



Europe 2006/7 Chance for Avocado growth

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Brief Review

First Avocado was presented in Europe around 40 years ago along with the development of plantations and export from Israel. The new item had introduced to the European population finding favorable attitude mainly in France.

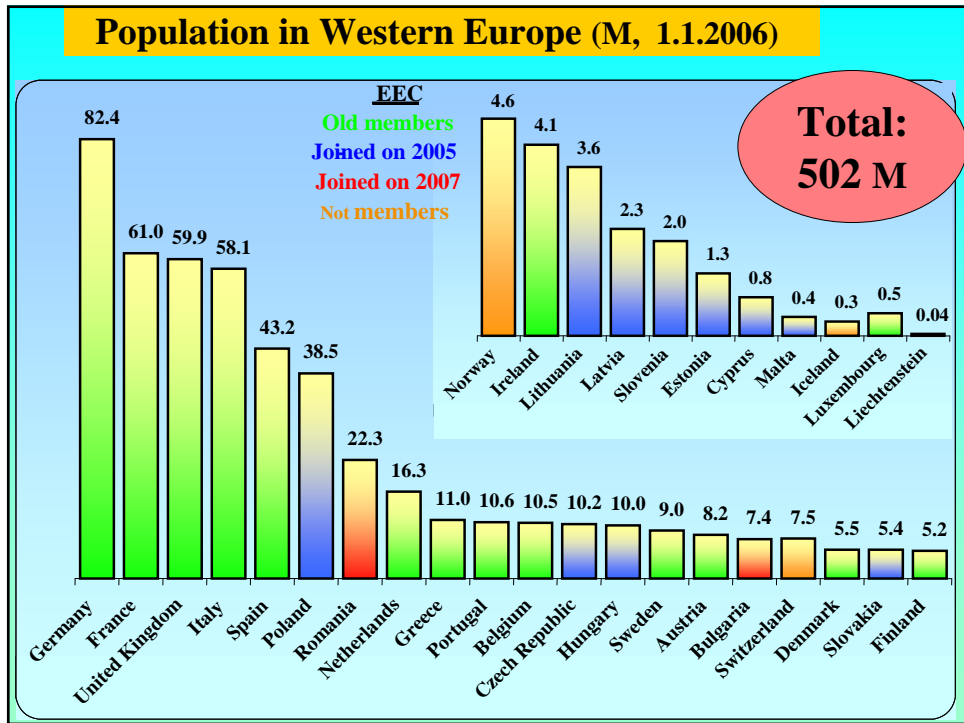
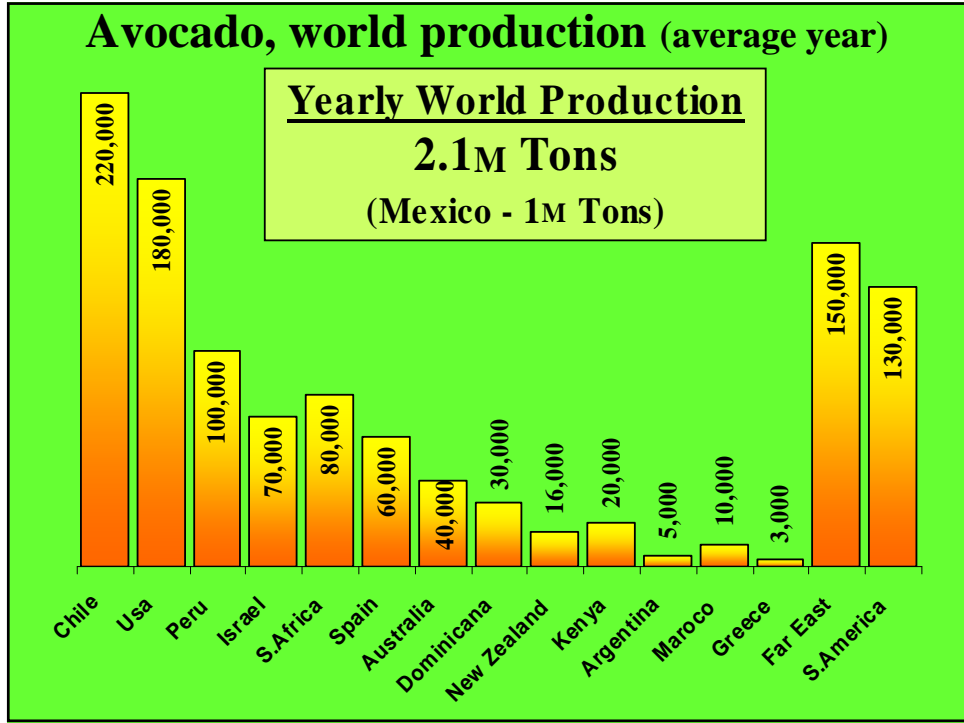
The market grew up from its zero point to over 250,000 tons on the last year.

