

AVOBOOK

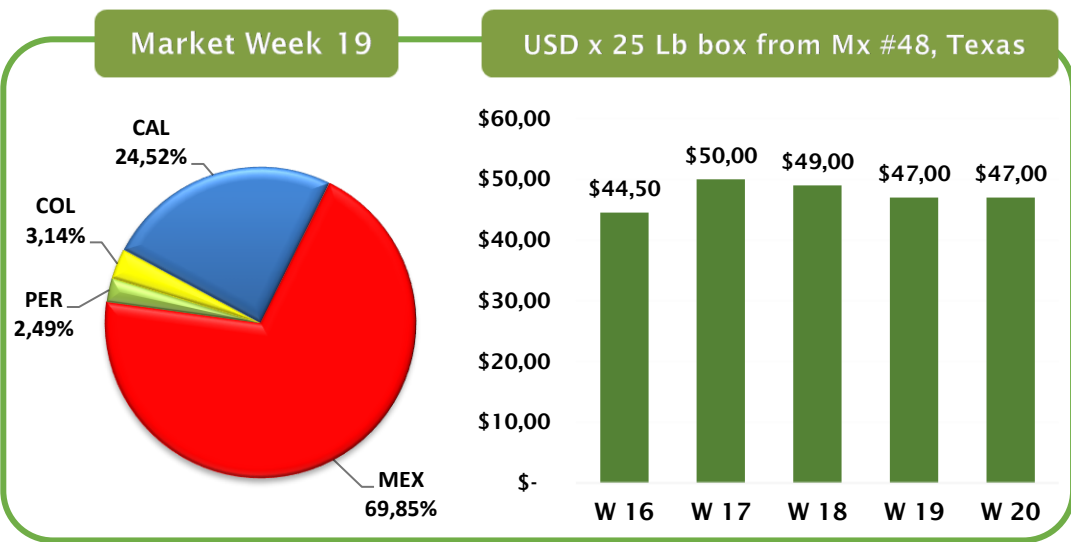
CONNECTING THE GLOBAL AVOCADO MARKET

SUMMARY Week 20, 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	57.293.153
	20	
	21	
	22	

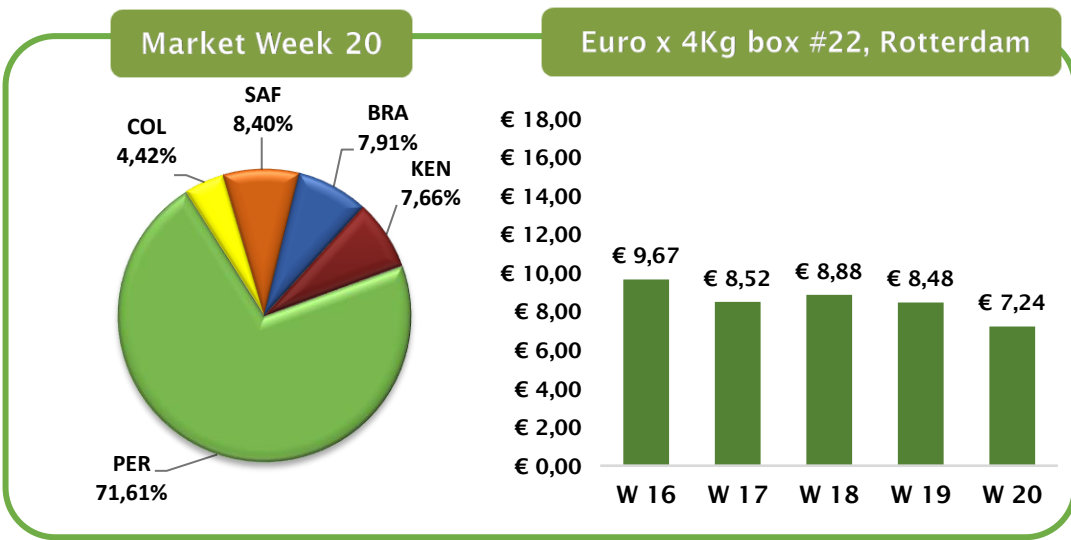
- Less than 55 MM
- Between 55 & 65 MM
- More than 65 MM



EUROPE

	Week	FCL
Apr	14	849
	15	1.046
	16	936
	17	708
May	18	765
	19	872
	20	679
	21	
	22	

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

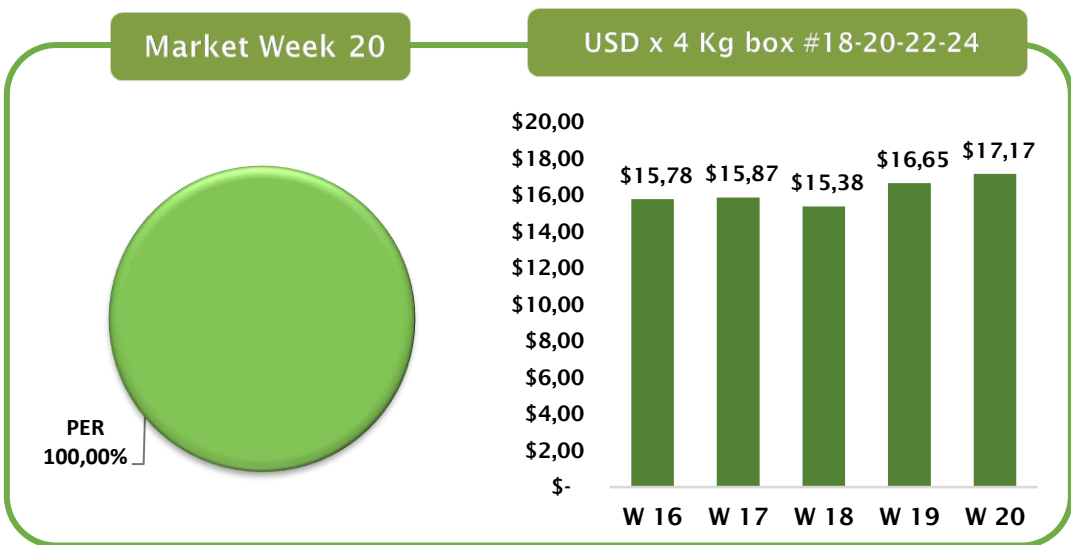


FCL: Fully Container Loaded

CHINA

	Week	FCL
Apr	14	31
	15	30
	16	41
	17	52
May	18	61
	19	87
	20	71
	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
	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
	16	13.312.927	54.195.460	616.306	0	390.000	0	68.514.693
MAY	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
	19	14.048.666	40.017.800	1.426.687	0	1.800.000	0	57.293.153
	20	10.000.000	45.750.000	2.000.000	0	1.500.000	0	59.250.000
JUN	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
	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

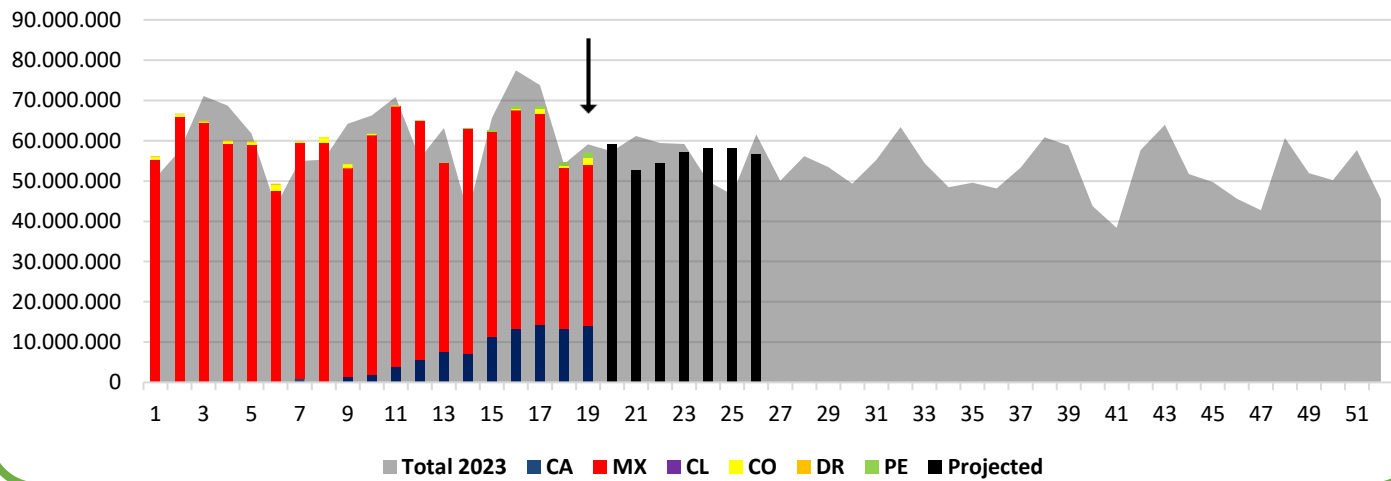
Green For numbers below the 25th percentile in the country's dataset of 2023

Source: Hass Avocado Board

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 19 (Lb)



