



Annual Report

2019-2023

Letter from the Chairman of the Colombia Avocado Board

It is an honor to represent an organization like the Colombia Avocado Board and help champion the growth of an industry that is so important to the Colombian people and economy.

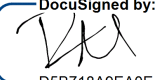
For twenty years, as we developed the avocado industry in Colombia, we knew that the U.S. was our greatest opportunity, and we built with an eye to the north and our future potential.

Today, just a few short years after founding the Colombia Avocado Board, we have experienced more than 300% growth in volume and increased our certified orchards from less than 40 to more than 400 and approved packing facilities from three to 12. This is a sign, that not only is the U.S. ready for Colombia avocados, Colombia is prepared to serve them.

We know the Hass Avocado Board and our competitors have set the stage for a dynamic market and super user consumers, but we know many consumers are yet to discover avocados, which makes our future that much more exciting.

In a year of avocado headlines, I'm proud Colombia stood out for its growth and best practices. In fact, our new Best Practices Handling Guide that was months in the making is just one of our industry tools meant to support a growing industry that is ready to meet the needs of the U.S. market with a high-quality and consistent avocado.

As we prepare for some of our first retail promotions and share the Colombia avocado story with buyers and consumers around the U.S. I'm confident they will be captivated by the beauty of the Colombia landscape, the innovation and resilience of the Colombia people and the hospitality that is core to our culture. This is the love that we pour into Colombia avocados and the new avo world we are excited for U.S. buyers to discover.

DocuSigned by:

D5B718A9EA0E49C...
Ricardo Uribe - Chairman

Letter from the Managing Director of the Colombia Avocado Board

It has been an exciting year to be part of a developing organization that is moving forward at a rapid pace in the exciting avocado category.

There is no doubt that organizations before us have set the standard for marketing avocados and the depth of the consumer appetite for avocados seems to know no bounds. It is now the opportunity for Colombia Avocado to harness their share of the dynamic U.S. market.

This year has shown us ups with triple digit volume growth and hitting a first of monthly imports all 12 months of the year making Colombia a year-round avocado supplier.

Additionally, we are excited to be making regular contact with buyers, discussing opportunities for promotions, learning about their needs, and exploring tools to meet those demands.

In fact, the growing up process this year has included a focus on foundation building for the organization with bylaw updates, operating policies, a social media plan, a marketing plan, financial audits, board management and even a best practices handling guide to support shared efforts toward consistent quality.

It is our belief that building an organization on a solid foundation and growing at a measured pace that meets the needs of the market will have a long-term sustaining impact on the continued success and market opportunity of the not just the organization, but Colombia Avocados as a whole.

As we look forward to our 2023-2024 season it is exciting to see the potential that comes with continued volume growth, first ever retail promotions, presence at more industry events and a new executive director. The future for the Colombia Avocado Board is bright.

DocuSigned by:

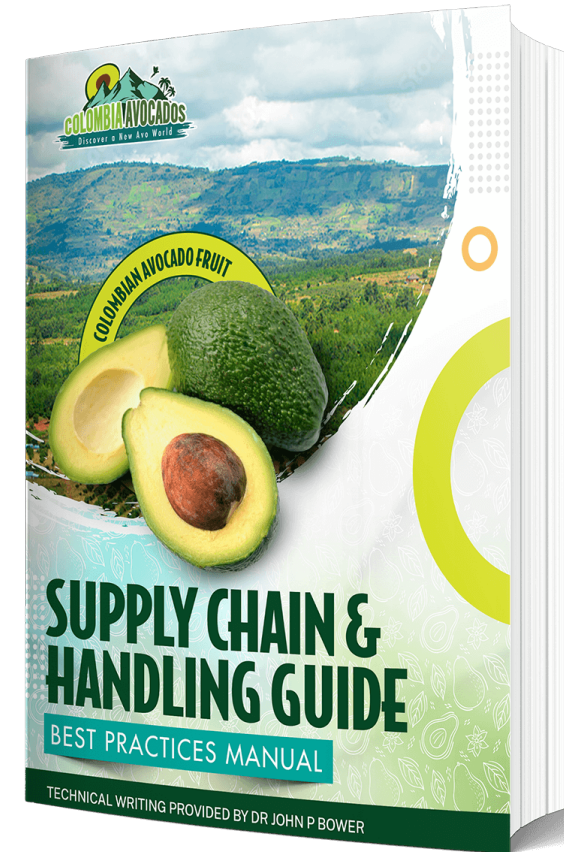
William Watson

D3F25EA23BC54AD...

