



Gaining the Avocado Advantage

 AvocadosFromMexico.com



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WE ARE MORE THAN WHAT WE GROW.

We are innovation-driven, demand-boosting avocado advocates. We are a seasoned group of marketers based out of Irving, Texas and since 2013 our team has collaborated to build equity and drive demand for fresh avocados in the U.S.

We are known for crossing channels, breaking through and evolving beyond the industry. We're ready and willing to satisfy the over two billion pounds of avocados this country craves annually.

AND WE'RE HERE TO HELP YOU GET YOUR SLICE.





Avocados
From
Mexico[®]
ALWAYS GOOD

MEETING THE AVOCADO DEMAND

Shoppers love Avocados From Mexico[®] (AFM) because they're Always Good and always in season. At AFM, we understand that having access to year-round fruit, like the Mexican HASS avocado, is vital to everyone. It's why we created this guide to supply you with in-depth knowledge about our delicious fruit.

Contact your Avocados From Mexico Regional Director to learn more.

AVOCADO CAPITAL OF THE WORLD MEXICO

The avocado was born in Mexico and 82% of the U.S. avocado supply comes from the states of Michoacán and Jalisco. Their **rich volcanic soil, abundant sunshine and timely rainfall** provide the perfect microclimate for producing great tasting, creamy avocados that are always in season.

Avocados can arrive from an orchard in Mexico to the U.S. grocery store in 2-5 days



**OVER 54,000
ORCHARDS**



**3 BILLION LBS.
PRODUCED IN MEXICO
ANNUALLY**



**4 BLOOM CYCLES
PER YEAR**



**AVOCADOS 365 DAYS
A YEAR**

Source: NielsenIQ; Numerator.

MEXICO'S UNIQUE CLIMATE ENSURES YEAR ROUND AVAILABILITY

Mexico is distinctive due to its rich geography and offers many natural wonders. The country is, and always will be, exceptionally proud of its diversity, culture and history. Following world-class industry standards, the Mexican avocado growers, packers and importers test the fruit down to the oil content, to ensure that only the creamiest avocados make it to market.

TOP-SELLING AVOCADO IN THE U.S.¹

- ▶ Leading supplier to U.S. market
- ▶ Over 2 billion lbs. imported to the U.S. in the latest 52 weeks¹
- ▶ 84% market share²



Sources: 1. Hass Avocado Board. "Volume Data 2019". 2020.
2. HAB shipment actual arrival volume share from 1/4/2015 thru 12/29/2019.

To ensure the highest quality, each avocado can be traced back to its orchard and harvest time.



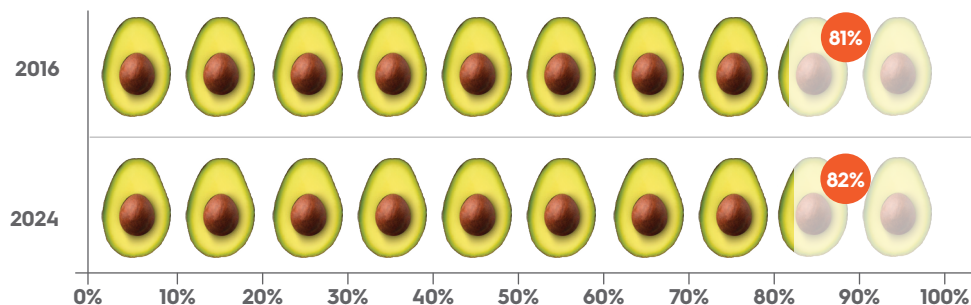
Each avocado is carefully harvested by hand at the perfect moment of maturity.

AVOCADOS ARE GROWING STRONG IN THE U.S.

Mexico is America's Main Source for Avocados

There's no doubt about it. Americans love their avocados. With **82% market share**, Mexico is by far the largest supplier of fresh avocados to the U.S. and consistently so, **averaging 81% market share over the past 9 years.**¹

TOTAL U.S. AVOCADO MARKET SHARE FROM 2016 TO 2024



AFM produces over

82%

of the U.S. supply¹



IN THE LAST DECADE, AMERICANS DOUBLED AVOCADO CONSUMPTION PER PERSON TO ALMOST NINE POUNDS PER YEAR!

