

California-headquartered multinational Mission Produce has announced the launch of 'Avocado Intel', a full-scale avocado knowledge resource exclusively for its customers.



"As an innovator in the market, Mission is taking the leadership position in providing our customers with the most comprehensive intelligence available," vice president of sales & marketing Brent L. Scattini said in a release.

"By offering category management services for our customers, and providing additional information through newsletters, market analysis and insights, we've positioned Mission to help our partners strategically grow their sales by harnessing our knowledge base," he said.

Mission's director of marketing Denise Junqueiro added the company had also recently hired Jennifer Anazawa to analyze category management, harnessing her many years of experience in the area.

data

"The genesis of the program started when I was hired on to handle customerspecific marketing initiatives. As the category management program has taken off, we've expanded to include additional information products and identified the need to have a full-time category manager on staff," Junqueiro said.

"Over the years, I've worked with different associations on category knowledge, but individual shippers haven't really taken advantage of the information tools that are available," added Anazawa.

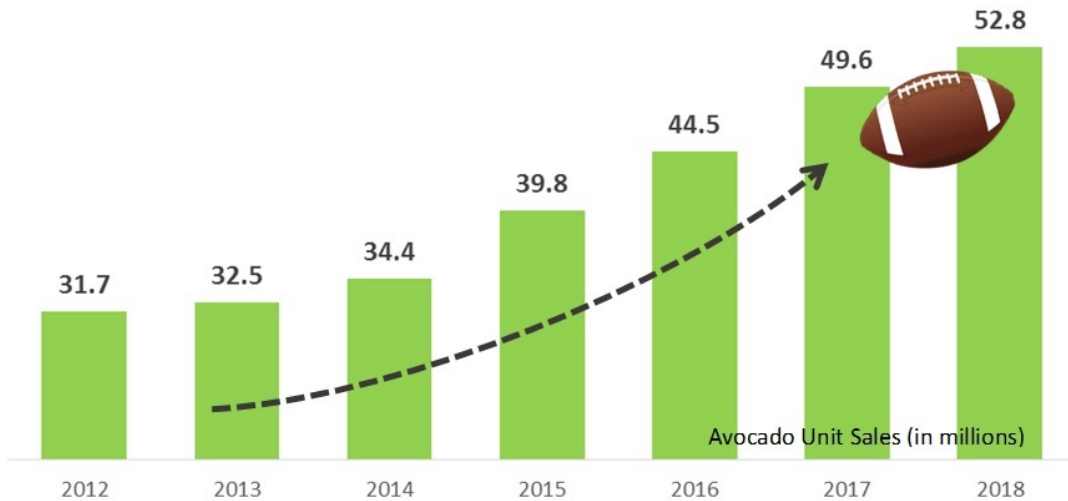
"At Mission, we utilize IRI data, as well as additional resources, to offer our customers

timely data to help them manage this important and growing category," she said.

As an example of the type of information it provides, Mission provided a [helpful information sheet](#) on managing lenticels or 'polka dots' that can appear during the Mexican rainy season, as well as the fact sheet below on Super Bowl sales.

Super Bowl Sales Soar!

2018 Super Bowl sales hit nearly 53 million units
An increase of 66% since 2012!



With \$51 million in retail sales, this was the largest single week EVER for avocados



Avocado sales hit \$2,050 per store, an increase of +13% vs. 2017

How does your store compare?

Price averaged \$0.96/unit nationally, but ranged widely from \$0.76 in South Central to \$1.44 in Northeast

For more information contact your Mission Produce sales rep



Data source: IRI Total U.S. week ending 2/4/2018



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