

Mexican avocado exports rise sharply to Canada, China and Japan

Mexico notched strong increases in avocado exports to Canada, China and Japan last year, as the industry continues to diversify its markets.

In addition, the industry recently launched a new TV commercial in Japan, where Mexico is the largest avocado supply by far.

The Association of Producers, Exporters and Packers of Avocados from Mexico (APEAM) said that, comparing 2018 data to 2017, exports to Canada rose by 22% from 60,877 metric tons (MT) to 74,358MT.

To Japan, they rose by 15% from 46,200MT to 53,100MT, while to China, they increased by a little over double from 6,298MT to 13,750MT.

Mexican avocados now account for around 85% of imports to Japan, APEAM said.

Commercial in Japan

APEAM hosted a press conference at the Mexican Embassy in Japan on Feb. 7 to launch its latest commercial.

The association's president, Gabriel Villaseñor, spoke to Japanese reporters and importers over a video call to explain the success Mexican avocados were seeing both in Japan and in the world in general.

A special recipe was also presented by Japanese chef Mokomichi Hayami, Avocados from Mexico's brand ambassador in the country.

Lien du spot publicitaire : <https://www.youtube.com/watch?v=pXKLvewezSq>

Lien article : <https://www.freshfruitportal.com/news/2019/02/15/mexican-avocado-exports-rise-sharply-to-canada-china-and-japan/>

