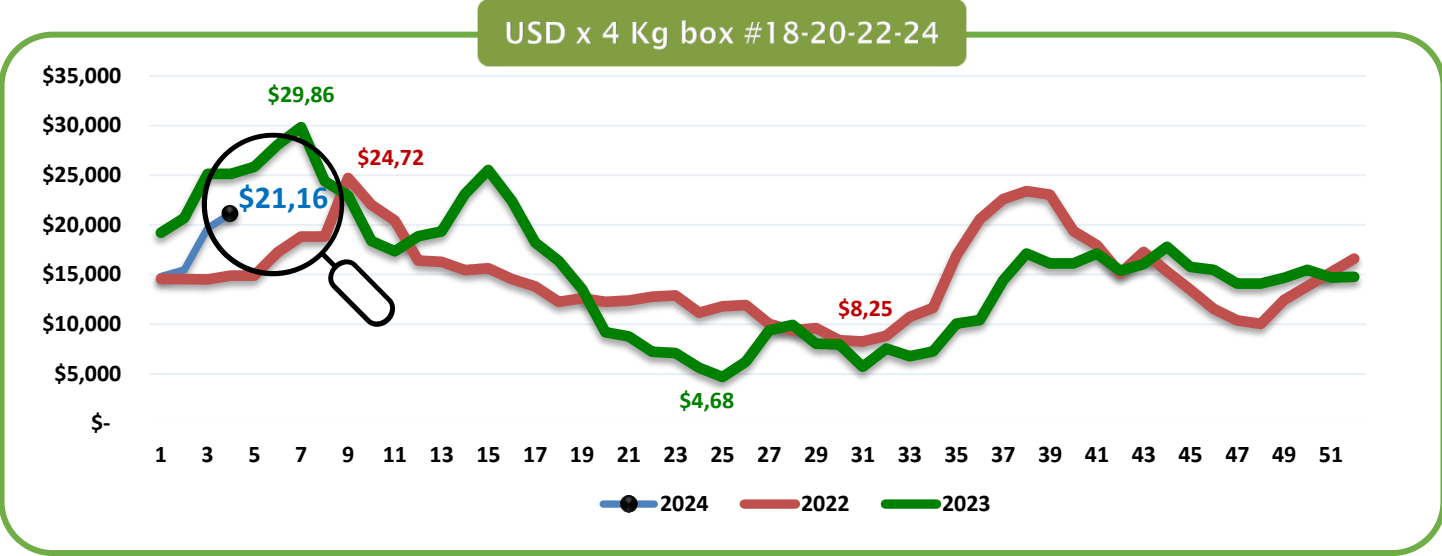
| Week of Sales | Peru | Mexico | Chile | Colombia | Kenya | Philippines | New Zeland | Total Estimated Volume |
|---------------|------|--------|-------|----------|-------|-------------|------------|------------------------|
| 10 | 39 | 7 | | | | | | 46 |
| 11 | 40 | 6 | 7 | 1 | | | | 54 |
| 12 | 50 | 6 | 2 | 1 | | | | 59 |
| 13 | 58 | 2 | | | | | | 60 |
| 14 | 53 | | | | | | | 53 |
| 15 | 36 | | | | | | | 36 |
| 16 | 39 | | | | | | | 39 |
| 17 | 51 | | | | | | | 51 |
| 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 | | 1 | 4 | | | | | 5 |
| 6 | | 8 | 6 | | | | | 14 |
| 7 | | | 5 | | | | | 5 |
| 8 | | | | | | | | 0 |
| 9 | | | | | | | | 0 |



AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : CHINA Pag 8

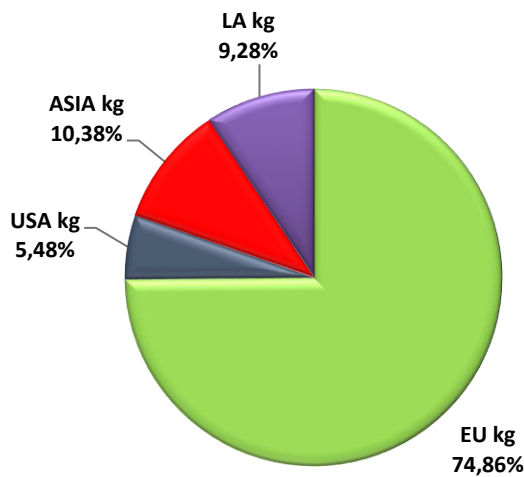


EL PARQUE

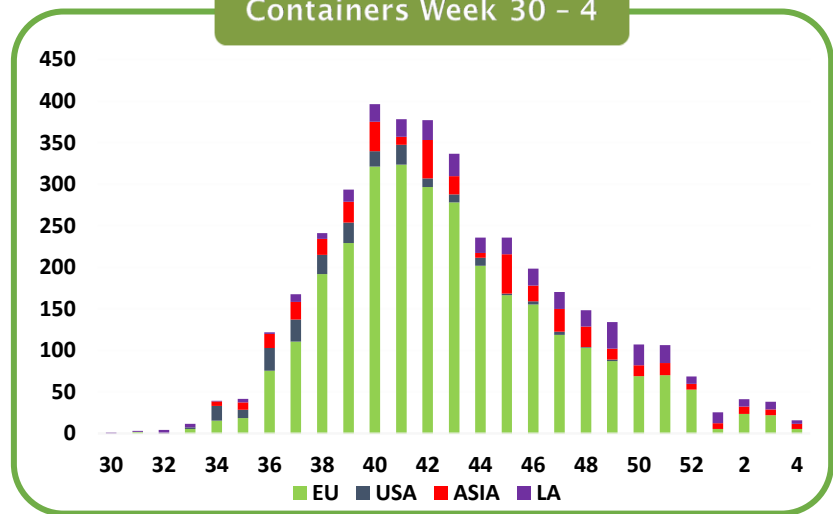
The best fruit year round

