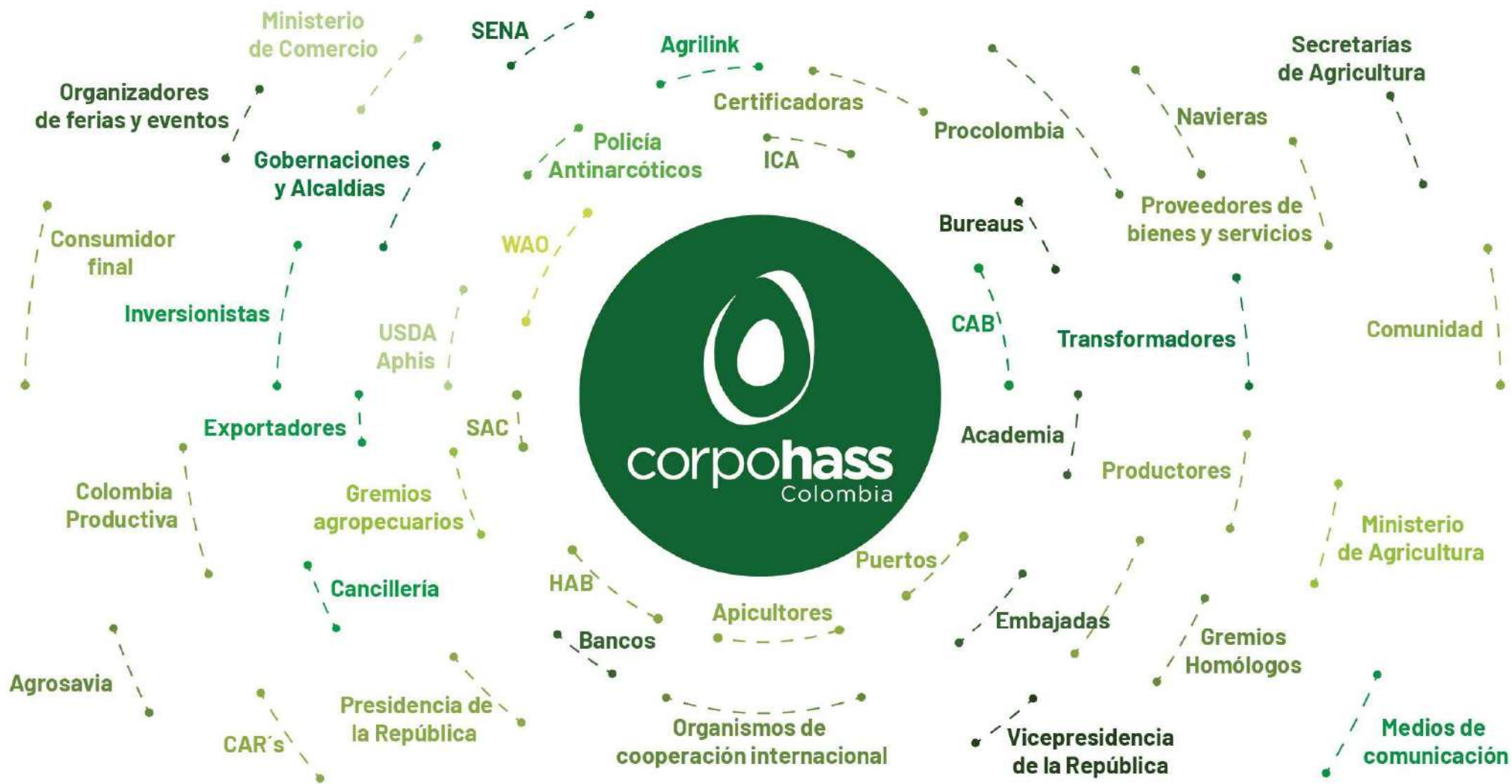




Behind the scenes of Colombian **Avocado**

Jorge Enrique Restrepo

Executive Director / Corpohass Colombia





Corpohass Colombia

May 2022

Jorge Enrique Restrepo

Executive Director / Corpohass Colombia

Colombian Avocado importance

4th largest agricultural export item



1.
Coffee



3.
Flowers



2.
Bananas



4.
Avocados

Avocados on colombian territory

ZOMAC

There are several regions all over the country which are considered to be the most affected places by colombian armed conflict, according to the National Planning Department. **Avocado has brought wealth, opportunities and progress to 13% of these municipalities with an area of 40.000 hectares capable of producing more than 100,000 tons of high quality fruit for the global market anually.**

We seek to continue with the reconstruction of the social fabric and rural development in these areas in particular, as the sustained progress of avocado in the last decade has become a pole of economic, social and environmental development in the country, being a remarkable productive alternative.



