



# Global Vision of Peruvian Hass Avocado 2022

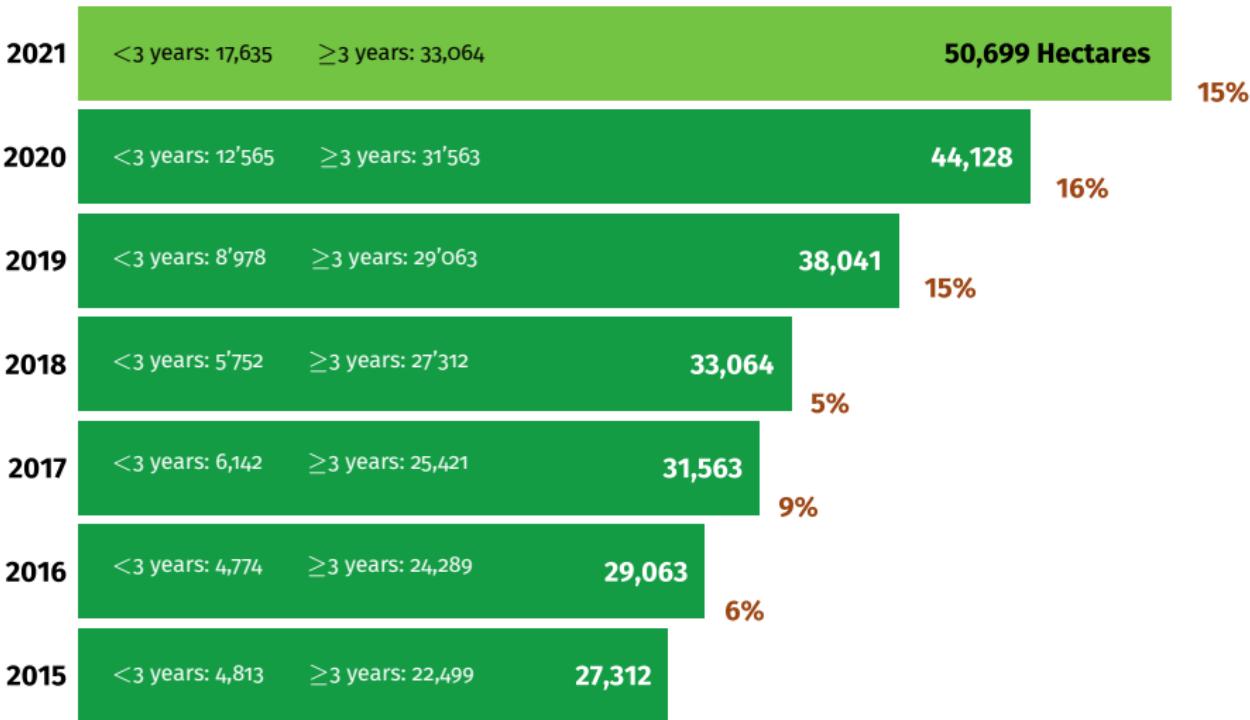
Juan Carlos Paredes

May 2022



# Hass avocado hectares

2015 - 2021



# Hass avocado hectares

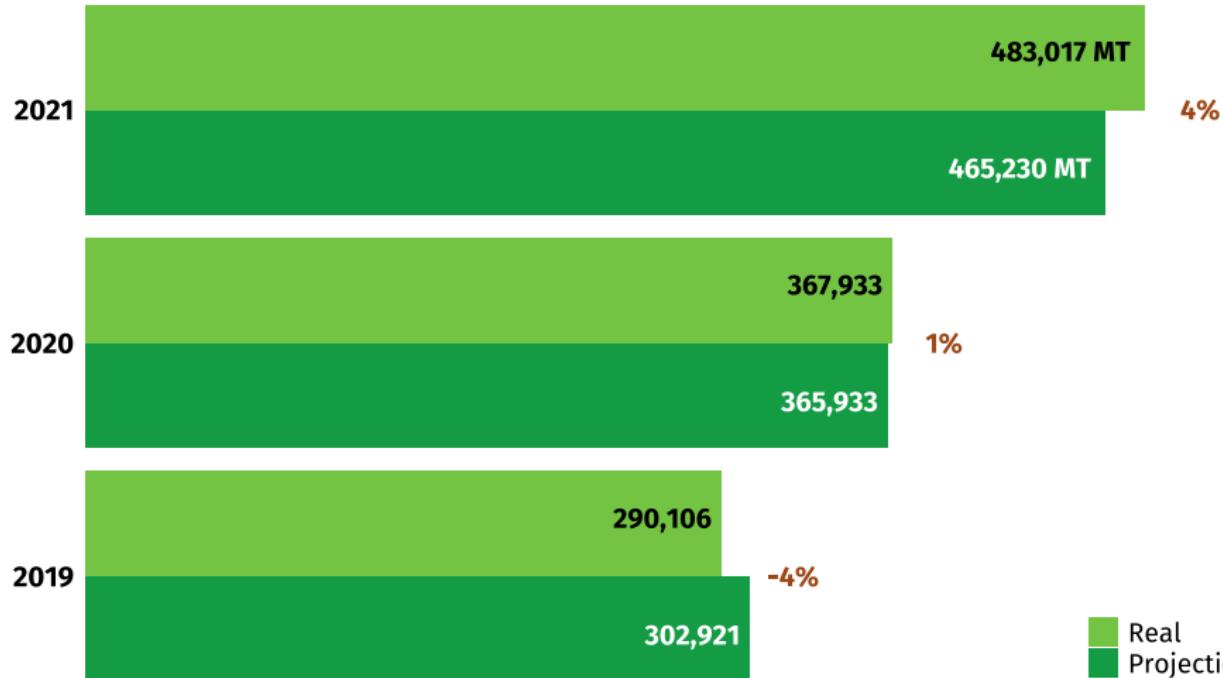
2021



	2018	2021	% 2018 - 2021	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
La Libertad	9,721	14,138	↑ 45%		X	X	X	X			
Lima	6,394	9,414	↑ 47%		X	X	X	X	X	X	
Lambayeque	6,896	8,448	↑ 23%		X	X	X	X			
Ica	4,632	8,530	↑ 84%		X	X	X	X	X	X	
Ancash	2,820	3,776	↑ 34%		X	X	X	X	X	X	
Ayacucho	591	1,663	↑ 181%		X	X	X				
Arequipa	696	1,154	↑ 66%		X	X	X			X	X
Cusco	172	744	↑ 332%		X	X	X	X			
Piura	354	298	↓ -16%		X	X	X				
Huancavelica	339	1,144	↑ 238%		X	X	X				
Otros	449	1,390	↑ 209%								
Total	33,064	50,699	↑ 53%								

