

## COMPETITIVENESS INDICATORS OF THE CHILEAN AVOCADO-EXPORTING INDUSTRY

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The world avocado production destined for export corresponds to 20%, which represents 930 million US dollars per 655 thousand ton. The market dynamism is demonstrated through 17% growth in 2001-2005 and by unit value which grew by a rate of 4% during this period. In order to evaluate the competitiveness of the export business for 20 countries, the following quantitative indicators were estimated for the period 2000-2004: Relative Balance of Trade (relation between the balance of trade and the sum of exports and imports); the Index of Traceability which relates net exports in volume with the apparent consumption; the Extent of Export Performance, as quotient between the exports of a country with respect to its apparent consumption; the Penetration of imports (imports from a country with regard to its apparent consumption). By their Positioning (growth rate of annual exports) and the Efficiency (annual growth rate of the participation of avocado exports, in total world exports, the Insertion to the International Market was evaluated. It is concluded that Chile is highly competitive in the business of avocado export; its imports are marginal, coinciding with its condition of net exporter and self supplier. However, Peru is an exporter with better insertion and position than Chile in the industry; whereas South Africa is in "retiring process" and Mexico is not efficient at maintaining a constant participation in the world market.