Certifications

	Orchards	Area (Ha)
GlobalG.A.P.	864	13,191
Rainforest	151	4,323
Registered Export Orchards	2,943	23,221

Source: GlobalG.A.P, Naturacert and ICA

• Option 1: 463 • Option 2: 401

Open markets and destinations

34 Open Markets

Open Markets



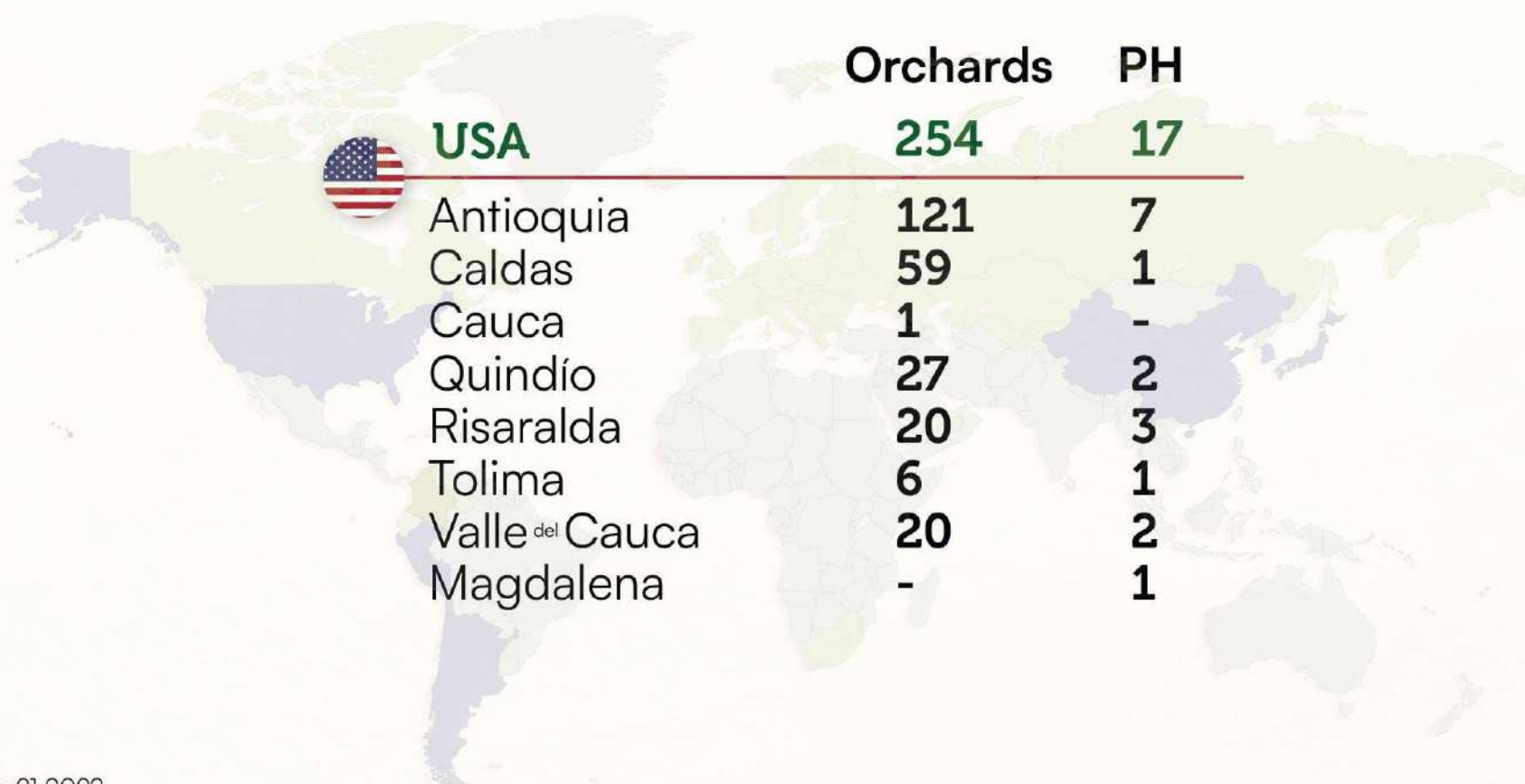
**Foreign Direct
investment in Colombia**



