

# AVOBOOK

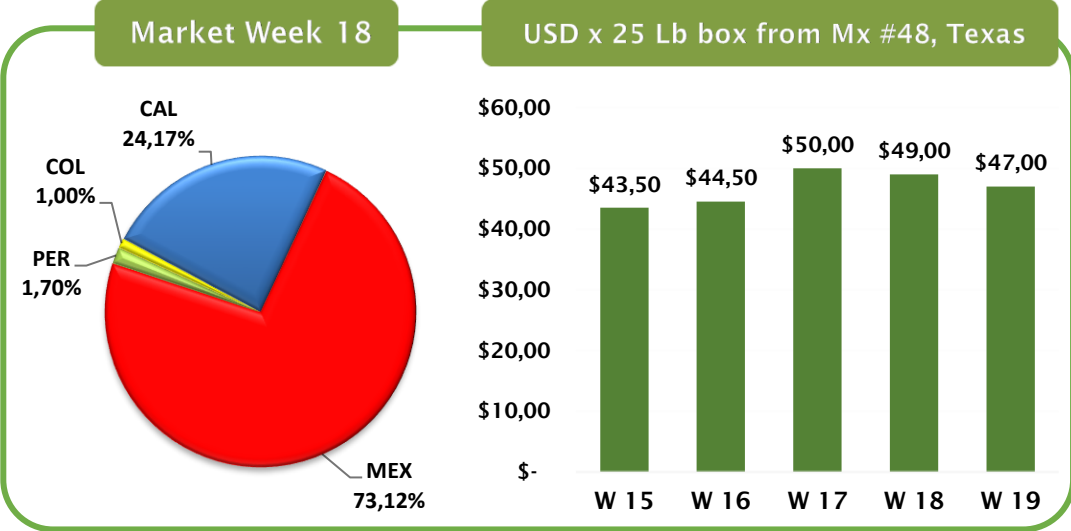
CONNECTING THE GLOBAL AVOCADO MARKET

## SUMMARY Week 19, 2024

### USA

	Week	Lbs
Apr	14	63.095.953
	15	62.687.617
	16	68.514.693
	17	68.472.595
May	18	54.772.396
	19	
	20	
	21	
	22	

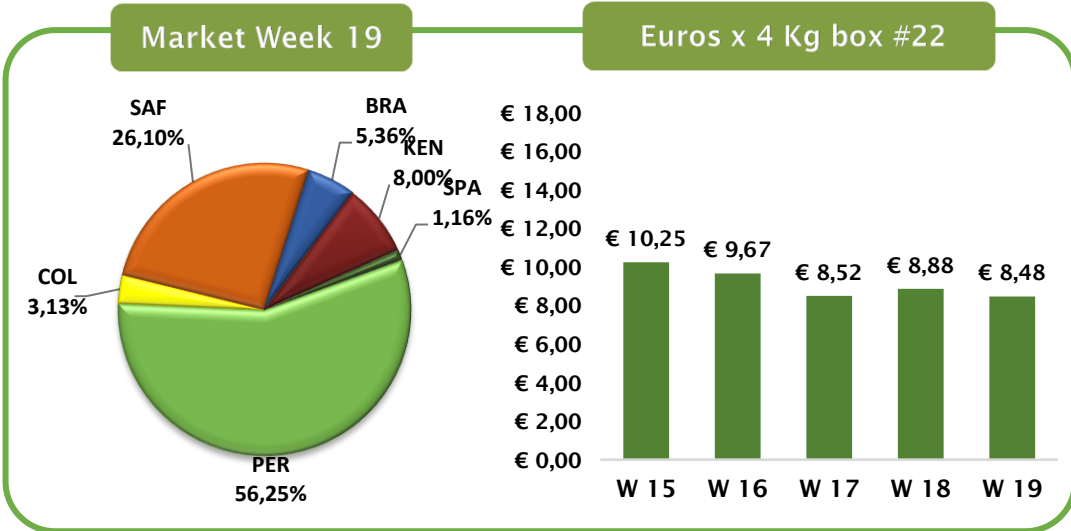
- Less than 55 MM
- Between 55 & 65 MM
- More than 65 MM



### EUROPE

	Week	FCL
Apr	14	849
	15	1.046
	16	936
	17	701
May	18	739
	19	862
	20	
	21	
	22	

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

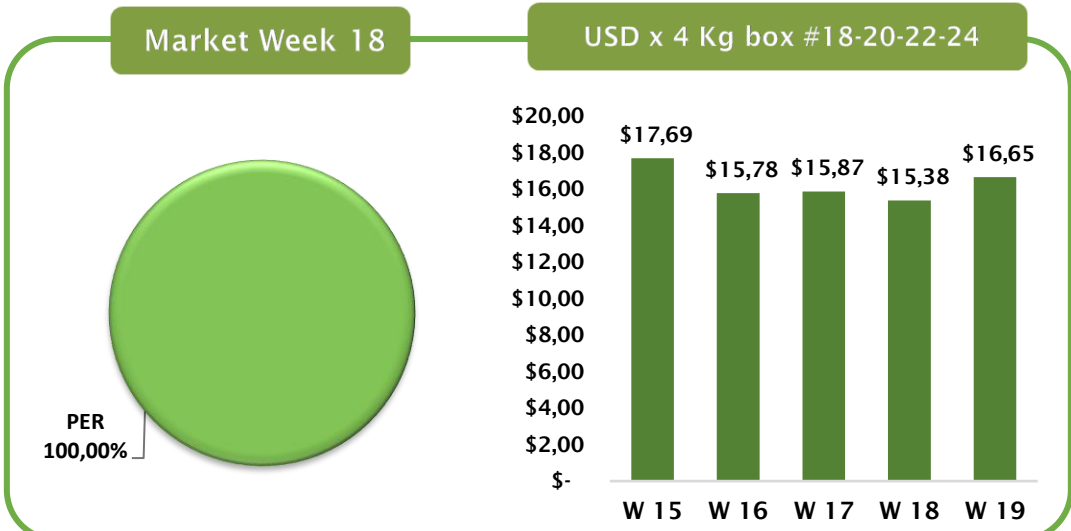


FCL: Fully Container Loaded

### CHINA

	Week	FCL
Apr	14	31
	15	30
	16	41
	17	52
May	18	61
	19	87
	20	
	21	
	22	

- 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

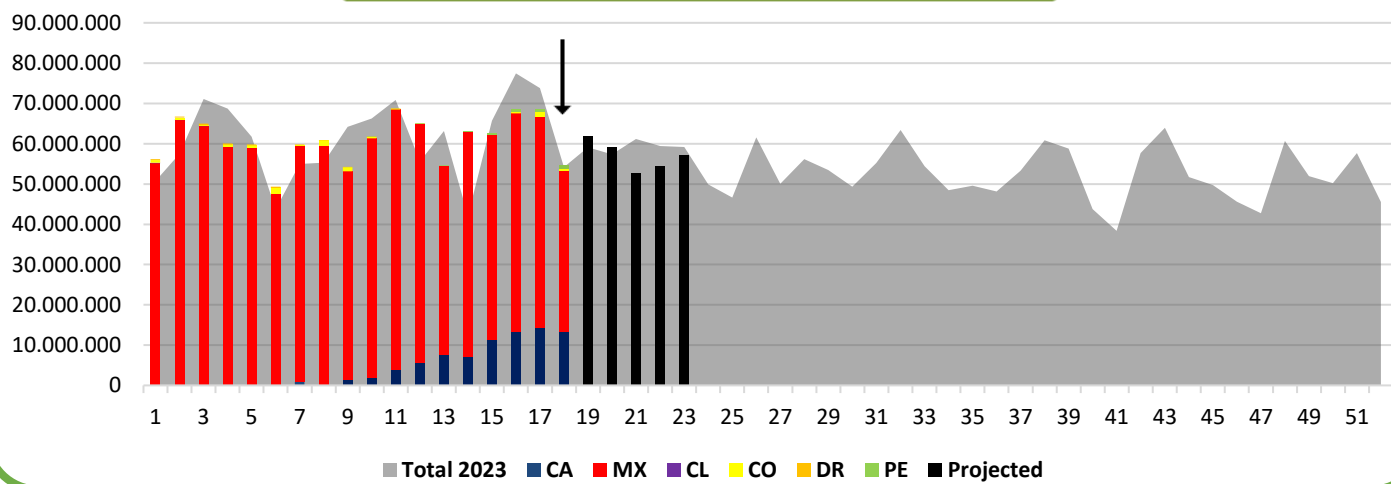
	Arrival Week	California	Mexico	Perú	Chile	Colombia	Dom Rep	Total Estimated Volume (Lb)
JUL	27	11.692.051	28.284.400	9.705.560	0	340.000	0	50.022.011
	28	15.539.883	28.741.114	10.514.172	0	1.180.000	170.000	56.145.169
	29	11.230.357	27.335.911	11.842.160	0	2.510.000	520.000	53.438.428
	30	9.845.532	24.473.276	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
SEPT	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
	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
	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	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
	16	13.312.927	54.195.460	616.306	0	390.000	0	68.514.693
	17	14.365.526	52.276.516	610.553	0	1.220.000	0	68.472.595
	18	13.238.426	40.051.151	932.819	0	550.000	0	54.772.396
MAY	19	11.250.000	48.000.000	1.500.000	0	1.250.000	0	62.000.000
	20	10.000.000	45.750.000	2.000.000	0	1.500.000	0	59.250.000
	21	10.000.000	38.500.000	2.500.000	0	1.700.000	0	52.700.000
	22	11.500.000	36.500.000	4.250.000	0	2.100.000	0	54.350.000
	23	11.500.000	37.250.000	6.000.000	0	2.400.000	0	57.150.000
JUN	24	11.500.000	36.750.000	7.500.000	0	2.400.000	0	58.150.000
	25	12.000.000	34.500.000	9.000.000	0	2.500.000	0	58.000.000

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 18 (Lb)



