

AVOBOOK

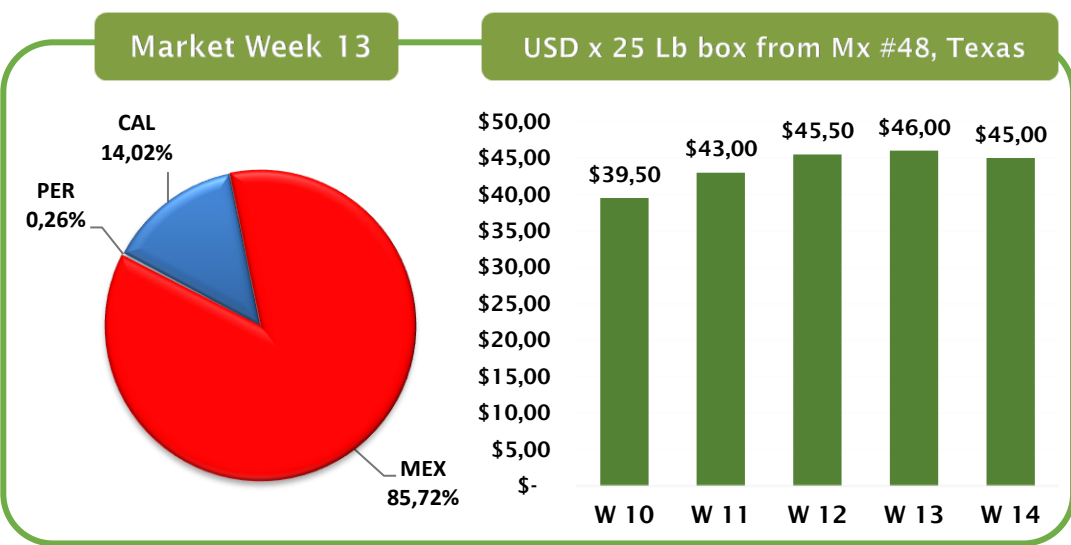
CONNECTING THE GLOBAL AVOCADO MARKET

SUMMARY Week 14, 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	54.661.311

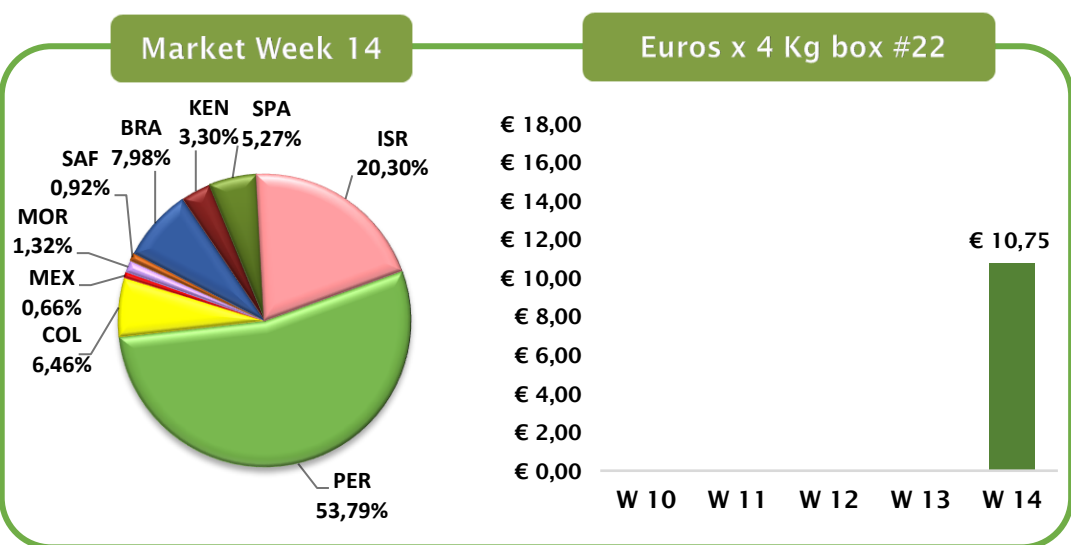
- Less than 55 MM
- Between 55 & 65 MM
- More than 65 MM



EUROPE

	Week	FCL
Mar	10	583
	11	681
	12	620
	13	775
Apr	14	777
	15	
	16	
	17	

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

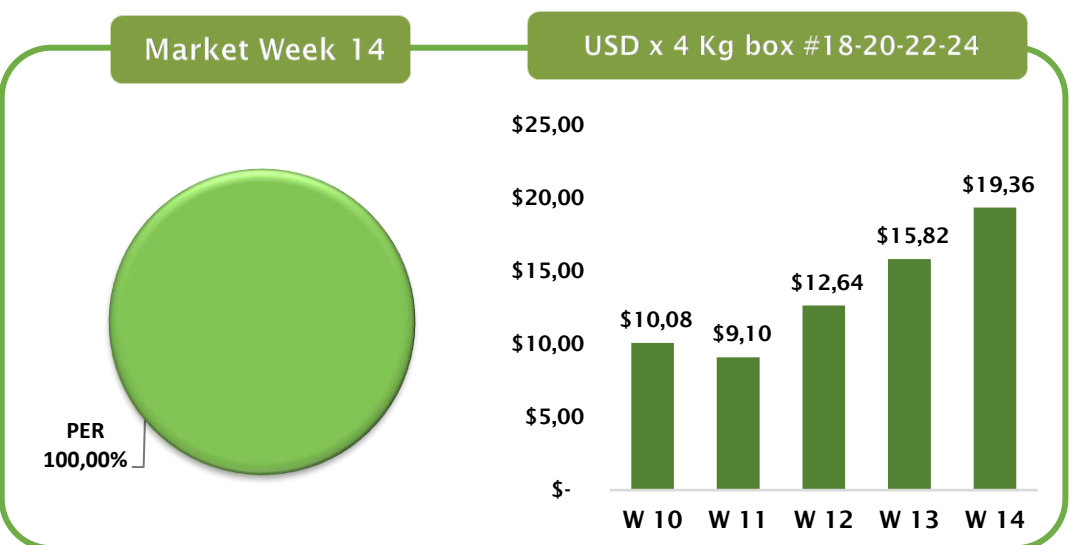


FCL: Fully Container Loaded

CHINA

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

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



FCL: Fully Container Loaded



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CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : USA

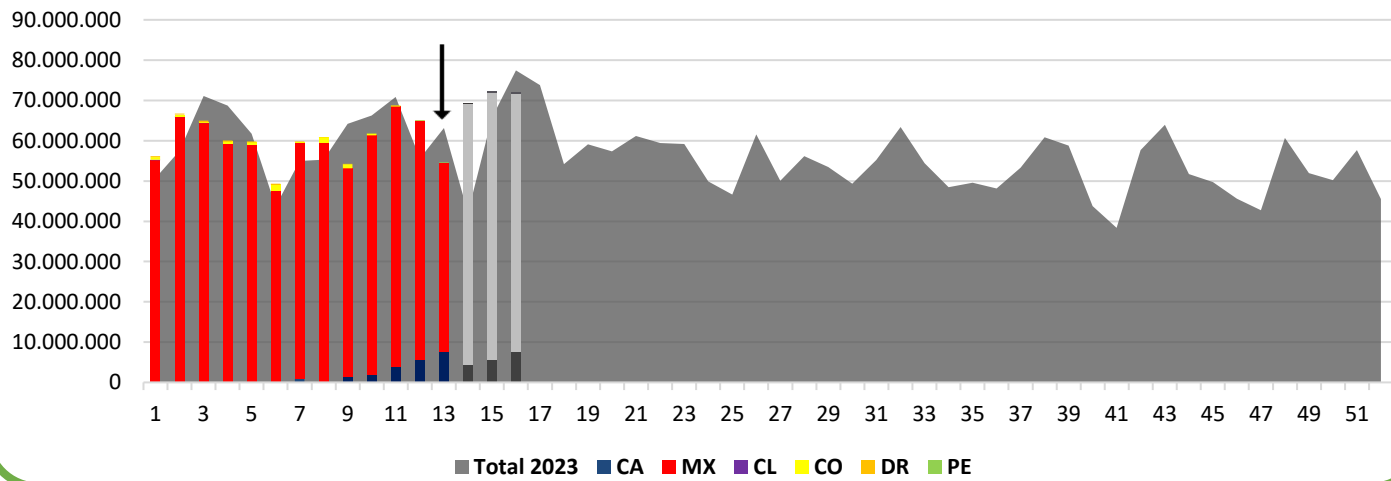
	Arrival Week	California	Mexico	Perú	Chile	Colombia	Dom Rep	Total Estimated Volume (Lb)
JUL	27	11.692.051	28.284.400	9.705.560	0	340.000	0	50.022.011
	28	15.539.883	28.741.114	10.514.172	0	1.180.000	170.000	56.145.169
	29	11.230.357	27.335.911	11.842.160	0	2.510.000	520.000	53.438.428
	30	9.845.532	24.473.276	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
	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	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	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
	18	11.000.000	47.250.000	1.500.000	0	0	0	59.750.000
MAY	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
	23	11.500.000	37.250.000	6.000.000	0	0	0	54.750.000
JUN	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 13



