

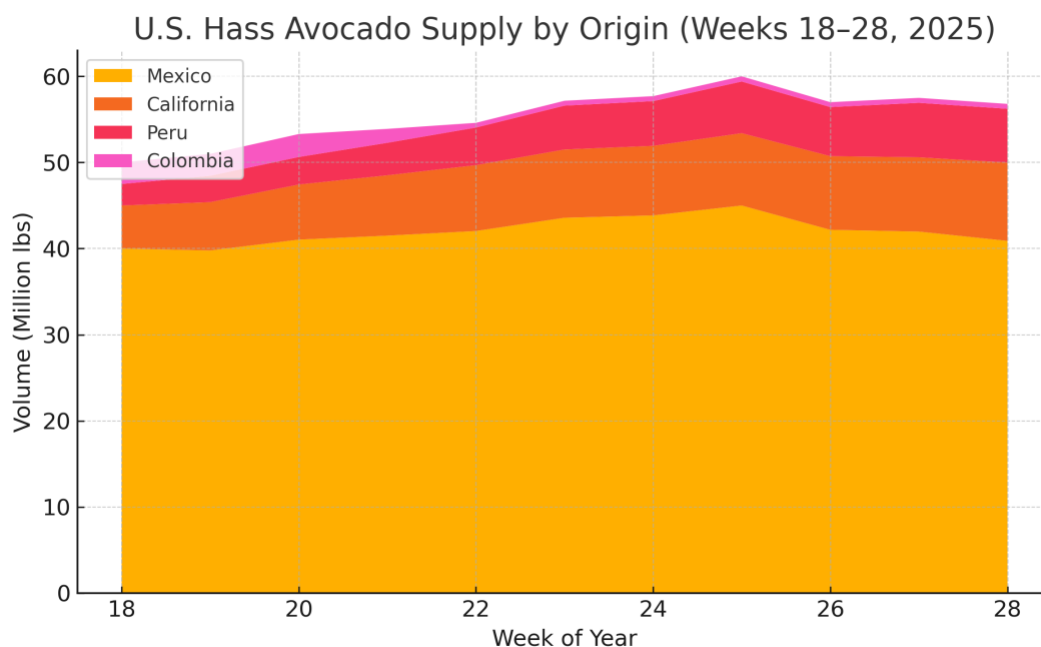
# US Hass Avocado Market

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## Market Snapshot

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- Avocado arrivals dipped slightly to around 56–57 million lbs, maintaining strong year-over-year supply. Mexico remains the largest contributor, but California continues its seasonal peak, and Peru is gradually increasing its presence. Softer mid-summer demand is easing pricing further, especially for large fruit, while mid-size counts remain abundant and highly negotiable. Inventories are stable but elevated, giving buyers more leverage in pricing discussions, while freight and diesel rates remain steady.



- Inventories remain elevated**, creating more buyer leverage, especially in larger metro ripening centers. Post-holiday retail demand is soft, leading to more fruit sitting in distribution channels.
- Mexico leads shipments**, while California continues peak harvests and Peru expands offshore arrivals.
- Slight dip in weekly volume**, but supply remains well above last year's levels.

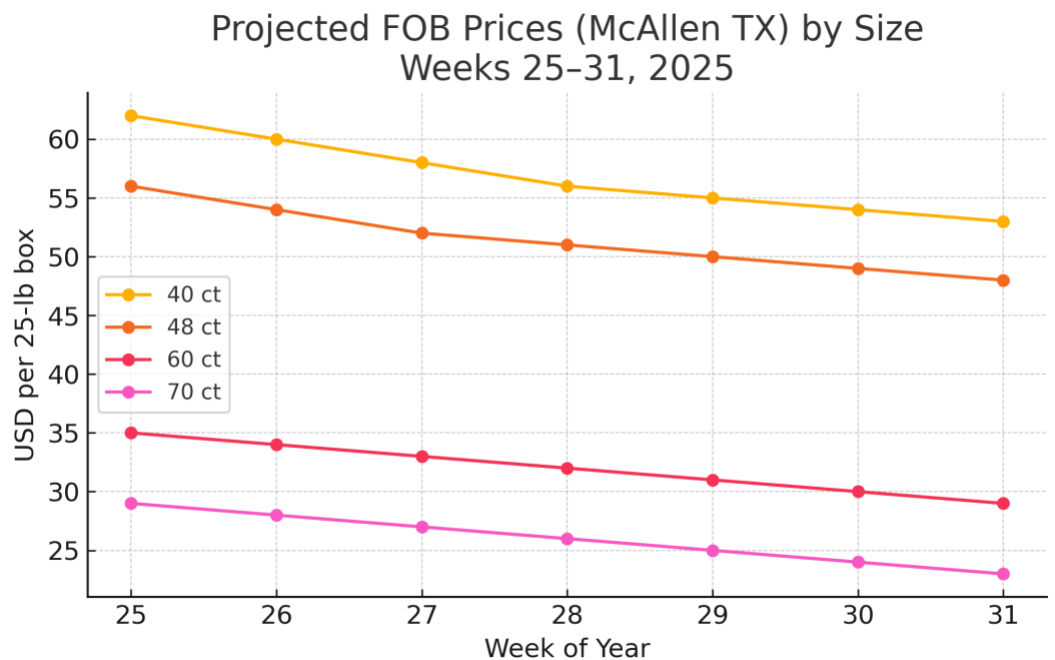


## Plans & Estimates

### Buyer Action Plan

- **Press for additional price relief on large fruit (40s/48s)**, as mid-summer demand softens and more supply from multiple origins keeps markets competitive.
- **Lock in late-July promotional pricing** while FOBs remain under pressure; coordinate ad windows with ripening room schedules to avoid overripe shrink.
- **Maintain closer communication with shippers and ripeners** to proactively manage pulp temps and quality, reducing claims risk.

### Future Estimated Curve McAllen TX



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