

University of Brasília
Faculty of Agriculture and Veterinary
Fruit Section

AVOCADO PRODUCTION CHAIN IN STATE OF SÃO PAULO

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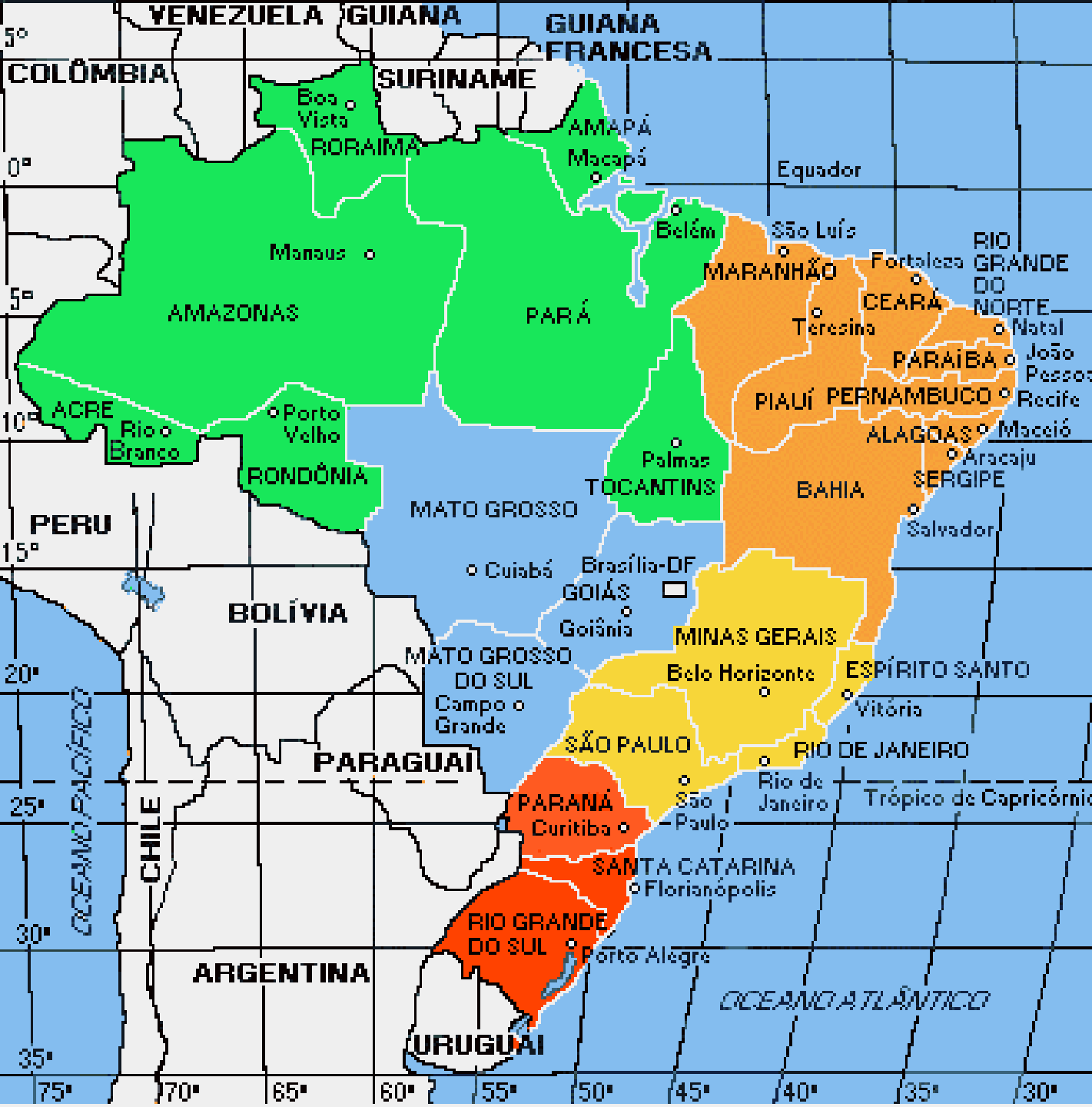
Proceedings VII World Avocado Congress 2011 (Actas VII Congreso Mundial del Aguacate 2011).
Cairns, Australia. 5 – 9 September 2011

