

AVOBOOK

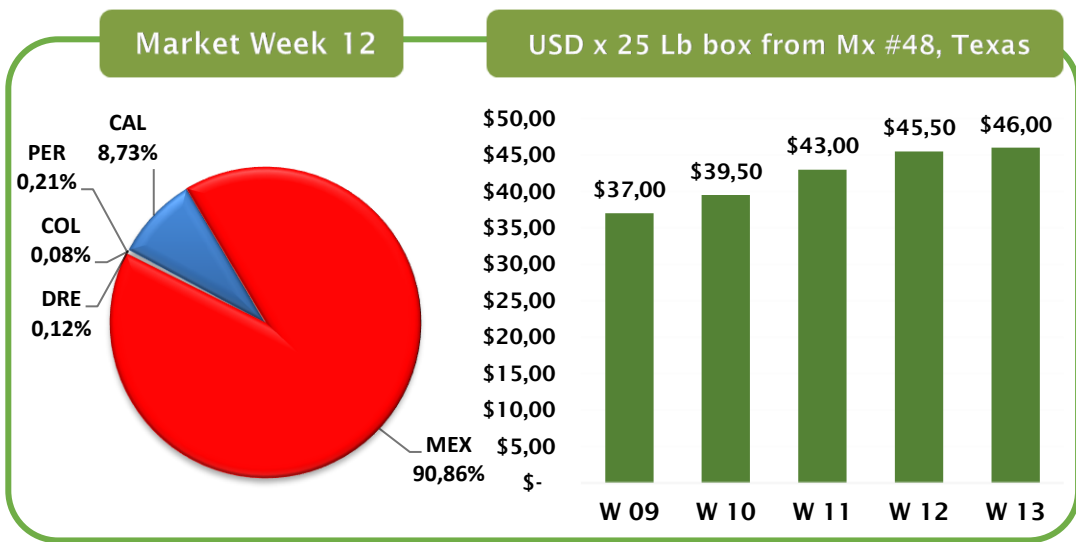
CONNECTING THE GLOBAL AVOCADO MARKET

SUMMARY Week 13, 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	68.771.716
	12	65.141.462
	13	

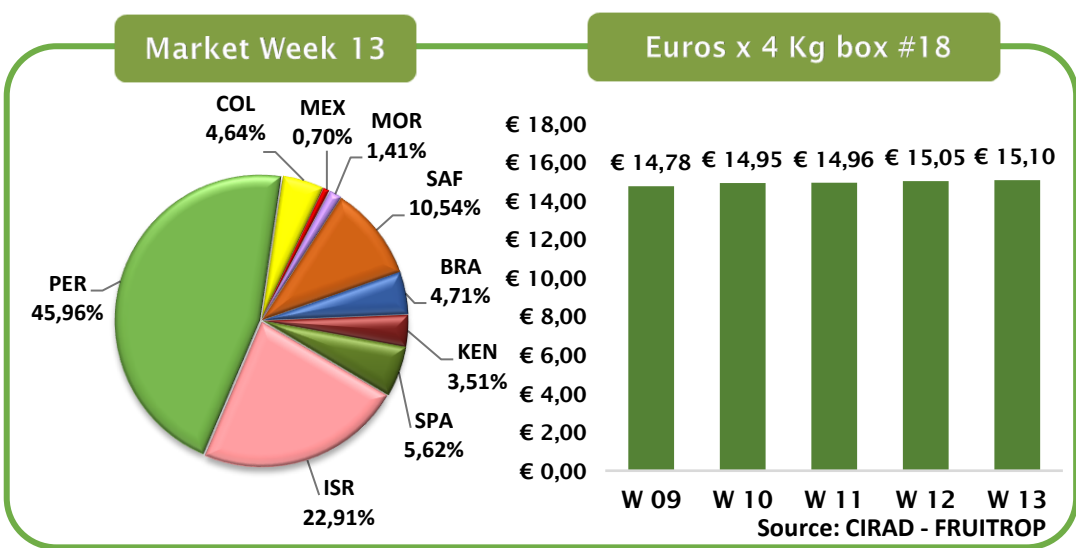
- Less than 55 MM
- Between 55 & 65 MM
- More than 65 MM