In between there was a decade of 'no growth' with up and down symptom. Demands could not be developed seriously due to jumps of the supply with no real increase tendency.

The last 2-3 years followed by the coming years may break this past syndrome and bring more stability, or even growth, to the European market.

Part of the change is gained by having more supplying sources, where a shortage in one end may be covered by some other ends. From being 2-3 dominant suppliers in the far past there are more than 10 supplying countries nowadays. Most of the new sources are South American countries.

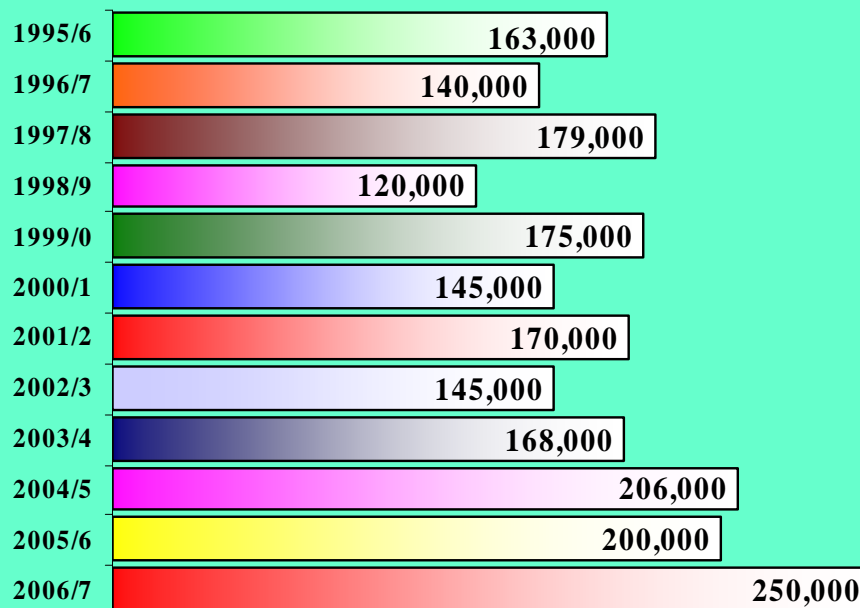
By comparing the huge growth of the American Market with the unbalanced European Markets, one may find a space and real potential for developments in Europe.