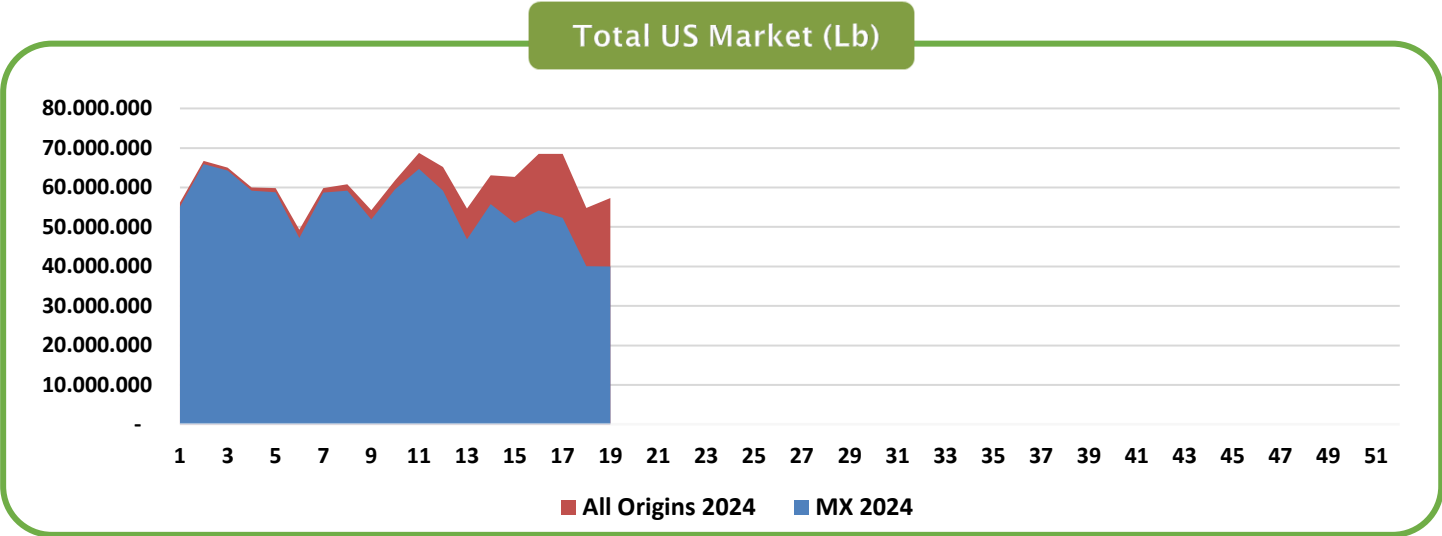
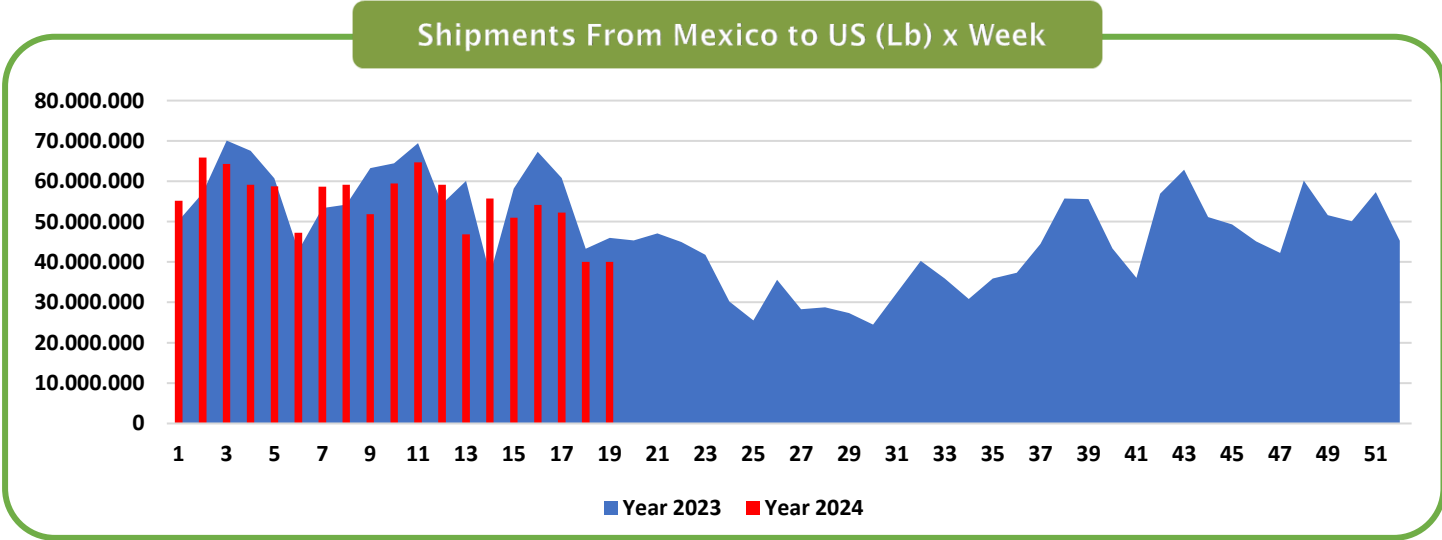
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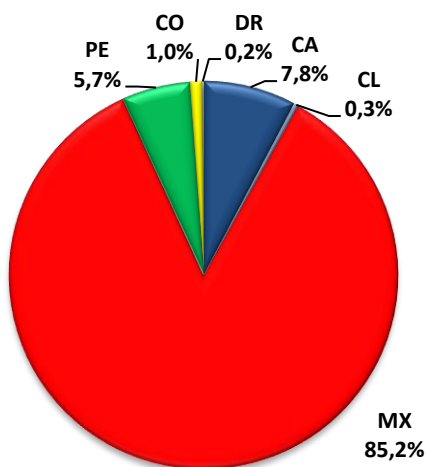
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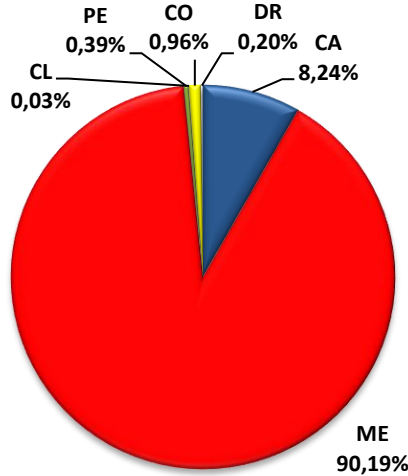
AVOCADO MARKET : USA Pag 2



USA 2023 (Week 1 - 52)



USA 2024 (Week 1 - 19)



QUALITY STUDIO
service is our business

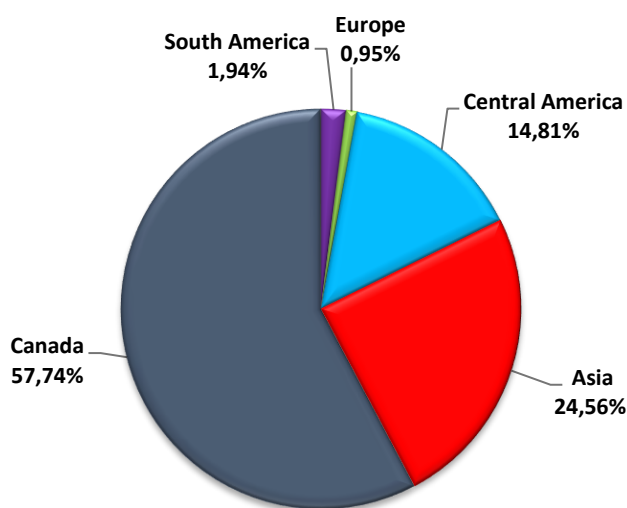
Bring quality and transparency to your supply chain.

AVOCADO MARKET : MEXICO TO USA

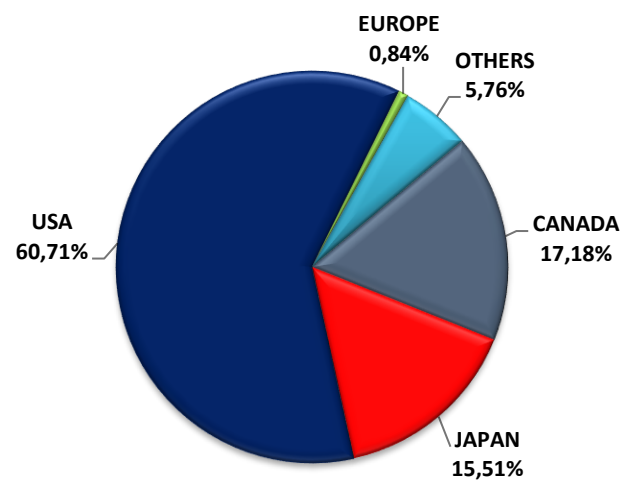
Description	Michoacán		Jalisco	
	Harvest	Shipment	Harvest	Shipment
Projection 2023-2024	1.159.227	996.935	131.978	103.260
YTD Week 19	1.028.099	891.033	122.488	95.074
Balance	131.128	105.902	9.490	8.186
AVG weekly balance	18.733	15.129	1.356	1.169
Weeks passed		45		45
Weeks remaining		7		7

Source: APEAM

Michoacan Other Markets (Week 1 - 19)



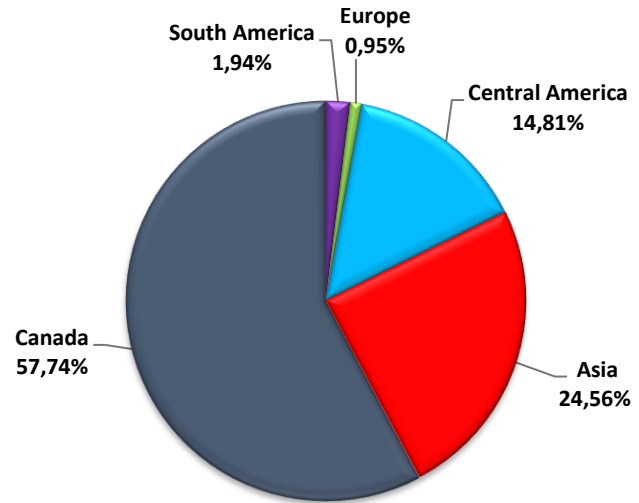
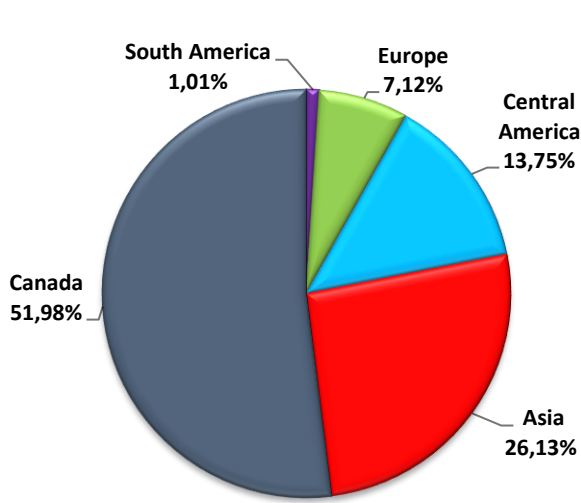
Jalisco All Markets (Week 1 - 15)



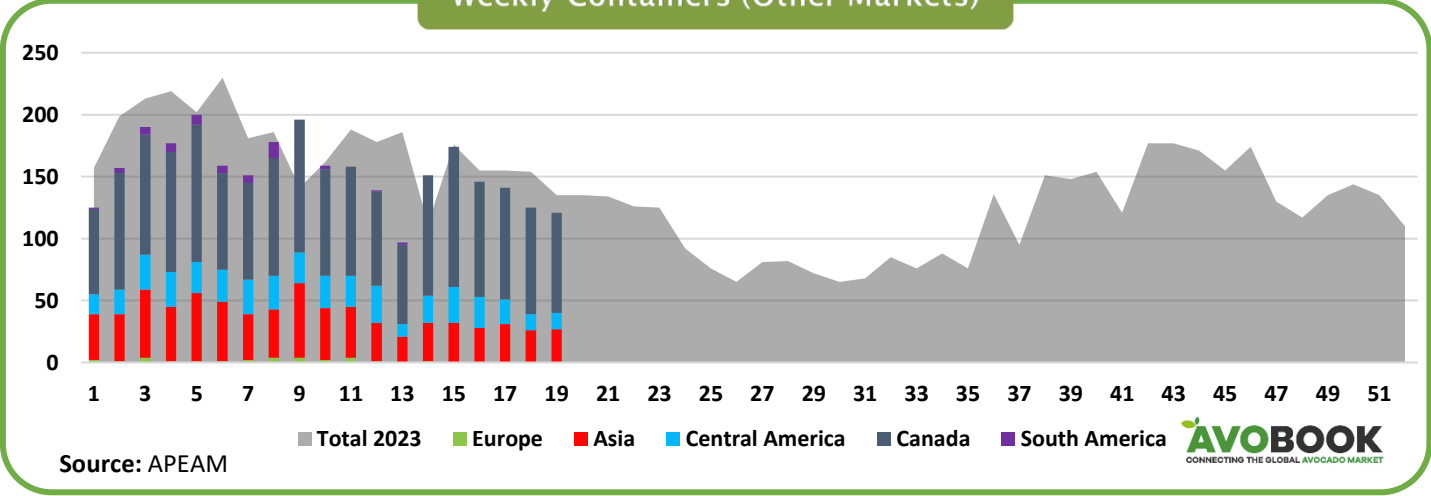
AVOCADO MARKET : MICHOACAN OTHER MARKETS Pag 4

