

## Large investments in Spain to boost avocado consumption

The global avocado production in 2018 was already record-breaking, but the World Avocado Organization (WAO) again predicts an ON year for all producing countries in 2020, and the prospect is that new records will be broken.

Avocado consumption in the European Union grew by 35% in 2018, with about 650,000 tons sold, according to the WAO, which recently organized a press meeting in Malaga, Spain. This non-profit organization expects avocado sales to reach 750,000 tons by 2020 and to exceed 1,000,000 tons by 2021. Although these consumption figures are still low compared to those in the North American market, the entity believes that the EU could equal them within 8 years.

Spain, which has managed to produce approximately 55,000 tons of avocados in the campaign that is now coming to an end, has a per capita consumption of around 1 kg; half that of France and the United Kingdom, and 3 times lower than in Scandinavian countries like Norway and Denmark. In order to give avocado consumption a boost in the Spanish market, the WAO will invest 1 million Euro in actions at large retailers. The aim is to match the level of French consumers.

"We hope that Spain can become a great consumer of avocados," said Xavier Equihua, president of the WAO. "Spaniards tend to be conservative with their shopping list. Our goal is to introduce avocados in the Mediterranean diet. The fruit is the trendiest agricultural product; in fact, it is the most popular one on Instagram. Its consumption is growing because it is a delicious, healthy and versatile food product," he said.

Founded in 2016, the WAO brings 9 avocado producing countries together (Mexico, Peru, the United States, Colombia, South Africa, Zimbabwe, Mozambique, Tanzania and Spain) and also acts as representative for several trading countries, such as The Netherlands,





Belgium, France, the United Kingdom, Norway and Sweden. For now, it aims to promote the consumption of this fruit at a generic level.

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