Potential (Target) Population

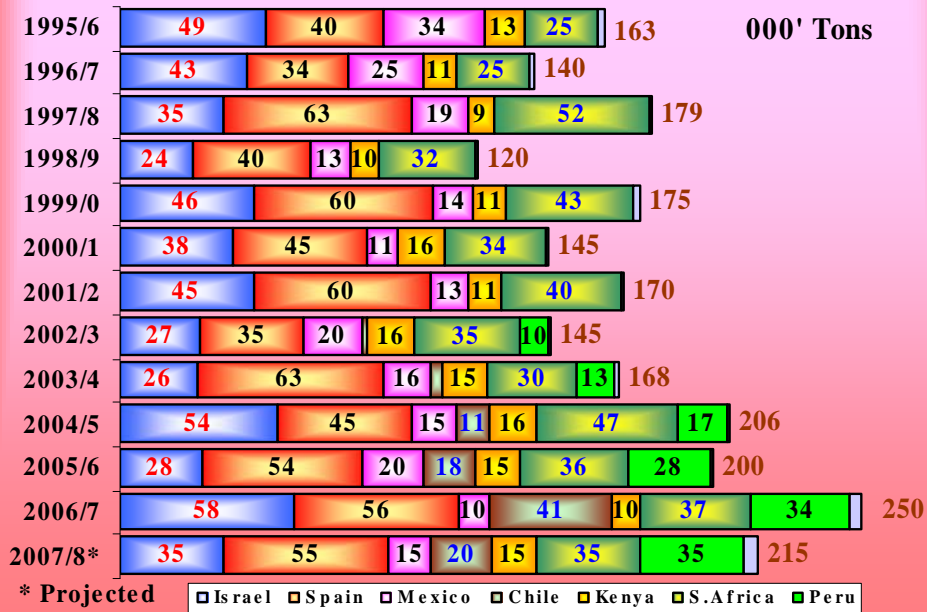
+/- 500 Millions
in the EEC and Surrounding
+
Around 300 Millions
in former USSR & Yugoslavia

Avocado – Yearly volume in Europe (Tons) (1.9 – 31.8)

