

# AVOBOOK

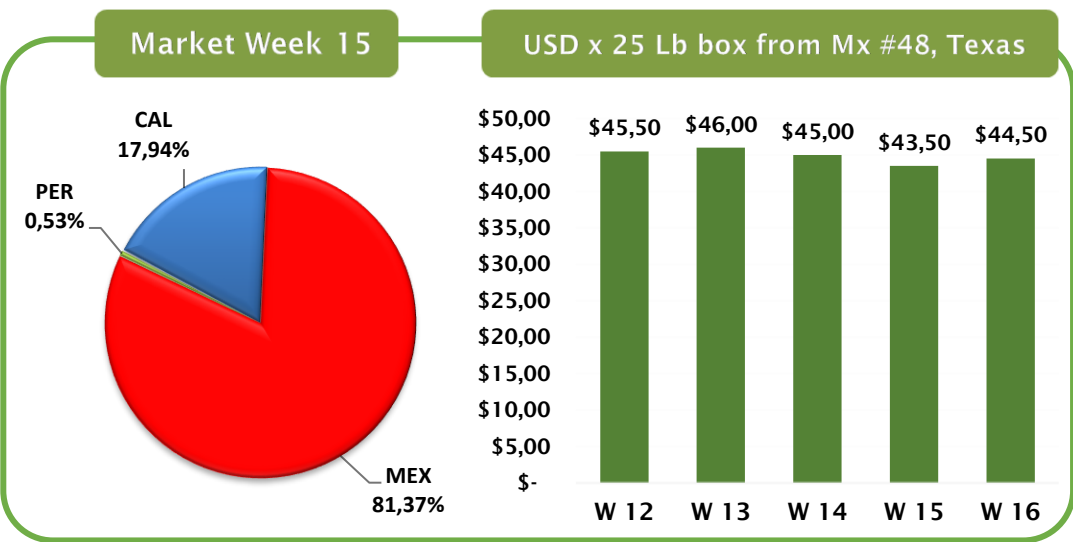
CONNECTING THE GLOBAL AVOCADO MARKET

## SUMMARY Week 16, 2024

### USA

	Week	Lbs
Mar	10	61.807.708
	11	68.771.716
	12	65.141.462
	13	54.661.311
Apr	14	63.095.953
	15	62.687.617
	16	
	17	

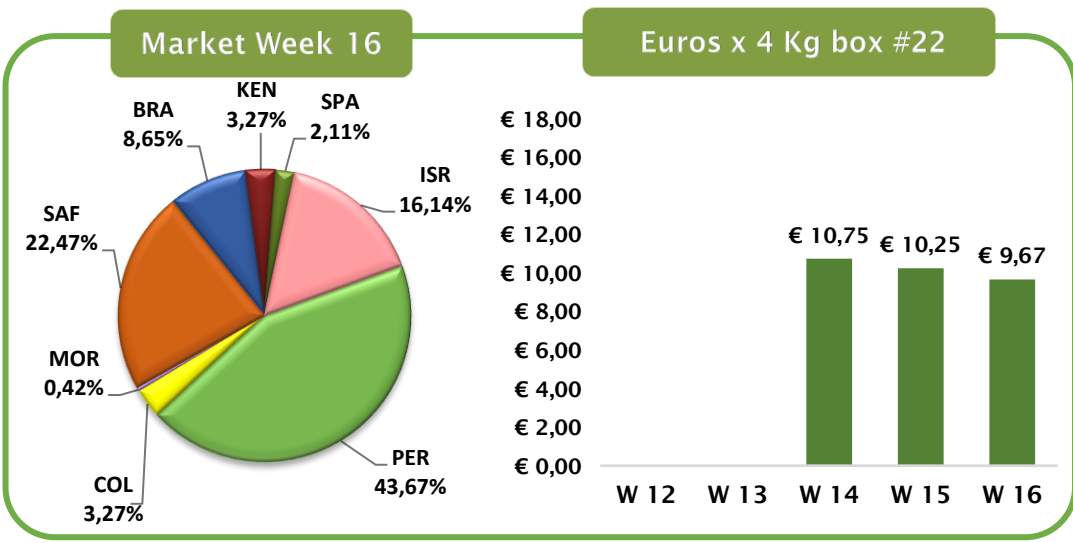
- Less than 55 MM
- Between 55 & 65 MM
- More than 65 MM



### EUROPE

	Week	FCL
Mar	10	584
	11	682
	12	621
	13	775
Apr	14	852
	15	1.028
	16	948
	17	

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

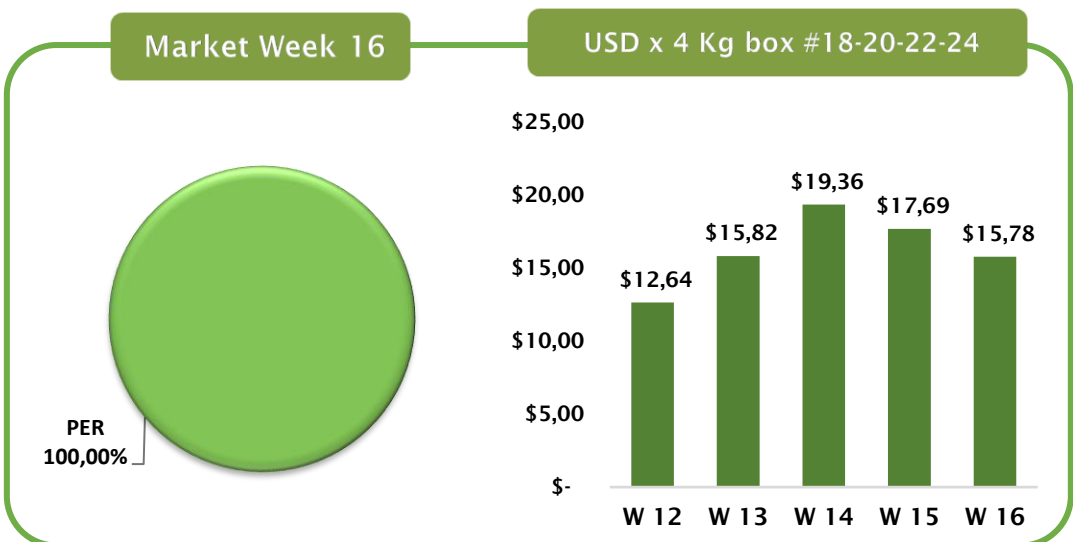


FCL: Fully Container Loaded

### CHINA

	Week	FCL
Mar	10	98
	11	66
	12	42
	13	29
Apr	14	31
	15	30
	16	40
	17	

- 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

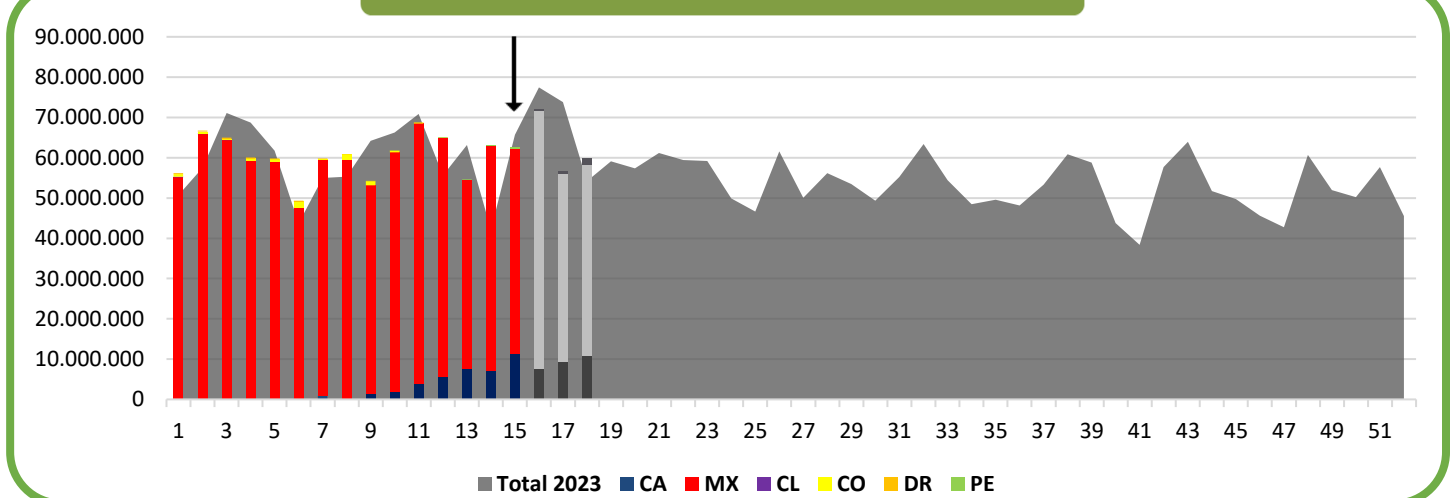
	Arrival Week	California	Mexico	Perú	Chile	Colombia	Dom Rep	Total Estimated Volume (Lb)
JUL	27	11.692.051	28.284.400	9.705.560	0	340.000	0	50.022.011
	28	15.539.883	28.741.114	10.514.172	0	1.180.000	170.000	56.145.169
	29	11.230.357	27.335.911	11.842.160	0	2.510.000	520.000	53.438.428
	30	9.845.532	24.473.276	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	1.000.374	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	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	7.663.572	46.855.004	142.735	0	0	0	54.661.311
	14	7.086.912	55.770.978	238.063	0	0	0	63.095.953
	15	11.245.154	51.010.606	331.857	0	100.000	0	62.687.617
MAY	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
	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 15 (Lb)



