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CONSUMPTION OF AVOCADO IN SPANISH MARKETS

Ramón Rey Rodríguez (Eurobanan)

1. The Spanish market in the distribution of fresh fruits. -Evolutions and tendencies
 - a. Comparison of 2000-2001-2002
 - b. Main distributors
 - c. Distribution channels: Traditional commerce, Hypermarkets, Supermarkets.
 - d. Prospectives of market for year 2007
2. Avocado consumption in the Spanish market
 - a. Approximation to the market.
 - b. Distribution channels
 - c. Presentation of selling points
3. Factors affecting growth and popularity of avocado consumption in Spain.
4. Questions.