

EDUCATING FOODSERVICE OPERATORS THAT AVOCADOS FROM MEXICO Are Always in Season

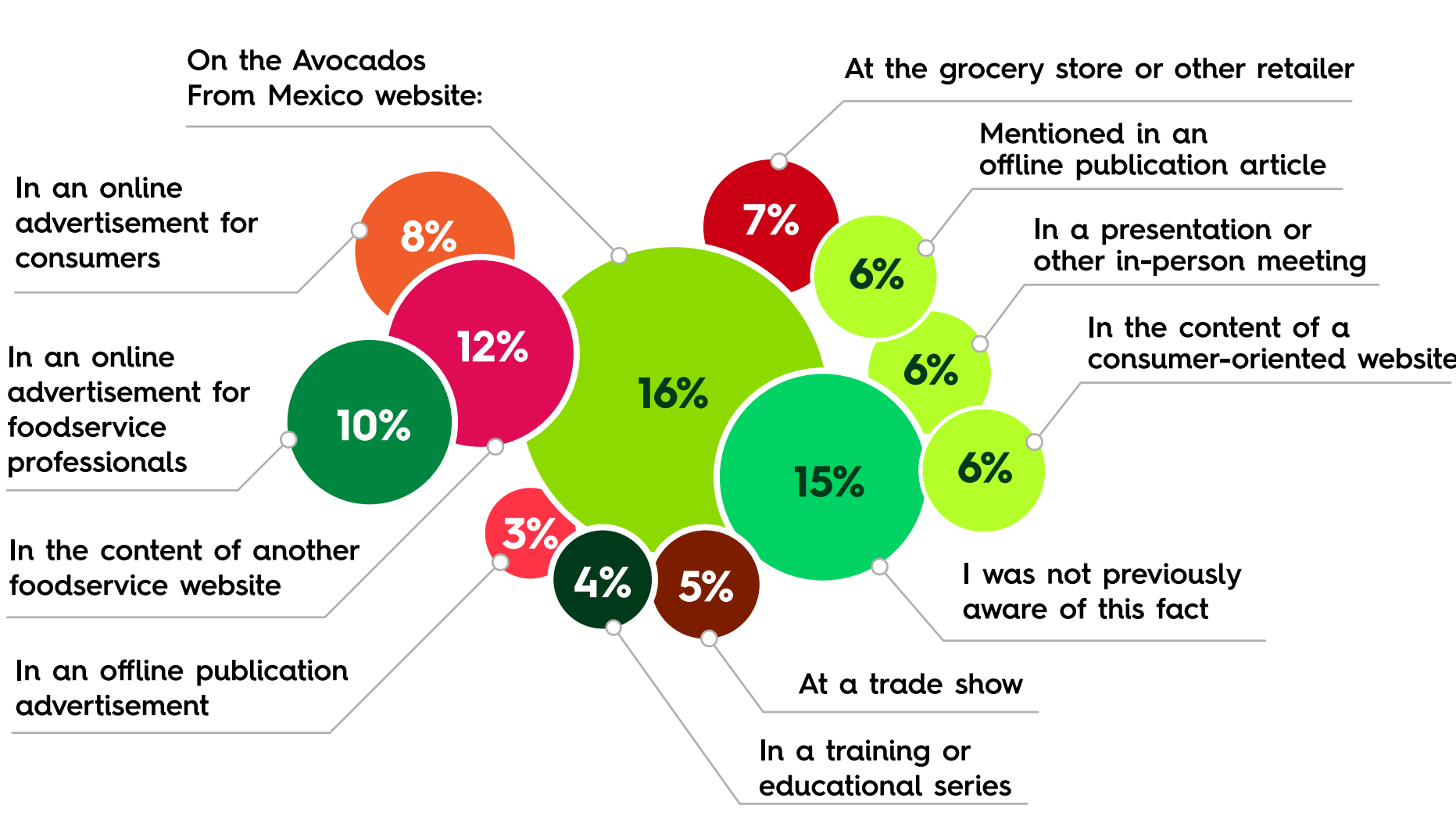
86% of foodservice operators say they are using fresh avocados all year round.¹

IN 2020, 39% OF FC/CDR OPERATORS THOUGHT THAT AVOCADOS WERE A SEASONAL ITEM, COMPARED TO 43% IN 2019.²

52% of FC/CDR operators believe that Mexican avocados are available year-round, while 41% believed that avocados from the U.S. were available year-round.²

Awareness of Year-Round Availability OF MEXICAN AVOCADOS (2020)

"Avocados From Mexico are available 365 days a year and are grown year-round. What best describes your awareness of this fact / where have you seen this fact mentioned?"²



IN 2020, FEWER OPERATORS OVERALL SAW FRESH AVOCADOS AS SEASONAL, BUT MORE QSR THAN FC/CDR OPERATORS BELIEVED FRESH AVOCADOS ARE SEASONAL.²