### Protecting Exporters in Europe

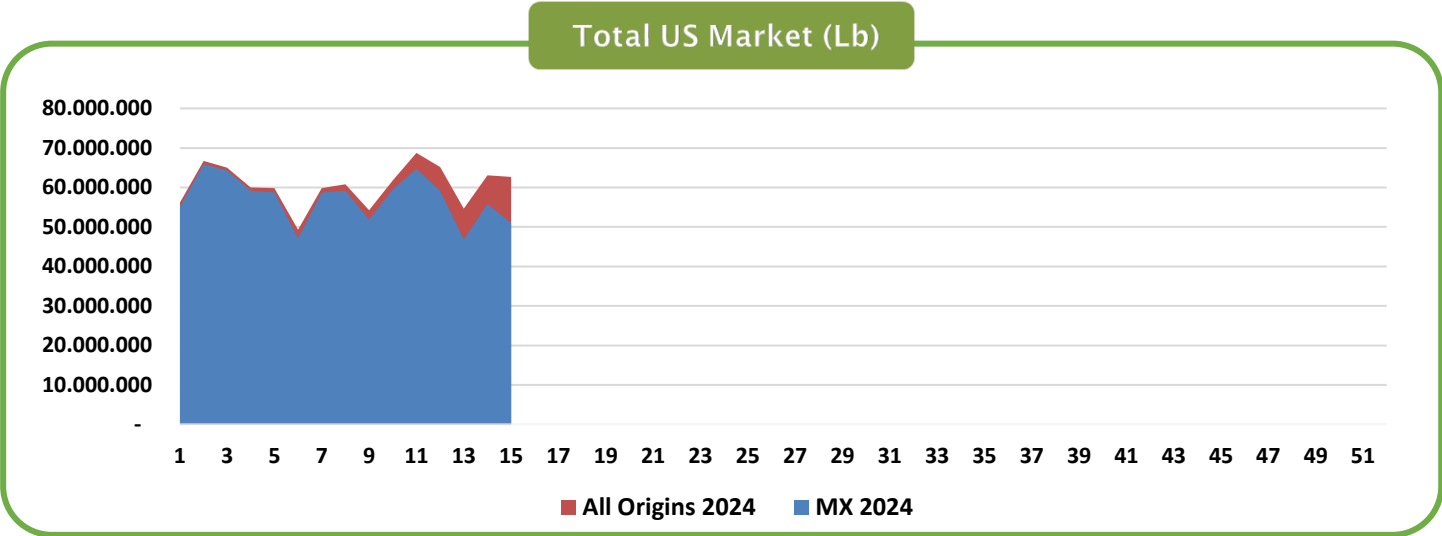
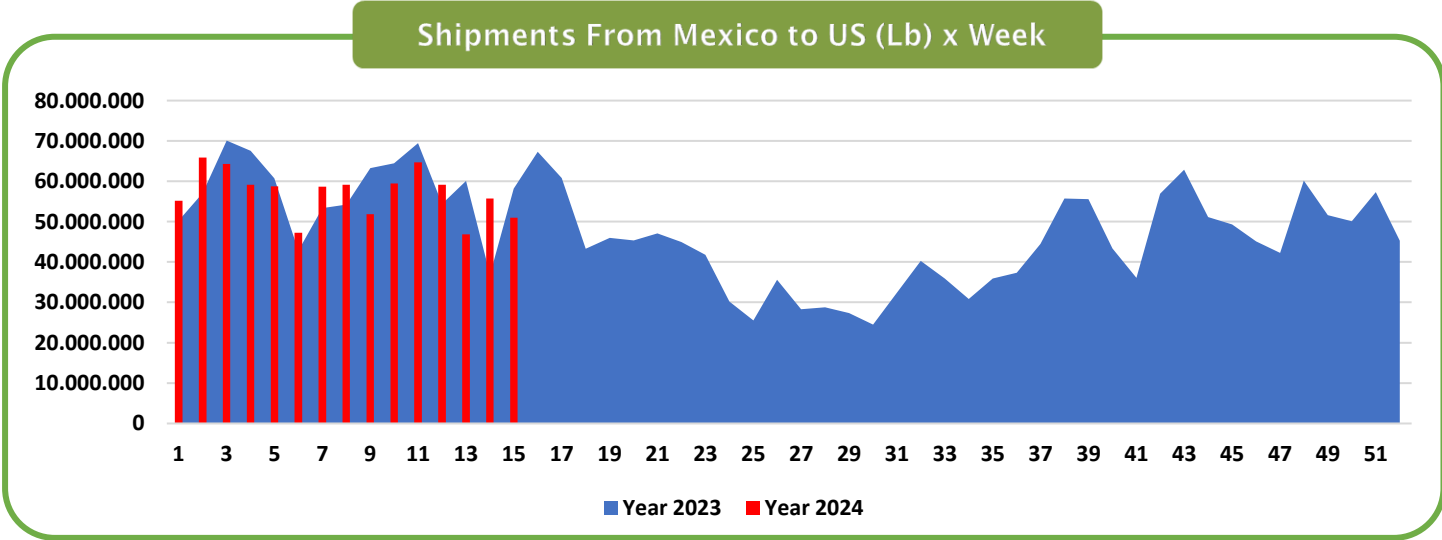
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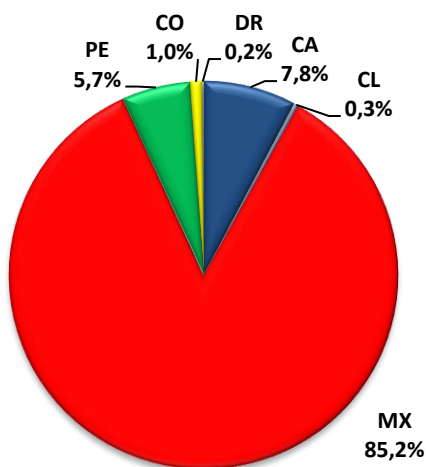
# AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

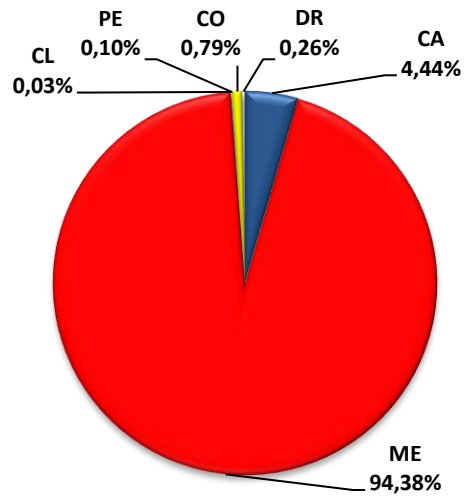
## AVOCADO MARKET : USA Pag 2



USA 2023 (Week 1 - 52)



USA 2024 (Week 1 - 15)

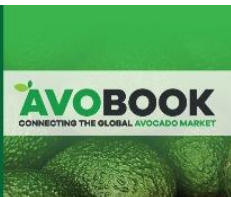


**AVOCADO AFRICA 2024**  
7th - 10th MAY

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NAIROBI, KENYA

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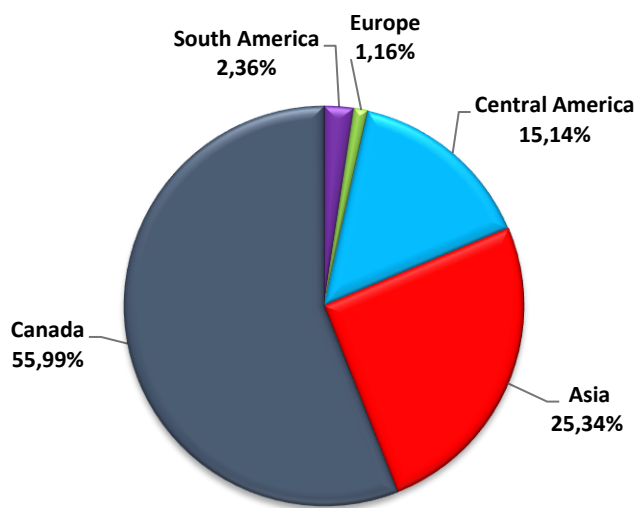


## AVOCADO MARKET : MEXICO TO USA Pag 3

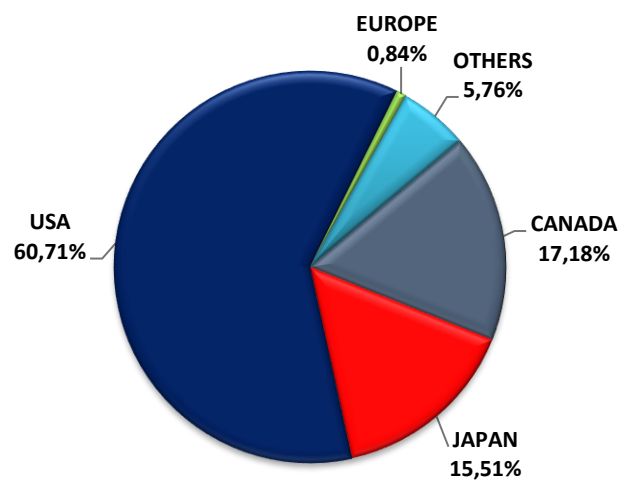
Description	Michoacán		Jalisco	
	Harvest	Shipment	Harvest	Shipment
Projection 2023-2024	1.159.227	996.935	146.774	118.887
YTD Week 15	928.585	809.584	116.976	91.557
Balance	230.642	187.351	29.798	27.330
AVG weekly balance	20.967	17.032	2.709	2.485
Weeks passed		41		41
Weeks remaining		11		11

Source: APEAM

Michoacan Other Markets (Week 1 - 15)



Jalisco All Markets (Week 1 - 15)