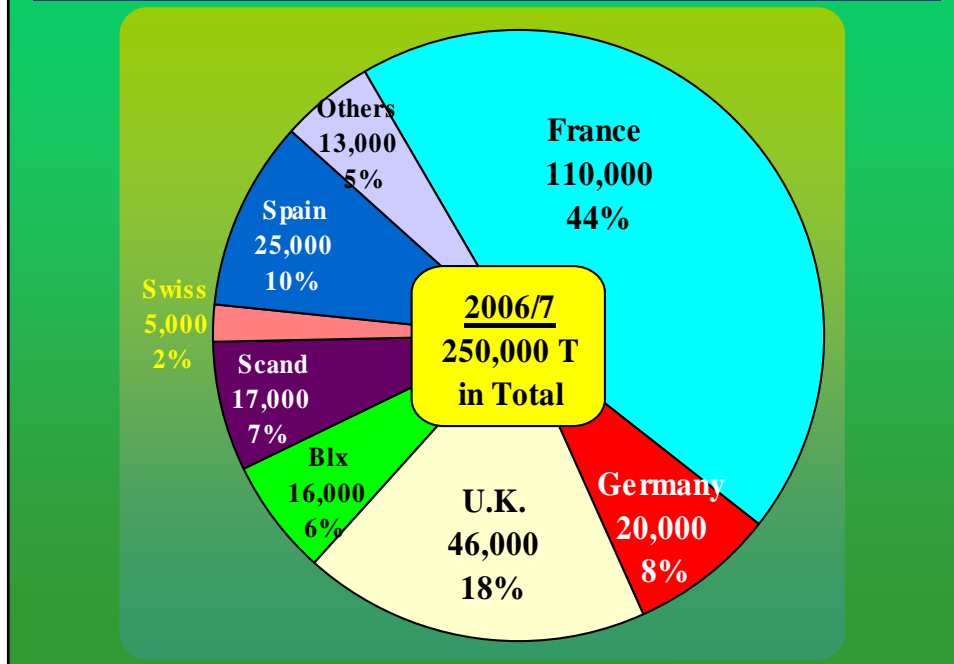


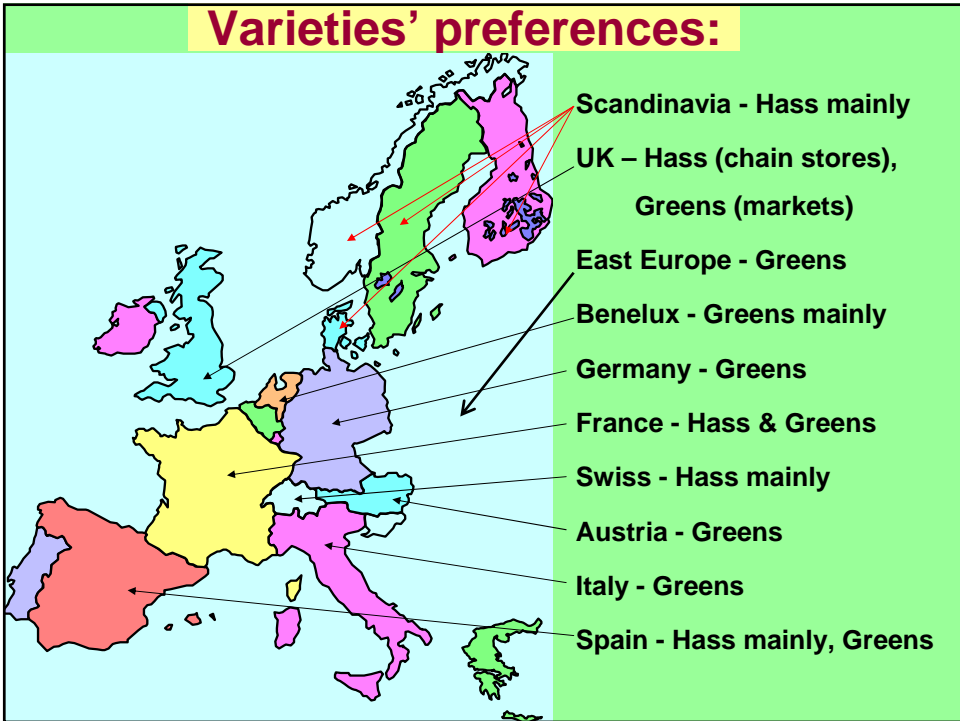
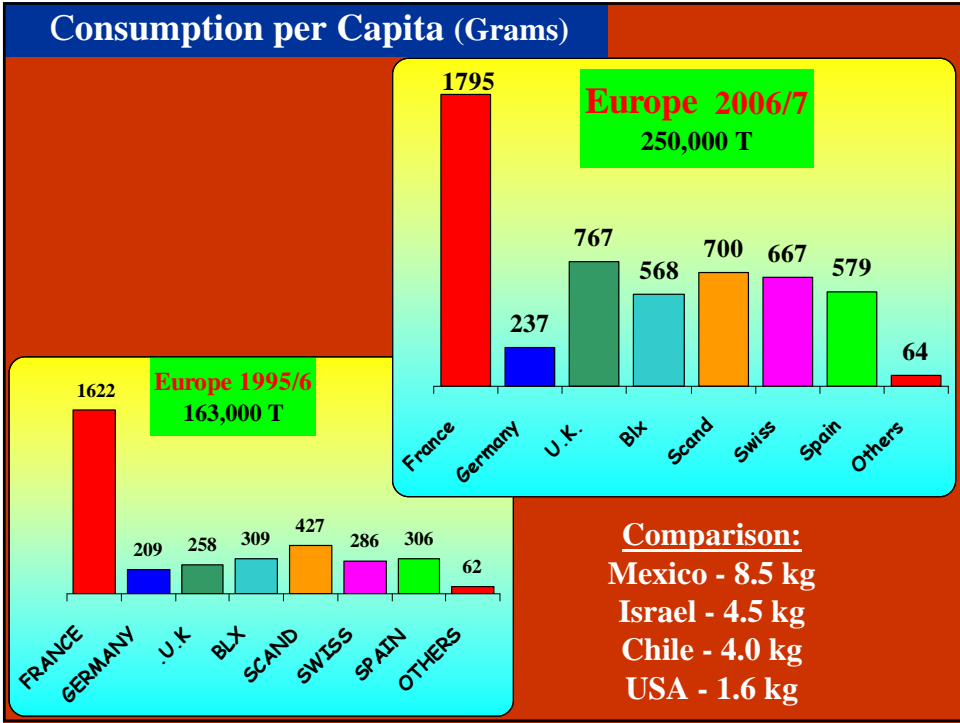
Europe - yearly supply by producing countries