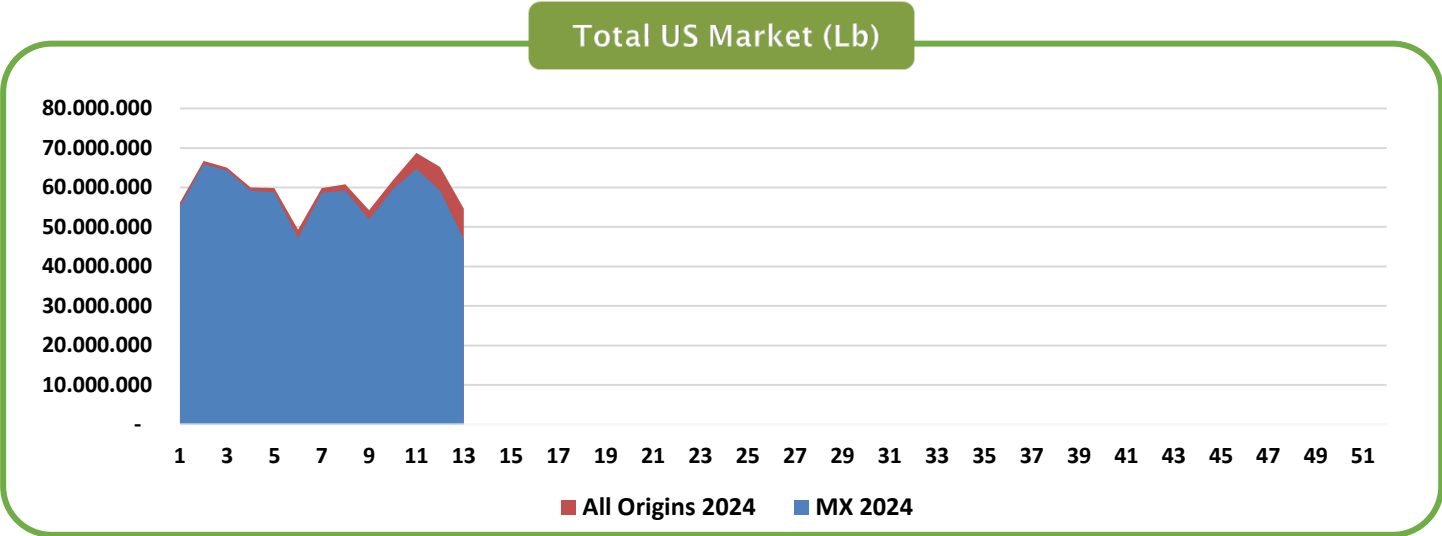
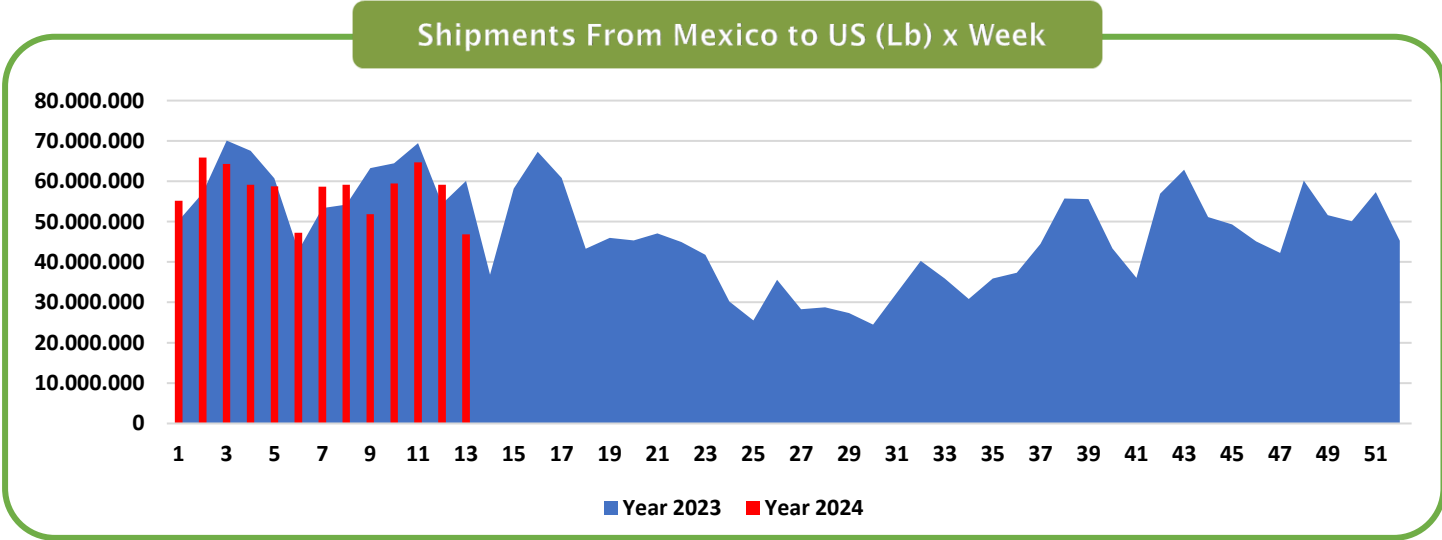
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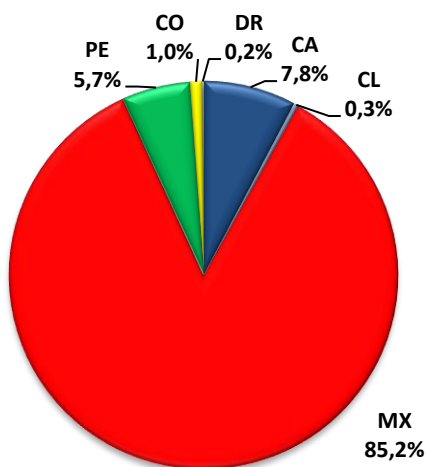
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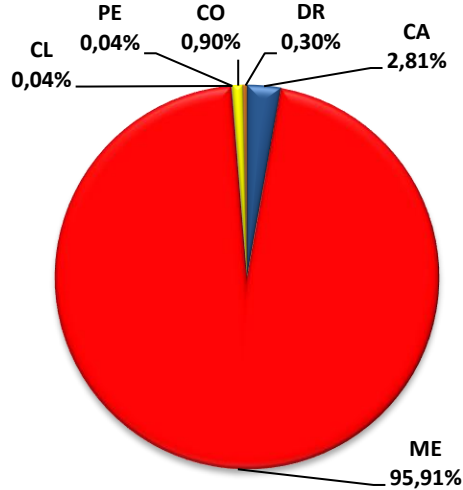
AVOCADO MARKET : USA Pag 2



USA 2023 (Week 1 - 52)



USA 2024 (Week 1 - 13)





El mejor mercado para hacer crecer tu negocio.

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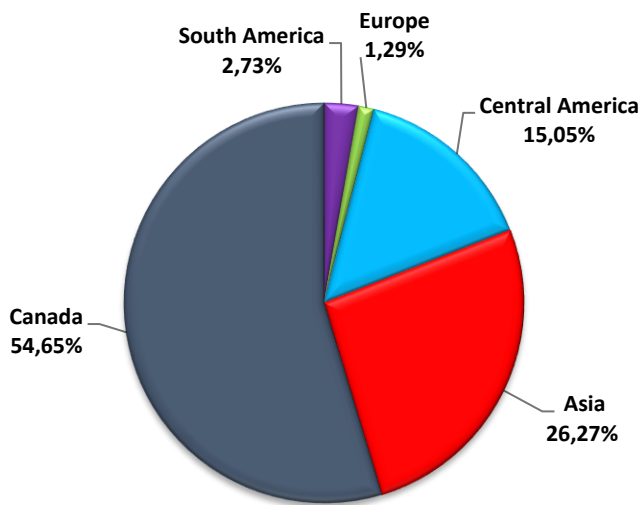
CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : MEXICO TO USA Pag 3

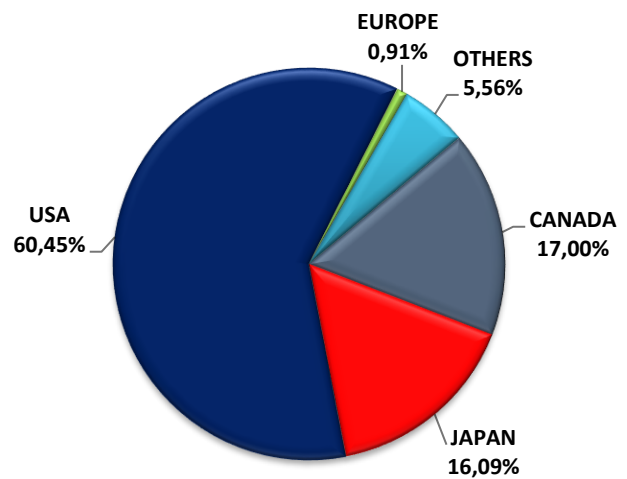
Description	Michoacán		Jalisco	
	Harvest	Shipment	Harvest	Shipment
Projection 2023-2024	1.159.227	996.935	146.774	118.887
YTD Week 13	870.209	762.887	113.699	89.702
Balance	289.018	234.048	33.075	29.185
AVG weekly balance	22.232	18.004	2.544	2.245
Weeks passed		39		39
Weeks remaining		13		13

Source: APEAM

Michoacan Other Markets (Week 1 - 13)