CHILE: EXPORTS Pag 10

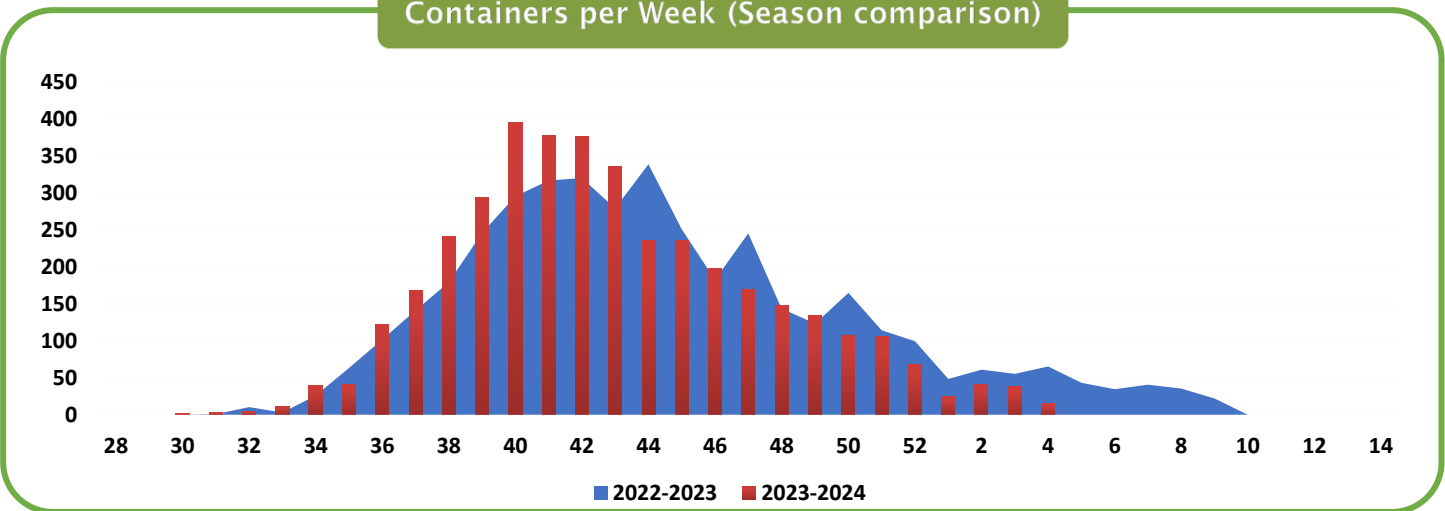
Market Share Week 30 - 4



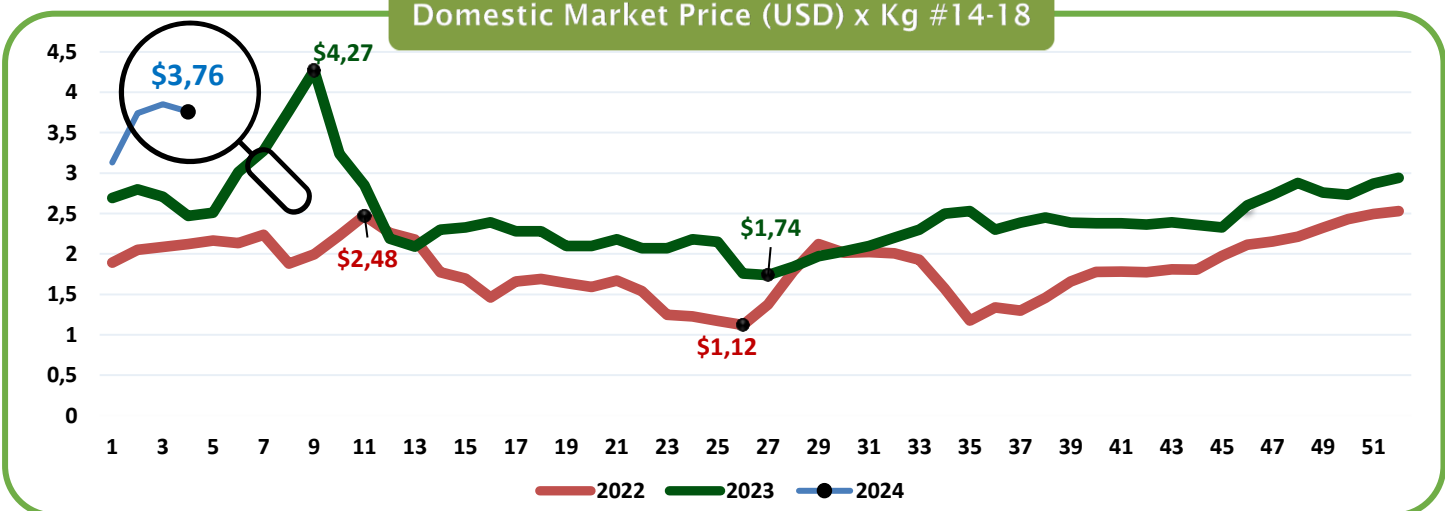
Containers Week 30 - 4



Containers per Week (Season comparison)



