

AVOCADO PRODUCING COMPANIES IN THE SPANISH MEDITERRANEAN AREA: FACTORS AFFECTING THEIR PRODUCTIVITY

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The first known references on the presence of avocado trees growing near the sea in the Spanish Mediterranean area appear in the middle of the XVI century. Thus, soon after the discovery of the New World avocado trees arrived to Spain. However, this presence did not reach a commercial value until the last 1970s. The high prices reached by the fruits allowed a very fast expansion of commercial orchards reaching more than 2000 hectares (Has) in 1980. The extension of avocado orchards on the Andalusian coast has been growing with ups and downs reaching currently an extension of 7358 Has. The avocado industry is diverse with different origins, size of the companies, commercial and productive structures, etc.; however studies that analyse this complex situation are scarce.

In this work we discuss the data obtained on a poll made to 246 avocado producers of the Granada and Malaga provinces. The present study is focused on the company structure and on the main productive and commercial problems as well as on risk assumption and implementation of technologies trying to provide information not available until now. Finally, a set of conclusions will be presented.