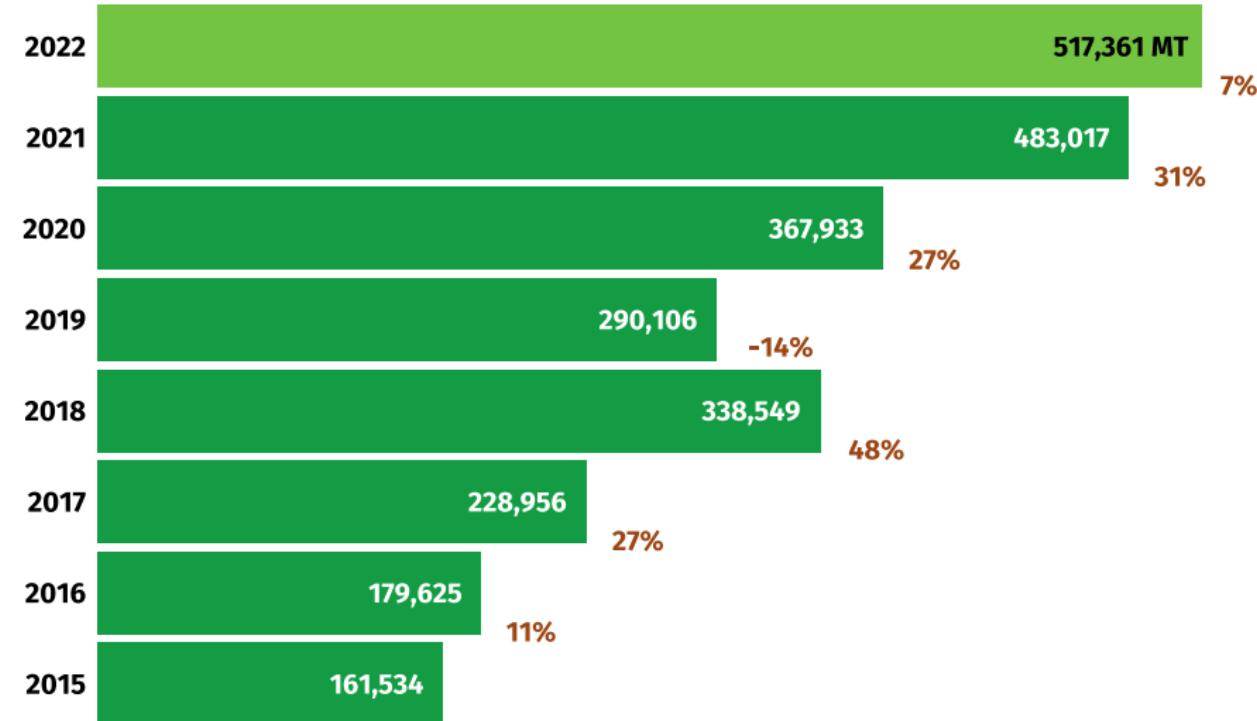
# Projection Vs Real

2019 - 2021



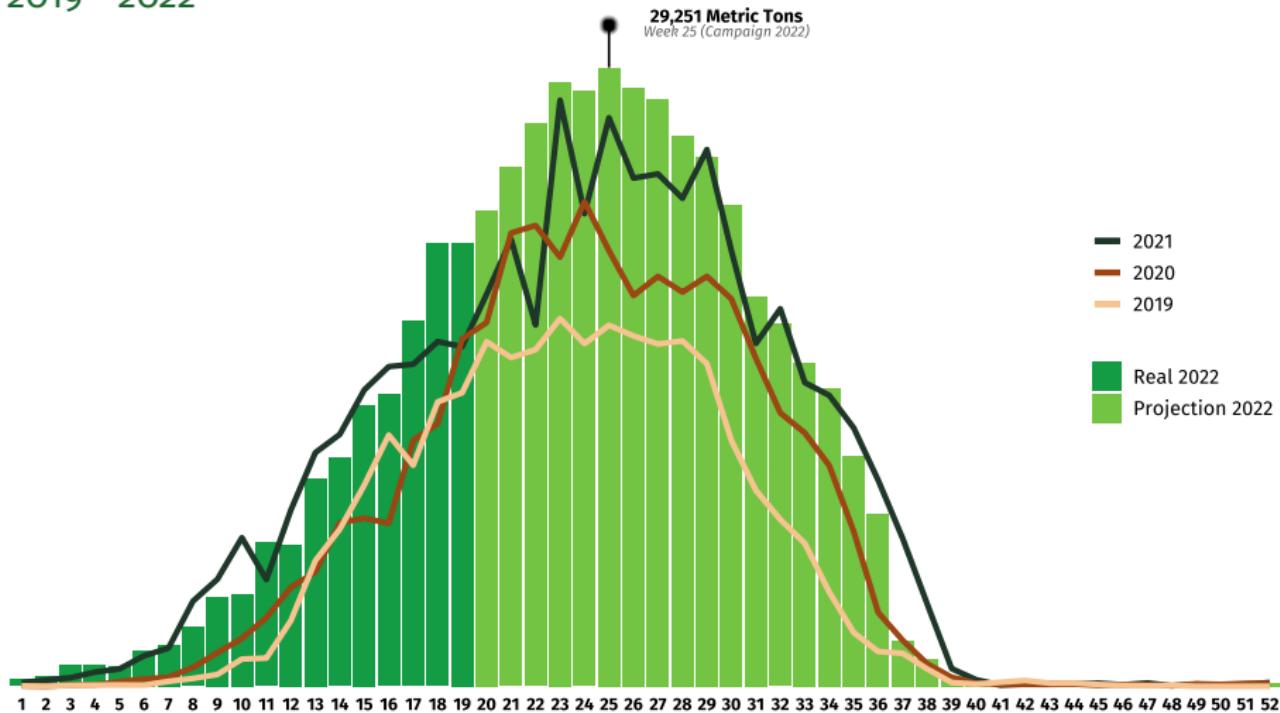
# Hass avocado export

2015 - 2022



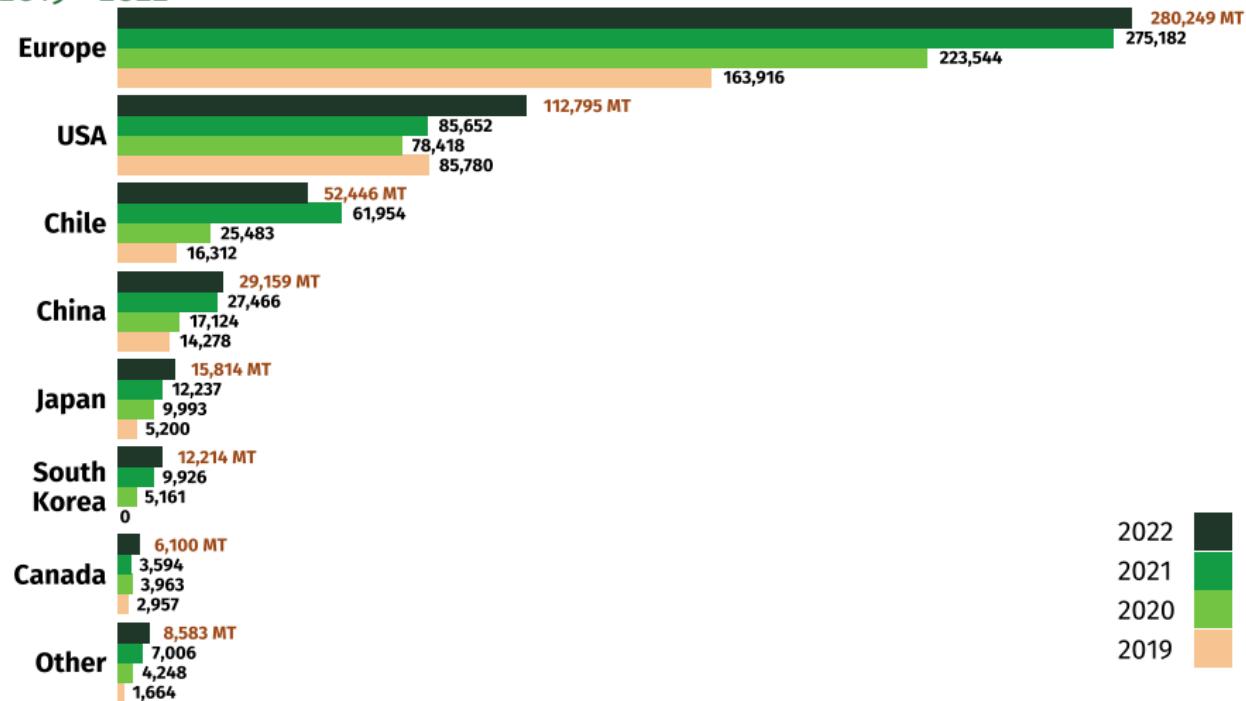
# Hass avocado export per week

2019 - 2022



