

AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

SUMMARY

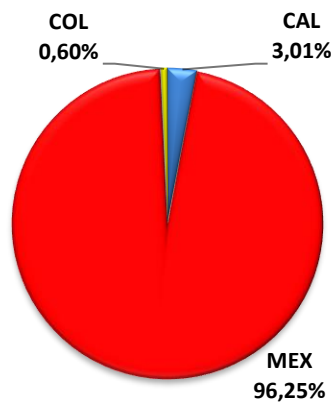
Week 11, 2024

USA

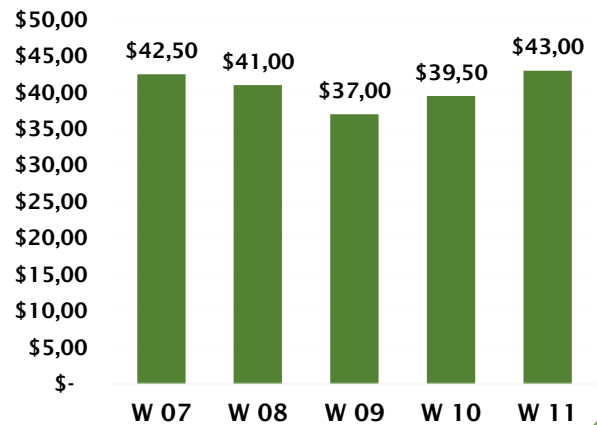
	Week	Lbs
Feb	6	49.321.659
	7	59.830.596
	8	60.805.644
	9	54.276.040
Mar	10	61.807.708
	11	
	12	
	13	

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

Market Week 10



USD x 25 Lb box from Mx #48, Texas

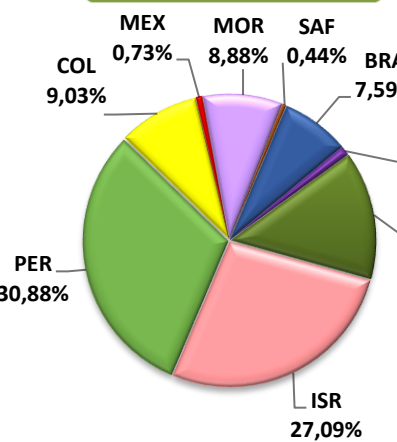


EUROPE

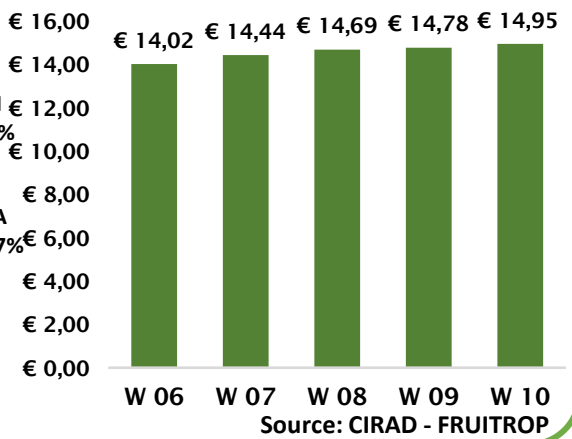
	Week	FCL
Feb	6	539
	7	509
	8	580
	9	570
Mar	10	590
	11	687
	12	
	13	

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

Market Week 11



Euros x 4 Kg box #18



Source: CIRAD - FRUITROP

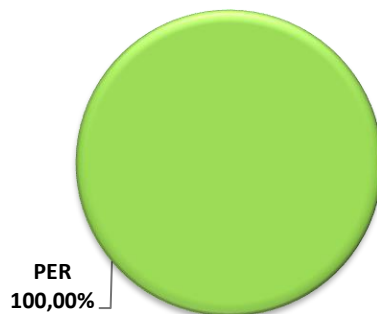
FCL: Fully Container Loaded

CHINA

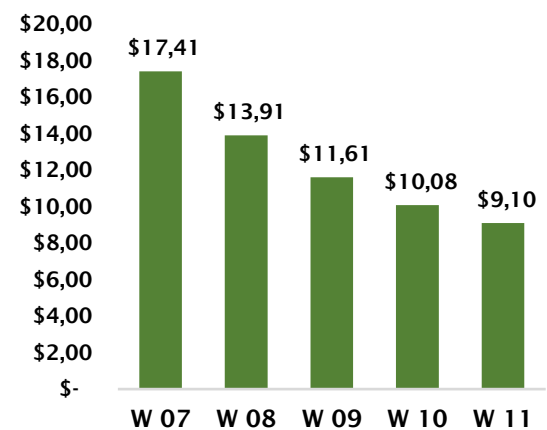
	Week	FCL
Feb	6	44
	7	54
	8	72
	9	68
Mar	10	98
	11	66
	12	
	13	

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

Market Week 11



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



FCL: Fully Container Loaded

EL PARQUE

The best fruit year round



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CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : USA

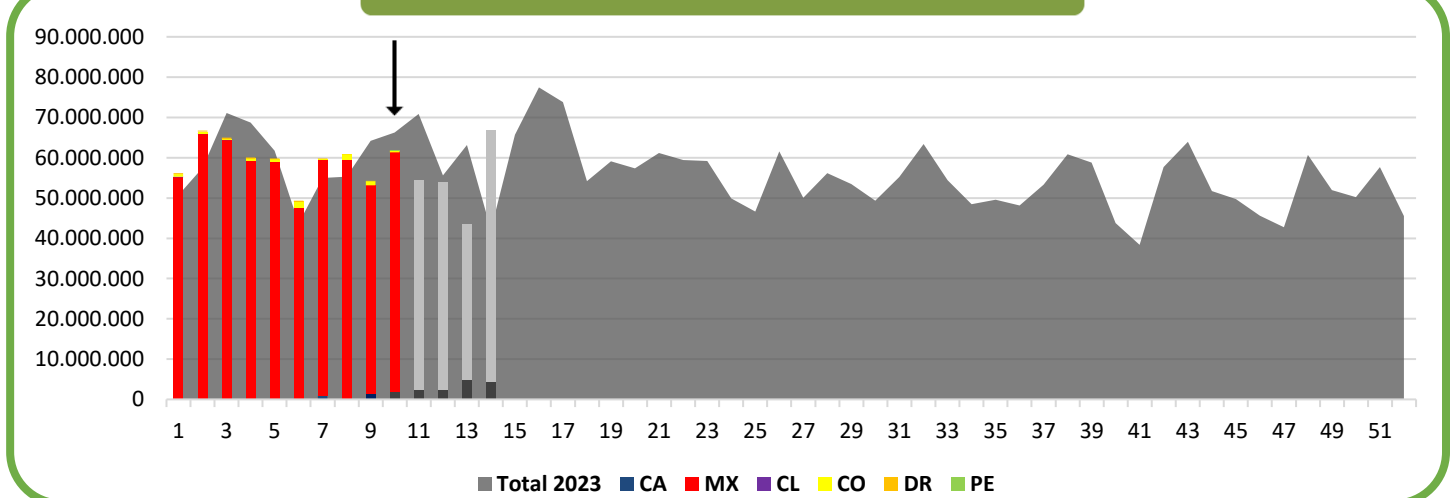
	Arrival Week	California	Mexico	Perú	Chile	Colombia	Dom Rep	Total Estimated Volume (Lb)
JUN	23	10.934.561	41.765.804	5.173.968	0	1.291.448	40.000	59.205.781
	24	12.278.471	30.161.295	6.562.357	0	908.797	0	49.910.920
	25	14.239.754	25.521.974	6.411.025	0	460.000	0	46.632.753
	26	15.269.673	35.576.061	8.815.153	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
	36	1.816.711	37.307.358	8.330.292	0	510.000	170.000	48.134.361
SEPT	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
	45	0	49.304.117	0	410.977	50.000	0	49.765.094
NOV	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	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
	13	5.000.000	38.500.000	0	0	0	0	43.500.000
APR	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
	17	9.500.000	41.000.000	0	0	0	0	50.500.000
MAY	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 10





