

# AMAPWG

## Avocado Marketing And Promotion Working Group

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**AMAPWG is voluntary organization of producers and exporters from various countries that identified “common interests in developing the Avocado consumption”.**

**The main goal is to inspect and develop the Avocado consumption in Europe.**

**Beside - domestic markets in the producing countries and other markets as well, where applications in one end can be copied and be applied in another area.**

**Unique model with special motto:**

**“Cooperation of Competitors”** from  
all over the world, with mutual  
understanding that it is much more  
beneficial **“to act together on  
enlarging the cake than to fight on  
its slices”**.

**Who are the members countries ?**

**Argentina**

**Brazil**

**Chile**

**Mexico**

**Peru**

**USA**

**Israel**

**Spain**

**Kenya**

**South Africa**

**12**

**Australia**

**New Zealand**

## **Historical Background (When it's all begun?)**

**Uruapan, Mexico 1999 – 4<sup>th</sup> world Avocado congress**

**Producers meeting: Infertile ideas of how to promote the avocado in Europe. It was agreed to meet once a year and to change some connections from being bi-lateral to be multi-lateral.**

**Malaga, Spain 2001 – 1<sup>st</sup> annual meeting**

**Decision to establish “Weekly Shipments Report”**

**Tzaneen, South Africa 2002– 2<sup>nd</sup> annual meeting**

**Malaga, Spain 2003 – 5<sup>th</sup> world Avocado congress**

**During the congress we had our 3<sup>rd</sup> annual meeting**



## **Historical Background (continuation)**

**Paris, France 2004 – 4<sup>th</sup> annual meeting**

**Tauranga, New Zealand 2005 - 5<sup>th</sup> annual meeting**

**Decision to meet more often - twice a year**

**Berlin, Germany 2006 - first half a year meeting**

**People from other sectors, were attended to learn**

**Uruapan, Mexico - 6<sup>th</sup> annual meeting**

**Berlin, Germany 2007 - second half a year meeting**

**Vina del Mar, Chile 2007 - 6<sup>th</sup> world Avocado congress**

**During the congress we have our 7<sup>th</sup> annual meeting**

## **Current Situation (What do we have today?)**

### **Fluent information**

Ideas, questions and data exchange  
Simultaneous “Weekly Shipments’ Report”  
Weekly form of “Projected and actual Avocado supply to Europe”

### **Annual Meeting**

Survey on the industry in each country:  
Planted area, varieties, future view, export & domestic market  
Report about past season – marketing and promotion  
Programs for the coming season – quantities and promotion

Review and presentation of the European Market  
New researches and/or developments  
Ideas regarding mutual promotion and Generic promotion



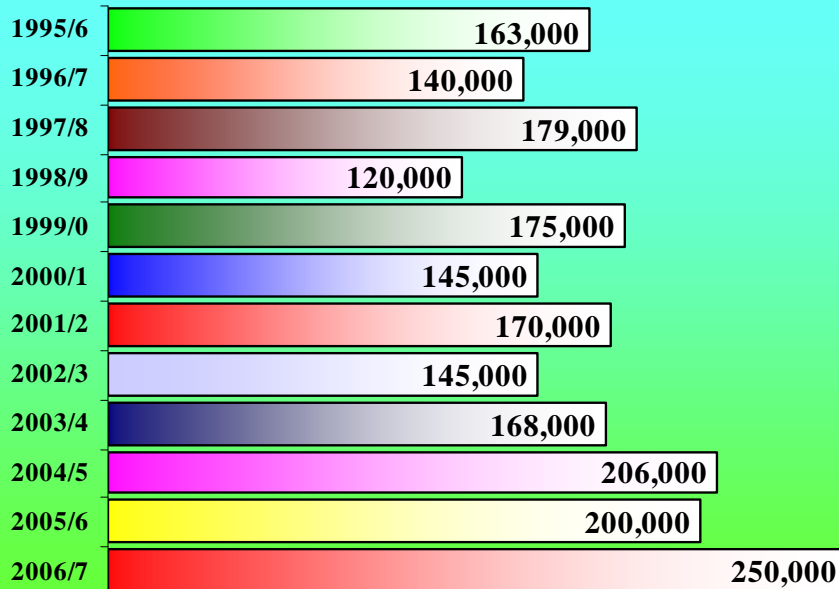
## **Current Situation (continuation)**

- All this cooperation is done without any administration, fee or levy.**
- We are not a Cartel - there is no information exchange or coordination of prices, client’s lists or quantities per single client**

**It is simple model of**

**“Free competition with free information”**

## Avocado supply to Europe - all sources (September - August, in Tons)



**Thank you  
for your  
attention**