AMERICANS LOVE THEIR AVOCADOS

FOUND IN MOST HOMES

Avocados have reached **69.9%** household penetration in the total U.S.¹

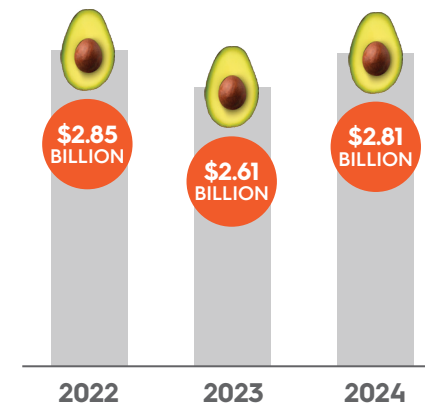
AVOCADO HOUSEHOLD PENETRATION



GAINING MOMENTUM

Avocado volume has had **continued growth** over the last three years, averaging **\$2.75B** in the U.S. marketplace.¹

AVOCADO 3-YR DOLLAR VOLUME



Source: 1. NielsenIQ; Numerator.

GET TO KNOW YOUR AVOCADO SHOPPER

Let's take a closer look at who they are

Mexico's ideal climate for growing avocados allows us to produce over 84% of the U.S. supply.¹ As the industry leader, Avocados From Mexico has gained unique insights on who our shopper is and how to help retailers grow demand in their stores.

70% of all U.S. households
**BUY AVOCADOS
11X PER YEAR**



SPEND \$45⁶⁷
annually and an average of
\$3.87 on avocados
per shopping trip²



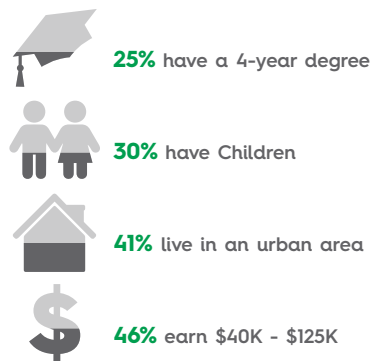
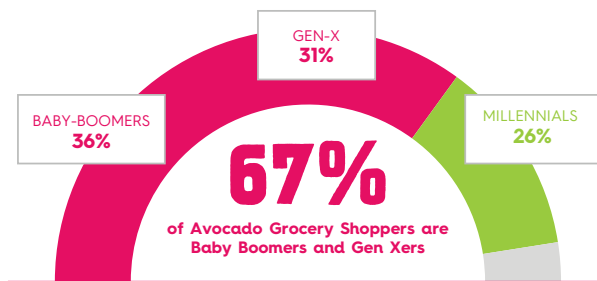
Source: 1. to NielsenIQ; Numerator, 2. Numerator 08/25/2023 – 08/25/2024.



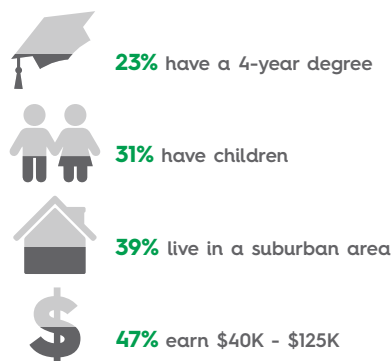
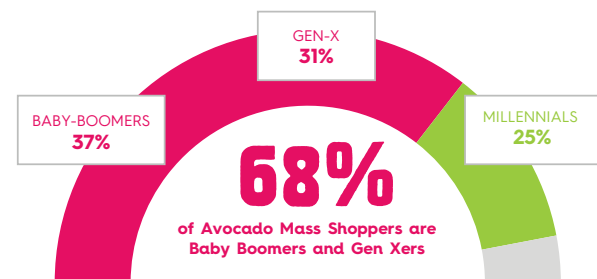
Contact your Avocados From Mexico Regional Director to learn more.

