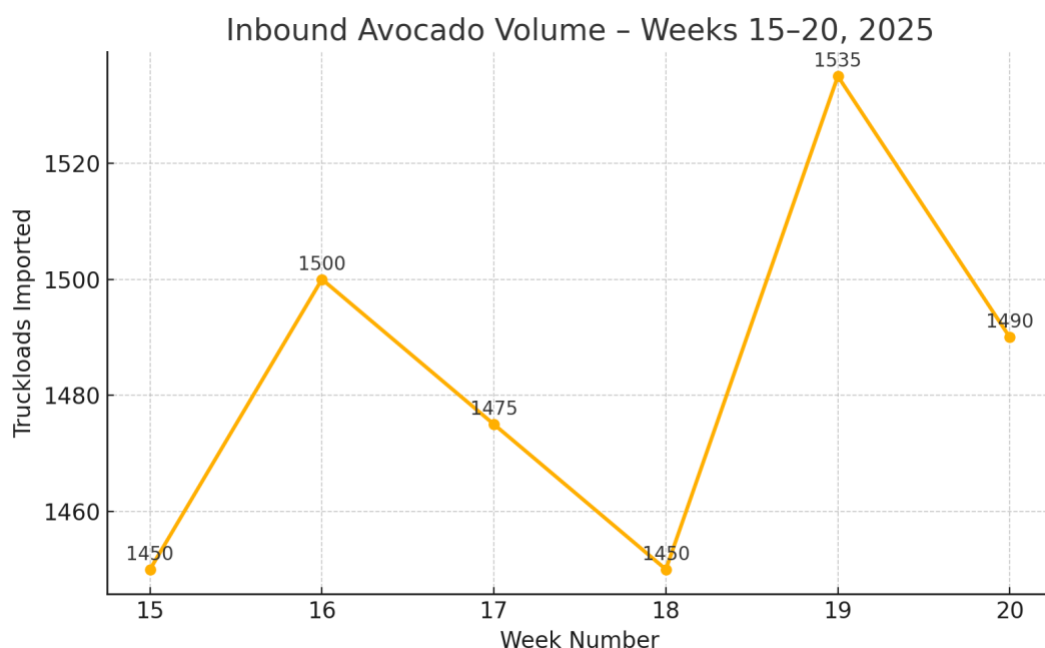


US Hass Avocado Market

Market Snapshot

- U.S. avocado inflows slipped about 3 % week-over-week to roughly 1,490 truckloads, as Mexico's late-season dip was partially offset by larger California, Peruvian and Colombian arrivals. Mid-sized 48/60-count fruit softened on fresh inventory while smaller 84-count cartons firmed, reflecting a shift in retail demand. Overall supply remains ample, but the size mix and origin balance are evolving quickly heading into summer.



- **Volume:** Total imports \approx 1,490 truckloads (59.6 M lb) – still healthy despite week-on-week decline.
- **Origin mix:** Mexico \approx 58 %, California \approx 25 %, Peru \approx 10 %, Colombia \approx 7 %; diversification is smoothing supply.
- **Price pulse:** 48/60 ct down 8–10 % from May average; 84 ct up \sim 4 % on tight stocks.

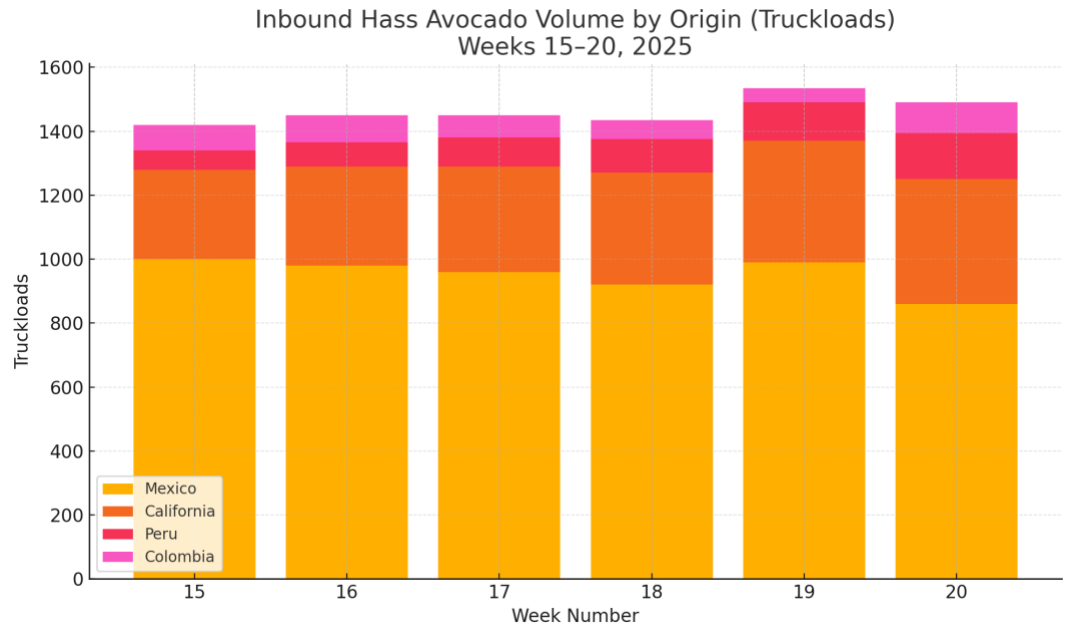


Plans & Estimates

Buyer Action Plan

- **Capture 60-ct bargains:** Lock in short-term needs while oversupply keeps prices soft.
- **Blend origins:** Allocate 20–30 % to California/Peru to hedge against further Mexican tapering.
- **Tighten QC on Grade-2 lots:** Late-season Mexican fruit shows higher superficial defects; adjust specifications and claims windows.
- **Stagger deliveries:** Schedule two smaller drops a week (vs. one large) to cut shrink as field temperatures rise.
- **Prepare promo calendars:** Coordinate July-4 promotions now—book 48-ct volume early before summer retail campaigns absorb supply.

Previous Curve McAllen TX



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