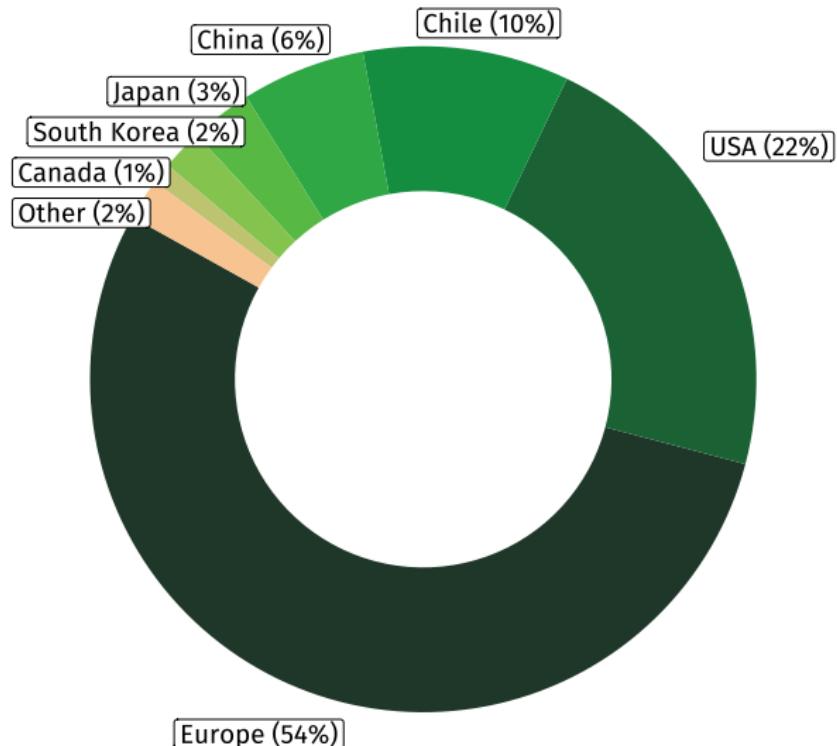
# Hass avocado export by destination

2019 - 2022



# Hass avocado export by destination %

2022

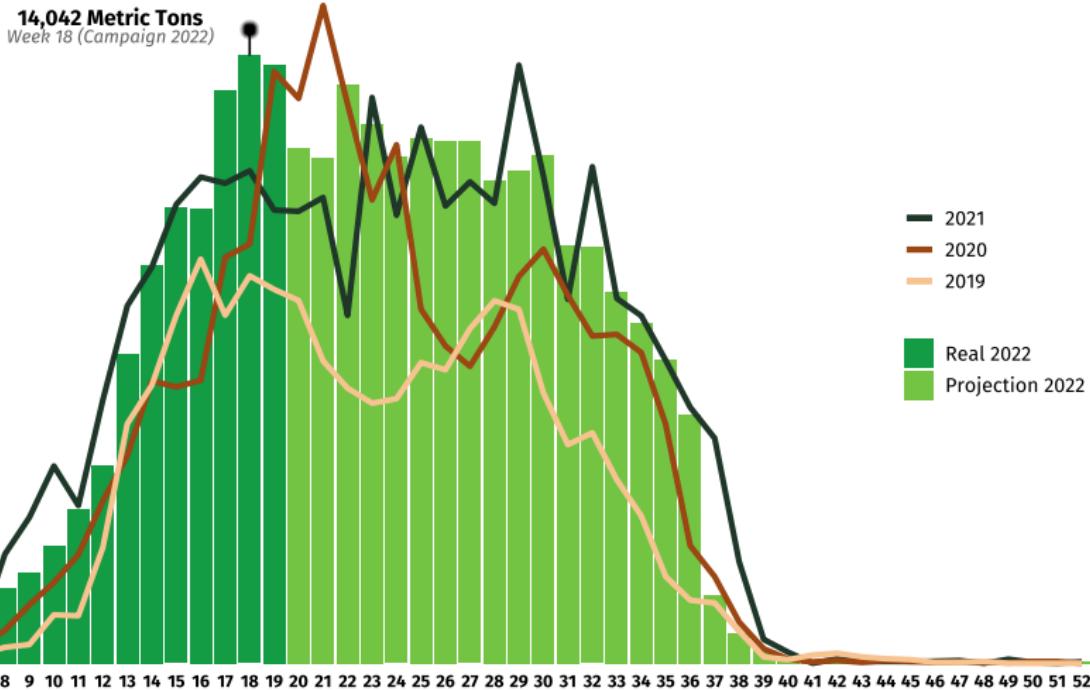


The background of the image features a dark, textured surface with several overlapping circles in various shades of green, lime green, orange, and black. These circles are arranged in a loose, organic pattern, creating a sense of depth and movement.

