

Can Shrimps Be The Next Hass Avocados?

Marketing in Hass Avocados: From a Commodity to a “Branded” Product



Allan Cooper

Allan is acting managing director of Marinasol, the aquaculture division of Camposol Foods Group, Peru's No. 1 shrimp producer. For the past seven years, he has led business units in both the aquaculture and agro-industrial sectors. Before being appointed to Marinasol, he was business development director for Camposol in the U.S. and business unit director for avocados in Peru. Camposol is one of the world's leading avocado producers.

**MANAGING
DIRECTOR
MARINASOL**

2018 has brought difficult news for the Global Shrimp Market

Demand out of sync with escalating shrimp production



Of the two largest producers, India is set to keep on growing -- but Ecuador's growth potential currently seems too dependent on the unpredictable Chinese market.

Rabobank: Low shrimp prices 'here to stay'



With supply growth unabating, the global shrimp industry is set to be challenged in all parts of the value chain, analysts warn.

The current low-price situation in the global shrimp

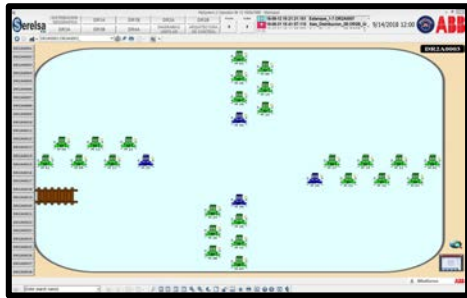
Shrimp producers have been preparing by developing more efficient operations



Intensive Shrimp Farming



Automatic Feeding Systems



Automatic processes and apps

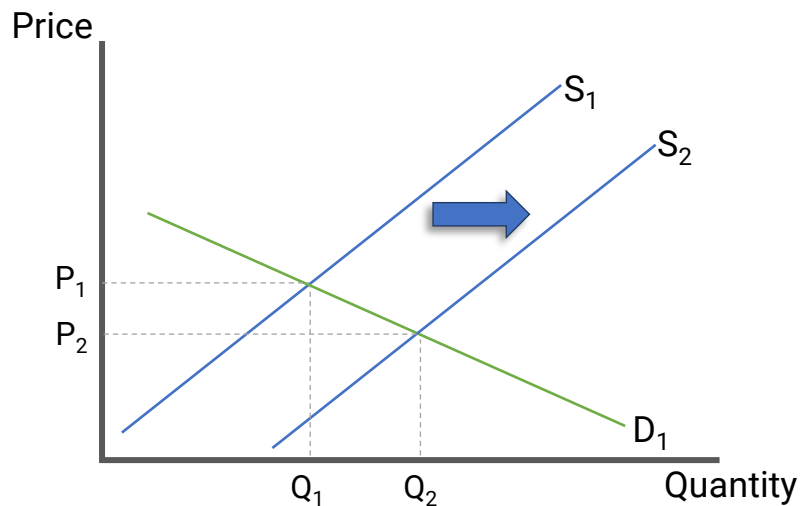


Biosecurity Enhancement

And many others...

