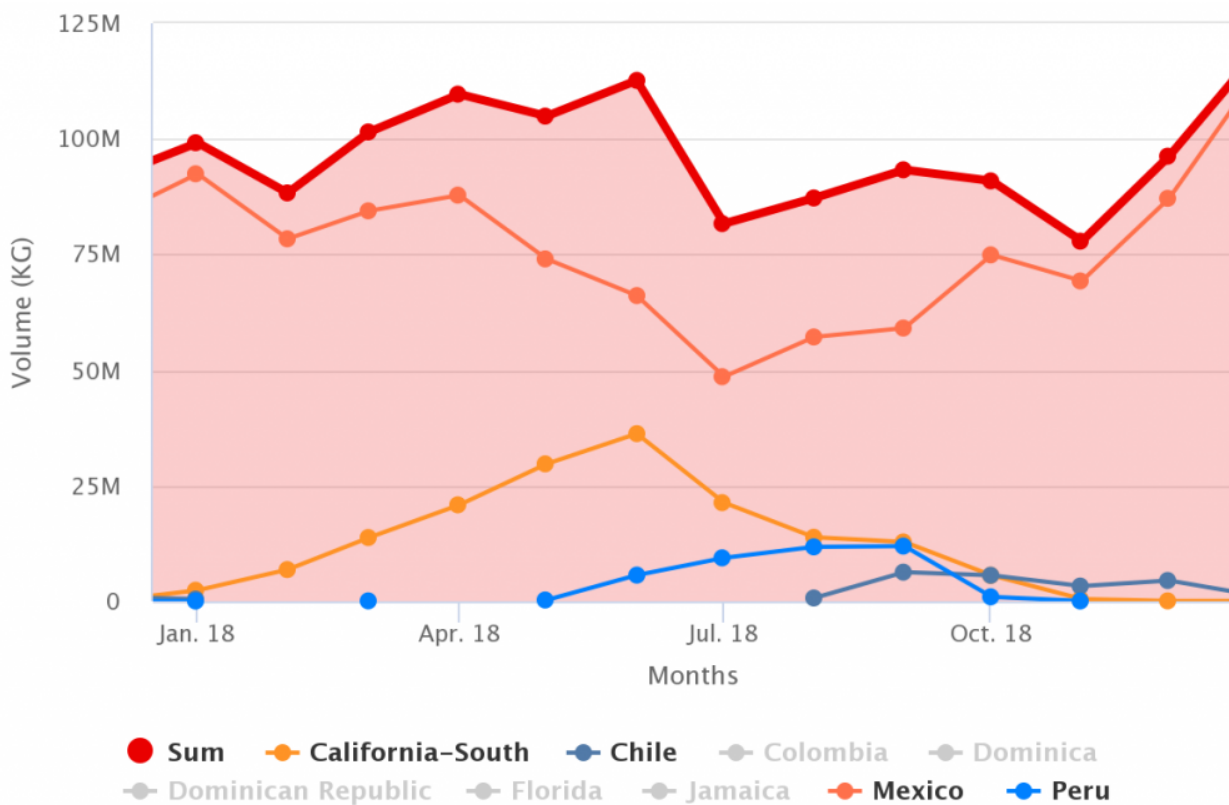


In the 'In Charts' series, [Agronometrics](#) illustrates how the U.S. market is evolving. Each week the article will look at a different horticultural commodity, focusing on a specific origin or topic visualizing the market factors that are driving change.

Peru has the golden opportunity to produce avocados right when the market most needs it. Coming in on the heels of California's supply and right before Chile's, Peru's season happens to be countercyclical to Mexico's with its volumes arriving in the market right when Mexico has the hardest time producing.