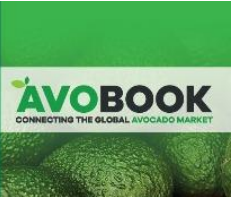
Jalisco All Markets (Week 1 - 13)



AVOCADO AFRICA 2024
7th - 10th MAY

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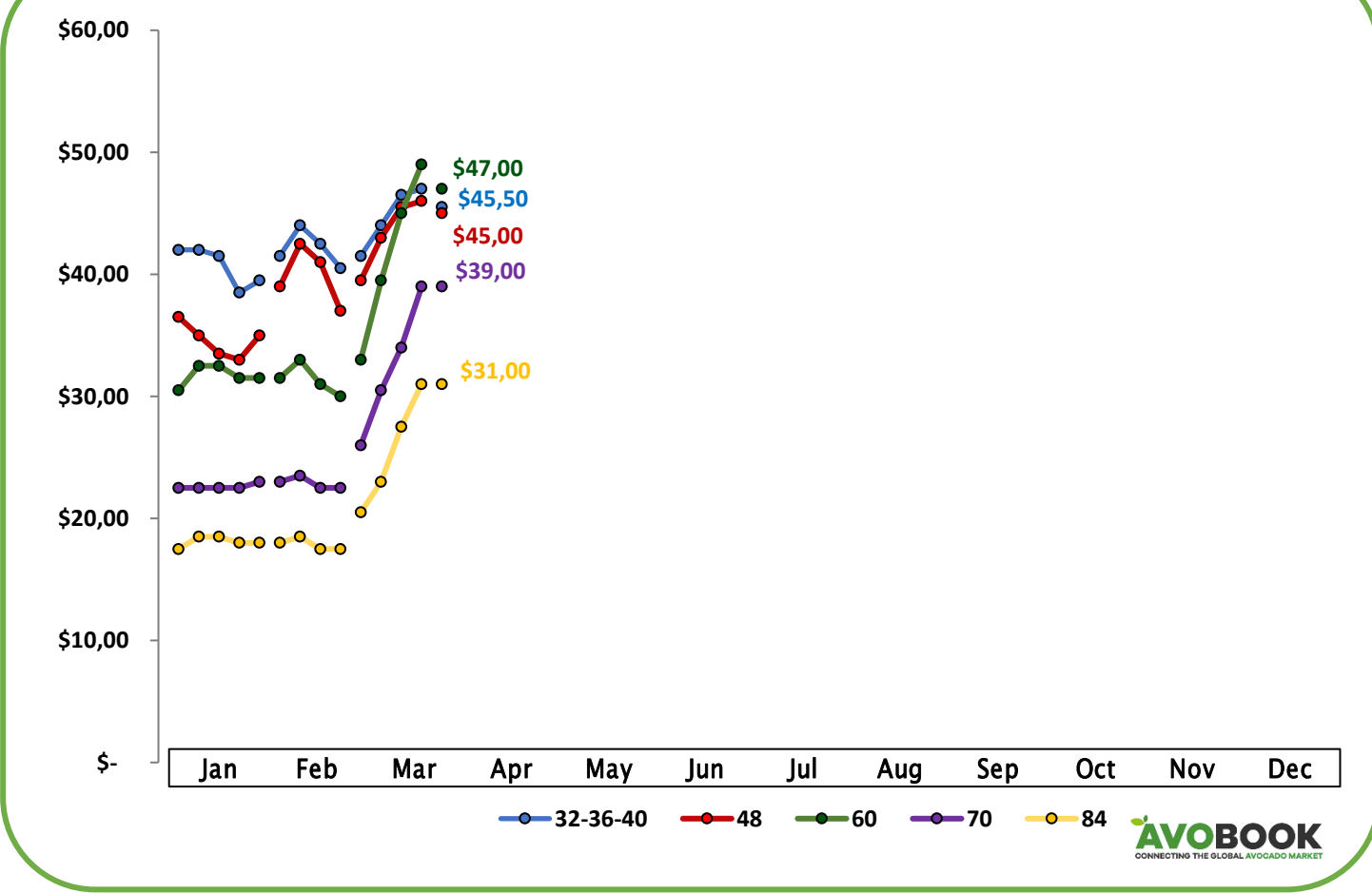
AVOCADO MARKET : USA Pag 4

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	
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
F E B	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
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	4.400	6.406.400	53.215.800	206.800	0	13.200	59.846.600	52.408.400	52.764.800	-0,7	

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

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
MAR	9	90	90	2	38	4	16	3		157	174	574
	10	127	76	3	61	3	23	2		88	200	583
	11	222	62	5	61	3	7	10		98	212	681
	12	220	42	4	37	15	5	18	15	60	203	620
	13	337	33	2	10	91		31	25	40	206	775
APR	14	426	49	5	10	7		61	25	40	154	777
	15	428	52	1	5	165		71	40	20	131	913
	16	414	31		5	220		82	40	20	69	881
	17	195	24		5	232		92	80	20	9	657
	18	370	37			219		96	80	20		822
MAY	19	417	32			204		76	80	10		819
	20	521	80			132		45	80			858
	21	494	80			123		19	80			796
	22	483	100			105		12	80			780
	23	499	40			81		12	80			712
JUN	24	428	40			72		8	80			628
	25	469	40			66		8	80			663
	26	700	40			66		2	80			888
	27	700	40			58		0	80			878
	28	700	40			64		0	125			929
JUL	29	700	40			59		0	125			924
	30	700	40			47		0	125			912
	31	700	40			47		0	125			912
	32	700	40			44		2	125			911
	33	700	40			51		2	125			918
AUG	34	700	40			49		2	125			916
	35	650	40			54	10	2	125			881
	36	550	40			59	10	2	125			786
	37	450	40			57	10	2	125			684
	38	400	40			73	20	2	80			615
SEP	39	250	40			77	30	2	60			459
	40	120	40	20		78	80	2	40			380
	41	80	40	20		71	120	2	20		20	373
	42	40	80	30		43	200		10		40	443
	43	40	80	30		49	230			15	60	504
OCT	44	10	80	40	10	43	320			20	80	603
	45	5	120	40	15	33	330			30	100	673
	46	5	120	40	40	23	330			40	100	698
	47	5	150	40	80	10	250			40	100	675
	48	0	150	40	80	8	200			50	120	648
NOV	49	0	150	60	100	5	180			60	120	675
	50	0	150	60	100	4	160			80	120	674
	51	0	150	60	100	1	120			80	120	631
	52	0	150	60	100	1	80			70	120	581