William Watson - Managing Director

The Colombia Avocado Board developed the following documents/policies:

- **Bylaws – First version approved in November 2020**
- **Operating Policies – First version approved in August 2021**
- **Social Media Plan – Approved in February 2023**
- **Financial Statements 2021 & 2022**
- **Best Practices Handling Guide – Approved in April 2023**



CAB Officers over the years:

Board Members 2019-2021				
Last	First	Title	Organization	Category
Aguilar	Pedro	Chair	Westfalia Fruit Colombia	Exporter
Montañez	Carlos Andrés		Jardin Exotics	Exporter
Restrepo	Jorge	Secretary	Corpohass	Exporter
Restrepo	Juan David		Hass Colombia	Exporter
Uribe	Ricardo		Cartama	Exporter
Cavaletto	Giovanni	Vice Chair & Treasurer	IndexFresh	Importer
Becker	Brock		Mission Produce	Importer
Huerta	Gerardo		Del Rey Avocados	Importer
Newhouse	Kellen		WestPak	Importer

Board Members 2021-2022				
Last	First	Title	Organization	Category
Echeverri	Carlos		West Falia	Exporter
Perez	Santiago		Jardin Exotics	Exporter
Restrepo	Jorge	Vice Chair	Corpohass	Exporter
Restrepo	Juan David		Hass Colombia	Exporter
Uribe	Ricardo	Chair	Cartama	Exporter
Dowhan	Bruce		Giumarra Avocado International	Importer
Becker	Brock	Secretary	Mission Produce	Importer
Huerta	Gerardo		Del Rey Avocados	Importer
Newhouse	Kellen	Treasurer	WestPak	Importer

CAB Administrative Expenses

Marketing & Promotion	2022 Actual	2021 Actual	2020 Actual	Total	Consolidated Budget
Advertising	\$63,676	\$0	\$0	\$63,676	\$11,500
New Media	\$0	\$2,062	\$0	\$2,062	\$30,800
Public Relations	\$22,746	\$0	\$0	\$22,746	\$27,500
AMS Oversight Fee	\$18,085	\$11,166	\$0	\$29,251	\$38,664
Total Marketing & Promotion	\$104,507	\$13,228	\$0	\$117,735	\$108,464
General & Administrative					
Legal Fees	\$8,023	\$6,230	\$3,508	\$17,761	\$8,000
Audit Fees	\$10,000	\$2,100	\$0	\$12,100	\$23,800
Accounting	\$1,209	\$812	\$264	\$2,285	\$7,400
Bank Fees	\$528	\$523	\$15	\$1,066	\$1,000
Insurance	\$1,643	\$1,643	\$0	\$3,286	\$3,800
Managing Director Fees/Expenses	\$20,224	\$16,329	\$5,635	\$42,188	\$41,494
Supplies	\$0	\$207	\$0	\$207	\$2,500
Board Meeting	\$0	\$0	\$0	\$0	\$2,600
Filing Fees	\$0	\$600	\$0	\$600	\$0
Total General & Administrative	\$41,626	\$28,444	\$9,422	\$79,492	\$90,594
Grand Total	\$146,133	\$41,672	\$9,422	\$197,227	\$199,058


*Note: 2020= May 13, 2019 through June 30,200 as one fiscal period.




Marketing Development

Brand Awareness – Retailer Outreach

- **Newsletter – Promotions**
 - January 18, 2023
 - Recipients: 690
 - Meetings: 2
- **Newsletter - Promotions**
 - November 21, 2022
 - Recipients: 690
 - Opens: 41 (13% open rate)
- **IFPA Attendee Outreach**
 - October 13, 2022
 - Recipients: 721
 - Opens: 138 (20% open rate)




Promotional Opportunities Available



TACKLE YOUR GAME DAY PROMOTIONS

WITH



The big game is right around the corner and we can all agree that no festivity is complete without avocados! In fact, Americans consume a significant amount of guacamole on this day.

Are you ready?


We're proud to support the growing U.S. market and would love to talk about your promotional needs and how we can support a Colombia avocado program with your current suppliers.

To date, we have more than 300 Colombian orchards that are certified to ship to the U.S. from 17 growing regions. Easy access to ports provides speed of delivery and fresh product, making Colombia avocados a win for buyers.

Promotional dollars are available now for use through March and are designated on a first come first served basis. Don't miss the opportunity to get your marketing programs scheduled and additional fund allocation for your April – June promotions.

Let's schedule a meeting!
Contact us at marketing@avocadoscolombia.com.

Sustainability



When agricultural operations are sustainably managed, they can help preserve habitats, protect watersheds, and improve soil health and water quality.

Many of our growers have received the Corpohass Hass Sustainable certification. This seal implies a great commitment to



Promotional Marketing Funds Available

The Colombia Avocado Board is proud to support the growing U.S. market. To date, we have more than 300 Colombian orchards that are certified to ship to the U.S. from 17 growing regions. Easy access to ports provides speed of delivery and fresh product, making Colombia avocados a win for buyers.

Let's talk about your promotional needs and how we can support a Colombia Avocado program with your current suppliers.

Promotional dollars are available now for use in December – March. Funds are first come first served, so don't miss out on your opportunity to get your marketing programs scheduled so that we can allocate additional funds for your April – June promotions.

Let's schedule a meeting!
Contact us at marketing@avocadoscolombia.com.

See You in New York



Booth # 456




Colombia Avocados at IFPA

We're excited to announce that we'll be at the IFPA Global Produce and Floral Show at the end of October. See you in Orlando!



