

## Mexico exported more avocado than expected for the Super Bowl

The Super Bowl was once again a great opportunity for producers and packers of avocados from Michoacán to showcase the work they conduct on a daily basis.

The Association of Producers, Packers, and Exporters of Avocado of Mexico (APEAM) is proud to belong to this successful agricultural sector, thanks to the continuous effort that our producers and packers do to be trained to achieve a quality fruit and to bet on innovation and technology to get a better and intense production.

According to the record of the Integrated Avocado Harvest System (SICOA), Mexico shipped a total of 121,908 tons of avocado to the USA for the Super Bowl, a volume that was higher than expected.

This historical growth responds, on the one hand, to the effort and responsibility of producers and packers to offer a high quality avocado for the benefit of consumers by complying with international safety standards, as well as to the social commitment to all and each of the members of the value and production chain of the avocado industry in Michoacan.

Thanks to the fulfillment of the export work plan, phytosanitary laws and regulation, Michoacan is able to export its avocado production to:

- The United States,
- Canada,
- 12 countries in Asia (including Japan and China),
- 5 countries in Central and South America (including Argentina and Chile) and
- 13 countries in Europe.

The APEAM congratulates producers and packers who have, once again, shown the world that Michoacan and Mexico's effort and unity resulted in a historic harvest of a unique world-class fruit.

Lien article : <https://www.freshplaza.com/article/9071178/mexico-exported-more-avocado-than-expected-for-the-super-bowl/>