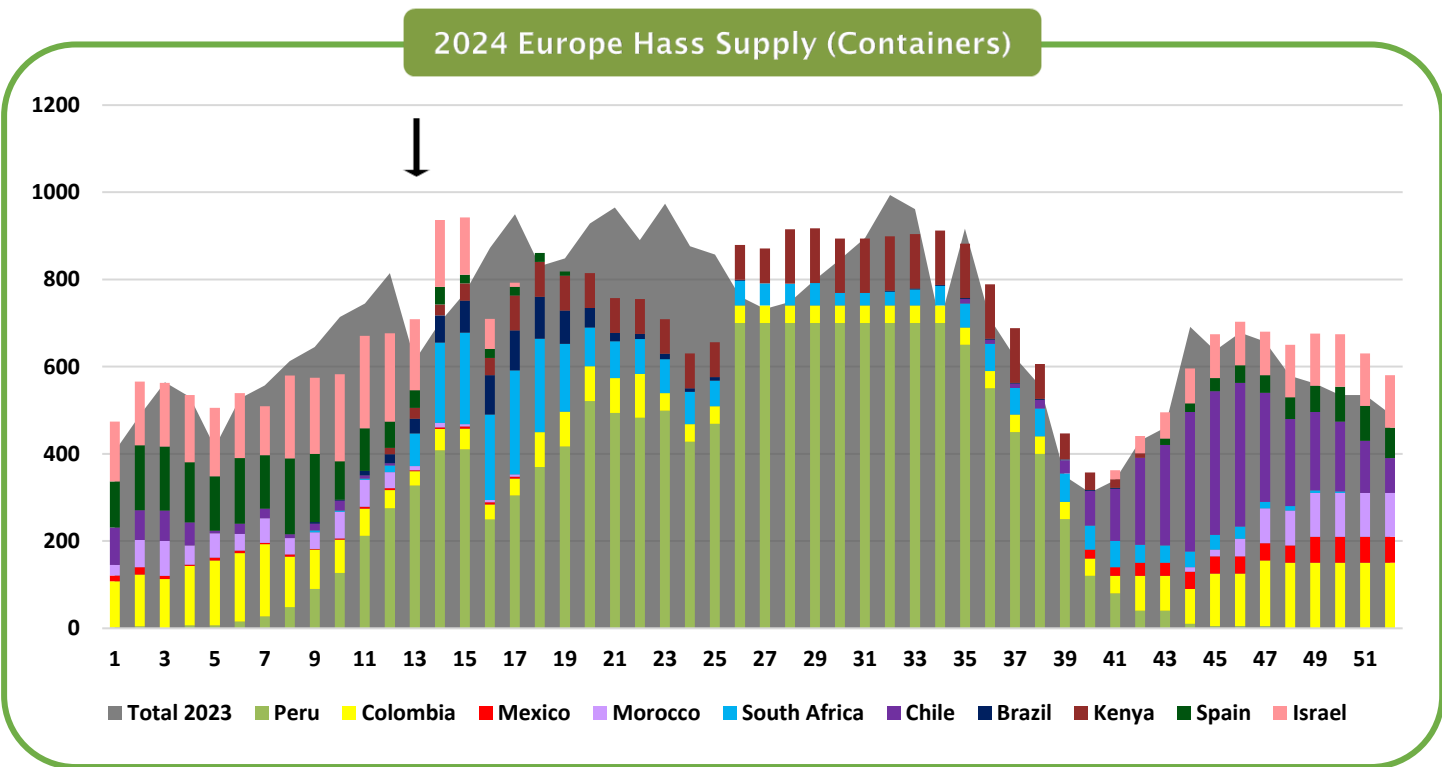
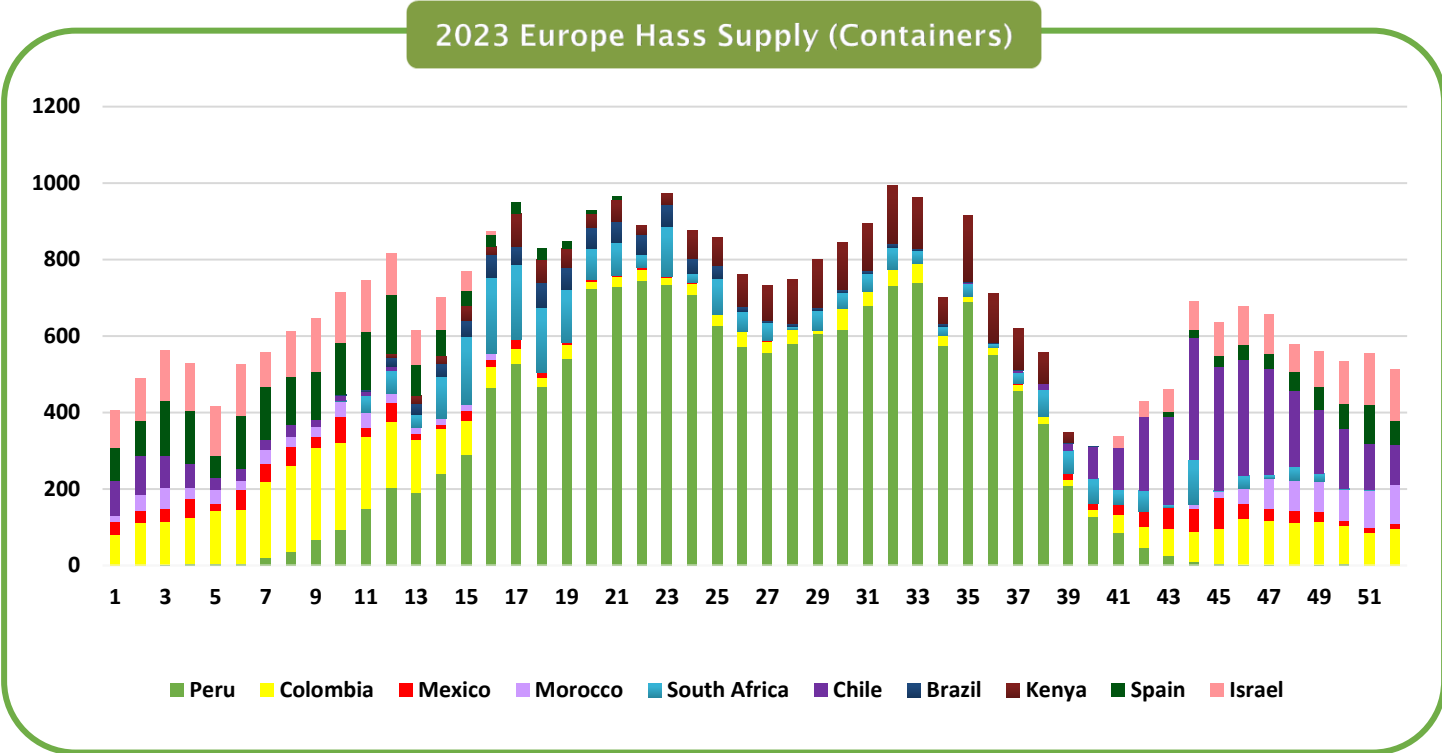
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AVOCADO MARKET : EUROPE Pag 6





fruit attraction
São Paulo

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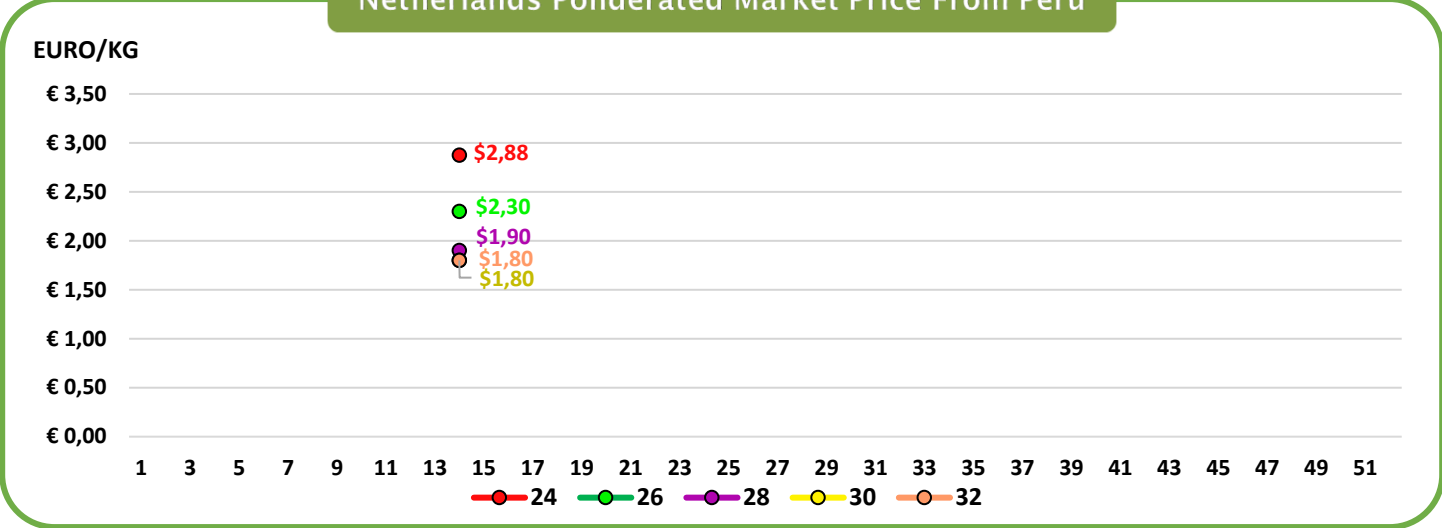


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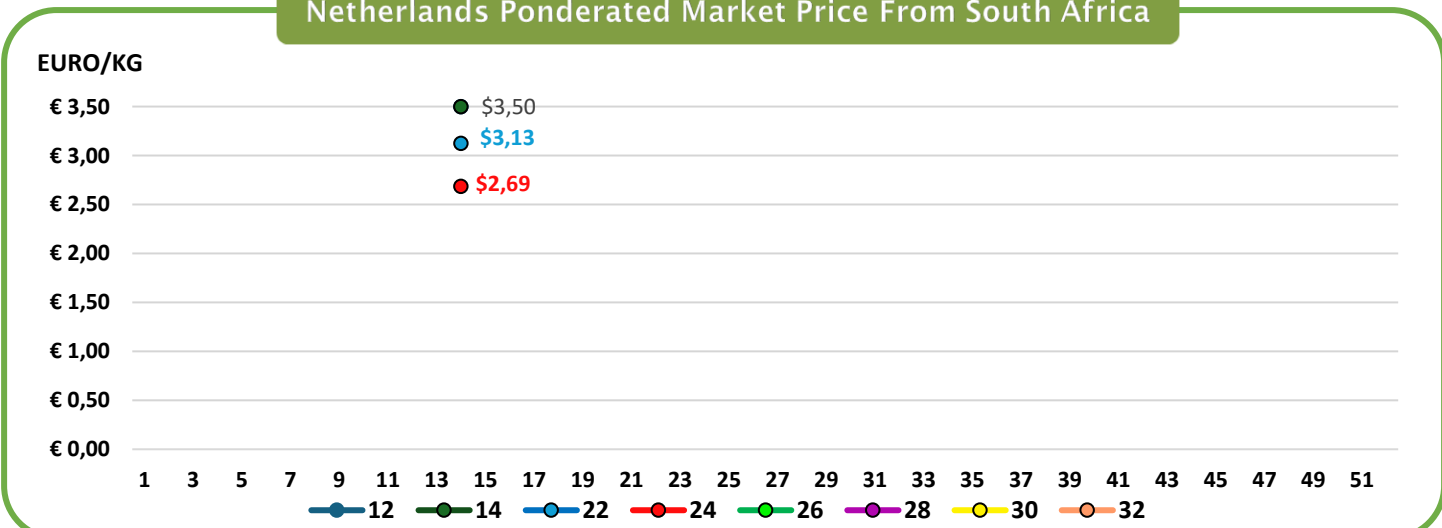