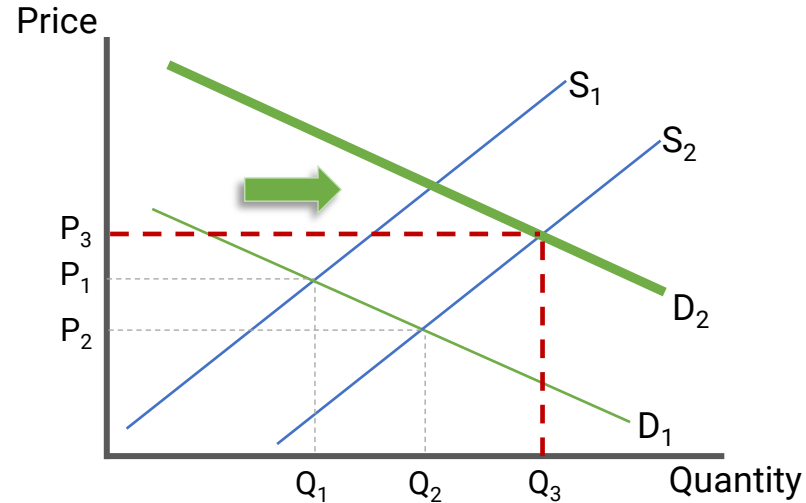
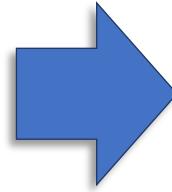
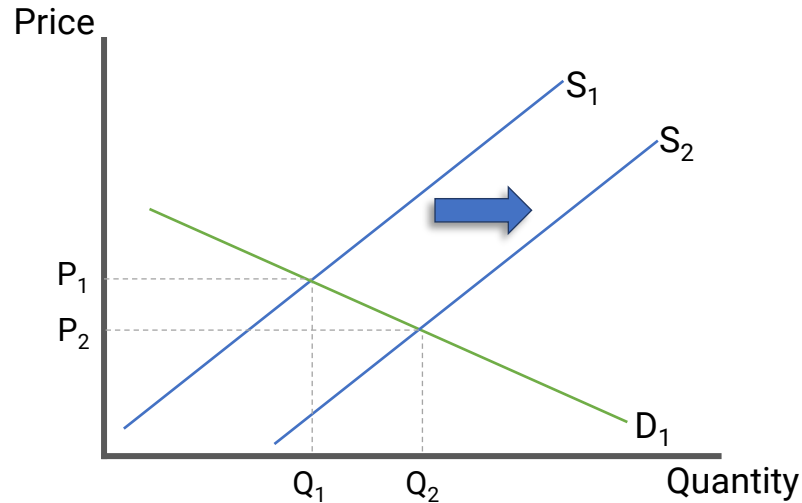
The problem is that these actions only focus on one part of the equation: **Supply**

Demand + Supply = Market



But what are we doing to assure that demand grows consistently **with** supply?

Demand + Supply = Market



Hass Avocados -- Two Key Concepts:

- **Data Collection:** How do we know what volumes are in the market and those to come in the next weeks?
- A **unified approach** to marketing