Michoacan Other Markets 2023

Michoacan Other Markets 2024 (Week 1-19)



Weekly Containers (Other Markets)



TOP 10 Exporters 2024 (Other Markets)

Ranking	Exporter	Total Containers	Market Share
1	AGUACATES JR, SA DE CV	242	8.22%
2	FRUTIVAL, S.A. DE C.V.	228	7.74%
3	COMERCIALIZADORA GLOBAL FRUT S. DE R.L. DE C.V.	193	6.56%
4	SAN TADEO Y SOCIOS S.P.R. DE R.L.	186	6.32%
5	AVOCADOS TRANSPORT INTERNATIONAL, S.P.R. DE R.L. DE C.V.	185	6.28%
6	DISTRIBUIDORA AGRICOLA LA VIÑA, S.A. DE C.V.	174	5.91%
7	FRUTAS FINAS DE VALLES DE MICHOACAN, S.A. DE C.V.	171	5.81%
8	BEST PRODUCE S DE RL DE CV	132	4.48%
9	GRUPO AVOMEZA, S.A DE C.V.	112	3.80%
10	CALAVO DE MEXICO, S.A. DE C.V.	101	3.43%
Total		1724	58.56%

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CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : USA

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	0	21.654.600	43.474.200	1.746.800	0	3.955.600	70.831.200	48.571.600	53.264.200	-8,8
	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

PRICE IN FIELD X KG (MXN)				
Michoacán				
	Week	Main Crop	Loca	Aventajado
JAN	1	27-28		
	2	26-27		
	3	26-28		
	4	27-28		
	5	30		
FEB	6	30-32		
	7	30		
	8	28-29		
	9	28-29		
MAR	10	32-33		
	11	35		
	12	38-39		
	13	42-43		
APR	14	40-43		
	15			
	16	40-42		
	17	42-44		
	18	38-40		
MAY	19	40		
	20	40		
	21			
	22			

* 1 USD = 16.61 MXN

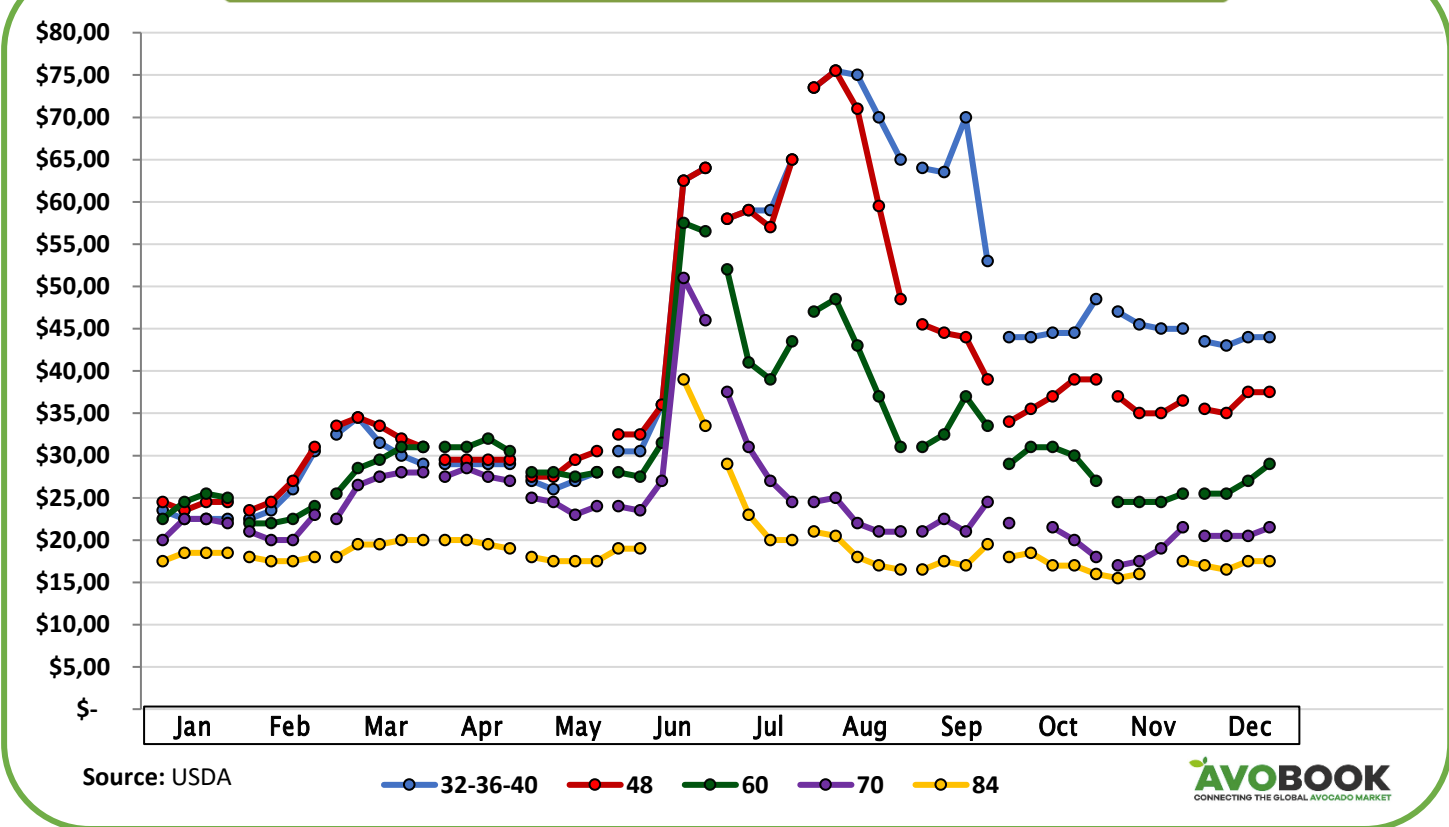


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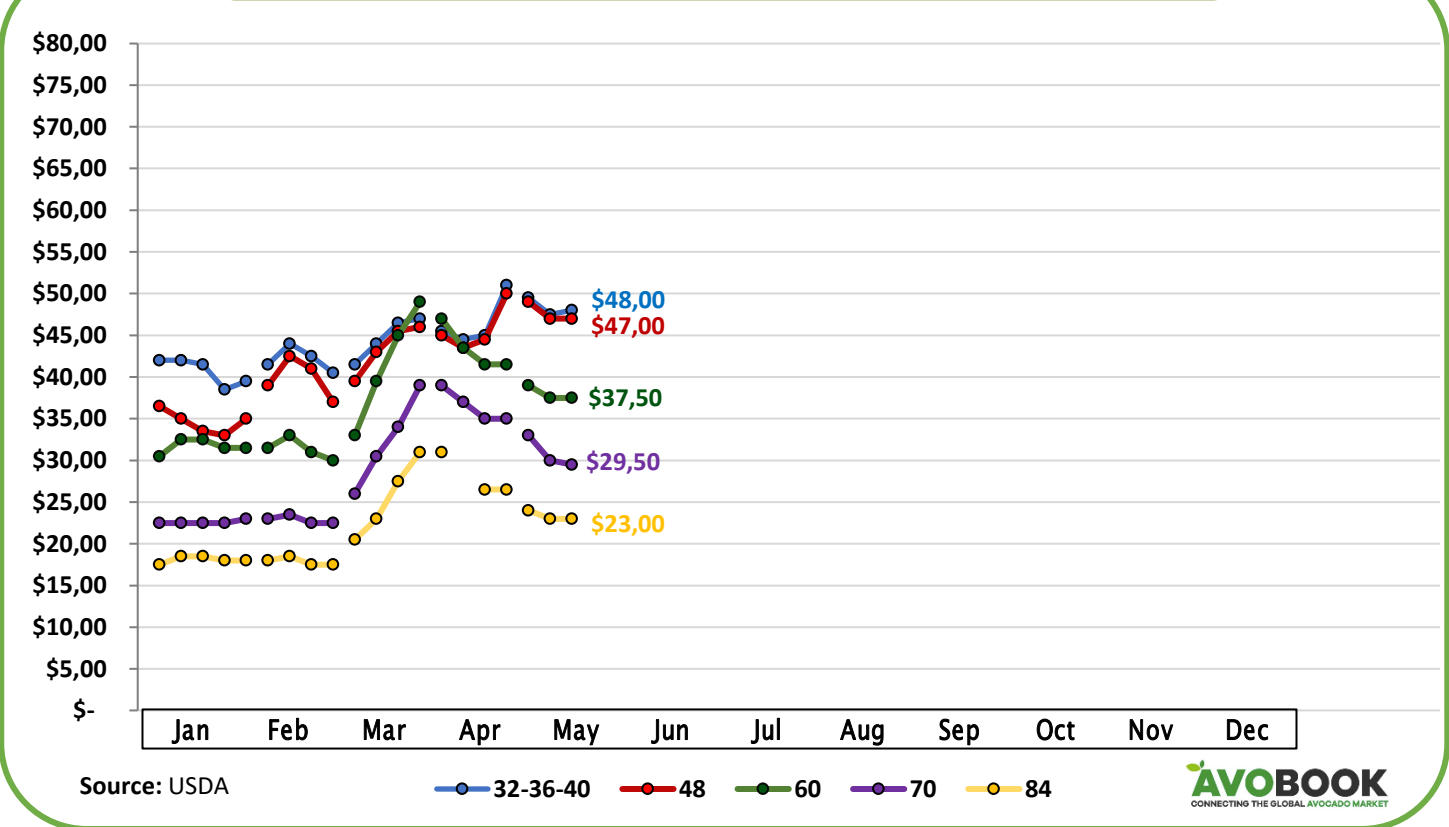
CONNECTING THE GLOBAL AVOCADO MARKET