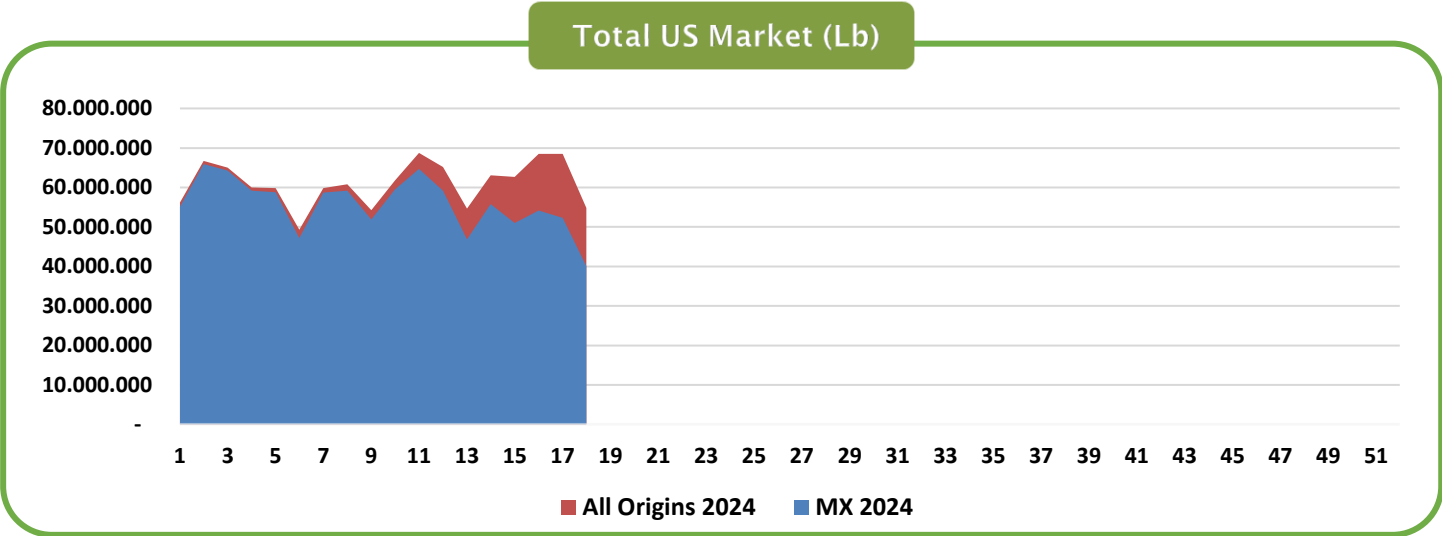
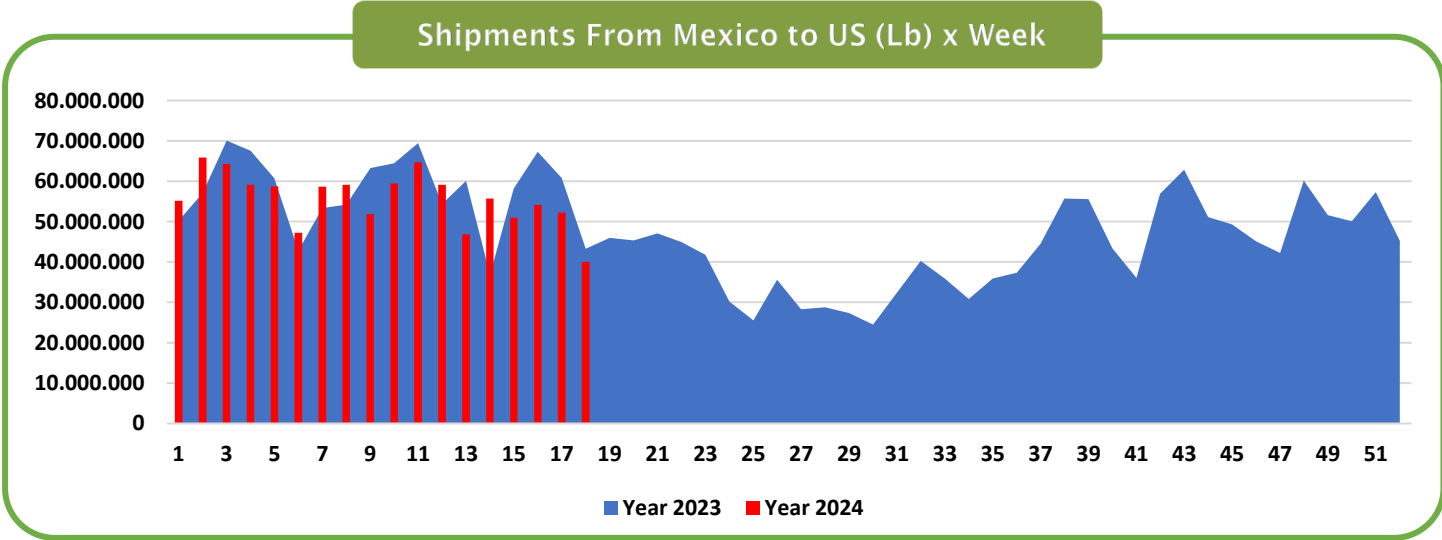
### Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

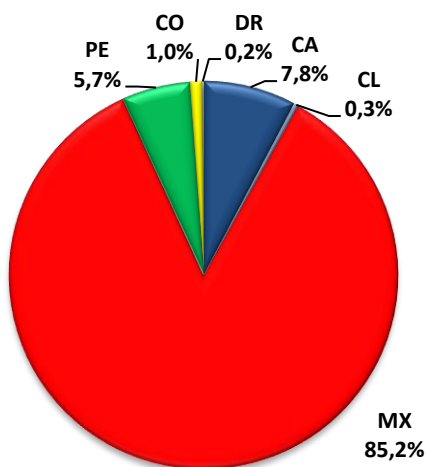
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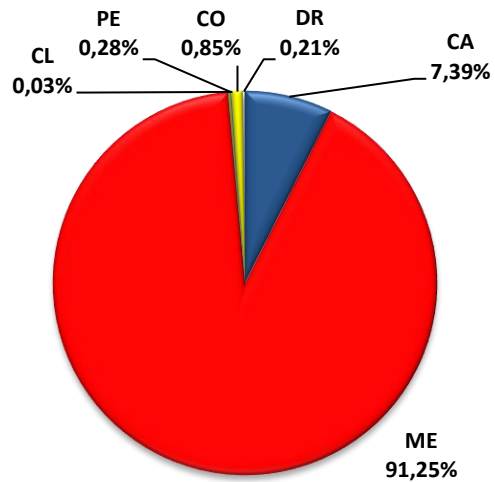
## AVOCADO MARKET : USA Pag 2



USA 2023 (Week 1 - 52)



USA 2024 (Week 1 - 18)



**QUALITY STUDIO**  
service is our business

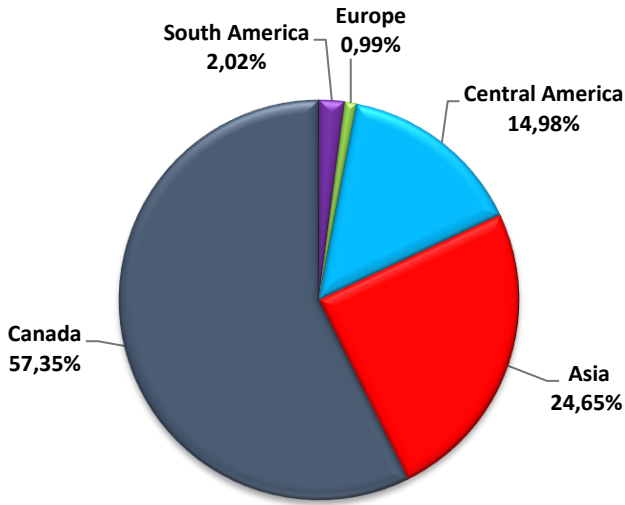
**Bring quality and transparency to your supply chain.**

**AVOCADO MARKET : MEXICO TO USA** Pag 3

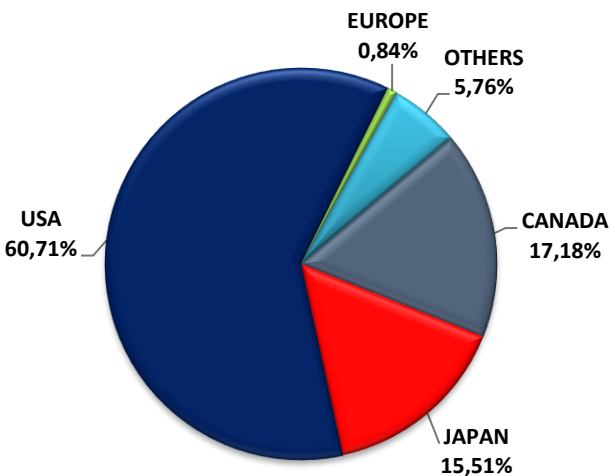
Description	Michoacán		Jalisco	
	Harvest	Shipment	Harvest	Shipment
Projection 2023-2024	1.159.227	996.935	131.978	103.260
YTD Week 18	1.005.345	873.520	121.181	94.325
Balance	153.882	123.415	10.797	8.935
AVG weekly balance	19.235	15.427	1.350	1.117
Weeks passed		44		44
Weeks remaining		8		8

Source: APEAM

Michoacan Other Markets (Week 1 - 18)



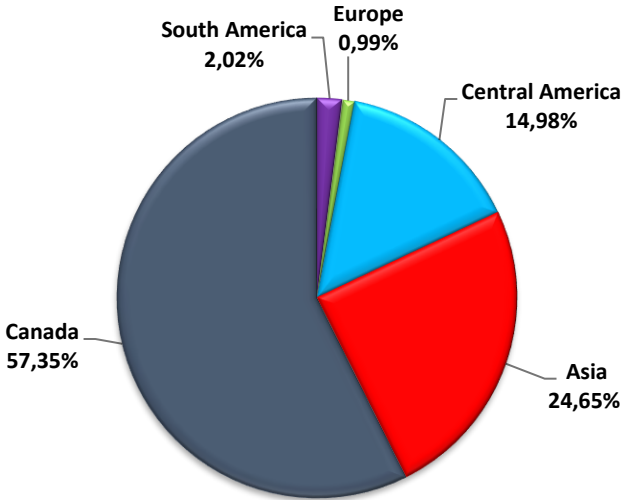
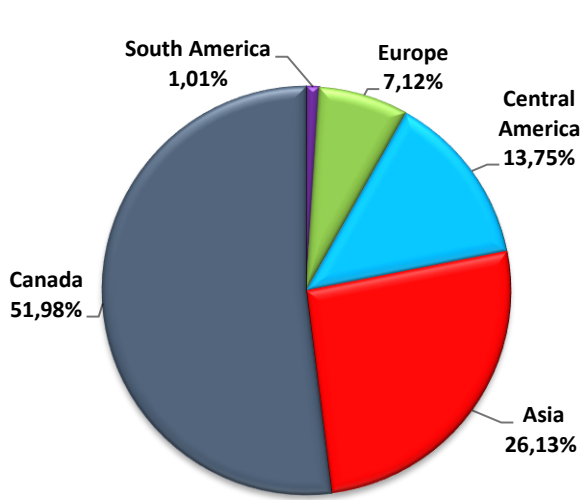
Jalisco All Markets (Week 1 - 15)



