

# THE AVOCADO INSTITUTE OF MEXICO

BUILDING AND SHIELDING THE MEXICAN AVOCADO INDUSTRY'S REPUTATION



# REPUTATION DRIVERS

SUSTAINABILITY



INNOVATION +  
PRODUCT QUALITY



ECONOMIC  
GROWTH +  
IMPACT



BRAND



LEADERSHIP



WORKPLACE  
ENVIRONMENT



# SUSTAINABILITY



## ECONOMIC

TX A&M Economic Report  
Job Creation in U.S. + Mexico  
Economic Engine + Community Impact

## SOCIAL

Lazos Foundation Partnership  
Alignment to UN SDGs (2030 Agenda)  
Educational Workshops  
Commitment to Quality + Food Safety

## ENVIRONMENTAL

Green Agenda + Responsible Farming  
Forest For Monarchs  
Forest Conservation + Reforestation  
Land Use + Soil Management  
Water Use + Management



# The Avocado Institute of Mexico

Your resource for facts, news, and education on the avocado industry in Mexico.



**GREEN  
AGENDA**



**AVO  
ECONOMICS**



**AVO  
JOURNEY**



**MONARCH  
BUTTERFLIES**

# DUAL ROLE OF THE AVOCADO INSTITUTE

ONE-STOP DIGITAL RESOURCE TO PROVIDE A DEEP DIVE INTO ALL FACETS OF THE MEXICAN AVOCADO INDUSTRY



**ADDRESS MISSINFORMATION**



**Education, Reputation Shield, Search, Response and Reactive Media**

**PUSH THE POSITIVES**



**Proactive Outreach and Earned Media Moments and Stories**



**STRENGTHEN SUSTAINABILITY  
STORYTELLING + STRATEGY**

# REPUTATION BUILDING





ECONOMIC

WIN

WIN

# A win-win-win

U.S. Economy



Mexico Economy



Consumers





## Significant growth over the last two years

The Texas A&M analysis looked at the national economic impact from **\$4 billion** of Mexican avocado imports.

Data shows there is **substantial impact** on the U.S. economy.

### U.S. ECONOMIC IMPACT \$ Billions



## Creating jobs in the U.S. and Mexico

U.S.

**58,299**

Mexico

**78,000**

direct and permanent jobs

more than **300,000**

indirect and seasonal jobs



# TEXAS A&M Economic Report

## PR Results

+792M Impressions

Secured 8 dedicated priority media stories

Linked to Avo Institute increasing traffic

100% of stories include messages



**Green gold: Mexican avocados, beloved in U.S., fuel multi-billion dollar market**

MEXICO CITY (AP) — Fresh avocado imports from Mexico, the main ingredient of guacamole, a favorite Super Bowl snack, are now worth \$4 billion, up from about \$2.2 billion two years ago, according to a new study by Texas A&M University.

It jumps in the price/quality race with an average of more than nine pounds (4 kg) of Mexican avocados a year, the industry researchers found. That's up from just over a 7-pound (3.0 kg) average in 2010.

Syndicated by nearly 40 outlets!



**El exitoso "crossover" del aguacate mexicano al mercado estadounidense**



ESTUDIO: AGUACATE PRODUCE PREGIO DE ATACAR CARDIACO

**EFE: Servicios**

**La pasión por aguacate mexicano en EEUU es fuente de riqueza en ambos lados**



**Tasting Table.**

**New Data Shows The Positive Impact Avocados Have On The Economy**



**Progressive Grocer**  
Avocado Imports Smash Records

New economic report reveals surge in consumption and 98.3% import up U.S. GDP



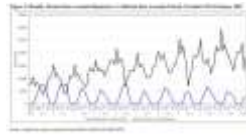
**FRUITNET**

**New study lays out economic benefits of Mexico-US avocado trade**



**Fresh Plaza**

**Report highlights record growth in Mexican avocado imports**



**THE PRODUCE NEWS**

**Mexican avocados give big boost to U.S. economy**

Study is significant as consumption steadily increases and exports to the U.S. are up 98.3% from 2010



