

# AVOBOOK

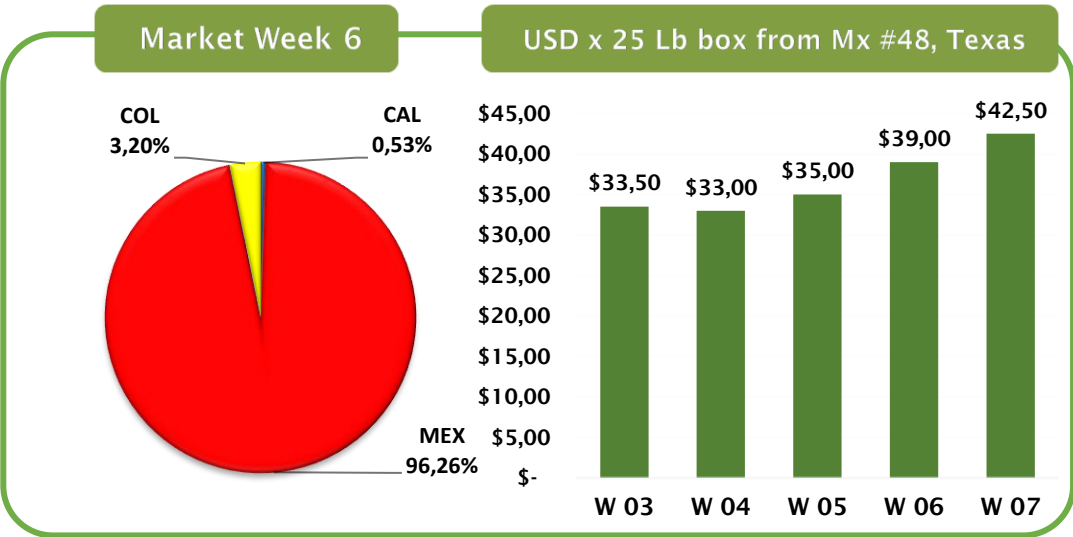
CONNECTING THE GLOBAL AVOCADO MARKET

## SUMMARY Week 7, 2024

### USA

	Week	Lbs
Jan	1	55.891.272
	2	66.491.883
	3	64.588.963
	4	59.737.162
	5	59.543.866
Feb	6	49.057.659
	7	
	8	
	9	

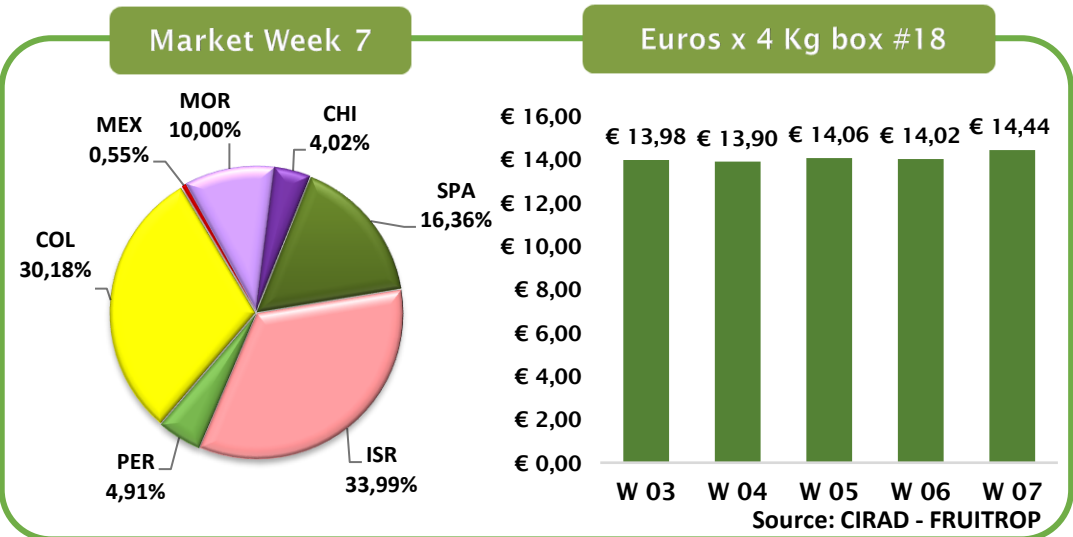
- Less than 55 MM
- Between 55 & 65 MM
- More than 65 MM



### EUROPE

	Week	FCL
Jan	1	425
	2	476
	3	508
	4	487
	5	417
Feb	6	478
	7	550
	8	
	9	

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

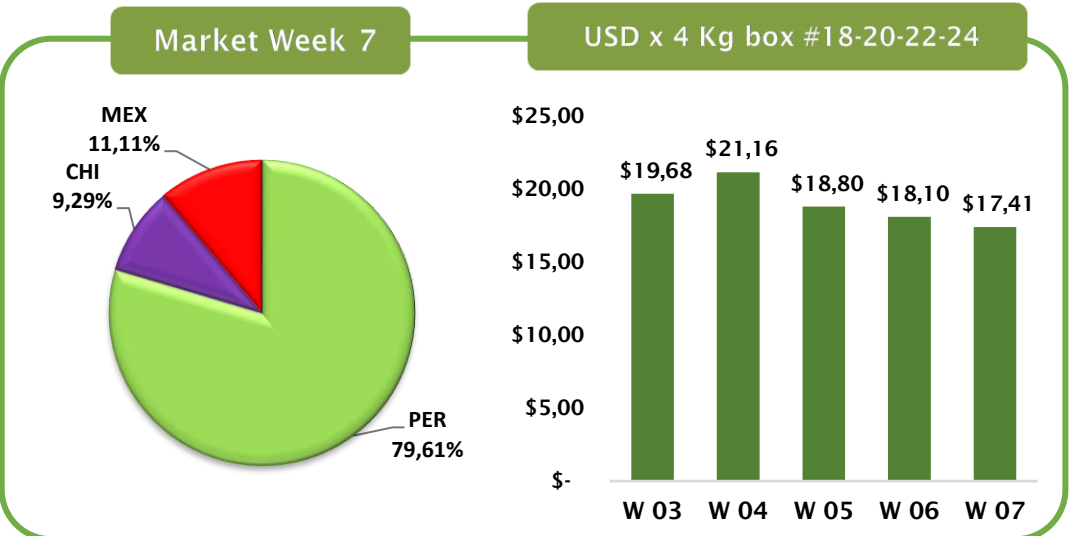


FCL: Fully Container Loaded

### CHINA

	Week	FCL
Jan	1	20
	2	18
	3	36
	4	8
	5	21
Feb	6	44
	7	54
	8	
	9	

- 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

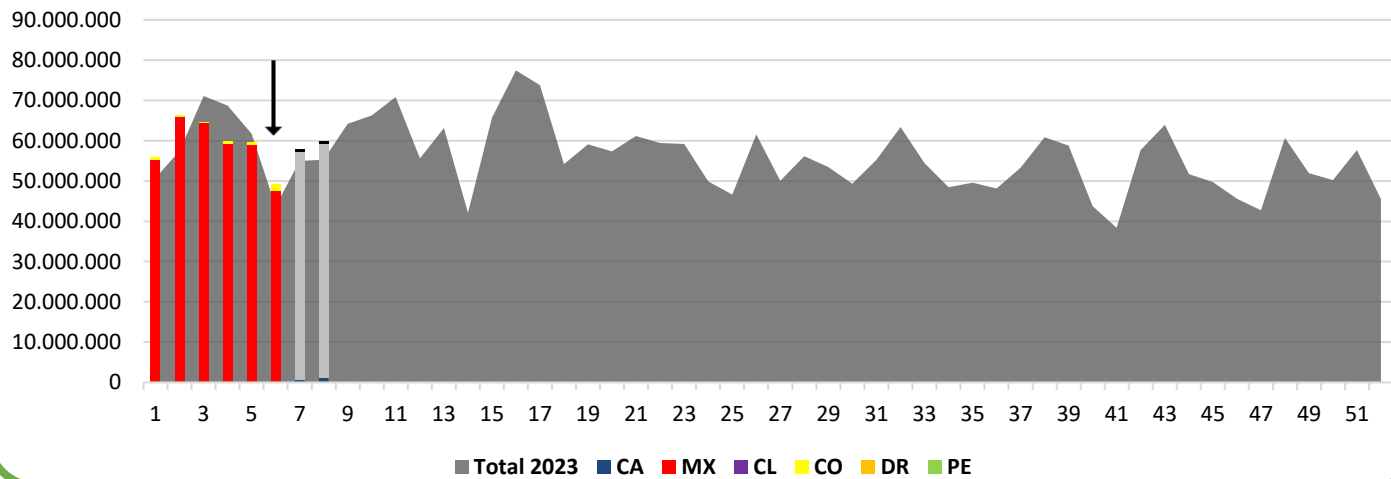
	Arrival Week	California	Mexico	Perú	Chile	Colombia	Dom Rep	Total Estimated Volume (Lb)
JUN	23	10.934.561	41.765.804	5.173.968	0	1.291.448	40.000	59.205.781
	24	12.278.471	30.161.295	6.562.357	0	908.797	0	49.910.920
	25	14.239.754	25.521.974	6.411.025	0	460.000	0	46.632.753
	26	15.269.673	35.576.061	8.815.153	0	1.730.000	170.000	61.560.887
	27	11.692.051	28.284.400	9.705.560	0	340.000	0	50.022.011
JUL	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
AUG	31	8.544.499	32.304.483	12.937.383	0	1.400.000	40.000	55.226.365
	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
OCT	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
	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
NOV	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
	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	0	55.891.272
	2	0	65.891.883	0	100.000	500.000	0	66.491.883
	3	23.551	64.305.412	0	50.000	210.000	0	64.588.963
	4	59.745	59.147.417	0	0	530.000	0	59.737.162
	5	156.540	58.757.326	0	0	630.000	0	59.543.866
FEB	6	262.425	47.225.234	0	0	1.570.000	0	49.057.659
	7	650.000	56.500.000	0	0	700.000	0	57.850.000
	8	1.200.000	58.000.000	0	0	500.000	0	59.700.000
MAR	9	2.500.000	57.500.000	0	0	0	0	60.000.000
	10	2.500.000	54.000.000	0	0	0	0	56.500.000
	11	2.500.000	52.000.000	0	0	0	0	54.500.000
	12	2.500.000	51.500.000	0	0	0	0	54.000.000
	13	5.000.000	38.500.000	0	0	0	0	43.500.000
APR	14	4.500.000	62.500.000	0	0	0	0	67.000.000
	15	5.500.000	66.000.000	0	0	0	0	71.500.000
	16	7.500.000	58.500.000	0	0	0	0	66.000.000
	17	9.500.000	41.000.000	0	0	0	0	50.500.000
MAY	18	11.000.000	41.500.000	0	0	0	0	52.500.000
	19	11.250.000	47.000.000	0	0	0	0	58.250.000
	20	10.000.000	42.500.000	0	0	0	0	52.500.000
	21	10.000.000	34.000.000	0	0	0	0	44.000.000

