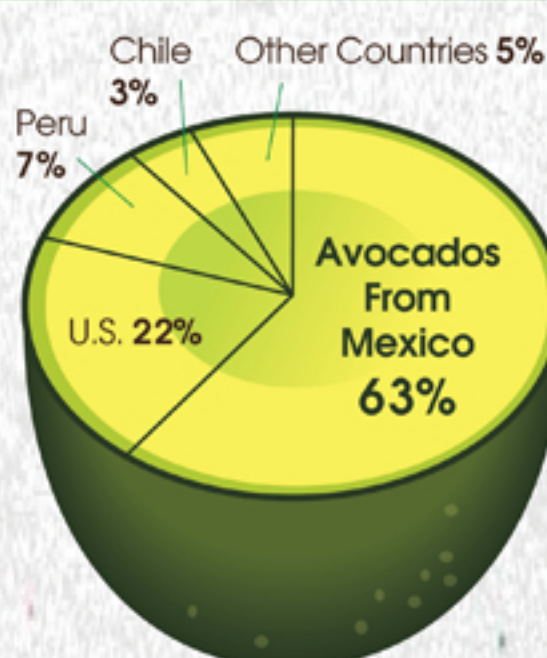


Avocados From Mexico Rising!

Avocados from Mexico dominate market.

Avocados From Mexico represented **265 million pounds** in 2014 or 63 percent of total market.



Salads & Handheld are Top Users for Avocados from Mexico

The market for fresh avocados continues to grow in the U.S.

Between 2014 and 2019, the market (fresh avocados in U.S. foodservice) is expected to grow **8.1 percent** annually in poundage, driven by expanded usage in foodservice.



More than half (**61 percent**) of casual dining and fine dining operators indicate they are purchasing higher volume of fresh avocados than they were two years ago.

Across all restaurant menus, the majority (**78 percent**) of menu applications feature avocado as an ingredient.



Avocados from Mexico: It's About Quality & Performance.

Quality and performance attributes trump price as leading selection factors among casual dining and fast casual restaurants.



Avocados From Mexico are a Top Ingredient for Salads and Sandwiches

The most popular uses of fresh Avocados From Mexico among casual dining restaurants nationwide include:



Avocados From Mexico

◆◆◆ ALWAYS IN SEASON ◆◆◆

afmforchefs.com
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