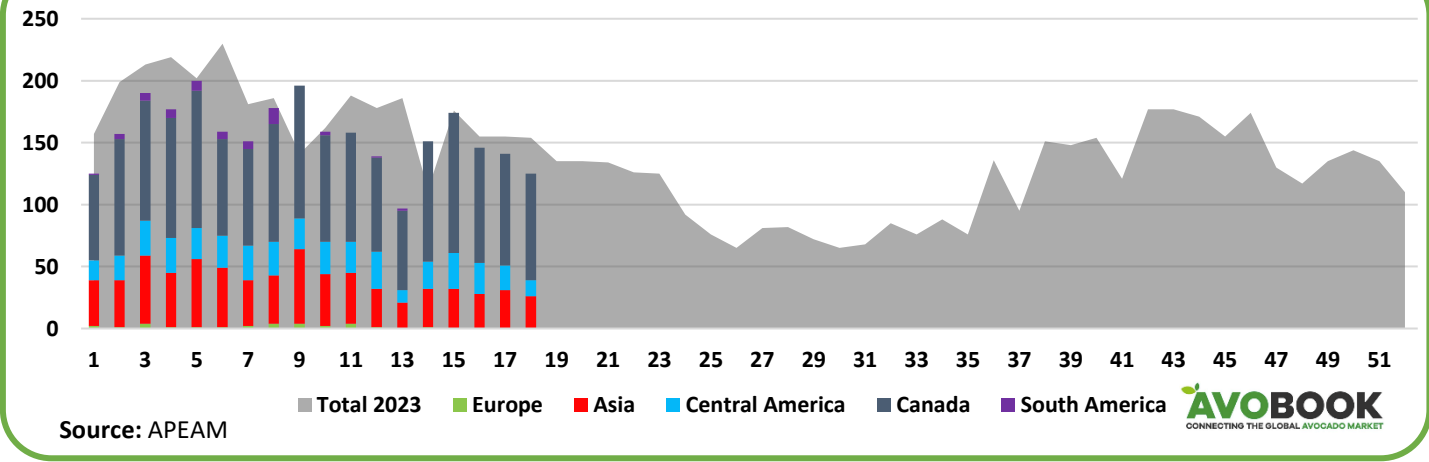
**AVOCADO MARKET : MICHOACAN OTHER MARKETS** Pag 3

Michoacan Other Markets 2023

Michoacan Other Markets 2024 (Week 1-18)



Weekly Containers (Other Markets)



TOP 10 Exporters 2024 (Other Markets)

Ranking	Exporter	Total Containers	Market Share
1	AGUACATES JR, SA DE CV	224	8.30%
2	FRUTIVAL, S.A. DE C.V.	203	7.52%
3	COMERCIALIZADORA GLOBAL FRUT S. DE R.L. DE C.V.	184	6.82%
4	AVOCADOS TRANSPORT INTERNATIONAL, S.P.R. DE R.L. DE C.V.	171	6.34%
5	SAN TADEO Y SOCIOS S.P.R. DE R.L.	169	6.26%
6	DISTRIBUIDORA AGRICOLA LA VIÑA, S.A. DE C.V.	167	6.19%
7	FRUTAS FINAS DE VALLES DE MICHOACAN, S.A. DE C.V.	156	5.78%
8	BEST PRODUCE S DE RL DE CV	119	4.41%
9	GRUPO AVOMEZA, S.A DE C.V.	100	3.71%
10	FRUTAS Y VERDURAS LINCHLO, S. DE R.L. DE C.V.	92	3.41%
<b>Total</b>		<b>1585</b>	<b>58.75%</b>



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

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CONNECTING THE GLOBAL AVOCADO MARKET

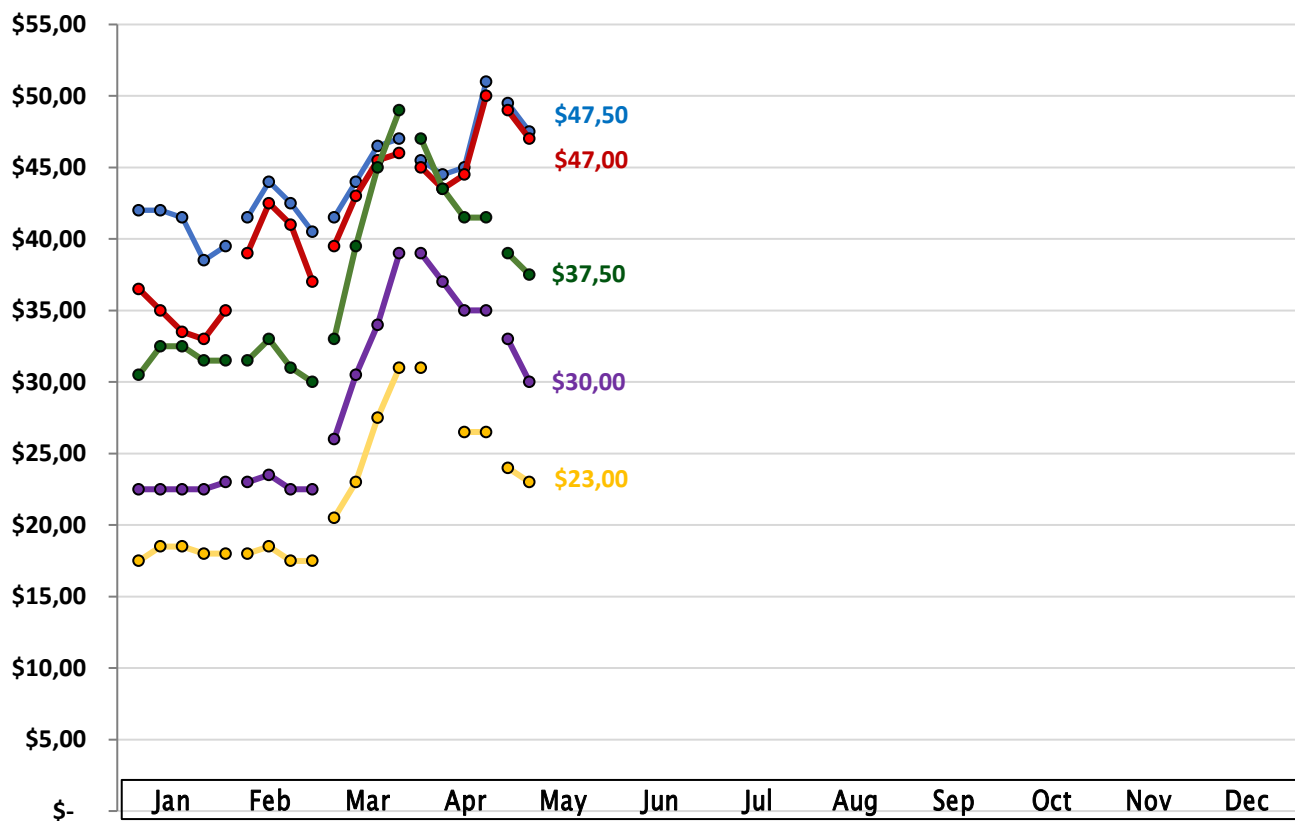
## AVOCADO MARKET : USA Pag 4

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	
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
	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
MAR	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
APR	14	0	10.698.600	52.652.600	464.200	0	96.800	63.912.200	49.819.000	54.245.400	-8,2
	15	0	13.890.800	48.677.200	862.400	0	431.200	63.861.600	54.498.400	56.900.800	-4,2
	16	0	16.198.600	47.553.000	939.400	0	1.331.000	66.022.000	56.632.400	62.156.600	-8,9
	17	0	18.328.200	48.637.600	1.012.000	0	1.540.000	69.517.800	59.056.800	66.457.600	-11,1
MAY	18	0	19.758.200	45.639.000	1.119.800	0	2.127.400	68.644.400	52.498.600	56.892.000	-7,7
	19										
	20										
	21										
	22										

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)



Source: USDA

● 32-36-40 ● 48 ● 60 ● 70 ● 84



Bring quality and transparency to your supply chain.



# AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

## AVOCADO MARKET : EUROPE

### CONTAINERS ARRIVED BY ORIGIN

\* Cells in gray represent projected volumes

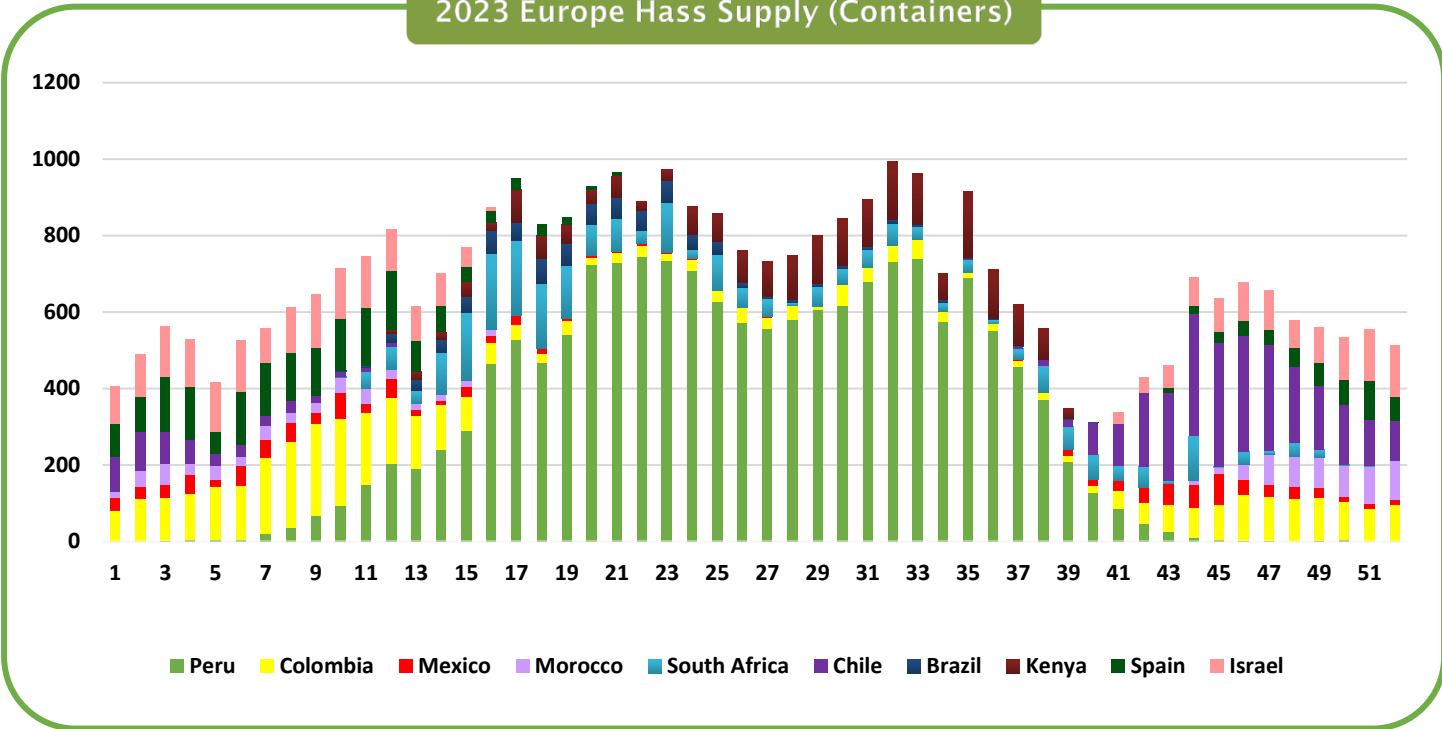
	Week of Sales	Peru	Colombia	Mexico	Morocco	South Africa	Chile	Brazil	Kenya	Spain	Israel	Total Estimated
JAN	1	2	106	13	24		86			106	146	483
	2	4	119	17	63		69			149	137	558
	3	0	113	7	81		70			147	166	584
	4	5	137	3	45		53			138	154	535
	5	7	149	7	57		5			125	157	507
FEB	6	16	157	6	39		23			151	149	541
	7	27	166	3	57		22			123	112	510
	8	50	116	5	39		9			174	190	583
	9	91	90	2	39	4	16	3		157	174	576
MAR	10	133	76	3	62	3	23	2		88	200	590
	11	224	62	5	62	3	7	10		98	212	683
	12	287	42	4	38	15	5	18	15	60	203	687
	13	334	33	2	10	98		31	25	40	206	779
APR	14	423	49	5	10	8		61	25	40	228	849
	15	438	52	1	5	177		79	51	20	223	1046
	16	407	31	0	4	214		76	31	20	153	936
	17	369	25	1	2	3		79	120	20	82	701
	18	508	25			38		62	86	20		739
MAY	19	485	27			225		46	69	10		862
	20	486	30			148		54	52			770
	21	466	42			245		28	77			858
	22	356	32			114		14	34			550
JUN	23	344	25			82		6	43			500
	24	357	30			78		4	103			572
	25	383	35			71		4	103			596
	26	392	34			69		4	120			619
	27	427	37			59		2	129			654
JUL	28	475	37			63		2	163			740
	29	496	44			57		2	178			777
	30	553	44			45		2	177			821
	31	572	40			46			178			836
	32	629	43			38			215			925
AUG	33	557	45			48			189			839
	34	498	39			50			98			685
	35	466	34			53	10		245			808
	36	453	21			58	10		181			723
SEP	37	371	17			60	10		155			613
	38	324	16			80	20		112			552
	39	250	40			80	30		40			440
	40	159	40	20		78	80		40			417
OCT	41	55	40	20		70	120		20		20	345
	42	28	80	30		43	200		10		40	431
	43	10	80	30		49	230			15	60	474
	44		80	40	10	43	320			20	80	593
	45		120	40	15	33	330			30	100	668
NOV	46		120	40	40	23	330			40	100	693
	47		150	40	80	10	250			40	100	670
	48		150	40	80	8	200			50	120	648
	49		150	60	100	5	180			60	120	675
DEC	50		150	60	100	4	160			80	120	674
	51		150	60	100	1	120			80	120	631
	52		150	60	100	1	80			70	120	581

