

AVOCADO INDUSTRY IN SPAIN

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- Forecast of 2007/08 Campaign
 - 55.000 Ton (20% Greenskins)
- Review of 2006/07 Campaign
 - 40.000 Ton (25% Greenskins)
 - End of campaign at the end of May. Volumes until early May.
- Spanish market situation
 - Tendency of selling pre-ripen fruit, although not spread
- Promotional campaigns
 - Hass Avocado, “the fruit of the heart” (www.lafrutadelcorazon.com)
 - Spain / Chile
 - Impact on the media and the industry