

EXPORT STRATEGIES OF ORGANIC AVOCADO (FROM MICHOACAN) TO THE FRENCH MARKET

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Over the last years, the international markets have shown a tendency towards the consumption of food with better quality and free of chemical substances (organic food or organic products). Therefore, the demand for organic products has increased considerably with 30 billion dollars in sales, representing 2.5% of total sales of the food industry. The demand is mainly located in the European Union (45% of world sales), and within this market Germany, England and France are the main consumers of organic products.

The purposes of this research are: 1) to analyze the organic food French market; and 2) to demonstrate the insertion viability of Michoacan organic avocado in the French market (consolidated in the consumption of conventional avocado). Questionnaires were elaborated and applied to thirty-four inhabitants of Montpellier in the Languedoc-Rosellón region (south of France) with base on the marketing variables product, price and place. The results show the acceptance of Michoacan organic avocado among the inhabitants of such region (94% is interested in acquire it). Therefore, the fundamental strategy elements for the insertion of the product are here presented.