

Mexican avocado invades the US for the Super Bowl

Local producers sent more than 5,400 tons last week by land.

By: NTX

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Jalisco is the second national producer.

The Mexican avocado made its first touchdown long before the Super Bowl LIII, which will take place this Sunday between the New England Patriots and Los Angeles Rams, having overcome the problem of supply of gasoline and diesel to reach the United States.

Only for this event, 1,300 trucks per week carrying the fruit, or one truck per six minutes, have left Mexico bound for the neighboring Northern country.

Each refrigerated truck can carry 18 tons of avocado and the last truck departed last Sunday to cross the border the following day, said Mr. Gabriel Alejandro Villaseñor Zurita, the President of the Association of Producers and Export Packers of Mexican Avocado (APEAM).

He said that the issue of gasoline and diesel caused some problems in Michoacán, the state that contributes 83% of national production, that the fuel flowed "tricklingly" but it didn't stop the export of the fruit.

There were also no incidents with the blockade of the train tracks initiated by the National Coordinator of Education Workers (CNTE) since January 14, since this option is not used to transport the main ingredient of "guacamole", he stated in the interview.

The Mexican avocado overcame these barriers and even broke its exportation record to the United States, with 120,000 tons during the four weeks of January, of which 50,000 tons will be used only on the February 3, he said.

The President of APEAM, an association made up of 26,000 producers and 55 export packers, estimated that the export will create an economic spill of 500 million dollars.

Its sale to the United States has seen an increase of 104.6% from 2013 to 2018, going from 38,545 tons to 78,863 tons. Last year, it made 285,607,000 dollars of revenues.

International leader

Mexico is the main producer of avocado in the world, according to data from the Agri-Food and Fisheries Information Service (SIAP), with 2,290,886 tons harvested in 2017.

The main 4 producer states are Michoacán (1,565,896 tons), Jalisco (169,688 tons), the State of Mexico (108,768 tons), and Nayarit (49,246 tons).

US consumers are also offered the natural pulp of avocado and last year they sent over 23,000 tons with a value of 93,699,838 dollars.

Source: <https://www.informador.mx/economia/Aguacate-mexicano-invade-a-EU-para-el-Super-Bowl-20190202-0018.html>