New Markets



Authorized orchards and packing houses



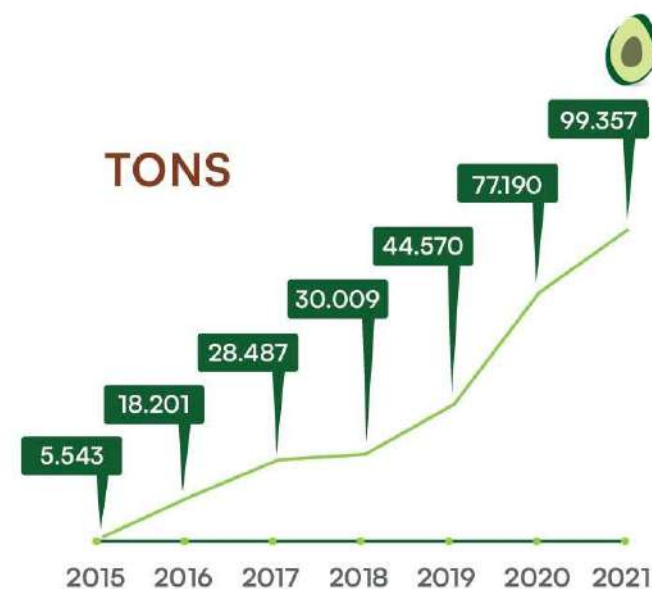
Source ICA march 21 2022

Colombian Avocado Exports 2015 - 2021



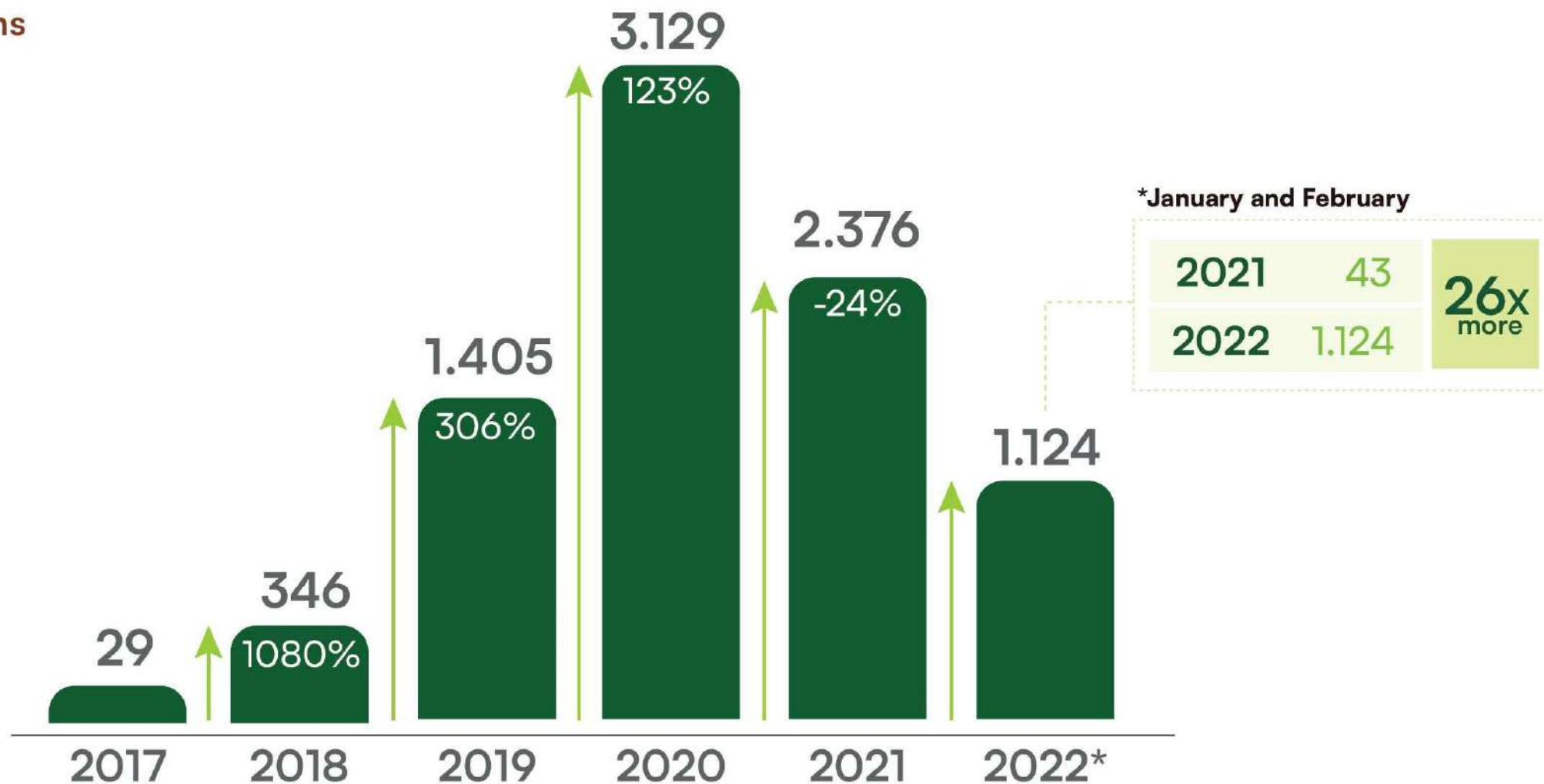
Tons	Tons Growth (%)	USD FOB (Thousands)	USD FOB Growth (%)
5.543	-	\$ 10.279	-
18.201	228%	\$ 35.040	241%
28.487	57%	\$ 52.948	51%
30.009	5%	\$ 62.732	18%
44.570	49%	\$ 89.053	42%
77.190	73%	\$ 146.416	64%
96.357	25%	\$ 203.705	39%

