

# THE PATH TO SUSTAINABILITY

The Mexican Avocado Industry's Commitment



## THE STRATEGIC VISION

The Mexican avocado industry is committed to sustainability and quality, from the orchards in Mexico to the consumers' tables, while achieving net-zero deforestation, well-being and prosperity in The Avocado Landscape of Mexico.



## THE PATH TO SUSTAINABILITY

We are proud to introduce our long term strategy to enhance environmental stewardship across The Avocado Landscape.



## COMMITMENTS IN PRIORITY AREAS

Our focus is on the interrelation between these four areas to ensure a sustainable future for avocados:



### Water

Protect the availability and quality of water for future generations.

BY 2026

Strengthen water stewardship with a sustainable water resource management program.



### Biodiversity

Protect, manage and restore diverse plant and animal life and healthy ecosystems.

IN 2025

Introduce an action plan to conserve biodiversity and enhance ecological connectivity, protecting and restoring local ecosystems.



### Climate

Support a resilient future through environmental stewardship in the Avocado Landscape.

BY 2035

Reduce impacts on the environment and enhance carbon sequestration, paving the way for net-zero carbon footprint.



### Deforestation

Protect and restore forests and ecological connectivity to achieve net-zero deforestation.

BY 2035

Achieve net-zero deforestation alongside collaboration with governmental authorities.



## OUR SUSTAINABILITY STRATEGY

The Path to Sustainability is a comprehensive sustainability strategy, focusing on five interdependent programs:

1

### Corporate Governance for Sustainability

Organizational infrastructure that promotes a culture of sustainability.

2

### Sustainable Orchards

Production practices that integrate sustainability from orchard to table.

3

### Sustainable Packing Houses

Environmentally friendly processes in packing houses.

4

### Sustainable Distribution and Marketing

Sustainability in every aspect of product distribution and marketing.

5

### Conservation of Biodiversity, Forests and Watersheds

Restoration and care of the natural environments.

## FROM TRADITION TO TOMORROW

Rooted in generations of stewardship, The Path to Sustainability formalizes our vision for the future—a clear, transparent commitment to the environment, our consumers, partners and the avocado-growing communities.



We invite you to scan the QR code to visit [avocadoinstitute.org](https://avocadoinstitute.org) for news, facts and education on the avocado industry in Mexico.