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



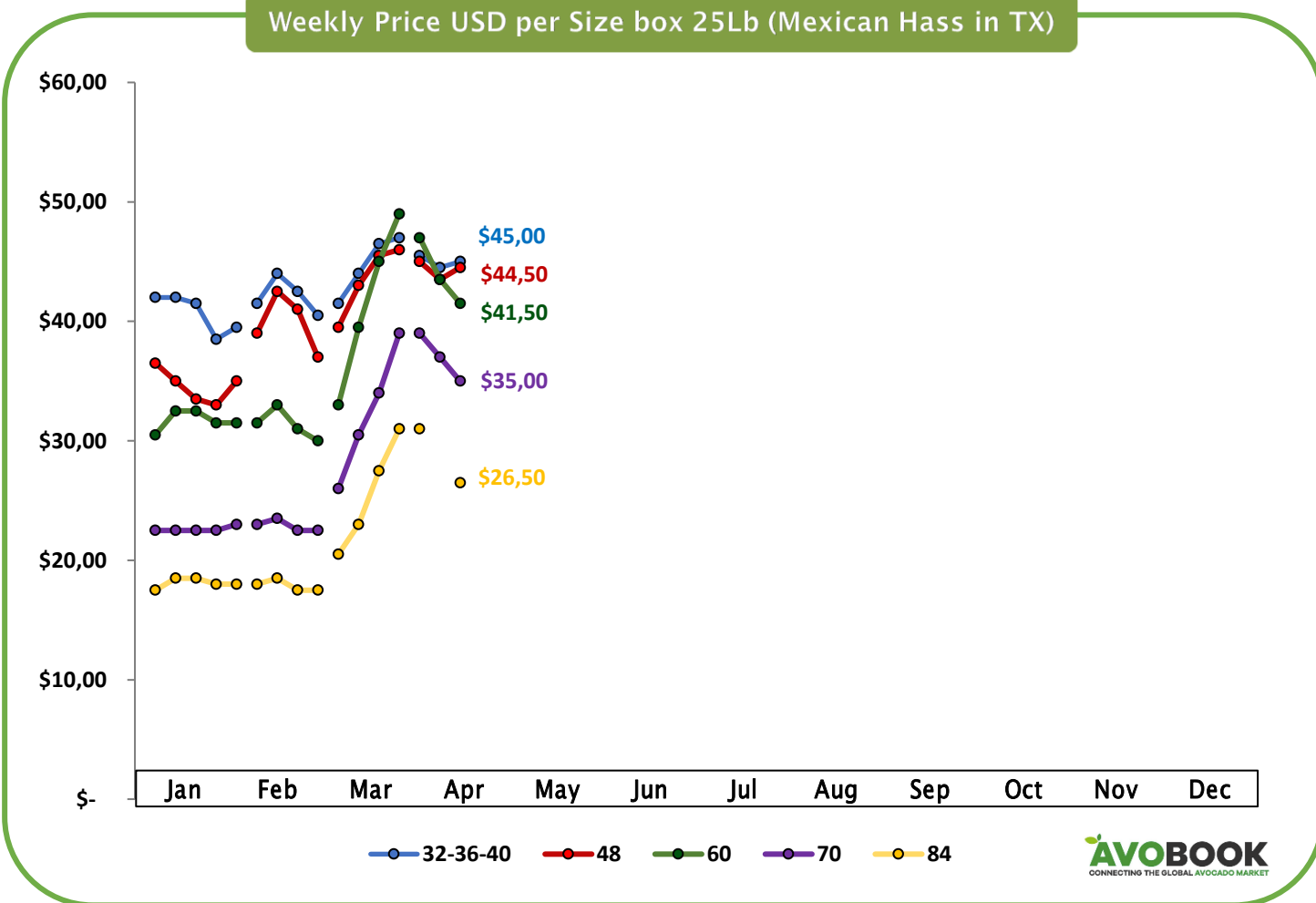
## AVOCADO MARKET : USA Pag 4

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
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
JAN 2	473.000	0	54.685.400	0	0	816.200	55.974.600	51.598.800	51.794.600	-0,4
JAN 3	457.600	19.800	62.475.600	0	0	437.800	63.390.800	52.773.600	53.409.400	-1,2
JAN 4	490.600	50.600	64.026.600	0	0	770.000	65.337.800	50.457.000	53.598.600	-5,9
JAN 5	389.400	173.800	60.086.400	0	0	1.045.000	61.694.600	56.260.600	54.782.200	2,7
FEB 6	426.800	99.000	48.972.000	0	0	1.080.200	50.578.000	56.795.200	57.862.200	-1,8
FEB 7	338.800	332.200	51.946.400	0	0	1.529.000	54.146.400	44.554.400	45.467.400	-2,0
FEB 8	275.000	649.000	54.681.000	0	0	1.786.400	57.391.400	50.153.400	54.489.600	-8,0
FEB 9	158.400	1.480.600	52.371.000	0	0	651.200	54.661.200	52.335.800	54.918.600	-4,7
FEB 10	103.400	1.944.800	48.875.200	0	0	462.000	51.385.400	53.413.800	55.943.800	-4,5
MAR 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
MAR 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
MAR 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
MAR 14	0	10.698.600	52.652.600	464.200	0	96.800	63.912.200	49.819.000	54.245.400	-8,2
APR 15	0	13.890.800	48.677.200	862.400	0	431.200	63.861.600	54.498.400	56.900.800	-4,2
APR 16										
APR 17										
APR 18										

**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)





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	146	483
	2	4	119	17	63		69			149	137	558
	3	0	113	7	81		70			147	166	584
	4	5	137	3	45		53			138	154	535
	5	7	149	7	57		5			125	157	507
FEB	6	16	157	6	39		23			151	149	541
	7	27	166	3	57		22			123	112	510
	8	50	116	5	39		9			174	190	583
MAR	9	91	90	2	39	4	16	3		157	174	576
	10	133	76	3	62	3	23	2		88	200	590
	11	224	62	5	62	3	7	10		98	212	684
	12	287	42	4	38	15	5	18	15	60	203	688
	13	335	33	2	10	91		31	25	40	206	773
APR	14	427	49	5	10	8		61	25	40	228	853
	15	435	52	1	5	177		71	51	20	223	1035
	16	411	31	0	4	213		82	31	20	153	945
	17	373	25	1	2	6		87	120	20	9	643
MAY	18	515	25			234		84	86	20		964
	19	471	33			208		76	69	10		867
	20	497	31			136		45	52			761
	21	373	40			122		19	77			631
	22	356	40			107		12	34			549
	23	346	40			83		12	43			524
JUN	24	358	40			76		8	103			585
	25	379	40			67		8	103			597
	26	386	40			66		2	120			614
	27	433	40			58		0	129			660
JUL	28	483	40			64		0	163			750
	29	498	40			58		0	178			774
	30	553	40			46		0	177			816
	31	565	40			46		0	178			829
AUG	32	629	40			43		2	215			929
	33	553	40			52		2	189			836
	34	504	40			49		2	98			693
	35	459	40			54	10	2	245			810
	36	550	40			59	10	2	181			842
SEP	37	450	40			57	10	2	155			714
	38	400	40			74	20	2	112			648
	39	250	40			77	30	2	40			439
OCT	40	120	40	20		78	80	2	40			380
	41	80	40	20		70	120	2	20		20	372
	42	40	80	30		43	200		10		40	443
	43	40	80	30		49	230			15	60	504
NOV	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
DEC	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

**Protecting Exporters in Europe**  
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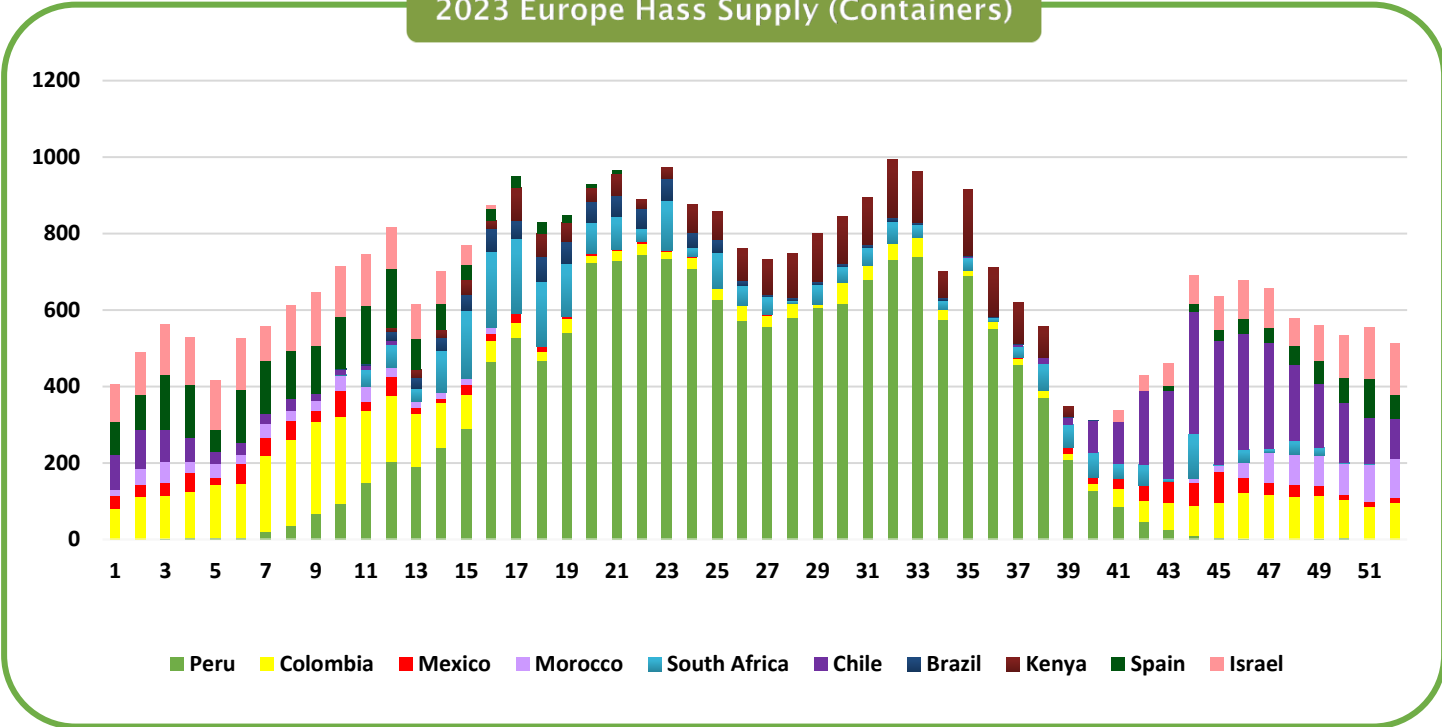