EUROPE

	Week	FCL
Feb	6	539
	7	509
	8	580
	9	574
Mar	10	583
	11	671
	12	677
	13	712

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

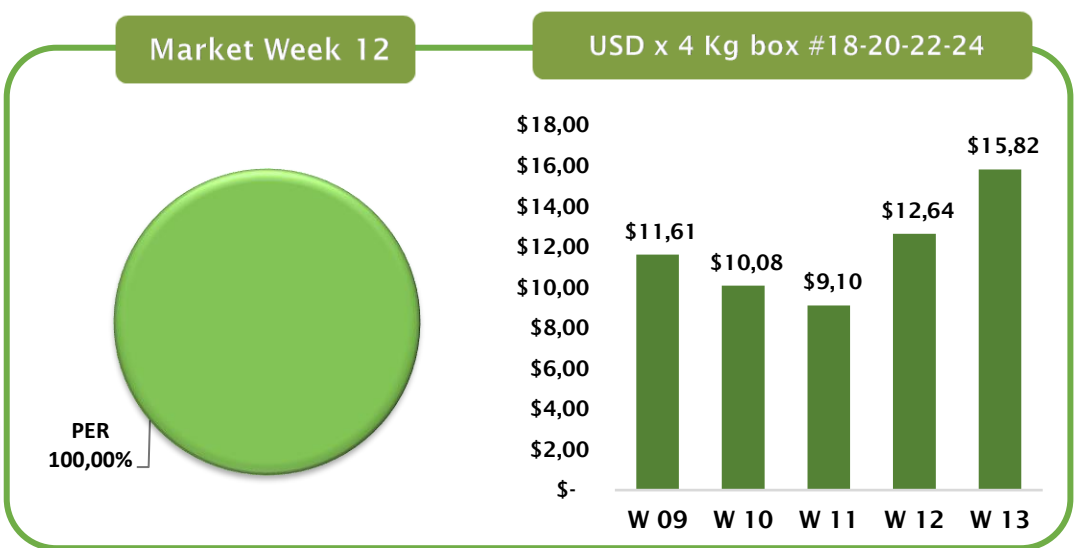


FCL: Fully Container Loaded

CHINA

	Week	FCL
Feb	6	44
	7	54
	8	72
	9	68
Mar	10	98
	11	66
	12	42
	13	29

- 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

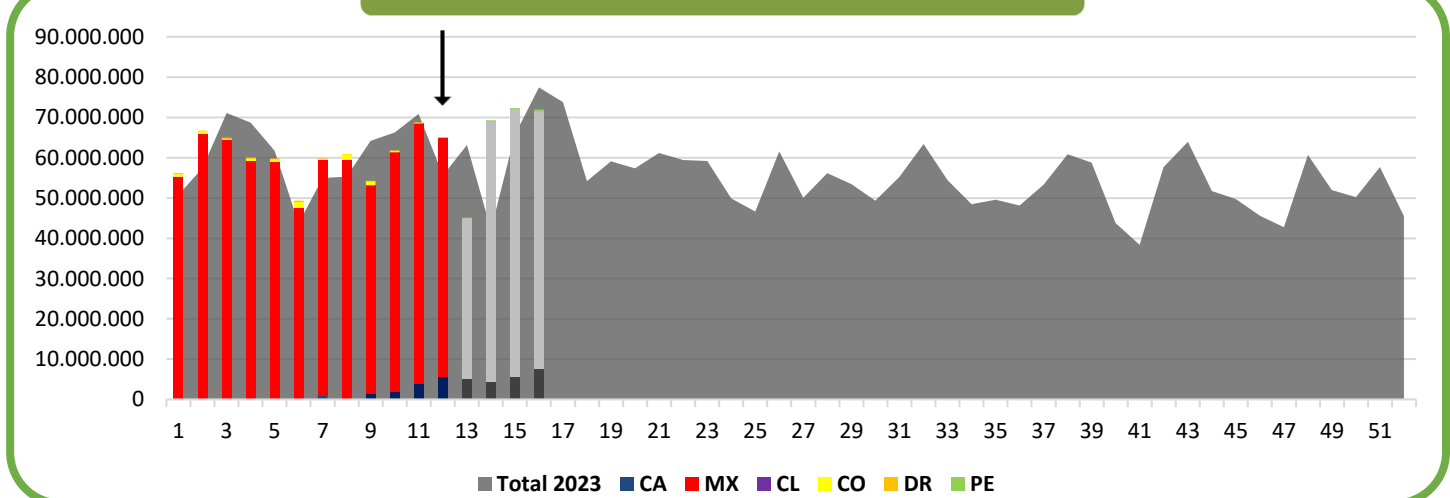
	Arrival Week	California	Mexico	Perú	Chile	Colombia	Dom Rep	Total Estimated Volume (Lb)
JUL	27	11.692.051	28.284.400	9.705.560	0	340.000	0	50.022.011
	28	15.539.883	28.741.114	10.514.172	0	1.180.000	170.000	56.145.169
	29	11.230.357	27.335.911	11.842.160	0	2.510.000	520.000	53.438.428
	30	9.845.532	24.473.276	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	1.016.374	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
APR	13	5.000.000	40.000.000	140.000	0	0	0	45.140.000
	14	4.500.000	64.500.000	250.000	0	0	0	69.250.000
	15	5.500.000	66.500.000	300.000	0	0	0	72.300.000
	16	7.500.000	64.000.000	500.000	0	0	0	72.000.000
	17	9.500.000	46.500.000	700.000	0	0	0	56.700.000
MAY	18	11.000.000	47.250.000	1.500.000	0	0	0	59.750.000
	19	11.250.000	48.000.000	1.500.000	0	0	0	60.750.000
	20	10.000.000	45.750.000	2.000.000	0	0	0	57.750.000
	21	10.000.000	38.500.000	2.500.000	0	0	0	51.000.000
	22	11.500.000	36.500.000	4.250.000	0	0	0	52.250.000
JUN	23	11.500.000	37.250.000	6.000.000	0	0	0	54.750.000
	24	11.500.000	36.750.000	7.500.000	0	0	0	55.750.000
	25	12.000.000	34.500.000	9.000.000	0	0	0	55.500.000

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

US Market Share Week 12



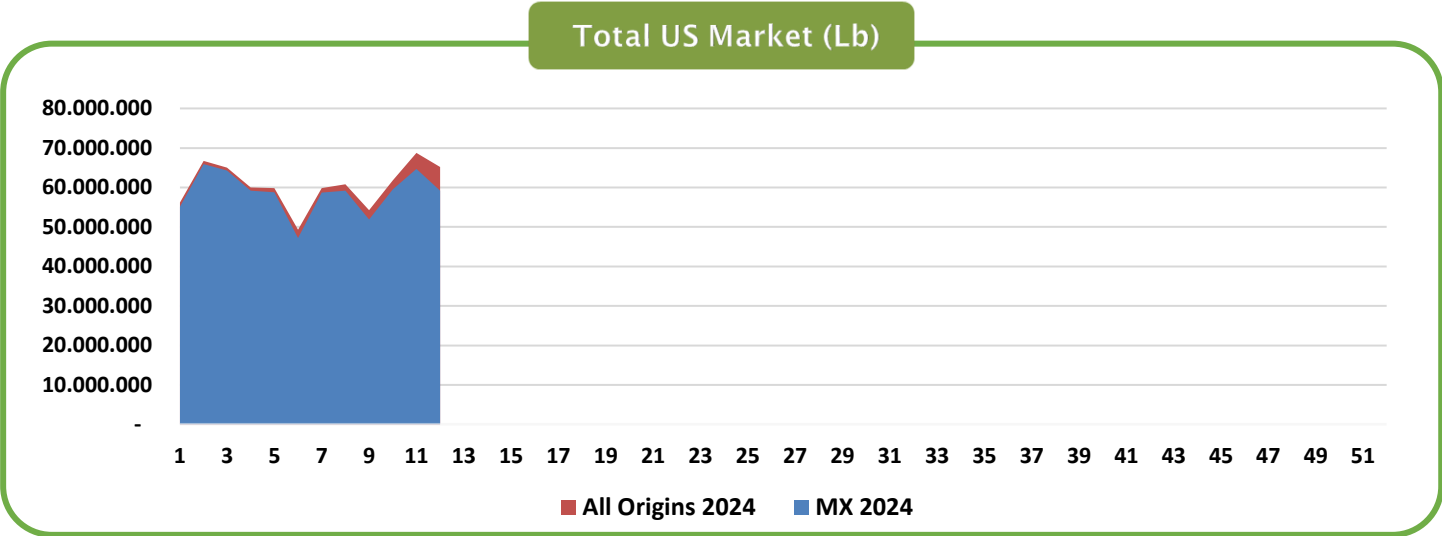
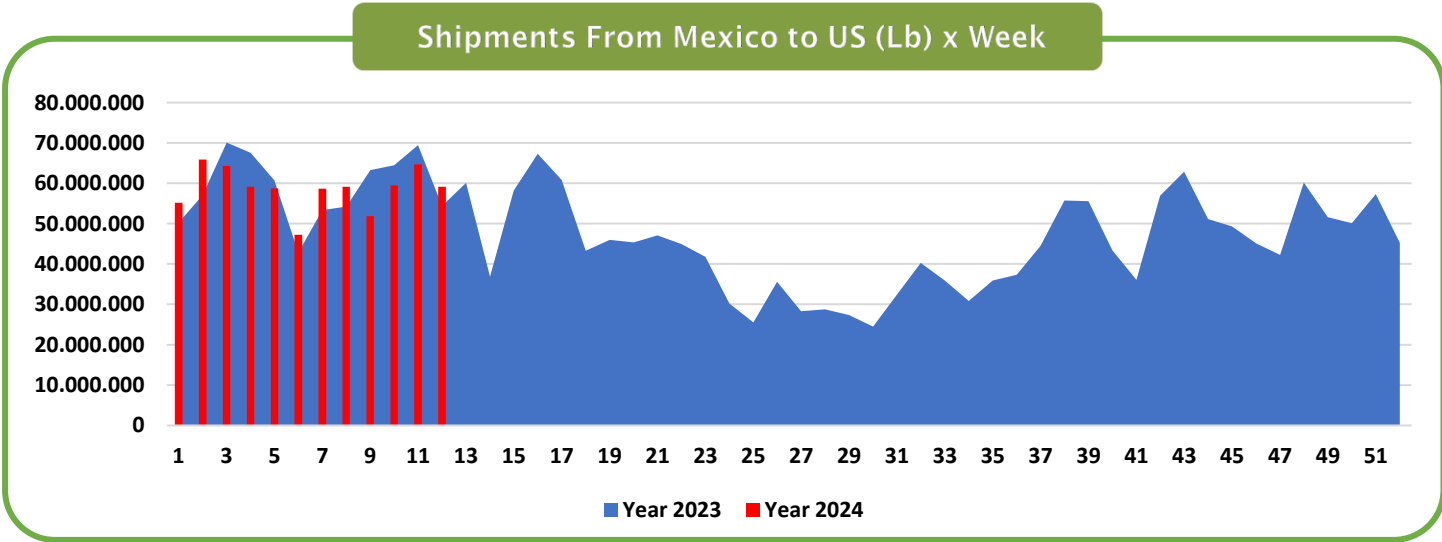
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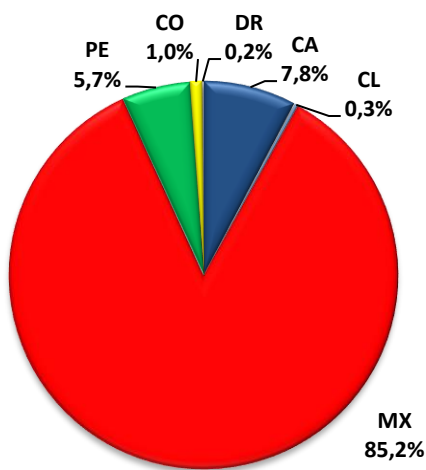
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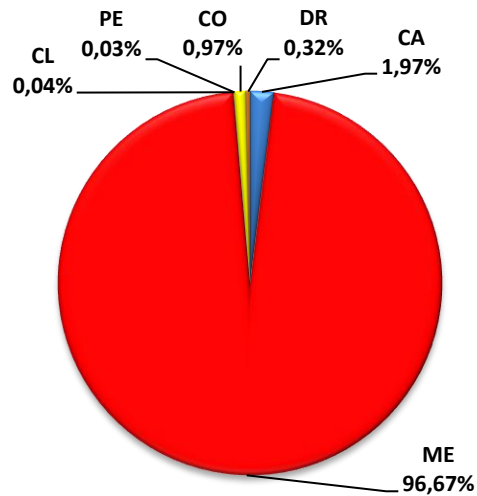
AVOCADO MARKET : USA Pag 2