Avocado movements in lbs 2018

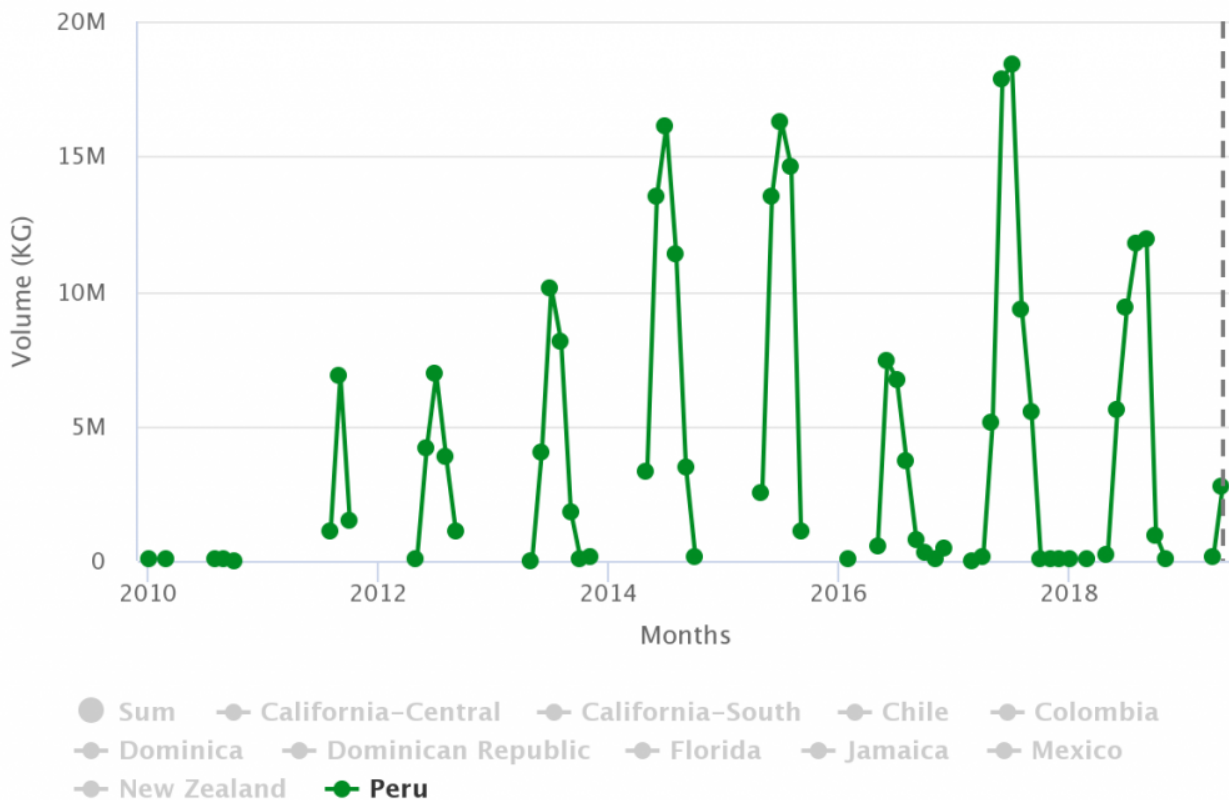


(Source: USDA Market News via [Agronometrics](#))

[Agronometrics users can view this chart with live updates [here](#)]

Because of its fortunate positioning, Peru's presence in the U.S. Market has been growing impressively, rushing to keep up with demand right in the middle of the U.S.'s summer. In 2010, the USDA reported 300,000 lbs of imports from Peru, while in 2018 we saw Peru send an impressive 88 million lbs.