**EUROPE**

# Hass avocado export to Europe per week

2019 - 2022



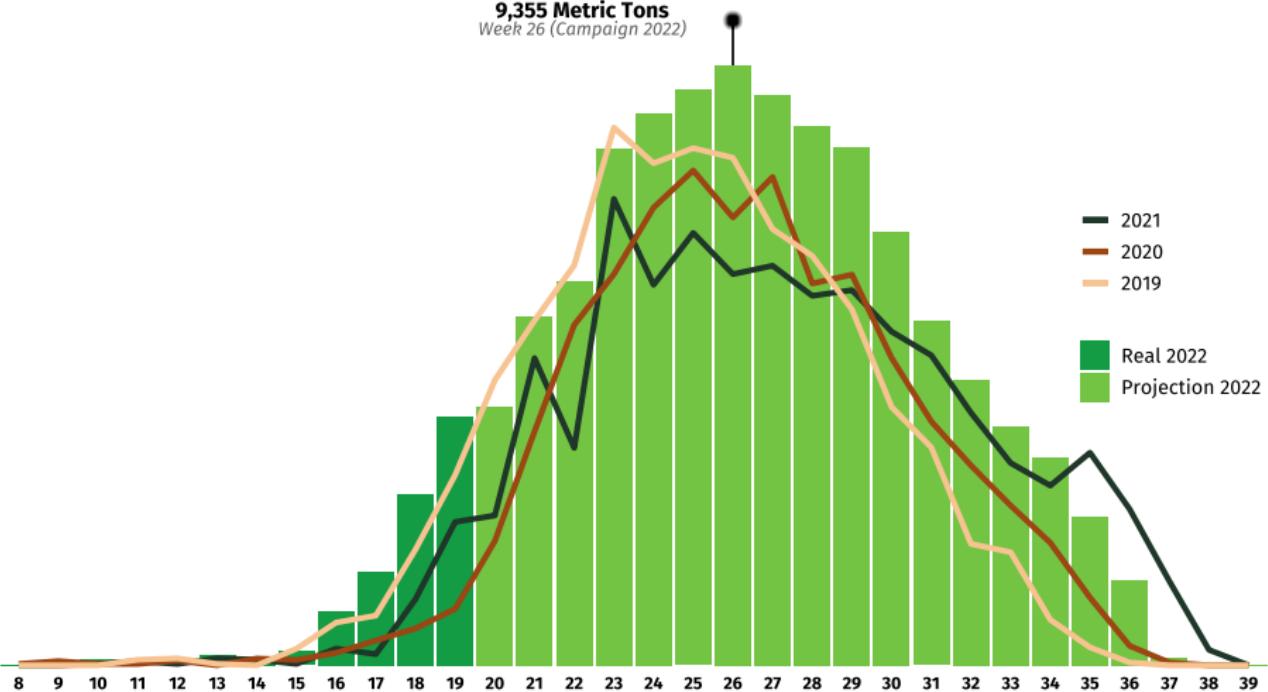


**USA**

# Hass avocado export to USA per week

2019 - 2022

9,355 Metric Tons  
Week 26 (Campaign 2022)

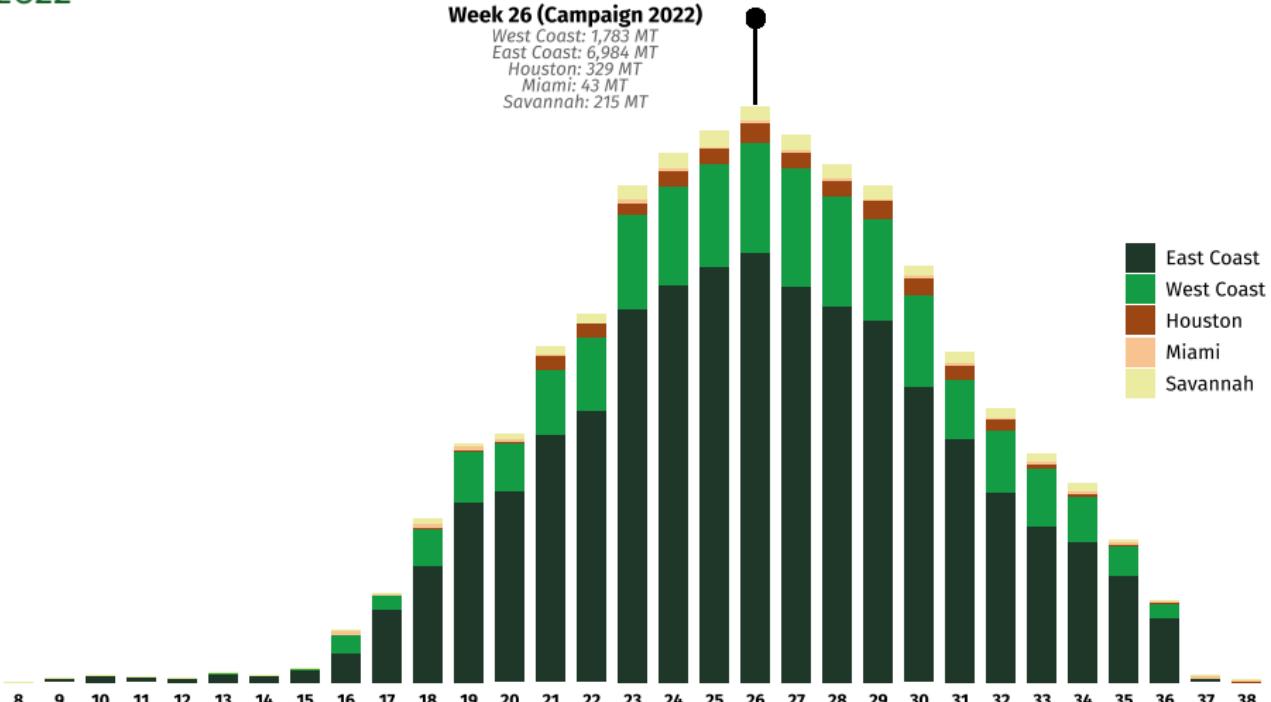


# Hass avocado export to USA by arrival coast

2022

Week 26 (Campaign 2022)

West Coast: 1,783 MT  
East Coast: 6,984 MT  
Houston: 329 MT  
Miami: 43 MT  
Savannah: 215 MT