Fruit **1,000 Ha**

1. Orange	840
2. Cashew Nut	700
3. Banana	485
4. Coconut	273
5. Watermelon	83
6. Manga	68
7. Grape	68
8. Tangerine	65
9. Pineapple	55
10. Lime	51
11. Papaya	36
12. Passion Fruit	35
13. Apple	33
14. Guava	18
15. Melon	16

AVOCADO IS STILL A MINOR CROP IN BRAZIL





AVOCADO PRODUCTION - TONS -

SP = 70,810

MG = 33,436

PR = 20,425

Material and Methods

- To evaluate the avocado production areas in São Paulo State, data from the most recent Census of Agricultural Production Units (LUPA 2007/08) were used.
- This census was carried out by the Coordination for Integral Technical Assistance (CATI, 2008) at the Secretariat of Agriculture and Food Supply of São Paulo State (SAA/SP).
- Data regarding the area of production and municipality were tabulated and compared with data from the LUPA census 1998/2003.

- Data from the Sao Paulo General Warehousing and Centers Company (CEAGESP) were tabulated in order to assess the commercialization volume for each variety.
- To assess avocado export volumes, data from the Secretary of Foreign Commerce (SECEX, 2009) were used as well as information provided by JAGUACY BRASIL, the leading avocado export company in Brazil.

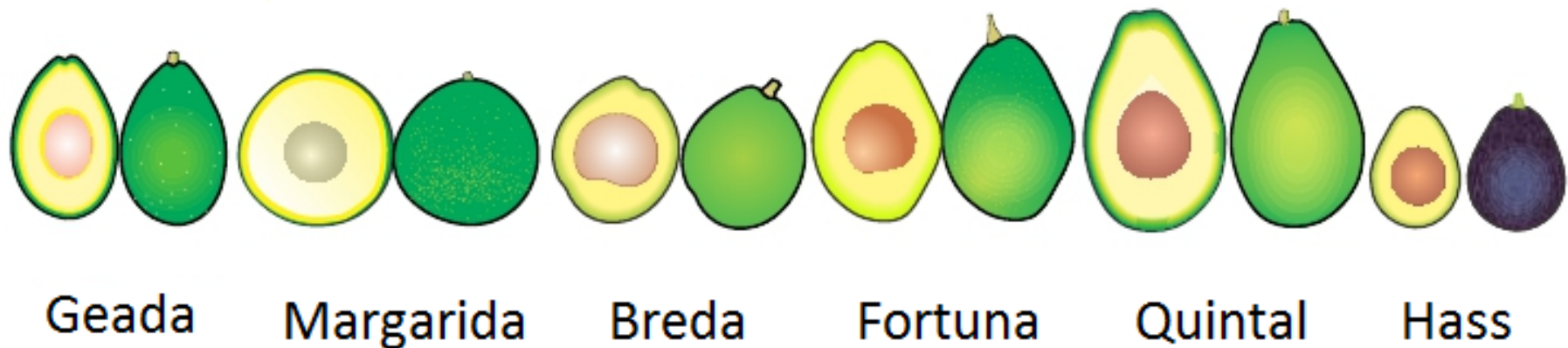
Results and Discussion

- Lupa 2007/08 census estimated 966 Agricultural Production Units (UPAs) in 5,425 hectares with 1,068,229 trees (196 plants/ha) in 216 cities.
- CATI 1998/2003 survey totaled 1,316 UPAs in 6,503 hectares planted with 716,000 avocado trees at a planting density of 110 plants/ha in 280 cities.
- There was a considerable reduction in area, but a higher density of planting resulted in a 67% increase in the number of plants in the State.