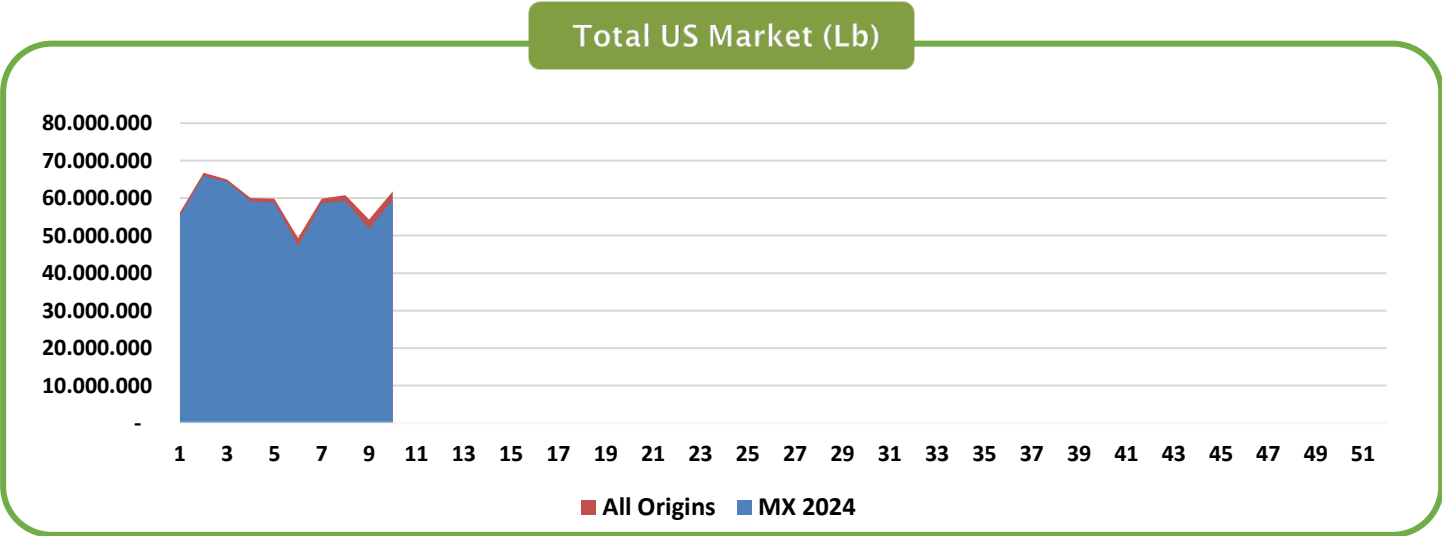
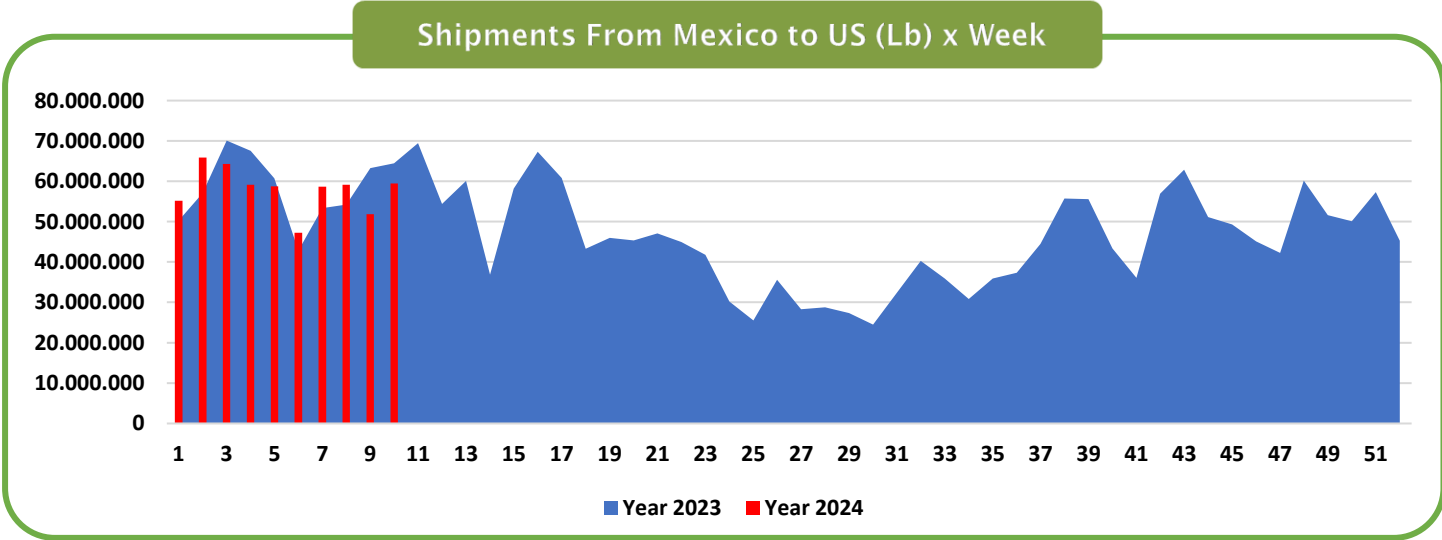
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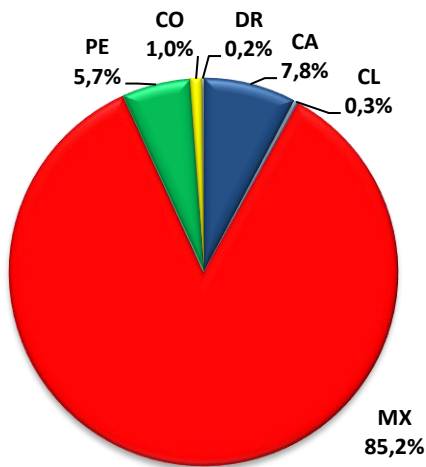
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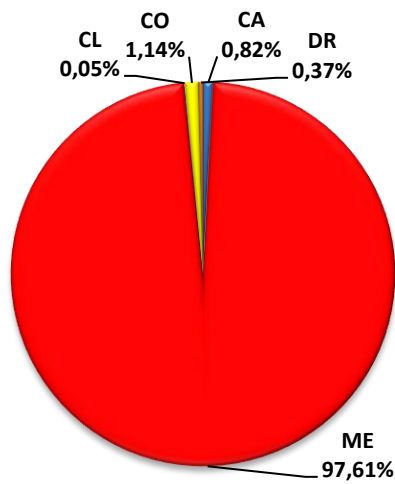
AVOCADO MARKET : USA Pag 2



USA 2023 (Week 1 - 52)



USA 2024 (Week 1 - 10)



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service is our business

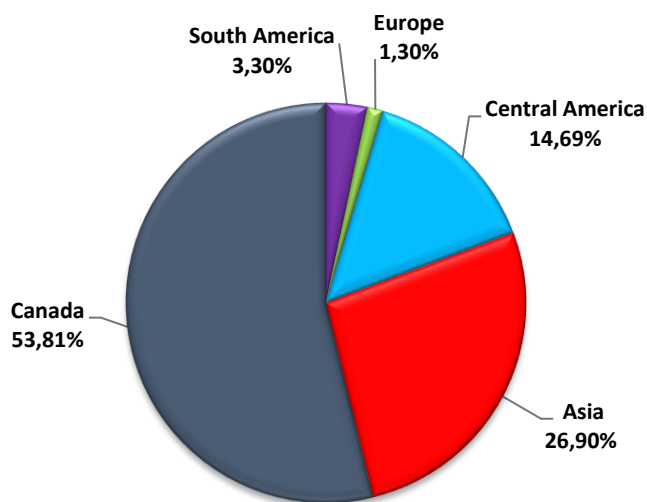
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AVOCADO MARKET : MEXICO TO USA

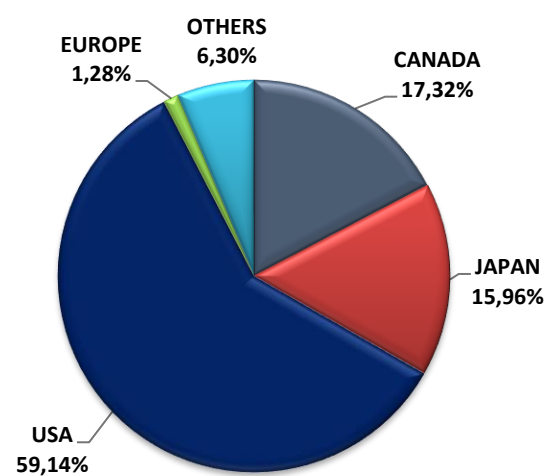
Description	Michoacán		Jalisco	
	Harvest	Shipment	Harvest	Shipment
Projection 2023-2024	1.159.227	996.935	146.774	118.887
YTD Week 10	789.098	690.851	106.760	84.220
Balance	370.129	306.084	40.014	34.667
AVG weekly balance	23.133	19.130	2.501	2.167
Weeks passed		36		36
Weeks remaining		16		16

Source: APEAM

Michoacan Other Markets (Week 1 - 10)



Jalisco All Markets (Week 1 - 8)



El mejor mercado para hacer crecer tu negocio.