AVOCADO MARKET : EUROPE Pag 6

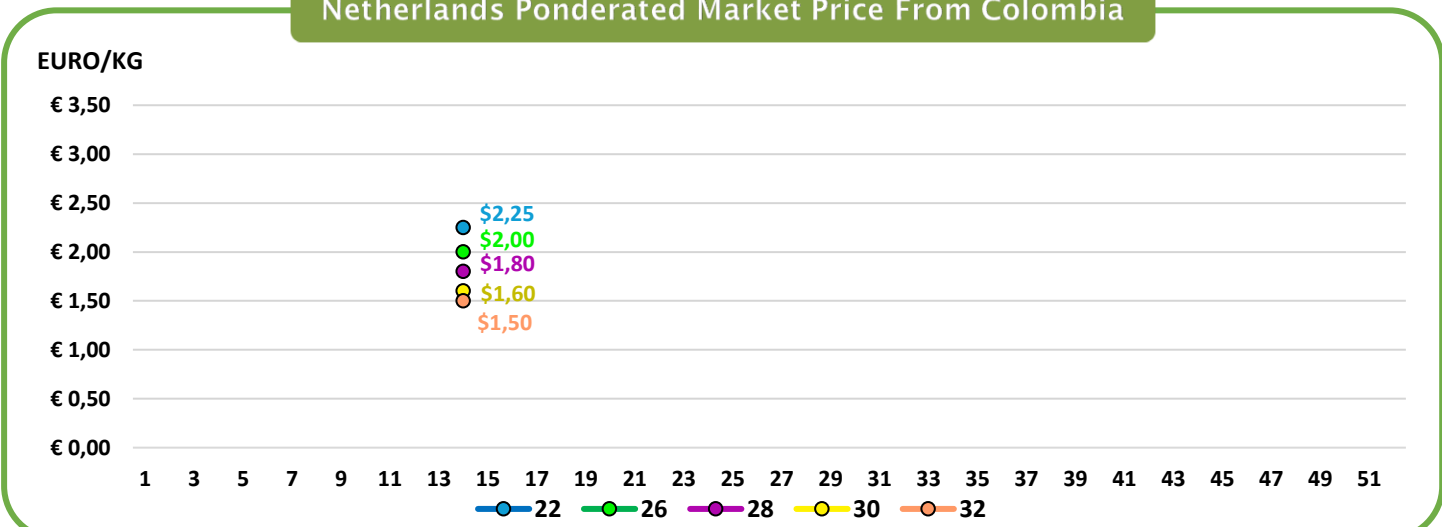
Netherlands Ponderated Market Price From Peru



Netherlands Ponderated Market Price From South Africa



Netherlands Ponderated Market Price From Colombia

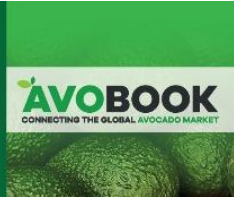


AVOCADO AFRICA 2024
7th - 10th MAY

SARIT EXPO CENTRE, NAIROBI, KENYA

AVOCADO SOCIETY OF KENYA
growing. lives. together

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AVOCADO MARKET : CHINA

CONTAINERS ARRIVED BY ORIGIN

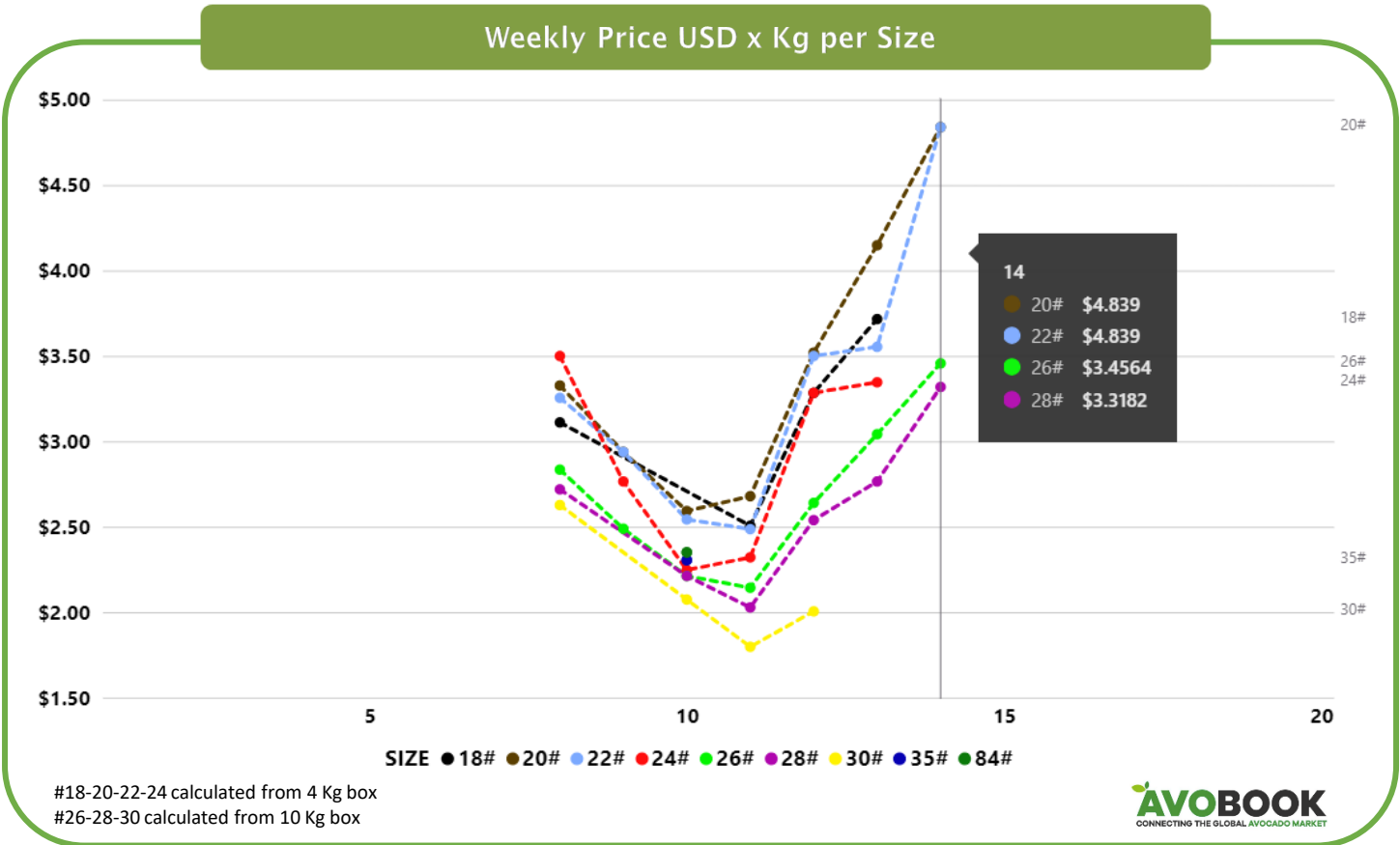
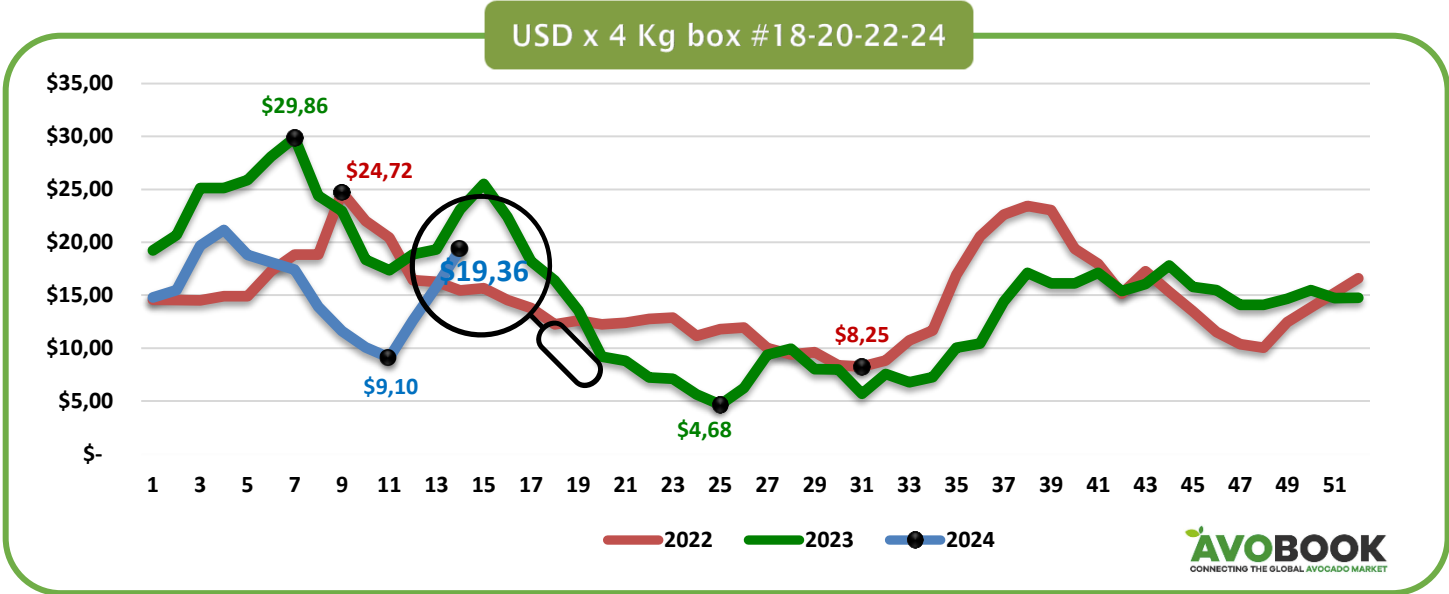
Week of Sales	Peru	Mexico	Chile	Colombia	Kenya	Philippines	New Zeland	Total Estimated Volume
27	77				1			78
28	59							59
29	83							83
30	99							99
31	80				3			83
32	79							79
33	100				1	2		103
34	80							80
35	58							58
36	46							46
37	26							26
38	15		5					20
39	8		9					17
40	2		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	55							55
18								0
19								0
20								0
21								0
22								0
23								0
24								0
25								0
26								0