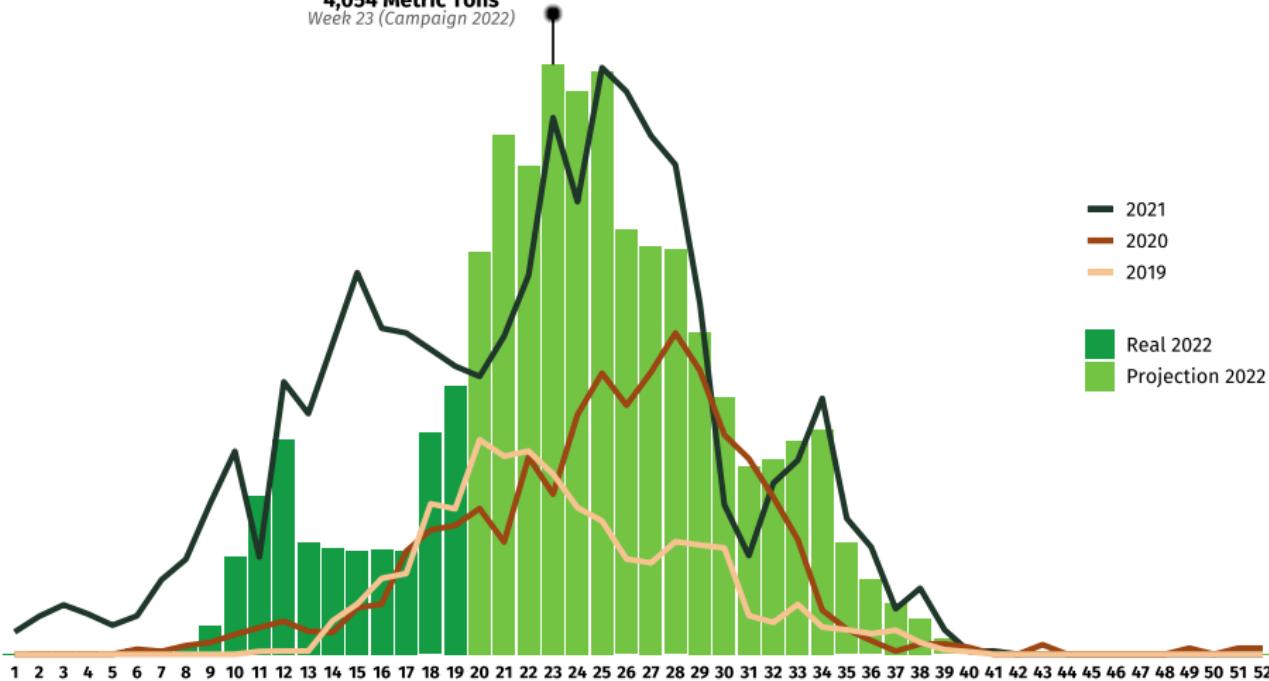


**CHILE**

# Hass avocado export to Chile per week

2019 - 2022

4,054 Metric Tons  
Week 23 (Campaign 2022)

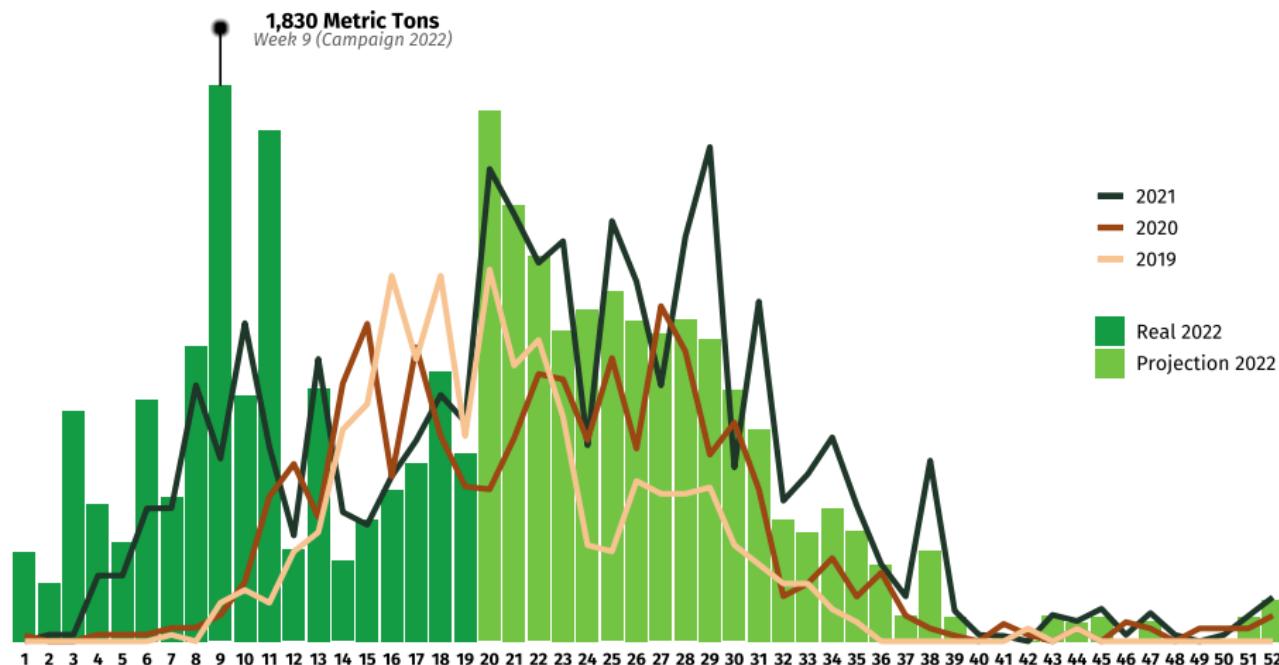


The background features a minimalist abstract design composed of overlapping circles in various sizes and colors. The colors used are dark forest green, lime green, orange, and black. These circles overlap in a way that suggests depth, with some appearing in the foreground and others receding into the background.