Green For numbers below the 25th percentile in the country's dataset since 2019

Legend Red For numbers above the 75th percentile in the country's dataset since 2019

Blue Volume projections from Hass Avocado Board

### US Market Share Week 6



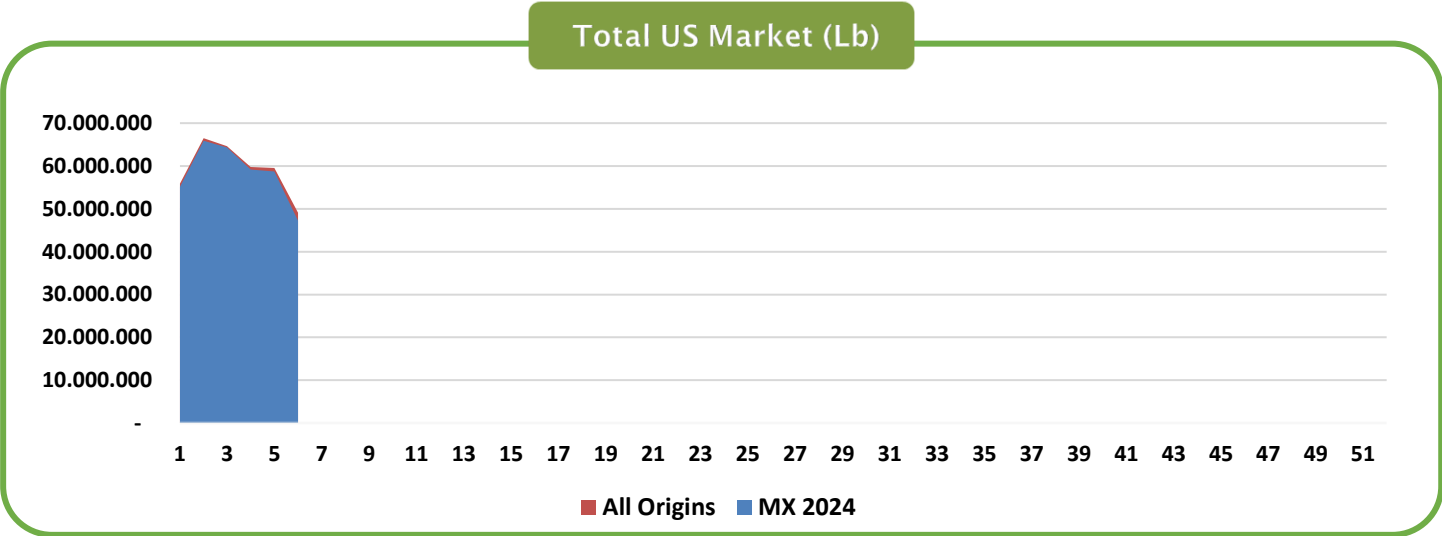
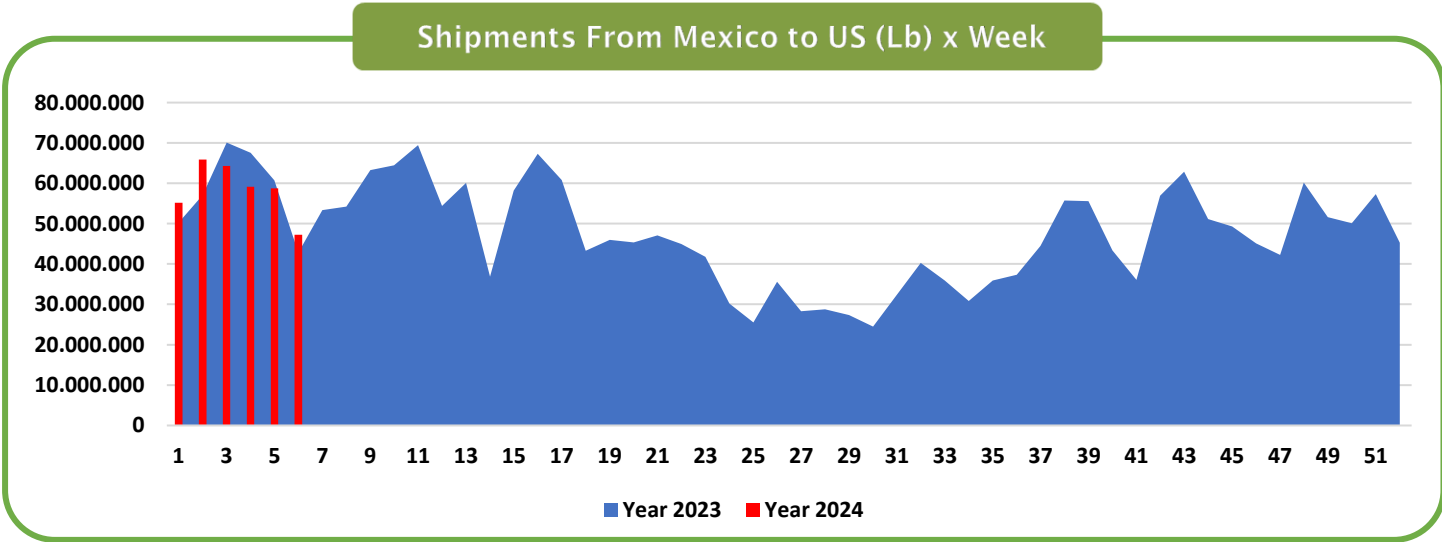
### Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

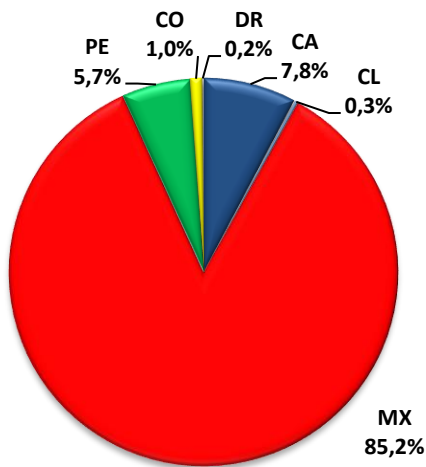
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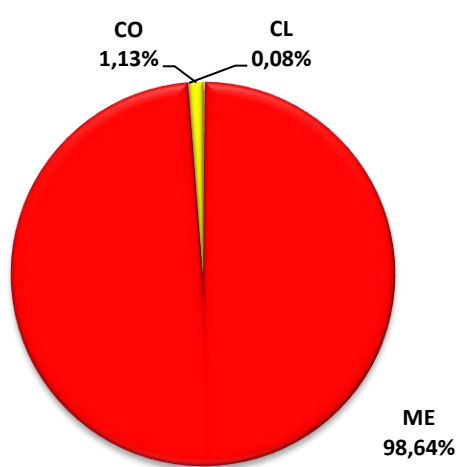
## AVOCADO MARKET : USA Pag 2



USA 2023 (Week 1 - 52)



USA 2024 (Week 1 - 6)





El mejor mercado para hacer crecer tu negocio.