Quiero exponer



16-18 Abr



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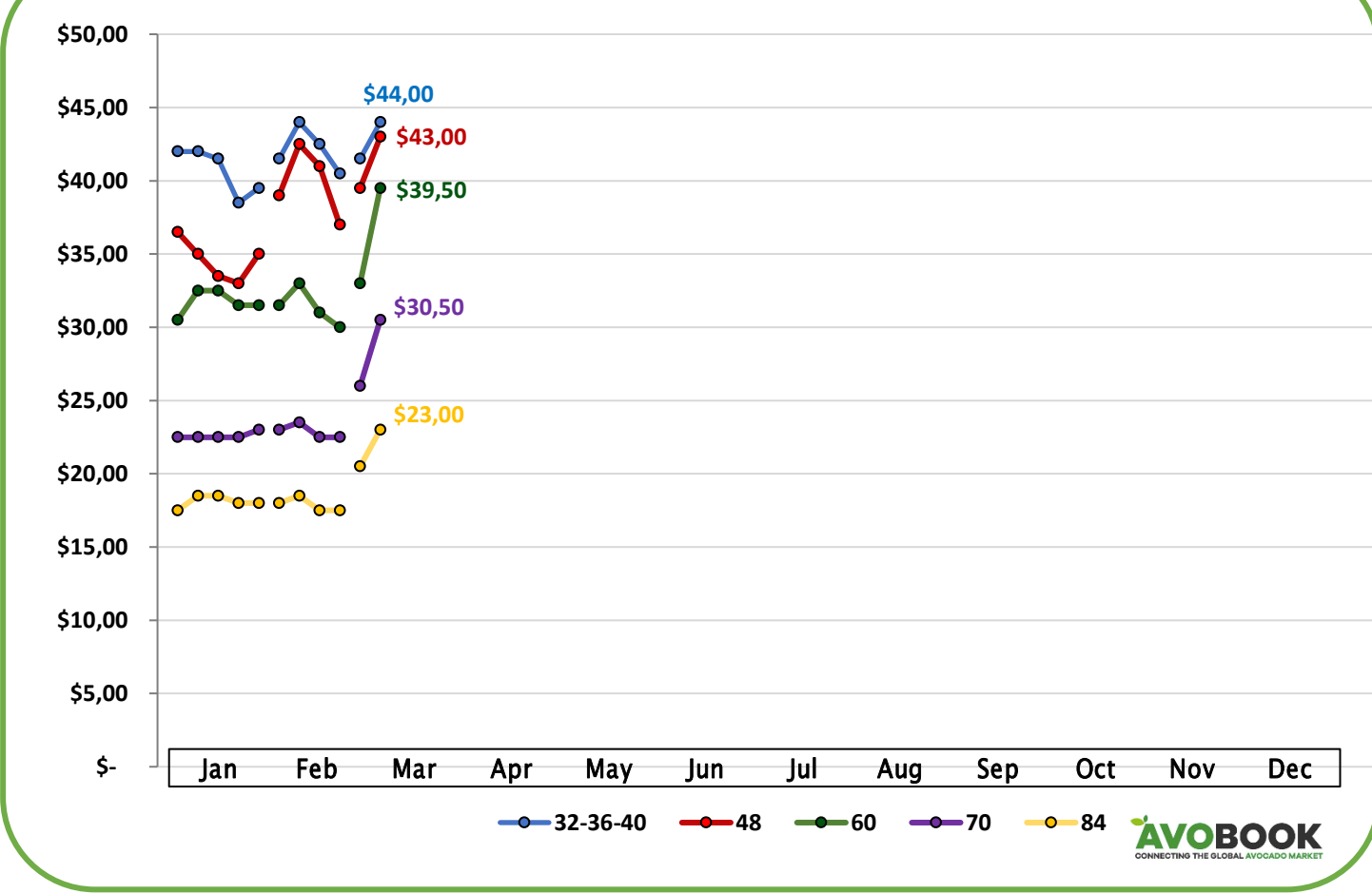
AVOCADO MARKET : USA Pag 4

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
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
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	490.600	50.600	64.026.600	0	0	770.000	65.337.800	50.457.000	53.598.600	-5,9
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
10	103.400	1.944.800	48.875.200	0	0	462.000	51.385.400	53.413.800	55.943.800	-4,5
11							0			
12							0			
13							0			

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)



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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	137	474
	2	4	119	17	62		69			149	146	566
	3	0	113	7	80		70			147	146	563
	4	6	137	3	44		53			138	154	535
	5	6	149	7	56		5			125	157	505
FEB	6	15	157	6	38		23			151	149	539
	7	27	166	3	56		22			123	112	509
	8	48	116	5	38		9			174	190	580
	9	90	90	2	38		16	3		157	174	570
MAR	10	127	76	3	61	3	23	9		88	200	590
	11	212	62	5	61	3	7	52		98	186	687
	12	275	42	5	37	15	5	62	15	100	169	726
APR	13	327	33	5	24	93		73	25	102	163	845
	14	250	70	5	24	230		67	25	107	154	932
	15	250	100	5	24	230		67	40	59	131	906
	16	250	100	5	21	221		81	40	68	69	855
	17	300	100	5	10	223		88	80	31	9	846
	18	400	100			179		93	80	19		871
	19	550	100			155		65	80	13		963
MAY	20	700	100			89		53	80	3		1025
	21	700	100			84		28	80			992
	22	700	100			80		14	80			974
	23	700	40			78		13	80			911
JUN	24	700	40			74		10	80			904
	25	700	40			59		10	80			889
	26	700	40			57		2	80			879
	27	700	40			51		0	80			871
JUL	28	700	40			50		0	125			915
	29	700	40			52		0	125			917
	30	700	40			29		0	125			894
	31	700	40			29		0	125			894
	32	700	40			32		2	125			899
AUG	33	700	40			37		2	125			904
	34	700	40			45		2	125			912
	35	650	40			55	10	2	125			882
	36	550	40			62	10	2	125			789
SEP	37	450	40			61	10	2	125			688
	38	400	40			64	20	2	80			606
	39	250	40			65	30	2	60			447
	40	120	40	20		55	80	2	40			357
OCT	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
	44	10	80	40	10	36	320			20	80	596
	45	5	120	40	15	34	330			30	100	674
NOV	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
	49	0	150	60	100	6	180			60	120	676
DEC	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