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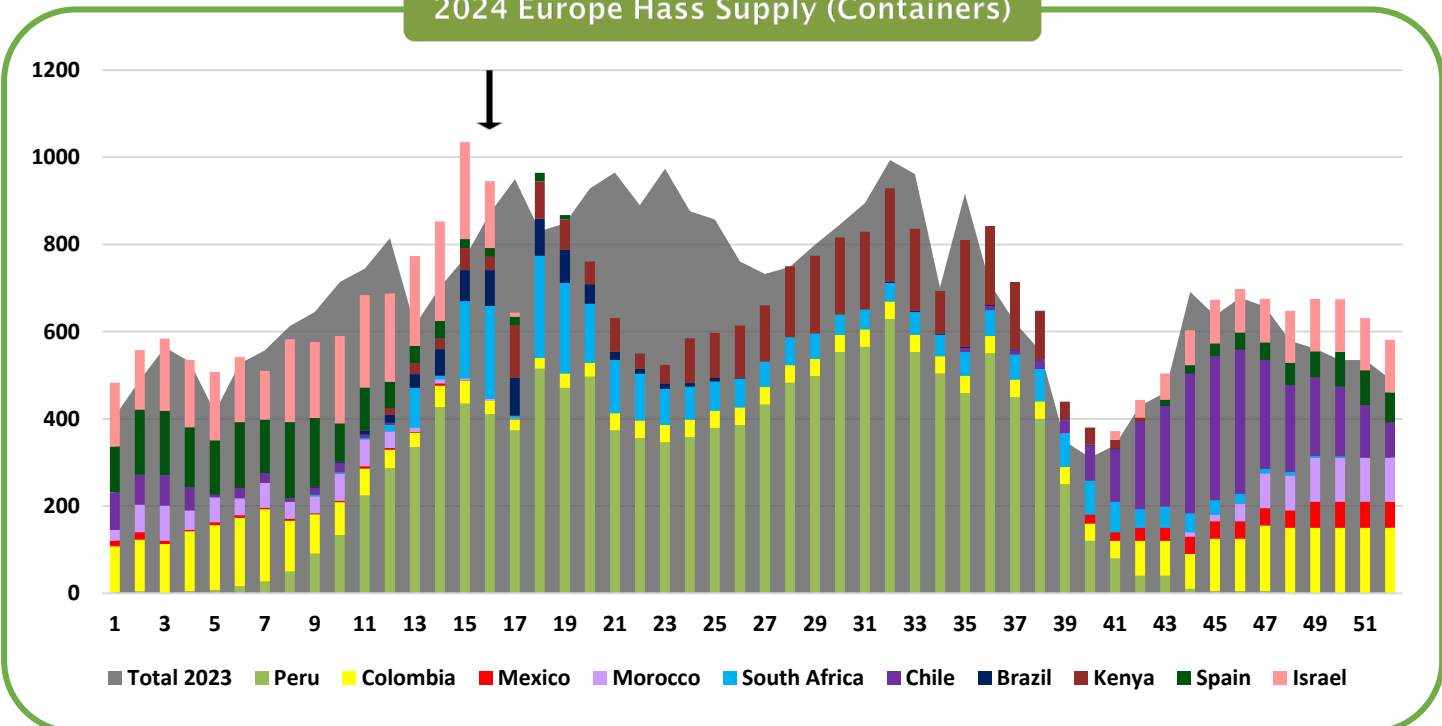
CONNECTING THE GLOBAL AVOCADO MARKET

## AVOCADO MARKET : EUROPE Pag 6

2023 Europe Hass Supply (Containers)



2024 Europe Hass Supply (Containers)



**AVOCADO AFRICA 2024**  
7th - 10th MAY

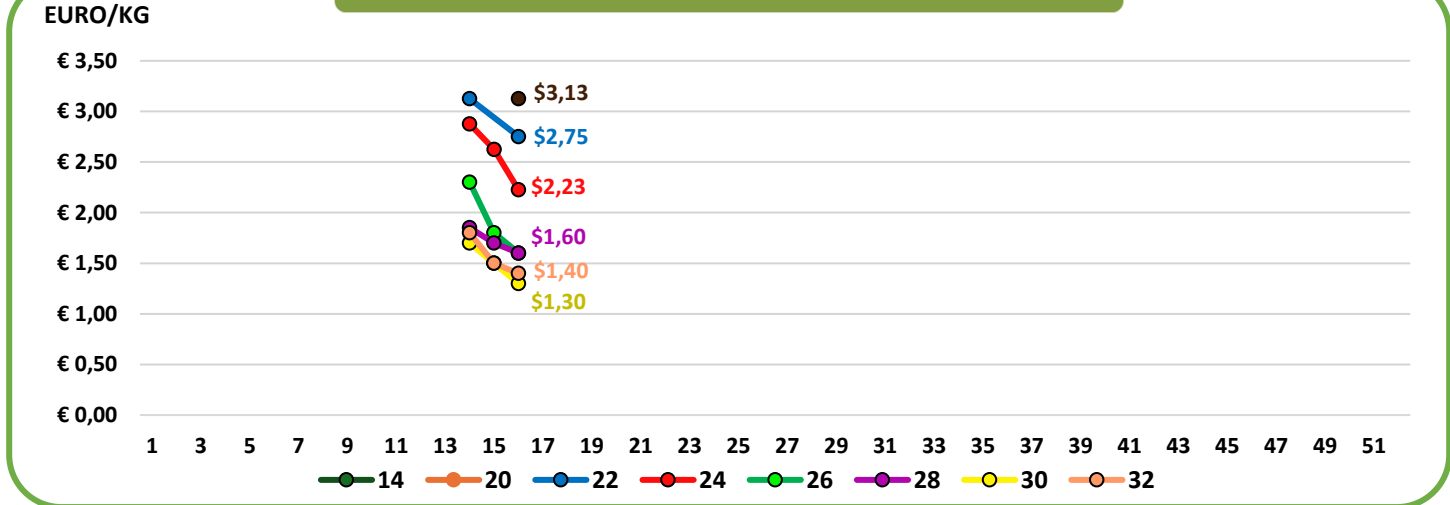
**SARIT EXPO CENTRE, NAIROBI, KENYA**

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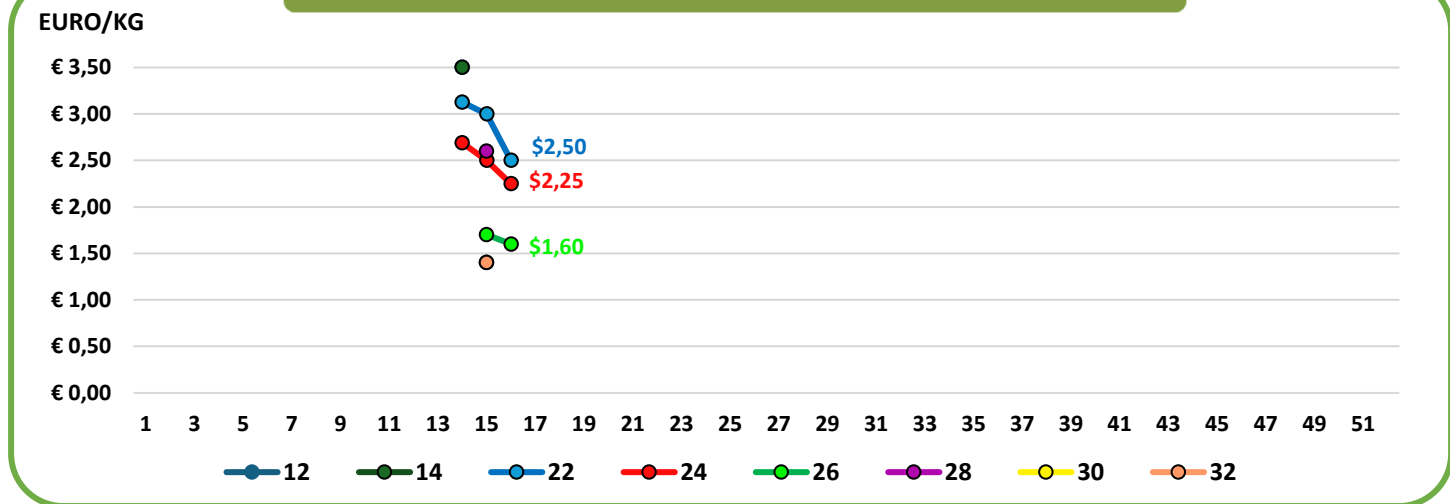
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## AVOCADO MARKET : EUROPE

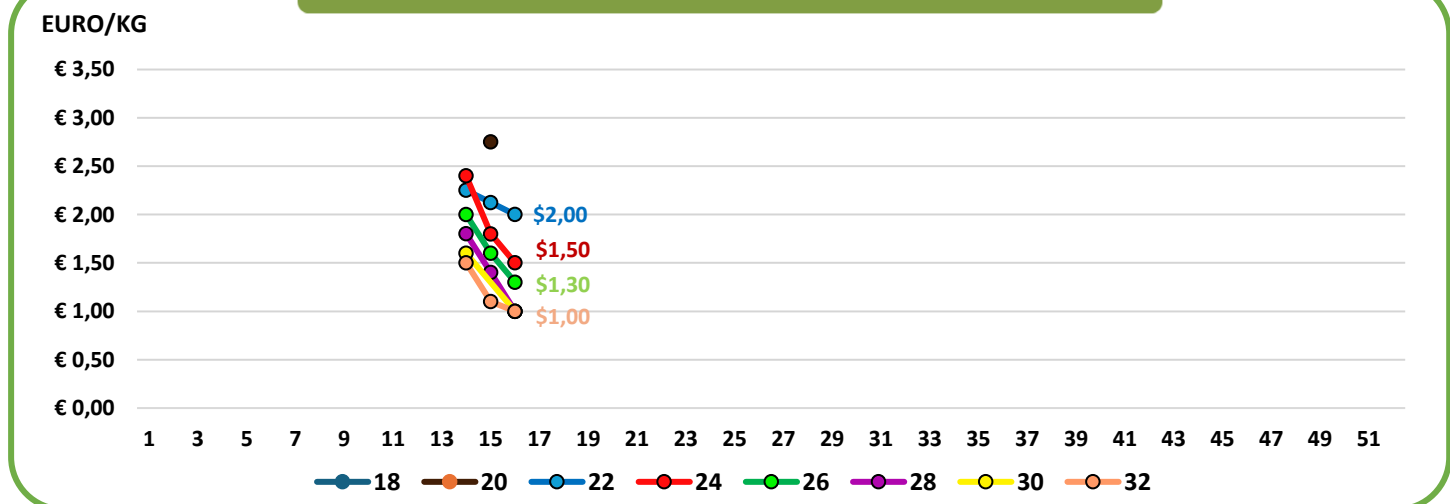
Netherlands Ponderated Market Price From Peru



