

THE AVOCADO INDUSTRY IN CHILE AND THE CHILEAN AVOCADO COMMITTEE

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The success in the development of an industry mainly aiming at exports is generated by the will of associativity from people and companies that are part of it, which allows carrying out important projects both abroad and in Chile. Higher associativity with clear objectives allows a greater development of the industry in question.

The Chilean Avocado Committee, as a trade association that gathers around 80% of the exportable supply of Chile, has the main objective of developing markets through publicity and promotion. In addition, it must be responsible of taking care of quality issues that allow the industry having a prestigious product in the destination markets and finally it must pay attention to trade issues that may affect it.

This presentation intends to show a summary of the path covered by the Avocado Committee over the last 3 years, comment the projects in which it has been involved and evaluate the results in terms of quality and quantity.

The good image of Chilean avocados in the markets and the increasing diversification of exports to these markets allow us to consider the Committee's work as successful, which means a greater responsibility regarding the future actions to follow the same path.