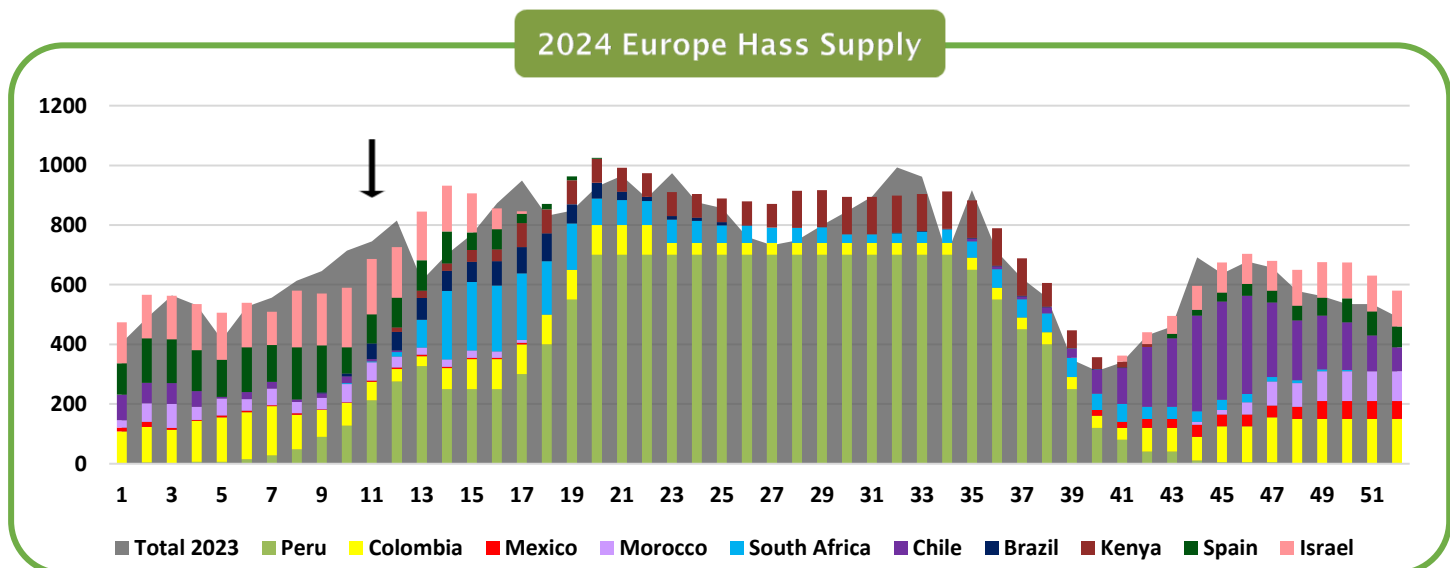
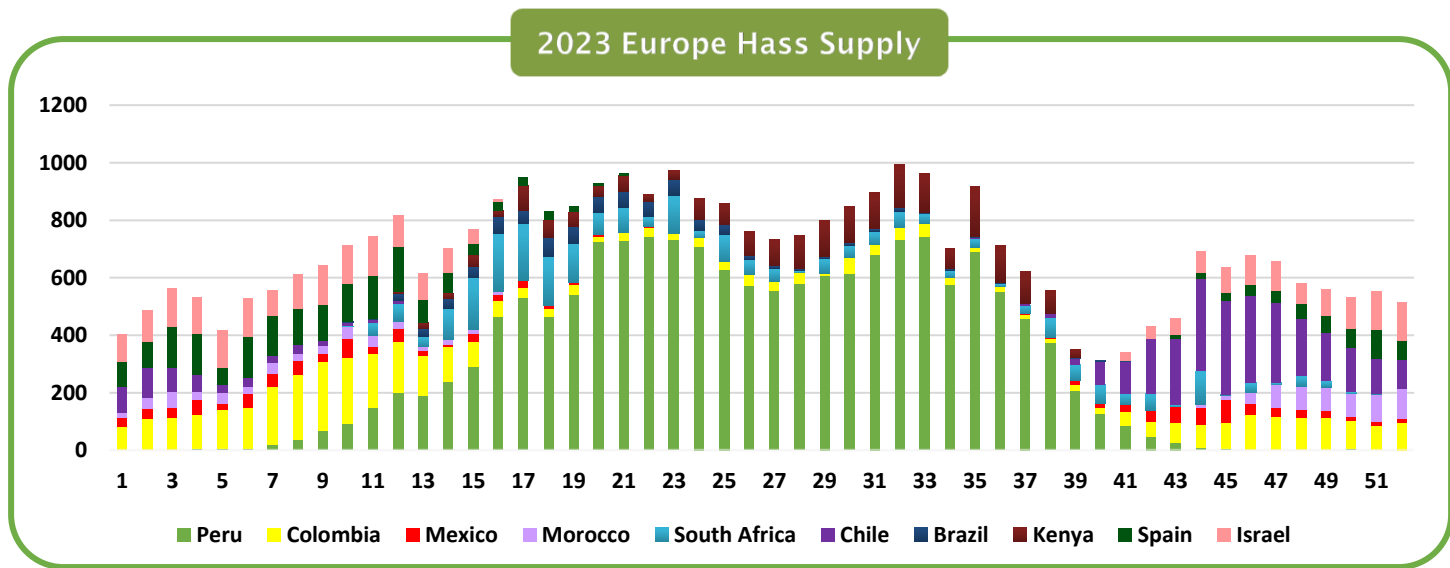
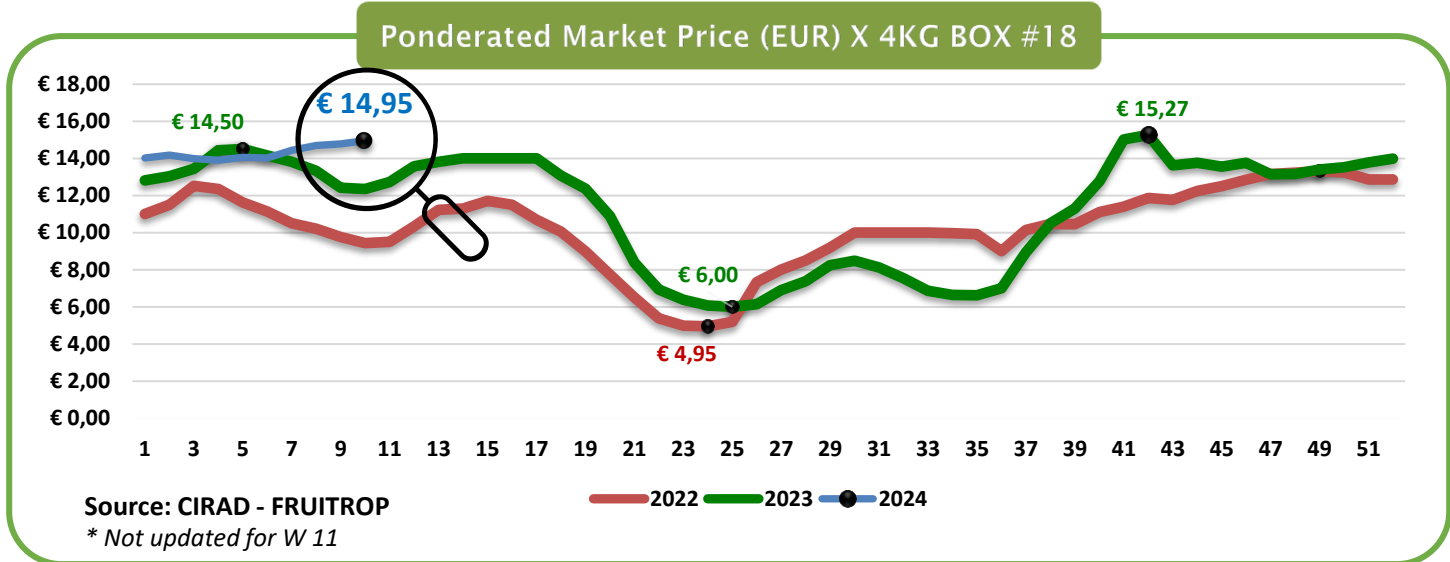


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AVOCADO MARKET : EUROPE





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AVOCADO MARKET : CHINA

CONTAINERS ARRIVED BY ORIGIN

Week of Sales	Peru	Mexico	Chile	Colombia	Kenya	Philippines	New Zeland	Total Estimated Volume
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	31							31
15								0
16								0
17								0
18								0
19								0
20								0
21								0
22								0