USA 2023 (Week 1 - 52)



USA 2024 (Week 1 - 12)





El mejor mercado para hacer crecer tu negocio.

Quiero exponer



16-18 Abr

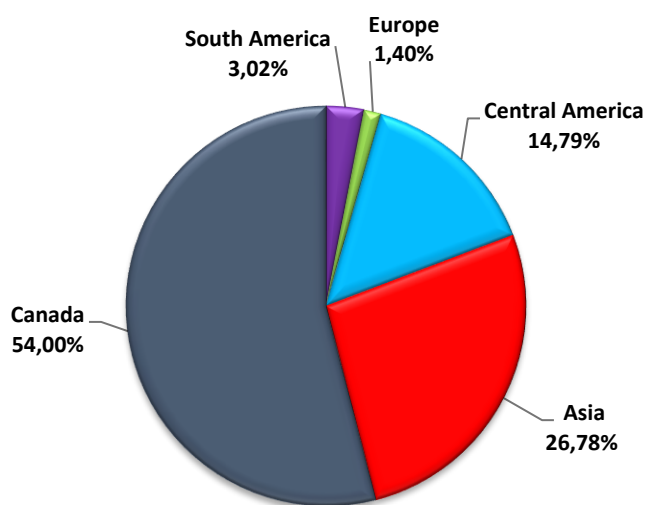


AVOCADO MARKET : MEXICO TO USA

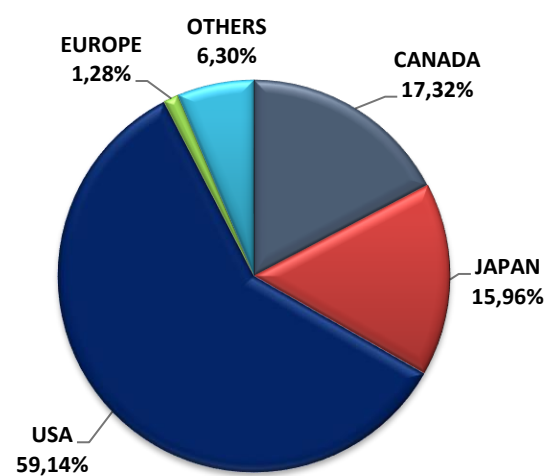
Description	Michoacán		Jalisco	
	Harvest	Shipment	Harvest	Shipment
Projection 2023-2024	1.159.227	996.935	146.774	118.887
YTD Week 12	852.029	743.102	112.182	88.215
Balance	307.198	253.833	34.592	30.672
AVG weekly balance	21.943	18.131	2.471	2.191
Weeks passed		38		38
Weeks remaining		14		14

Source: APEAM

Michoacan Other Markets (Week 1 - 11)



Jalisco All Markets (Week 1 - 8)

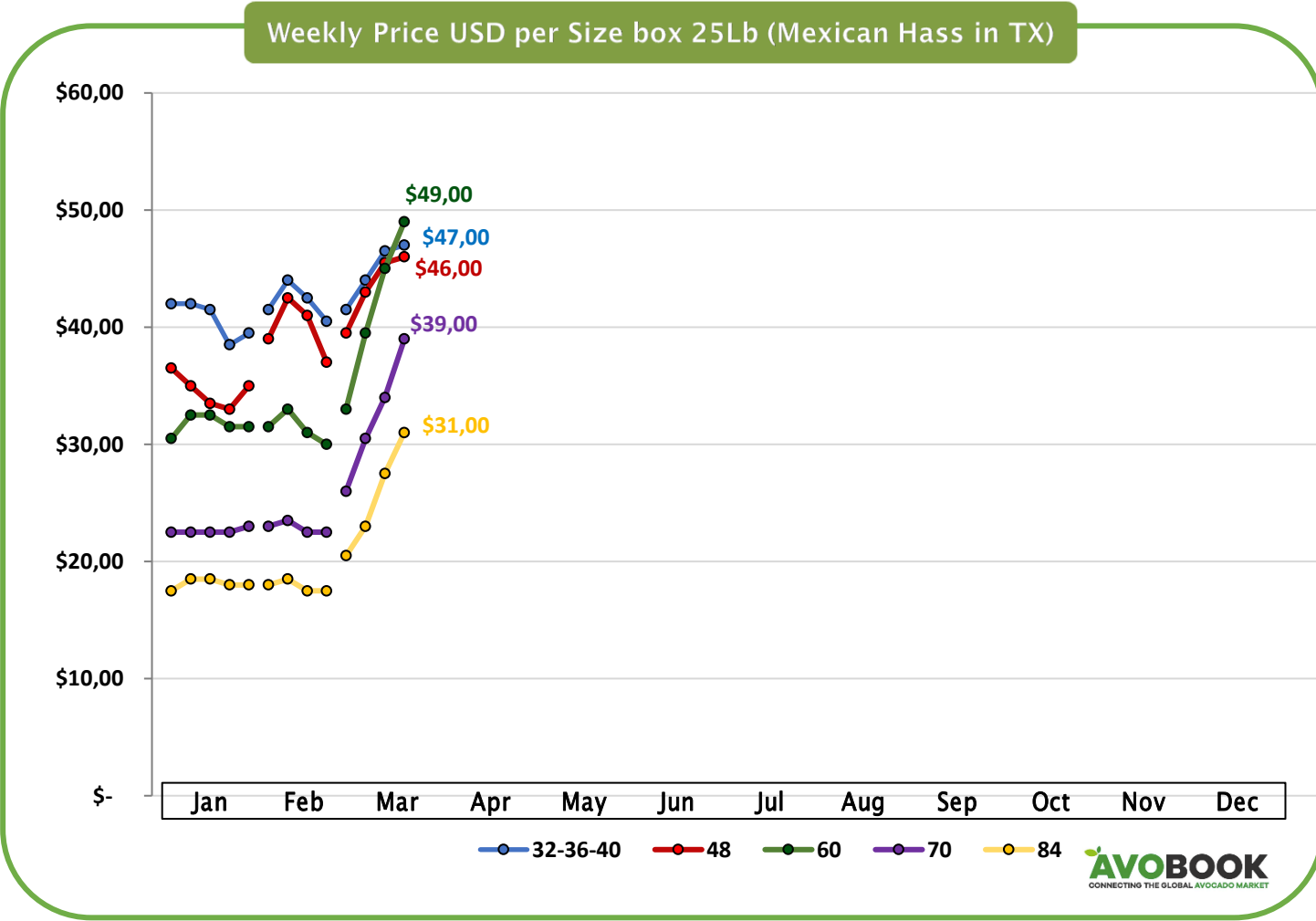


AVOCADO MARKET : USA Pag 4

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	
D E C	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
J A N	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
F E B	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
M A R	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	72.600	3.405.600	49.530.800	143.000	0	162.800	53.314.800	53.939.600	54.093.600	-0,3
	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
	13							0			