KNOW WHO THEY ARE

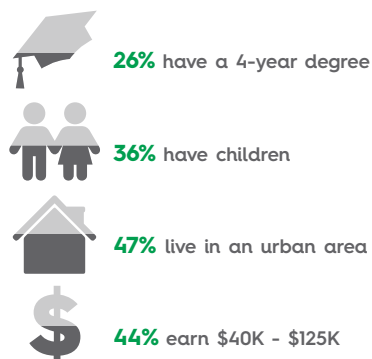
GROCERY CHANNEL



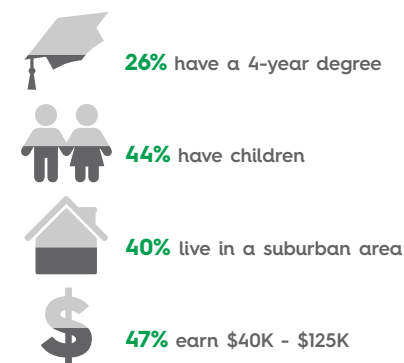
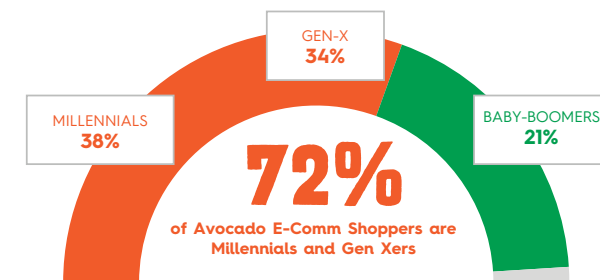
MASS CHANNEL



CLUB STORES



E-COMMERCE



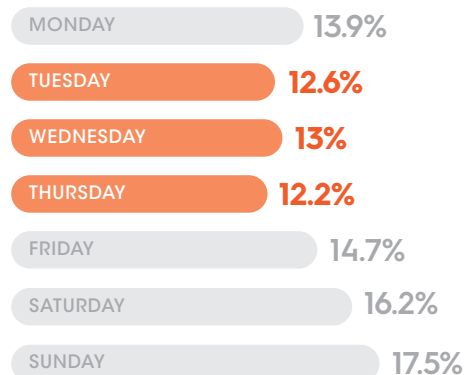
MAKE AVOCADOS AN EASY CALL

Separate fruit into **now-and-later** sections, or use a **ripe-and-ready** sticker to call out riper fruit. It'll make individual avocado selection easier for smaller Baby-Boomer households and working Millennials with little time to cook.

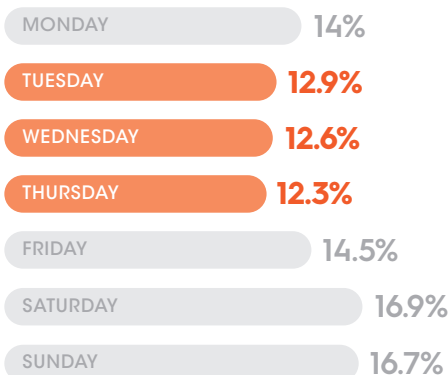
KNOW WHEN THEY BUY

Avocado shoppers purchase largely on the weekend; however, **Tuesday through Thursday** are opportunities to drive a higher share of wallet due to more frequent trips made throughout the year by including avocado weekday sales events.

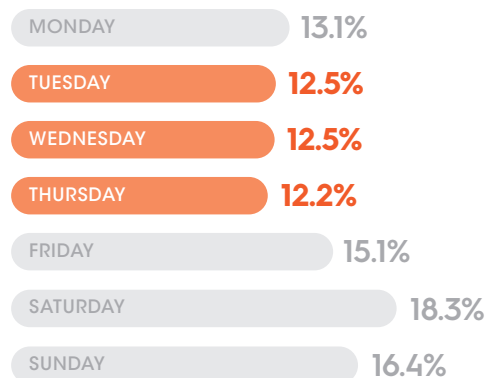
GROCERY CHANNEL



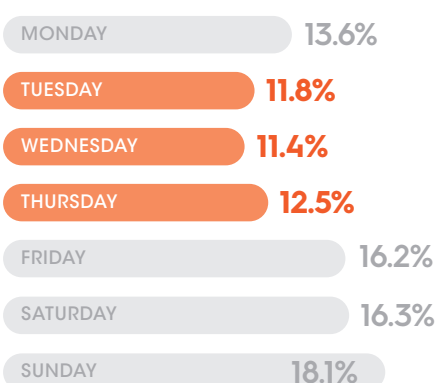
MASS CHANNEL



CLUB STORES



E-COMM



PROMOTE AT THE RIGHT TIMES

Capitalize on mid-week occasions like Taco Tuesday to drive sales and boost basket ring.

Source: Numerator Insights Panel; Shopper Comparison; 8/14/2023 – 8/11/2024. Food Channel Avocado Shoppers (n=79,335), Ecommerce Avocado Shoppers (n=14,692), Club Channel Avocado Shoppers (n=18,261), Mass Channel Avocado Shoppers (n=46,887).

Contact your Avocados From Mexico Regional Director to learn more.