Netherlands Ponderated Market Price From South Africa



Netherlands Ponderated Market Price From Colombia





**AVOCADO MARKET : CHINA**

**CONTAINERS ARRIVED BY ORIGIN**

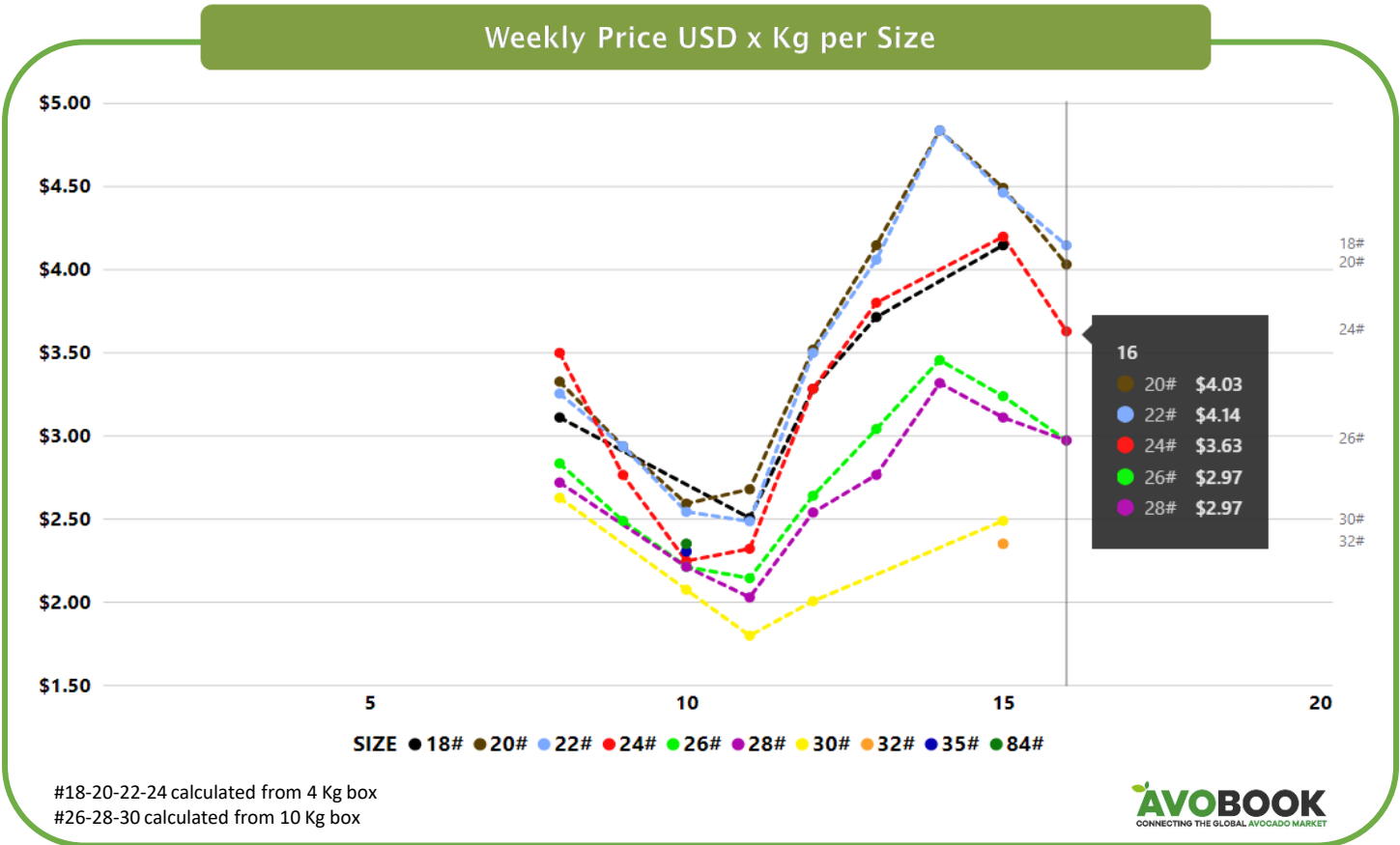
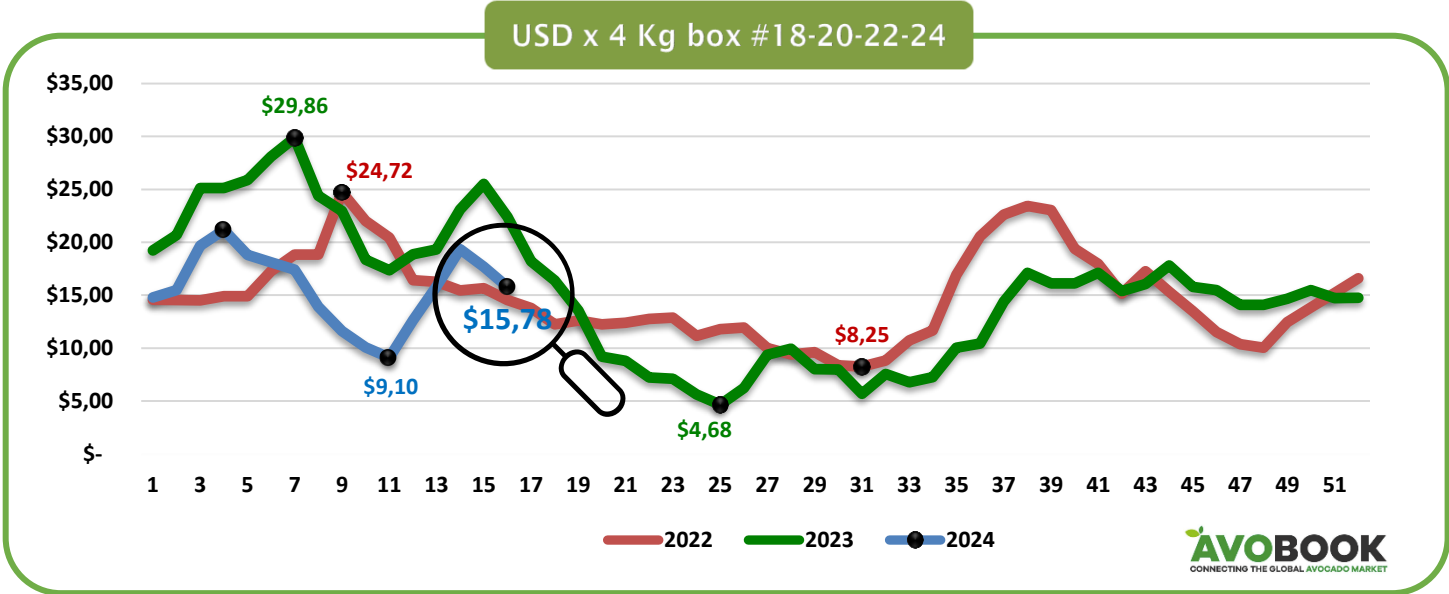
Week of Sales	Peru	Mexico	Chile	Colombia	Kenya	Philippines	New Zeland	Total Estimated Volume
27	77				1			78
28	59							59
29	83							83
30	99							99
31	80				3			83
32	79							79
33	100				1	2		103
34	80							80
35	58							58
36	46							46
37	26							26
38	15		5					20
39	8		9					17
40	2		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	54							54
18	62							62
19	90							90
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 9