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



Protecting Exporters in Europe

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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
MAR	9	90	90	2	38	4	16	3		157	174	574
	10	127	76	3	61	3	23	2		88	200	583
	11	212	62	5	61	3	7	10		98	212	671
MAR	12	275	42	4	37	15	5	20	15	60	203	677
	13	327	33	2	10	75		34	25	40	163	709
APR	14	408	49	4	10	184		63	25	40	154	937
	15	410	48	5	5	210		73	40	20	131	942
	16	249	35	5	5	196		90	40	20	69	709
	17	304	39	5	5	238		92	80	20	9	792
	18	370	80			214		96	80	20		860
MAY	19	417	80			155		76	80	10		818
	20	521	80			89		45	80			815
	21	494	80			84		19	80			757
	22	483	100			80		12	80			755
JUN	23	499	40			78		12	80			709
	24	428	40			74		8	80			630
	25	469	40			59		8	80			656
	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
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
	44	10	80	40	10	36	320			20	80	596
NOV	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



El mejor mercado para hacer crecer tu negocio.

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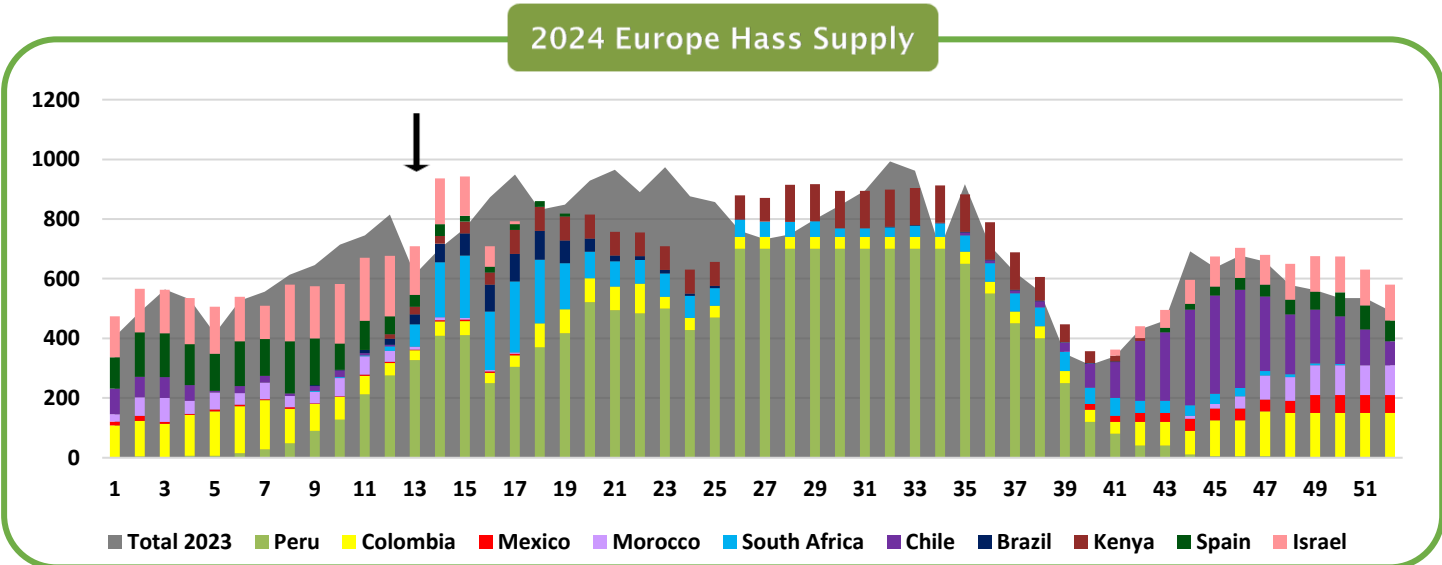
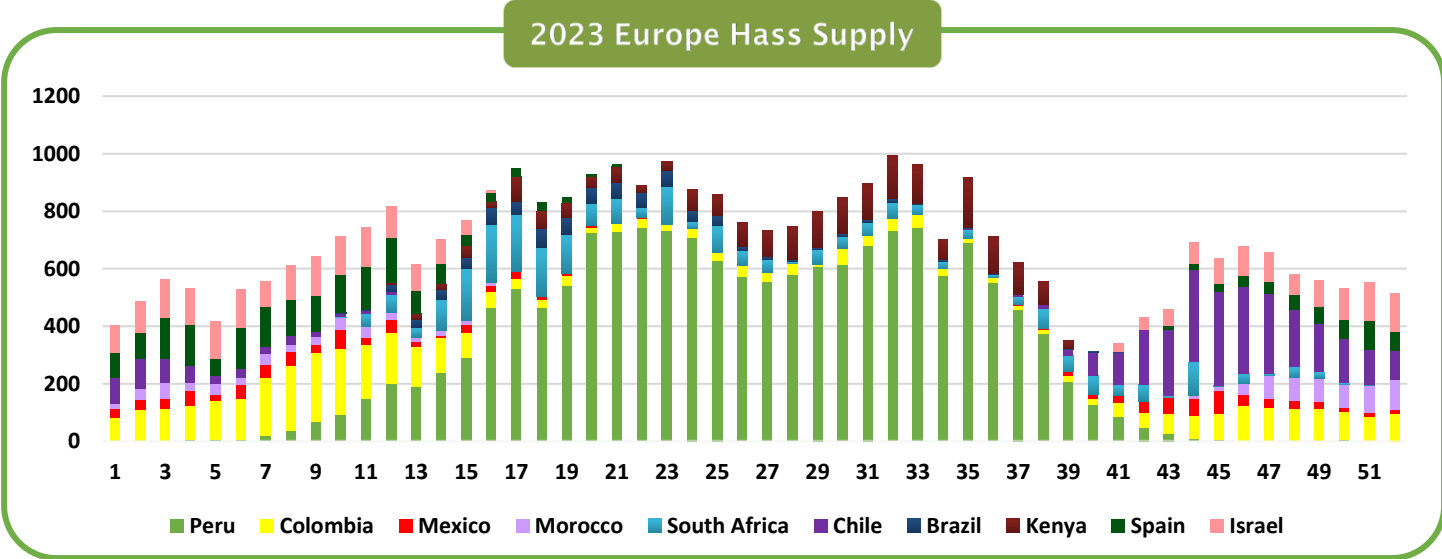
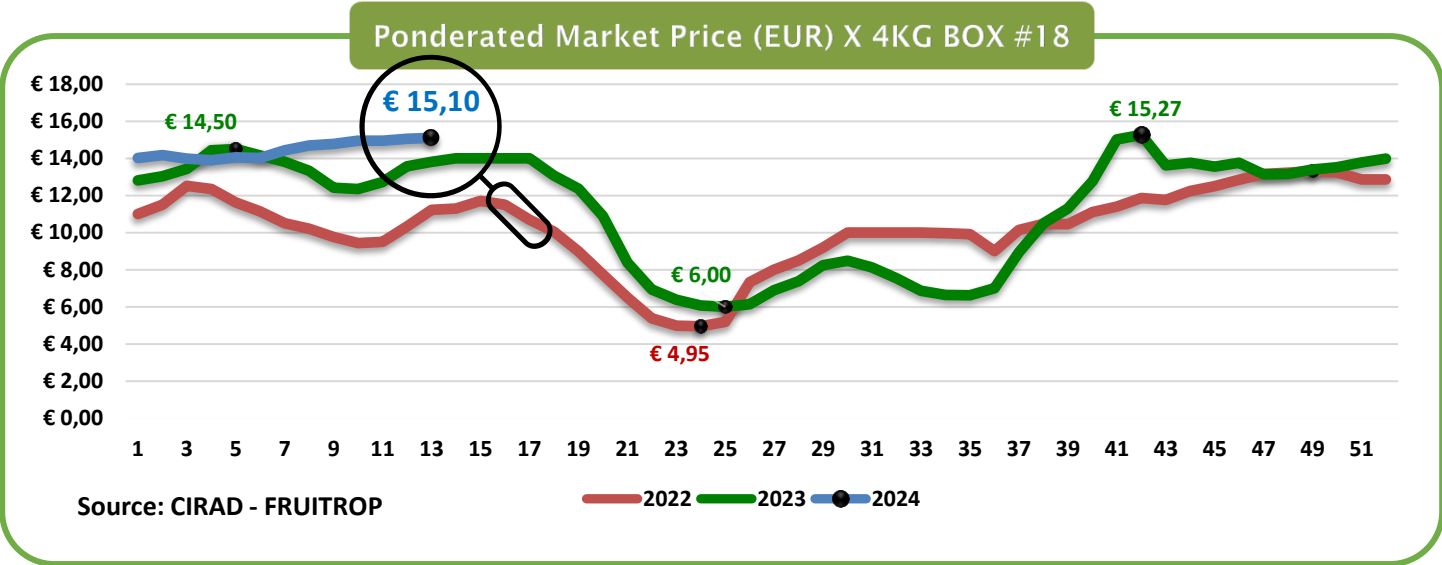
16-18
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CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : EUROPE Pag 6