# AVOBOOK

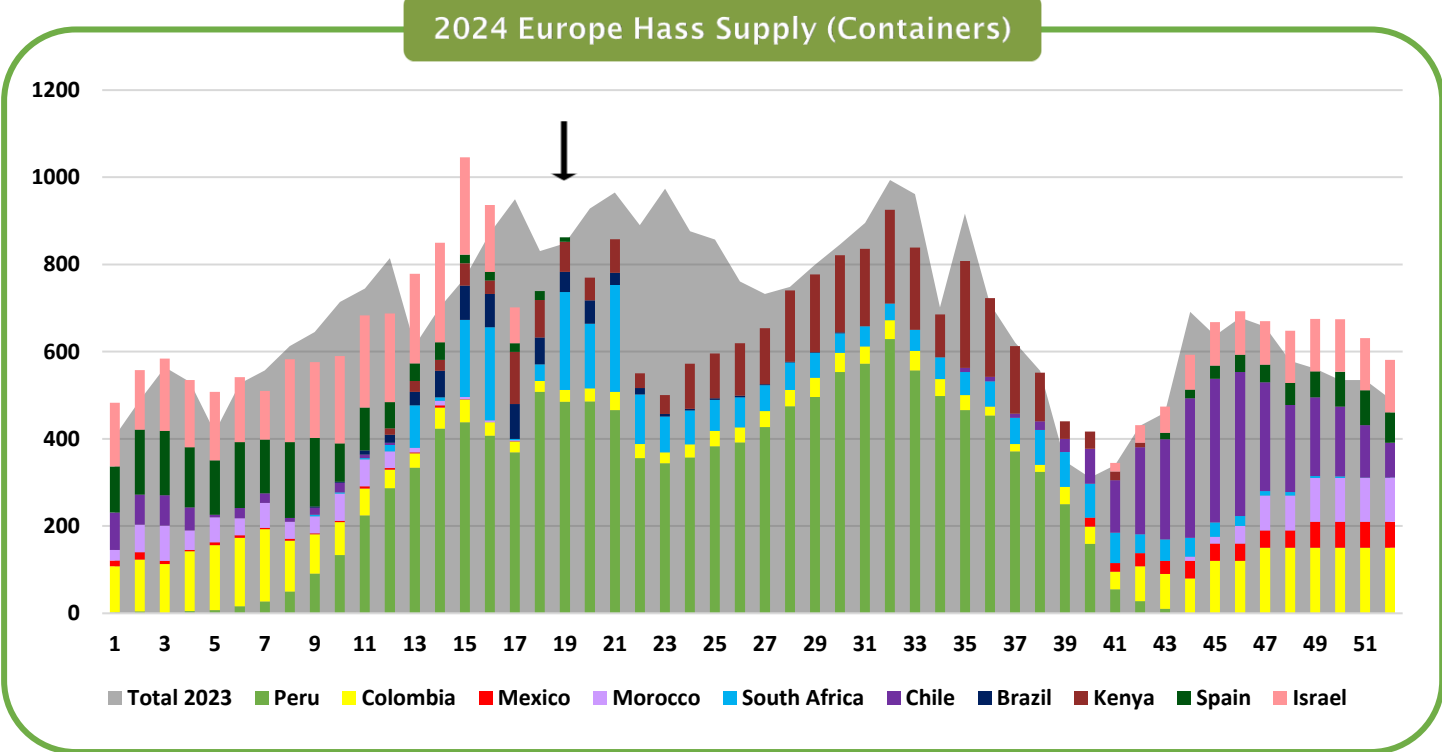
CONNECTING THE GLOBAL AVOCADO MARKET

## AVOCADO MARKET : EUROPE Pag 6

2023 Europe Hass Supply (Containers)



2024 Europe Hass Supply (Containers)





### Protecting Exporters in Europe

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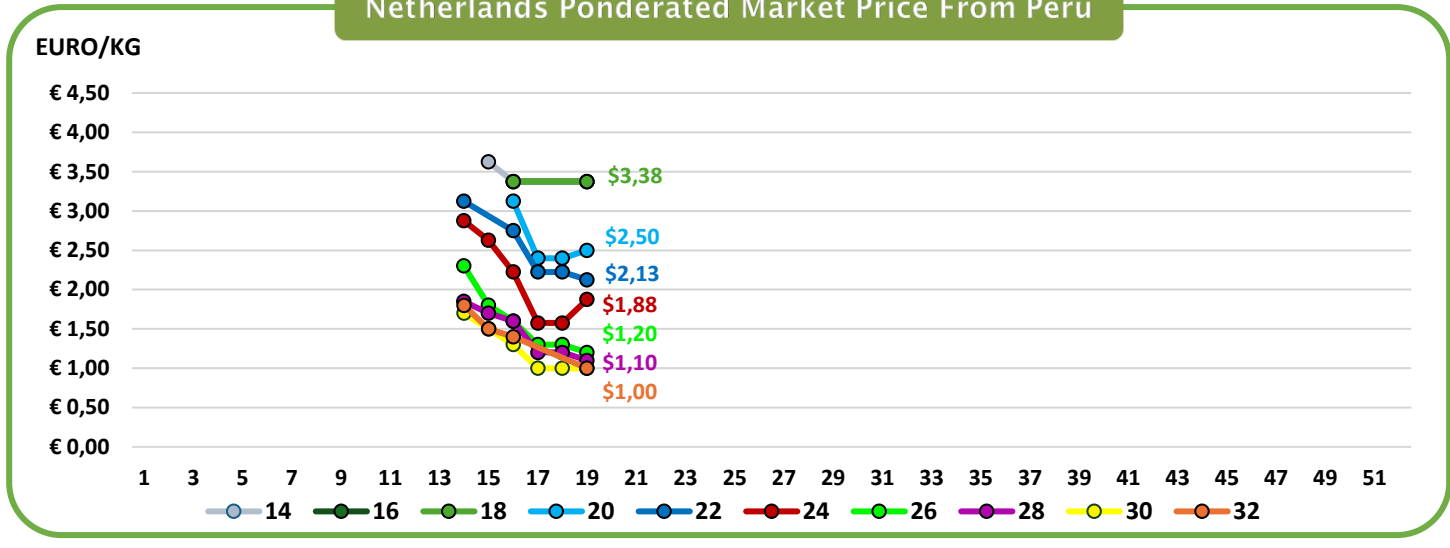
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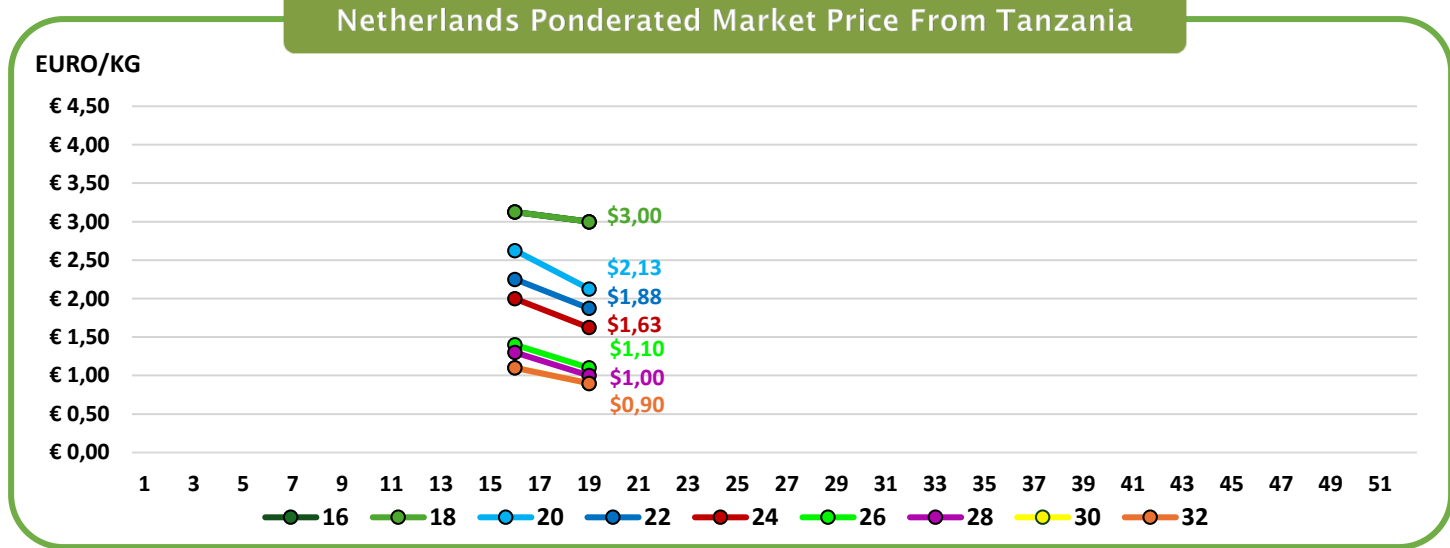