Discover a New Avo World

Booth # 4590



Brand Awareness – Retailer Outreach

• Promotions Email

- September 8, 2022
- Recipients: 165
- Meetings: 2

• Buyer Email

- July 27, 2022
- Recipients: 688
- Opens: 49 (16% open rate)

• Promotions Email

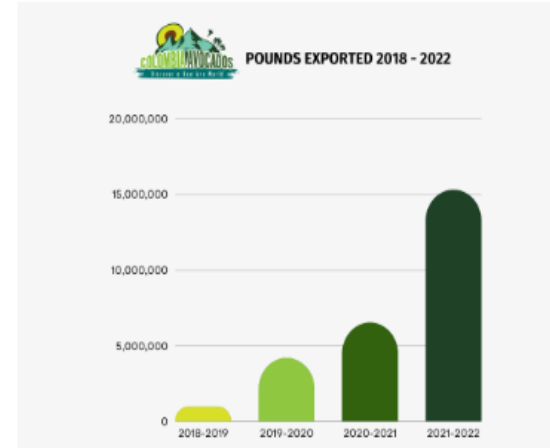
- July 14, 2022
- Total Recipients: 2,068
- Delivered: 1,737
- Meetings: 2



Colombia Avocados Available Now

Avocados have quickly become a consumer favorite with growing consumption and sales. With growing sales comes the need for more supply choices. Enter COLOMBIA AVOCADOS.

Today, Colombia Avocado growers are the 4th largest global avocado shipping country. In the past decade, Colombia avocado production and exports have rapidly increased. According to the Hass Avocado Board, over 15 million pounds of Colombia avocados have been exported in the past year. This accounts for a 135.2% increase from the number of pounds exported by the country in the previous year.



Colombia Avocados Available for Promotion



Avocados have quickly become a consumer favorite with growing consumption and sales. With growing sales comes the need for more supply choices. Enter COLOMBIA AVOCADOS.

So let's talk avocados. BTW – If you aren't the avocado buyer, please share this with your colleague or direct me to the right person.

We're here to let you know you have supply choices. Colombia Avocados aren't new to the avocado game, just new to the U.S. They became approved to ship to the U.S. starting in 2020 and in the last year alone U.S. shipments have more than doubled. Today, Colombia Avocado growers are the 4th largest global avocado shipping country. You need not question their quality or market readiness as they are Global Gap certified and have some of the highest standards in food safety, quality and sustainability.

The Colombia Avocado Board is proud to support the growing U.S. market and to date more than 300 Colombian orchards are certified to ship to the U.S. from 17 growing locations with easy port access which makes speed of delivery and fresh product a win for buyers. Colombia Avocados are available year-round, but have two growing seasons thanks to our tropical climate. Our main season begins in October, so now is the time to start thinking about promotions.

We'd love to talk promotional opportunities and how we can support a Colombia Avocado program with your current suppliers. We have a variety of tools and resources available and we'd love to send you a sample. Can we set up a brief call to discuss your needs and questions? I've also attached a quick sell-sheet that includes our POS materials and a bit of info about Colombia Avocados.

I look forward to hearing from you!

Sabrina Fisher
Marketing on behalf of Colombia Avocado Board
(955)428-8118
<https://avocadoscolombia.com/>



Can We Talk Colombia Avocados?



Yep, you all got the email, and likely only one or two of you are in charge of buying avocados. I'm hoping that one of you will raise your hand, and say me, me... or point me to the right person.

I definitely want to talk Colombia Avocados and how we can provide promotional support for future promotional efforts.

Can we schedule a call in the next week or two and see how we can get a Colombia Avocado promotion on the books? Colombia Avocados are shipping and you can continue to work with your existing supplier.

BTW: In case you missed it, Colombia Avocados are in super growth mode
<https://www.thepacker.com/news/industry/avocados-colombia-newcomer-watches-text-while%20comparing%20new%20to%20the-director%20of%20the%20Orlando%202022>

I look forward to hearing back from you! Have a great afternoon!



Brand Awareness – Social Media

- LinkedIn

- Followers: 622
- Page Views: 1427 (+16,440%)*
- Unique Visitors: 460 (+9,233.3%)*
- Impressions: 40,439

* Growth from 2019 to June 2023

Colombia Avocado Board
622 followers
2mo •

"The U.S. is a very important market for Colombia - it is the biggest in the world in terms of volume".

<https://lnkd.in/g/2dpPTZ>

#colombiaavocados #hassavocado #anewavoworld #colombia FreshFruitPortal.com Corpohass




U.S. market "has all the advantages" for Colombian avocados
FreshFruitPortal.com • 4 min read

Colombia Avocado Board
622 followers
1mo •

Combining diverse production regions, altitudes with alluvial soils, and an ample supply of rainfall throughout the regions allows Colombia to produce Hass avocados virtually year-round.

<https://lnkd.in/g/YNSJCS9>

#colombiaavocados #anewavoworld #hassavocados #avocado



Giovanni Espinosa and 33 others
1 comment • 2 reposts

Colombia Avocado Board
622 followers
1mo •

The Colombian avocado industry is developing rapidly. That growth will mean faster times to market, better quality, more sizing options, and even more promotional funds to serve the U.S. market.