Quiero exponer



16-18 Abr

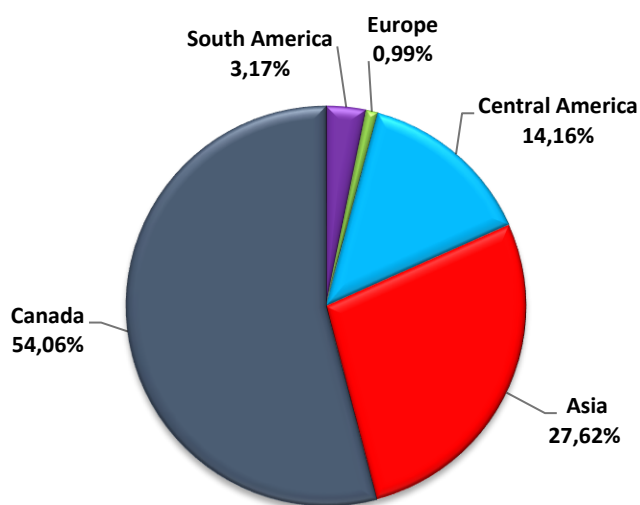


## AVOCADO MARKET : MEXICO TO USA

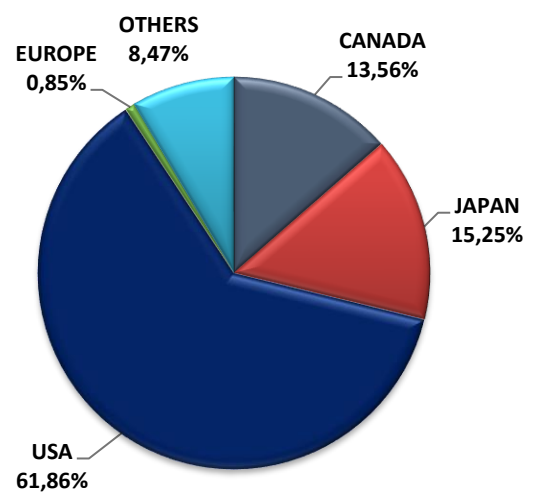
Description	Michoacán		Jalisco	
	Harvest	Shipment	Harvest	Shipment
Projection 2023-2024	1.190.932	1.024.202	133.073	101.668
YTD Week 06	674.200	593.483	96.892	77.569
Balance	516.732	430.719	36.181	24.099
AVG weekly balance	25.837	21.536	1.809	1.205
Weeks passed		32		32
Weeks remaining		20		20

Source: APEAM

Michoacan Other Markets (Week 1 - 6)



Jalisco All Markets (Week 1 - 6)



# AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

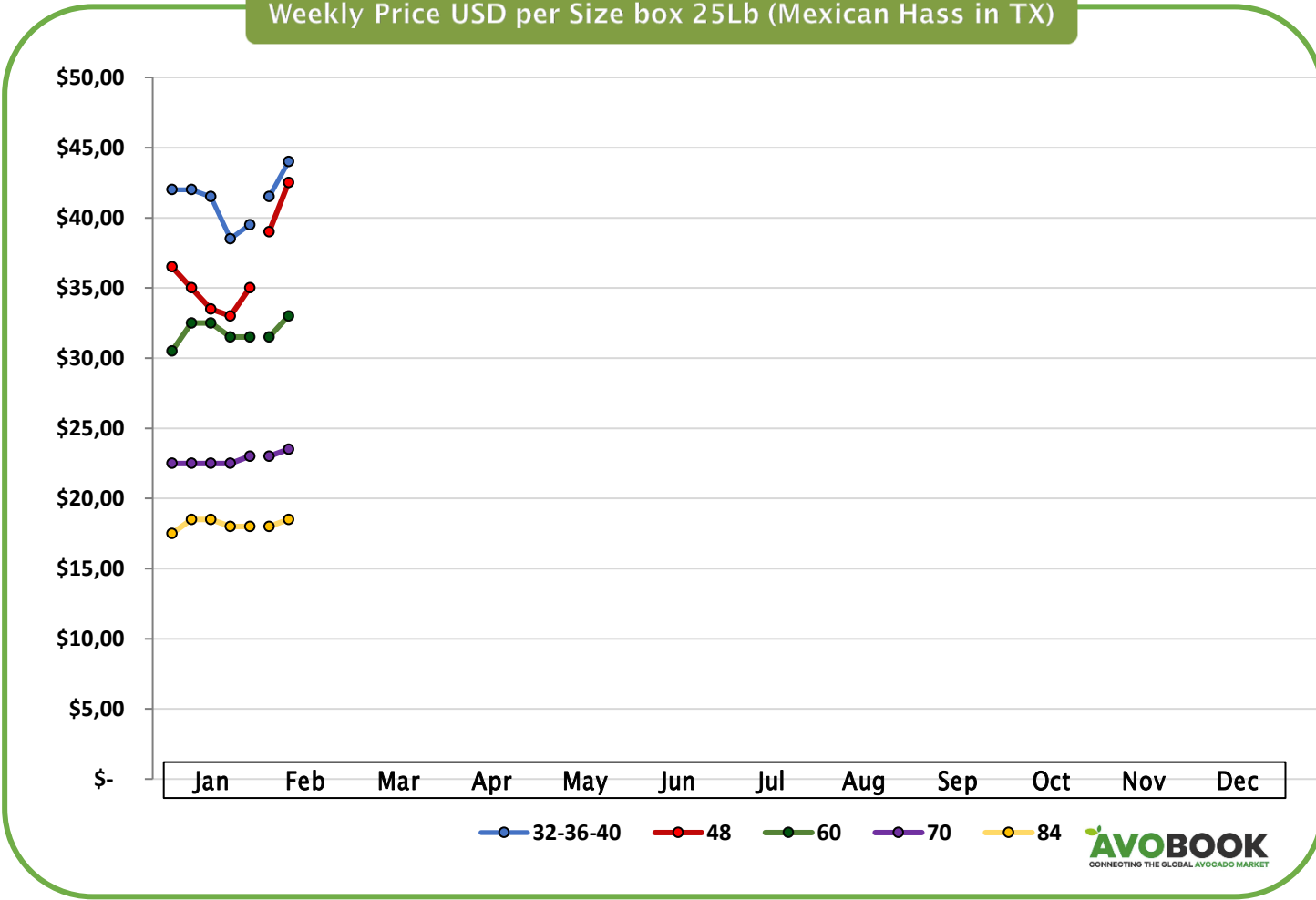
## AVOCADO MARKET : USA Pag 4

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
NOV	45	594.000	2.200	56.612.600	26.400	1.414.600	44.000	58.693.800	42.028.800	41.507.400	1,3
	46	660.000	0	51.946.400	26.400	910.800	0	53.543.600	44.501.600	44.772.200	-0,6
	47	655.600	0	50.256.800	26.400	576.400	0	51.515.200	36.583.800	36.436.400	0,4
	48	992.200	334.400	54.813.000	0	305.800	334.400	56.779.800	43.502.800	44.006.600	-1,1
DEC	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
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
	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
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										
	8										
	9										

**Legend** Green For numbers below the 25th percentile in the country's dataset since 2019  
 Red For numbers above the 75th percentile in the country's dataset since 2019

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



# AVOBOOK

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			57	137	425
	2	4	119	17	61		69			60	146	476
	3	0	113	7	79		70			93	146	508
	4	6	137	3	43		53			91	154	487
	5	6	149	7	55		5			38	157	417
	6	15	157	6	37		23			91	149	478
FEB	7	27	166	3	55		22			90	187	550
	8	48	116	5	37		9			83	186	484
	9	90	102	2	37		16	3		81	192	523
MAR	10	80	94	10	61	10	9	9		88	188	549
	11	100	92	20	61	50		52		98	186	659
	12	120	70	20	37	60		62	15	100	169	653
	13	200	70	20	24	60		73	25	102	163	737
APR	14	250	70	20	24	120		67	25	107	154	837
	15	300	70	20	24	180		67	40	59	131	891
	16	450	70	10	21	180		81	40	68	69	989
	17	500	50	10	10	180		88	80	31	9	958
MAY	18	500	40			180		93	80	19		912
	19	550	40			120		65	80	13		868
	20	750	40			120		53	80	3		1046
	21	750	40			120		28	80			1018
JUN	22	750	40			80		14	80			964
	23	750	40			80		13	80			963
	24	750	40			80		10	80			960
	25	750	40			80		10	80			960
JUL	26	750	40			60		2	80			932
	27	750	40			60		0	80			930
	28	750	40			60		0	125			975
	29	750	40			60		0	125			975
AUG	30	750	40			60		0	125			975
	31	750	40			60		0	125			975
	32	750	40			60		2	125			977
	33	750	40			60		2	125			977
SEP	34	750	40			60		2	125			977
	35	650	40			60	10	2	125			887
	36	550	40			60	10	2	125			787
	37	450	40			60	10	2	125			687
OCT	38	400	40			60	20	2	80			602
	39	250	40			60	30	2	60			442
	40	120	40	20		60	80	2	40			362
	41	80	40	20		60	120	2	20		20	362
NOV	42	40	80	30		60	200		10		40	460
	43	40	80	30		60	230			15	60	515
	44	10	80	40	10	60	320			20	80	620
	45	5	120	40	15	20	330			30	100	660
DEC	46	5	120	40	40	20	330			40	100	695
	47	5	150	40	80	20	250			40	100	685
	48	0	150	40	80	10	200			50	120	650
	49	0	150	60	100		180			60	120	670
DEC	50	0	150	60	100		160			80	120	670
	51	0	150	60	100		120			80	120	630
	52	0	150	60	100		80			70	120	580



