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FOCUS  BULLETIN

Sustaining Economic Growth

Why environmental leadership
is at the core of the Mexican
avocado industry

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By the end of the 2025-26 growing season, the U.S. is expected to have imported a record of over 2.5 billion pounds of avocados from Mexico — the only place in the world that can produce enough of the fruit year-round to meet this growing demand.

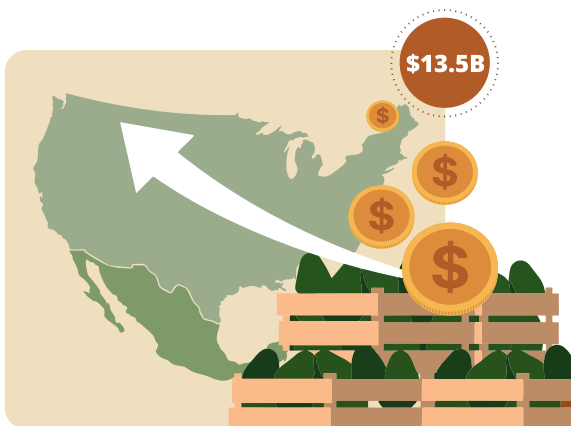
Imports have doubled over time, rising from 1.2 billion pounds in 2014 to 2.4 billion in 2021— and continue to grow. This expansion is driven in part by promotional efforts from [Avocados From Mexico](#), as well as America’s increasing focus on healthy habits and prioritization of whole foods [according to Texas A&M’s economic report](#).

This sustained growth has transformed the Mexican avocado industry into a critical agricultural trade engine and economic powerhouse across North America. Today, the industry’s integrated supply chain supports hundreds of thousands of jobs in the U.S. and Mexico and generates over \$13 billion in binational economic output.

However, growth at this scale also brings responsibility. Continued agricultural expansion can place pressure on natural resources, and the industry’s long-term vitality – as well as Americans’ reliable access to avocados – cannot rest on production capacity alone. Environmental stewardship will be essential to ensuring its future.

To meet this moment, Mexican avocado farmers are adapting conservation practices to drive broad industry action. Building on these efforts, the industry’s Path to Sustainability – launched nearly a year ago by The Association of Avocado Exporting Producers and Packers of Mexico (APEAM), Mexican Hass Avocado Importers Association (MHAIA) – and the Avocado Institute of Mexico – is advancing sustainability efforts for growers, packers and importers. The plan embeds environmental governance into operations, strengthening supply chain resilience and ensuring consistent avocado availability across North America.

Read on to learn more about the scale of this binational economic engine and why the Mexican avocado industry views sustainability as a business imperative.



Over the past decade, U.S. avocado imports from Mexico have grown by more than 120 percent,

fueling a \$13.5 billion economy.

Over 2.5 billion pounds will be imported in the 2025- 2026 season alone. Since 2012,

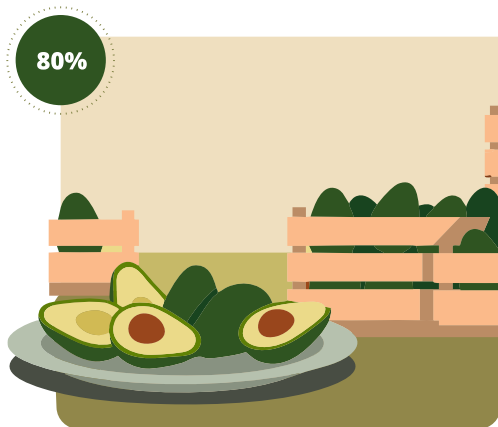
economic output tied to Mexican avocado imports has increased by 340 percent.



Powered by more than 35,000 small-scale farmers, the Mexican avocado trade supports

more than 120,000 jobs across North America

— more than 78,000 jobs in Mexico and 42,000 U.S. jobs across retail, distribution, foodservice and more.



Mexico is the only country capable of supplying avocados to the U.S. year-round at the scale required to meet consumer demand. Today,

more than 80 percent of avocados in the U.S. come from Mexico,

reaching 70 percent of U.S. households and 15 percent of foodservice menus.

But maintaining that scale depends on protecting the natural systems that sustain it. The Path to Sustainability integrates conservation, water stewardship, ecological connectivity,

net-zero deforestation commitments

and robust environmental standards into every stage of the avocado supply chain — from responsible land use in growing regions to packaging, export operations and beyond.





In an era of supply chain fragility and evolving trade dynamics, the next chapter of agricultural growth will be defined by those who can deliver consistency, responsibility and impact at scale. Through its Path to Sustainability framework, the Mexican avocado industry is helping lead the way.

Explore more of the Avocado Institute of Mexico's priorities for research and sustainable practices [here](#).



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