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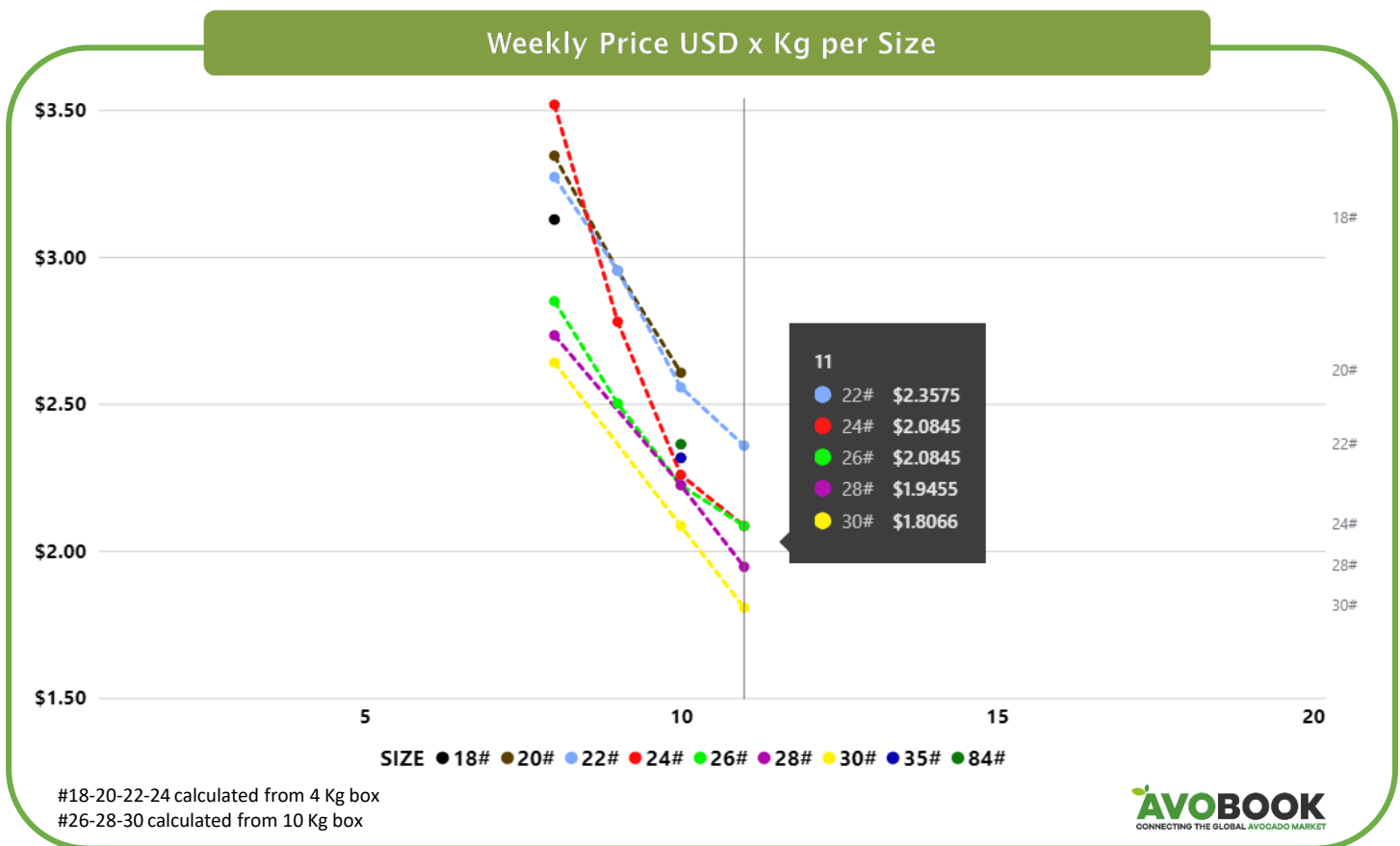
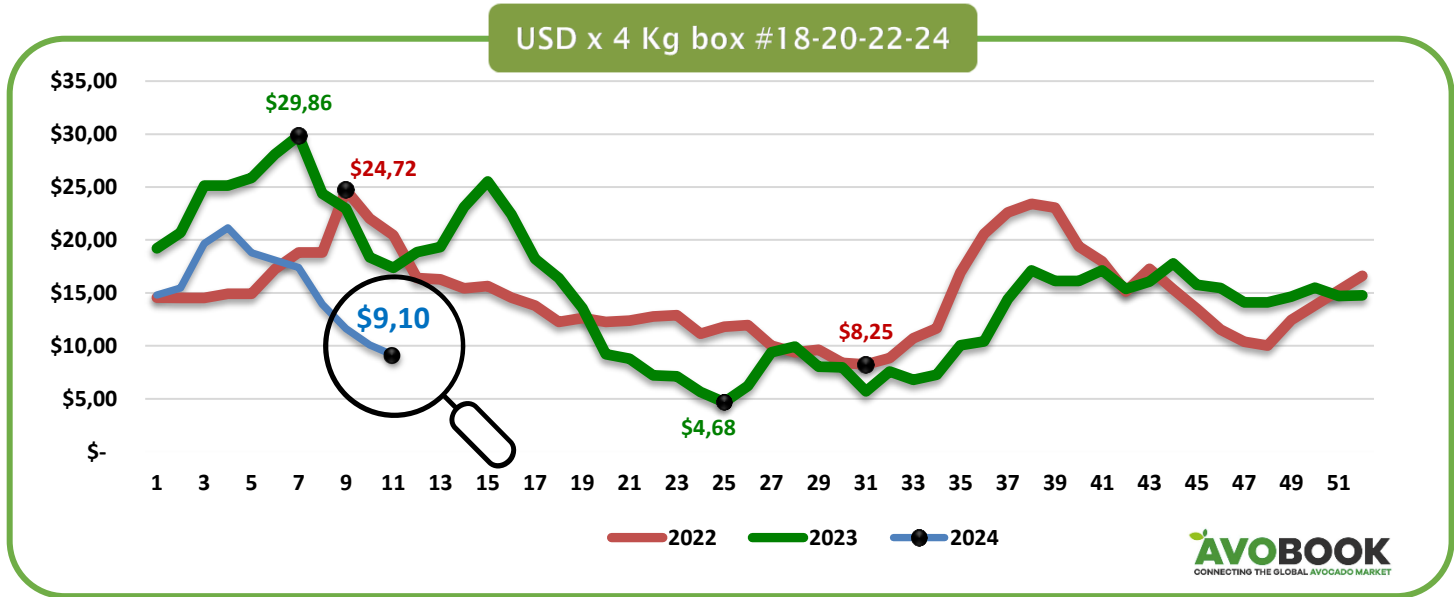
16-18
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CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : CHINA