<https://lnkd.in/g/YNSJCS9>

#colombiaavocados #anewavoworld #hassavocados #avocados #growth



Source: Hass Avocado Board

CC BY 2.5
3 reposts

Colombia Avocado Board
622 followers
2mo •

Colombian avocados are the only tropically grown Hass avocados. The tropical climate spanning over 110,000 acres is an avocado oasis of perfect temperatures, warm sun, and life-giving rains that provide an ideal year-round climate to grow this beautiful, creamy fruit.

<https://lnkd.in/g/YNSJCS9>

#colombiaavocados #anewavoworld #hassavocados #tropical #yearround #colombia




49 others
1 comment • 3 reposts

Colombia Avocado Board
226 followers
1mo • Better •

The Colombian avocado industry is developing rapidly, and with it, more and more infrastructure to support continued growth in various regional areas. That growth will mean faster times to market, better quality, more sizing options, and even more promotional funds to serve the U.S. market.

<https://lnkd.in/g/WPkzta>

#colombiaavocados #anewavoworld #hassavocados #growth #quality #promotions AndNowUKnow



Colombia Avocado Board's William Watson Discusses Recent Sector Growth
andnowuknow.com • 3 min read

Colombia Avocado Board
622 followers
2mo •

The Colombian avocado industry is developing rapidly, in the past year avocado exports have increased by 270%. That growth will mean faster times to market, better quality, more sizing options, and even more promotional funds to serve the U.S. market.

<https://lnkd.in/g/WPkzta>

#colombiaavocados #anewavoworld #hassavocados #avocados #growth AndNowUKnow



Giovanni Espinosa and 66 others
1 comment • 6 reposts

Press Releases

- Colombia Feature – June 2023
 - [Fresh Fruit Portal](#)
- Best Practices Handling Guide – June 2023
 - [ANUK](#)
 - [Blue Book](#)
 - [Produce News](#)
 - [Fresh Fruit Portal](#)
 - [FruitNet](#)
 - [Perishable News](#)
- Cab Shows Growth – May 2023
 - [ANUK](#)
 - [Produce News](#)
 - [Fresh Fruit Portal](#)
 - [Perishable News](#)
- Colombia Feature – March 2023
 - [ANUK](#)

Colombia Avocados Releases New Handling Guide for South American Fruit Guide Offers Best Practices for Supply Chain Consistent Quality & Consistency

Colombia Avocado Board Produce June 6, 2023



Orlando, FL – The Colombia Avocado Board (CAB) has announced the release of their first ever Colombian avocado handling guide. The guide, authored by industry expert John Bower, includes support for everyone throughout the supply chain, from pre-planting to retail, on the best methods for maintaining the appearance, flavor, and shelf life of avocados from the Colombian region. The handling guide can be downloaded from our [website](#).



Colombia Avocado Board Notes Avocado Growth Presents Opportunities for U.S. Retailers; William Watson and Ricardo Uribe Detail

Stay in the know,

subscribe to our weekday newsletter:

email address

Friday, May 12th, 2023



Press Releases

- Colombia & Big Game – Feb 2023
 - [Fresh Fruit Portal](#)
- New Board Members – December 2022
 - [Perishable News](#)
 - [The Produce News](#)
 - [Fresh Plaza](#)
- Growth Opportunities – August 2022
 - [Perishable News](#)
 - [The Produce News](#)
 - [Produce Blue Book](#)
 - [And Now U Know](#)
 - [Fresh Fruit Portal](#)
 - [Fresh Plaza](#)
- Solid Growth in U.S. Market – August 2022
 - [The Produce News](#)
 - [The Packer](#)



Colombia Avocado Board elects new board members

December 8, 2022

Earlier this week the Colombia Avocado Board met, electing new officers to its board of directors. The newly elected officers, together with other members of CAB, will be instrumental in cultivating the business expansion of Colombian avocados in the U.S. market.

New to the nine-member board of directors are:

Serving two-year terms:

- Dustin Hahn, West Coast sales director of Naturipe
- Mauricio Morán, general manager of Montana Fruits

Perishable News.com
Paradise in the palm of your hand.

HOME BAKERY DAIRY BEEF FLORAL MEAT & POULTRY PRODUCE RETAIL & FOODSERVICE SEAFOOD

HOME > PRODUCE > Colombia Avocados Extraordinary Growth Presents Opportunities for US Retailers

Colombia Avocados Extraordinary Growth Presents Opportunities for US Retailers

Colombia Avocado Board | Produce | August 3, 2022

Orlando, FL – The Colombia Avocado Board (CAB) recently announced a 240% increase in total avocado pounds shipped to the U.S. for the 2021-2022 season. This data is provided by the Hass Avocado Board who tracks ship-ments and sales of Hass avocados from all growing regions.

HAV and other member associations, including CAB, have collectively spent hundreds of millions of dollars promoting avocados in the U.S. in the last decade. The heavy promotions have led to year-over-year growth and U.S. retailers' grocers have successfully met that demand with nearly 100 avocado certifiers across more than 1000 facilities completing the necessary certifications to ship products to the U.S.

