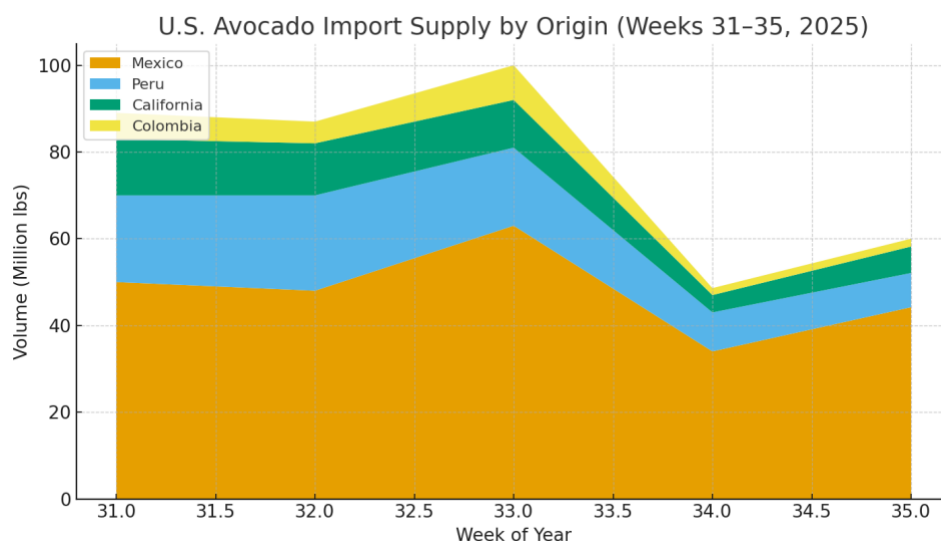


US Hass Avocado Market

Market Snapshot

- U.S. avocado imports reached 1,539 containers and trucks, representing an 8% gain year-over-year. Total arrivals equaled about 60 million lbs, reflecting strong supply even as seasonal easing begins to show. The supply picture remains steady, though Mexico's dominance is even more pronounced as Peru begins to taper. On the retail side, pricing stayed relatively firm, with FOB values softening only modestly despite stable inflows. Bagged avocados and mid-size Hass (48s and 60s) remain the strongest performers, keeping shelf movement healthy. By contrast, smaller and irregular fruit required promotional activity to move, while larger sizes held steady in pricing but saw slower turnover. Retailers are leaning into convenience-driven packaging and value packs to maintain shopper engagement as volumes level off.



- **Import volumes** eased 3% week-over-week but were 8% stronger year-over-year, signaling resilient demand.
- **Mexico** supplied 73% of total shipments, reinforcing its central role, while Peru, California, and Colombia contributed 13%, 10%, and 3%, respectively.
- **Total arrivals** were ~60M lbs, consistent with Hass Avocado Board projections.

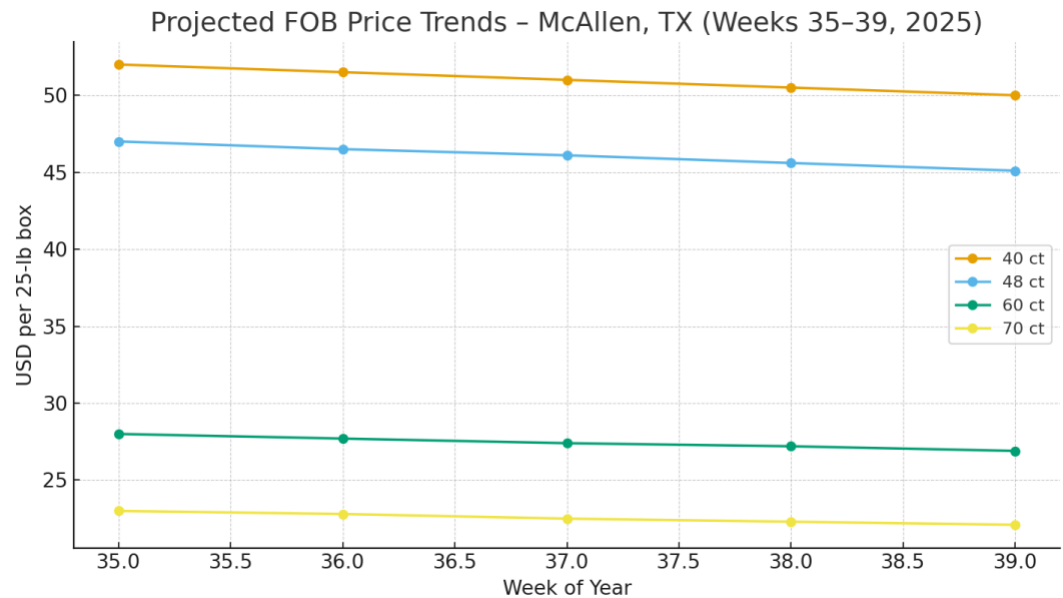


Plans & Estimates

Buyer Action Plan

- **Continue prioritizing Mexico sourcing** to secure the most stable and abundant supply.
- **Use Peru and California strategically** to diversify sourcing and cover any seasonal gaps.
- **Adjust orders modestly** to reflect the 3% weekly decline, while leveraging year-over-year growth as a positive signal.
- **Promote bagged and mid-size avocados heavily**, as these remain category drivers in retail.
- **Apply promotions selectively** to move slower-selling smaller fruit without undercutting margins on top movers.

Future Estimated Curve McAllen TX



Contact Us

312 112th St S Suite A | Tacoma WA, 98444
 253-353-5529 | ethan@theandeanconnection.com
 Ethan Mayer – Executive Manager