AVOCADO MARKET : USA Pag 6

2023 Weekly Price USD per Size box 25Lb (Mexican Hass in TX)



2024 Weekly Price USD per Size box 25Lb (Mexican Hass in TX)



EL PARQUE

The best fruit year round

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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	89	708
	18	508	25			38		62	86	20	26	765
MAY	19	485	27			225		46	69	10	10	872
	20	485	30			57		54	52			678
	21	468	26			318		28	77			917
JUN	22	334	25			182		14	34			589
	23	310	28			107		6	43			494
	24	314	43			100		4	103			564
	25	354	45			88		4	103			594
	26	377	34			82		4	120			617
JUL	27	423	37			68		2	129			659
	28	458	37			71		2	163			731
	29	482	44			57		2	178			763
	30	542	44			48		2	177			813
	31	558	40			47			178			823
AUG	32	633	43			46			215			937
	33	565	45			50			189			849
	34	515	39			52			98			704
	35	488	34			56	10		245			833
	36	453	21			62	10		181			727
SEP	37	371	17			67	10		155			620
	38	324	16			84	20		112			556
	39	250	40			85	30		40			445
	40	159	40	20		81	80		40			420
OCT	41	55	40	20		79	120		20		20	354
	42	28	80	30		54	200		10		40	442
	43	10	80	30		53	230			15	60	478
	44		80	40	10	52	320			20	80	602
NOV	45		120	40	15	41	330			30	100	676
	46		120	40	40	28	330			40	100	698
	47		150	40	80	9	250			40	100	669
	48		150	40	80	6	200			50	120	646



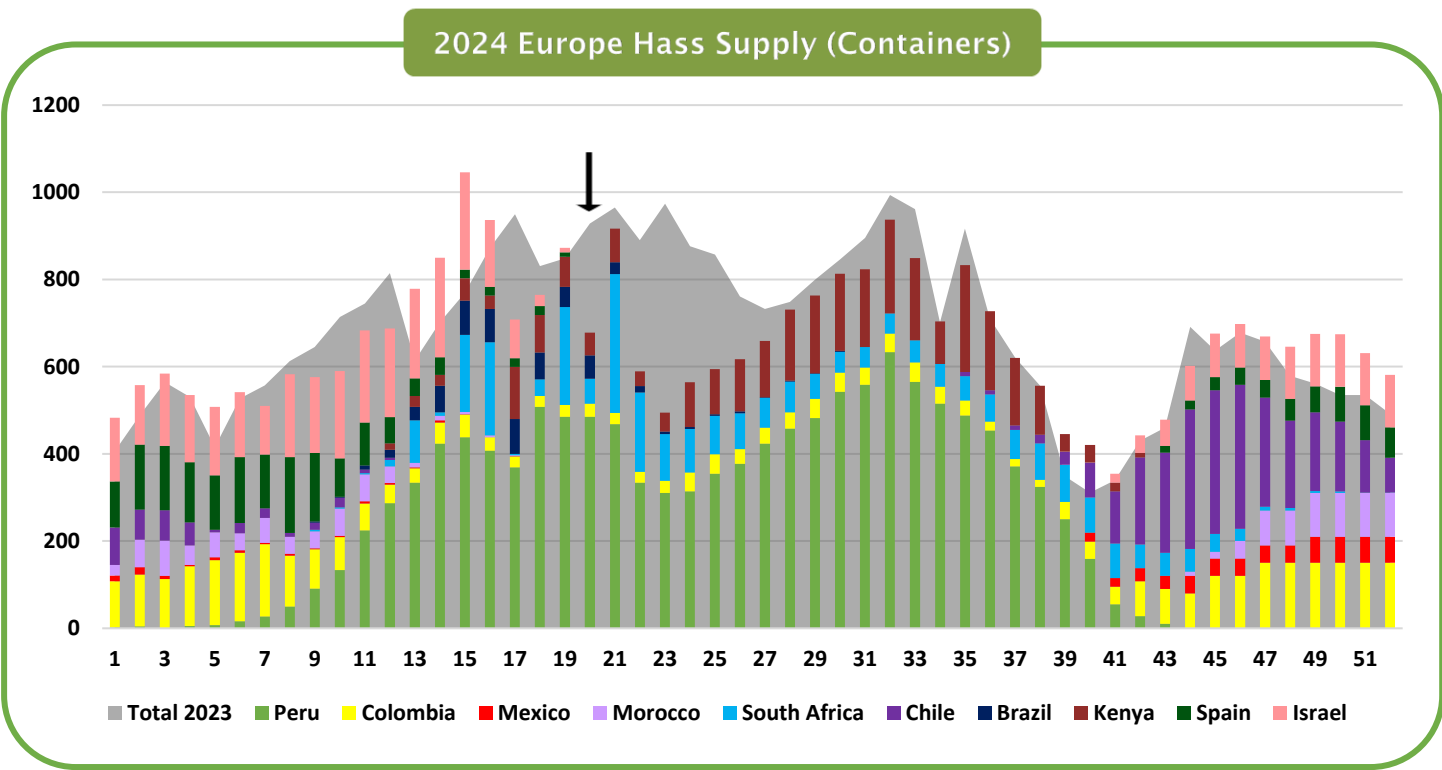
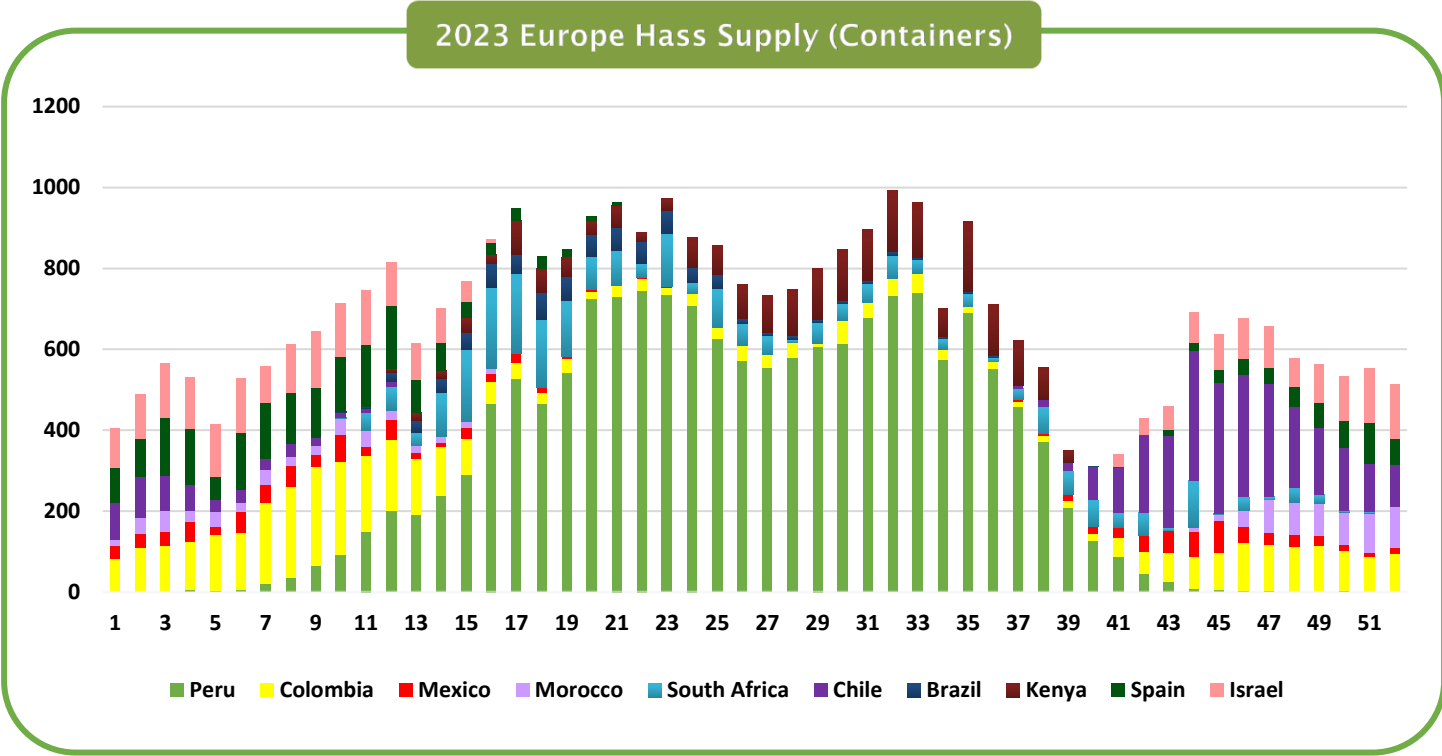
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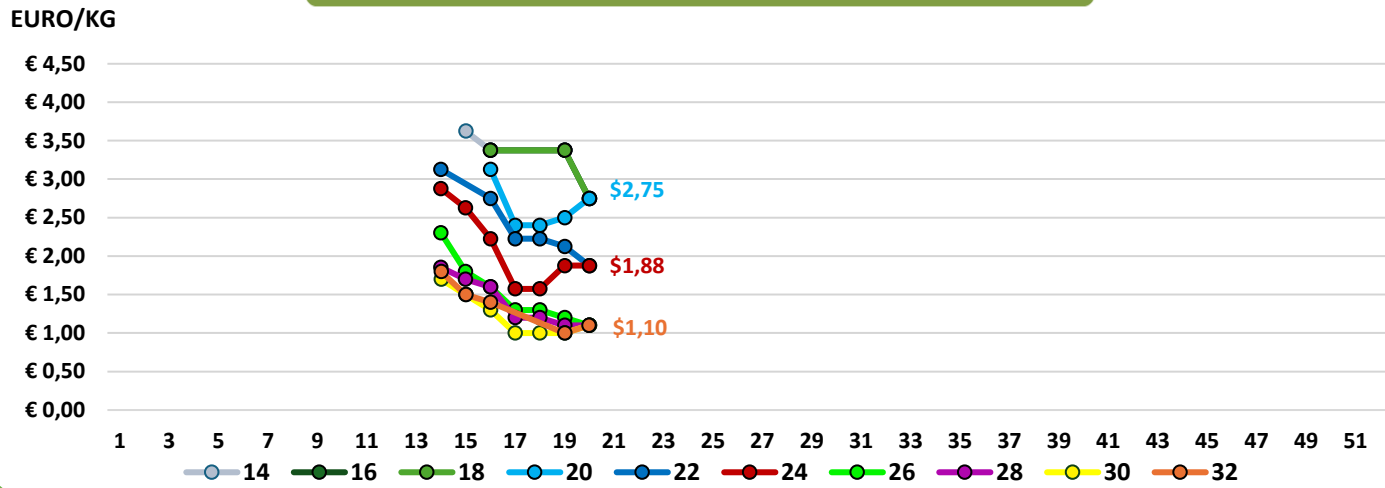
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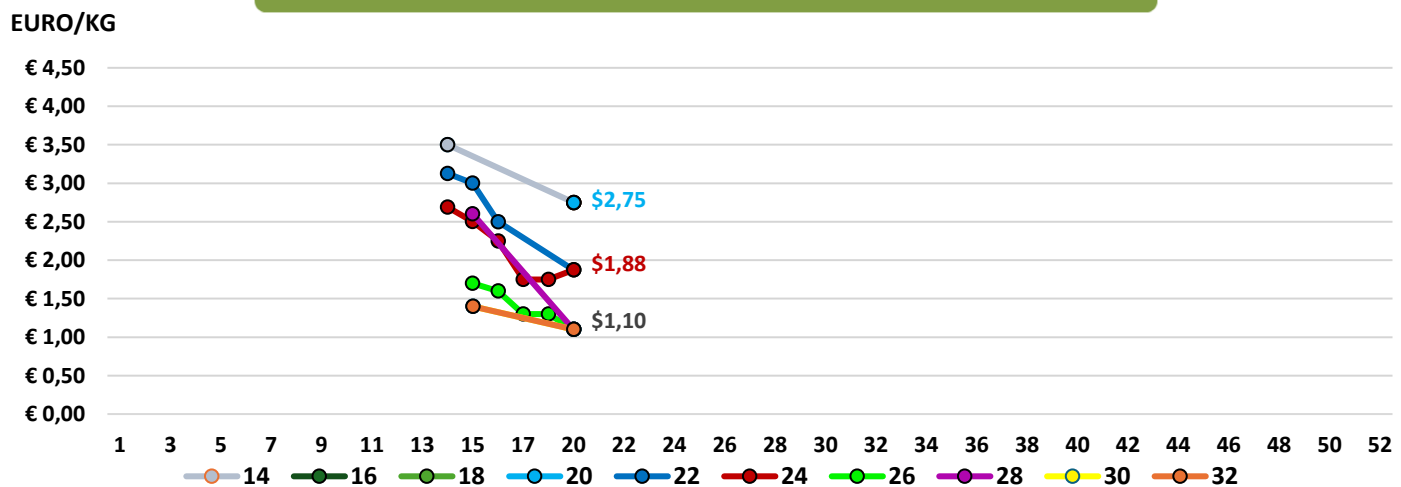