EL PARQUE

The best fruit year round

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	38							38
17								0
18								0
19								0
20								0
21								0
22								0
23								0
24								0
25								0
26								0



SAFTA

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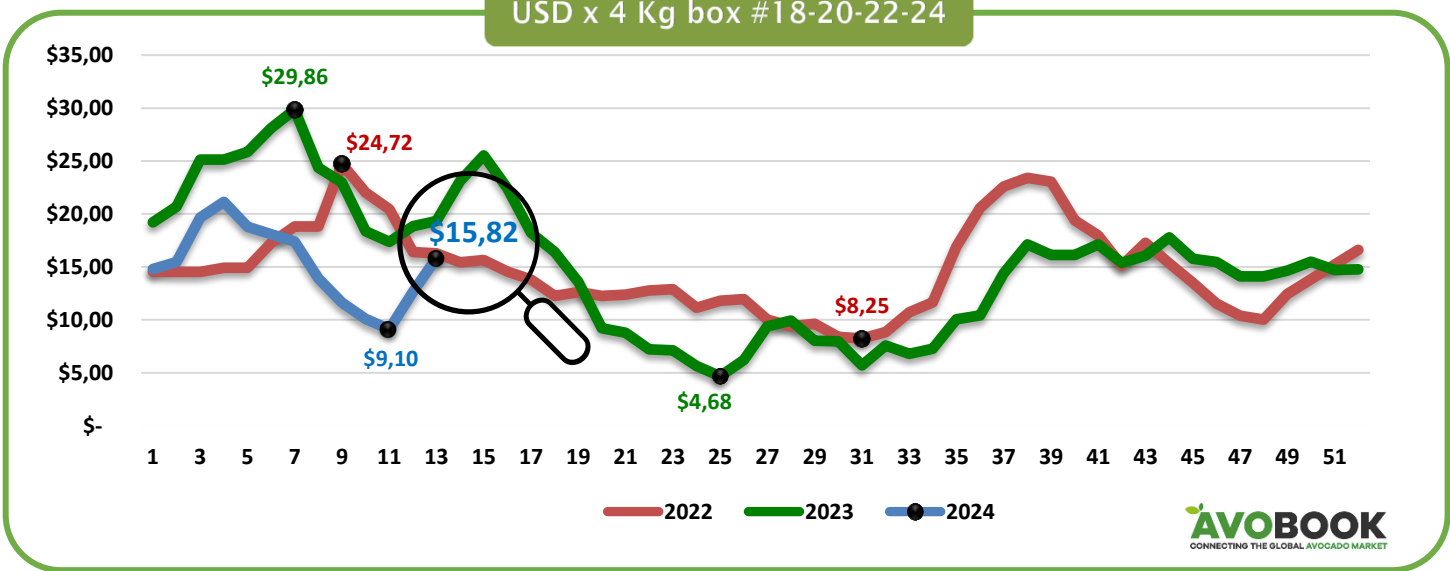
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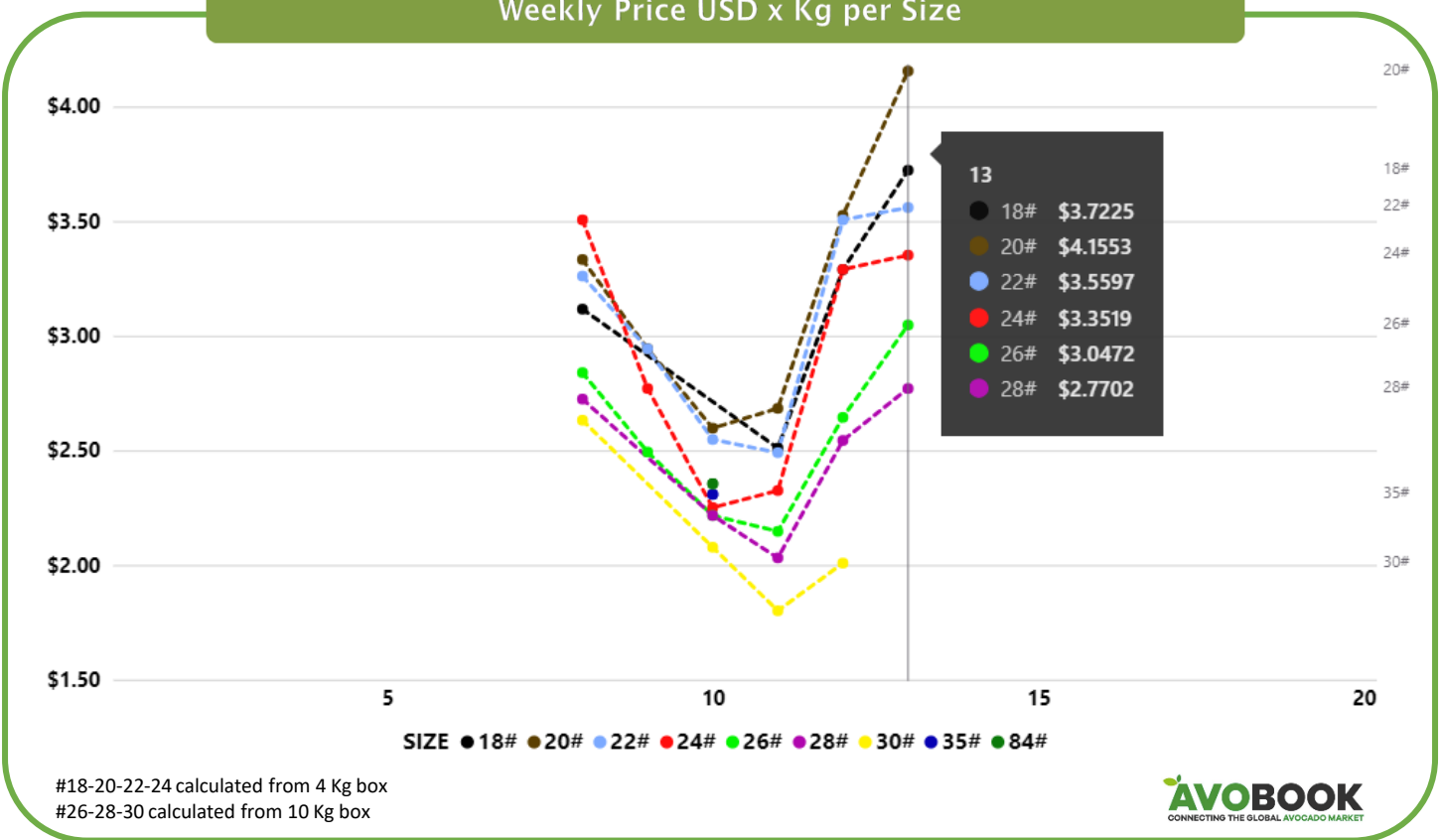
CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : CHINA