KNOW HOW MUCH THEY SPEND

83%
bulk volume share

GROCERY CHANNEL

8/14/23 to 8/11/24

Average spend
with avocados

\$75⁰⁸



1.9X
HIGHER

The average grocery
basket is **\$40.10**
without avocados.

MASS CHANNEL

8/14/23 to 8/11/24

Average spend
with avocados

\$88⁶⁶



1.7X
HIGHER

The average grocery
basket is **\$52.14**
without avocados.

CLUB STORES

8/14/23 to 8/11/24

Average spend
with avocados

\$184⁰⁵



1.8X
HIGHER

The average grocery
basket is **\$104.54**
without avocados.

E-COMMERCE

8/14/23 to 8/11/24

Average spend
with avocados

\$120²⁰



2.1X
HIGHER

The average grocery
basket is **\$58.01**
without avocados.



Pantry stock ups

The majority of trips are pantry stock ups,
(21+ items on the trip); however, the trips are
more fill ups (11-20 items) at Club Stores.

GROCERY CHANNEL

PANTRY STOCK UPS

43.0%

FILL UPS

30.0%

E-COMMERCE

PANTRY STOCK UPS

73.9%

FILL UPS

20.6%

CLUB STORES

PANTRY STOCK UPS

28.6%

FILL UPS

40.1%

MASS CHANNEL

PANTRY STOCK UPS

49.4%¹

FILL UPS

28.4%

SHOPPERS LOVE OPTIONS

Bulk avocados are more popular, but shoppers like bagged avocados too. Create a merchandising solution for shoppers with a secondary display like an avocado bag rack. Offering both can help move volume.

78% 22%
BULK BAGGED²



Sources: 1. Numerator Insights Panel; Shopper Comparison & Basket Affinity; 8/14/2023 – 8/11/2024, 2. Nielsen IQ W/E: 9/15/2024.

MULTIPLE DISPLAYS DRIVE SALES

Make sure your secondary avocado displays are strategically placed around your store.



These year-round Farmers Market displays are a perfect way to inspire shoppers to buy fresh avocados!

THE ROLE OF AVOCADOS IN PRODUCE

In all channels, retailers experience the least amount of shrink with avocados than any other produce, indicating that there's a lot of love for the fruit.



PRODUCE & AVOCADO SHRINK BY CHANNEL

GROCERY

5% more shoppers
buying avocados



**PRODUCE
SHRINK**

39%



**AVOCADO
SHRINK**

34%

MASS & CLUB

13% more shoppers
buying avocados



**PRODUCE
SHRINK**

65%



**AVOCADO
SHRINK**

53%

Avocados rank 8th in \$ share growth, up from 11th last year and 3rd in \$ growth of overall produce for the year.

Source: NielsenIQ L52 Weeks Top 10 Produce W/E 8/24/2024.

THE MAGIC OF MERCHANDISING

When more avocados are on display, there is a clear lift in avocado units. More avocados on the produce floor yielded a 13% increase in unit sales compared to control stores.

GENERAL DISPLAY



AFM DISPLAY



Key Details: 1. 20 test stores, 4 control stores in DFW market. 2. Displays were built and maintained by GameChanger (vendor), not store employees. 3. Featured product = large Hass avocados (48). 4. 7-week activation period. 5. No promotions supporting feature item during test period.

Source: GameChanger Merchandising Test

Contact your Avocados From Mexico Regional Director to learn more.

BASKET BOOSTERS

Avocados give everyone a boost. When they're in the basket, these departments get a basket lift too. Avocado displays in those departments make that boost even bigger.

THE DISPLAY DIFFERENCE

AFM-branded displays placed throughout the store helped boost sales for those departments, especially meat.



19%



5%



4%



AN AVOCADO LIFT

With Avocados From Mexico in the basket, sales in these departments lifted, especially in the deli department.



19%



13%



7%



Source: GameChanger Merchandising Test

Key Details: 1. 20 test stores, 4 control stores in DFW market. 2. Displays were built and maintained by GameChanger (vendor), not store employees.

3. Featured product = large Hass avocados (48). 4. 7-week activation period. 5. No promotions supporting feature item during test period.

AVOCADOS ARE 2X THE GOOD

Avocados nearly double the size of the basket in all channels with a variety of products tossed in.