AVOCADO MARKET : EUROPE

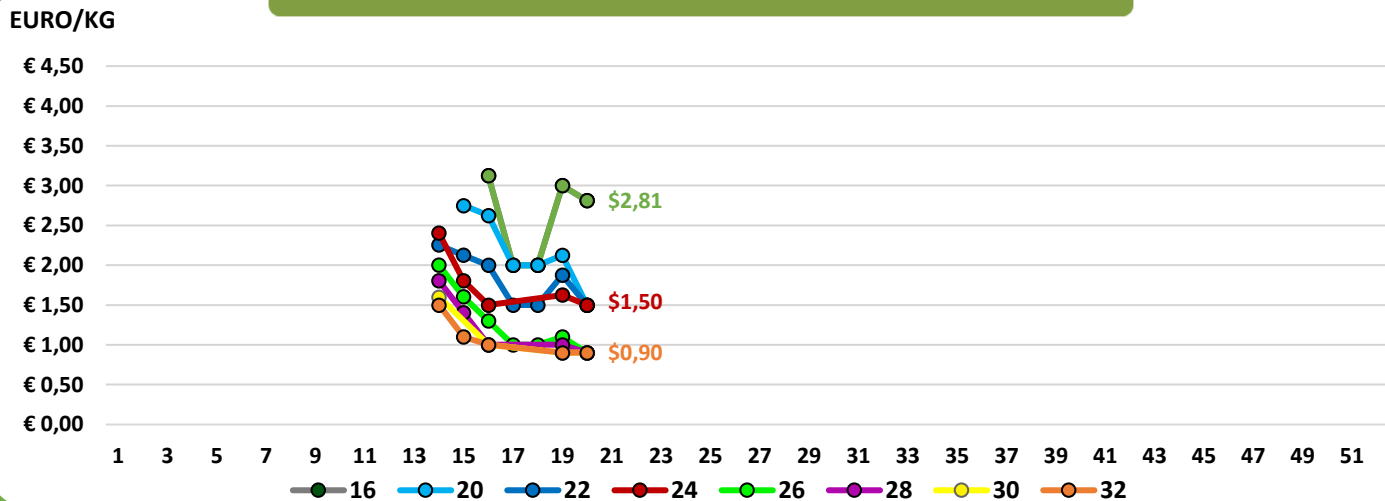
Netherlands Ponderated Market Price From Peru



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
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	87							87
20	71							71
21	46							46
22	43							43
23	46							46
24								0
25								0
26								0
27								0
28								0
29								0
30								0



Protecting Exporters in Europe

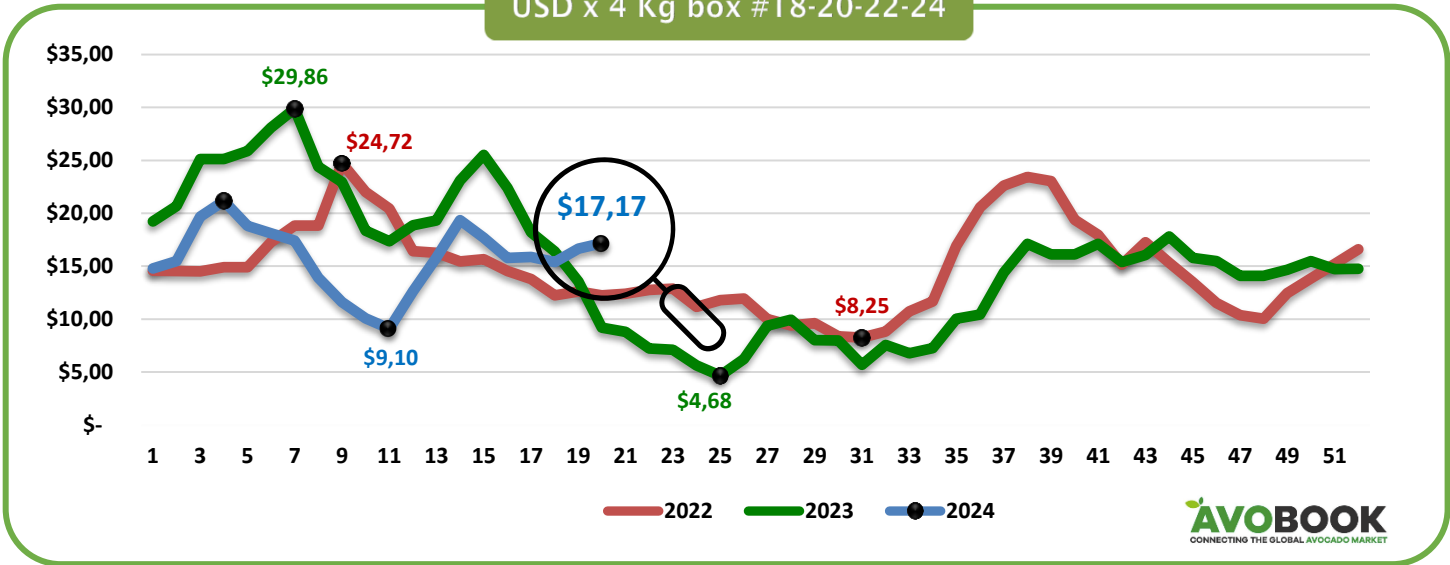
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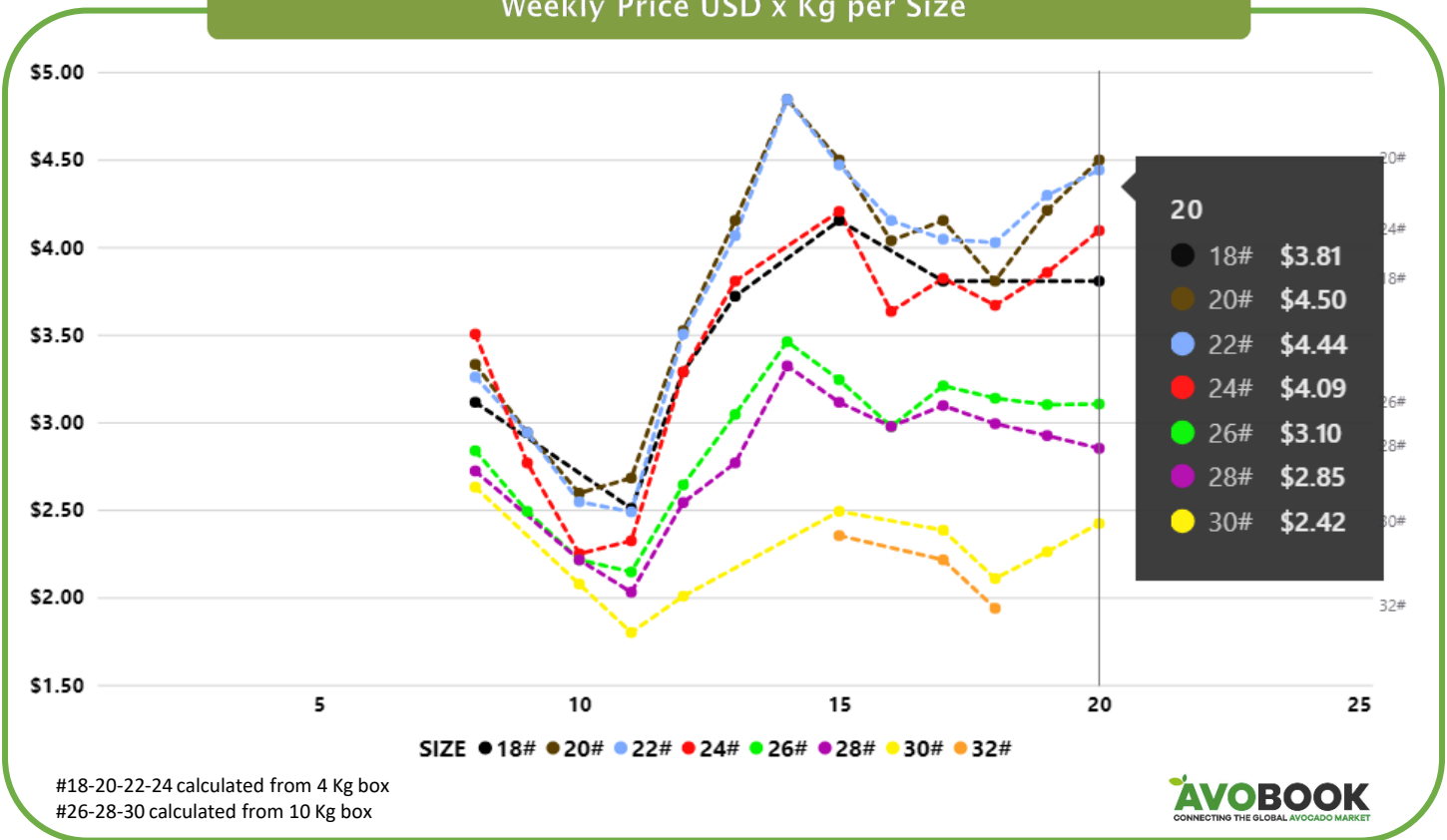


