

MARKETING IN AVOCADOS, YES OR YES

A-67

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HISTORICAL BACKGROUND

We are all gathered together here in Spain. A country that has witnessed and has had an important role in Europe's history. For centuries, wars have had a precise objective: to get hold of the production of countries that were defeated at war because crops were scarce and technology was precarious. To day, the land itself is a limited source but the supply of avocados, along with some other crops, has turned from shortage to surplus.

CURRENT SCENARIO

Engineers by means of science, technology and localized irrigation have made the difference: they have changed the course of action from shortage to surplus. While this situation is an advantage to supermarket chains, it is a drawback for us, the growers. It's necessary to change this situation right away. Big production is like electrical supply: it can provide plenty of light or it can become a hazard such as being electrocuted. The economic power has switched from the comparative advantages (land, property and production) to competitive advantages. The latter consists on creating, developing and keeping a space for avocado advantages in the consumer's mind. For instance, the real assets of Coca Cola doesn't reach the 0,0001% of its total assets. The most valuable issue here is the image of its brand in each consumer. Every Mexican consumes almost 10 Kg. of avocado a year, every Israelite 7 Kg., and every Californian 6 Kg. Why can't we reach those same figures in other countries? We can't achieve these figures because we, the growers, are willing to invest more on fertilizers rather than on marketing.

COMPLEMENTATION AMONG QUALITY OF THE PRODUCT, COMMERCIALIZATION AND PROMOTIONAL ACTIVITIES

The avocado product that reaches the table of the consumer is made up by three products:

The physical product, the imaginary product and the product plus the services.

The physical product: It is made up by the fruits; the distributor or the wholesaler must have with continuity and in sufficient amount and quality.

The imaginary product: This is the image of the avocado in the mind of the consumer.

The product plus the services: Prematuration, logistic of distribution and tasting.

(Details making up each one of these products will be given)

Out of the three products, the imaginary one is the most important. If we do not let people know the excellent taste of avocados, as well as their excellent health advantages, we will not motivate a constant and continuous buying attitude on the consumer. It is necessary to assume that while the quality is in the tangible, e.g., the avocado taste, the value is in the non tangible, e.g., the image of the virtues of the avocado in the mind of the consumer.

The greatest competence is not the other products or the other fruit varieties, but the indifference of the consumer, who gets multiple offers from different things as well as the apathy of the producer and distributor, who do not take complementary measures to counteract the increasing production.

It is necessary to create needs on the consumer, that only avocado producers could satisfy. Medical doctors, besides curing diseases, if they get adequate information, they could help in preventing diseases. The avocado is the fruit with the biggest amount in vitamins and minerals in nature. We should inform the medical doctors and nutritionists.