Domestic Market Price (USD) x Kg #14-18

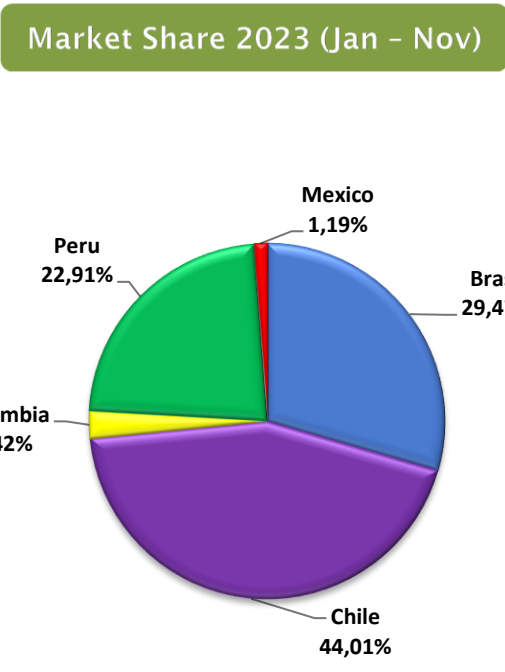
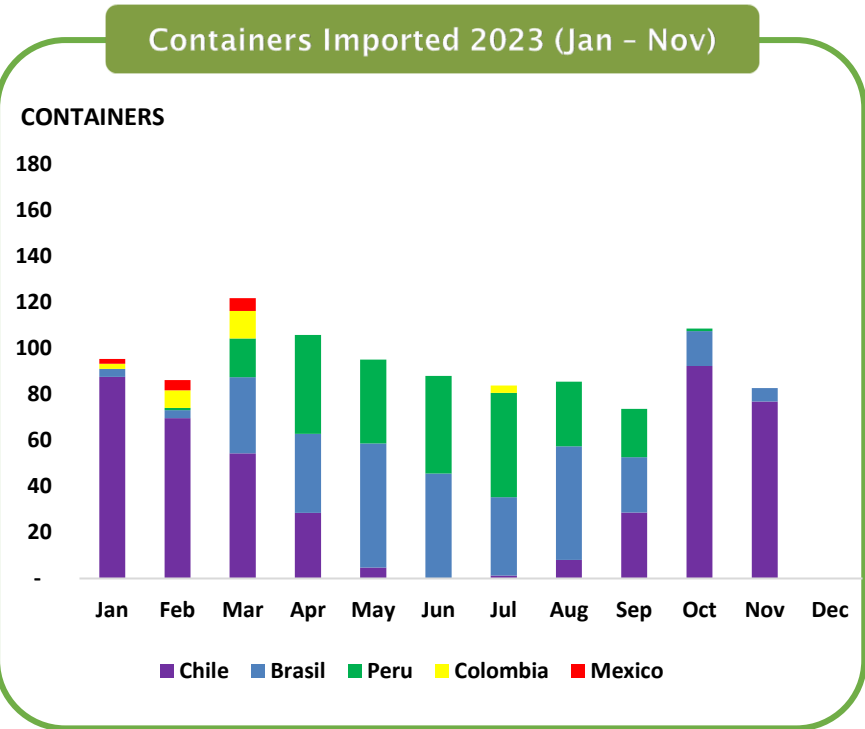
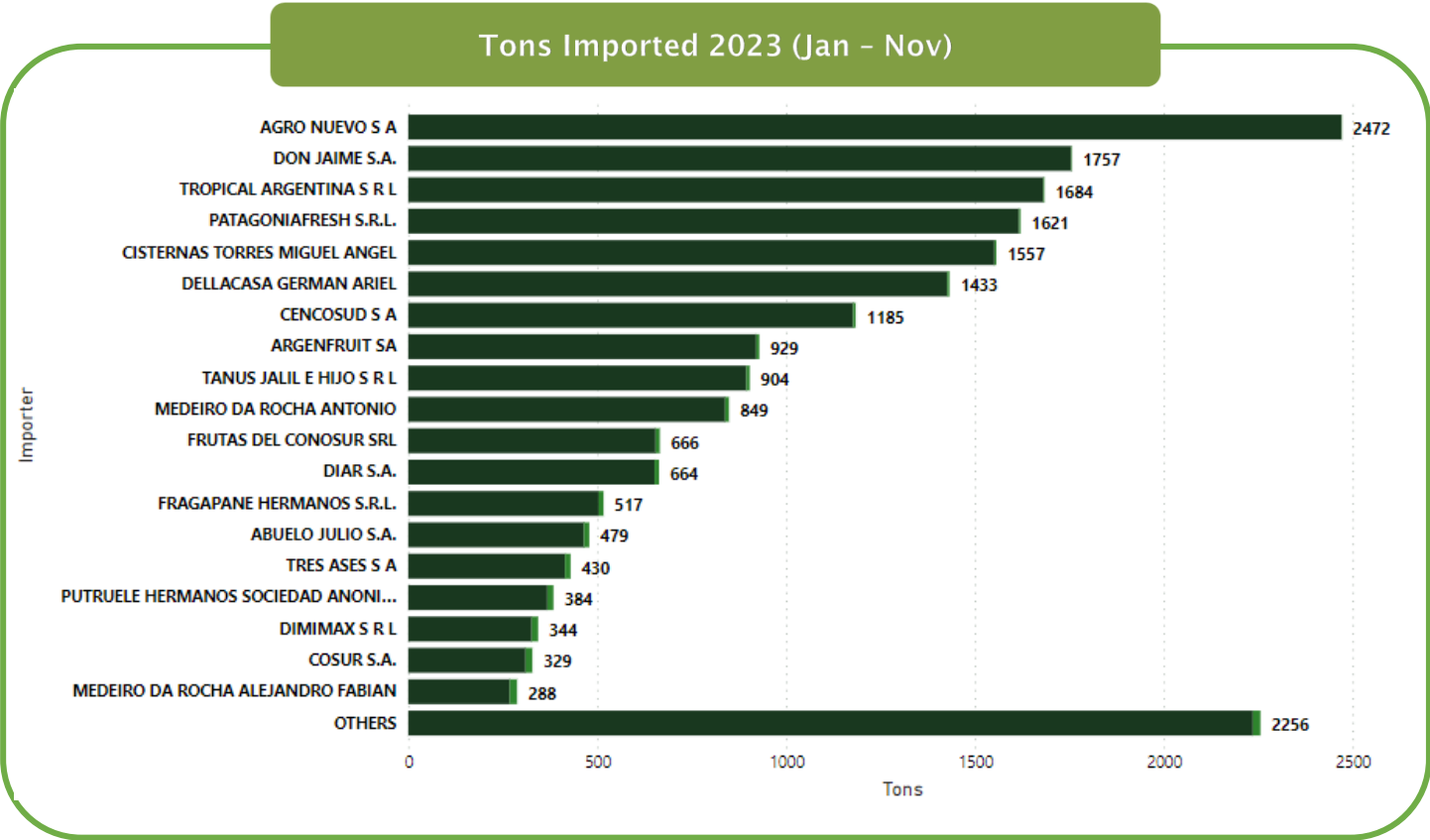