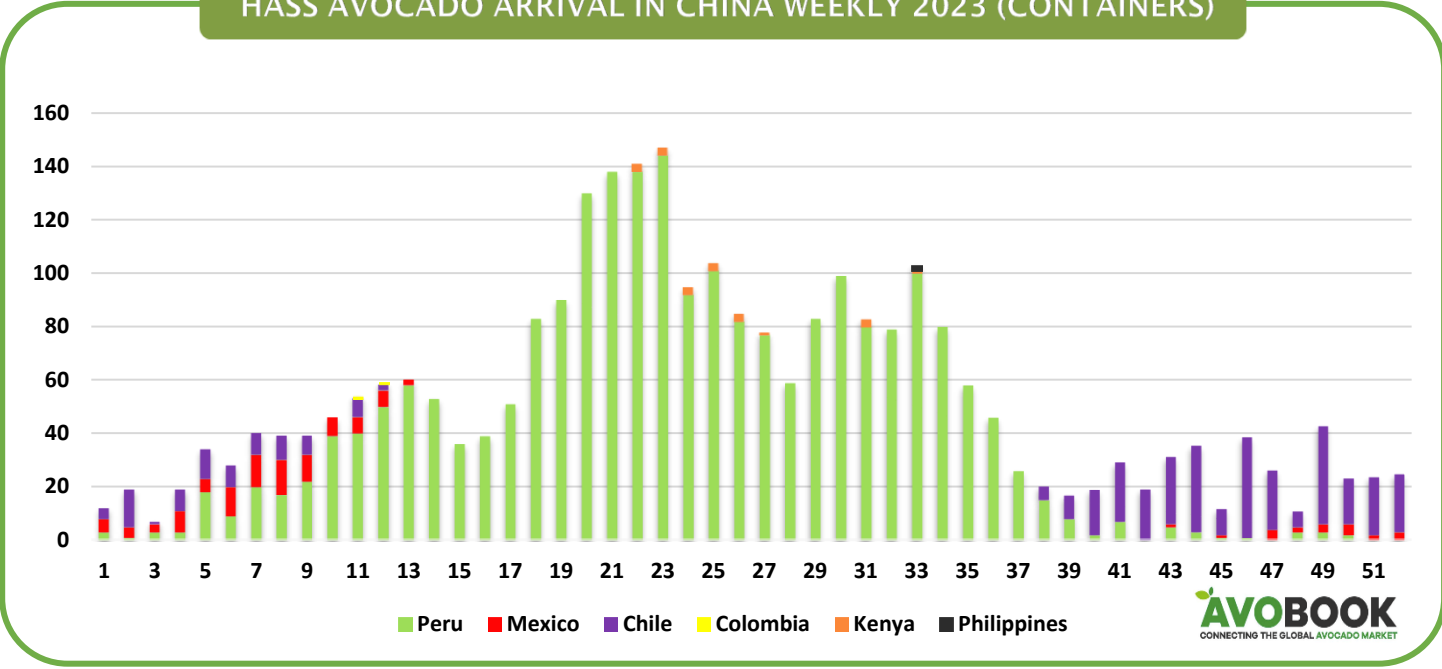


EL PARQUE

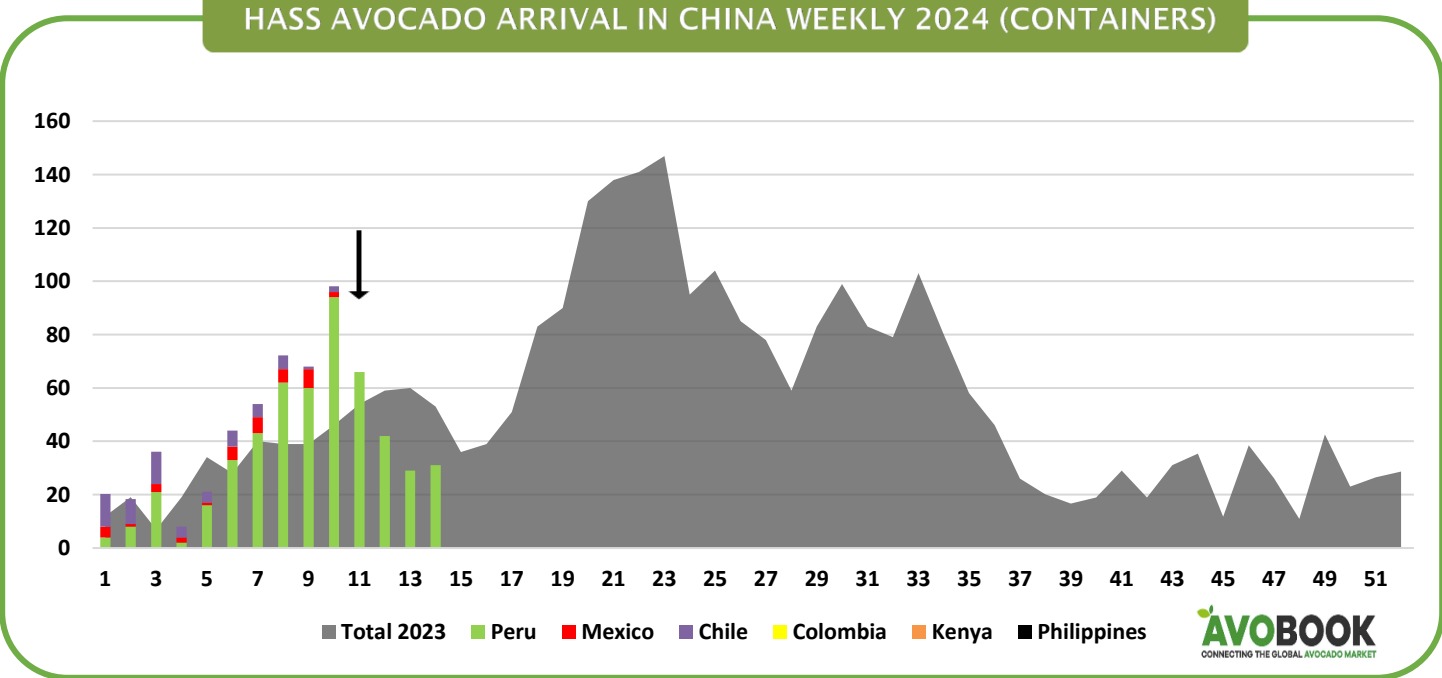
The best fruit year round

AVOCADO MARKET : CHINA Pag 9

HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2023 (CONTAINERS)



HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2024 (CONTAINERS)

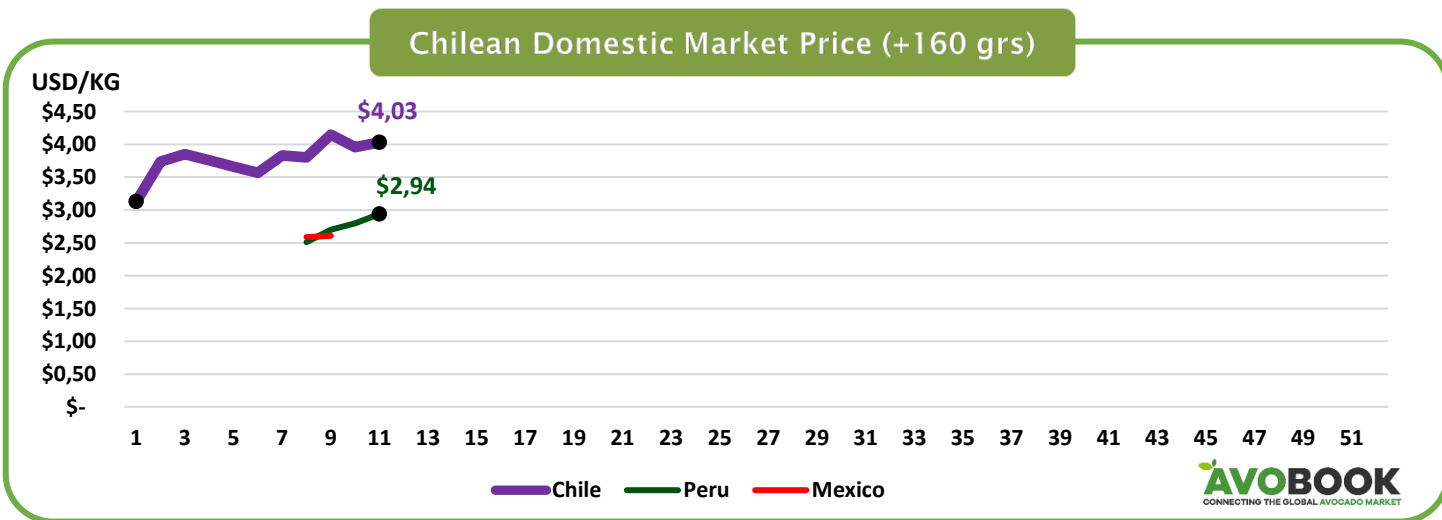
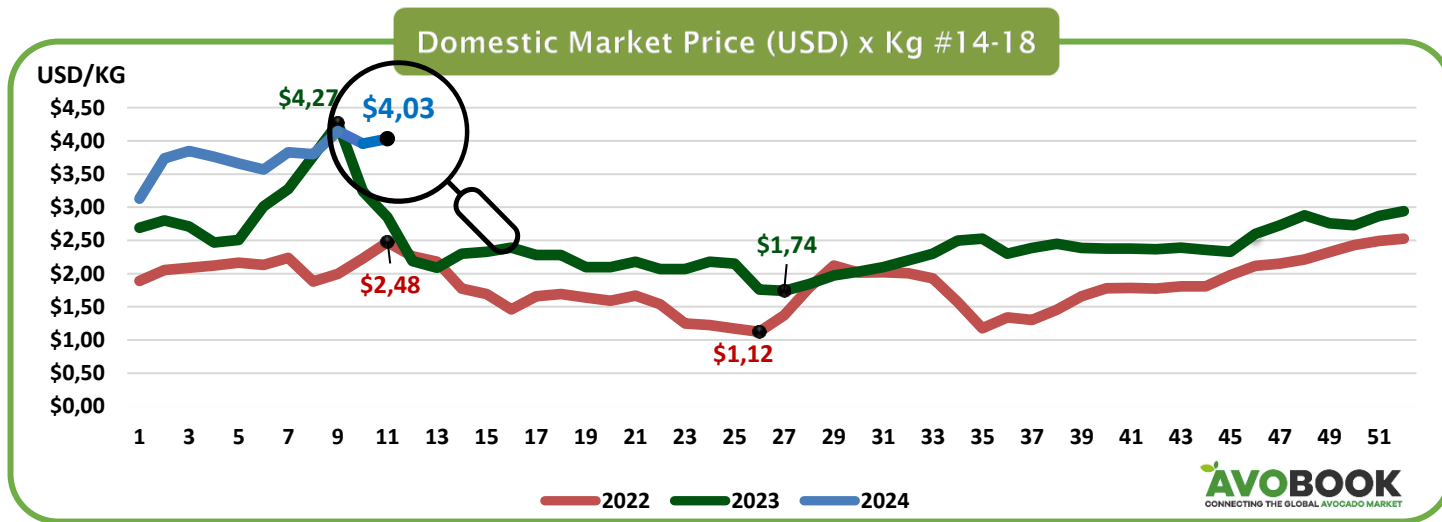
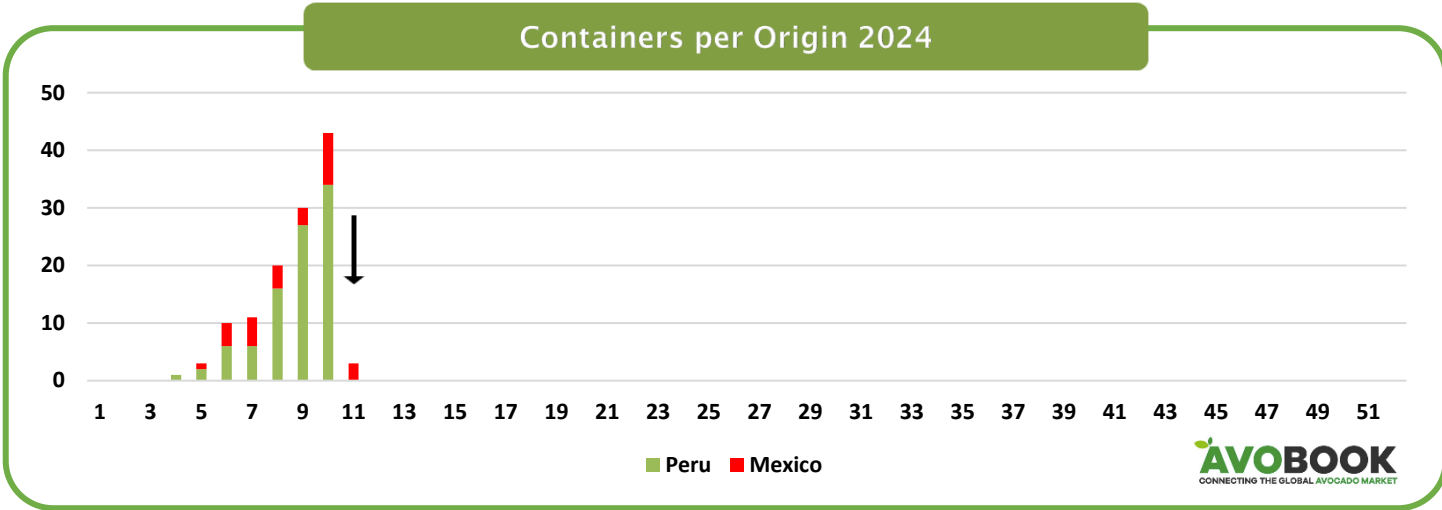