### Protecting Exporters in Europe

3PL | Quality Control | Insurance | Representation

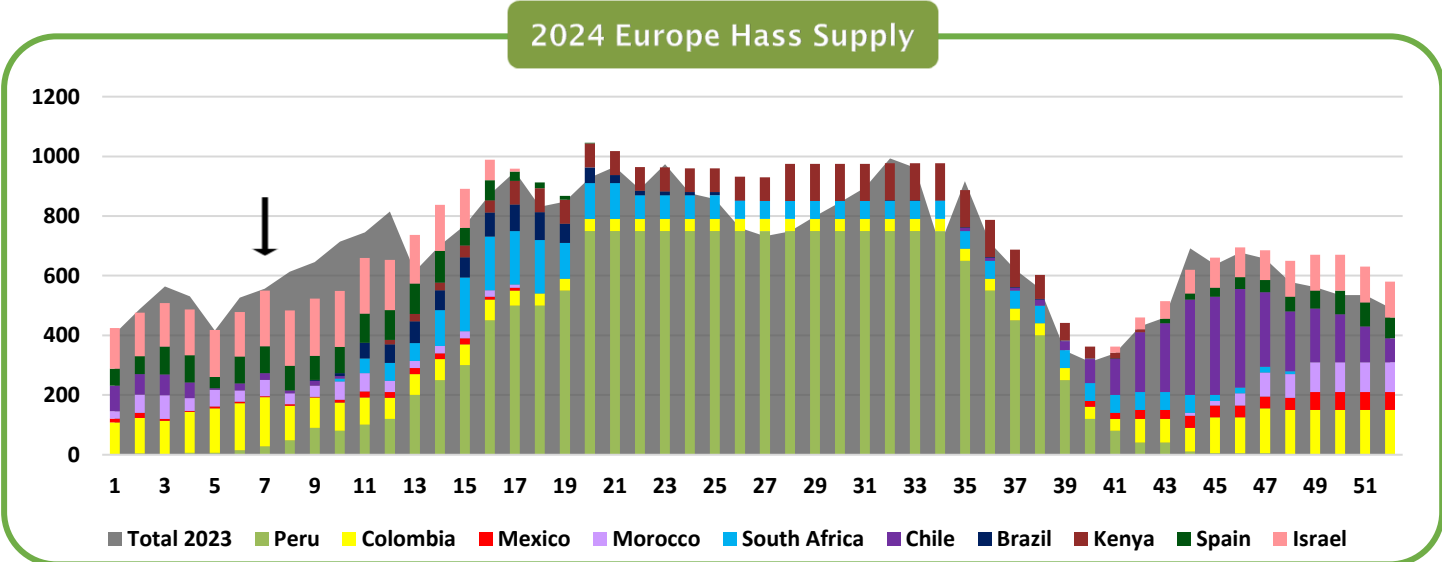
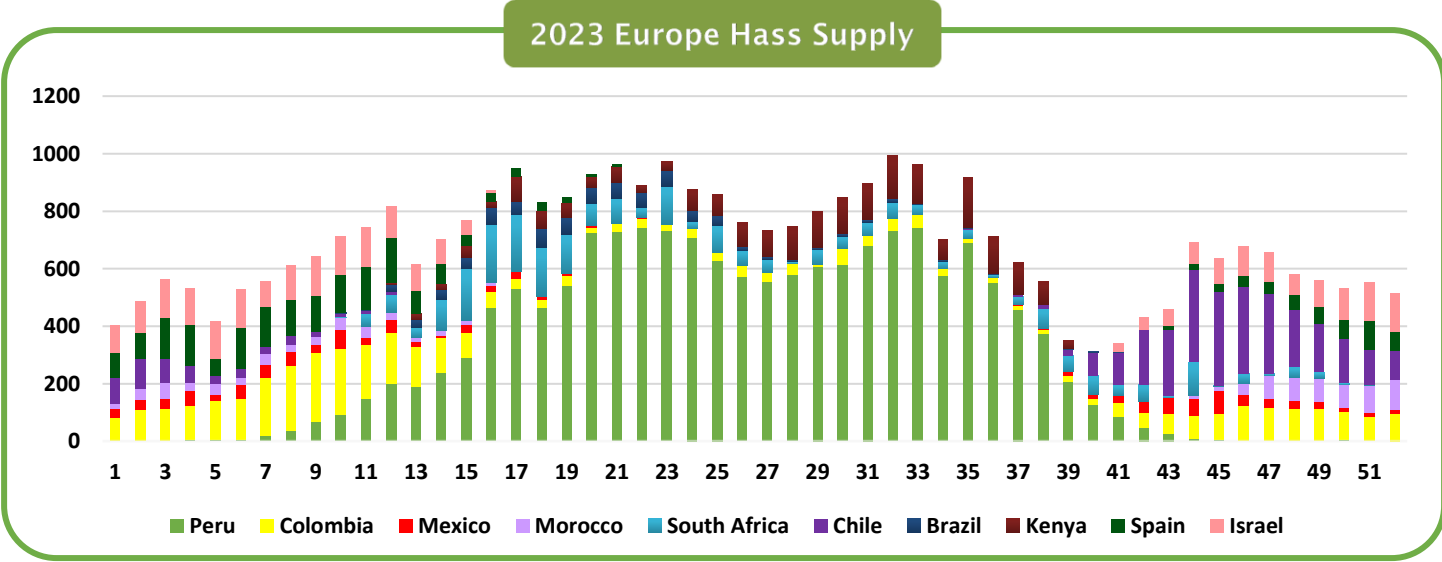
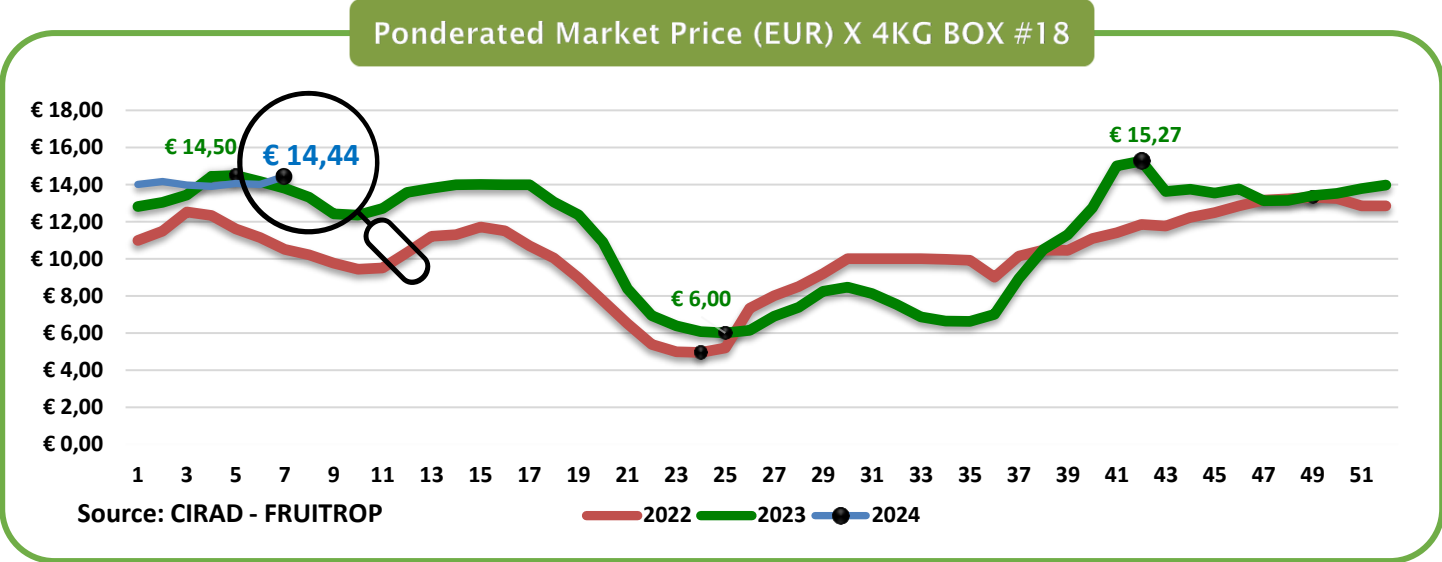
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# AVOBOOK

CONNECTING THE GLOBAL AVOCADO MARKET

## AVOCADO MARKET : EUROPE Pag 6





**fruit attraction**  
São Paulo

El mejor mercado para hacer crecer tu negocio.

