

AVOCADO UPDATER


LATEST FORECAST


AUGUST 2010




Industry Snapshot

Thanks to California's 490 million pound crop and the much cooler than normal temperatures, August will be dominated by high quality, high maturity Hass avocados. With an abundance of fruit still on the tree, California has harvested just 65% to 70% of a record crop. This translates into plenty of volume to supply the industry through September and October, and possibly even into November. Mexico has limited supplies of their old Hass crop and is transitioning into their Flor Loca crop. Chile, whose current crop is estimated at 30% less than last year, was hit by a freeze just two weeks ago. The damage caused by the freeze has yet to be determined. Because of these developments, Chile will not send promotable volumes until September. When it does arrive, the Chilean fruit will have early season characteristics.

 **California** With the end of summer and Labor Day approaching, it is a tremendous time to promote the California Hass. At the optimum eating quality, the fruit is buttery, rich in flavor and high in oil content. Sizes are available across the board and for those who desire the really large avocados, the Lamb Hass is also at optimum eating quality. Pricing and volume look to be stable during August when California will be supplying 80% of the fruit to the industry.

 **Mexico** The Flora Loca crop will become available in late August as Mexico winds down the old Hass crop. Very limited supplies of old crop are available. Quality of the Flor Loca will be early season, low maturity fruit. Pricing will be in the high \$20's to low \$30's. Supplies will be plentiful on size 60 and larger.

 **Chile** The first vessels of Chilean fruit will arrive in September, though volume is expected to be on the low side. The fruit will have early season characteristics but will steadily improve in eating quality as we move further into their season.

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