Avocado shipments to the US from Peru

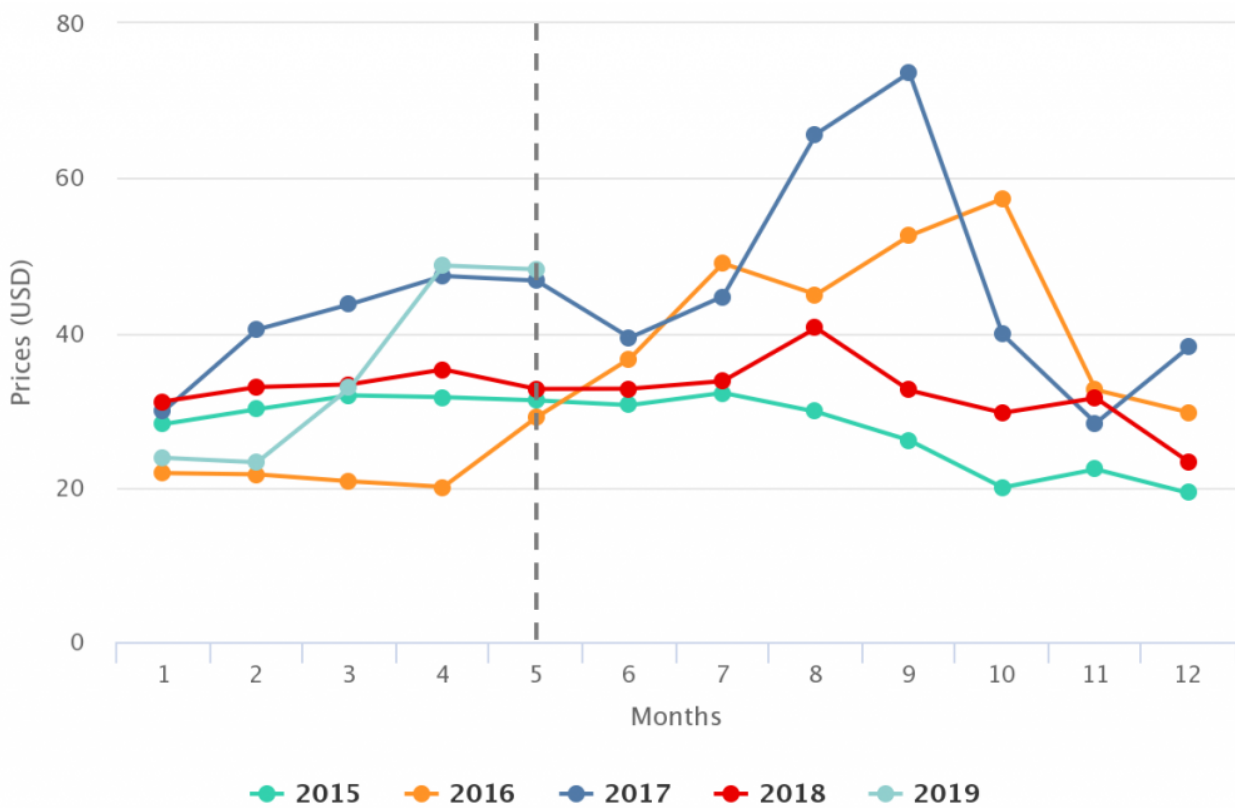


(Source: USDA Market News via [Agronometrics](#))

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In fresh produce, timing is everything. Fortunately for Peru, timing works in its favor. June, July, and August have seen some of the highest prices to date. This also happens to be when Peru's supply is most prominent, creating the driving engine behind the origin's meteoric rise.

Hass avocado shipping point prices in USD (cartons to layer), average historic comparison



(Source: USDA Market News via [Agronometrics](#))

[Agronometrics users can view this chart with live updates [here](#)]