## AVOCADO MARKET : EUROPE

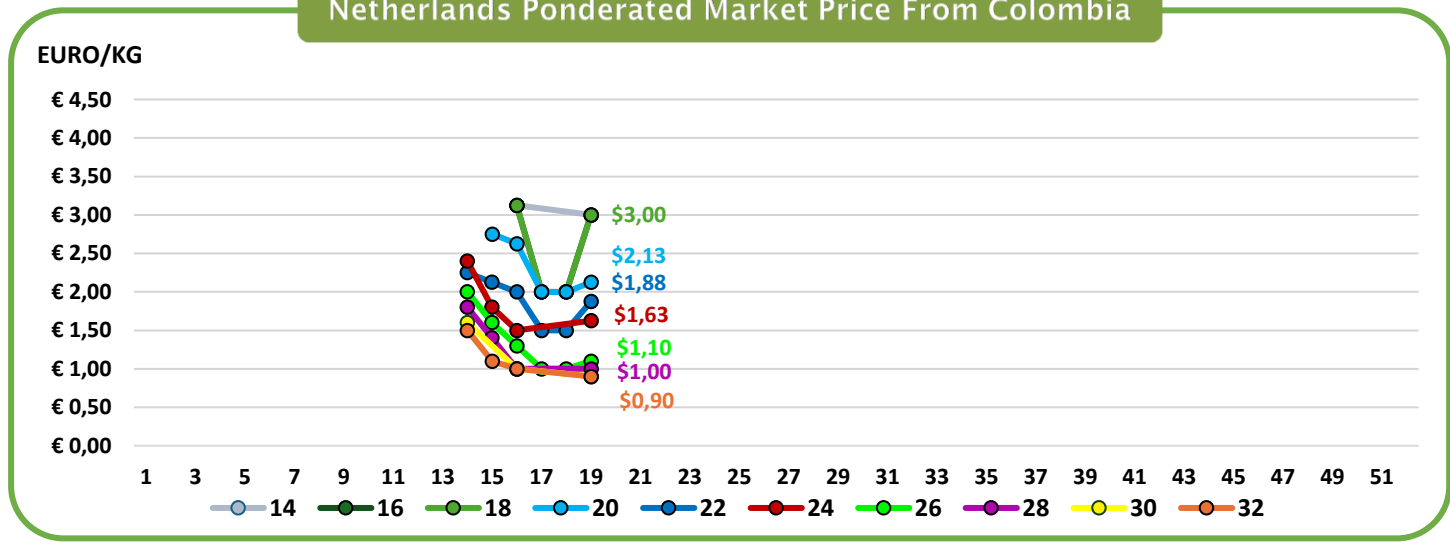
Netherlands Ponderated Market Price From Peru



Netherlands Ponderated Market Price From Tanzania



Netherlands Ponderated Market Price From Colombia



**AVOCADO MARKET : CHINA**

**CONTAINERS ARRIVED BY ORIGIN**

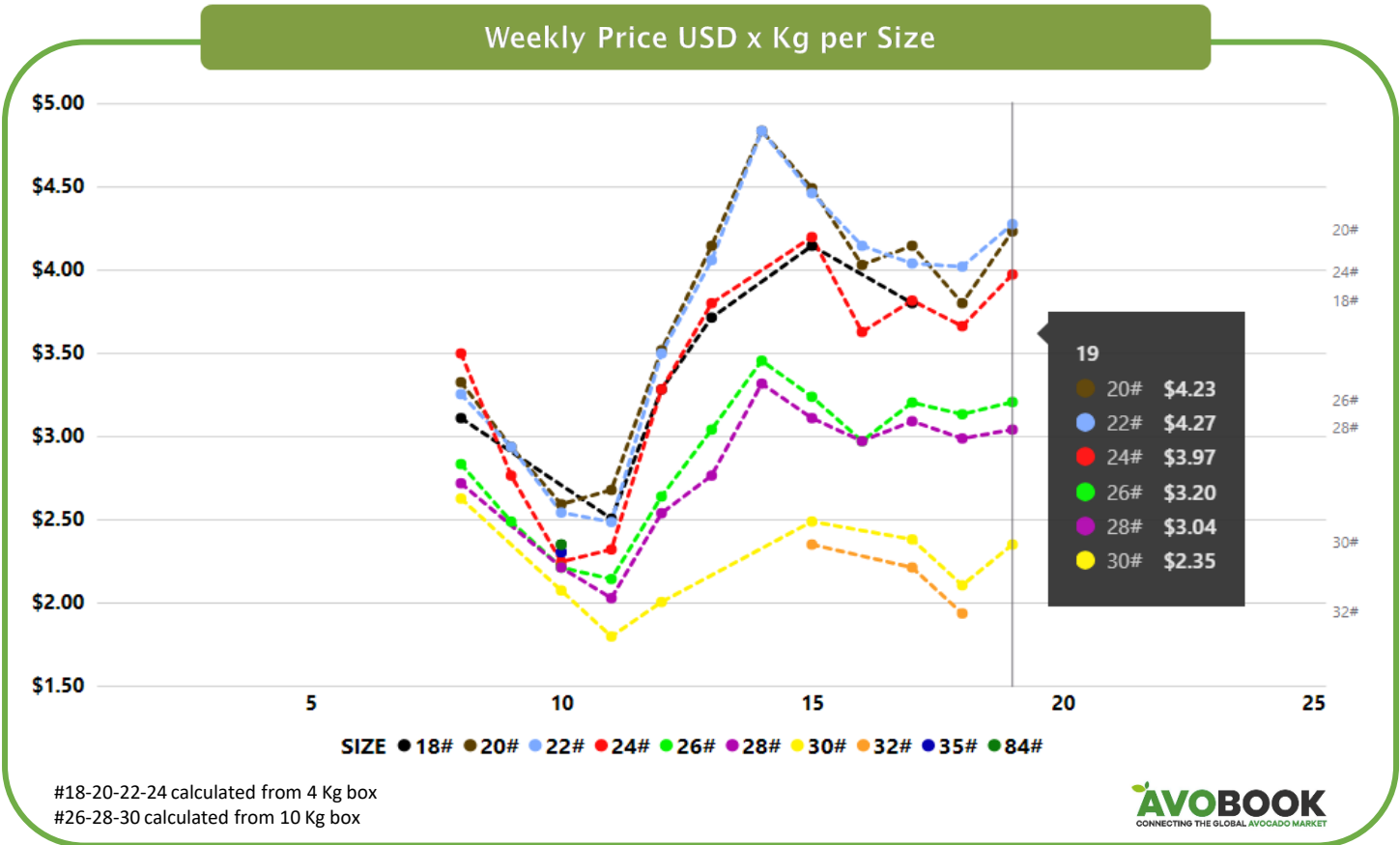
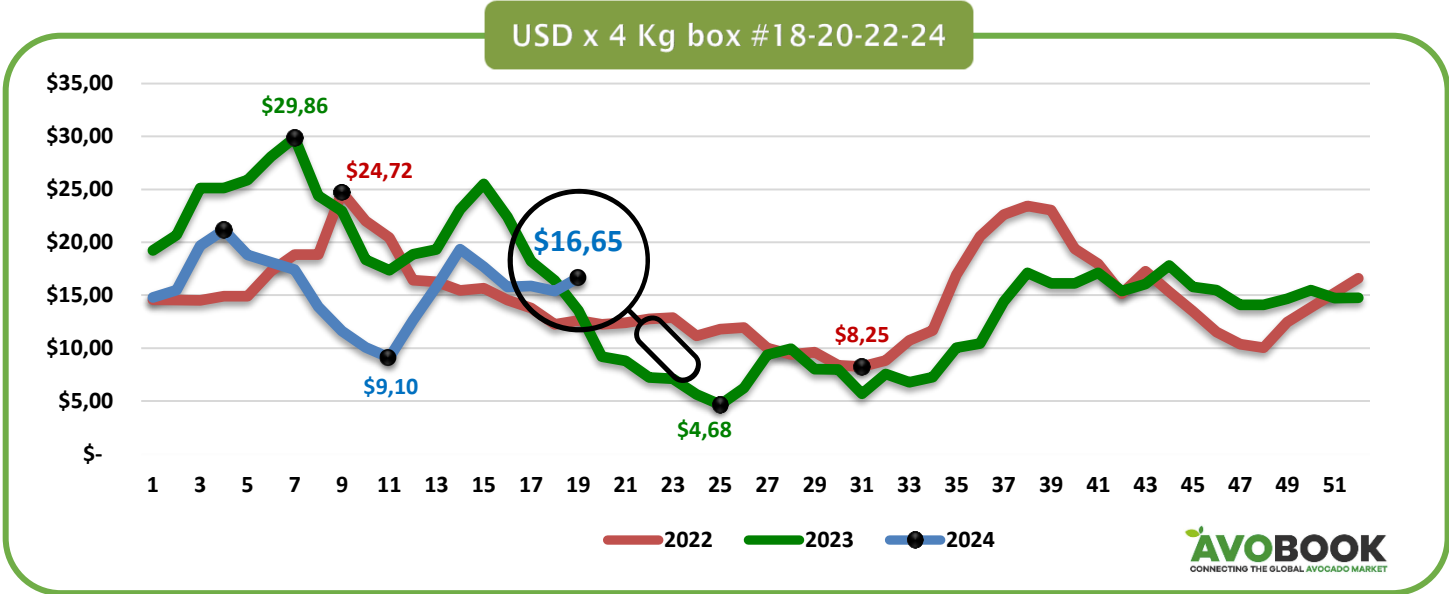
Week of Sales	Peru	Mexico	Chile	Colombia	Kenya	Philippines	New Zeland	Total Estimated Volume
27	77				1			78
28	59							59
29	83							83
30	99							99
31	80				3			83
32	79							79
33	100				1	2		103
34	80							80
35	58							58
36	46							46
37	26							26
38	15		5					20
39	8		9					17
40	2		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	41							41
17	52							52
18	61							61
19	<b>87</b>							<b>87</b>
20	71							71
21	46							46
22	43							43
23								0
24								0
25								0
26								0



# AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

## AVOCADO MARKET : CHINA Pag 9



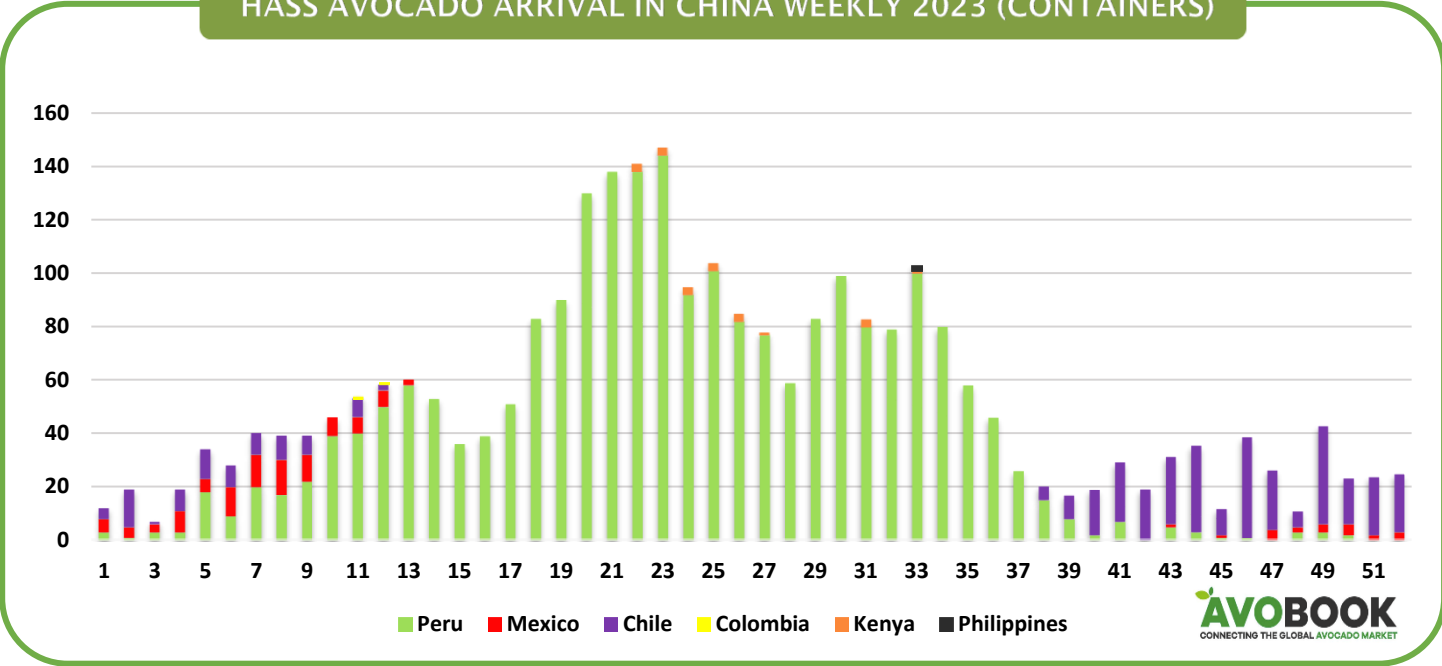
### Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

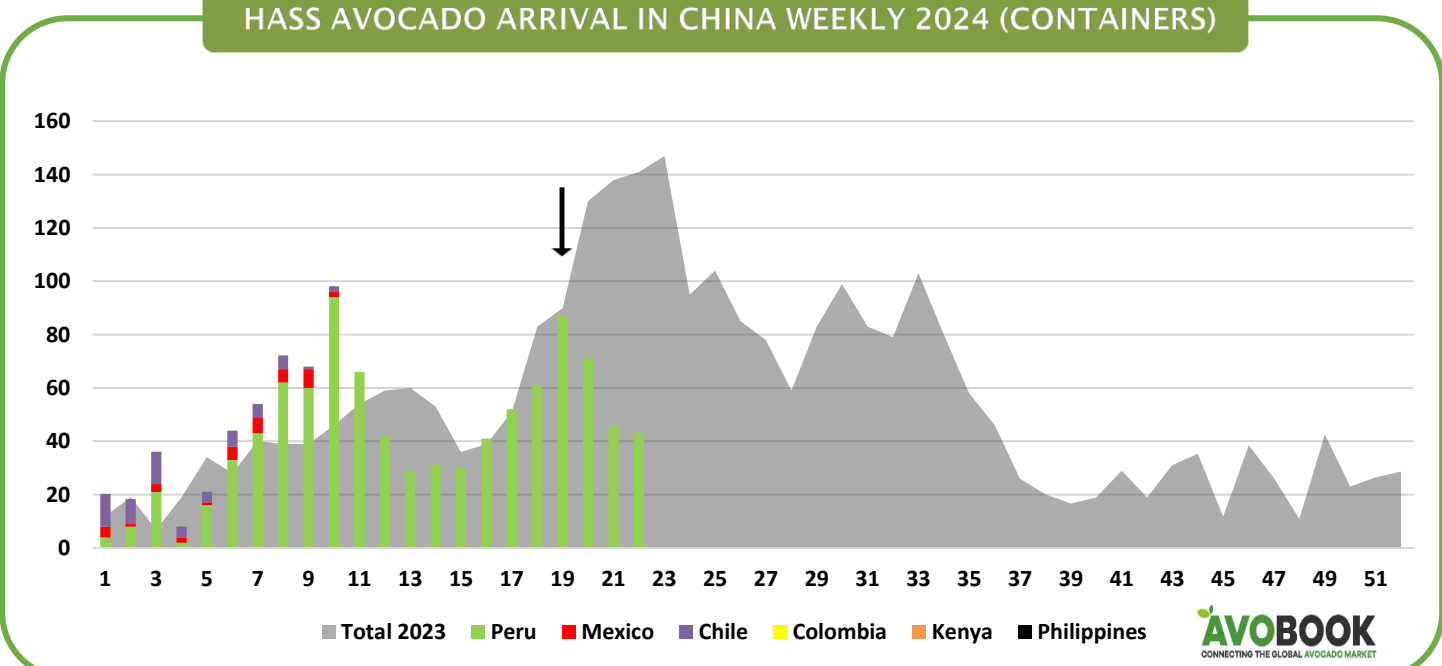
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**AVOCADO MARKET : CHINA** Pag 10

HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2023 (CONTAINERS)



HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2024 (CONTAINERS)





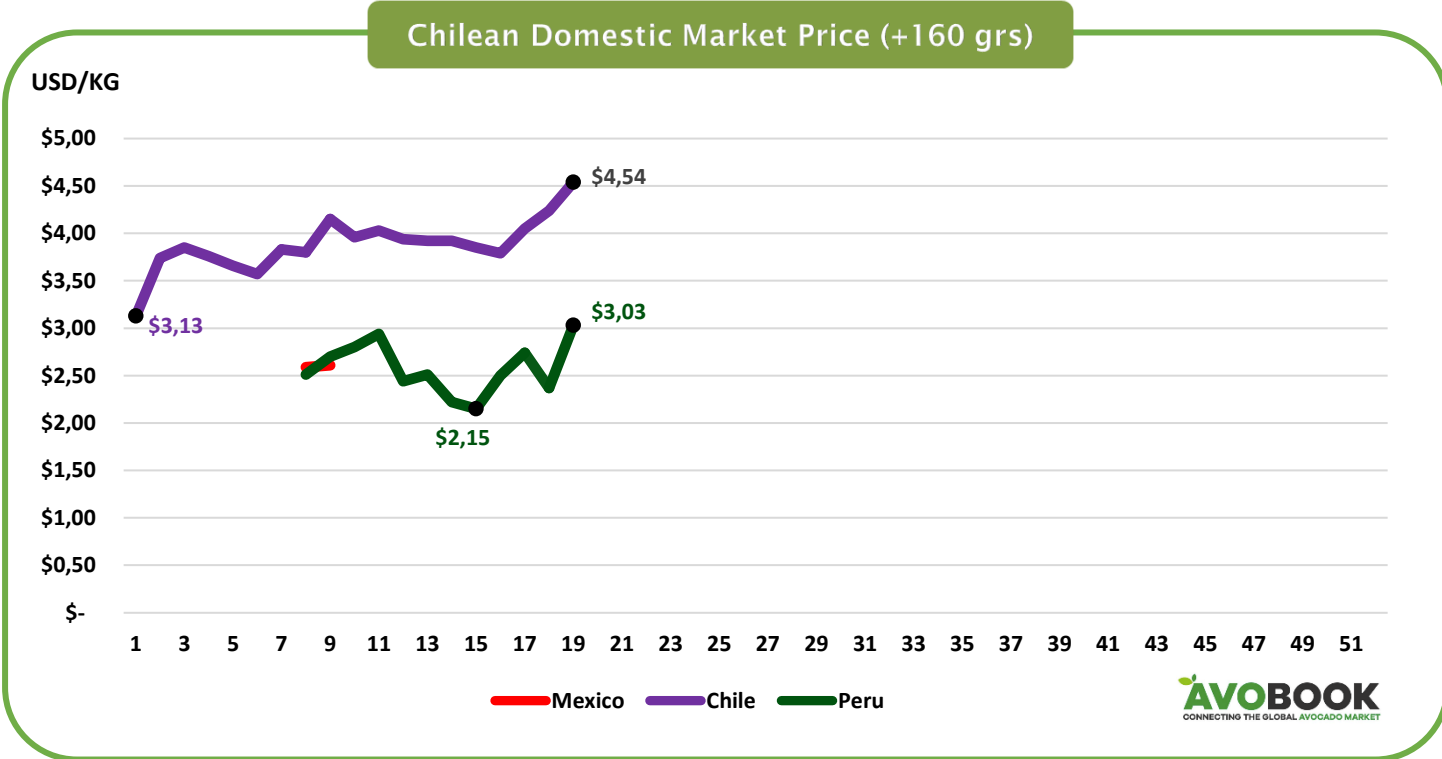
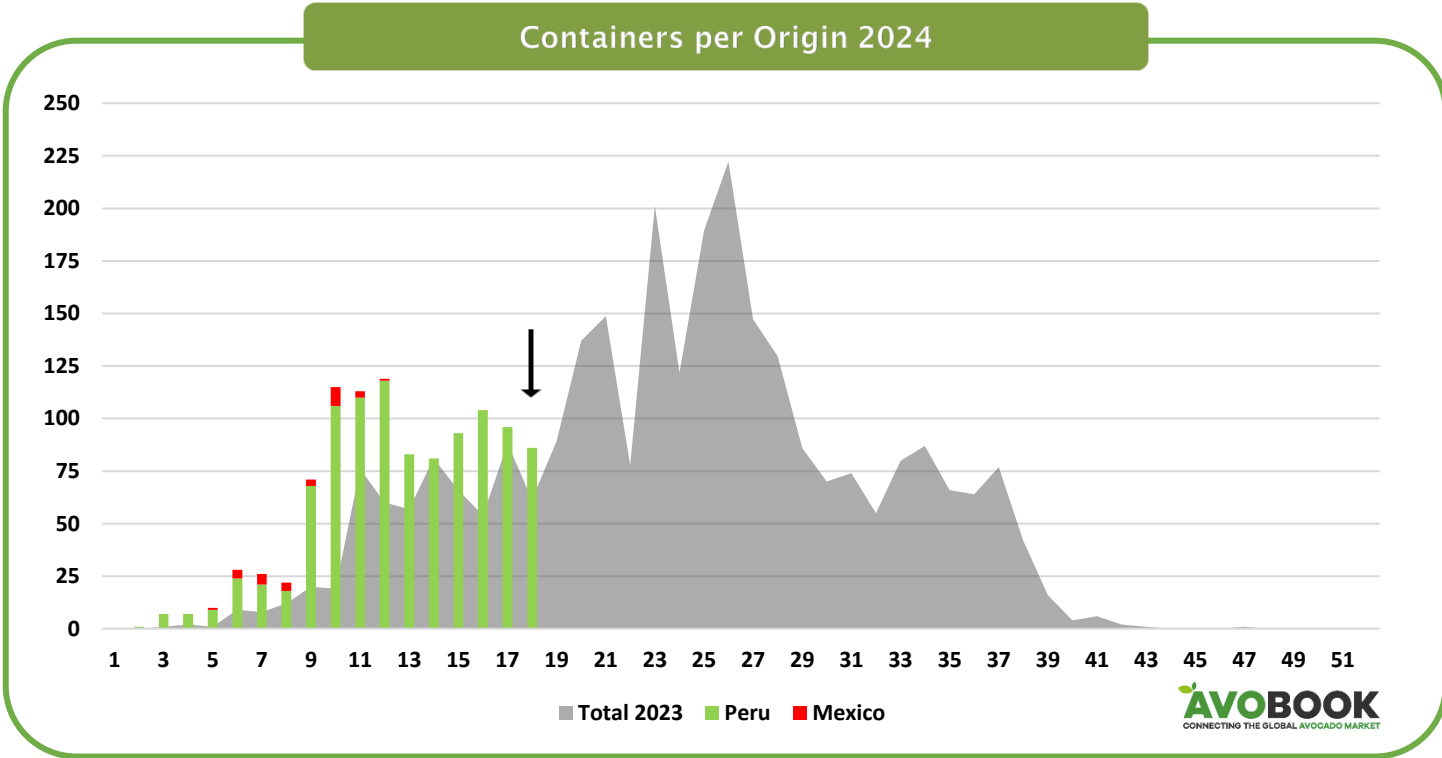
**QUALITY STUDIO**  
service is our business