Source: DANE / DIAN 2021



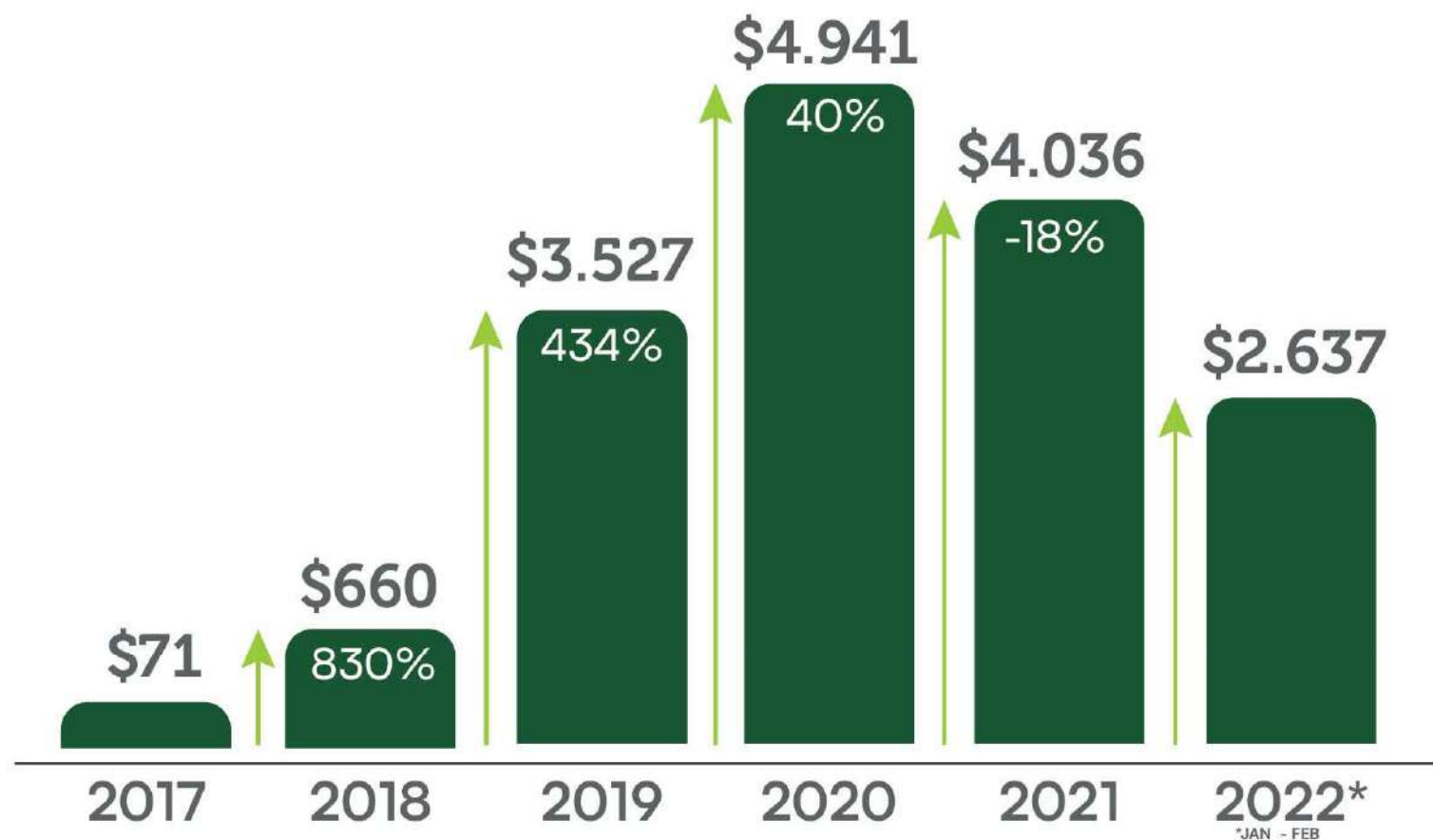
Exports to USA

Tons



Exports to USA

FOB USD (Thousands)

