ROLE OF CHILEAN AVOCADO IMPORTERS ASSOCIATION IN THE PROMOTION OF CHILEAN AVOCADOS IN THE UNITED STATES AND EXPERIENCES THAT MAY BE USED TO COMPLETE AND ENHANCE THE VIEW ON AVOCADO CHARACTERISTICS AND ITS CONSUMPTION WORDLWIDE

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The Chilean Avocado Importers Association (CAIA) was established in December 2002. The CAIA has the objective of increasing the consumption of Chilean Hass avocados in the United States through different ways of promotion, carried out during the export window that Chile has in relation to the US, during the fall and winter months of the Northern hemisphere.

The presentation will be focused on aspects of the CAIA; the central role for the associations of importers that the Hass Avocado Committee played to establish the necessary regulatory framework during the regulatory process carried out by Department of Agriculture to set up the federal program for the promotion of Hass avocado in the US. This presentation will also include the several promotion tactics, which have been used by the CAIA; these have been unique within this category, being the first association to have TV spots in English and Spanish to promote the Hass avocado in the American market, the first one to have a specific program for Latin consumers in the US and a specific program for the so-called Club Stores, etc. Different experiences will be shared in order to help completing and increasing the global consumption of this variety and making it more known; the multilateral elimination of tariffs on avocado; and the establishment of an interactive platform that would have the fundamental objective of organizing the current information globally exchanged among the different associations of avocado growers, exporters and importers.