**THE PACKER**

**Mexican avocado imports contribute record \$11.2B to U.S. economy, finds new report**



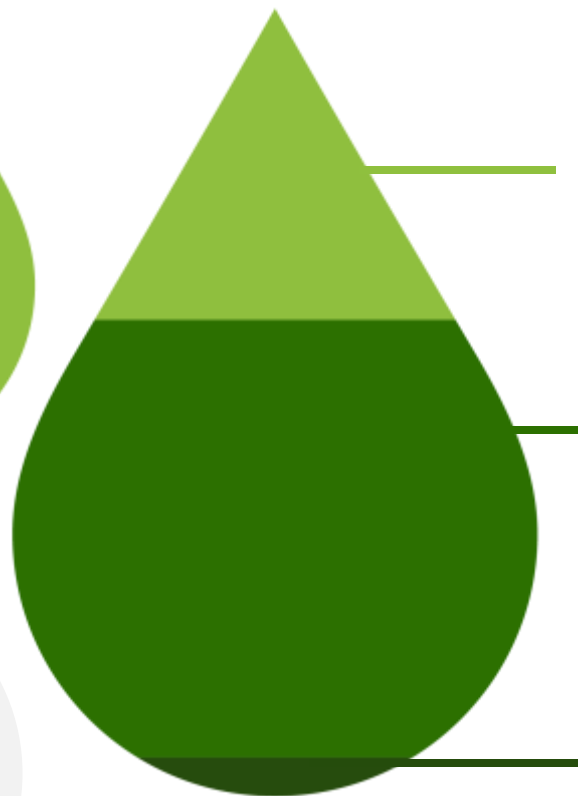
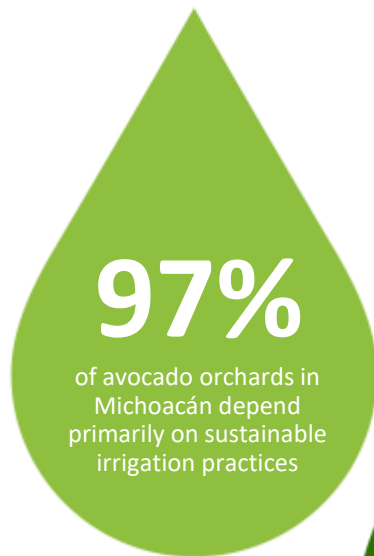
Secured 5 unique priority trade headlines!



# COMMITMENT TO SUSTAINABILITY

# The Mexican Avocado Industry,

led by **APEAM** and its **registered packers and growers** and **MHAIA** is committed to responsible farming and sustainable practices that protect and conserve both the **land and the environment**, all while ensuring the quality of Mexican avocados.



36%

High-tech irrigation  
(e.g., drip irrigation,  
micro-sprinkling)

61%

Natural, seasonal  
irrigation  
(e.g., rainfall)

3%

Other

APEAM & MHAIA's  
reforestation efforts & partnerships have resulted in

**4 million**

plants & pine trees planted



**2.8 million**

APEAM  
reforestation efforts



 = **1,000 acres**

**85%**

Survival Rate



**1.2 million**

MHAIA partnership with  
Forests For Monarchs



# WSJ | BUSINESS

Jun 01, 2022

Print Edition

Video



## The Fruitful Livelihood of Mexican Avocado Farmers

Avocados are the symbol of social and economic stability for more than 30,000 farmers with small orchards in Mexico.

# LEARNINGS AND NEXT STEPS



1. **Sustainability strategic framework:** develop a roadmap, with goals and commitments
2. Address back up and **information gaps**
3. Align on **research goals** and needs
4. Build on **pillar stories** and **earned media moments**
5. **Editorial partnerships** to build credibility
6. Expand **proactive strategy** with **engaging content**



**We invite you to scan  
the QR code to visit  
[avocadoinstitute.org](https://avocadoinstitute.org)  
for news, facts and  
education on the avocado  
industry in Mexico.**



# GRACIAS!