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

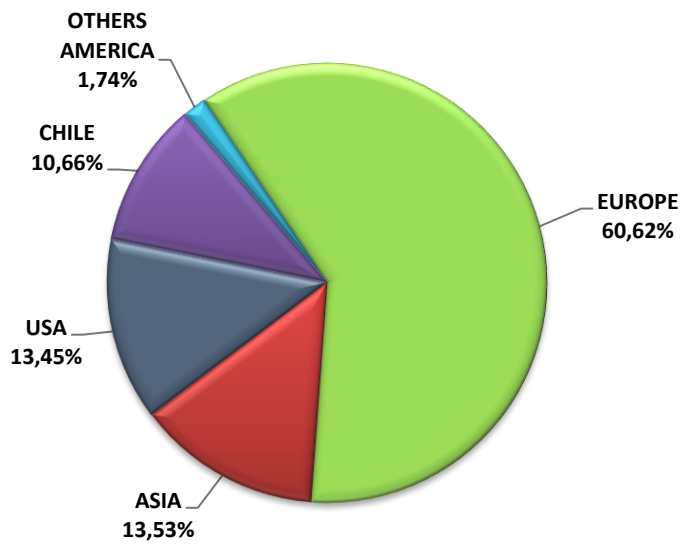


**CHILE: MARKET** Pag 11

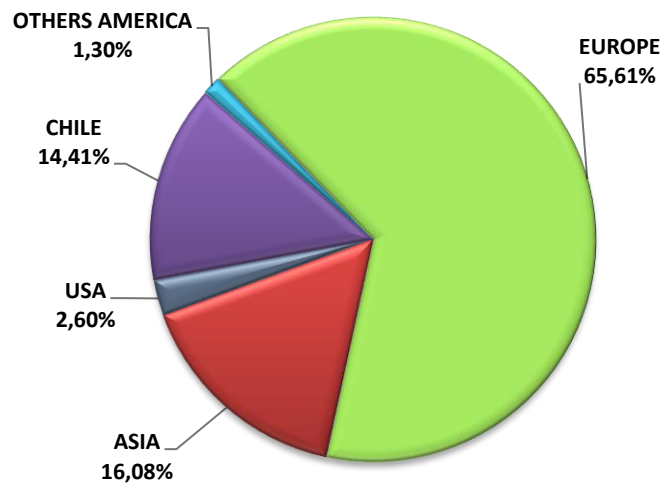


**PERU: EXPORTS** Pag 12

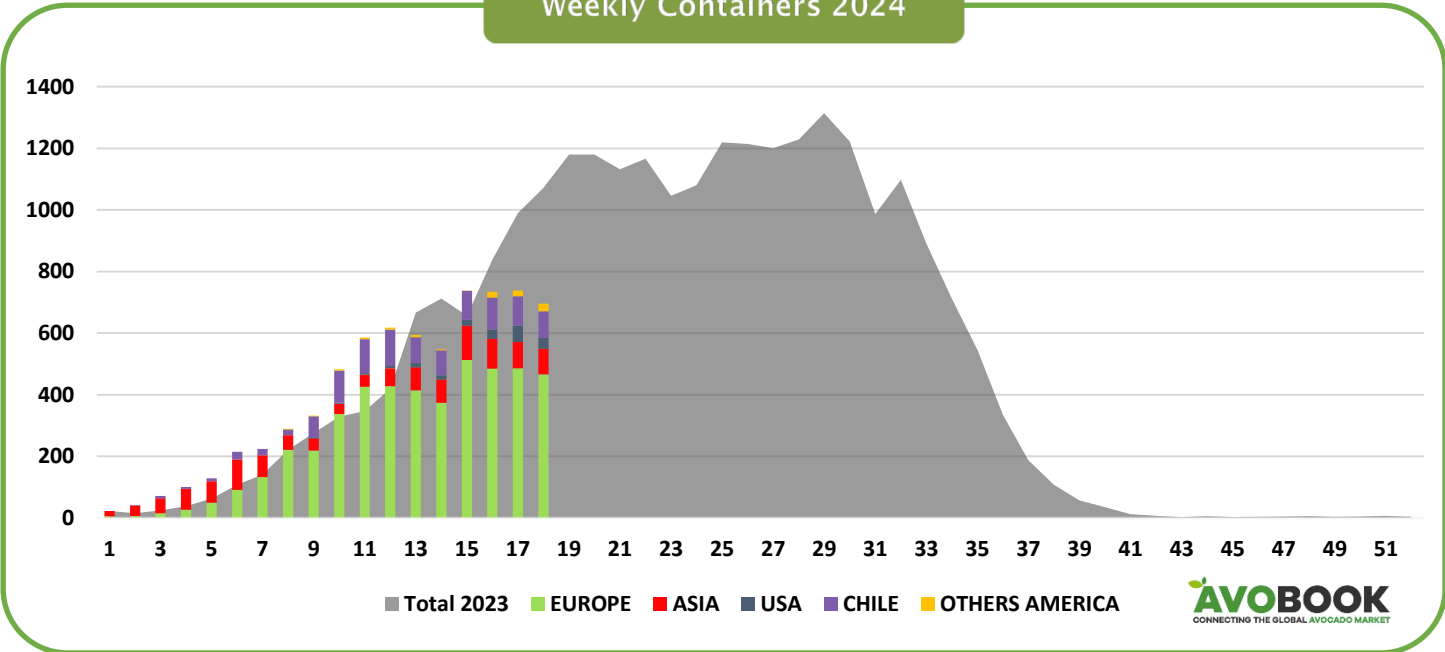
Market Share 2023



Market Share 2024 (Week 1-19)



Weekly Containers 2024





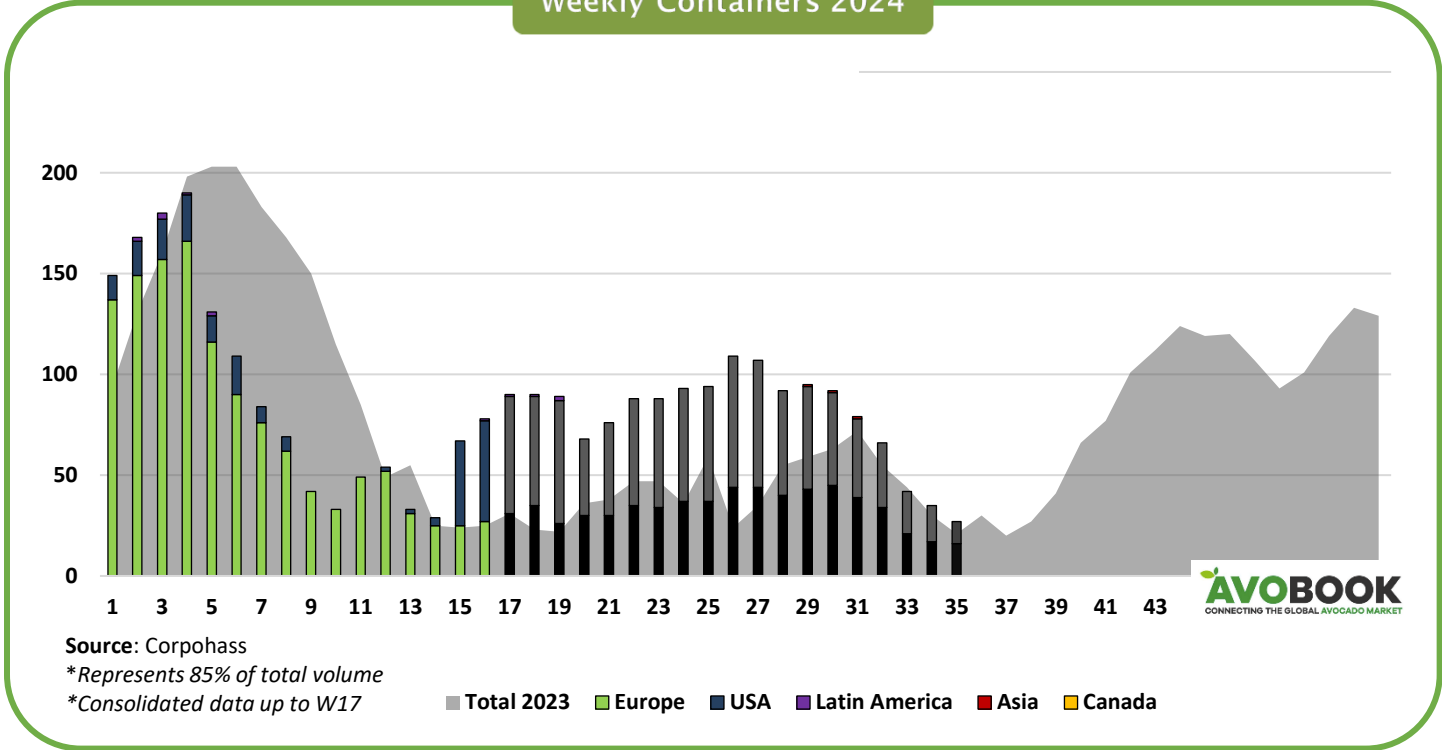
**Protecting Exporters in Europe**  
3PL | Quality Control | Insurance | Representation