### Protecting Exporters in Europe

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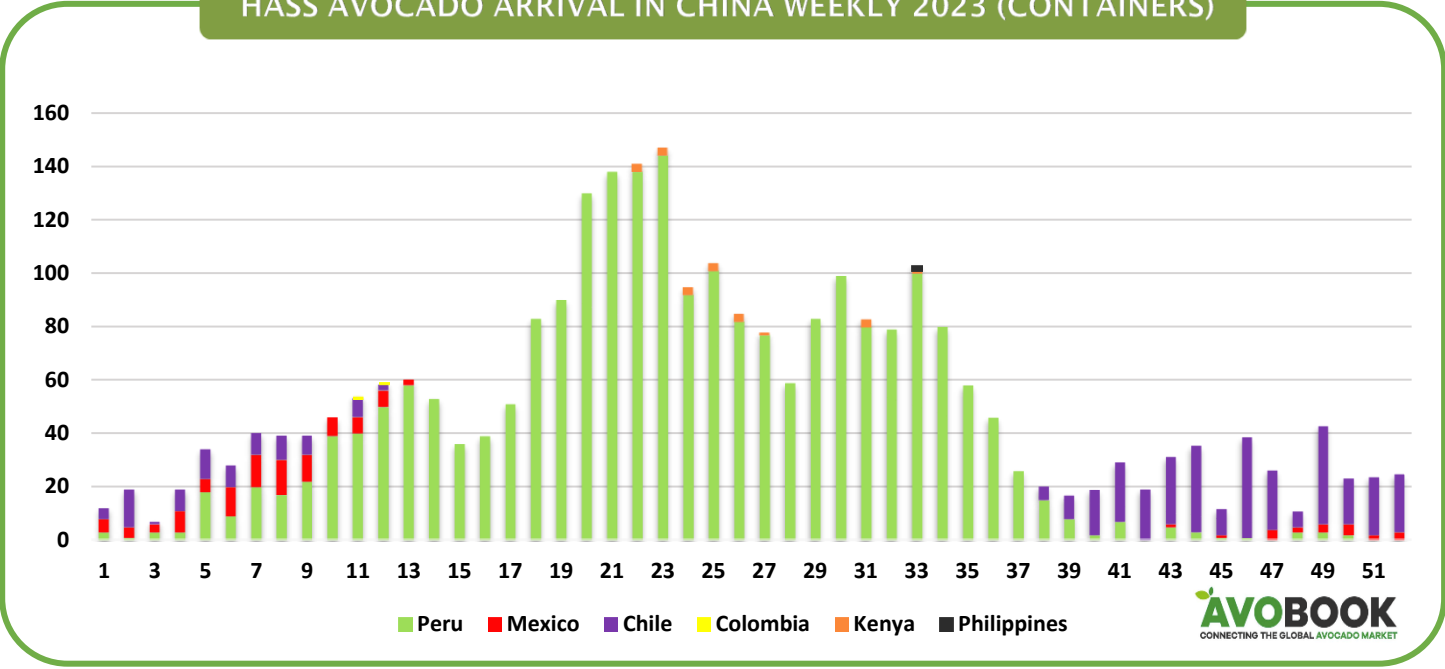
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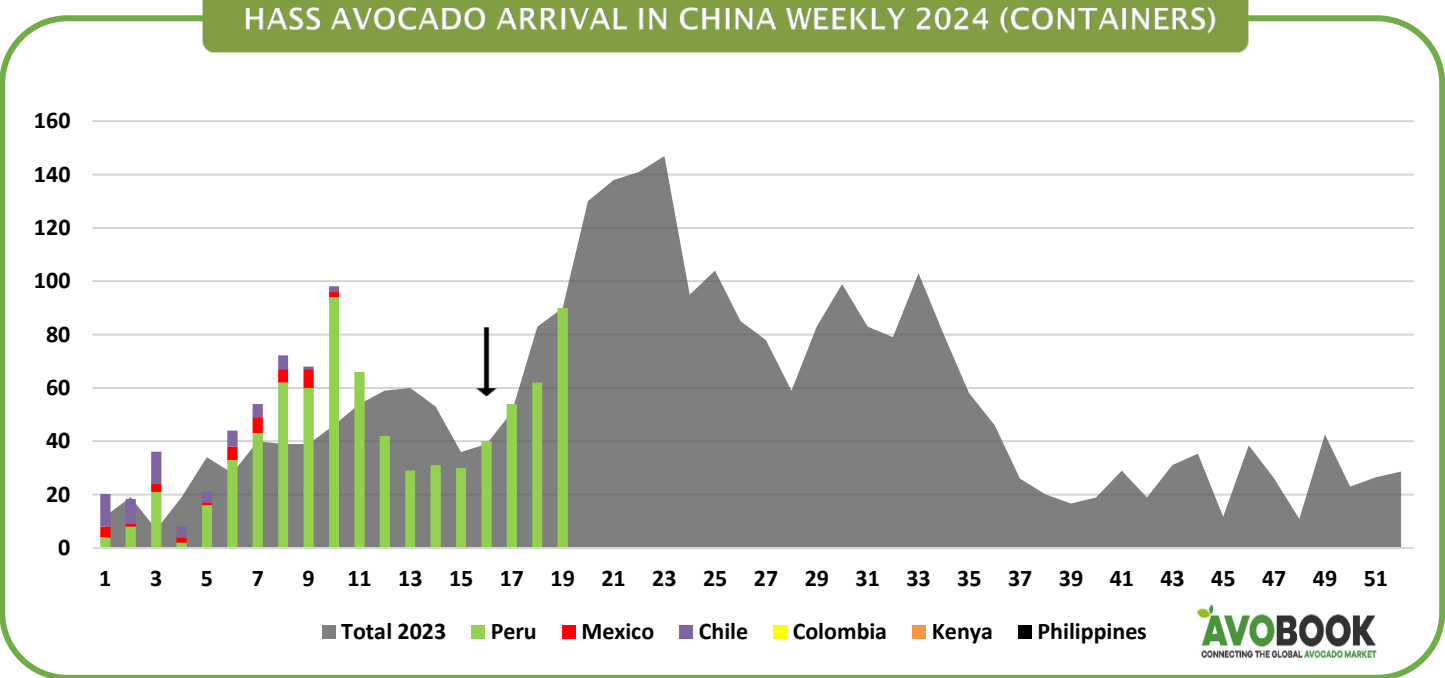
CONNECTING THE GLOBAL AVOCADO MARKET

## AVOCADO MARKET : CHINA Pag 10

HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2023 (CONTAINERS)



HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2024 (CONTAINERS)



**AVOCADO AFRICA 2024**  
7th - 10th MAY

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CENTRE,  
NAIROBI, KENYA



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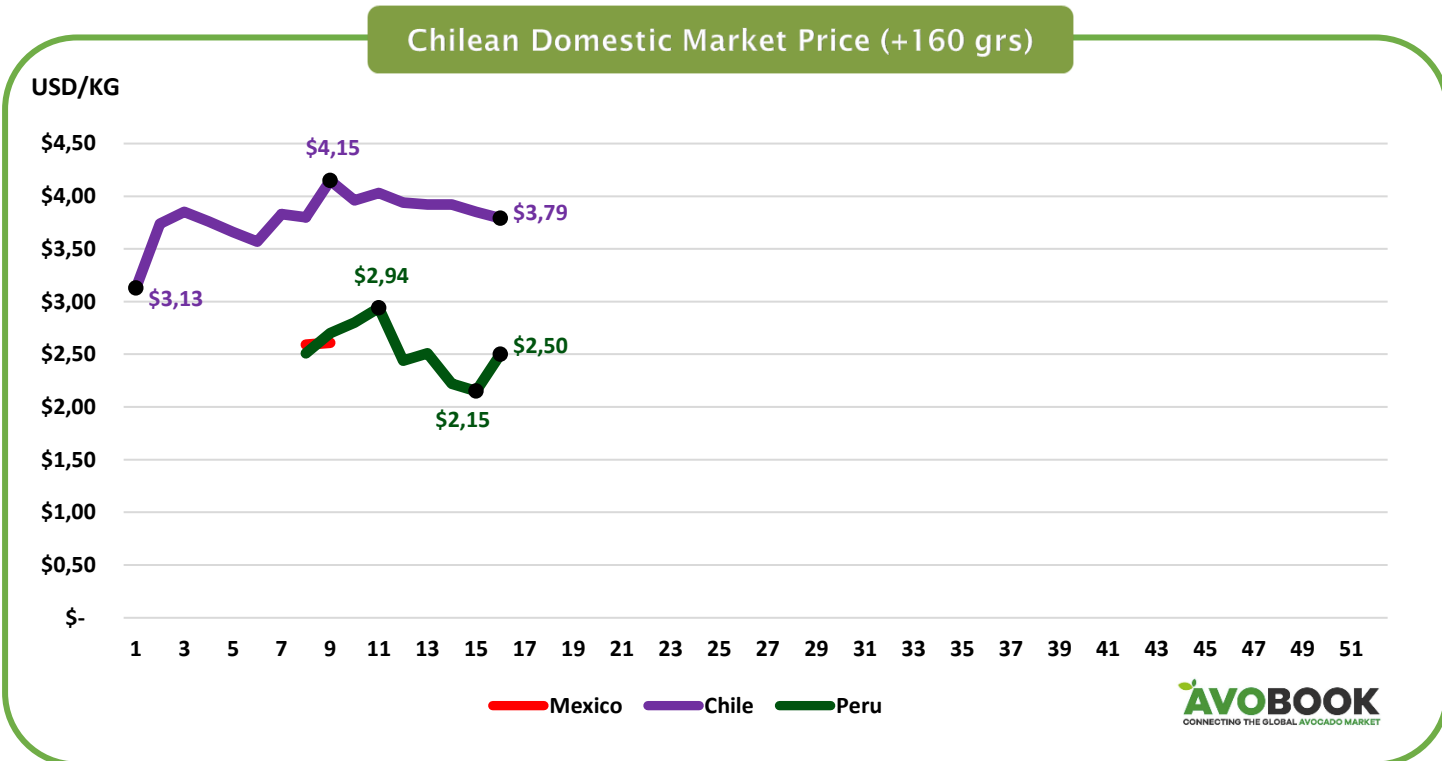
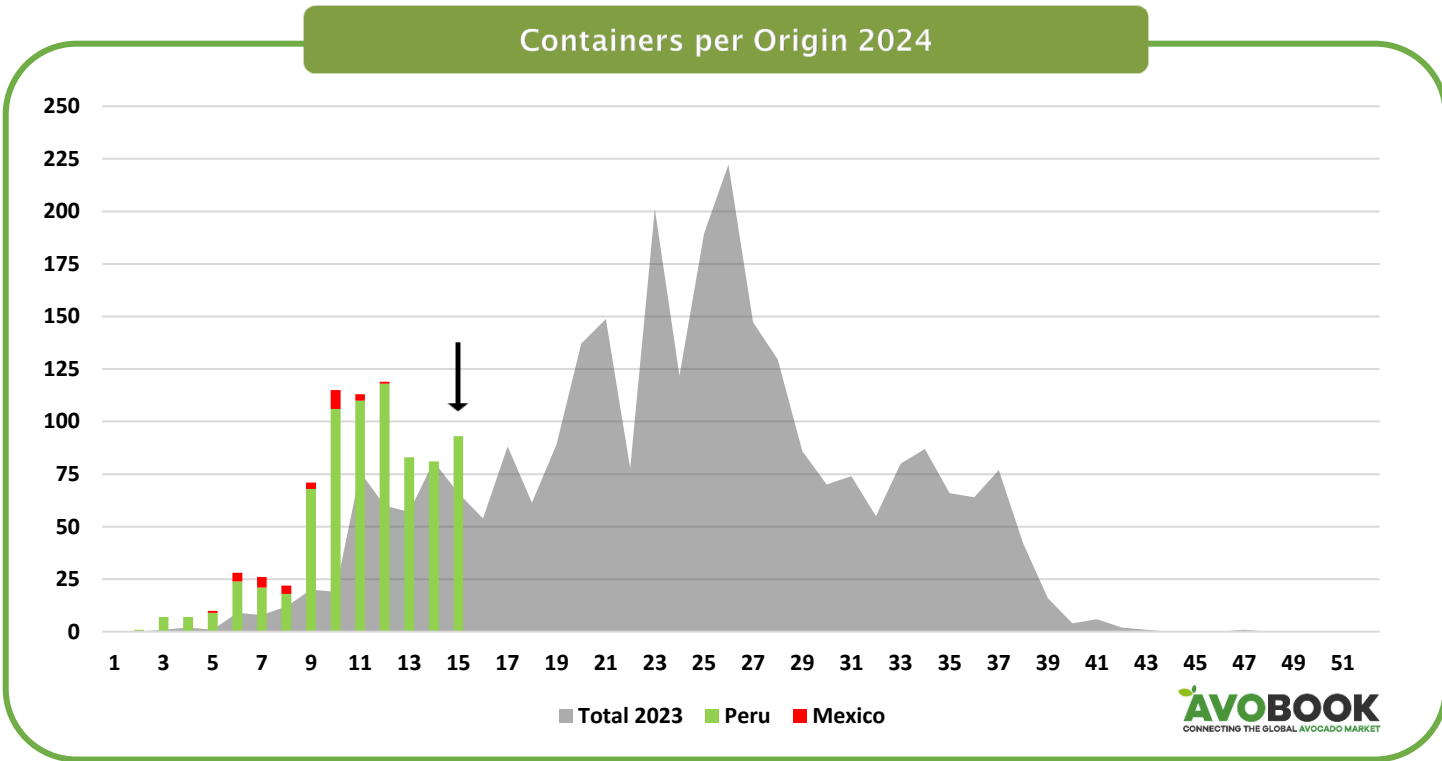
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**AVOBOOK**  
CONNECTING THE GLOBAL AVOCADO MARKET





