

Beat: Business

## THE MEXICAN AVOCADO INDUSTRY Places FIRST HISTORIC STONE Of NEW HEADQUARTERS

With U.S. AVOCADO GROWERS AND IMPORTERS

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**USPA NEWS** - A New Joint Venture between Mexican and U.S. Avocado Growers and Importers has broken ground on Casa APEAM. The Producers and Packers/Exporters of Avocado of Mexico (APEAM) are investing \$12 million for the Project, which will house the Corporate Offices of APEAM, the Local Offices of the Mexican Department of Agriculture and Agrarian Development (Sader), the Offices in Mexico of the Department of Agriculture of the United States (USDA), as well as a special Research-And-Development Avocado Orchard, which will be used to improve Production through Technology.

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Since 1997, Avocados from the Michoacán region have been the only ones certified by the USDA to be exported to the United States. "The objective of Casa APEAM is to provide a Central Location to improve the Development and Sustainability of Mexican Avocado Exports," said Gabriel Villaseñor, President of APEAM. In partnership with the Mexican Hass Avocado Importers Association (MHAIA), APEAM has greatly contributed to increasing Mexican Avocado Consumption in the U.S., as well as promoting the Wellbeing of Michoacán Producers and Packers, through the Brand Avocados From Mexico (AFM), its Marketing Arm in the U.S.

To celebrate the groundbreaking construction of Casa APEAM, avocado growers and packers gathered prominent local, state, federal and international figures, including the Governor of Michoacán, Silvano Aureoles Conejo, the Municipal President of Uruapan, Manuel Manríquez González and Mike Browne, president of MHAIA in the U.S.

"I am proud of our industry and offer thanks to all the producers and packers who work together day-by-day," said Villaseñor, who recognized the effort of those who helped form APEAM and carry out the arduous work to benefit more than 370,000 workers throughout Mexico.

"During the 1960s and 1970s, people in my native U.S. state, New York, didn't know about the existence of avocados or what to do with them, but all that's changed thanks to the work of APEAM, MHAIA and AFM "" everyone, everywhere knows and loves avocados now," said Mike Browne, president of the Board of MHAIA.

In 2013, MHAIA and APEAM joined forces to create Avocados From Mexico with the Sole Objective to promote the Consumption of Mexican Avocados in the U.S. Currently, nearly 80 percent of the more than 2 billion pounds of avocados in the US are Mexican avocados. In 2017, U.S. Imports of Mexican Avocados generated \$5.5 billion in Economic Output, \$3.4 billion for the U.S. GDP, \$1.9 billion in Labor Income, \$932 million in Taxes and 28,251 Jobs for American Workers (Mexican Hass Avocado Importers Association (MHAIA), n.d.).

As a Brand, Avocados From Mexico's sole objective is to promote the consumption of Mexican Avocados in the U.S., and with over 50% of US Households regularly consuming Avocados, AFM supplies nearly 80% of the U.S. Market. Even at full production levels, the U.S. cannot fully supply the Demand, creating a Complimentary Relationship between U.S. and Mexican Avocado Farmers. Avocados From Mexico are imported from Michoacán, Mexico where the Microclimate to grow delicious Avocados is ideal due to the Nutrient-Rich Volcanic Soil and Timely Rainfall, which allows the Fruit to have a Natural Supply of Water in 75 % of the Avocado Orchards (Mexican Hass Avocado Importers Association (MHAIA), n.d.).

Source : Avocados From Mexico

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