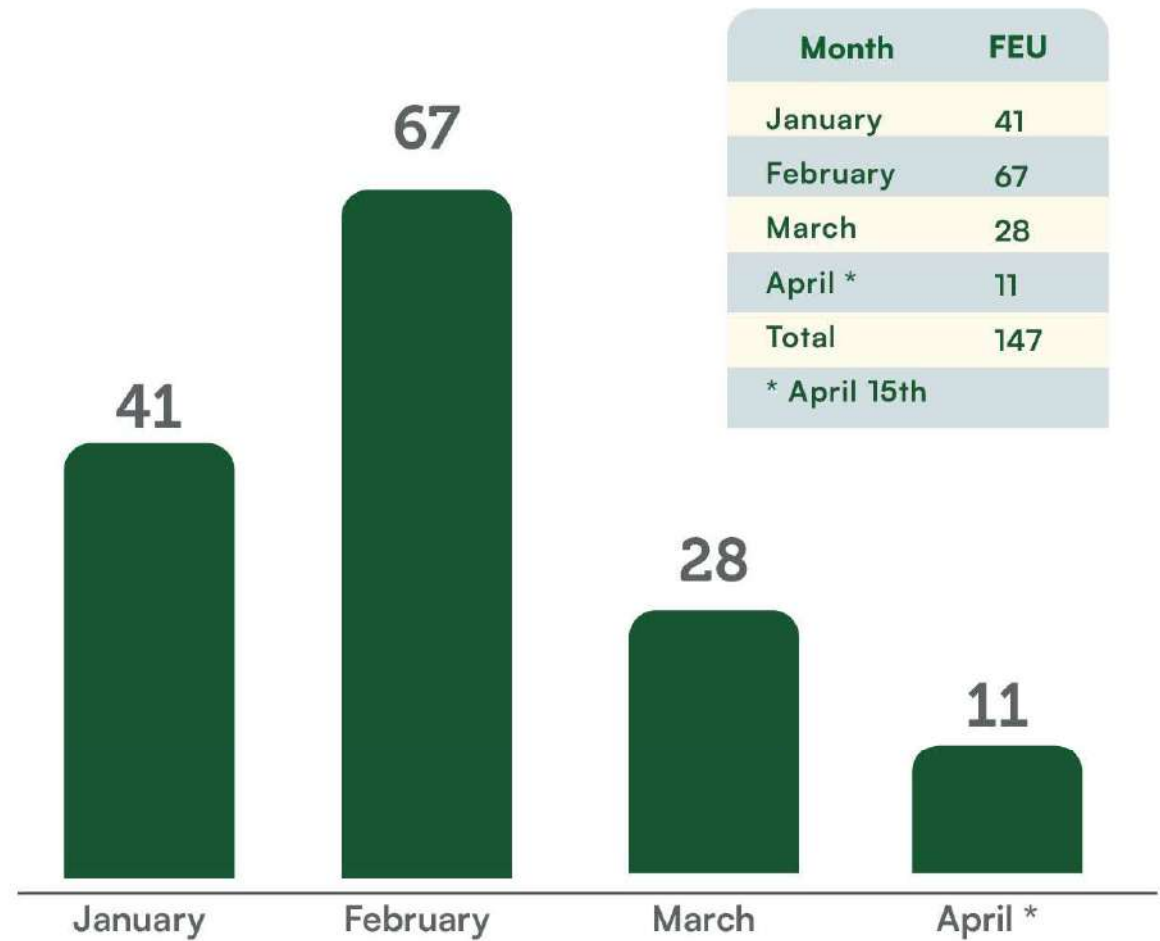


FEUS to USA



	2019	2020	2021	2022
January	2	8	2	41
February	5	-	4	67
March	-	-	2	28
April	-	-	3	11
Total	7	8	11	147

* April 15th



Sustainability initiatives

- Public-Private alliances with Territorial Environmental Authorities through **Sustainability Agreements** working together to articulate the avocado production with the environmental requirements.
- A guide to calculate and measure the environmental footprint.

We take care of our native forests,
so they can blossom side by side with our Hass Avocado.



Hass Sustainability label

This initiative launched in 2021 **enhances Colombian growers and exporters so they can measure their performance on each of the three sustainability aspects**, environmental, social and economic, therefore they can continue improving their good practices to raise their standards as well as promoting the Colombian Hass Avocado.



Innovating for the world

The Persea Plan

A program designed to optimize logistics operations by doing some of the procedures at the packing house, **instead of the sea port, such as the phytosanitary certificate.** The packing house, ICA (Sanitary Authority) and Corpohass work together in the plan.



2021 Results

4,280 hours saved on operations
24,127 tons exported - 1.070 containers
4 packing houses in the plan

2022 Goal

15 packing houses in the plan

International promotion

Meet the CAB



The Colombia Avocado Board has brought together like-minded leaders with one goal in mind, **to educate consumers in the U.S. and encourage them to buy more avocados from Colombia.** Our commitment to sustainability, combined with the amazing health benefits of Hass avocados, are important to our growers. **We are building the tools to work in sync with the Hass Avocado Board to cultivate consumers in the US.** Avocados Colombia works diligently with our partners in the foodservice and retail sectors to be their market resource for all things avocado from Colombia.