AVOCADO MARKET : CHINA

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

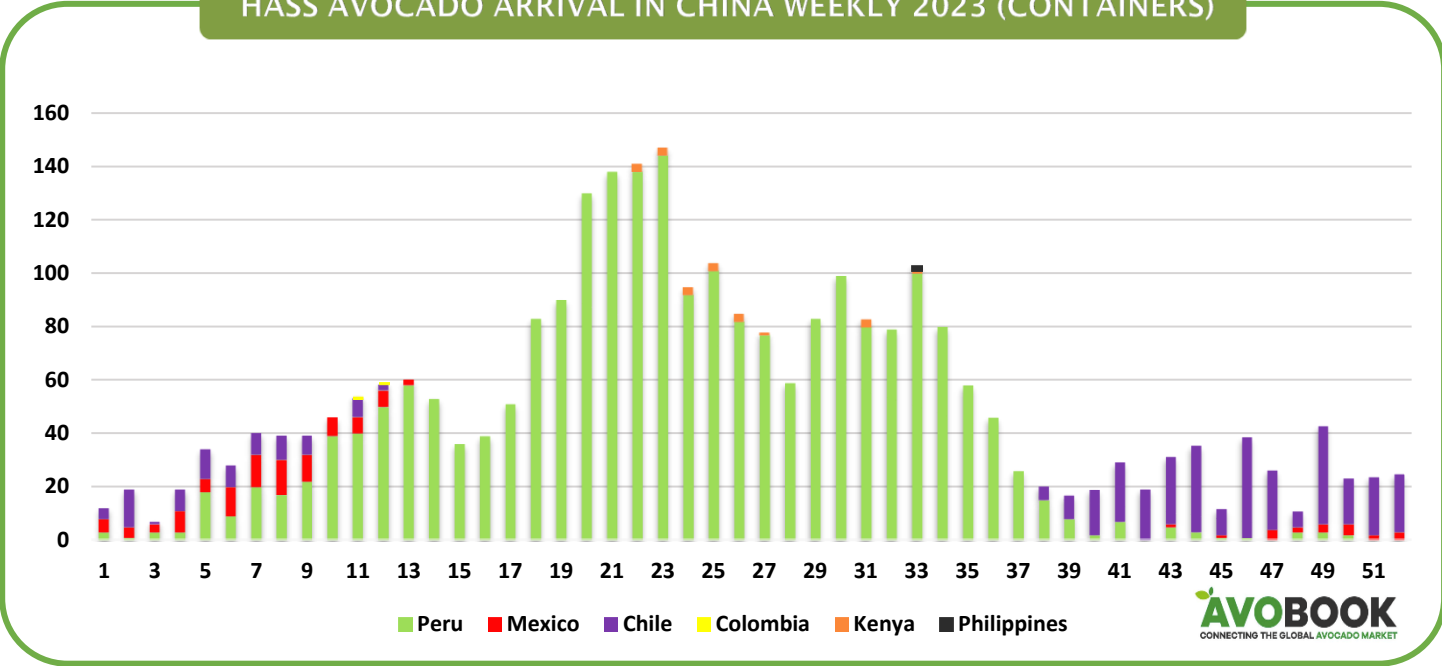


Weekly Price USD x Kg per Size

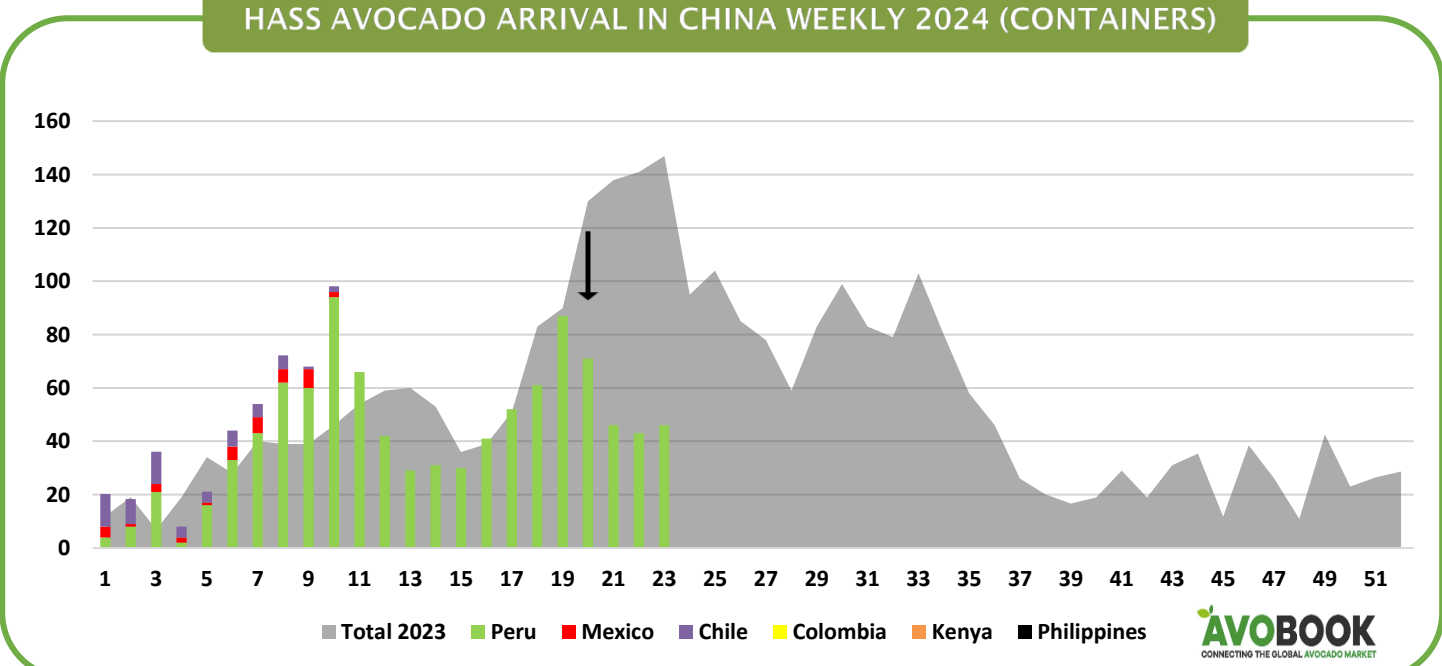


AVOCADO MARKET : CHINA Pag 12

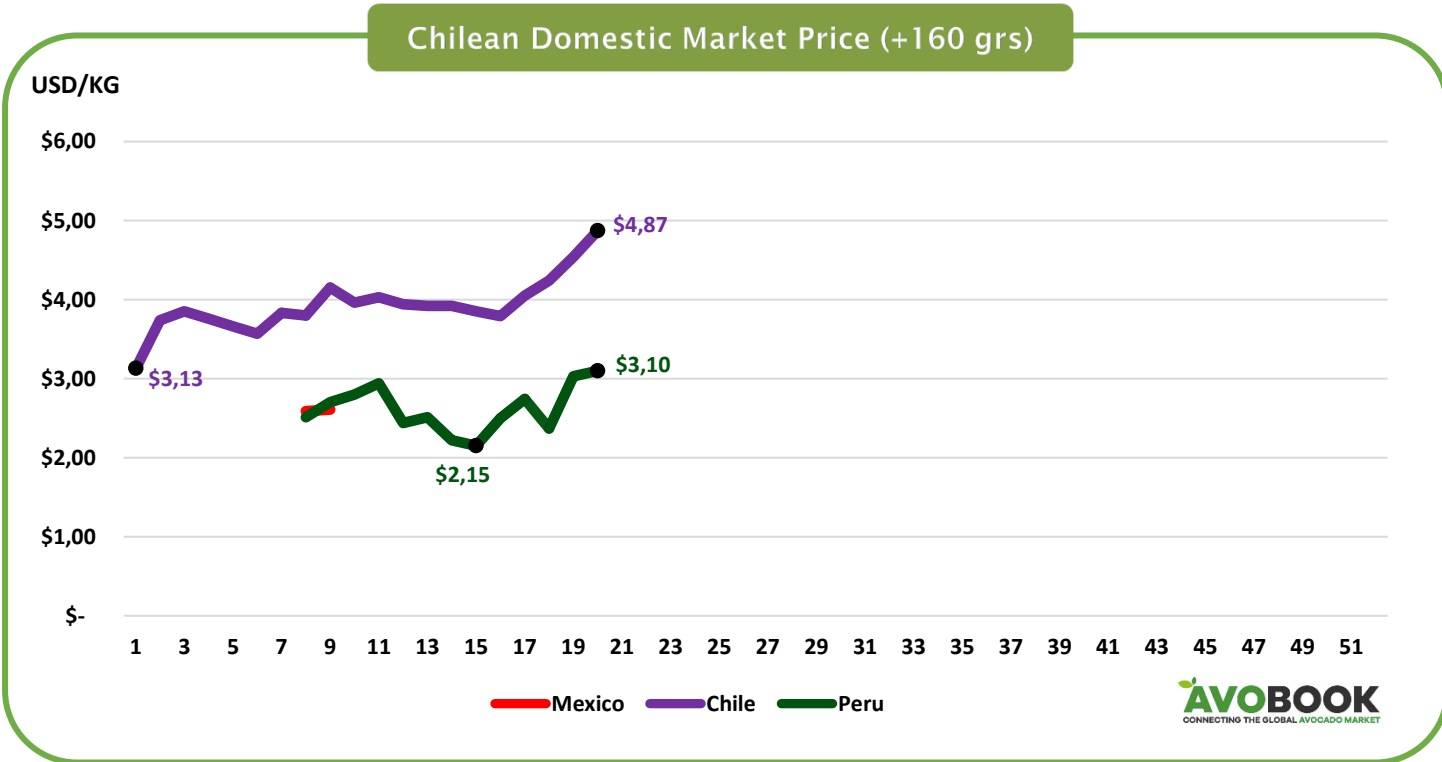
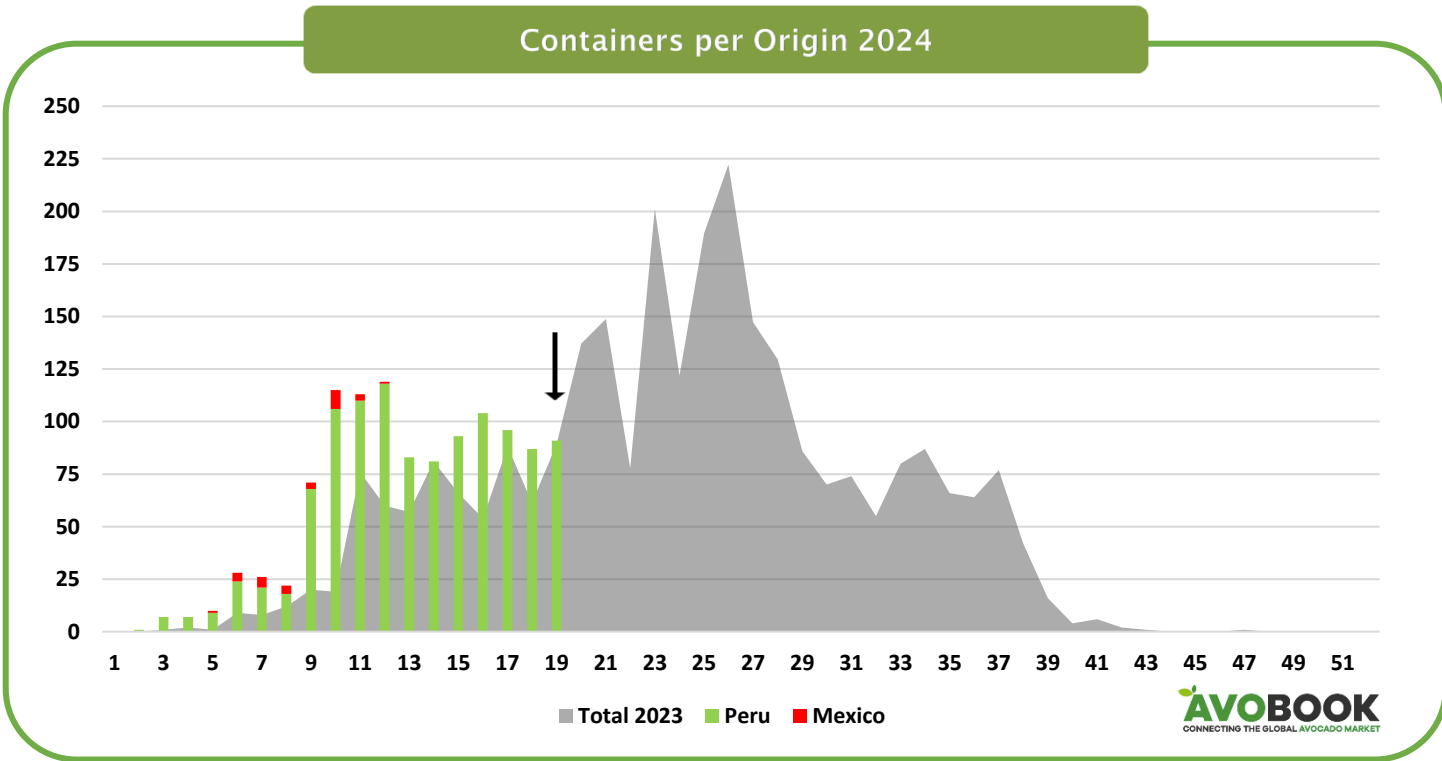
HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2023 (CONTAINERS)