Source: Numerator Insights Panel; Shopper Comparison & Basket Affinity; 8/14/2023 – 8/11/2024. Food Channel Avocado Shoppers (n=79,335), Ecommerce Avocado Shoppers (n=14,692), Club Channel Avocado Shoppers (n=18,261), Mass Channel Avocado Shoppers (n=46,887). Numerator Shopper Leakage: Mass, Club, Grocery L52 Weeks w/e 8/25/24
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AVOCADOS FROM MEXICO'S THREE STRATEGIC PILLARS

What you focus on – grows

At Avocados From Mexico, we keep our focus on Education, Health & Wellness and Core Uses to accelerate long-term category growth for our company, our category and our partners.



Read on for
our best tips
on how to take
full advantage
of every pillar.

1 EDUCATION

The opportunity with education is to improve techniques where users are most likely to feel that fruit is not being wasted, and increase awareness of the techniques to build confidence and value.



2 HEALTH & WELLNESS

This Supergood fruit can do a lot of good for your store. Remind shoppers of its many health benefits like good fats and nearly 20 vitamins and minerals with our health and wellness displays and signage.

3 CORE USES

Avocados infuse meals with flavor, adding richness and vitality to every occasion. The four core uses below can inspire shoppers to add avocados to their baskets.



Guacamole



Salads



**Mexican
Handhelds**



**Traditional
Handhelds**



TIPS FOR YOUR SHOPPERS

Avocado education is the key to driving future purchases

Some consumers are confused about how to select, ripen, preserve and serve their avocados. Helping shoppers understand more effective and efficient avocado techniques will increase shopper confidence, mitigate feelings of uncertainty and encourage action.



← **SCAN** to learn more
about our Avocado
Education tools

ALWAYS GOOD TO KNOW

BAG IT TO RIPEN FASTER



TIP:
Place avocado and
banana in a paper
bag. The avocado
will be ready in
1-3 days when it
darkens and gives
to gentle pressure.
Check daily.

ALWAYS GOOD TO KNOW

PICK FOR NOW & LATER



TIP:
Darker color
& yields to gentle
pressure for ***NOW***.



TIP:
Greener color
& more firm
for ***LATER***.

ALWAYS GOOD TO KNOW

SAVE IT FOR LATER



TIP:
Cover avocado
in lemon juice.
Wrap tightly
and refrigerate.



ALWAYS GOOD TO KNOW

REFRIGERATE TO KEEP FRESH LONGER



TIP:
Place a ***RIPE***
avocado in the
fridge to slow
down ripening
for up to 7 days

ALWAYS GOOD TO KNOW

TIPS FOR PRODUCE PROFESSIONALS

Avocado best practices

Knowing how to identify ripeness and the best ways to store and display your avocados can help put more avocados in shoppers' baskets.

RECEIVING & HANDLING

- ▶ Store avocados at room temperature in a dry place, away from misting systems.
- ▶ Check display often to remove any damaged fruit.
- ▶ Cross merchandise with companion items like tomatoes, onions, lemons or limes for a more attractive display. To prompt impulse purchases, include side stacks of companion items on a secondary display.

STAGES OF RIPENESS

Make sure your avocados are ready when you are by learning the five stages of ripeness.



Very hard fruit. Usually green in color. During certain times of year, mature hard fruit can be black in color. Ripens in approximately 7 days. (25 lbs. pressure)



STAGE
2

Pre-conditioned fruit is ready to eat in approx. 3-5 days if held at room temperature. (15-25 lbs. pressure)

STAGE
3

Breaking (pre-conditioned) fruit has slight give at top and bottom. Ready to eat in approx. 3 days if held at room temperature. (10-15 lbs. pressure)

STAGE
4

Firm/ripe fruit yields to gentle pressure. Ready to eat, best for slicing and dicing. Will be ripe the next day if held at room temperature. (5-10 lbs. pressure)

STAGE
5

Ripe fruit yields to gentle pressure. Use same day for all uses or refrigerate for up to 3-5 days. (5 lbs. or less)

AVOCADO SIZE CHART

The right avocado solution is always in season

Available 365/24/7, Avocados From Mexico comes in various sizes, making it easier to successfully meet different shoppers' needs and increase sales. You can also implement a fresh guac program to help manage shrink.

