

## ARGENTINE AVOCADOS: TRADE AND FUTURE PERSPECTIVES

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The production of avocados in Argentina has limited recognition in the international market, because of their small volume and short commercialization period. This short period competes with avocado-producing countries such as Peru, Spain and South Africa, which have a greater productive and commercial significance. This situation causes a short period of export to Europe and frequently at prices lower than the common prices registered in the annual average of those consumption markets.

It evolved from 1998 from an area of 1,206 ha, with a production of 7,236 tons to a projected area of 3,184 ha (2.64% increase) for 2009 with an estimated production of 25,472 tons (3.52% increase) Therefore, the consolidation of the domestic market is a fundamental premise, in the commercial organisation of producers and marketers, in the search of new market niches and in the increase of domestic consumption per capita.

The promotional activities carried out some years ago by an important producing company gradually disappeared when a significant number of small and medium-sized producers entered the market. These producers offer the domestic market products discarded for export, without following the patterns established, in volumes that devalue the prices to very low values.

In conclusion the Argentine avocado production requires a structure and commercial organization that generates the following: 1. Promotional Campaigns for higher domestic avocado consumption 2. Consolidation of regional markets 3: Association of small and medium-sized producers as a tool to reach markets overseas with high-quality products able to compete with those from other countries having better volume offers.