

# AVOCADO UPDATER

LATEST FORECAST



JANUARY 2012

## Industry Snapshot

Christmas and New Year specials for avocados were abundant and second only to apples in retail promotions. Now, January brings us to the biggest promotional time of the year with the NFL Playoffs each weekend and the Super Bowl coming in early February. Mexico, supported by Chile, will supply the market, however size will be on the smaller end of the curve. Current figures show 59% of inventories are size 60 and smaller. Sizes 48 and larger are scarce and demanding a higher price. But, excellent eating quality from Chile and Mexico sets the stage for great opportunities.



**Chile** As we approach the end of the Chilean season we are seeing aggressive harvesting. Most of the harvesting will be complete by the end of January for shipments in February until the first of March. Chilean arrivals will average 5 to 7 million pounds per week through January. Chilean fruit is at excellent eating quality. Predominant sizes will be 60's and smaller. Sizes 48 and larger will draw a premium price.



**Mexico** We will rely on Mexico to bring the majority of volume into the United States. The larger growers are back from holiday and eager to harvest to supply the market demand. High oil content and maturity levels are giving us excellent eating quality out of Mexico. There will be plenty of volume to promote 48's and smaller. Larger sizes will be in shorter supplies and priced a bit higher.



**California** California will begin their estimated 400 million pound crop in January, but growers are not eager to begin harvesting due to lack of size. Most of the fruit we'll see in January will be the result of maintenance picking. Any volume at all will not be until mid-February to the first of March. With early season characteristics, California fruit will have low maturity levels.

## Mission and Frontera Foods Collaborate on Guacamole!

From the kitchen of Celebrity Chef Rick Bayless comes an all natural, delicious and convenient mix that's guaranteed to increase avocado sales. It's absolutely perfect for promotional events during this time of year. Enjoy restaurant quality guacamole in minutes!



Available at all Mission Ripe Centers



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