## CHILE: MARKET Pag 11

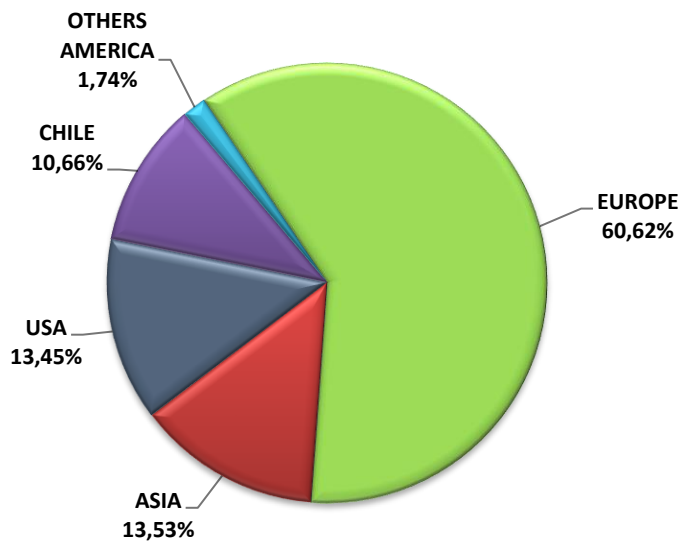


**QUALITY STUDIO**  
service is our business

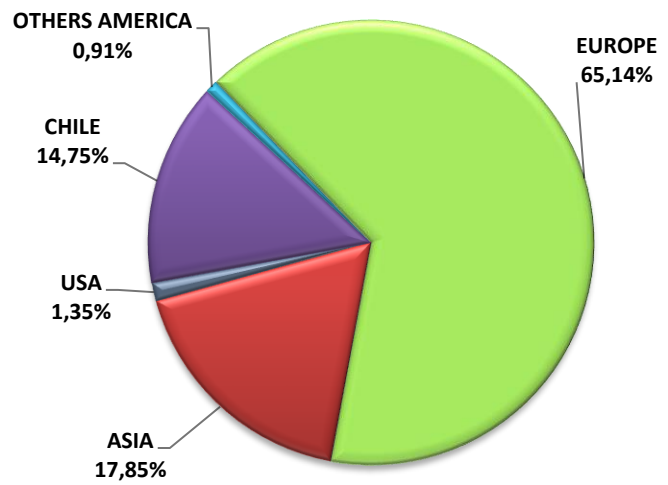
**Bring quality and transparency to your supply chain.**

## PERU: EXPORTS Pag 12

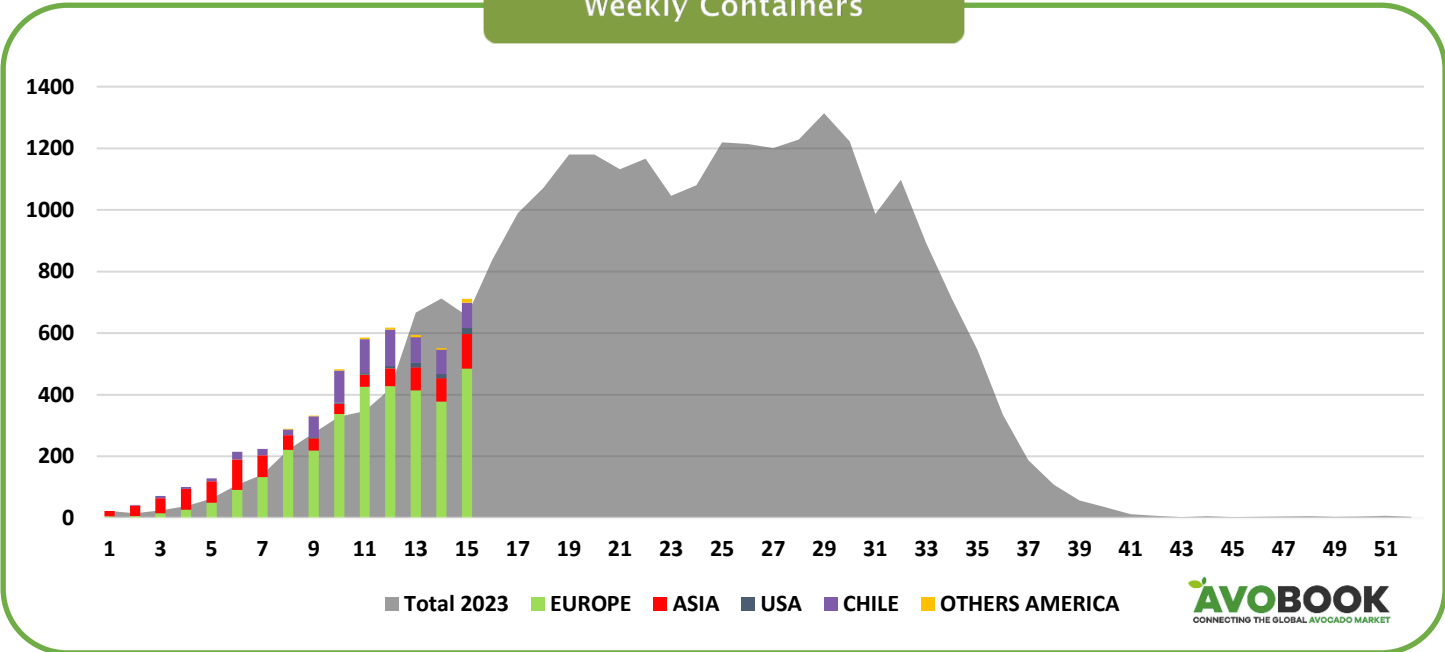
Market Share 2023



Market Share 2024 (Week 1-15)

