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THE SPANISH AVOCADO IN THE FRENCH MARKET

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During my lecture at the V World Avocado Congress, I would like to talk about the following subjects:

- a. Evolution of imports of the Spanish avocado in the French market-history-some figures.
- b. Characteristics of the French market.
- c. Perception, image of the Spanish avocado in France: characteristics of the product, quality, varieties, caliber, packing, regulations, weight, etc.
- d. Place of the Spanish avocado in the French market versus the competition of avocados from other origins.
- e. Advantages and disadvantages of importing the Spanish avocado, proximity, production period, offer diversity.
- f. Distribution of the Spanish avocado in the French market, clients.
- g. Commercial chain from the producer to the consumer: working system.
- h. Future of the Spanish avocado in the French market.
- i. The need of publicity and promotions campaigns.