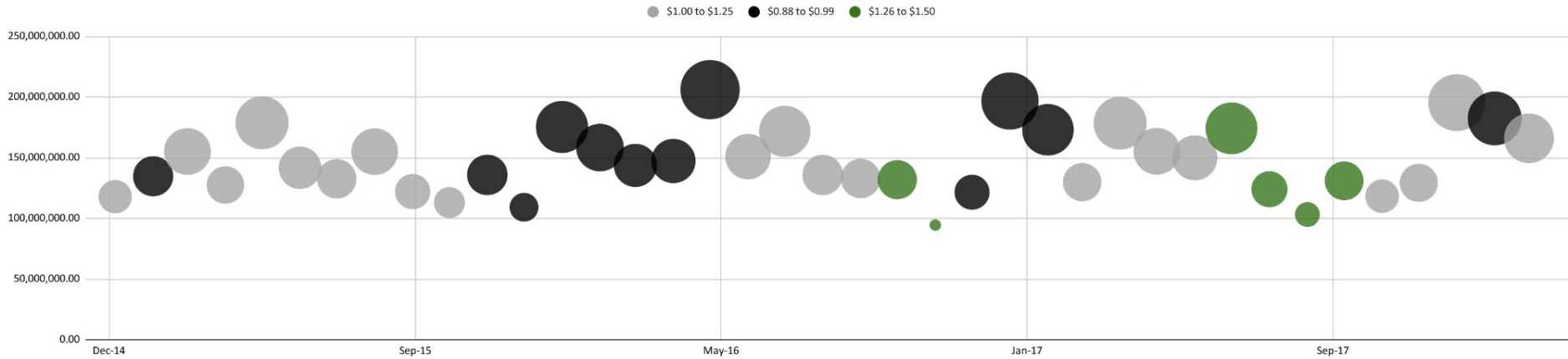


# Avocado Demand in the United States



## Sources

Carman, H.F., "The Story Behind Avocados' Rise to Prominence in the United States." ARE Update 22(5) (2019): 9–11.  
University of California Giannini Foundation of Agricultural Economics.  
Hass Avocado Board  
California Avocado Commission

## U.S Consumption

Avocados per capita  
1.1 pounds in 1994  
4 pounds in 2011  
8 pounds in 2018.

## Weight

Average Avocado  
6 ounces

## 1997

California Avocado Commission launches a marketing and educational commission to change the Avocado's bad image as being high in fat and unhealthy

## 2000

Farmers wanting improved Avocado marketing in the U.S. lobby to pass and the Hass Avocado Promotion, Research and Information Act establishes the Hass Avocado Board (HAB).

## 2016

The seasonal marketing pattern changes significantly for California Avocados