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CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : CHINA Pag 8



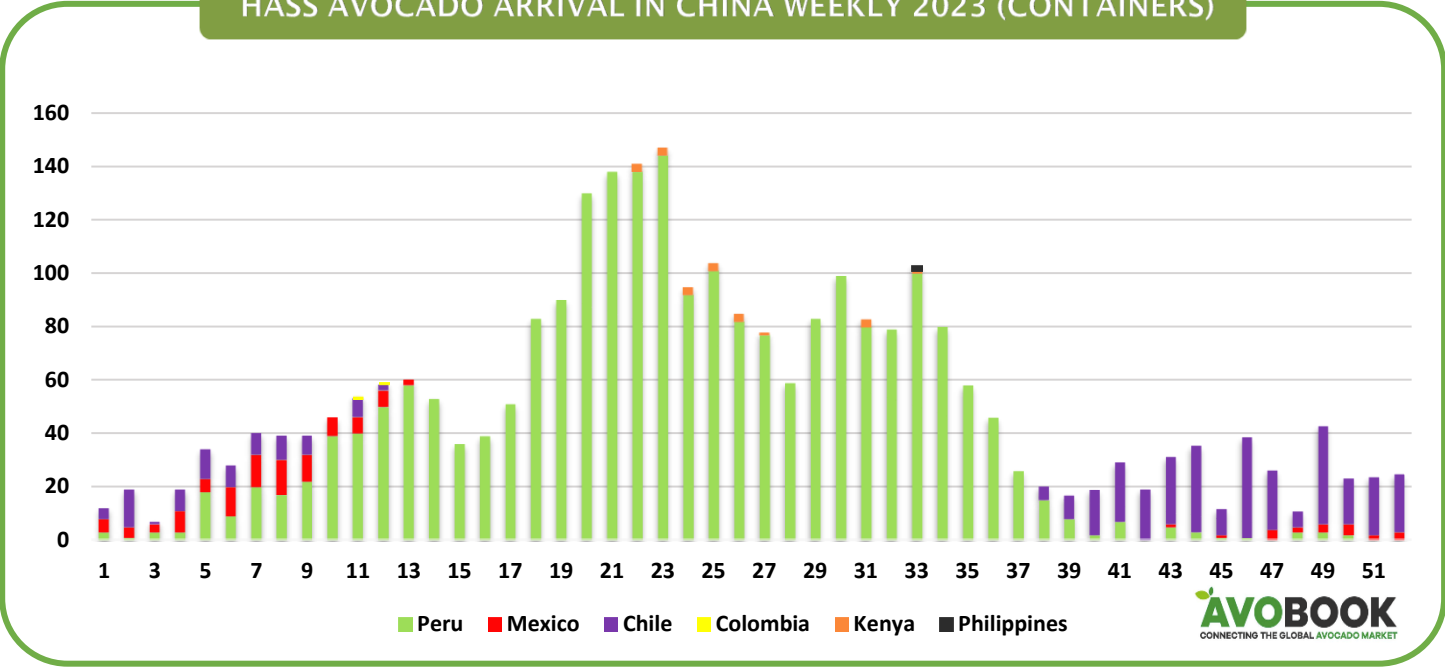
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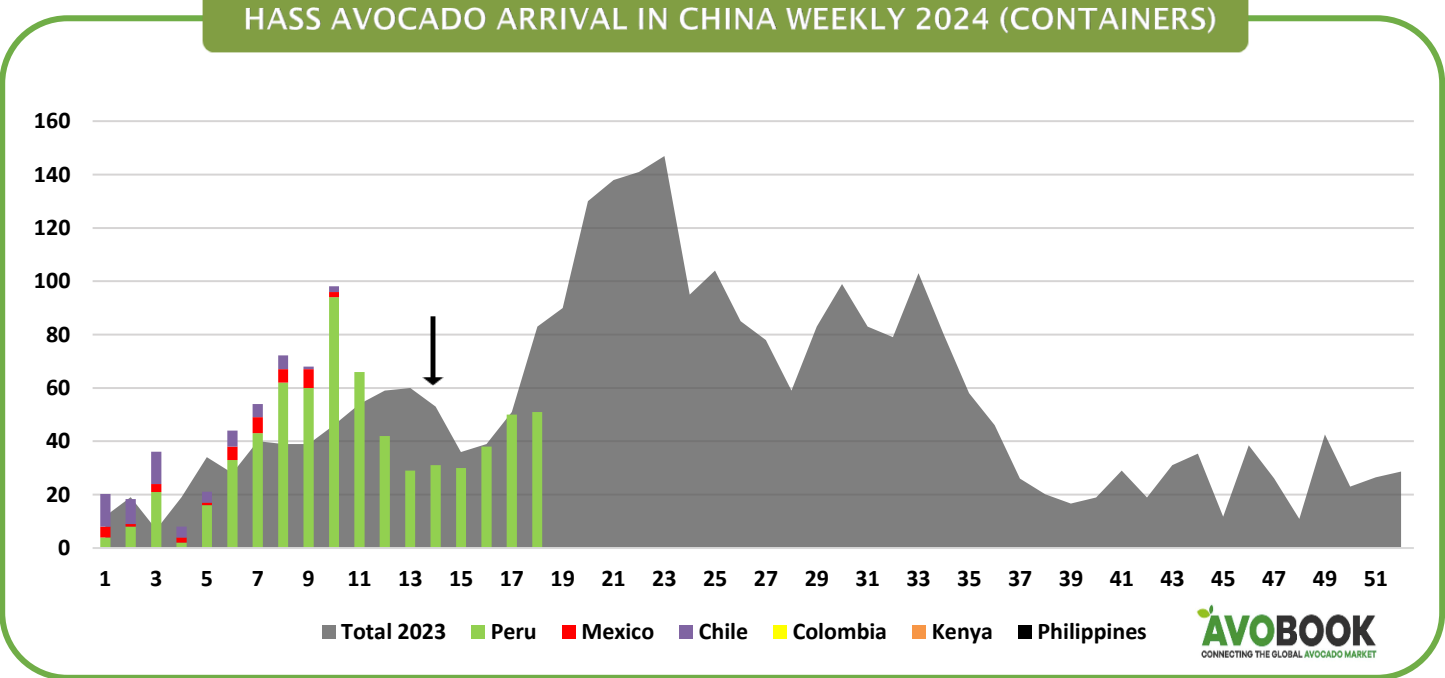
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AVOCADO MARKET : CHINA Pag 9

HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2023 (CONTAINERS)



HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2024 (CONTAINERS)





El mejor mercado para hacer crecer tu negocio.