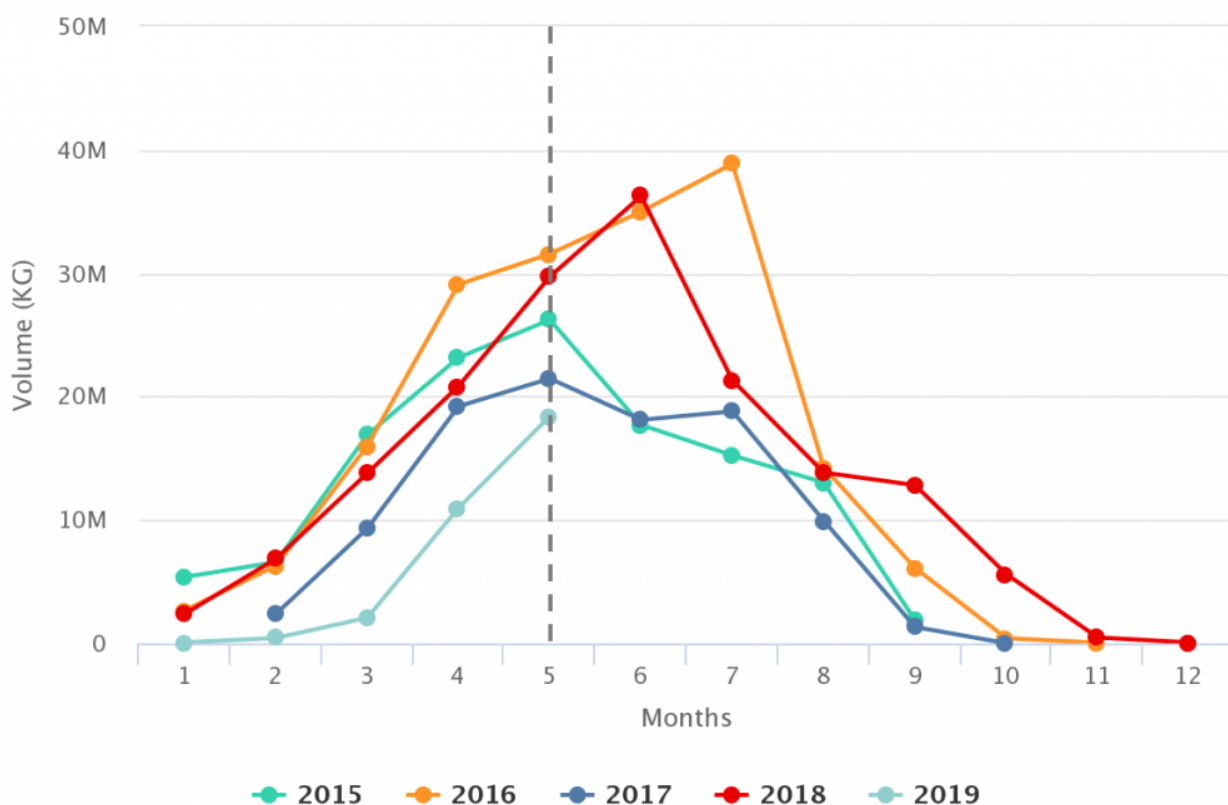
These high prices are not only created by high demand from consumers - they are also a

sign that producers are having a hard time keeping up with the market.

To satisfy the markets there are three major origins trying to meet the U.S.'s avocado needs during this time. This in turn creates a complex symphony between all origins striving to maintain balance. If any one of these origins lets up, big spikes in prices follow, such as those in 2016 and 2017.

A shining example of this imbalance is the delay that the market saw from California's season, which pushed prices to over US\$50 a box at the beginning of April.

Historic avocado shipments from California



(Source: USDA Market News via [Agronometrics](#))

[Agronometrics users can view this chart with live updates [here](#)]

This year looks like it is going to be an interesting season for the origin. With California experiencing important delays in production, Peru is coming online to a rosy commercial picture with high prices for the category.

According to Pro Hass, there will be decreases in Peru's expected production, a more spread out commercial window, and ever-increasing diversification of the nation's customers ([Peruvian avocados: Greater early-season volumes mark “new trend” for industry](#)).

The combination of these factors means that receivers may have a hard time finding fruit from Peru that isn't pre-committed. As a result, Peru's volumes may not serve to completely dampen the high prices the market is experiencing.

In our 'In Charts' series, we work to tell some of the stories that are moving the industry. Feel free to take a look at the other articles by [clicking here](#).

You can keep track of the markets daily through Agronometrics, a data visualization tool built to help the industry make sense of the huge amounts of data that professionals need to access to make informed decisions. If you found the information and the charts from this article useful, feel free to visit us at www.agronometrics.com where you can easily access these same graphs, or explore the other 23 fruits we currently track.