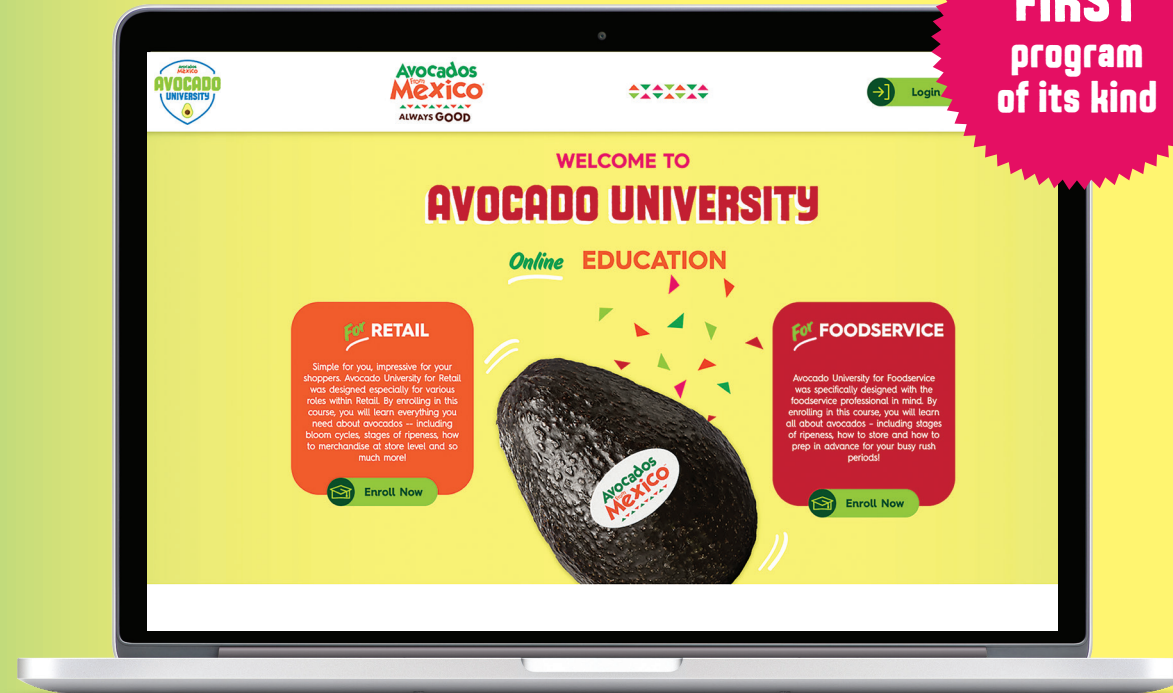
- ▶ Small Avocados
- ▶ Large Avocados
- ▶ Extra Large Avocados
- ▶ Bag Avocados
- ▶ Fresh In-Store Made Guac



ENROLL IN AVOCADO UNIVERSITY

Now Free and Online!

FIRST
program
of its kind



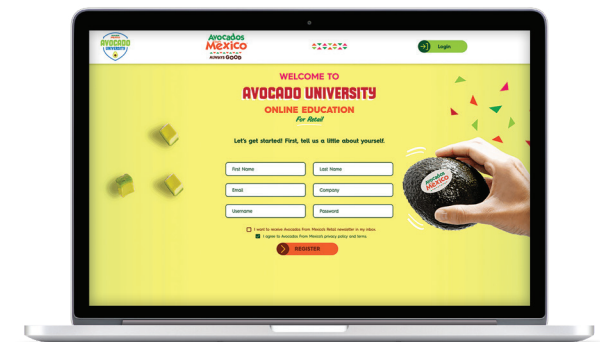
a free certification program about Avocados From Mexico
and the avocado category for produce professionals.

Get your free certification at: AvoEasy.com



**Simple for You,
Impressive for
Your Shoppers**

Designed specifically for all the unique roles on your team, at AvoU you can learn all about avocados including our best merchandising tips, preservation and ripening tricks for your shoppers, and lots more.



GET YOUR *FREE* CERTIFICATION

ALWAYS GOOD **Avocados Mexico** MODULES PROFILE LOGOUT

MODULES
CLICK FOR INTRODUCTION VIDEO

Hi Kristian, Welcome to AVO UNIVERSITY, where you will learn all about avocados!
This is your free certification program about Avocados From Mexico and the avocado category. It's a quick and easy online education tutorial that ultimately is designed to give you valuable knowledge that you can apply to your business.