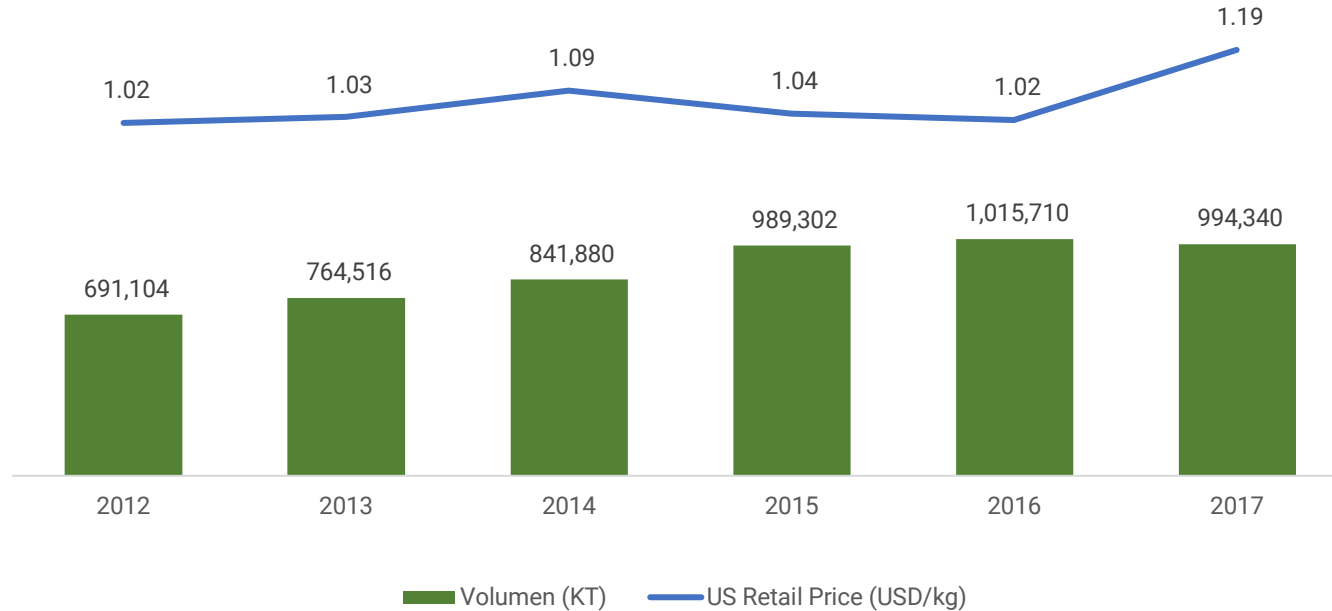


www.Hassavocadoboard.com



www.avocadofruitoflife.com

Since 2012 Avocado volumes in the U.S. have grown rapidly and prices are firm

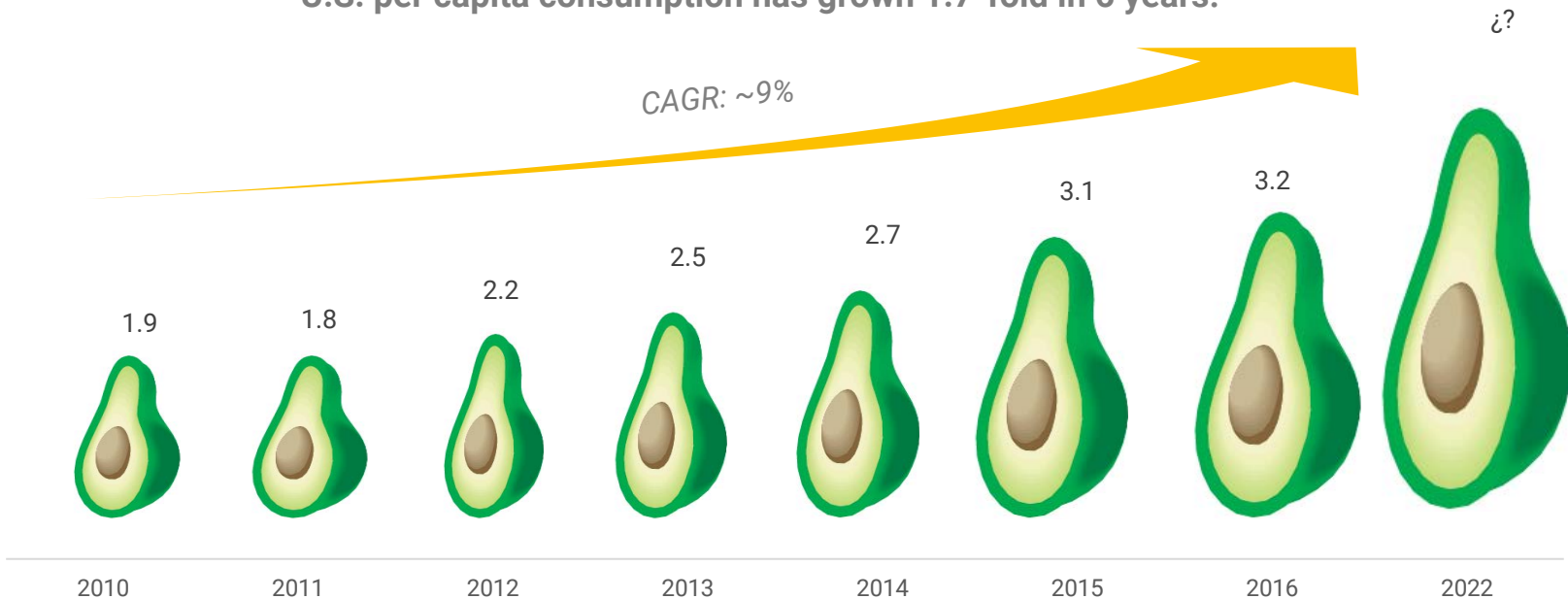


* Imports and local production

Source: Hass Avocado Board

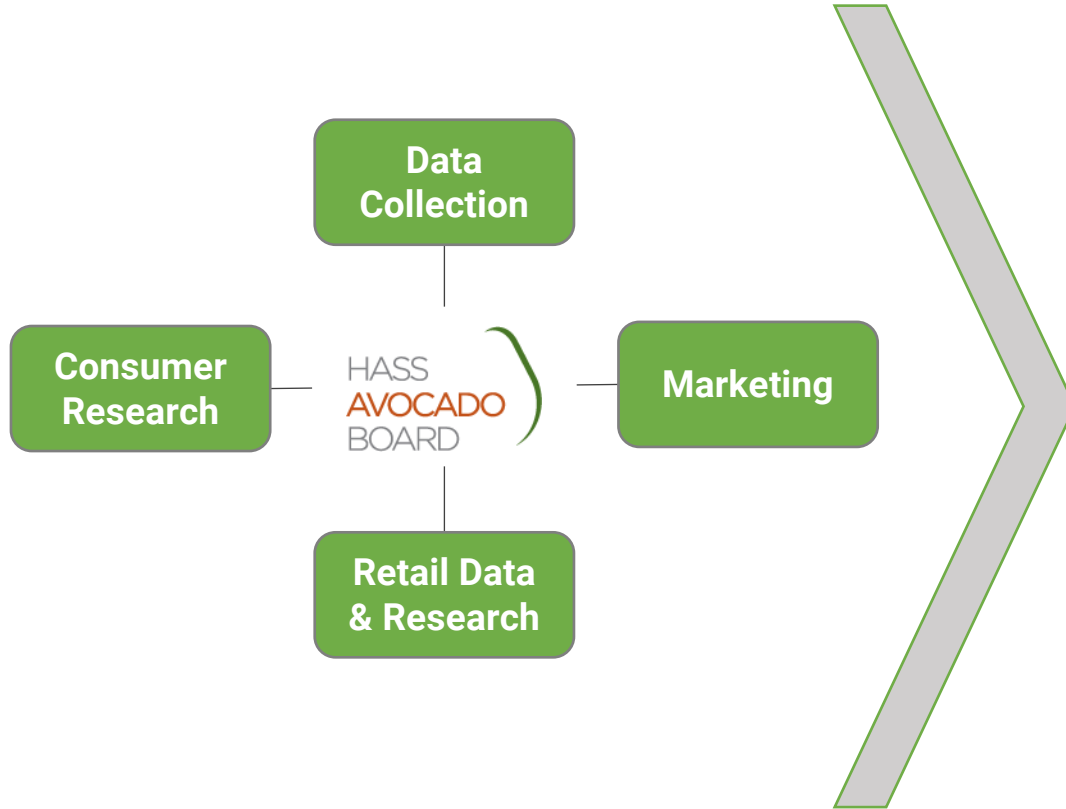
How can this happen? CONSUMPTION! Driven by marketing and good data

U.S. per capita consumption has grown 1.7-fold in 6 years!



Source: USA Avocado consumption per capita Fruitrop, april 2017

The Hass Avocado Board










How does it work?

- Subject to the Hass Avocado Promotion Act and Order.
- Regulated under the Secretary of Agriculture.
- Members are Hass avocado producers and importers.
- An assessment of no more than 5 cents (US) per pound is charged in order to fund the board and is defined annually.
- Producers remit directly to the board and importers are charged by customs.