William Watson, Managing Director of CAB, remarked, "We're incredibly proud of the growth we've seen over the past few years. We continue to meet with industry leaders to explore ways to highlight opportunities within the growing avocado category as Colombian exports rise." Watson continued, "Our ability to move toward a consistent supply and ability to ship direct to both U.S. cases is a positive logistics solution, now paired with our consistent quality which is on par with current market suppliers and Colombia Avocados are proving to be a valuable asset to category buyers."

NEW! SWEET SWEETS! making life sweeter. SEASONAL SWEETS get 'em before they're gone! SweetSweet.com • Perishables.com

POTATOES & ONIONS GOLD POTATOES YELLOW ONIONS RED POTATOES RED ONIONS RUBBER POTATOES WHITE ONIONS FINGERLING POTATOES Cal Organic

CORE Meet the Qualified Individuals at Azzule! Let us get you FSVP ready. Contact Our Team



Colombia anticipating solid growth in U.S. avocado exports

By Tim Linden
August 12, 2022

Avocado exporters in Colombia have met their ambitious expectations concerning their shipments to the U.S. market over the past 12 months, and all indications are that the exponential growth will continue for the upcoming season.

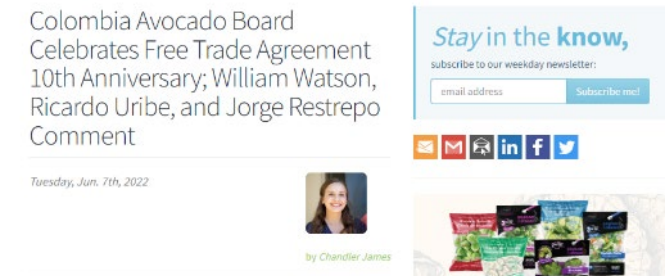
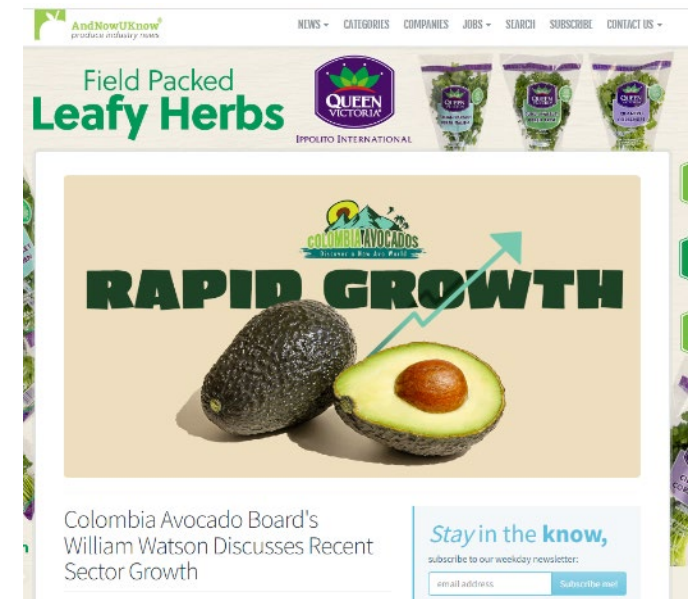
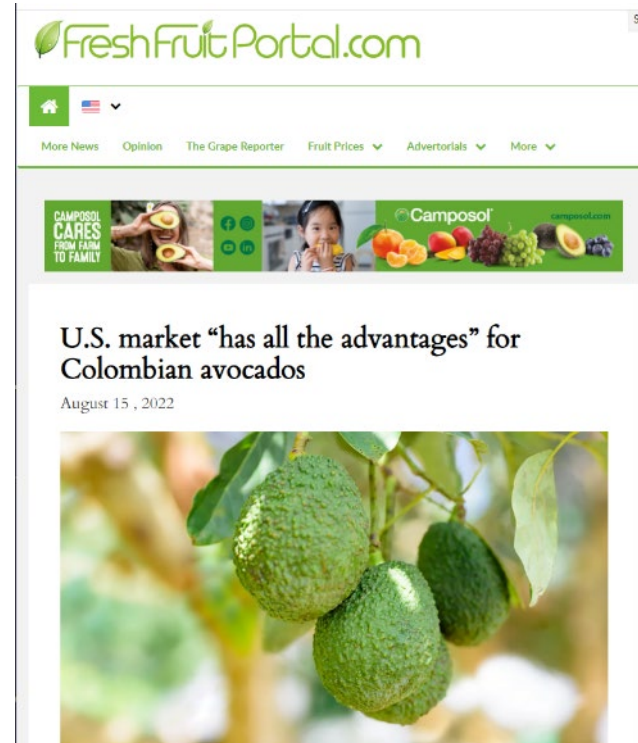
For the 2021-22 season (July 5-June 30), Colombia's shipments exceeded 24 million pounds, which is a significant increase over its 16 million pound pre-season projection, according to William Watson, managing director of the U.S.-based Colombia Avocado Board.

"I think the growth curve you will see is flat," he said, with an emphasis on flat. "Buyers will continue to see a growing and strong supply of avocados in the market year-over-year. In just the past 12 months, we have more than doubled our monthly volume shipments and our total shipments for 2021-22 season were up 48 percent."