HASS AVOCADO ARRIVAL IN CHINA WEEKLY 2024 (CONTAINERS)



CHILE: MARKET Pag 13



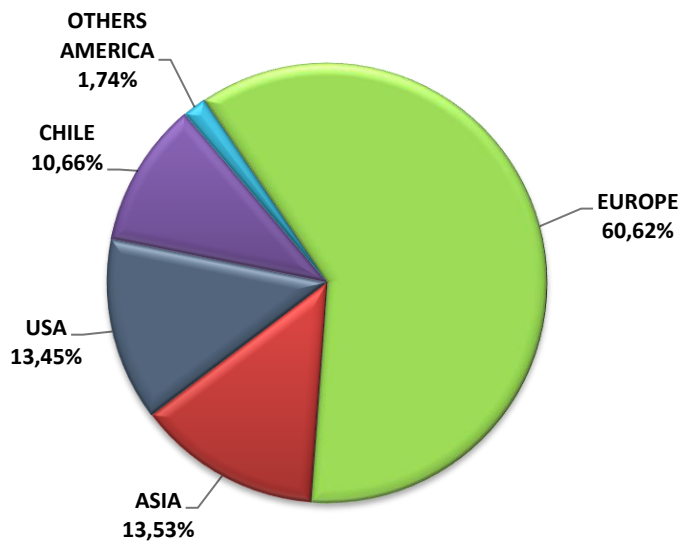
Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

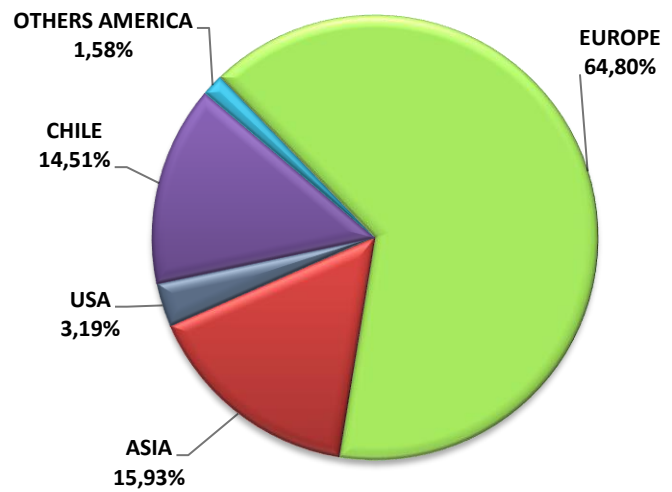
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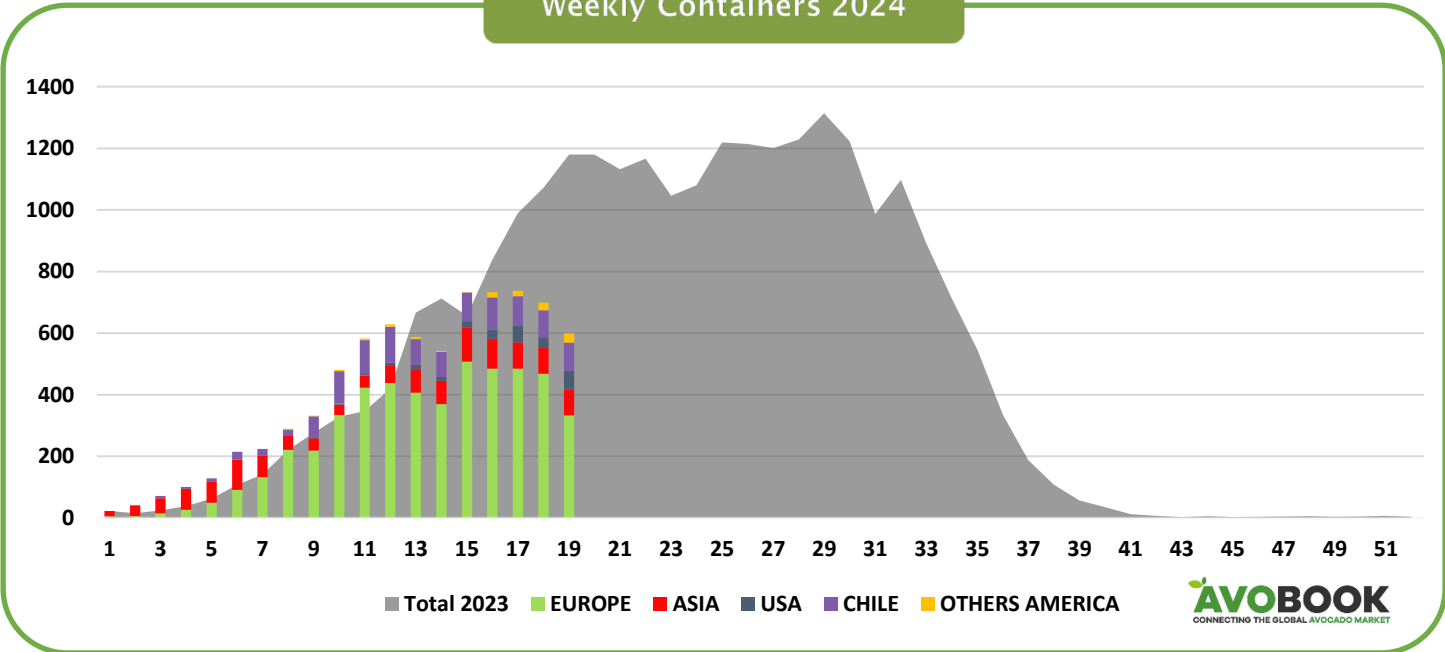
Market Share 2023



Market Share 2024 (Week 1-19)



Weekly Containers 2024





QUALITY STUDIO
service is our business

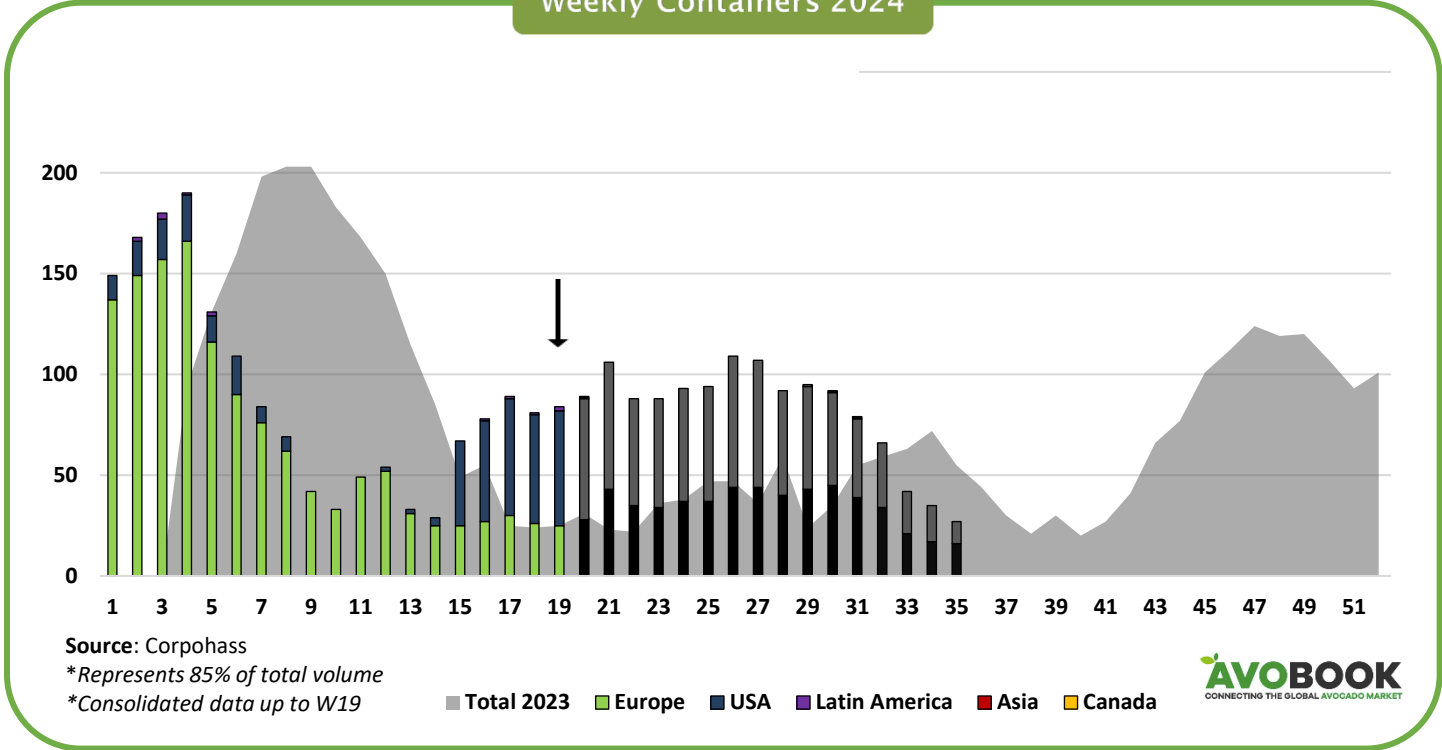


Bring quality and transparency to your supply chain.