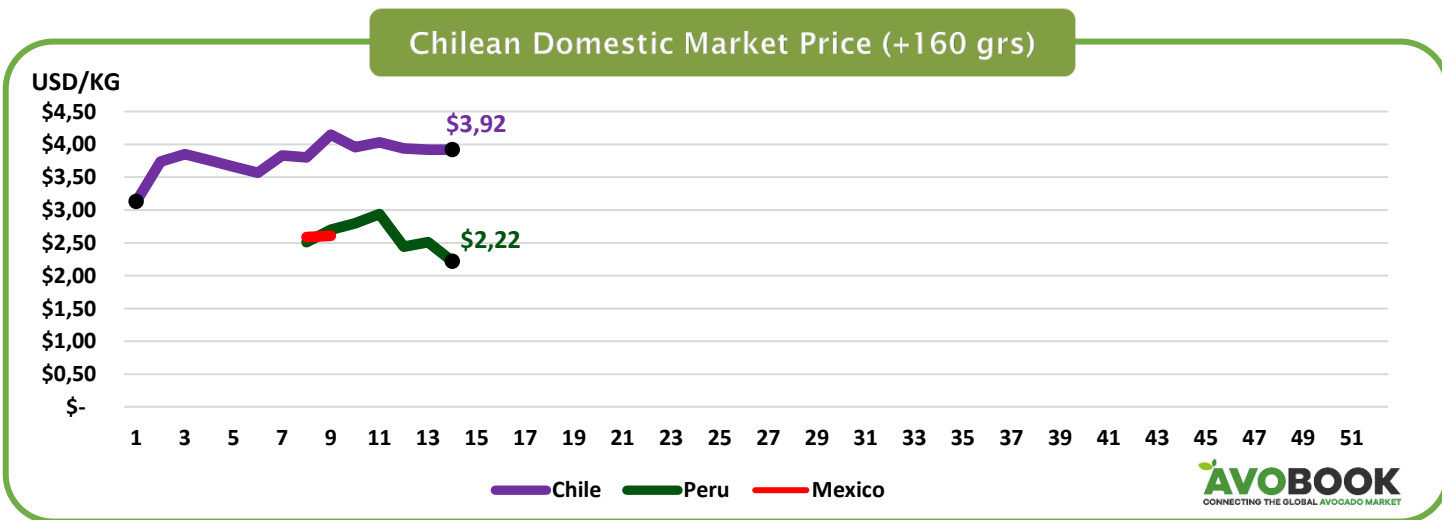
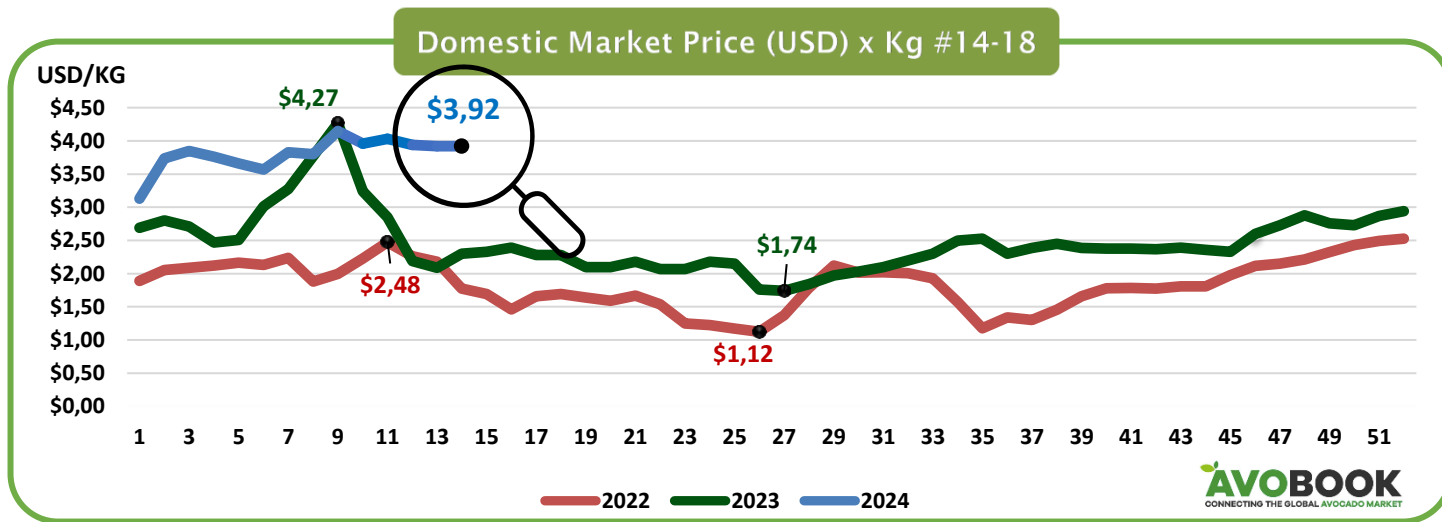
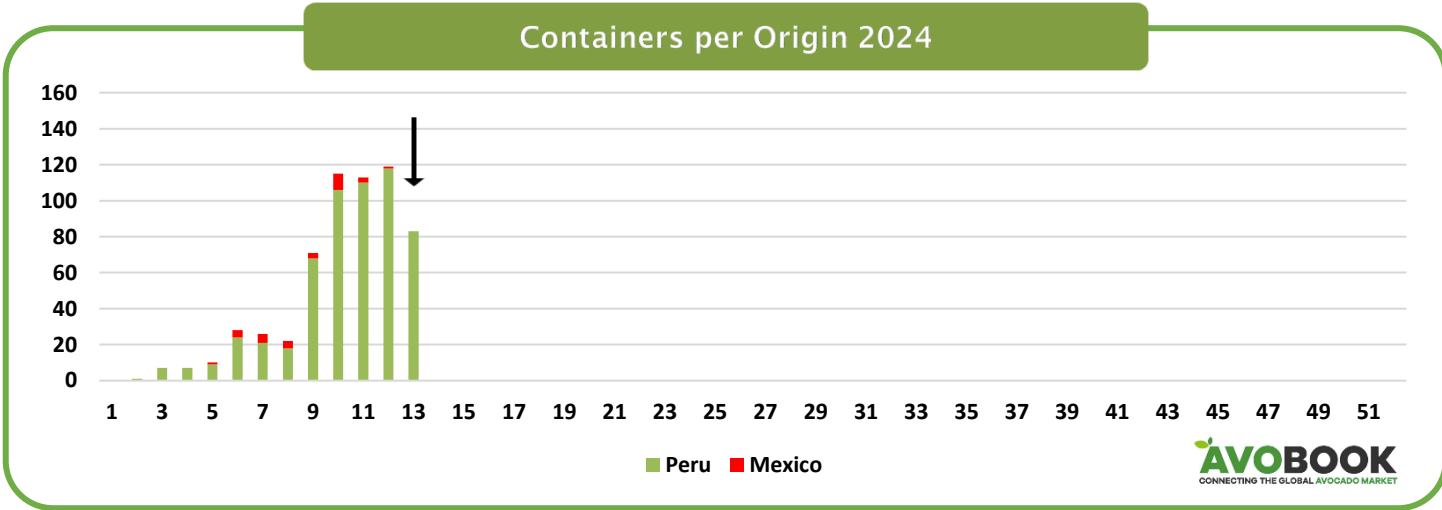
Quiero exponer



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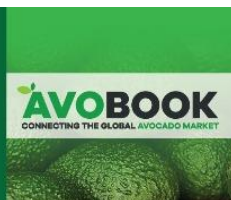

CHILE: MARKET Pag 10



AVOCADO AFRICA 2024
7th - 10th MAY

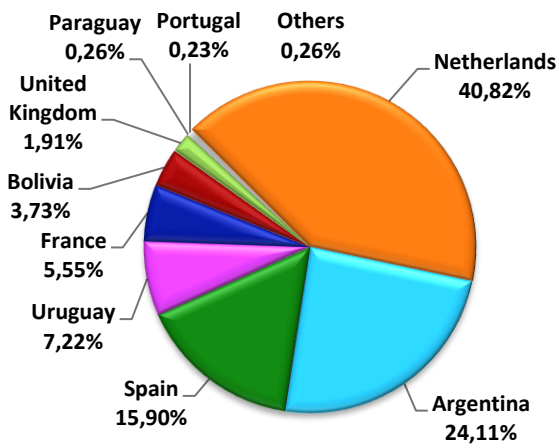
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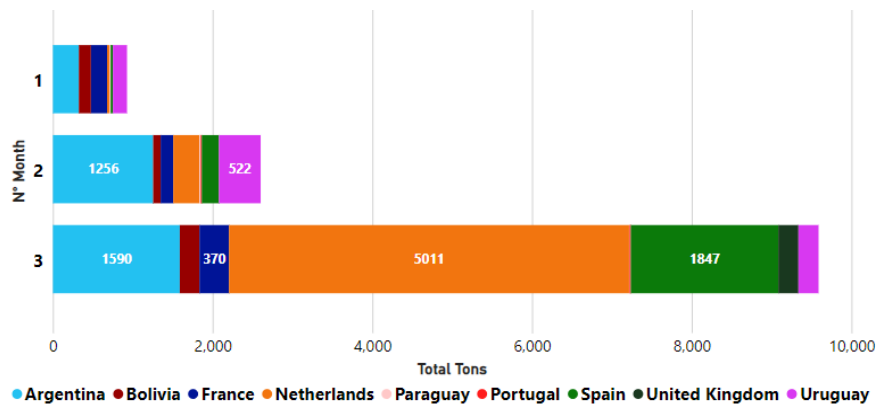


BRAZIL: EXPORTS Pag 11

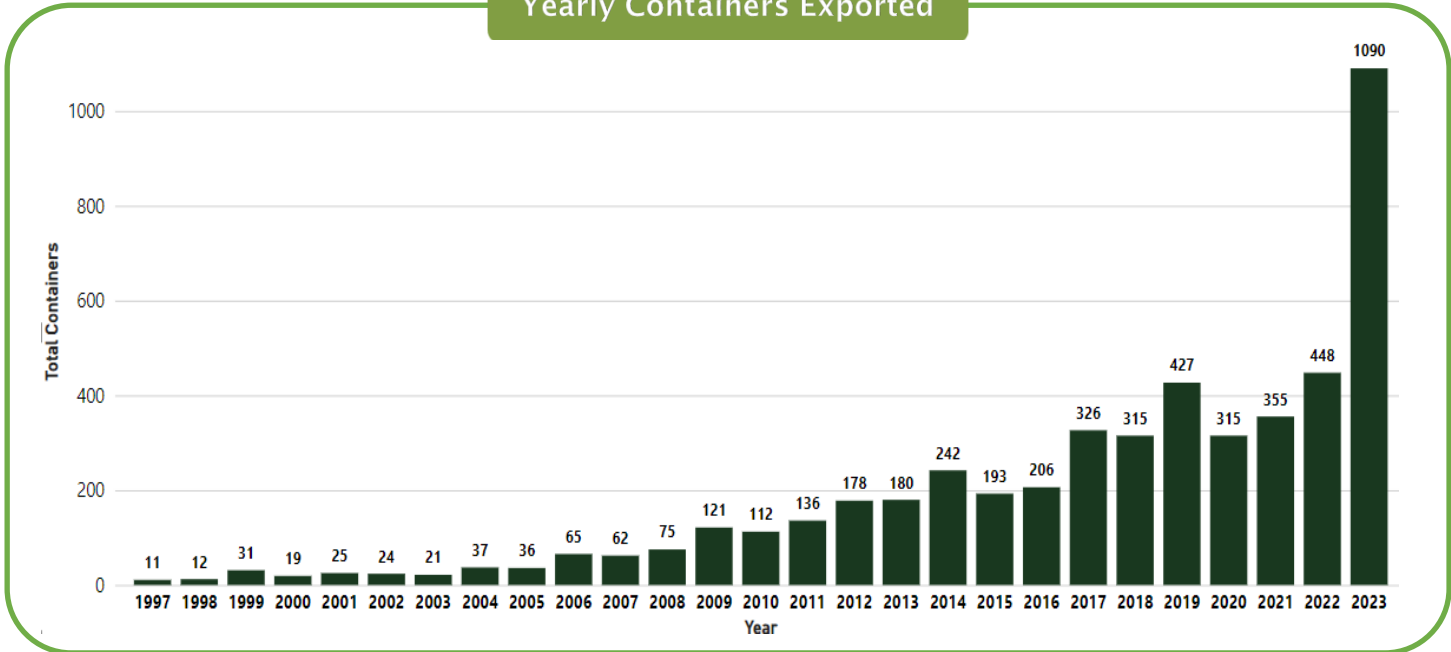
Market Share (Week 1- 13)