Watson said the tremendous growth in volume is a function of an increasing number of growers achieving certification for shipping to the United States. "We now have nearly 200 certified growers approved to grow for the U.S. and more than 400 waiting to receive their certification. We expect those numbers to continue to rise as more growers seek out the U.S. market."

Press Releases

- U.S. Market Advantages – August 2022
 - [Fresh Fruit Portal](#)
- Rapid Growth – September 2022
 - [And Now U Know](#)
- FTA 10th Anniversary– June 2022
 - [Perishable News](#)
 - [Produce Blue Book](#)
 - [And Now U Know](#)
- FTA 10th Anniversary– June 2022
 - [Perishable News](#)



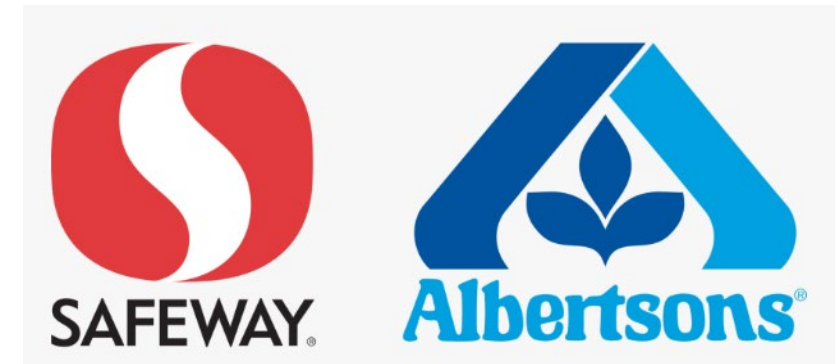
Trade Ads

- 37 total Ad Placements Across Multiple B2B Trade Publications including The Packer, Produce News, & ANUK.
- Example Placements:
 - October 2022
 - The Produce News
 - November 2022
 - The Packer (2)
 - And Now U Know
 - The Produce News
 - December 2022
 - The Packer
 - And Now U Know
 - The Produce News (2)



Business Development

- Setup as approved Non-Supply Vendor to National Retailer
- June 2023 Retail Promotion Pending in National Retailer
- Buyer Meetings: 8
- Target Audience: Retailers
 - Top 30 Shortlist
- Location: States east of the Mississippi River
- Frequency: Monthly
- Messaging:
 - Promotion Opportunities
 - Growth
 - Available Year Round
 - Speed & Ease of Delivery to East Coast



Trade Shows – New York Produce Show

November 29 – December 2, 2022

Jacob Javits Center
655 West 34th Street
Manhattan, New York, NY
Hall 1C

Booth # 456 – 10x10, corner

Sponsorship: Entrance Window Clings

Global Trade Symposium Presenter

Booth Contacts: 14



Trade Shows – IFPA - GPFS

October 27 – October 29, 2022

Orange County Convention Center
9800 International Dr.
Orlando, FL

Booth # 4950– 10x10

New Product Showcase Exhibit

Booth Contacts: 21

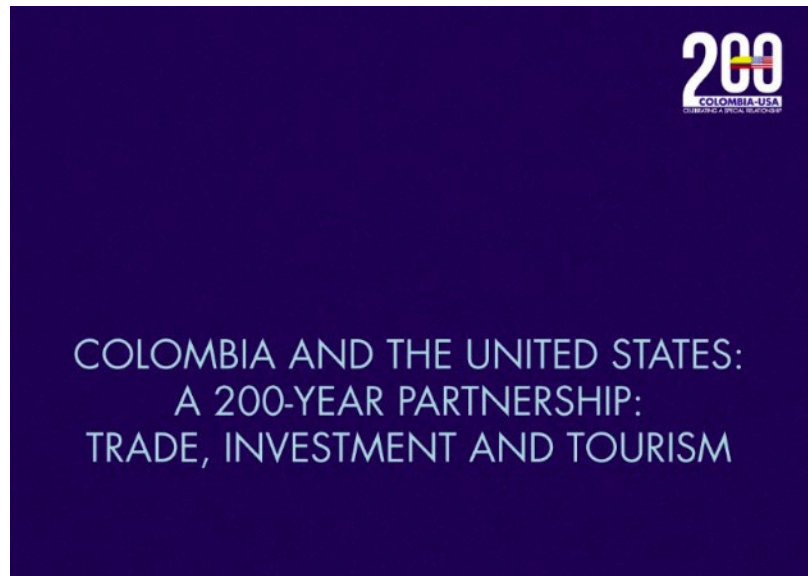


Collaboration Events with Embassy & ProColombia

Shared Content

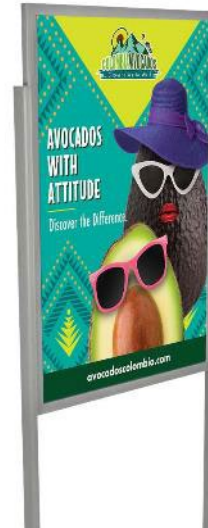
Collaborating on media and storytelling

Connecting with buyers



Promotional Content Tools

- Point of Sale Materials
- Display Bins
- Secondary Displays



Promotional Content Tools



Promotional Content Tools

COLOMBIA AVOCADOS
Discover a New Avo World

AVOCADO BELT OF COLOMBIA

We know it's the avocados that make us the same, but it's the location that makes us different.

