

# The Value of Avocado Market Information in the United States

Jose Luis Obregon  
Managing Director  
Hass Avocado Board

World Avocado Congress  
Viña del Mar, Chile  
November 2007



# Introduction to the Hass Avocado Board

- The Hass Avocado Board (HAB) was established under the Hass Avocado Promotion, Research, & Information Act of 2000, signed into law by Congress in 2000.
- Domestic Hass avocado producers and importers approved the program in a national referendum
- 12 Member Board represented by local producers and Importers
- Operates under the supervision of USDA



## Strategic Frame

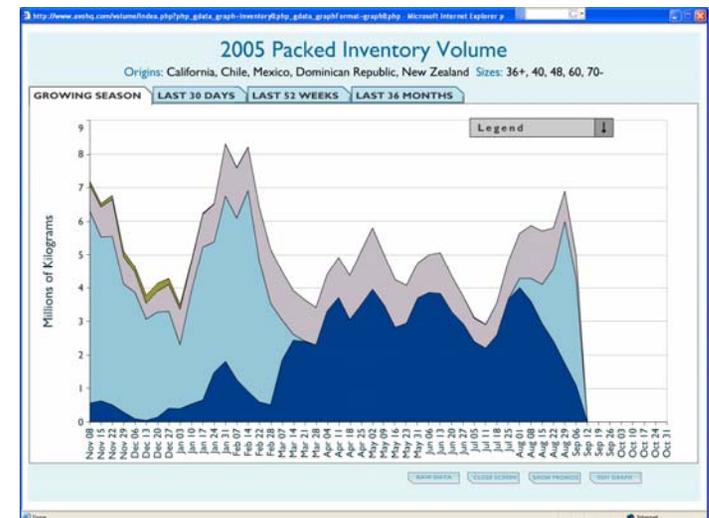
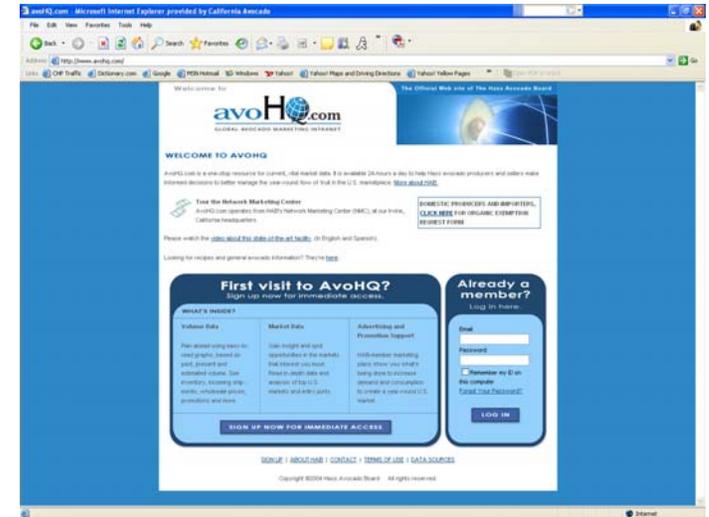
---

- ✚ Develop “Strategic Intelligence” essential to orderly marketing for all 12-months
- ✚ Reduce seasonal transition points and related market instability between sources
- ✚ The Hass Avocado Board obtains access to the AMRIC information database maintained by the California Avocado Commission

# Overview of avoHQ.com

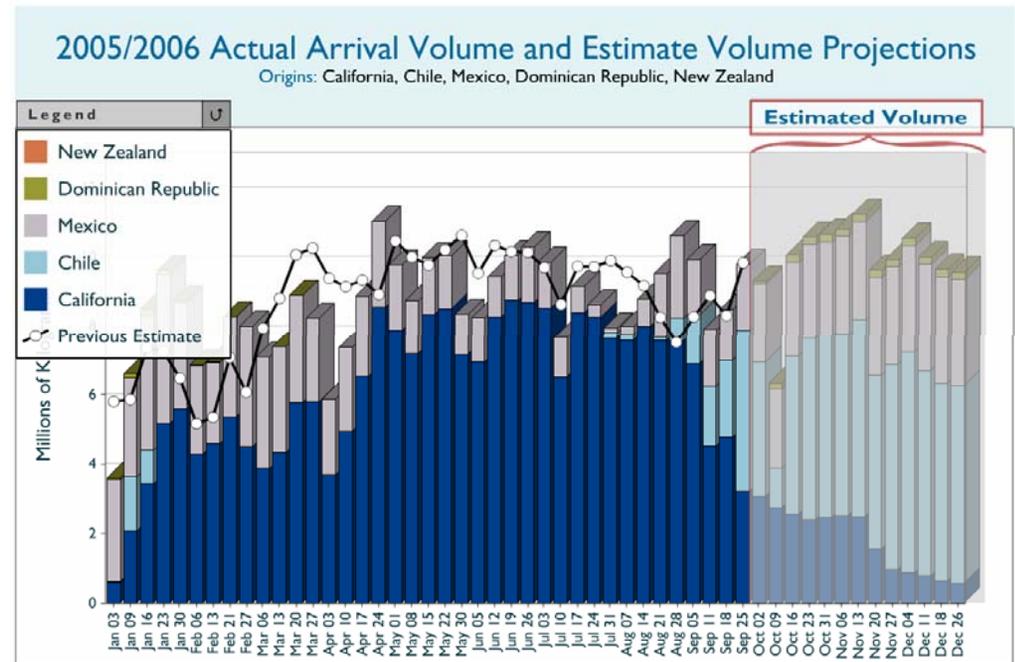
November 2004

- HAB launches avoHQ.com, the first ever produce global intranet to collect, track, analyze and disseminate information relevant to selling avocados in the U.S. Market
  - Links multiple producing countries
  - Operates out of the Network Marketing Center 24 hours a day 7 days a week
  - To connect all key players in the U.S. Hass industry
    - Exchange crop and marketing information
    - Develop collaborative strategies