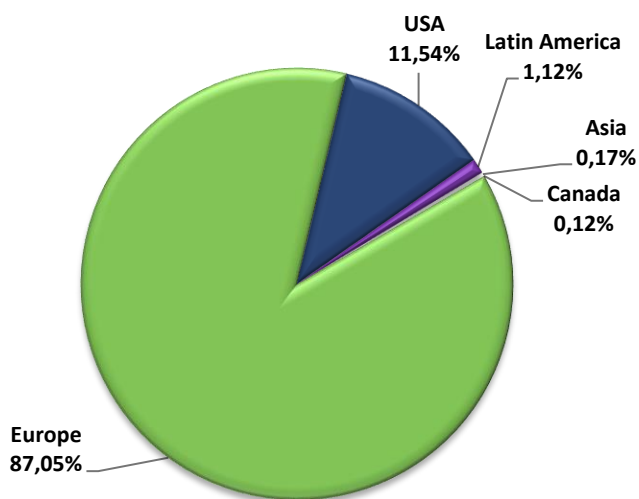


COLOMBIA: EXPORTS Pag 15

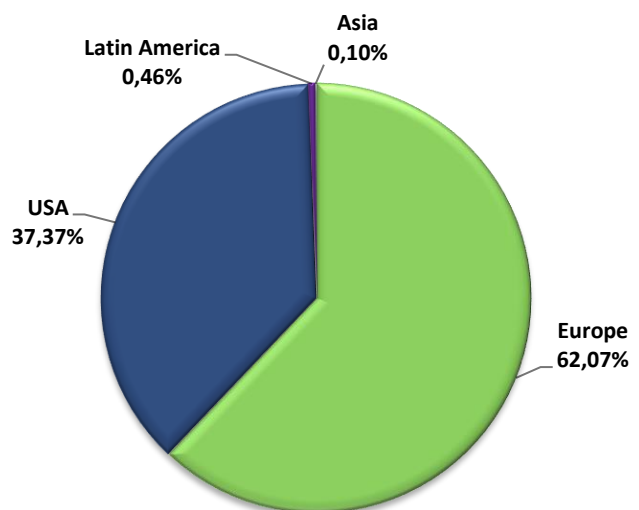
Weekly Containers 2024



Market Share 2023



Market Share 2024 (week 1-19)



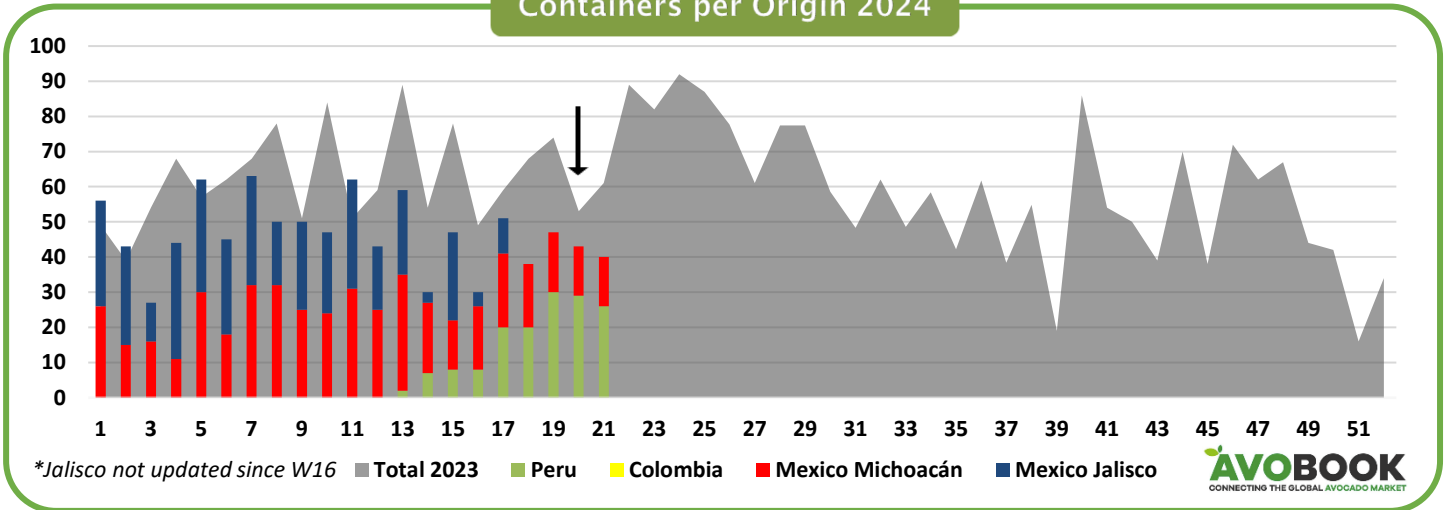
AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

JAPAN: MARKET

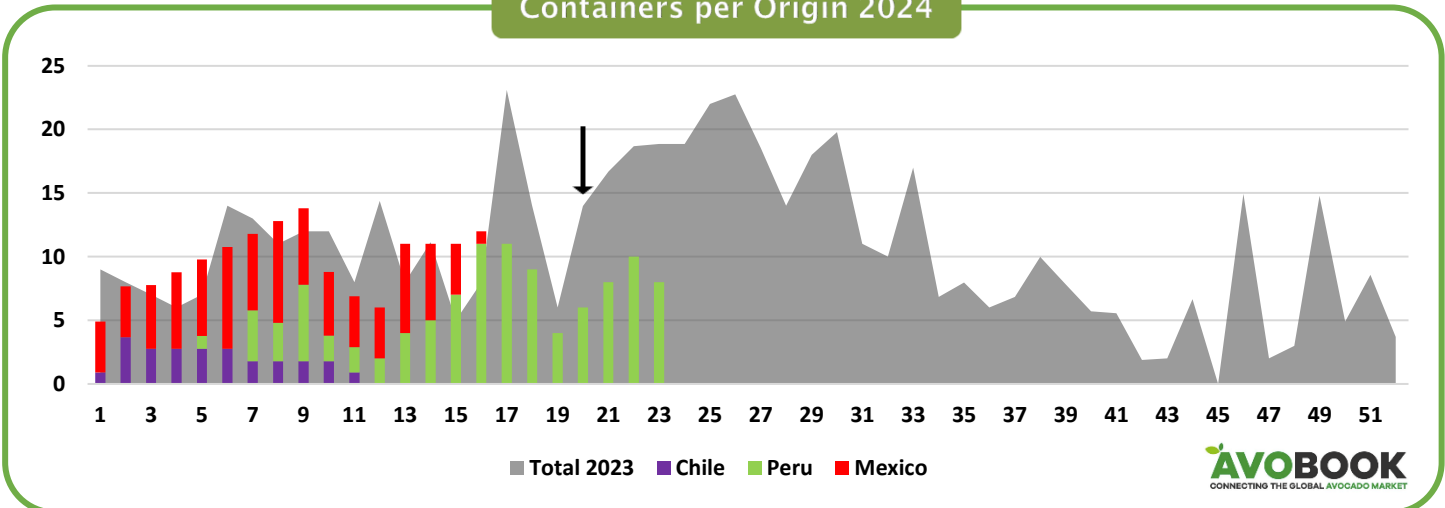
Pag 16

Containers per Origin 2024



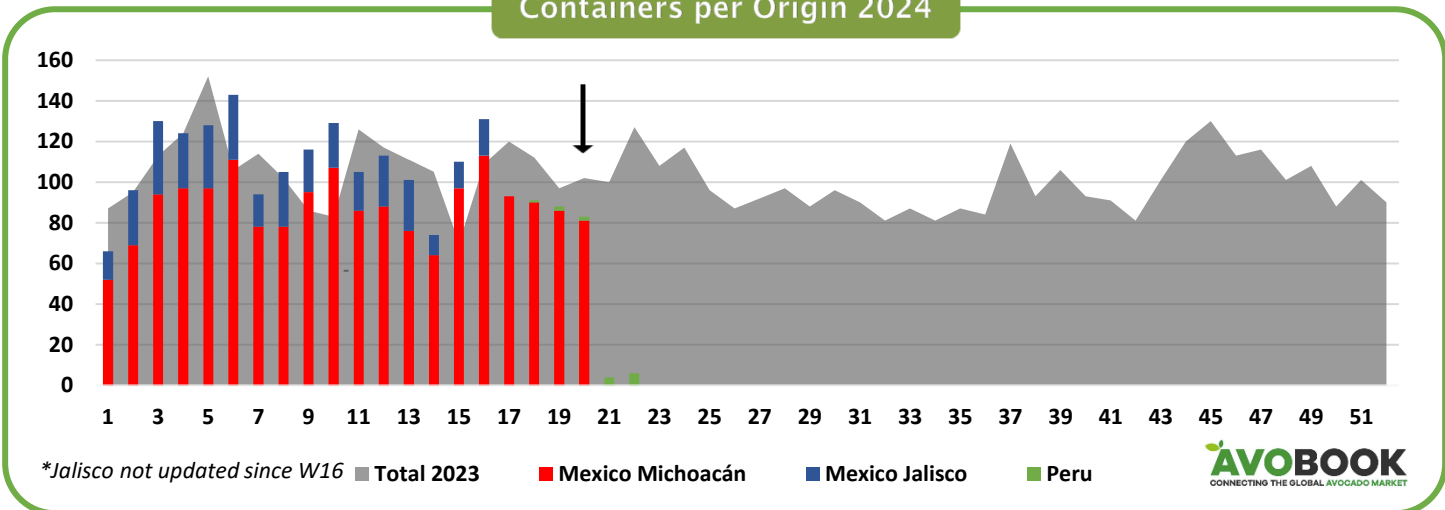
KOREA: MARKET

Containers per Origin 2024



CANADA: MARKET

Containers per Origin 2024



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