Colombian avocados are the only tropically grown Hass avocados. The Cordillera Occidental, Central and Oriental mountain ranges of the North Andes are tropical rain forests home to rich sources of biodiversity and avocado orchards. The tropical climate spanning over 110,000 acres is an avocado oasis of perfect temperatures, warm sun and life-giving rains that provide an ideal year-round climate to grow this beautiful creamy fruit.

We take full advantage of our geographical location at the top of South America. This location provides us unique access to shipping ports on both the Atlantic and Pacific Oceans allowing for some of the quickest shipping arrivals of high-quality, fresh product to the United States and beyond.

Colombia Avocados: your new avocado world waiting to be discovered.

info@avocadoscolombia.com | +1 407.415.5752 | avocadoscolombia.com

Sea port

Colombia Avocado Growing Season

Colombia avocados are grown in a tropical climate and available year-round.

Month	Main Growing Season	Secondary Growing Season (travesía*)
January		
February		
March		
April		Secondary Growing Season
May		Secondary Growing Season
June		Secondary Growing Season
July		Secondary Growing Season
August		Secondary Growing Season
September		Secondary Growing Season
October	Main Growing Season	
November	Main Growing Season	
December	Main Growing Season	

Main Growing Season
October – March

Secondary Growing Season (travesía*)
April – September

COLOMBIA AVOCADOS
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avocadoscolombia.com

Promotional Content Tools

COLOMBIA AVOCADO SHIPPING TIMES

Colombia's location is prime, with access to both Atlantic and Pacific shipping routes providing easy access to major global markets with well established logistics solutions.

There are four major ports, with most avocados coming from the **Port of Cartagena**. When you think Colombia, think proximity. Your avocados are just days away* from delivery in ports around the U.S.

*These shipping times are estimates only. Shipping and delivery estimates are not a guarantee.

Port Everglades.....	3 days
Los Angeles	11 days
Philadelphia	4-5 days
New York.....	5 days
Houston.....	7-8 days
Hueneme.....	19 days

COLOMBIA AVOCADOS
Discover a New Avo World

DID YOU KNOW?
The United States is the leading importer of avocados.



