

AVOHQ.COM: THE VALUE OF AVOCADO MARKET INFORMATION IN THE UNITED STATES

J. L. Obregon,

Managing Director Information Technology/ Hass Avocado Board 38 Discovery, Irvine California
USA jobregon@avohq.com

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Unprecedented in the produce industry, avoHQ.com is designed to collect, track, synthesize and disseminate all information relevant to domestic and international Hass avocado production, distribution and sales in the United States.

At the touch of a button, avoHQ.com links more than 100 packers and 20,000 domestic and foreign avocado producers from five HAB member regions, which include the United States, Mexico, Chile, Dominican Republic and New Zealand. The site currently provides instant, 24-hour access to critical real-time market data and serves as a virtual clearinghouse of information on every critical business decision point related to the avocado industry. The data collection process includes information from every supplier to the U.S. in a number of formats, which are then compiled and shared with the industry.

AvoHQ.com has been instrumental in the development of the U.S. avocado market, which reached one billion pounds of avocados in the 2005-06 season. Its key features include:

- **Volume Information**
- **Market Information**
- **Avocado Association Marketing Plans**

Redesigned in 2006 two years after its launch, avoHQ.com continues to lead the way in global communication, enhancing users' online experience with an expanded layout design, easier-to-use navigation and more detailed market data.

In 2006, registrations on avoHQ.com increased nearly 70% reaching over 2,100 registered users from various countries.

AvoHQ.com is operated out of a state-of-the-art Network Marketing Center at HAB's headquarters in Irvine, California.

