EXPORTS BY ECONOMIC SECTORS US$ FOB '000 MILL
TOTAL HASS AVOCADO
HECTARES (‘000, HA)

<table>
<thead>
<tr>
<th>Year</th>
<th>Hectares (‘000, HA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
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</tr>
<tr>
<td>2002</td>
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<tr>
<td>2003</td>
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<td>2009</td>
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<td>2010</td>
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<td>2011</td>
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<td>2012</td>
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</tr>
<tr>
<td>2013</td>
<td>12</td>
</tr>
</tbody>
</table>

Cairns, Australia. 5 – 9 September 2011
Exports by Destiny 2011 (‘000 TM)

- **Spain**: 17, 27%
- **France**: 14, 22%
- **EEUU**: 10, 16%
- **Holland**: 11, 17%
- **Germany**: 1, 1.6%
- **Canada**: 3, 5%
- **Other Europe**: 1.5, 2.4%
- **Other America**: 1.1, 2%

MARKETING PROMOTION IN EUROPE

INVESTMENT:

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESPAÑA</td>
<td></td>
<td></td>
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<tr>
<td>ENGLAND</td>
<td>✓</td>
<td></td>
<td>✓</td>
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<tr>
<td>FRANCE</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>GERMANY</td>
<td></td>
<td></td>
<td>✓</td>
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<tr>
<td>TOTAL</td>
<td>250,000</td>
<td>300,000</td>
<td>400,500</td>
</tr>
</tbody>
</table>

Póster 2009

Booklet

Pallet and vinyl
Brochures

Deliciously Healthy
Hass Avocados

Be good to your heart - avocados contain 11 of the 13 known vitamins and 59% more polyunsaturated fats (good fats) than fresh salmon.

Win a Holiday to Peru
See information & recipe booklet inside this pack

65 residents aged 18 and over. Offer closes 31/08/08. Terms & conditions apply. See booklet inside pack for details.

Degustations in establishments

Cairns, Australia, 5 – 9 September 2011.
Image of campaign 2010  Degustations in establishments

Avocados: Nature's Alternative
Delicious Hass Avocados are a natural source of vitamins E, B6, and B5.

L'avocat: Une alternative naturelle
L'avocat Hass est une délicieuse source naturelle de vitamines E, B6, et B5.

Pour de plus amples informations, visitez www.deliciovsavocats.fr

Cairns, Australia. 5 – 9 September 2011
Brochures2011

Degustations in establishments
Promotion of Peruvian avocado in Europe

PROHASS is continuing its promotion campaign on the European market in 2011. In France, it will include public relations component with the trade press (information session at the Peruvian embassy), the public press (discovery of ‘New Andean Cuisine’ avocado recipes at the Cordon Bleu school) and professionals (communication day at Runge in May and June). In addition, 150 to 200 presentation/test days are planned at Auchan, Carrefour, Casino and Monoprix. The programme in Germany is similar, with for the first time an avocado presentation campaign programme to enhance the emerging dynamics of this large potential market of 80 million people where consumption is markedly small. Efforts will be greater on the British market where its is planned to distribute "Delicious Hass Avocados" in London and Brighton in addition to public relations and retail operations on the other markets.
RESEARCH TO CONFIRM NON- HOST STATUS OF HASS AVOCADO TO FRUIT FLIES IN PERU

Field Cage Experiment

Sleeves Experiment

Laboratory rearing

PERUVIAN AVOCADO COMMISSION - PAC

FIRST MEETING OF THE PAC

OFFICIAL PAC CERTIFICATION

FIRST ARRIVAL OF PERUVIAN HASS WITHOUT COLD TREATAMENT TO L A, USA 15/08/2011
THANKS
VOTE FOR   PERU
2015