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CHILE: MARKET Pag 10

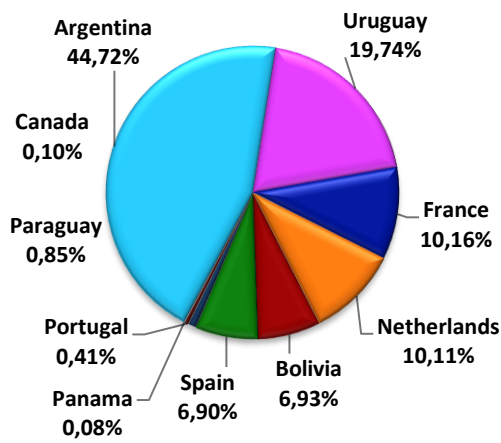


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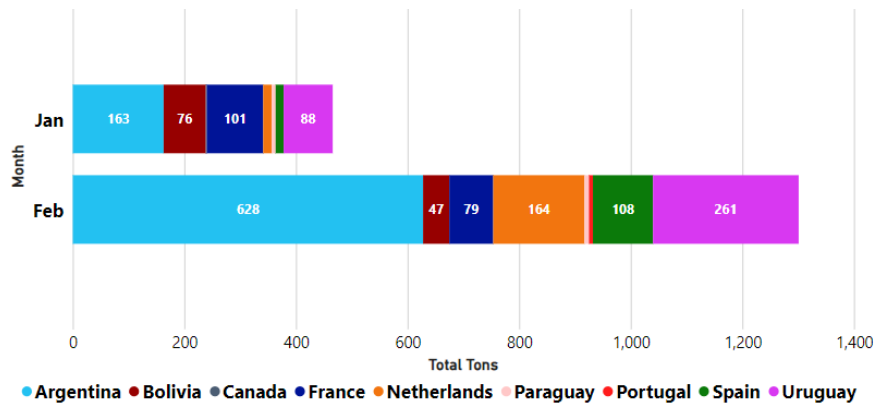
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BRAZIL: EXPORTS Pag 11

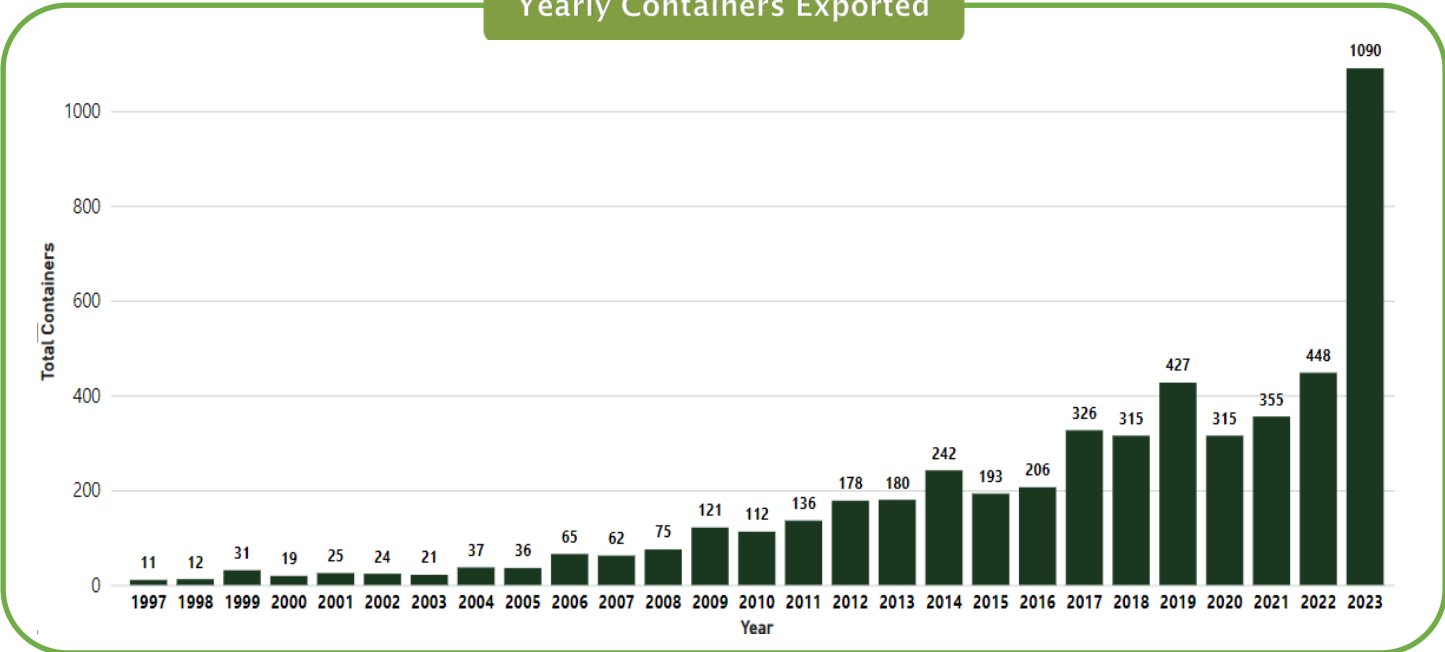
Market Share (Week 1 - 9)



Total Tons per Month 2024



Yearly Containers Exported





El mejor mercado para hacer crecer tu negocio.