Data collection is key for market understanding and interpretation

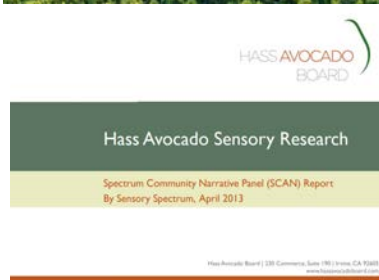
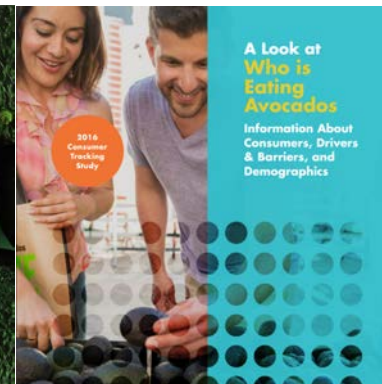
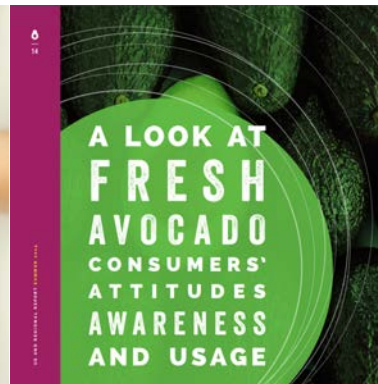
VOLUME DATA **ARRIVAL VOLUME SUMMARY** < 2018 Volume and Projection Data Updated >

2018 Volume Data & Estimated Volume Projections [Download Excel](#) [Print Data](#)

Week	 California	 Mexico	 Chile	 Dom. Rep.	 New Zea.	 *Peru	 Est. Tot. Vol.	Total Volume in Pounds
Aug-26 2018	8,826,173	25,537,886	705,204	n/a	0	13,037,122	57,215,442	48,106,385
Sep-02 2018	5,955,763	17,927,226	1,833,426	n/a	n/a	13,843,054	54,488,964	39,559,469
Sep-09 2018	3,157,120	30,089,700	1,505,218	n/a	0	10,382,290	51,051,886	45,134,328
Sep-16 2018	1,848,400	34,652,660	12,535,597	n/a	n/a	8,485,982	57,522,639	estimated
Sep-23 2018	1,333,000	35,460,953	8,885,213	n/a	n/a	3,365,948	49,045,114	estimated
Sep-30 2018	369,000	30,792,621	8,191,806	n/a	n/a	2,085,940	41,439,367	estimated
Oct-07 2018	155,900	31,672,413	6,353,322	n/a	n/a	2,038,532	40,220,167	estimated
Oct-14 2018	69,200	30,050,707	5,553,725	n/a	n/a	n/a	35,673,632	estimated

[View Data Sources](#) *Peru: Projections and actuals provided from source may vary from week to week. View in: [Lugs](#) [Kilos](#) | [View Historical](#)

