

COMMERCIALIZATION OF AVOCADO FROM EXPORTING COMPANIES OF MICHOACAN TO THE UNITED STATES OF AMERICA

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Traditionally, avocado commercialization has been an activity strange to the growers. However, taking that into account it is important to realize that selling avocados to foreign countries implies several activities with an importance comparable to production. Some of them are: the product itself, variations in the price, avocado distribution and avocado promotion.

Along this line, we have found that the packing houses in the State of Michoacán are facing a lack of control of commercialization as well as a loss of business resulting from the arrival of new competence, e.g., foreign companies exporting avocados to the USA. Moreover, the lack of new technology as well as the lack of an innovative strategy for commercialization is causing the closing of Mexican companies, the loss of our patrimony.

Considering the importance of the product as well as the specifications to be followed for the acceptance of the product by the importing country and the consumer, considering also the basic function of the commercialization channel e.g., taking the product to the place where it is demanded at the moment at which it is required, recognizing also the importance of an strategy for promotion of the product as well as the importance of the price to be accessible to the consumer, and, finally, recognizing that the cost of this process is sometimes higher than the cost of producing avocados, we reach the conclusion that each one of these variables is part of the same process, and none of them could be omitted.

Based on the previous statements, we tried to investigate the subject "Commercialization of avocado exporting companies from Michoacán to the USA". This work will reflect the current situation of the companies as well as their commercialization strategies. The knowledge accumulated with this research will be a tool for the generation of new planning and the repositioning of Mexican companies in the market.