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



Weekly Price USD x Kg per Size



El mejor mercado para hacer crecer tu negocio.

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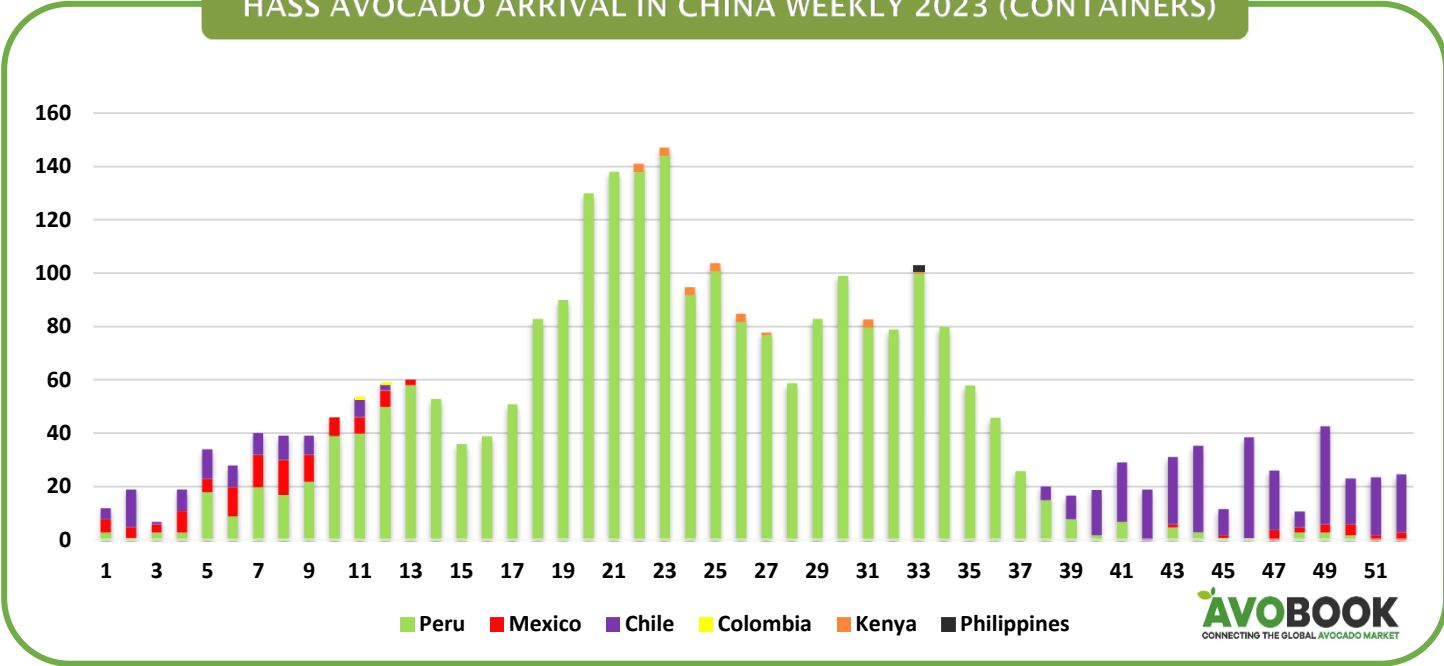


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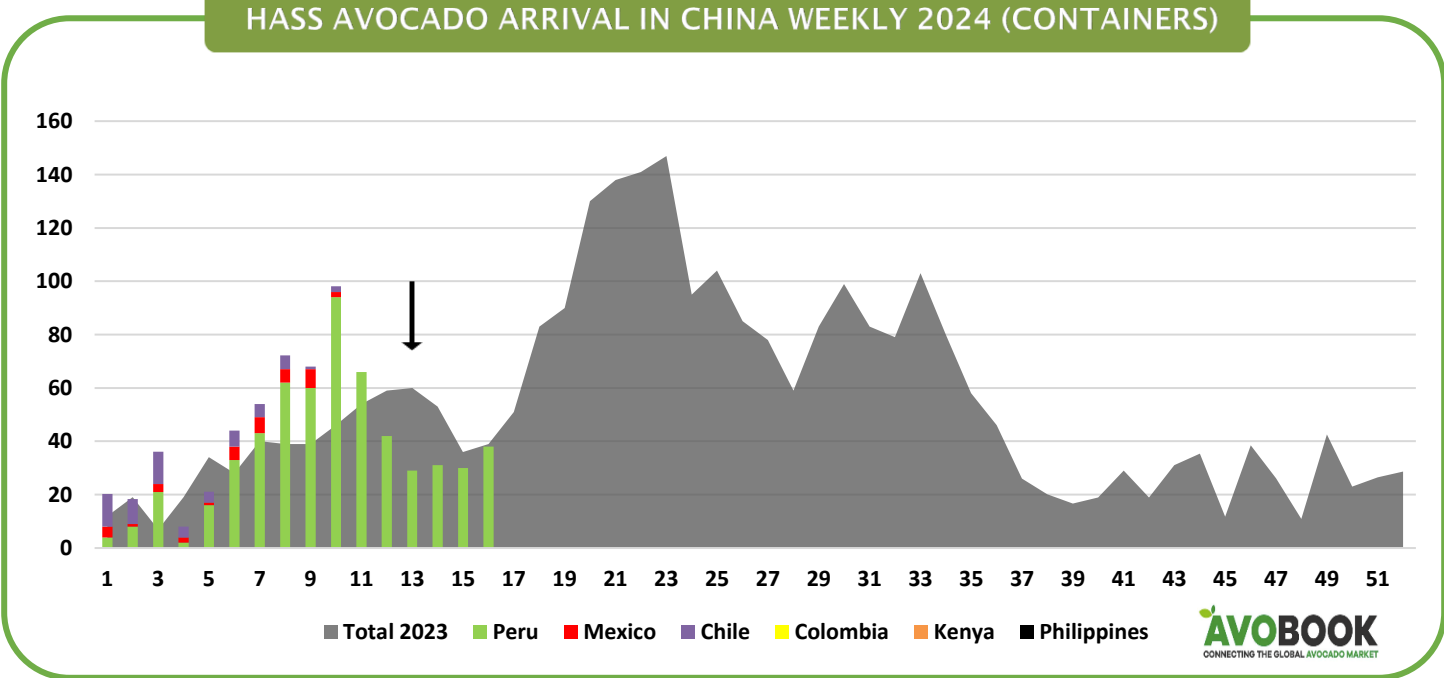