SAFTA

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

[Learn more](#)

ARGENTINA: IMPORTS Pag 9





fruit attraction
São Paulo

El mejor mercado
para hacer crecer tu negocio.

Quiero exponer

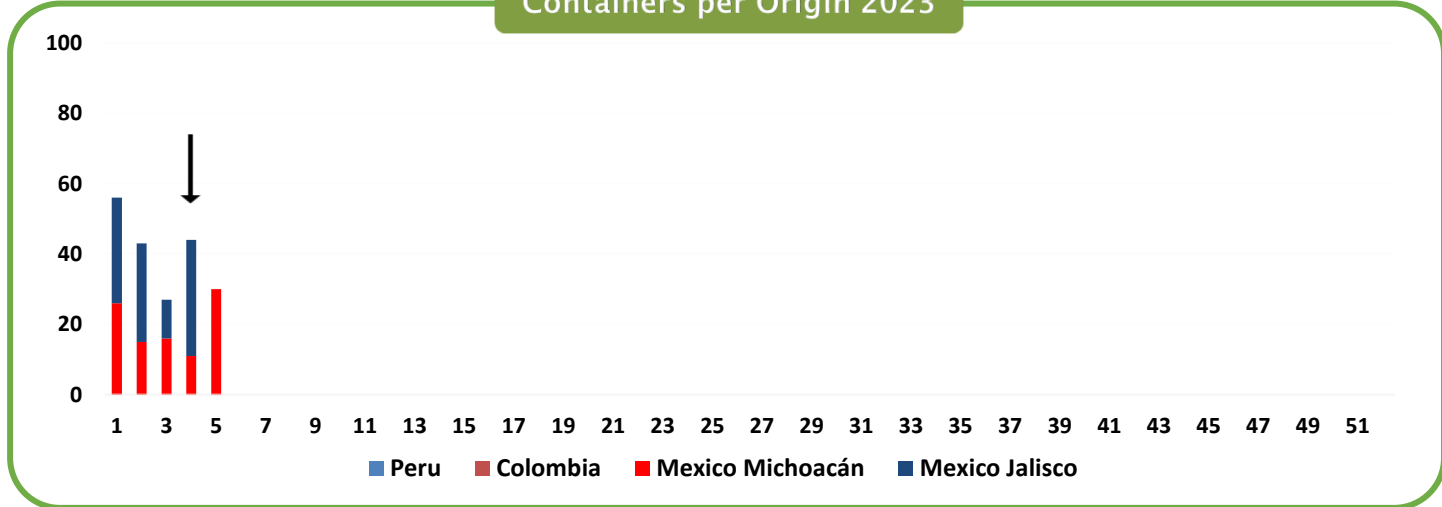


16-18
Abr



JAPAN: MARKET Pag 11

Containers per Origin 2023



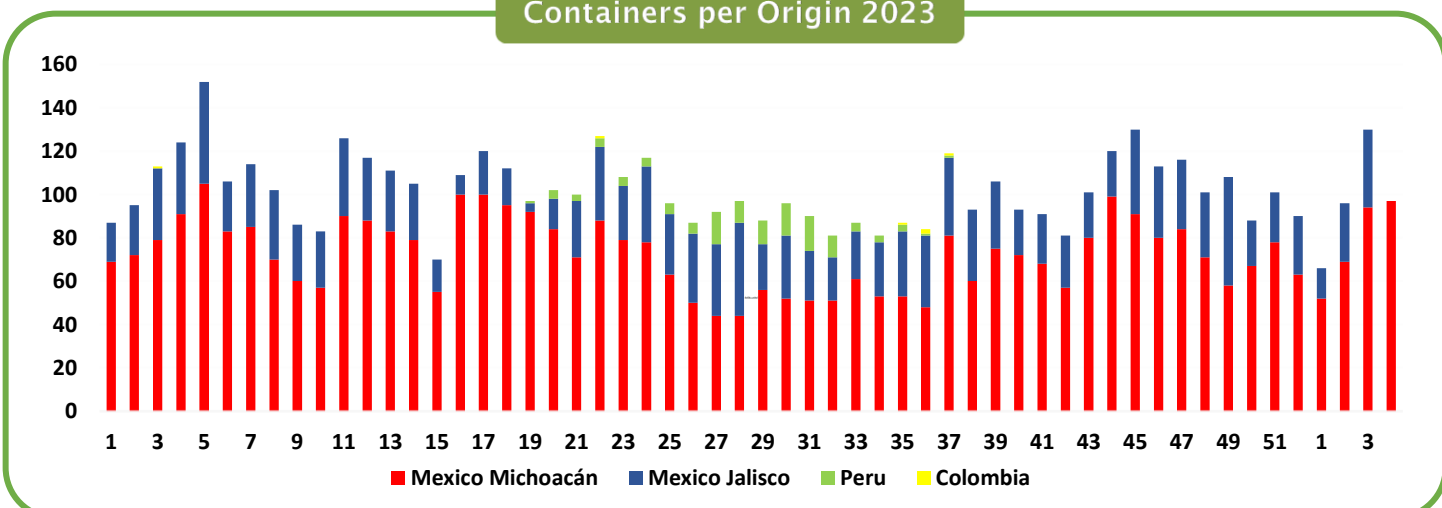
KOREA: MARKET


Containers per Origin 2023




CANADA: MARKET

Containers per Origin 2023





QUALITY STUDIO
service is our business



**Bring quality and transparency
to your supply chain.**