Total Tons per Month 2024



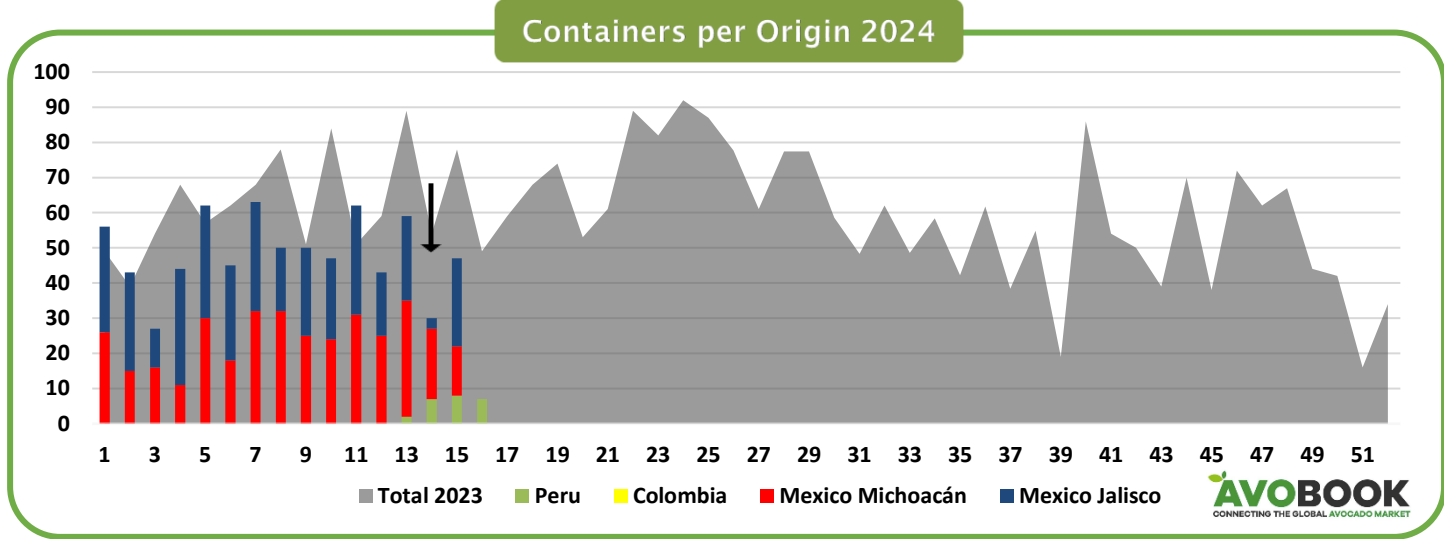
Yearly Containers Exported



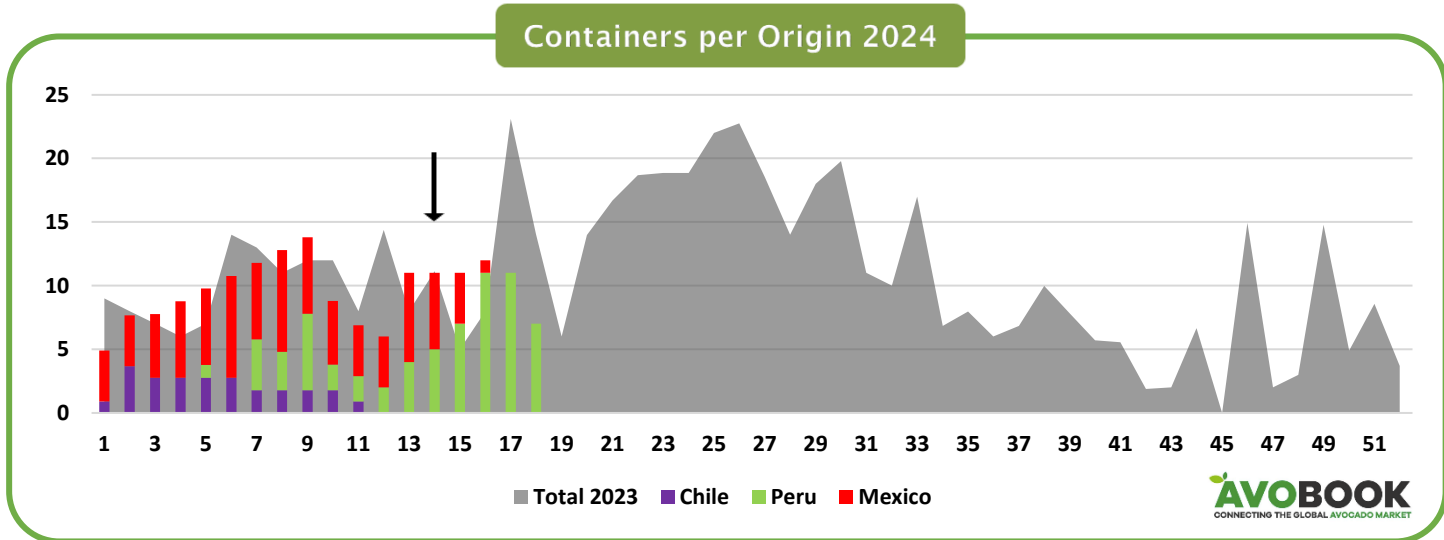
AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

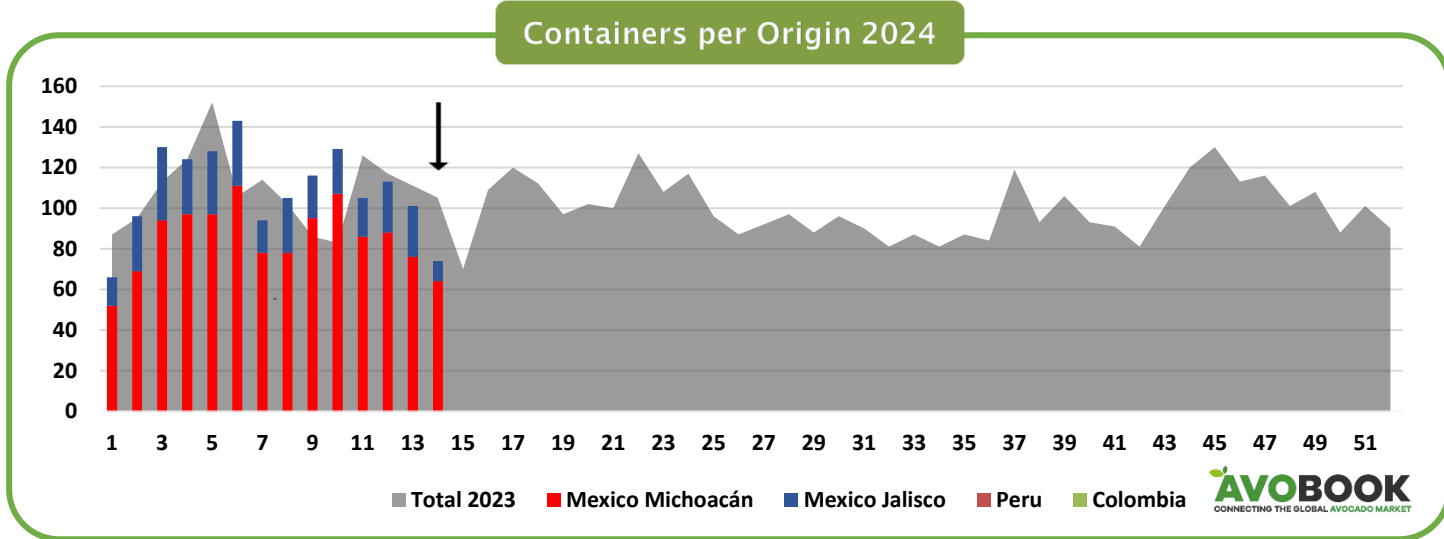
JAPAN: MARKET Pag 12



KOREA: MARKET



CANADA: MARKET



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