**Quiero exponer**



16-18  
Abr




**AVOCADO MARKET : CHINA**

**CONTAINERS ARRIVED BY ORIGIN**

Week of Sales	Peru	Mexico	Chile	Colombia	Kenya	Philippines	New Zeland	Total Estimated Volume
14	53							53
15	36							36
16	39							39
17	51							51
18	83							83
19	90							90
20	130							130
21	138							138
22	138				3			141
23	144				3			147
24	92				3			95
25	101				3			104
26	82				3			85
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								0
12								0
13								0

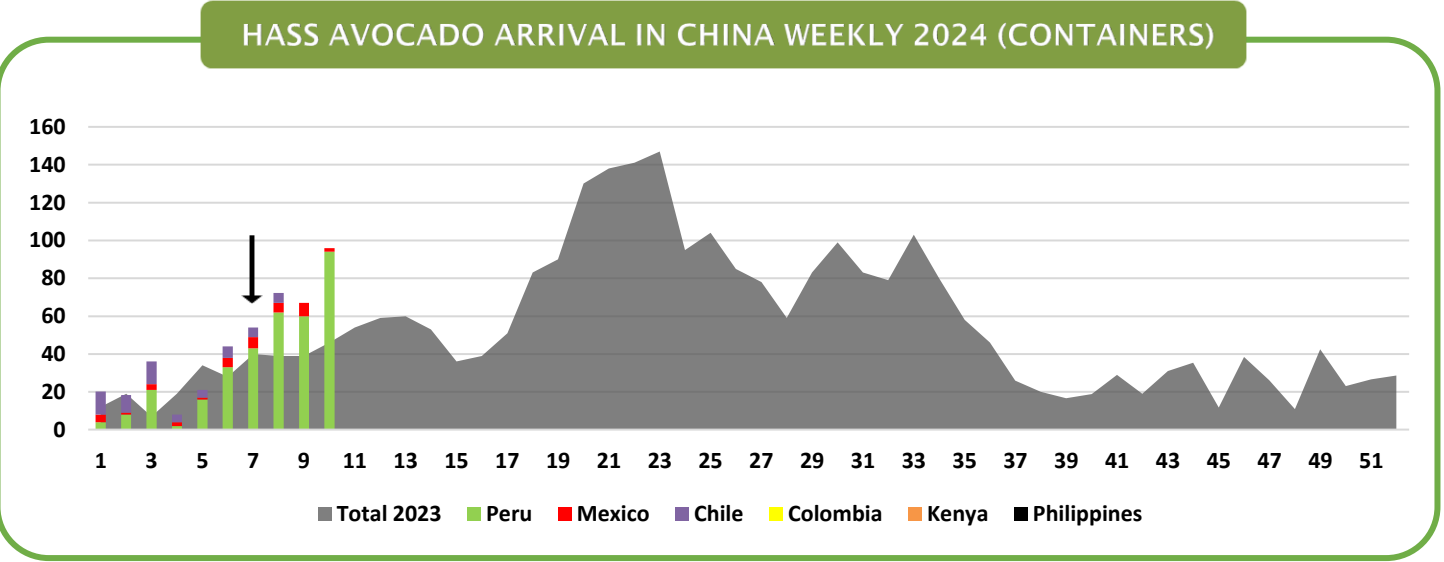
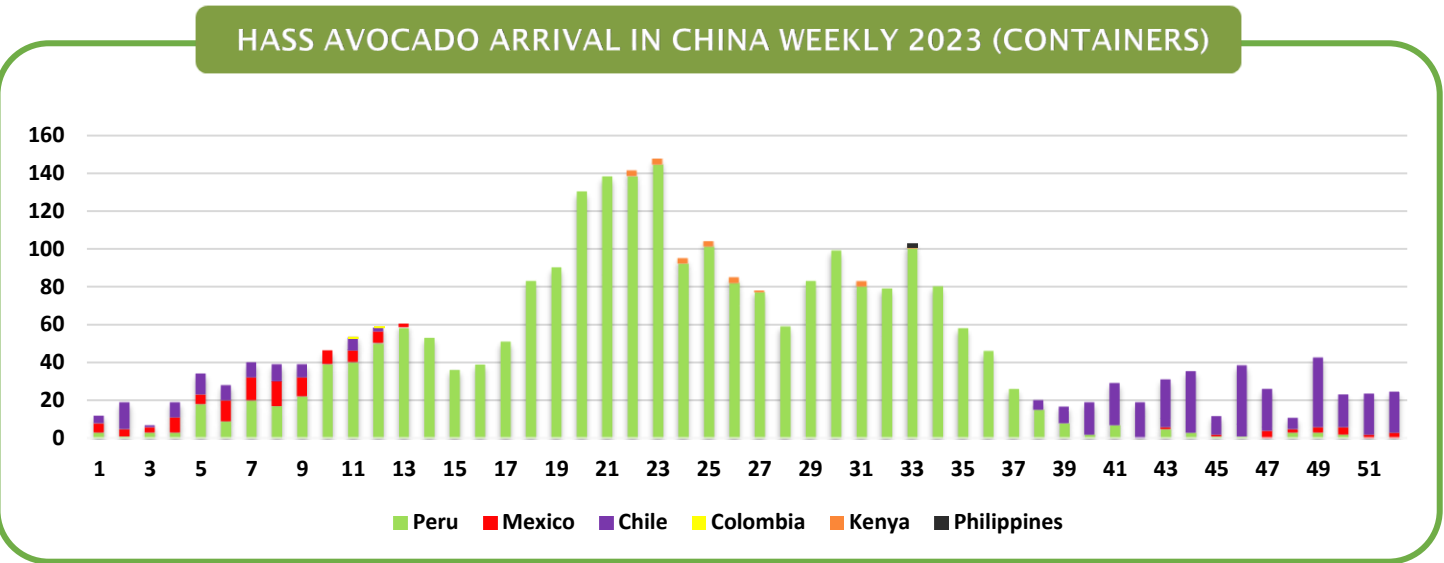
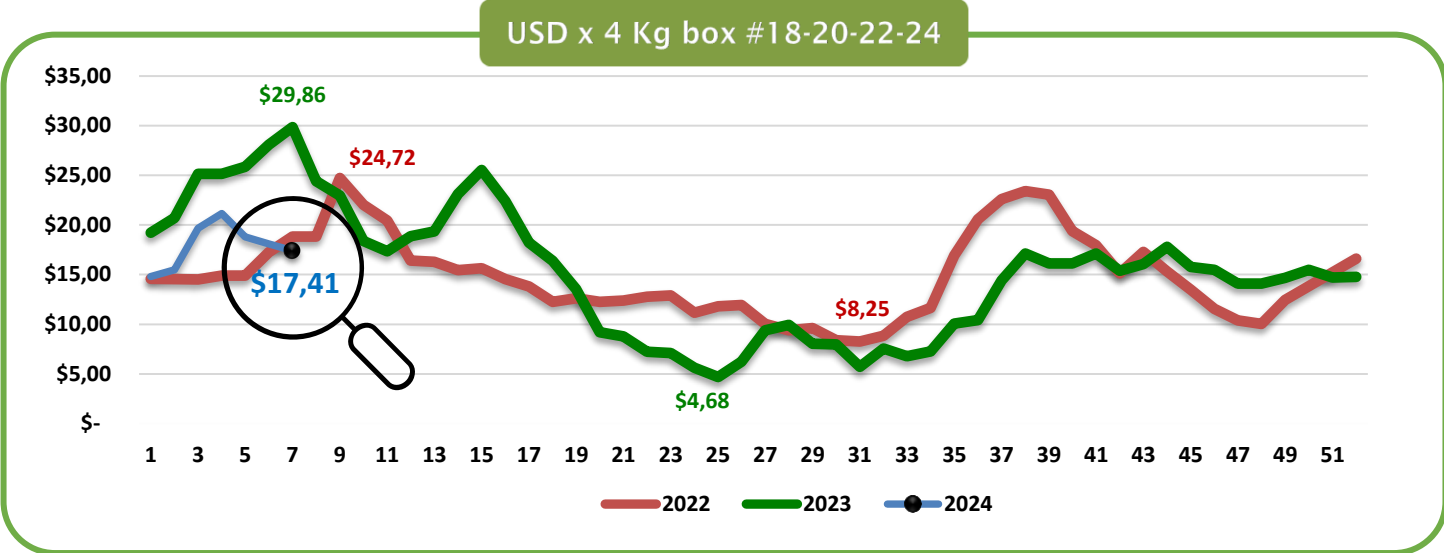




