

As Mexico's 2019-20 avocado season gets underway, an industry association is forecasting that its exports to the U.S. will break the one-million-ton mark for the first time ever.

The Association of Producers, Packers and Exporters of Avocado in Mexico (APEAM) predicted this week that shipments to the country's leading market would reach 1,042,501 metric tons (MT) in the season running from July through June. The figure is equivalent to a little over two billion pounds, and would represent an increase of 5% year-on-year.

During the 2018-19 season, which officially wrapped up a few days ago, the Mexican avocado industry shipped 914,530MT to the U.S., up from the 869,057MT exported during the previous campaign.

APEAM is also forecasting exports of 188,513MT to other markets for the 2019-20 campaign.

Exports to [China skyrocketed last year](#), reaching 9,368MT by June, which was 7% more than the total figure for 2017. And Mexico has also been making inroads to other markets like Europe, amid rising concerns regarding the industry's over-reliance on the U.S. market.

The association also noted that it has been working to increase consumption of its fruit in the U.S. through the brand Avocados from Mexico.