**CHINA**

# Hass avocado export to China per week

2019 - 2022





**JAPAN**

# Hass avocado export to Japan per week

2019 - 2022

1,275 Metric Tons  
Week 25 (Campaign 2022)

- 2021
- 2020
- 2019
- Real 2022
- Projection 2022

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52

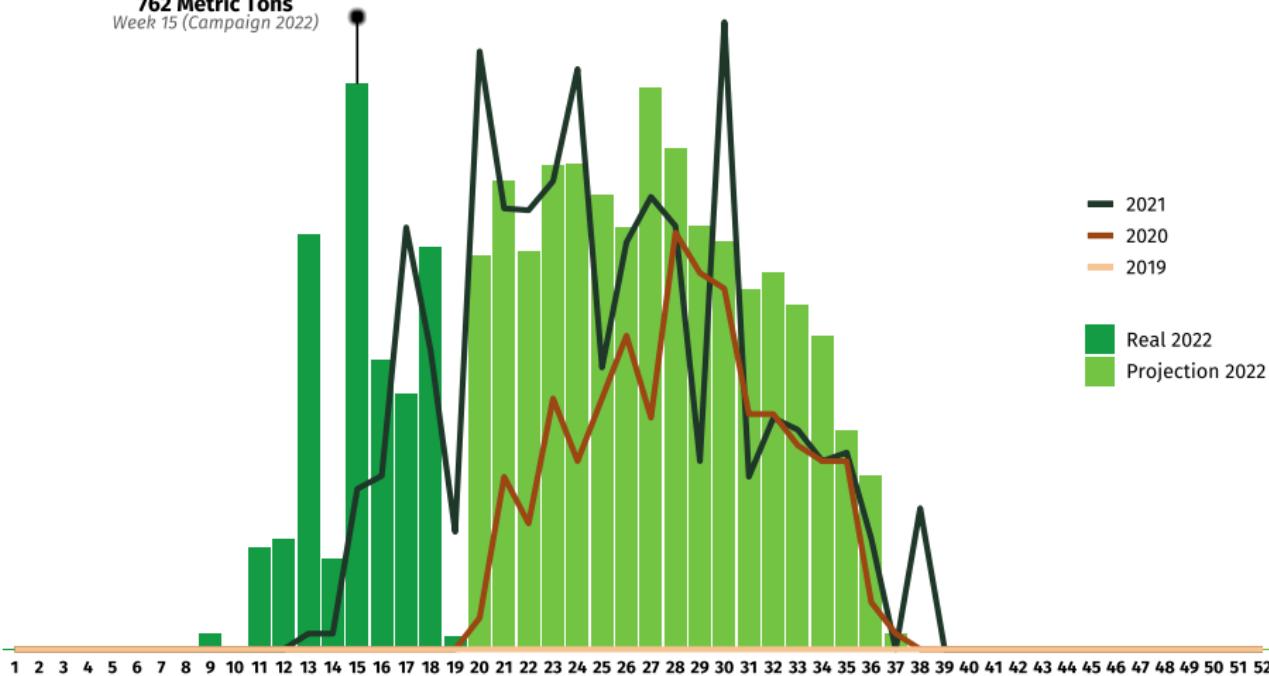


**SOUTH KOREA**

# Hass avocado export to South Korea per week

2019 - 2022

762 Metric Tons  
Week 15 (Campaign 2022)



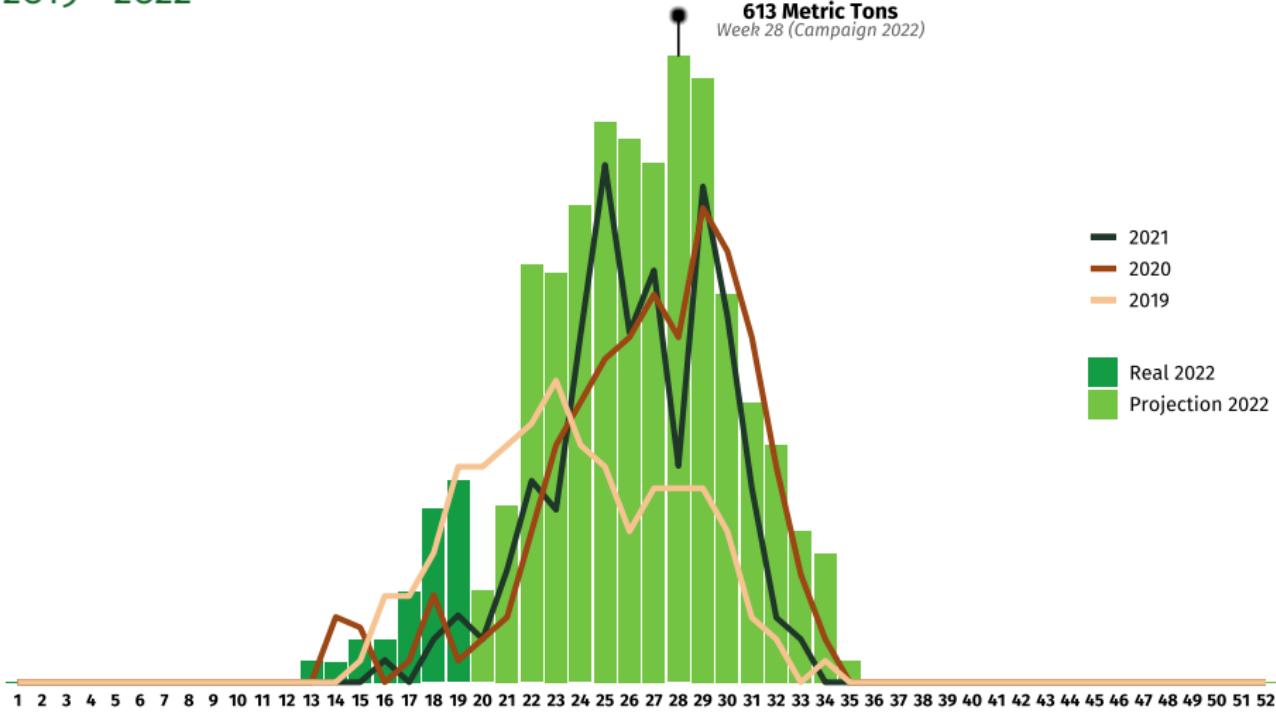


**CANADA**

# Hass avocado export to Canada per week

2019 - 2022

613 Metric Tons  
Week 28 (Campaign 2022)



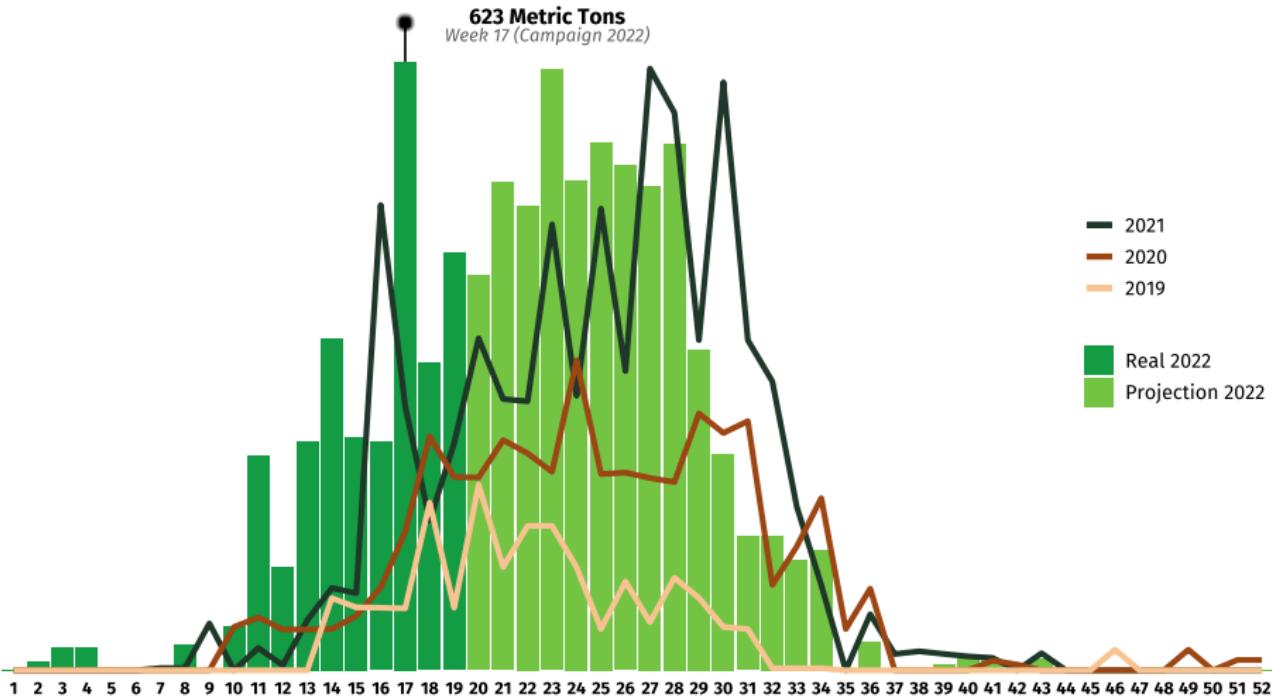


**OTHER**

# Hass avocado export to Other per week

2019 - 2022

623 Metric Tons  
Week 17 (Campaign 2022)



# MARKET ACCESS

# Market access

- Peru can export Hass avocado to the following markets:



# Market access

- Peru pursues the opening of the following markets:





**SUSTAINABILITY**



# Sustainability

- From the social point of view, the whole Peruvian agroindustry, especially avocado industry, has been working on environmental, social and labor sustainability plans which puts them at the forefront worldwide in all these aspects.
- Regarding water management, ProHass members have been working in some Peruvian departments such as Ica and Lambayeque on the issue of water sustainability not only for the companies' crops but also for the use and consumption of drinking water and wastewater treatment, all in accordance with AWS regulations (Alliance for Water Stewardship).
- In the labor field, known as formal Agroexport industry, in addition to the Peruvian law, is certified with others such as SA8000, which is the standard of excellent in labor relations.

# Fruit quality

- We have more and more producers trained and aware of the need to achieve an appropriate dry matter content in their crop.

In addition to the work done by SENASA, ProHass is establishing a manual of good practices on crop management and its postharvest in order to give a seal of quality or conformity, which guarantees that we provide fruits with the necessary standards of excellence.





## Challenges

- Being able to supply the U.S market for more weeks throughout the year, achieving consumers confidence with good quality and dry matter, make the Peruvian avocado more popular in Asian market by participant in promotional campaigns with big importers.
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