64% & 39%

of QSR operators perceived avocados as seasonal

of FC/CDR operator perceived avocados as seasonal

OPERATORS WHO BELIEVE AVOCADOS FROM MEXICO ARE AVAILABLE YEAR-ROUND: (2020)²

52%

FC/CDR

37%

QSR

OPERATORS WHO BELIEVE AVOCADOS FROM MEXICO ARE AVAILABLE YEAR-ROUND: (2020)²

61%

Prepared guacamole

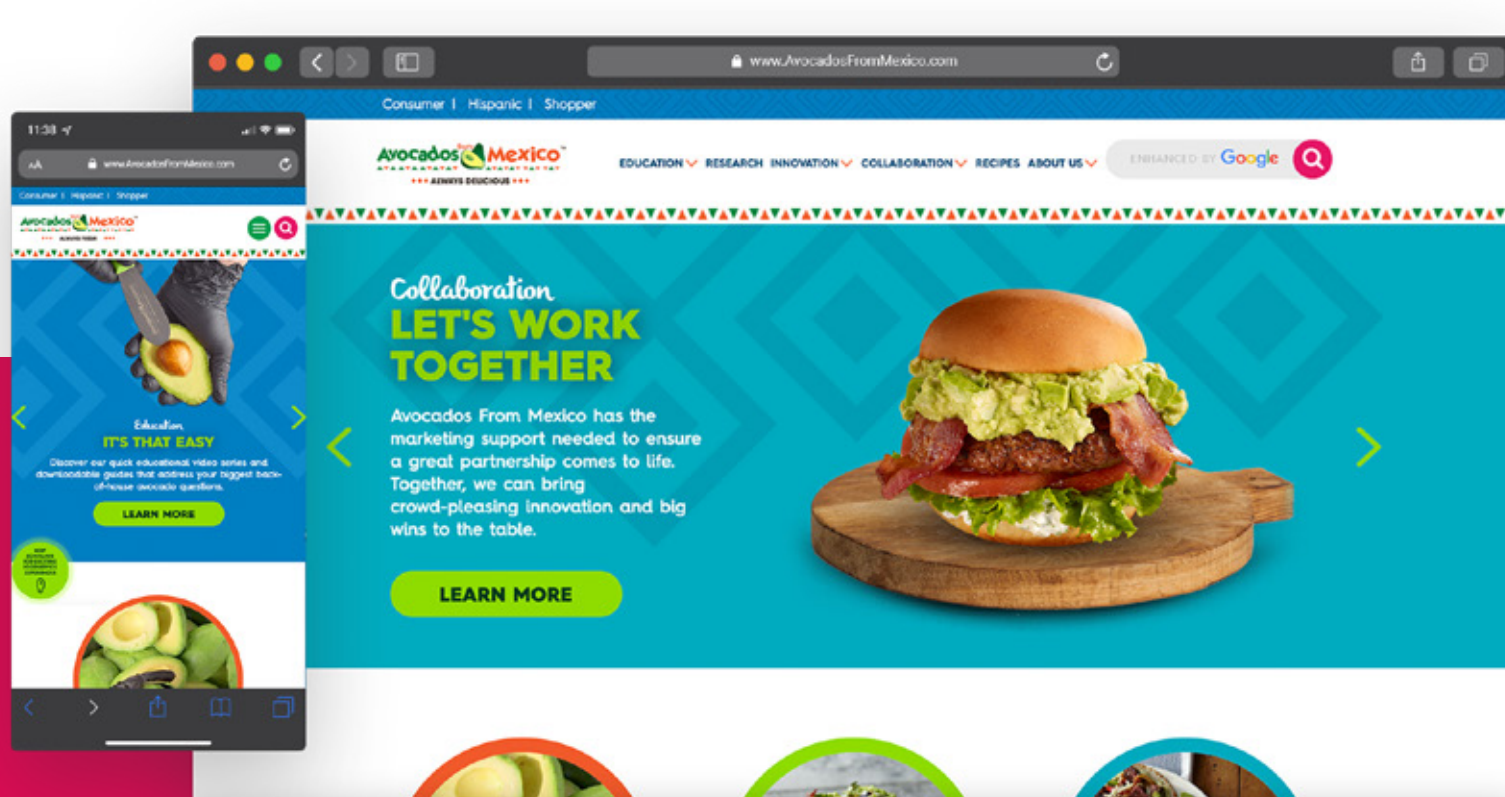
60%

Fresh avocado

57%

Processed avocado

More than 50% of QSR operators purchase whole avocados only during certain months due to freshness and perceived seasonality², while 43% of QSR operators purchase fresh avocado year-round.²



THE AVOCADOS FROM MEXICO WEBSITE IS THE MOST CREDITED SOURCE FOR OPERATORS' AWARENESS THAT AVOCADOS FROM MEXICO ARE AVAILABLE YEAR-ROUND.²

16%

of FC/CDR operators learned about year-round avocado supply from the AFM website

14%

of QSR operators learned about year-round avocado supply from the AFM website

Motivation for fresh Avocado

FRESH MEXICAN AVOCADOS ARE AVAILABLE ALL YEAR ROUND. THAT'S IMPORTANT TO FOODSERVICE OPERATORS BECAUSE THE VERSATILITY OF FRESH AVOCADOS IS A BIG MOTIVATOR.²

- 41%** Fresh avocados add visual appeal to our menu items
- 40%** I offer fresh avocados because they are a great flavor carrier
- 41%** Fresh avocados are versatile products that can be used in various recipes
- 38%** My customers are actively seeking fresh avocados



ASSOCIATIONS WITH fresh Avocados from Mexico

MEXICAN AVOCADOS' KEY DIFFERENTIATING FACTOR IS THEIR YEAR-ROUND AVAILABILITY.²

51%

Healthy

36%

Always in demand by consumers

56%

Available all year around