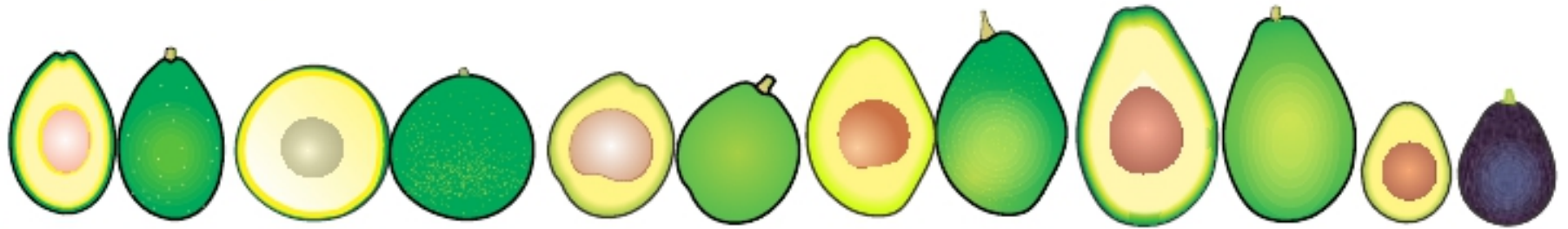


MAIN AVOCADO CULTIVARS





Varieties	Skin/Color/Thickness	Weight	Shape	Harvest	Flesh
Geada (B)	Smooth green/ thin	400/700	Pyriform	dec/apr	Yellow with few fibers
Margarida(B)	Pebbly green/ thick	600/800	Spheroid	mar/dec	Yellow without fibers
Breda (A)	Smooth Green/thin	400/600	Oval	jun/dec	Yellow without fibers
Fortuna (A)	Dark Green/medium	600/1000	Pyriform	mar/sep	Yellow without fibers
Quintal (B)	Smooth Green/medium	500/800	Pyriform	mar/sep	Yellow without fibers
Hass (A)	Dark purple/pebbly/thick	200/250	Pyriform	feb/sep	Yellow without fibers



Geada

Margarida

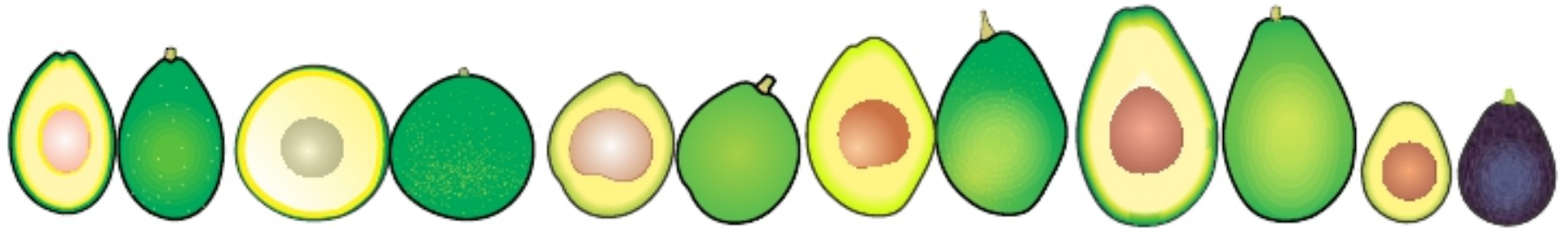
Breda

Fortuna

Quintal

Hass

Variety / Floral Type	J	F	M	A	M	J	J	A	S	O	N	D
Geada (B)	x	x	x	x								x
Fortuna (A)			x	x	x	x	x	x	x			
Quintal (B)			x	x	x	x	x	x	x			
Margarida (B)			x	x	x	x	x	x	x	x	x	x
Breda (A)						x	x	x	x	x	x	x
Hass (A)		x	x	x	x	x	x	x	x			