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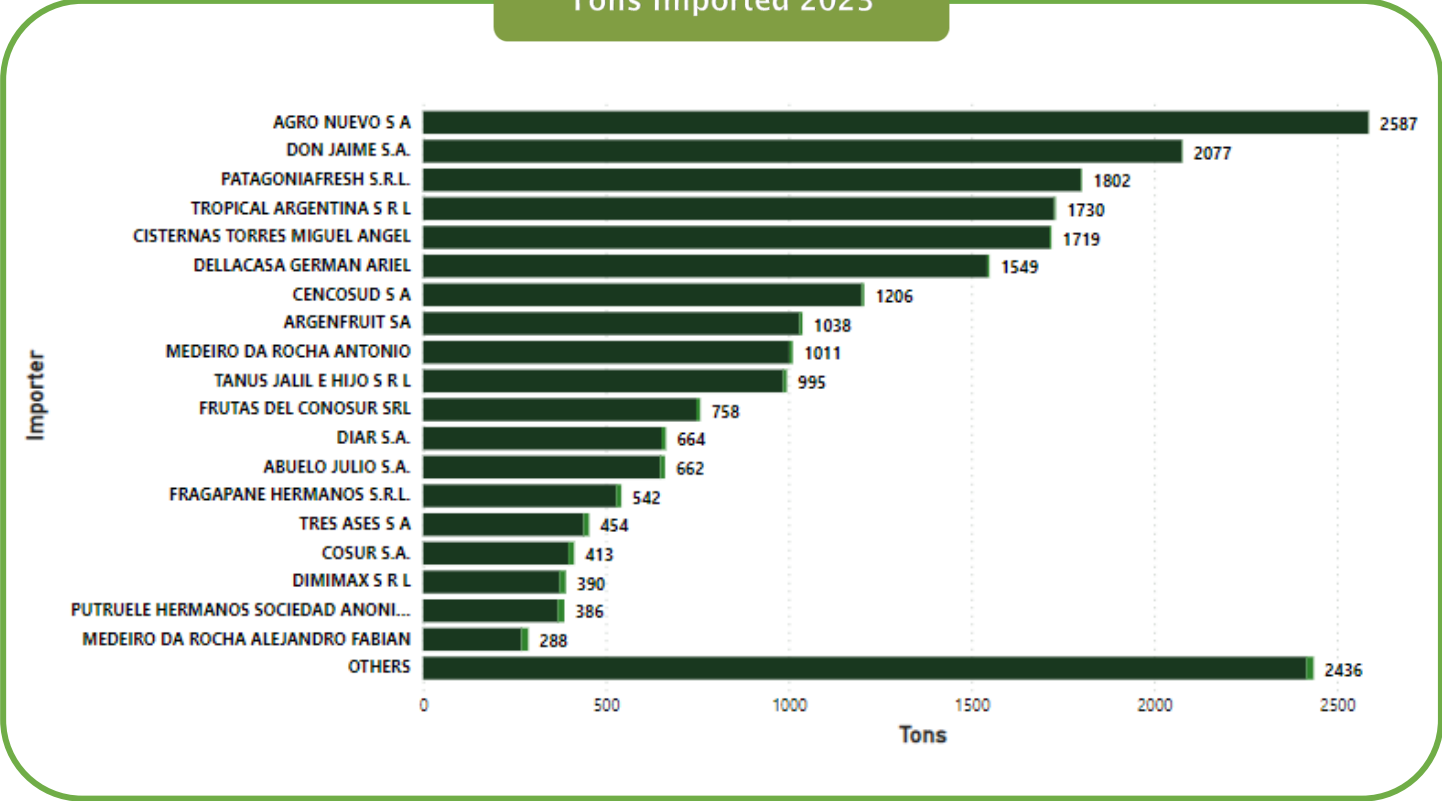
CONNECTING THE GLOBAL AVOCADO MARKET