FRONT ANGLE
CLOSED



BACK ANGLE
CLOSED



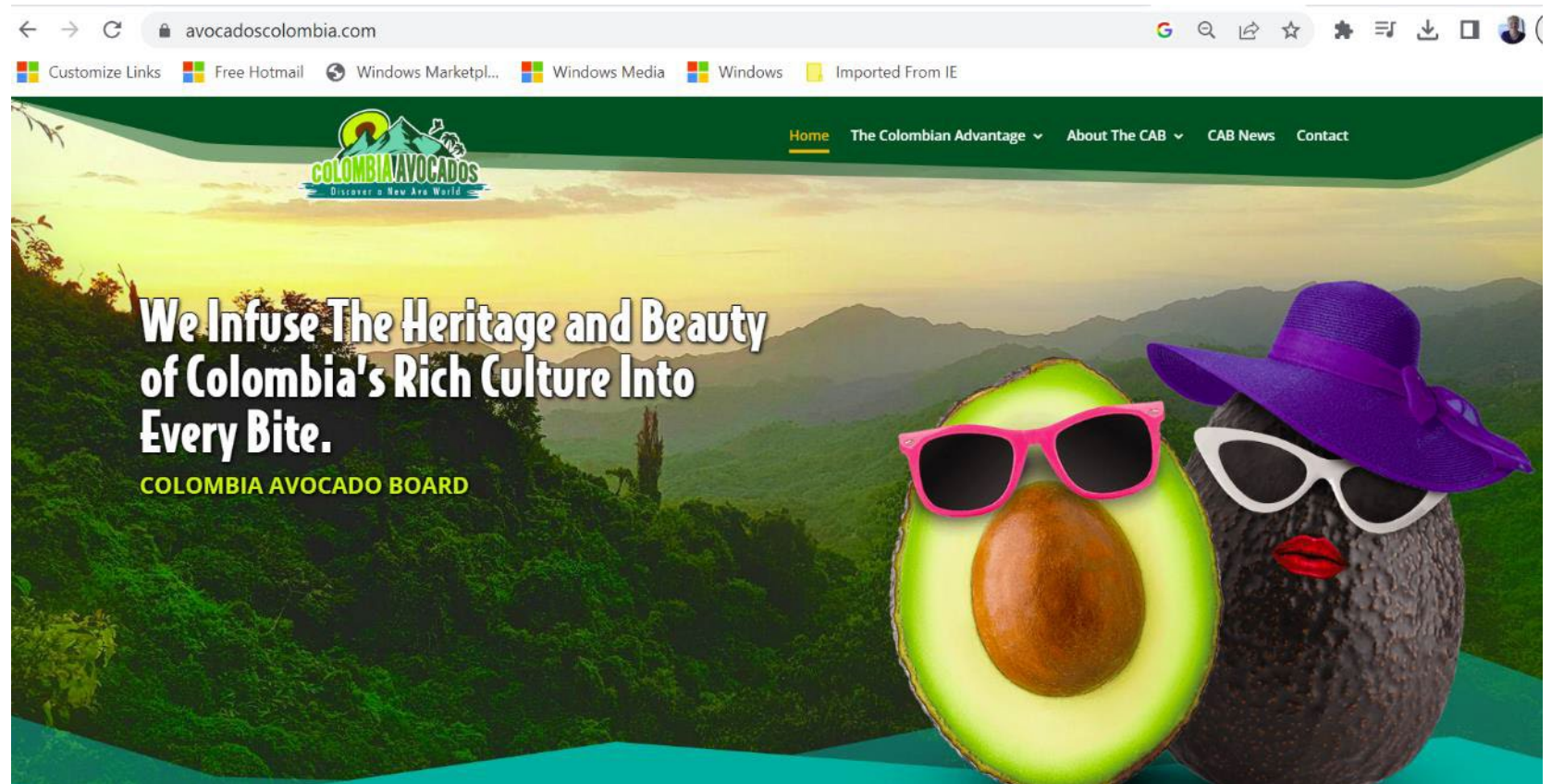
FRONT STRAIGHT ON
LIFTED

Promotional Content Tools: [Website Update](#)

Info About Colombia Avocados

Organizational Information

Recipes/Use Tips

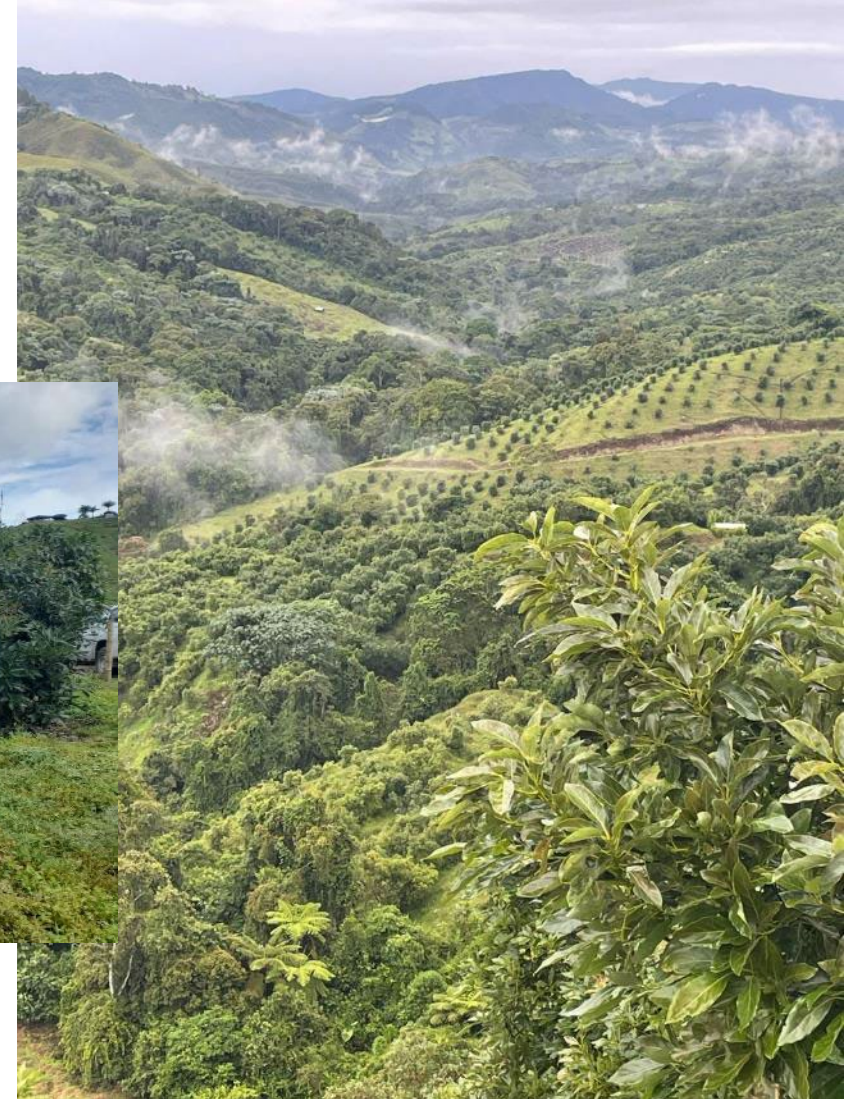


Promotional Content Tools: Colombia Site Visit

Critical to Understanding the Colombian Environment, both opportunities and challenges

Document content and interviews for future video and storytelling

Meet the men and women of the Colombia Avocado Industry



Education Content

Share market insights with Colombian exporters

Highlight United States business opportunities and category information



DISCOVER A NEW AVO WORLD

Benefits of Selling Avocados to US Markets
Brought to you by the Colombia Avocado Board

WHY SHIP TO THE UNITED STATES?

Reasons to Ship to the U.S.

The U.S. has a high volume of retail locations and foodservice companies that can sell and distribute avocados.

63,419
Source

Supermarkets & Grocery Stores

16,500
Source

Food Distribution Companies