**DRIVE GROWING, SHIPPING, DISTRIBUTION,  
AND MARKETING DECISIONS TO ACHIEVE AN  
ORDERLY FLOW OF FRUIT IN THE U.S.  
MARKETPLACE**

- ✚ Up-to-Date Statistics
- ✚ Historical Statistics
- ✚ Sales Trends
- ✚ Individual Market Information
- ✚ Marketing Programs



## Current Participation

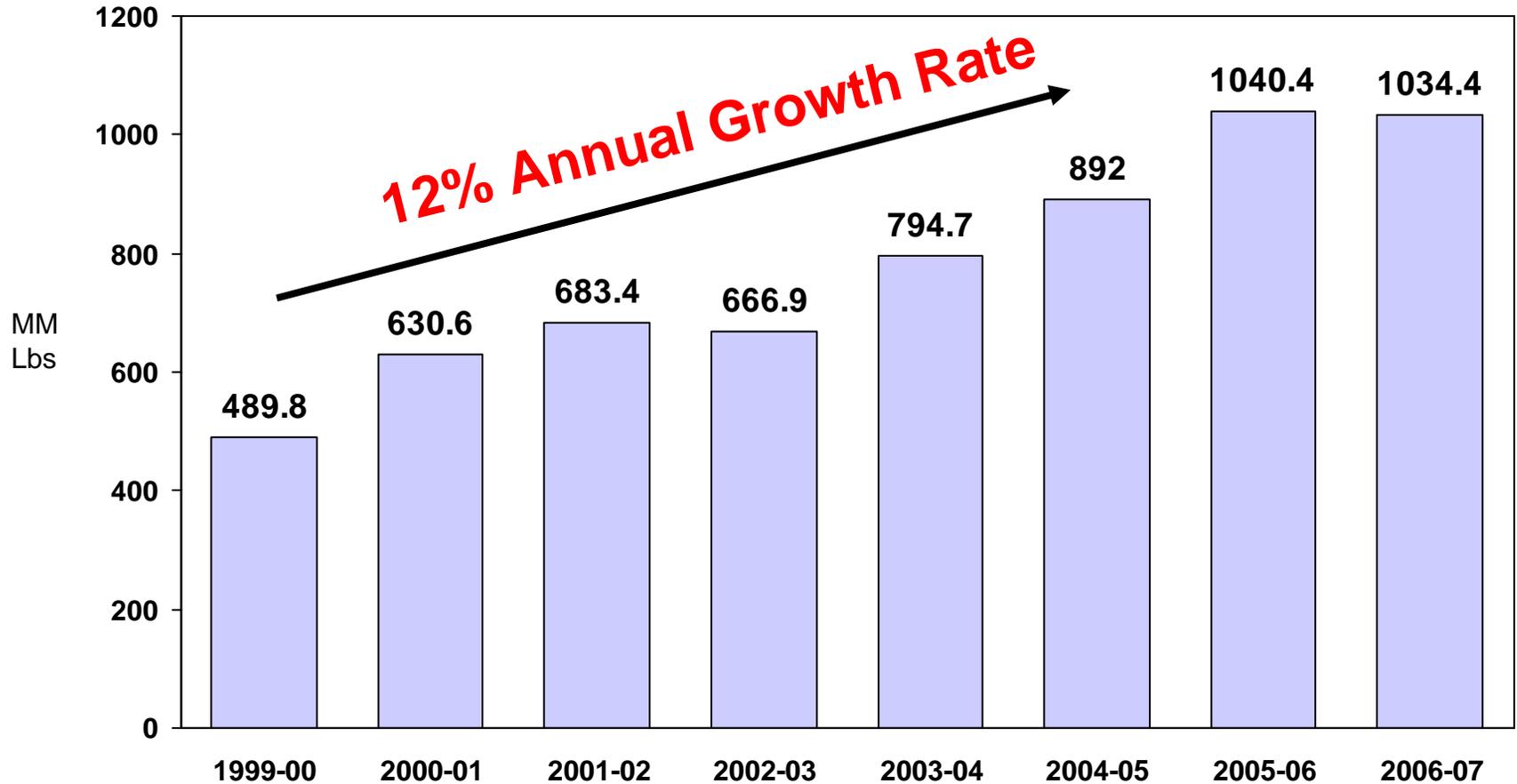
---

- ✚ **2,736 users are subscribed to avoHQ.com**
- ✚ **Total, registrations have increased 36 % since January 1, 2006.**
- ✚ **Hass Avocado Growers represent 37% of total avoHQ.com participants**
- ✚ **Registrants of the US represent 67% of total, followed by Chile with 16% and Mexico with 7%**

# Current Data Sources



# U.S. Avocado Market Growth



## Closing Thoughts

---

- Growers have to be informed on how their fruit is marketed
- It is important for growers to understand the market dynamics
- An informed market is a healthy market, as long as we have the best and most accurate information.

# THANK YOU

Jose Luis Obregon  
Managing Director  
Hass Avocado Board

Viña del Mar, Chile  
November 2007