Research has helped to understand customer behavior and preferences



HASS AVOCADO BOARD

California Region
301 Consumer Interviews Completed April 21 to May 8, 2017

	Total	Light	Medium	Heavy	Super
Household penetration	91%	70%	92%	94%	94%
Average # of households purchased per year	37	6	12	80	146
Average # of households purchased per household member per year	13	4	9	10	30
Buy avocados monthly	52%	0	0	57%	67%
Buy avocados weekly	36%	0	0	30%	30%
Discontinued from buying avocados because of price	22%	45%	65%	70%	80%
Average price considered too high	\$1.96	\$1.32	\$1.98	\$1.87	\$1.80
Top reasons for buying avocados (based on ranking)					
Taste	57%	67%	58%	39%	67%
Health benefits	42%	57%	39%	42%	50%
Good for you	44%	38%	37%	51%	39%
Approved as a source of purchase intention (based on ranking)					
Avocados advertising awareness	53%	47%	34%	44%	74%
Know "Hass" the "Fruit of the Golden State"	21%	17%	36%	77%	76%
Confidence in avocado safety	49%	77%	64%	44%	65%
Gender					
Male	51%	56%	38%	57%	38%
Female	49%	44%	62%	43%	62%
Income	\$47	\$40	\$37	\$48	\$40
Average annual household income (in \$K)	\$61	\$51	\$51	\$51	\$50
Average Age	37	35	35	40	46
Average number of people in household	2.7	1.7	2.4	2.4	2.3
Ethnicity					
White	4%	4%	1%	2%	1%
Hispanic	93%	93%	95%	97%	97%
Latino/Hispanic	9%	4%	2%	1%	2%
Other	0%	0%	0%	0%	0%

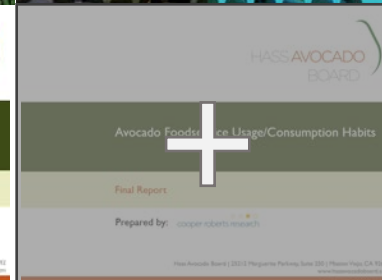
HASS AVOCADO BOARD

Avocado Tracking Study

2017 User Segmentation Analysis

Prepared by: cooper roberts research

Hass Avocado Board | 238 Commerce, Suite 200 | Pleasanton, CA 94566
www.hassavocado.com



Unified marketing focused on healthfulness and trends

fresh **avocados**

LOVE ONE TODAY™

naturally good fats + cholesterol free

REASON #31
to ♥ Fresh Avocados:

One-fifth of a medium avocado (1 oz.) contributes nearly 20 vitamins, minerals and phytonutrients, making it a good choice to help meet nutrient needs



Copyright © 2013. Visit AvocadoCentral.com for more reasons to love fresh avocados.

Hass Avocados.

HASS AVOCADOS A BIG FAVORITE FOR BIG GAME

In 2000
8 million pounds*

In 2013
79 million pounds*

That's an **888%** increase... or Over
158 MILLION AVOCADOS!

10 feet from the top of the goal post!

Enough to fill a football field end zone to end zone 30 feet high

95%[†] of avocados sold in the U.S. are HASS AVOCADOS

Is it because they're football shaped?

Big Game/Pro Football remain the top time for sports fans to enjoy avocados. Followed by college football.

Nearly 1.5 billion pounds of avocados were eaten in 2012. That's almost 3 billion avocados!

That's a lot of guacamole, avocado salads & avocado topped hamburgers

— Three of the top ways avocado loving Americans enjoy them on game day.

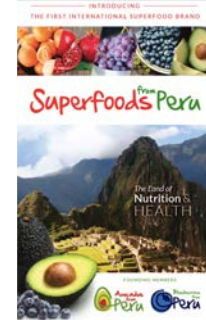
Visit AvocadoCentral.com for Big Game recipes and fun facts.

Hass Avocados.

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Avocados from Peru: Unified origin-based marketing approach in the U.S.

- Retailer partnerships
- Magazine advertisements
- Radio & TV Spots



Walmart.com Dave & Jimmy On Air Playlist & Photos Connect Contests

Listen Live at Walmart.com

Send Us Your Best Avocado Recipe and You Could... WIN \$250 TO WALMART

Avocados From Peru avocadosfromperu.com

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Is it lunchtime yet? Yum! Check out some of these amazing recipes from Avocados from Peru! Share your favorite avocado recipe in the comments below to be qualified to win a Walmart giftcard from QDR and Only QDR! #SuperFood

Avocado Truffle – Stuffed with Goat Cheese and Coated with Bacon Cru... avocadosfromperu.com

Women's Health

Eat to Live

Supplements & Vitamins

Immunity

Superfoods

EAT TO LIVE

3 Plant-Based Protein Sources You'd Actually Want to Eat

2 Nutrient-Rich Protein Sources You'd Actually Want to Eat

Trending on WH

Men's Health

Useful Stuff

Fast Fact: Avocado is a nutrient-dense food.