Geada

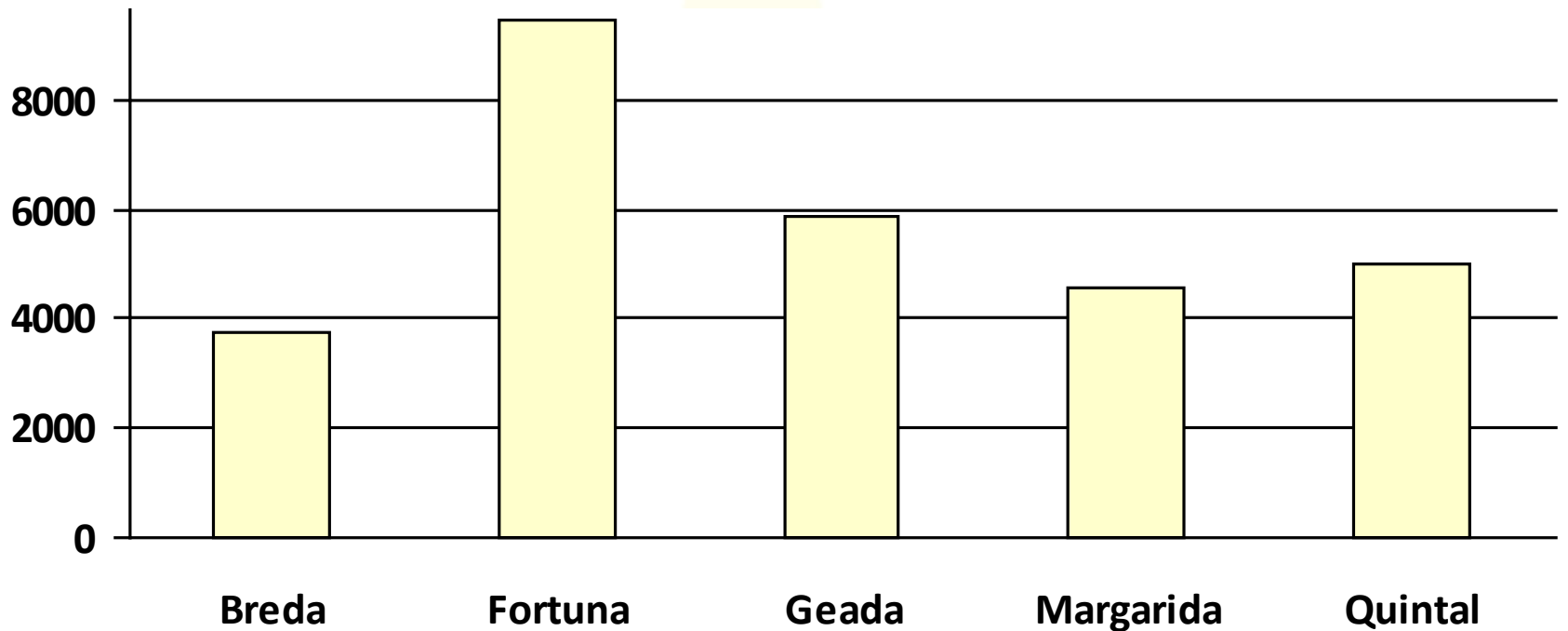
Margarida

Breda

Fortuna

Quintal

Hass



Commercialized volume of varieties at CEAGESP in 2008 (in tons)

Quantity of 'Hass' and other varieties of avocado commercialized at CEAGESP for the years 2009 and 2010 (in tons).

Variety	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2009												
Hass	3	9	9	11	11	10	9	13	10	3	1	1
Others	2,758	3,332	3,745	3,475	3,313	3,142	3,444	3,345	3,363	3,500	3,104	2,731
2010												
Hass	4	8	14	14	18	13	14	8	6	0	1	6
Others	3,244	3,342	3,600	3,640	3,352	3,228	3,408	3,193	3,345	2,632	1,921	1,522

2009: Hass = 90 tons
 Others = 39,251 tons

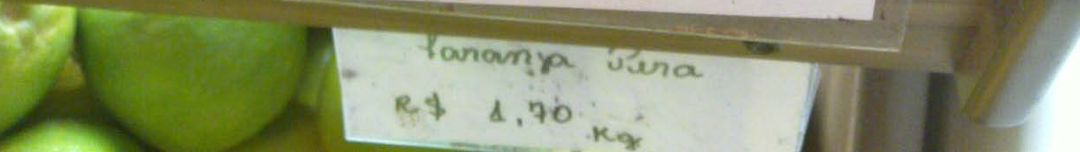
2010: Hass = 106 tons
 Others = 36,426 tons