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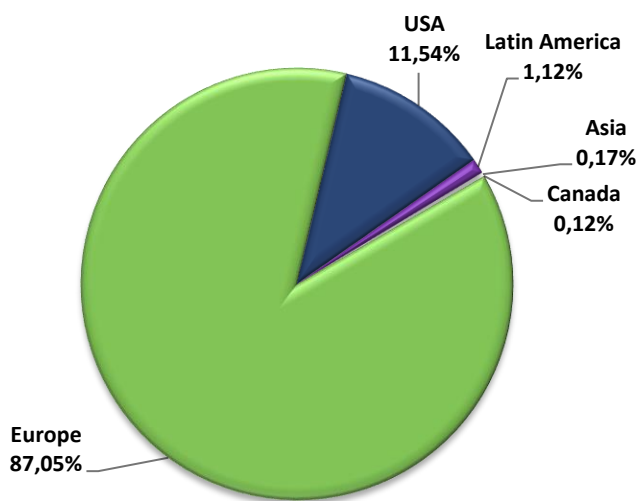


## COLOMBIA: EXPORTS Pag 9

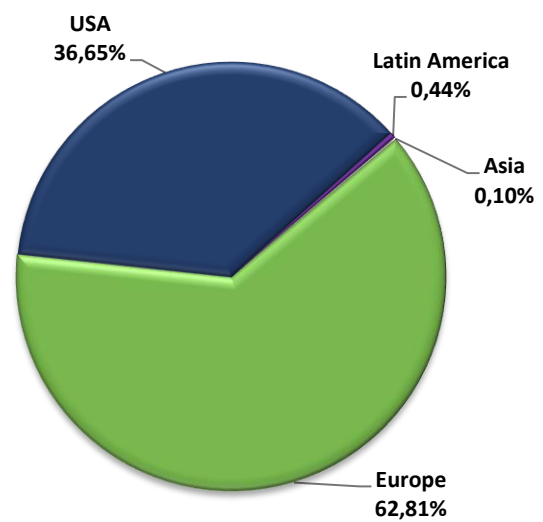
Weekly Containers 2024



Market Share 2023



Market Share 2024 (week 1-16)





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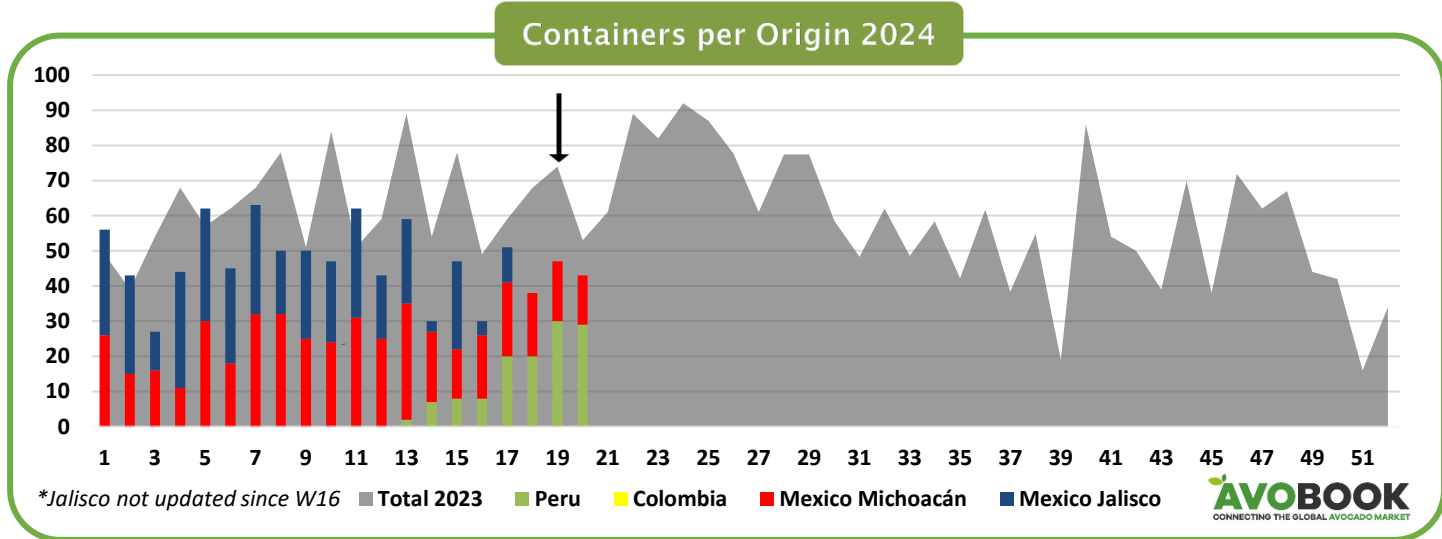
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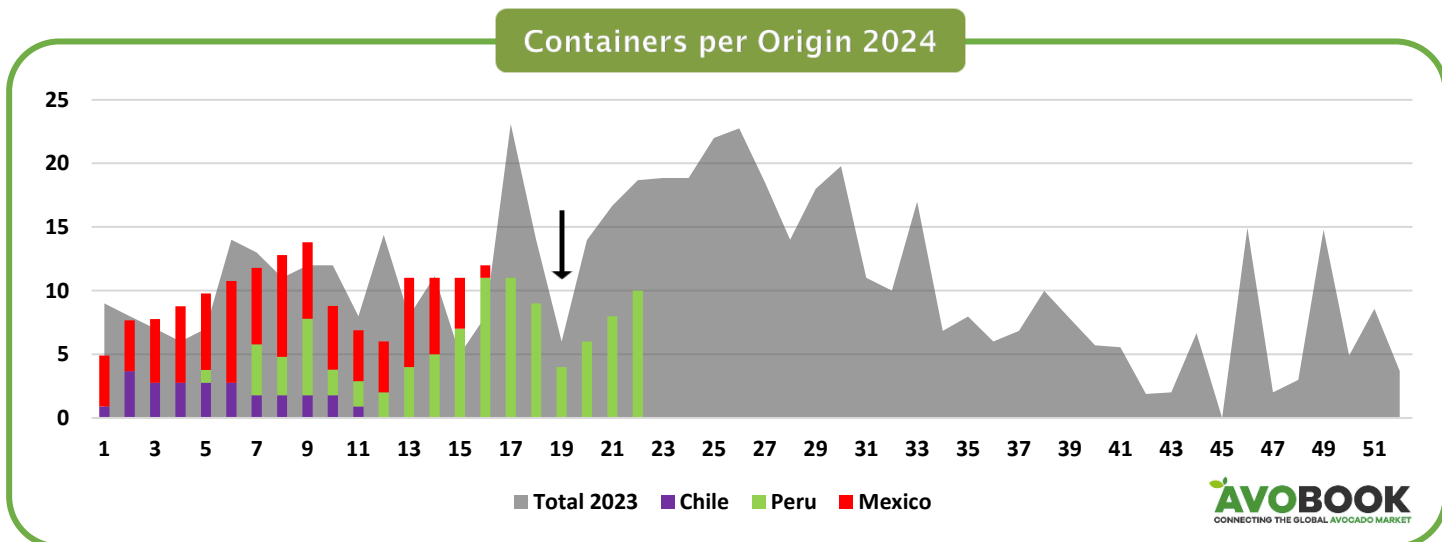
# AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

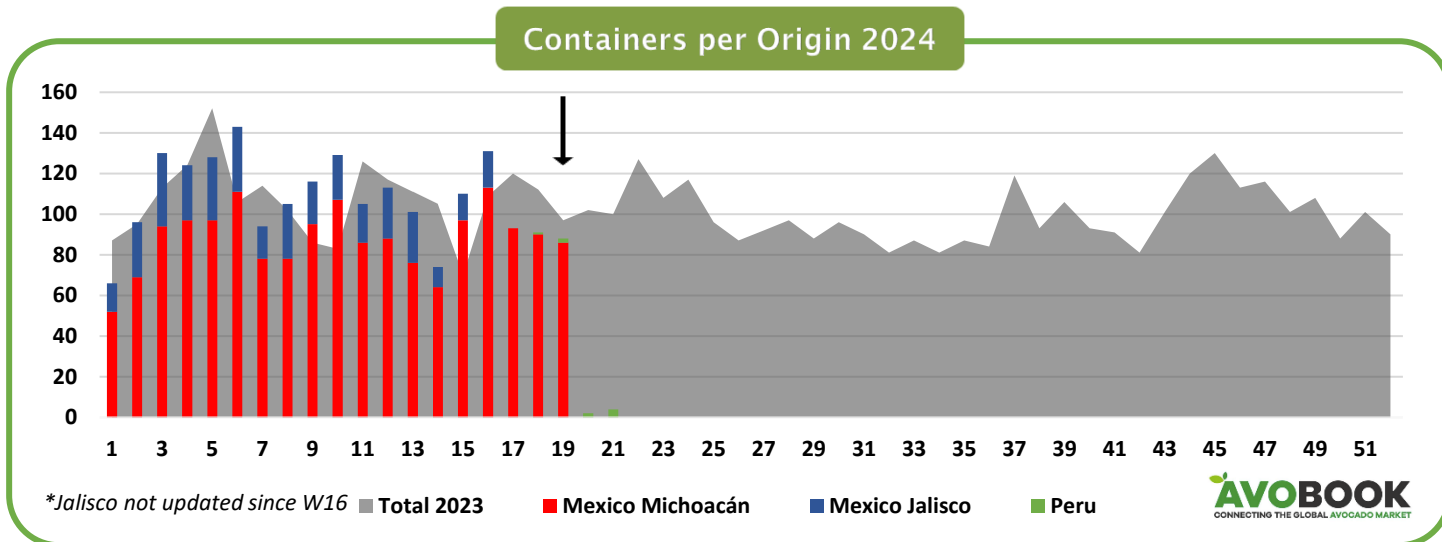
## JAPAN: MARKET Pag 14



## KOREA: MARKET



## CANADA: MARKET



EL PARQUE

The best fruit year round