## AVOCADO MARKET : CHINA Pag 8

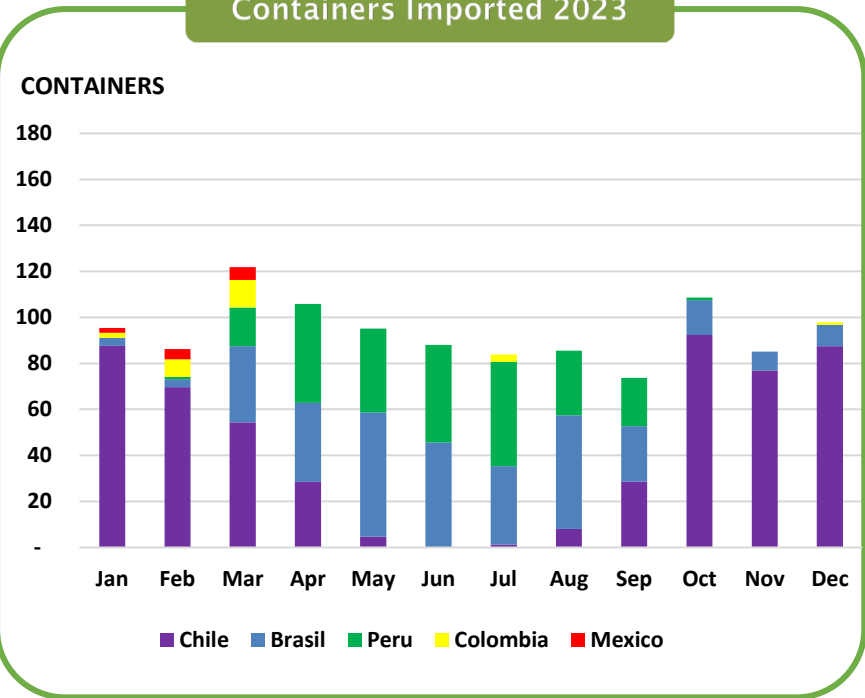


## ARGENTINA: IMPORTS Pag 9

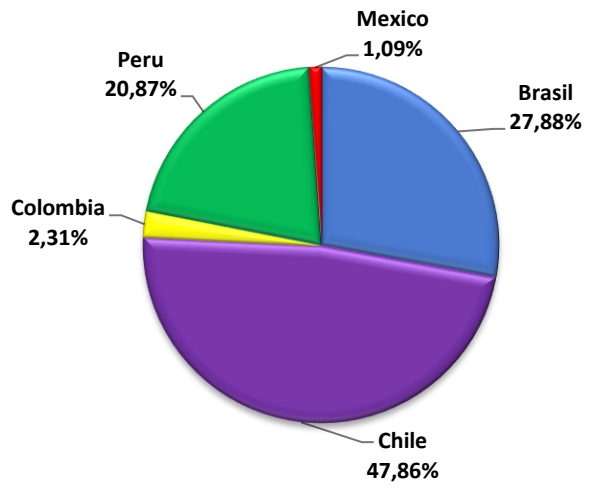
Tons Imported 2023



Containers Imported 2023



Market Share 2023





**fruit attraction**  
São Paulo

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Quiero exponer

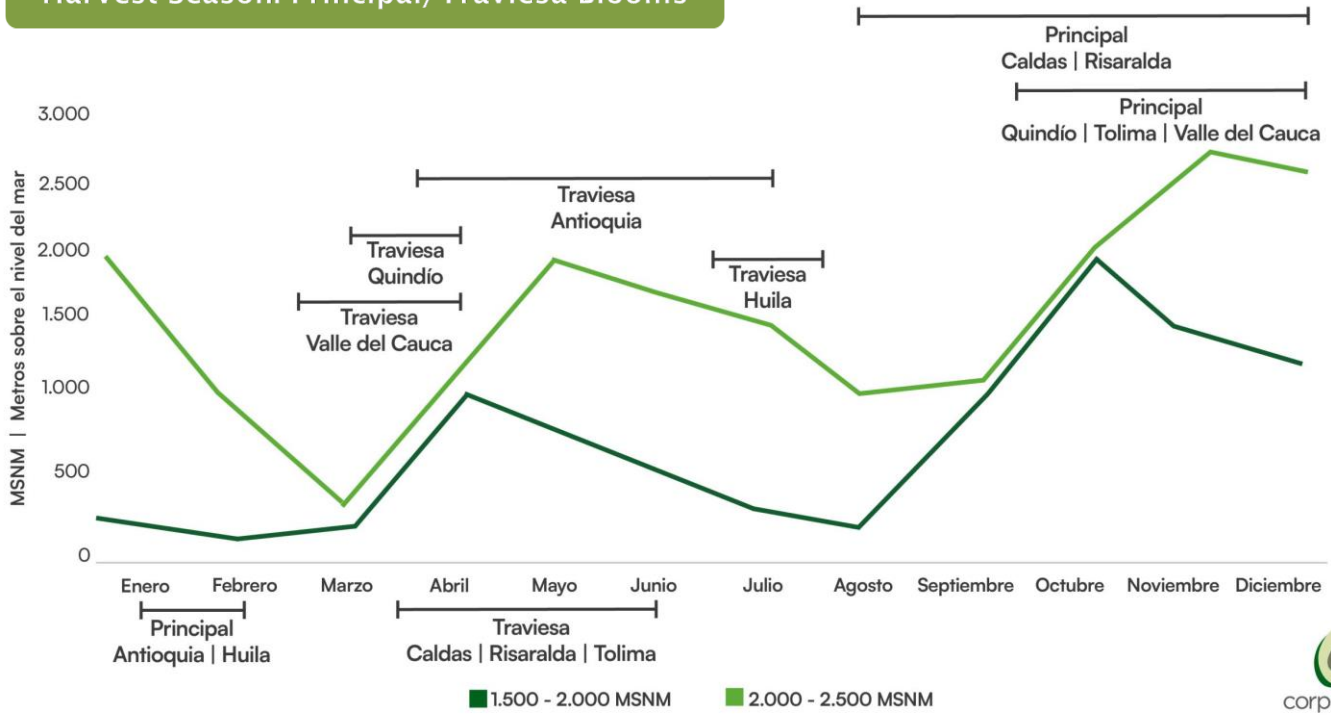


16-18  
Abr

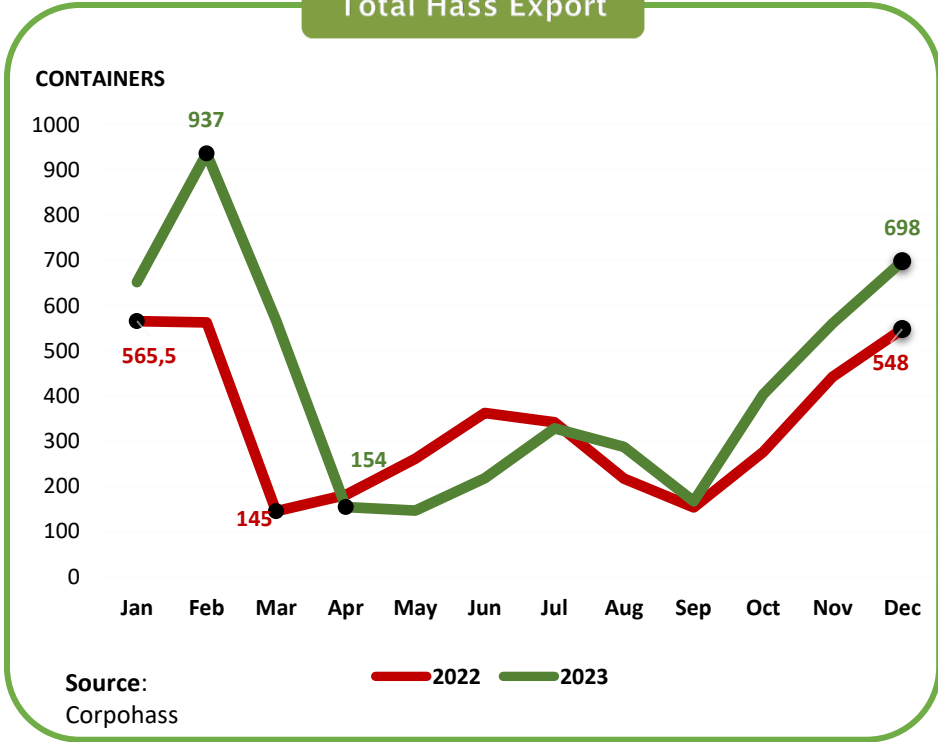


## COLOMBIA: EXPORTS Pag 10

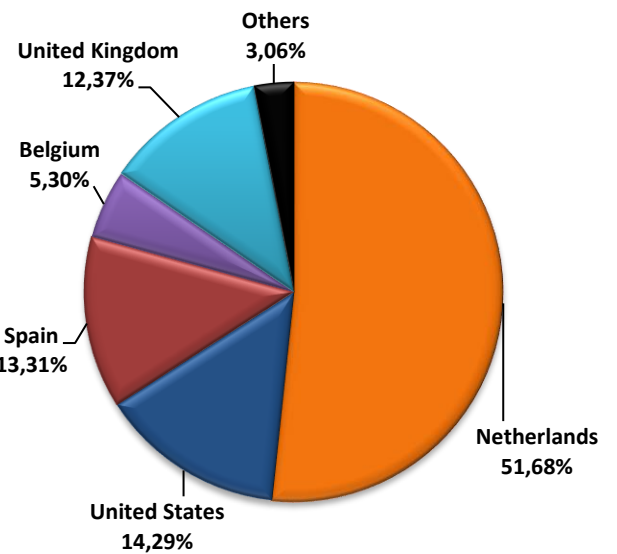
Harvest Season: Principal/Travesia Blooms



Total Hass Export

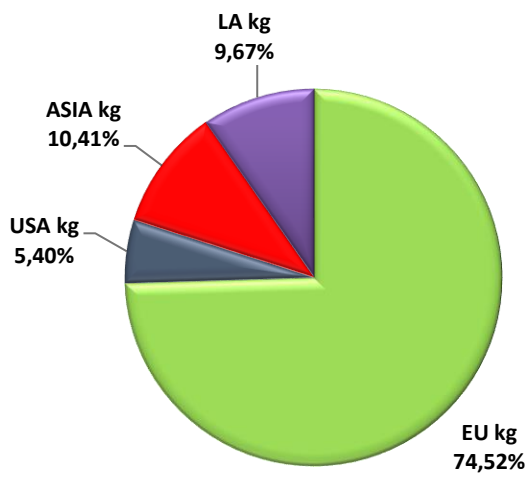


Market Share 2023

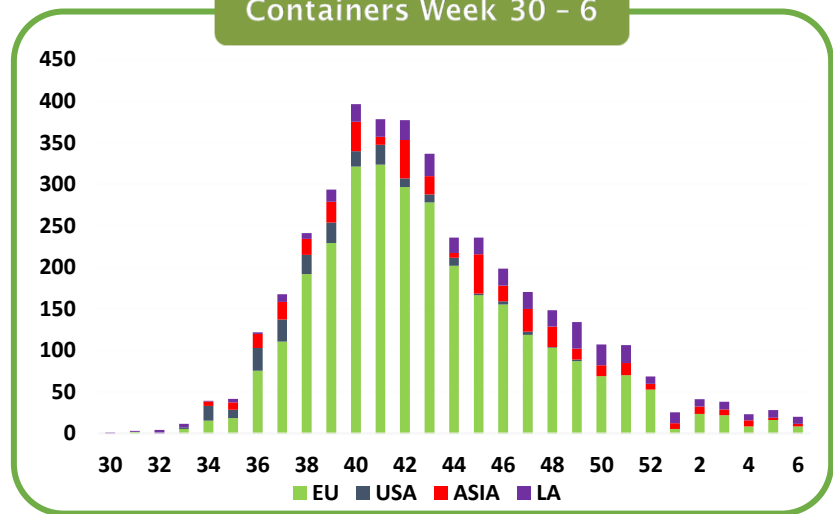


## CHILE: EXPORTS Pag 11

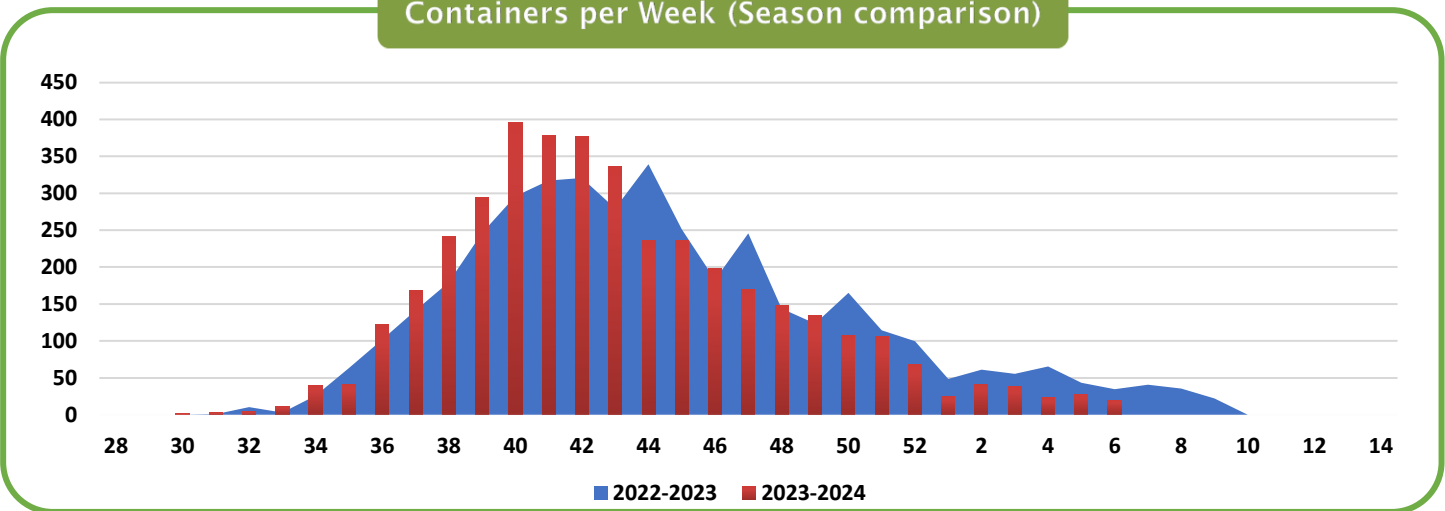
Market Share Week 30 - 6



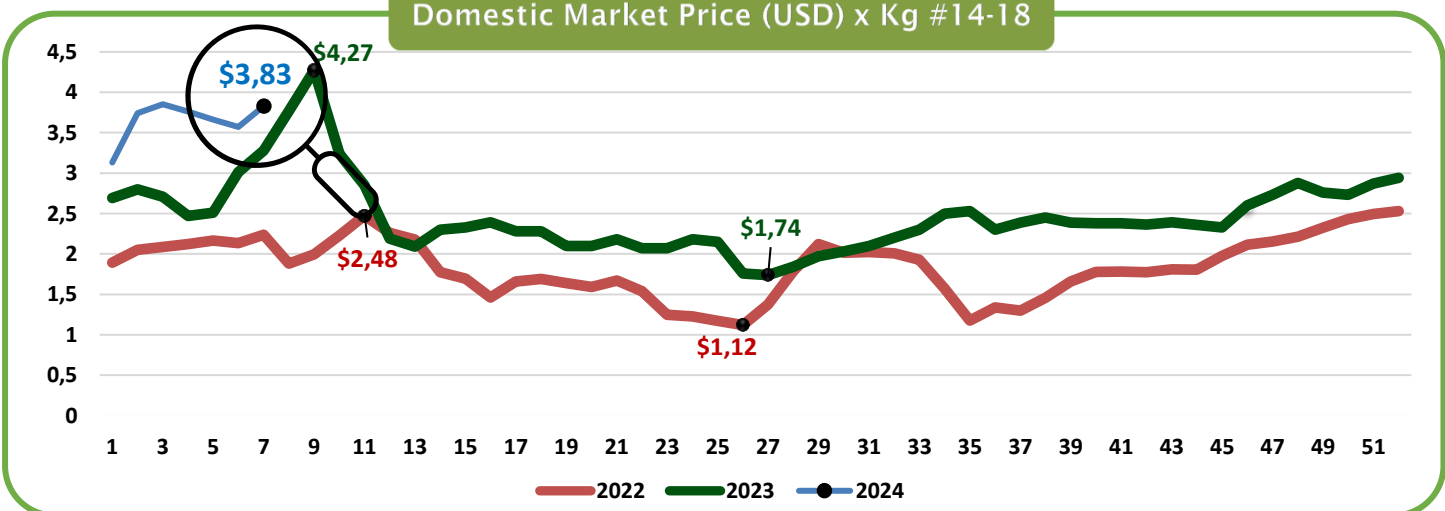
Containers Week 30 - 6



Containers per Week (Season comparison)