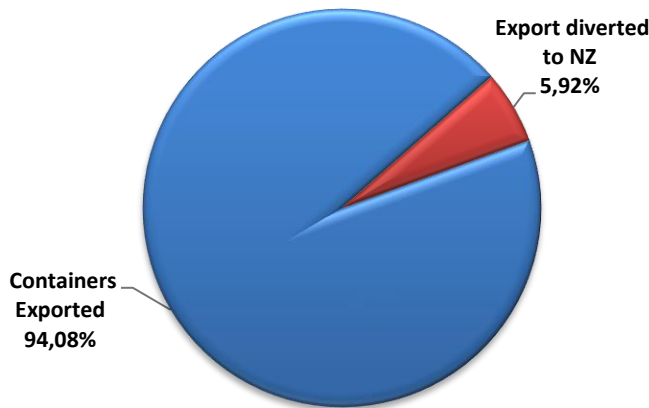


Weekly Containers

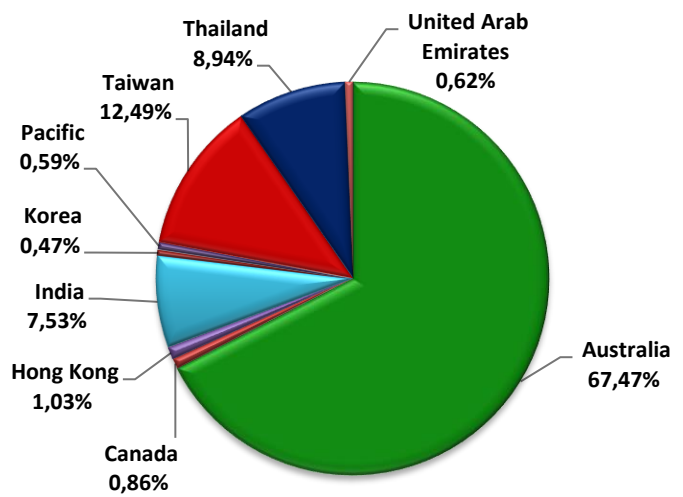


## NEW ZEALAND: EXPORTS Pag 13

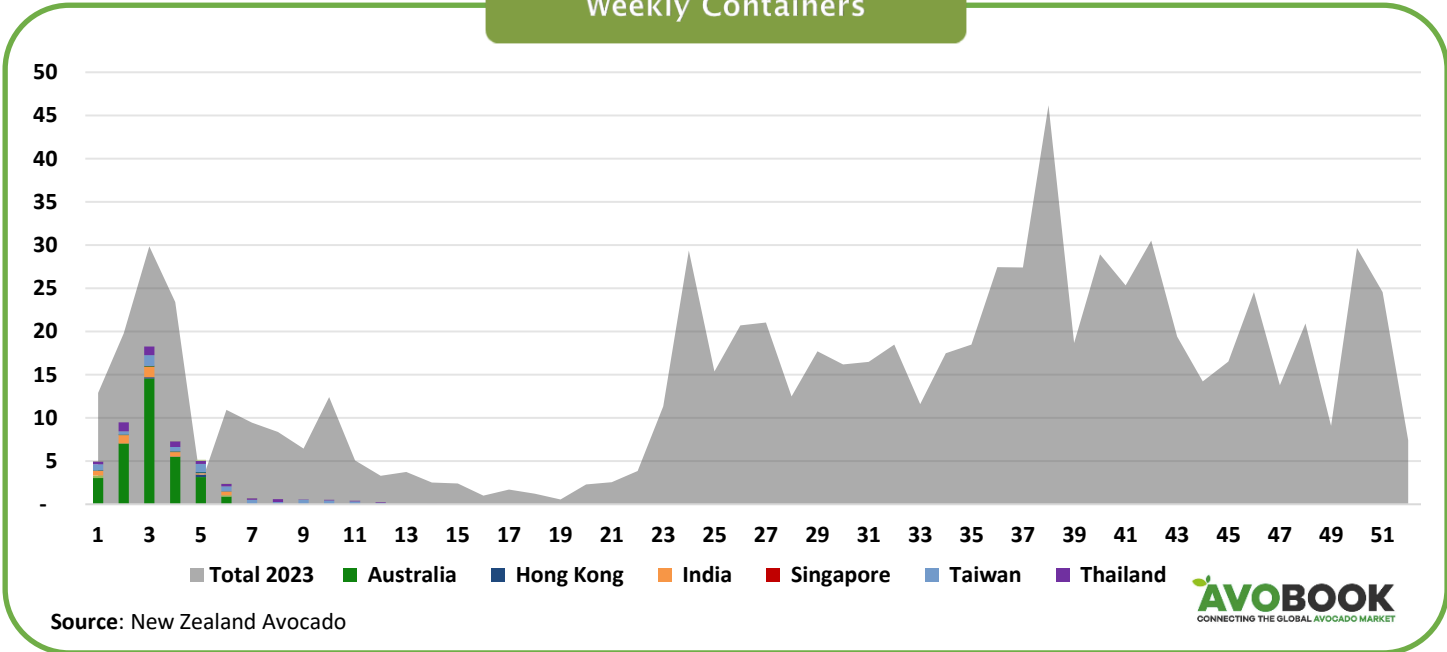
Total Exports V/S Diverted Exports



Market Share 2024 (Week 1-15)



Weekly Containers



### Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

[Learn more](#)



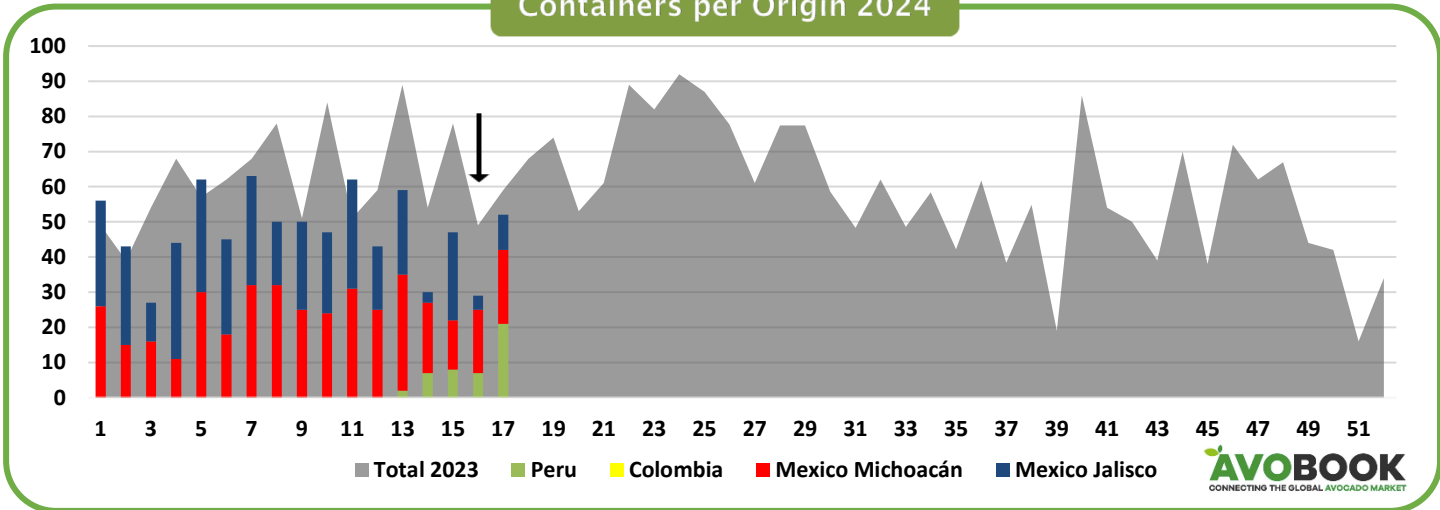
# AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

## JAPAN: MARKET

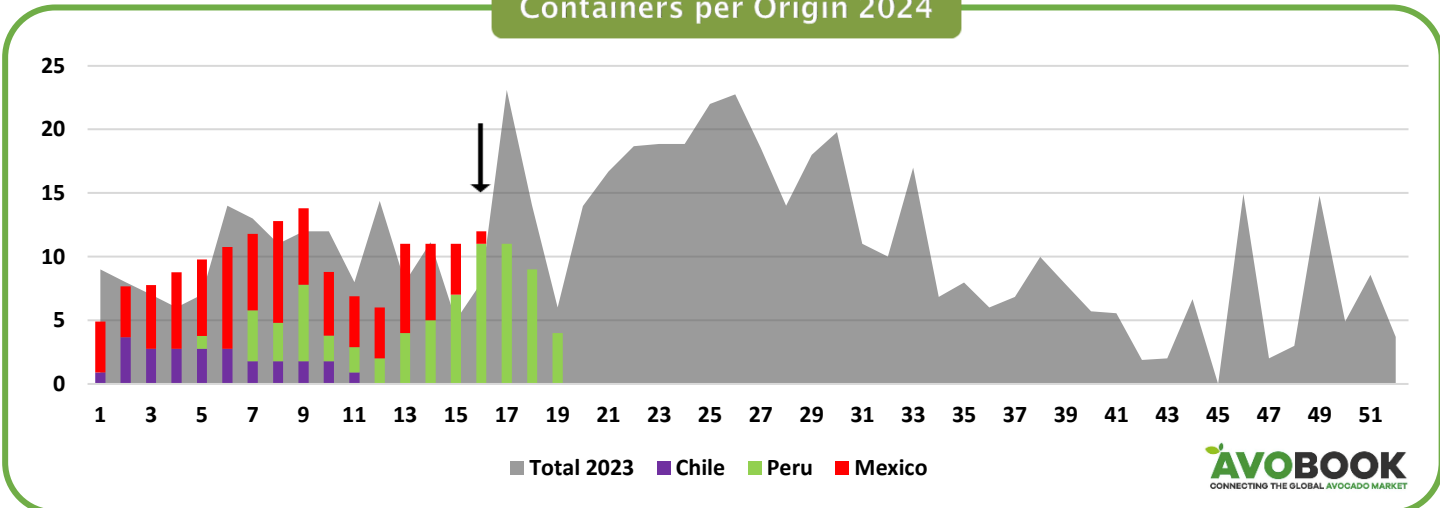
Pag 14

Containers per Origin 2024



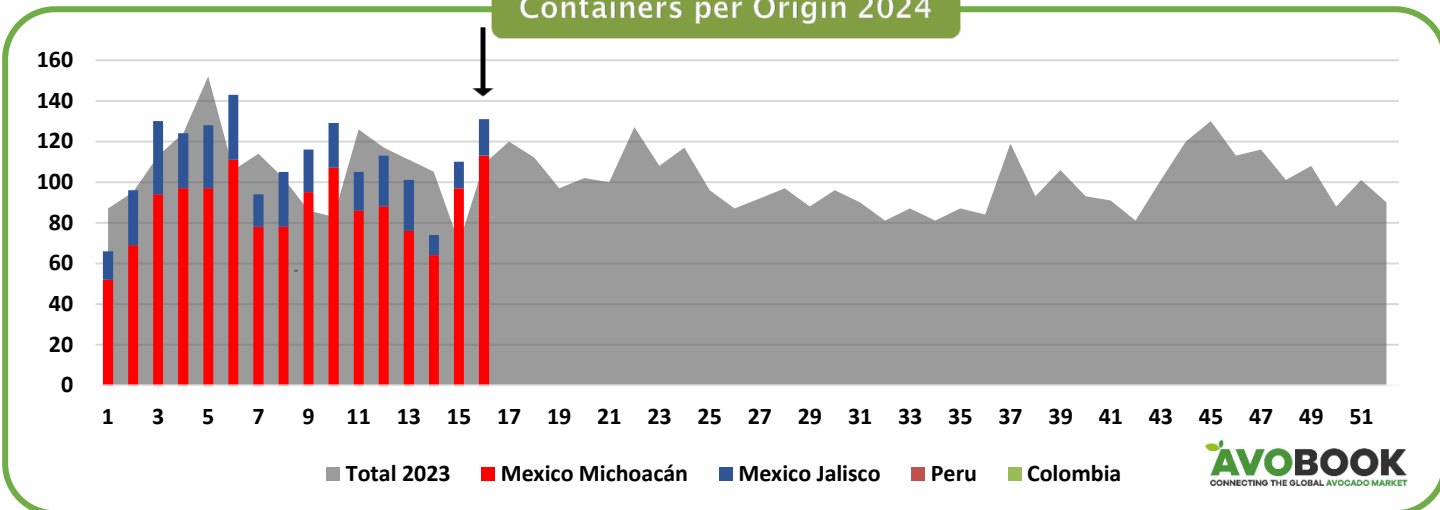
## KOREA: MARKET

Containers per Origin 2024



## CANADA: MARKET

Containers per Origin 2024



**AVOCADO AFRICA 2024**  
7th - 10th MAY

SARIT EXPO  
CENTRE,  
NAIROBI, KENYA



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