Quiero exponer



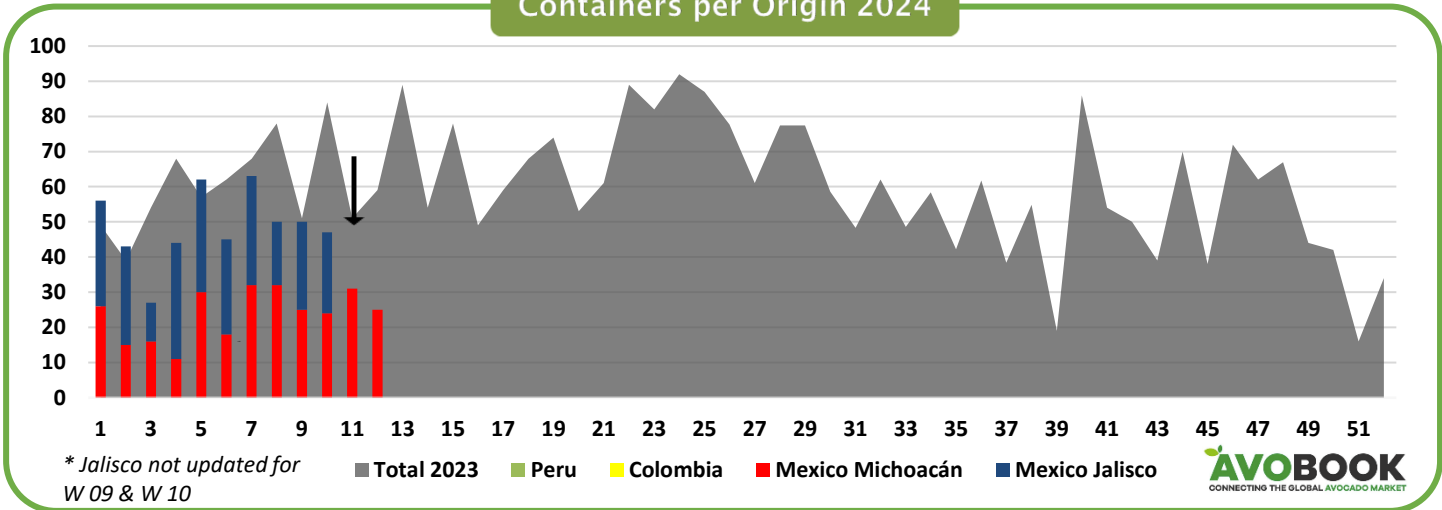
16-18 Abr




JAPAN: MARKET

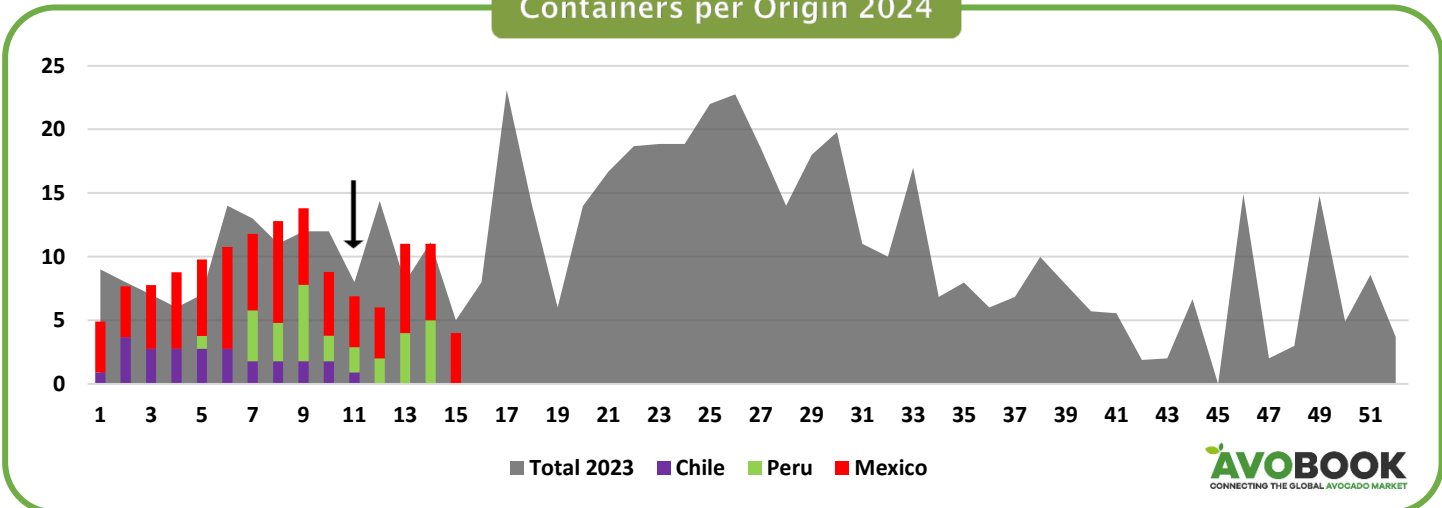
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Containers per Origin 2024



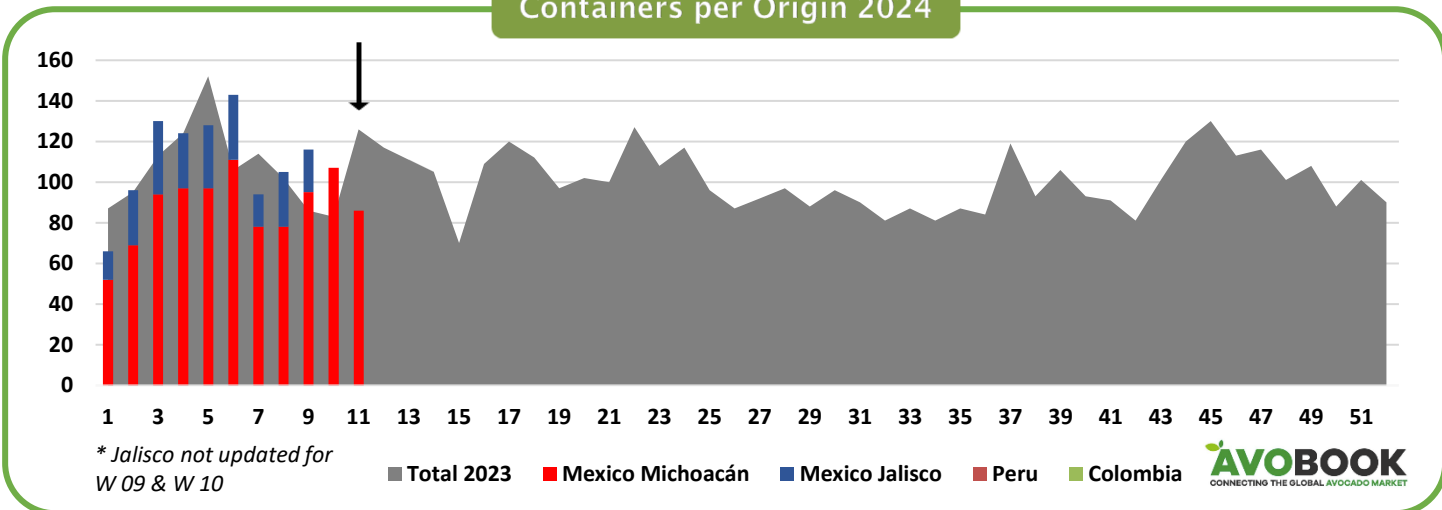
KOREA: MARKET

Containers per Origin 2024



CANADA: MARKET

Containers per Origin 2024



EL PARQUE

The best fruit year round