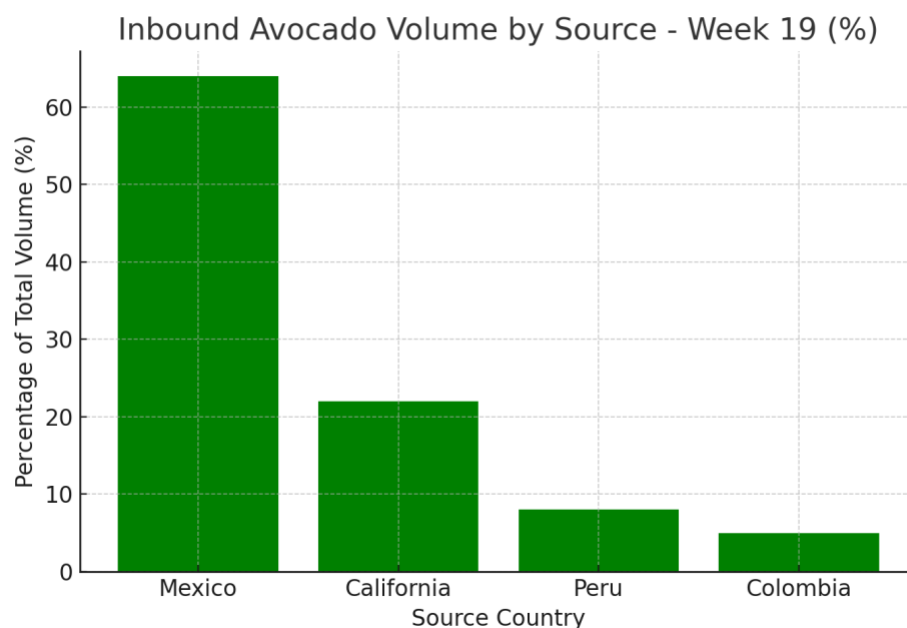


US Hass Avocado Market

Market Snapshot

- U.S. avocado inflows rose modestly during Week 19, hitting roughly 1,535 truckloads as additional fruit from California, Peru, and Colombia offset a slight dip in Mexican volume. Prices stayed broadly steady, but the size mix shifted: mid-sized 60-count cartons eased while smaller 84-count fruit firmed, reflecting evolving retail and food-service demand.



- **Import momentum:** Shipments increased about 6 percent versus Week 18, signaling healthy pre-summer pull-through. Continued strength from secondary origins is cushioning any disruptions in Mexican supply.
- **Supply composition:** Mexico still leads at roughly two-thirds of volume, yet California's crop and early Peruvian arrivals now account for nearly one-third combined. This diversification is smoothing week-to-week availability and tempering price spikes.

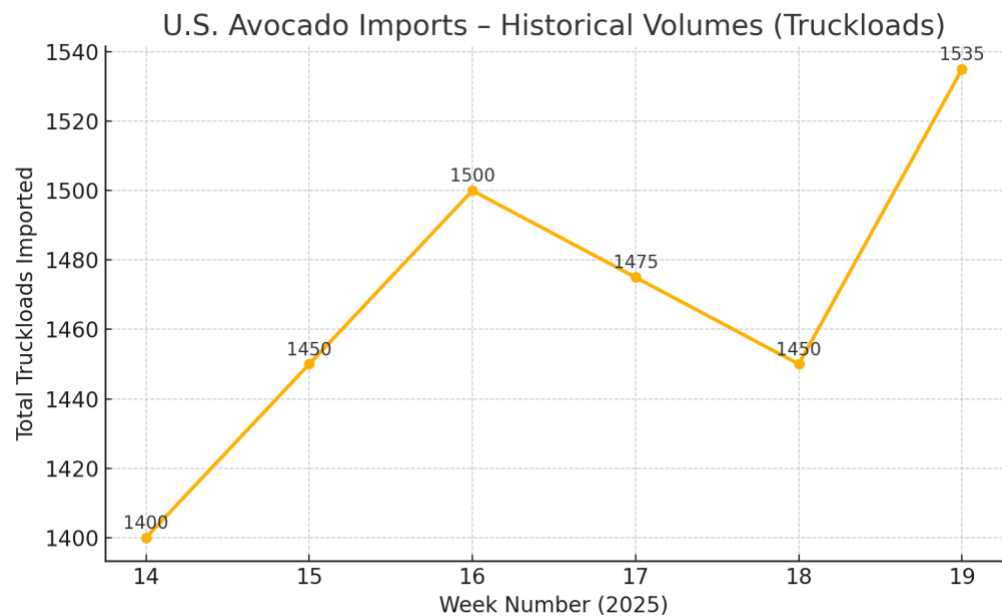


Plans & Estimates

Buyer Action Plan

- **Diversify Supply Sources:** With Mexico's share slightly declining, consider establishing relationships with Peruvian and Colombian suppliers to ensure consistent supply.
- **Monitor Size-Based Pricing:** The price drop in size 60s presents an opportunity for cost savings. Conversely, the price increase in size 84s suggests a growing demand for smaller avocados; adjust purchasing strategies accordingly.
- **Leverage Seasonal Trends:** Anticipate continued strong demand through the summer months. Align procurement and marketing efforts to capitalize on peak consumption periods.
- **Stay Informed on Tariff Developments:** Keep abreast of potential trade policy changes that could impact import costs, particularly concerning Mexican avocados.

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