AVOCADO MARKET : CHINA Pag 9

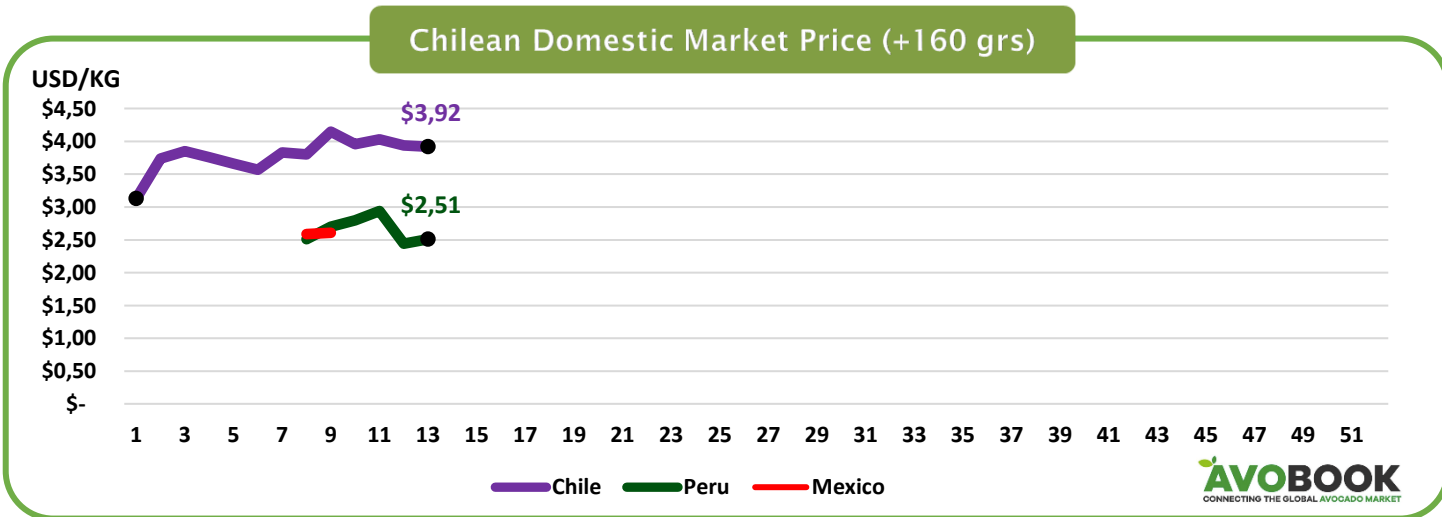
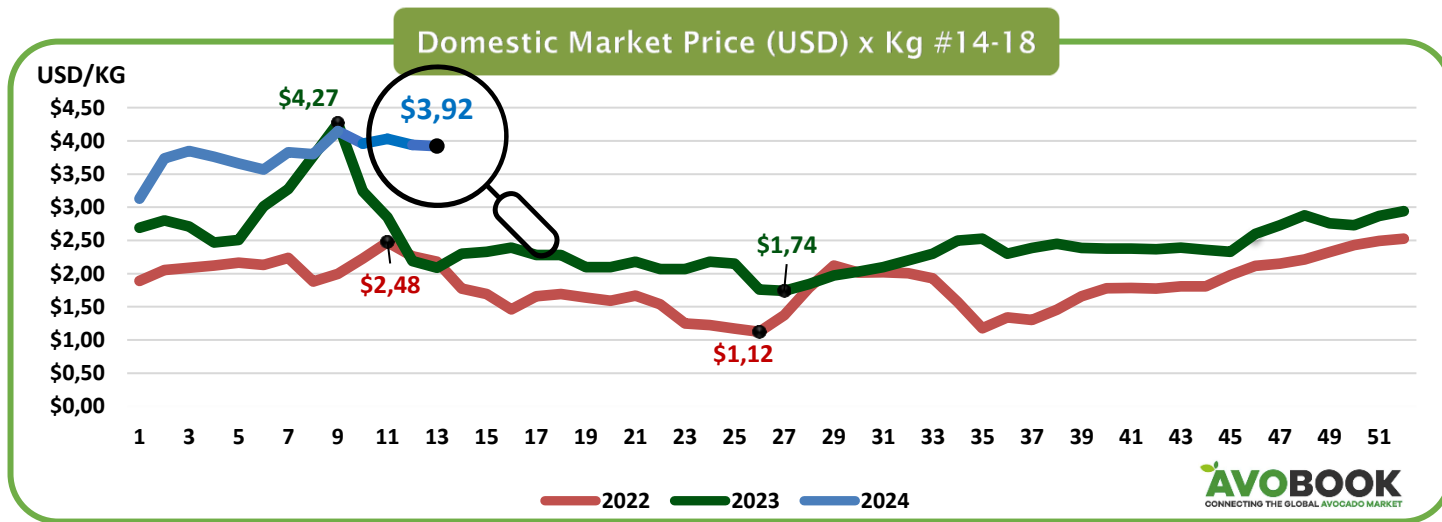
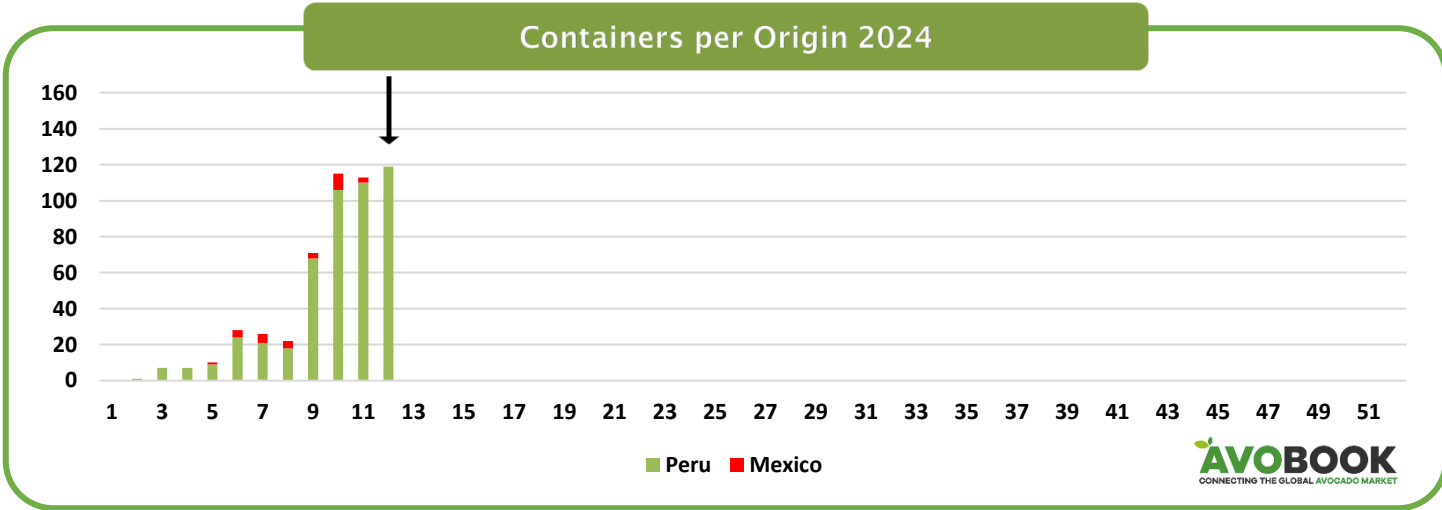
HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2023 (CONTAINERS)



HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2024 (CONTAINERS)



CHILE: MARKET Pag 10





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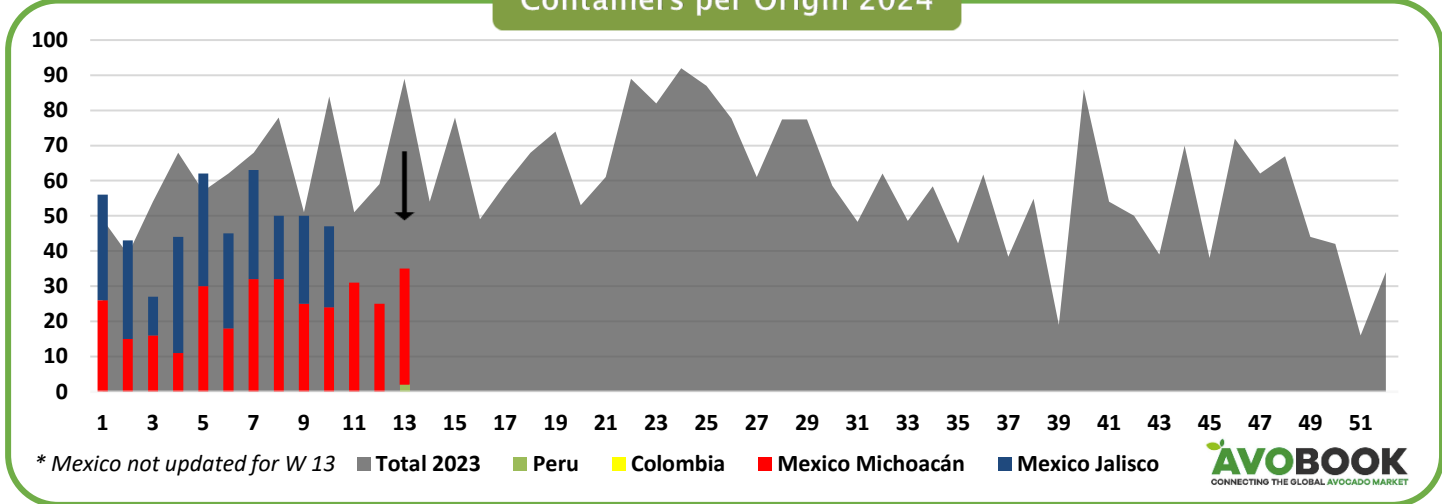


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CONNECTING THE GLOBAL AVOCADO MARKET

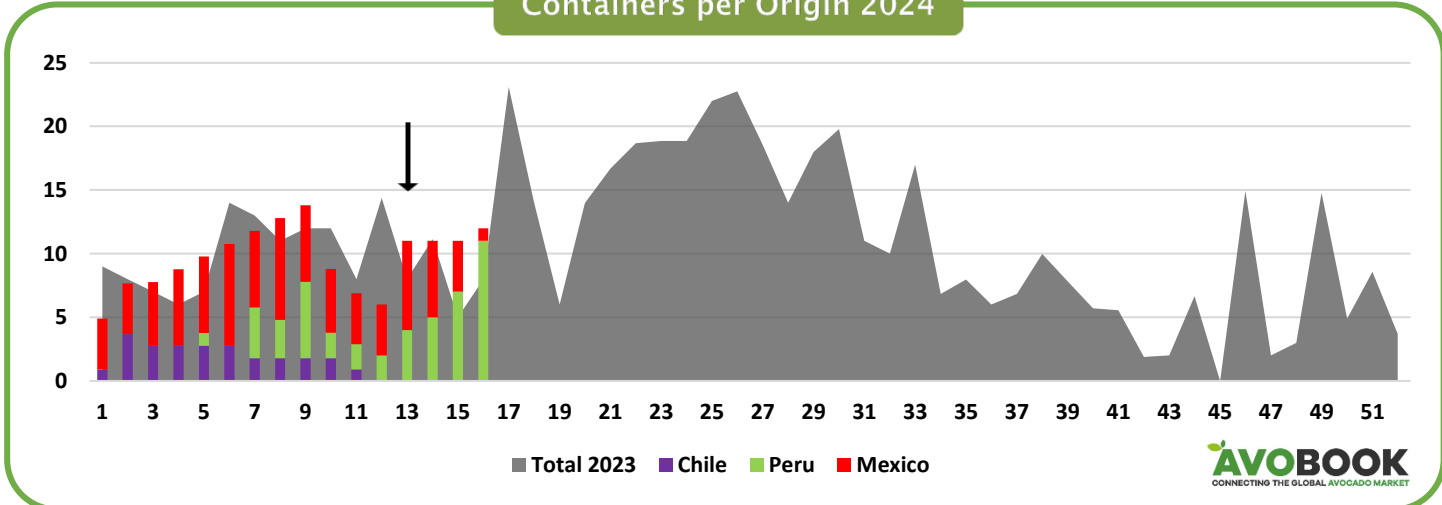
JAPAN: MARKET Pag 12

Containers per Origin 2024



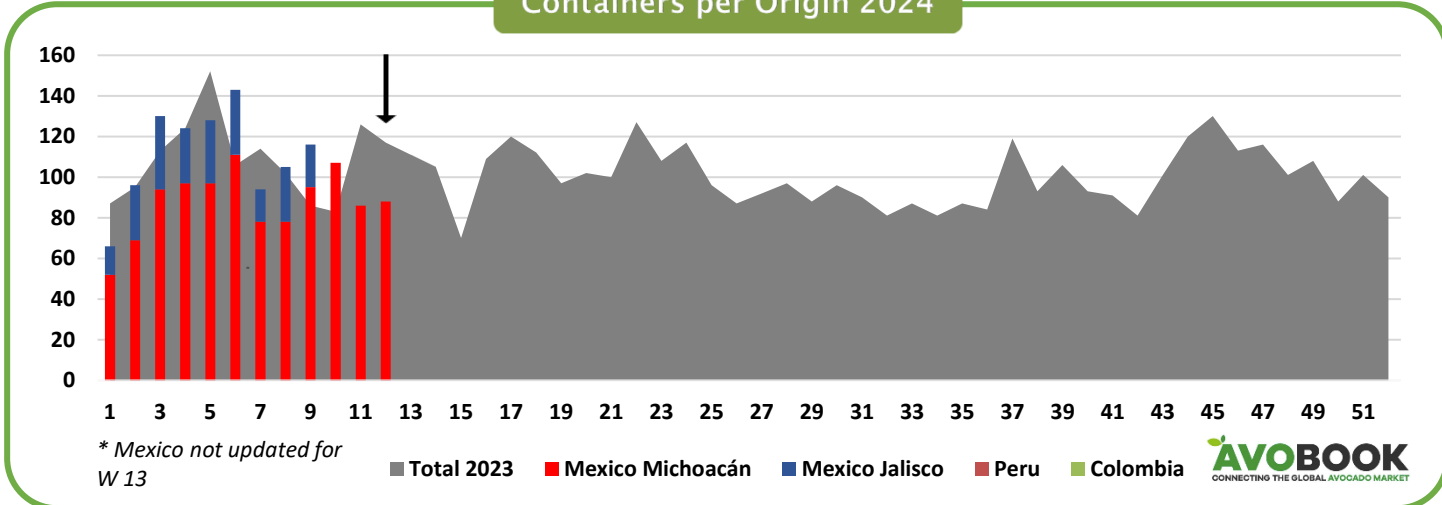
KOREA: MARKET

Containers per Origin 2024



CANADA: MARKET

Containers per Origin 2024





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16-18
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