

Colombia plans to be the second-largest avocado producer by 2040

Avocado is becoming the flagship product of Colombian agriculture. After years of effort from government entities and companies that produce this product, Colombia expects to become the world's second-largest avo producer by 2040.

Colombia's rapid growth is due to an important foreign investment in the agricultural sector, through new products such as avocado and exotic fruits. Having land available at affordable prices, the absence of seasonal extremes, plus having access to two oceans, are just some of the advantages that make the country stand out from other investment options in South America. According to ProColombia's avocado study of September 2019, some examples of foreign investment success in the country are Green Fruit Avocado, Camposol, Rans, and Westfalia Fruit Colombia.

Green Fruit Avocado is an American company that currently supplies its produce from Mexico and Colombia. This organization expects to close 2019 by having invested in the country more than one million dollars when the planting of the crops is finished. ProColombia says it will invest the money in approximately 300 hectares to plant avocado in the towns of Trujillo and Bolivar in the department of Valle del Cauca.

On the other hand, there is the Peruvian company Camposol. This company has invested in producing areas that still have a greater growth space such as Quindio. By doing so, they hope to complement their offer of avocados to the international market, which they grow in Peru, thus becoming one of the most stocked producers. "The goal of the Peruvian company will be to produce around 40,000 tons of avocado in Colombian territory by 2025," according to ProColombia's study.

In 2017 the Korean company Rans arrived in Colombia in order to invest in agriculture. At first, they opened an office in Bogota and bought machinery to produce avocado and exotic fruits for export to



send these products to the Korean and Japanese markets. According to ProColombia, 60% of the company's production will be of Hass avocado and the remaining 40% of exotic fruits, such as gulupa, granadilla, lulo, pitahaya, and cape gooseberry, among others.

Finally, the South African-Chilean company Westfalia Fruit Colombia was one of the most popular in 2019 since it started the year by opening its second packing-house in Sonson, Antioquia. Currently, the company owns 300 hectares where it grows its crops. In addition, it markets avocado from more than 140 producers in the country.

These are just some examples of the many companies that have started to invest in the country this year. In addition, Colombians expect that hosting the World Avocado Congress will continue to generate new investment opportunities. These investments have a positive impact on the country, they generate new jobs, accelerate the sector's growth, and bring worldwide recognition to the country's agricultural sector. In addition, the avocado industry highlights how Colombia's wealth lies in the countryside.

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