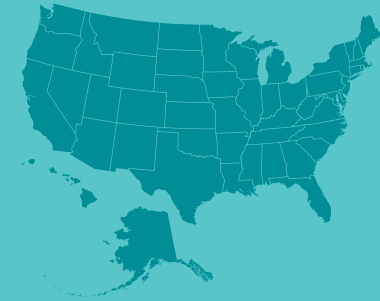
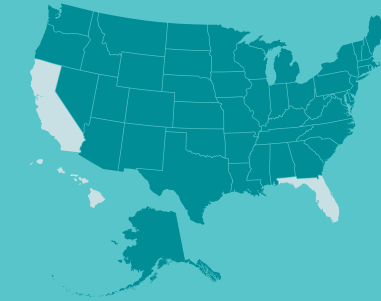
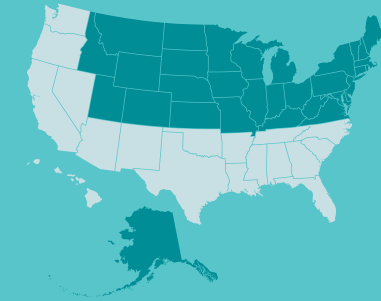
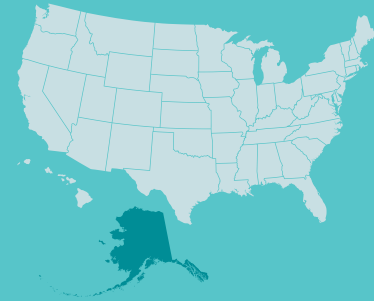


Mexico is the birthplace of the avocado. Countless generations ago, the world's first avocado was grown and cultivated in Mexico.



1993

1997

2000

2001

2003

2005

2006

2007

2013

2015

2017



The first shipment of Mexican avocados is sent to the United States, to the state of Alaska.

- The Avocado Producers and Exporting Packers Association of Mexico (APEAM) is founded to represent the Hass avocado industry from the Mexican state of Michoacán in its export program to the U.S.

- USDA-APHIS opens an office in Uruapan to provide oversight to the export program.

- Mexican avocado growers begin exporting to 19 continental U.S. states plus Washington, D.C., during a four-month period (November 1997 to February 1998) under the moniker Avocados From Mexico—The World's Finest.

Mexico Imports: 13.3 MM lbs

Mexican Avocado Market Share



Total Avocado Per Capita U.S.: 0.7

The Hass Avocado Promotion, Research and Information Act is passed by Congress on October 28, 2000, and directs the Secretary of Agriculture to issue an order for research and promotion of Hass avocados.

Mexico Imports: 25.8 MM lbs

Mexican Avocado Market Share



Total Avocado Per Capita U.S.: 1.3

Mexican avocado imports grow to 31 continental U.S. states plus Washington, D.C. and Alaska during a six-month period (October 2001 to March 2002).

Mexico Imports: 53.9 MM lbs

Mexican Avocado Market Share



Total Avocado Per Capita U.S.: 2.2



The Mexican Hass Avocado Importers Association (MHAIA) is incorporated (March 4, 2003) and certified by AMS (May 14, 2003) as part of the Hass Avocados Promotion, Research and Information Order, falling under the oversight of the USDA.



Mexico Imports: 66 MM lbs

Mexican Avocado Market Share



Total Avocado Per Capita U.S.: 2.1

Mexican avocado imports grow to 47 U.S. states plus Washington, D.C. in January 2005.

Mexico Imports: 248 MM lbs

Mexican Avocado Market Share



Total Avocado Per Capita U.S.: 2.6



- APEAM gives permission to MHAIA to use the Avocados From Mexico brand. MHAIA introduces and markets the brand as Avocados From Mexico—The Amazing Avocado.

- APEAM continues to market the brand as Avocados From Mexico—The World's Finest.

Mexico Imports: 290 MM lbs

AFM Market Share



Total Avocado Per Capita U.S.: 2.9

Mexico is granted full access to export avocados to all U.S. states for the full calendar year on February 1st.

Mexico Imports: 367 MM lbs

AFM Market Share



Total Avocado Per Capita U.S.: 3.2



- The not-for-profit organization Avocados From Mexico was born. MHAIA and APEAM unite to create the official marketing arm to coordinate the strategies and marketing efforts of the brand in the U.S.

- Avocados From Mexico U.S. imports reach 1 billion lbs.

Mexico Imports: 1.1 B lbs

AFM Market Share



Total Avocado Per Capita U.S.: 5.4

Avocados From Mexico is the first produce brand to advertise in the Big Game.

Mexico Imports: 1.5 B lbs

AFM Market Share



Total Avocado Per Capita U.S.: 6.2

Avocados From Mexico launches its state-of-the art *Culinary Center*, serving as the U.S. hub for year-round avocado education, culinary ingenuity, and thought leadership. The Culinary Center also hosts *Avocado University*, the first certified avocado program in the U.S.

Avocados From Mexico reaches 2 billion lbs of imports in the U.S.