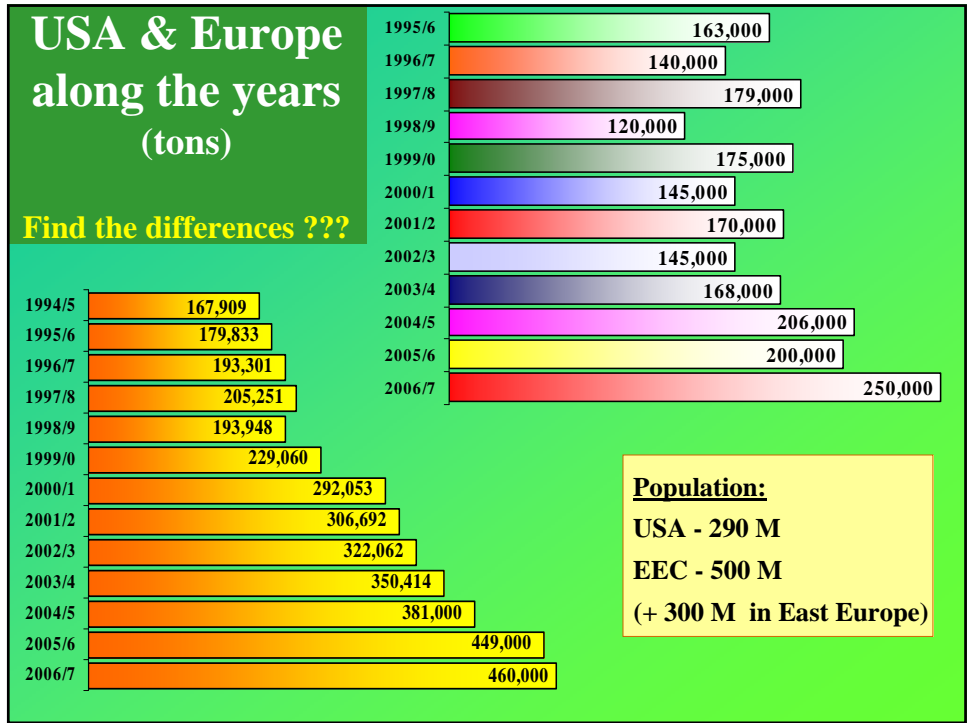
(000' Tons. 1.9 - 31.8)



Estimated Consumption by Countries (Tons + %)







Prospect for the future

Stipulations for further development:

1. [Permanent modest increased supply](#)
2. Pedantic qualities and standards
3. Certainty regarding the inner quality
4. Education of new populations/niches/countries
5. New attractive use
6. Prepared or ready-to-eat avocado
7. Matching varieties/sizes to consumers
8. Marketing & Promotion activities

Avocado in Europe – 7 reasons to be optimistic:

- **Good and healthy product**
- **Avocado already has a tradition**
- **Existing all year around**
- **Unlimited horizon (chance for growth):**
 - Low consumption**
 - Low penetration in most countries**
- **More experienced population**
- **Growth in population (more EEC members)**
- **Advanced co-operation between suppliers**

Conclusion regarding Europe:

Again, and again, and again...

**As far as supply will
grow up steadily...**

**The sky is
the limit**

**(and prices should not be
automatically harmed)**



**Thanks for
your
attention**