Total Time Online **01:50:45**

Total Modules Completed **2 out of 6**

Retailer Modules

- Blooms, Sizing & Stages of Ripeness** (Completed) [REVIEW MODULE](#)
- The Journey to Market** (Completed) [REVIEW MODULE](#)
- Avocado Merchandising** (Enrolled) [START MODULE](#)
- Picking & Avocado Tips** (Enrolled) [START MODULE](#)
- Why Avocados From Mexico** (Enrolled) [START MODULE](#)
- Partnering with Avocados From Mexico** (Completed) [REVIEW MODULE](#)

Foodservice Modules
Want to get Foodservice certified? Click below to get access
[Register for Foodservice Modules](#)

Become an avo expert with valuable knowledge you can apply directly to your business. Since it's all online, you'll be an Avocado University graduate in no time at all.

YOU'LL LEARN ABOUT:

1. BLOOMS, SIZING, STAGES OF RIPENESS

2. THE JOURNEY TO MARKET

3. AVOCADO MERCHANDISING

4. PICKING & AVOCADO TIPS

5. WHY AVOCADOS FROM MEXICO

6. PARTNERING WITH AFM

7. IN-STORE FRESH GUACAMOLE



AvoEasy.com

IT'S ALWAYS GOOD WITH GOOD FATS

Avocados From Mexico can help retailers introduce the Supergood benefits of avocados that shoppers will get excited about. A heart healthy fruit, avocados can help shoppers reduce their risk of cardiovascular disease by replacing saturated fats with unsaturated fats. In fact, one 50g serving has just 6g of fat, over 75% of which is considered good fat. That same serving also has only 80 calories with nearly 20 vitamins and minerals, making avocados a healthy, nutrient-dense choice.



While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.



Avocados
From
Mexico
ALWAYS GOOD

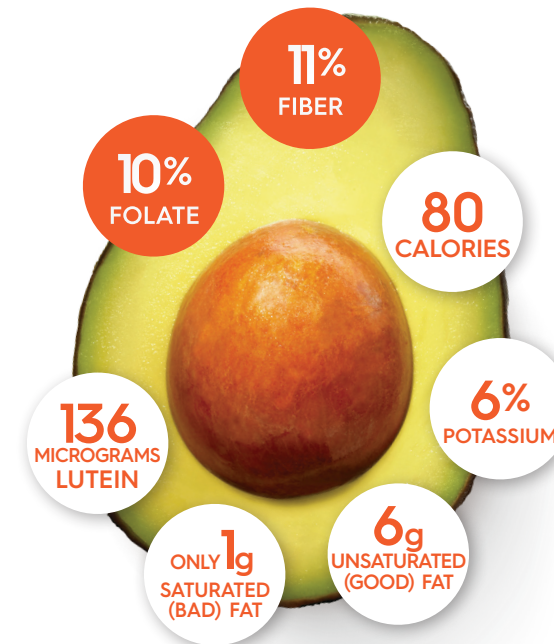
Nutritional Attributes of Avocados

1 serving = 1/3 of a medium avocado or 50 grams

- ▶ Nearly 20 vitamins, minerals and phytonutrients (plant nutrients)
- ▶ 3g of fiber
- ▶ 0g of sugar
- ▶ 80 calories per serving
- ▶ 44mcg DFE (Dietary Folate Equivalent) of folate

AVOCADOS ARE SUPERGOOD

There's a lot of good in avocados, giving you lots of good things to share with shoppers.



Nutrition information is provided per serving. 1 serving = one-third of a medium avocado or 50 grams. 1 avocado provides 3 servings. According to the FDA, a "good source" contains > or equal to 10% of the Daily Value.



Heart Healthy

Fresh avocados are a heart healthy fruit. They provide naturally good fats, are low in saturated fat, and are cholesterol-free and sodium-free.



Nutrient Booster

Because they contain unsaturated fat, avocados are a unique and healthy fruit that can act as a "nutrient booster" by helping increase the absorption of fat-soluble nutrients like vitamins A, D, K and E.



Weight Management

Replacing high calorie snacks with nutrient dense foods, like avocados, is a nutritious way to help people eat healthier. The Dietary Guidelines for Americans recommend small shifts in food choices to help people achieve overall healthy eating patterns.



Vitamin E

Healthy avocados contain 6% of the daily value for vitamin E. It's an antioxidant that protects body tissue from damage and helps keep the immune system strong against viruses and bacteria.

BUILD BIGGER BASKETS WITH CORE USES

We've got a recipe for that

Avocados are especially versatile with appropriate uses year-round. In-store activations featuring each of AFM's four core uses remind shoppers of America's most popular dishes and the many ways avocados can be prepared, while also boosting basket sales and repeat visits throughout the year.