Domestic Market Price (USD) x Kg #14-18

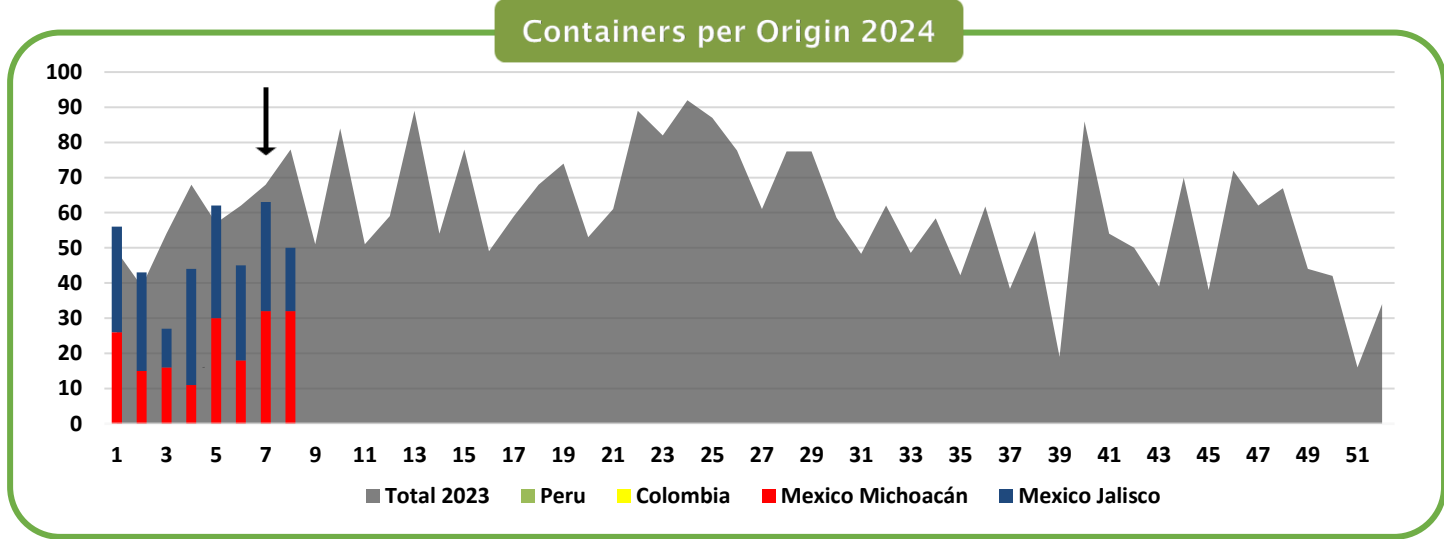


**SAFTA**

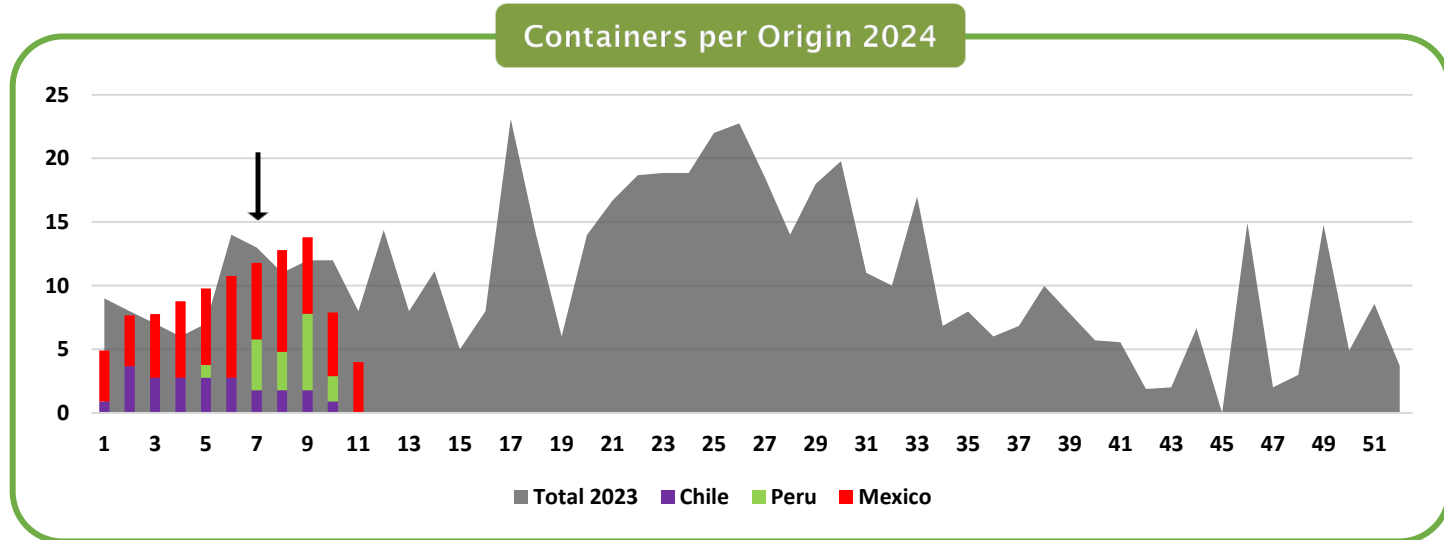
**Protecting Exporters in Europe**  
3PL | Quality Control | Insurance | Representation

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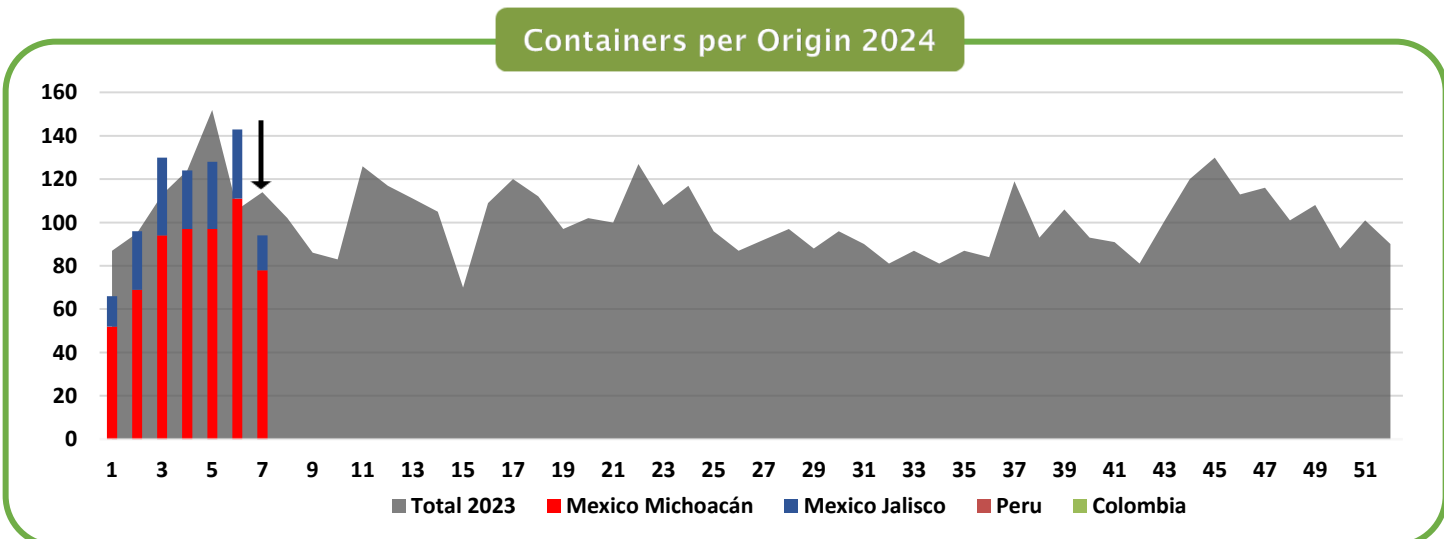
## JAPAN: MARKET Pag 12



## KOREA: MARKET



## CANADA: MARKET





**QUALITY STUDIO**  
service is our business

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