A Man, a Can, a Plan

This quick tuna salad recipe kicks up the flavor with fiery pickled jalapeños and is served in a convenient, heart-healthy "A-Man."

What You'll Need

How to Make It

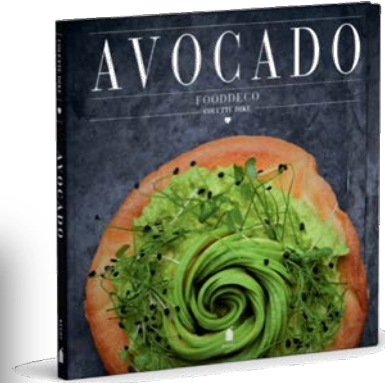
Avocados from Peru: Unified origin-based marketing approach in the U.S.

- Avobus
- AFP Mobile App
- Trade Media



Avocados from Peru: Unified origin-based marketing approach in the U.S.

- Avocado recipe book
- Renowned chef cooking videos
- Website and social media



A unified marketing approach has made the Hass avocado loved in the U.S.

Bring out the limes for National Guacamole Day



By **Lauren Delgado** · Contact Reporter
Orlando Sentinel

SEPTEMBER 13, 2018, 6:00 AM

Hey Hipster, American Airlines dishing out avocado toast

Frequent fliers lining up in lounges for millennial-favorite

Chris McGinnis, Tim Jue Updated 1:09 pm PDT, Tuesday, August 21, 2018

[NYC RESTAURANT MENUS](#) [NYC RESTAURANT OPENINGS](#)

All-Avocado Restaurant Invades Manhattan

Everything on Avocado Appetit's menu contains the trendy fruit

by **Megan McGibney** | Feb 9, 2018, 3:28pm EST

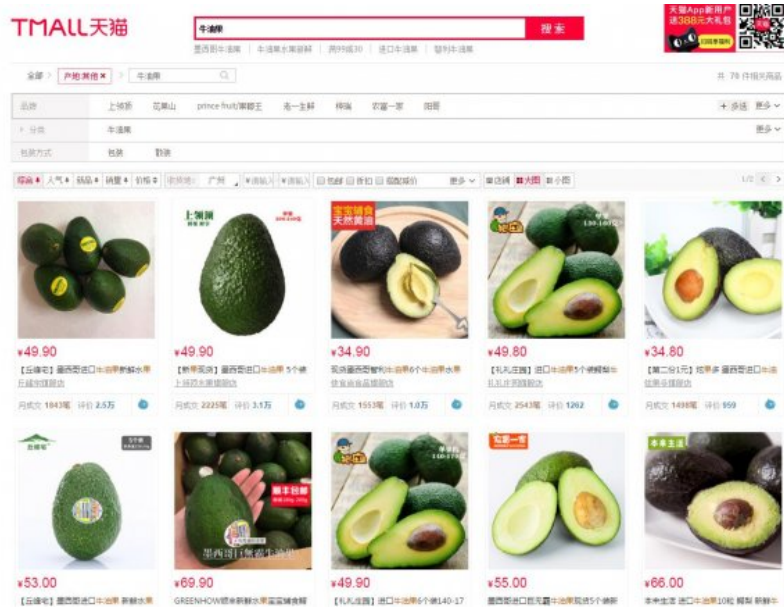
Avocados: History of an unlikely but legitimate healthy food craze

By **Jacqueline Howard**, CNN

Updated 1451 GMT (2251 HKT) March 9, 2018



China is now the new frontier for a unified marketing approach



E-Marketing



Education, Education, Education

Is it time for a unified marketing approach?
Can Shrimps be the next avocados?



Thank you!