Check out
our craveable
recipes



GUACAMOLE

Guac is the #1 use for avocados and the Big Game is the single biggest occasion for sharing guac with friends.

KEY OCCASIONS

- ▶ Fall Football
- ▶ The Big Game
- ▶ Cinco de Mayo
- ▶ Memorial Day



FETA GUAC

Source: AFM Consumer Shopper Study 2020.

MEXICAN HANDHELDS

From simple and traditional to loaded and totally over-the-top

Mexican Handhelds like tacos, burritos and quesadillas are always better with avocados.

KEY OCCASIONS

- ▶ Hispanic Heritage Month
- ▶ College Basketball



BAJA FISH TACOS

SALADS

Salads are even more nutrient dense and satisfying with the creamy flavor and good fats packed in a few slices of avocado.

KEY OCCASIONS

- ▶ January New Year Resolutions
- ▶ February Heart Health Month
- ▶ March National Nutrition Month



SUPERFOOD SALAD

TRADITIONAL HANDHELDS

Burgers, sandwiches, sliders and wraps are all prime opportunities to add some avocado excitement.

KEY OCCASIONS

- ▶ Fall Football
- ▶ Memorial Day



GUACAMOLE BURGER

PLANNING AHEAD

WITH AVOCADOS FROM MEXICO

Boost basket ring every season

There's no limit to our creativity when it comes to pairing fresh avocado with the most popular food trends. Whether you need an in-store idea for a single event or want help getting avocados in baskets year-round, we're up for the challenge.



YEAR-ROUND PROMOTIONS

Whether you're looking to educate your shoppers or boost your merchandising displays, we have something for every time of the year!

FARMERS MARKET DISPLAYS

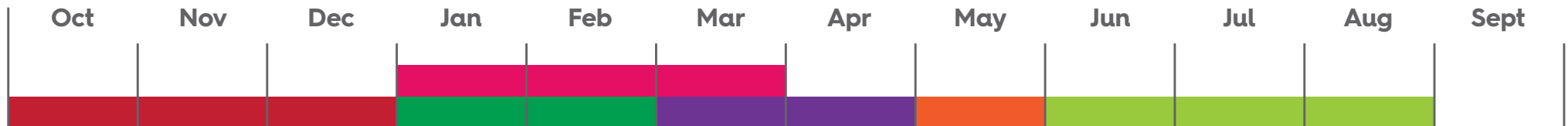


MOLCAJETE BINS



OUR INSIGHTS IN ACTION

We've taken out all the guesswork. We've learned the best times and the best ways to reach our shopper year-round.



FALL FOOTBALL

Oct, Nov, Dec

Let's make guac the best play for every game day.

BIG GAME

Jan, Feb

This is guac's time to shine at the top avocado consumption time of the year.

HEALTH & WELLNESS

Jan, Feb, Mar

Avocados are a Supergood fruit and the new year is the perfect time to celebrate that.

LENT

Mar, Apr

Supporting Lent is a good initiative culturally and will inspire avocados in unique cuisines.

CINCO

May

Guac can fire up any Cinco fiesta, the 2nd highest avocado consumption period of the year.

SUMMER

June, July, Aug

With the grill on, fresh avocados make the perfect pairing for hamburgers and more.

WHY PARTNER

WITH AVOCADOS FROM MEXICO

Everything you need to succeed

Our 360° approach covers the entire path to purchase and our innovative strides are changing the dynamic in produce. As we strive to be a valued partner, we are continually developing new ways to better serve both shoppers and retailers, boosting basket sales and repeat visits throughout the year.



- ▶ Category Insight & Analytics/Expertise
- ▶ Shopper Expertise & Programming
- ▶ Trade Marketing Support
- ▶ Education Resource & Training
- ▶ Health & Wellness Programming
- ▶ Merchandising Expertise & Support



Three avocado slices are shown on the left side of the page. One slice is at the top left, another is in the middle left, and a third is at the bottom left. They are all cut lengthwise, showing the green flesh and the brown pit. The background is a gradient of yellow and green.

IT'S ALWAYS GOOD TO SUCCEED

There are exciting opportunities at every turn with Avocados From Mexico, and we want to help you benefit from every single one. If you're ready to boost basket size, get a category lift and connect with your shoppers, then we're ready to show you how.

Contact your Avocados From Mexico Regional Director to learn more.



Avocados
From
Mexico
▲▲▲▲▲▲▲▲▲▲
ALWAYS GOOD