Learn more at:

www.avocadoscolombia.com

International promotion



49 OEA



FRUIT LOGISTICA 2022
Berlin, Germany



PMA 2019
Anaheim, California

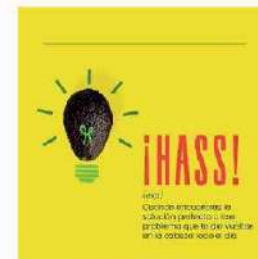
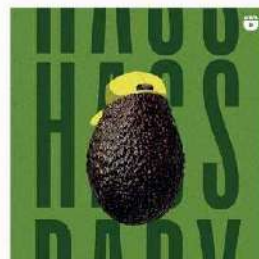
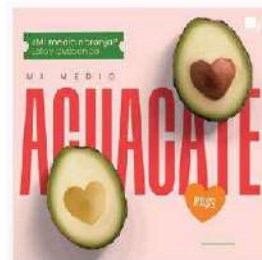


FIRST ARRIVAL
of colombian Hass Avocado to China

WAO
WORLD AVOCADO CUP REGATTA
San Diego, California



Local promotion



Challenges

1. Market diversification
2. New generations priorities
3. Gap between supply and demand
4. Consumer education
5. New national government in Colombia
6. Quality
7. Price changes
8. New origins access
9. Sanitary Authority's limitations
10. PPRR



TERRITORIO AGUACATE

MEDELLÍN 2022

www.territorioaguacate.com

The Latin America Avocado Hub

Territorio Aguacate is the main knowledge and business event of the avocado sector in Colombia, in this third edition it seeks to fulfill the following purposes:

- Encourage research
- Connect the sector with world trends and markets
- Promote technology
- Boost investment
- Strengthen the sector

23 & 24
NOVEMBER - 2022

Plaza Mayor - Medellín - Colombia



A close-up photograph of a hand holding a large, green, bumpy-skinned avocado. The hand is positioned in the lower right, with fingers gently gripping the fruit. In the background, several other avocados are visible, some hanging from a branch with dark green, glossy leaves. The lighting is soft, highlighting the texture of the avocado skin and the skin of the hand.

Thank You