AVOCADO
R\$ 11,90 /kg



Abacate
R\$ 4,30 kg



Laranja Lima
R\$ 1,90 kg



Banana Rosa
R\$ 2,50 /kg



AVOCADO
R\$ 11,90 /kg

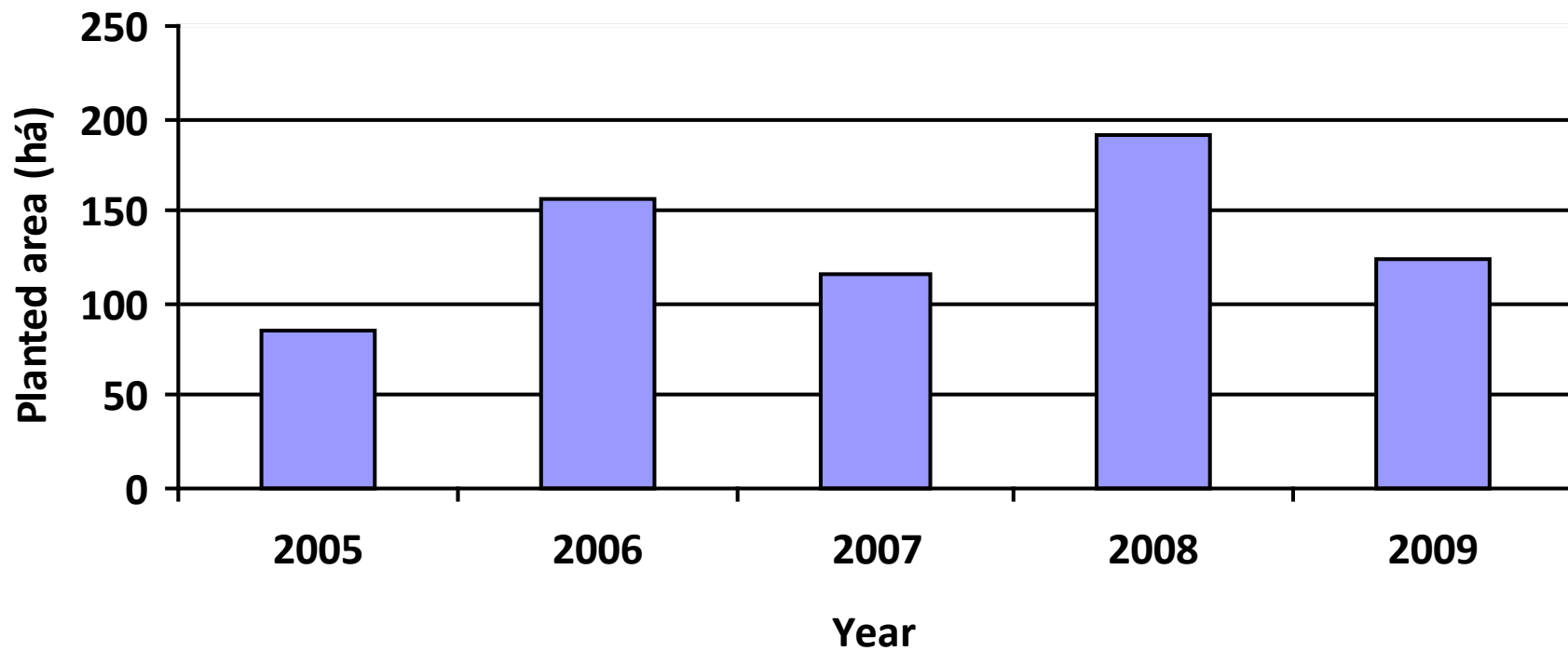
Abacate
R\$ 9,30 /kg

Laranja Lima
R\$ 1,90 /kg



Evolution of Planted Area with Hass

- According to information provided by JAGUACY BRASIL (2010), the leading exporter of avocado from Brazil there was a significant increase in the area planted with the 'Hass' variety.
- From 2000 to 2004, 92 hectares were planted, and from 2005 to 2009 about 800 hectares were planted, distributed throughout several regions of São Paulo State and in some regions of Minas Gerais.



Yearly planted area with 'Hass' in Brazil

JAGUACY FARM
Bauru – SP
02.2010



JAGUACY FARM
Bauru – SP
02.2010



JAGUACY FARM

Bauru – SP



TSUGE FARM
Pratinha – MG
30 ha of Hass
02.2010



TSUGE FARM
Pratinha – MG
30 ha of Hass
02.2010



Brazilian Export

- Brazilian exports grew from 100 tons in 2004 to almost 1,000 tons in 2008.
- Exports of JAGUACY BRASIL in 2009 were around 1,690 tons, while in 2010 the figure was 2,185 tons, an increase of almost 30%.











柘植



Vitamina de abacate (Avocado smoothie)

In Brazil, avocados are used to make desserts, ice-creams and smoothies.



- Avocado + milk + sugar to taste
- Blend the flesh, the sugar and the milk in the blender.
- Brazilians eat avocado with sugar, not with salt and pepper.



***THANK YOU FOR YOUR KIND
ATTENTION!***

