AVOCADOS FROM COLOMBIA

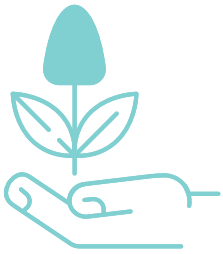
COLOMBIA AVOCADO BOARD – TALKING POINTS

AVAILABLE YEAR–ROUND.

Avocados from Colombia are available 12 months out of the year marked by two seasons. The main season starts in the fall with harvest ranging from September to February, and the secondary season, known as the “traviesa” season begins in the spring, with harvests ranging from March to August.

NINE REGIONS.

Altitude Diversity = Optimal Growing Zones. With three Andean mountain ranges Colombia offers which offer a range of altitudes (4,921–7,874 feet) that create ideal microclimates for growing hass avocados. The nine growing regions include Antioquia, Tolima, Valle del Cauca, Risalrada, Quindio, Nariño, Huila, Caldas,and Cundinamarca offer varying elevations that support year-round supply and expanding promotions.



QUALITY ROOTED IN NATURE’S DIVERSITY.

Colombian avocados are grown in nutrient-rich volcanic soil and harvested by hand, resulting in high-quality fruit with a creamy texture. Growers emphasize ethical practices, making them a win for today’s environmentally conscious consumer. Colombia avocado growers follow strict rules on land use and protection thanks to Colombia’s top rankings as one of the most biodiverse countries in the world. Additionally, Mother Nature is to thank for the nourishing rains that provide sustenance to thristy orchards avoiding the need for industrial irrigation.

NUTRIENT RICH, NATURALLY DELICIOUS.

Avocados From Colombia have several health benefits known for making meals extra creamy and rich. One serving (1/3 of a medium avocado) can be part of a disciplined diet *(Mediterranean, DASH, Plant-Based, Lower-Carbohydrate are a few diets that encourage avocado sonsumption.*

As a good fiber source low in saturated fats and high in Vitamin E (6% DV) and Vitamin K (10% DV), achieving proper calorie intake can be a breeze.

One serving (1/3 of a medium avocado) contains 80 calories, 8g of fat (with 5g of monounsaturated, 250mg of potassium, 1g of polyunsaturated, and 1g of saturated), 4g of carbohydrates, and 3g of fiber.

PURE VERSATILITY, ROOTED IN HEART.

Whether it's eating them for breakfast, lunch, or dinner, avocados are flavor worth sharing on every plate. Their versatility expands beyond guacamole and avocado toast to sandwich toppings, salads, side dishes and desserts. They even are the star of unexpected dishes like cripsy avocado rolls, savory avocado waffles, and blackened cod with avocado mando salsa.

FAST AND FRESH: SHORTER TRANSIT TIMES.

Days enroute matter when promoting perishable fruits and celebrating quality. Thanks to Colombia's Northern port positions in South America, Colombia exporters and their customers can take advantage of fast shipping routes to the U.S, leading to a fresher fruit — a major differentiator in the supply chain story. We arrive in Florida in as little as 3 shipping days and to Philadelphia in 5 shipping days. On average fruit arrives in 3-11 days providing almost a week travel savings compared to some competitors.

RISING STAR IN THE CATEGORY.

Avocados from Colombia are a rapidly growing segment in the U.S. market. As a leader in global avocado sales, Colombia is quickly making a name for itself in the U.S. as well. For the past three years Colombia has experienced triple digit volume growth. New orchard plantings and more certified acres and packing houses are leading the opportunity to meet the growing consumption needs of the hungry U.S. avocado consumer.

DRIVING ECONOMIC OPPORTUNITIES.

It's important to highlight the origin story of how Colombian avocados is changing the economic landscape. The avocado industry has helped create nearly 80,000 job opportunities and driven new business and infrastructure in post conflict regions. Single mothers, and agro-millenials are part of a growing workforce with formalized labor.

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