

Alternative Delivery Systems Avocados From Mexico

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Apeam A.C.

The Association of Growers, Packers and Exporters avocados from Mexico was founded in 1997 to represent the Michoacan avocado industry specifically in regard to the USDA Export Program to the United States that began that year.



APEAM is a non-profit organization based in Uruapan, Michoacan, the heart of Mexico's main avocado growing area. Its purpose and mission can be described as follows:

To represent the Michoacan avocado industry before USDA-APHIS, specifically to comply with all the industry's financial responsibilities for the inspection and clearing services provided by USDA-APHIS under the Work Plan of the Avocado Export Program to the United States signed by the governments of Mexico and the United States of America.

To represent the Michoacan avocado industry in all matters regarding its presence, permanence and expansion in the United States market

To perform activities to expand the US market for Mexican avocados, including but not limited to consumer and trade promotion and advertising, lobbying, market and phytosanitary research, etc.



Avocado Export Program History

1997 First Regulation Published and Implimenting the “Systems Approach”

The importation of avocados is managed using a systems approach: *a set of independent, redundant and overlapping phytosanitary measures that collectively mitigate the risk of pest introduction into the United States* (Anon, 2002; and NAPPO Glossary of Phytosanitary Terms).

The redundancy of the systems approach ensures that if one measure fails, other safeguards independently maintain phytosanitary protection. The effectiveness of the systems approach for avocados is continuously monitored by sampling and dissection of avocados in orchards, at the packing houses, and at ports of entry into the United States.



Avocado Export Program History

1997 First Regulation Published and Implimenting the “Systems Approach”

- ❑ Field surveys Once per year prior to 2004, twice per year under 2004 rule
Trapping activities 1 trap per 10 hectares to monitor for fruit flies
- ❑ Field sanitation Remove fallen fruit weekly and prune dead branches
- ❑ Host resistance Hass cultivar only
- ❑ Post-harvest Safeguards Transport to packinghouse within 3 hours of harvest in screened trucks; transport from packinghouse in refrigerated containers, identity of grower, packinghouse, and exporter must be maintained

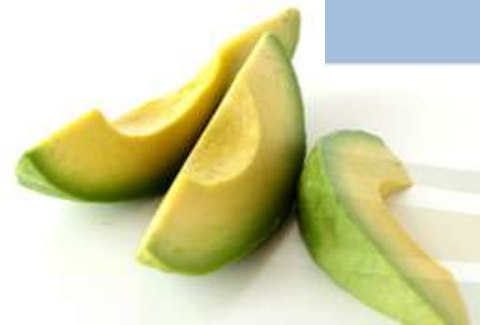


Avocado Export Program History

- ❑ Packinghouse inspection Stems and leaves removed from the fruit. Each fruit labeled with a sticker with registration number of the packinghouse.
- ❑ Inspectors in packinghouses inspect and cut 300 fruit sampled from each shipment.
- ❑ Each truck or container must be secured by Sanidad Vegetal before leaving packinghouse.
- ❑ Port-of-arrival inspection Inspectors ensure seals on the trucks are intact and shipment is accompanied by phytosanitary certification. One fruit per box from 30 boxes per shipment are sampled, cut, and inspect.
- ❑ Geographical shipment restrictions Shipments limited to 19 states plus District of Columbia (1997 rule)
- ❑ Seasonal shipment restrictions Shipping allowed only October 15 to April 15 (2001 rule); no seasonal restrictions under 2004 rule.



Limited to the State of Michoacan



Avocado Export Program History

In November 1997, fresh Hass avocados from Mexico were allowed entry into nineteen northeastern states and the District of Columbia during a four-month period, November through February, under specified pest-management protocols.



Avocado Export Program History

In 2001, the area approved for imports was expanded by an additional twelve states, and the period of importation was extended to six months, October 15 to April 15.

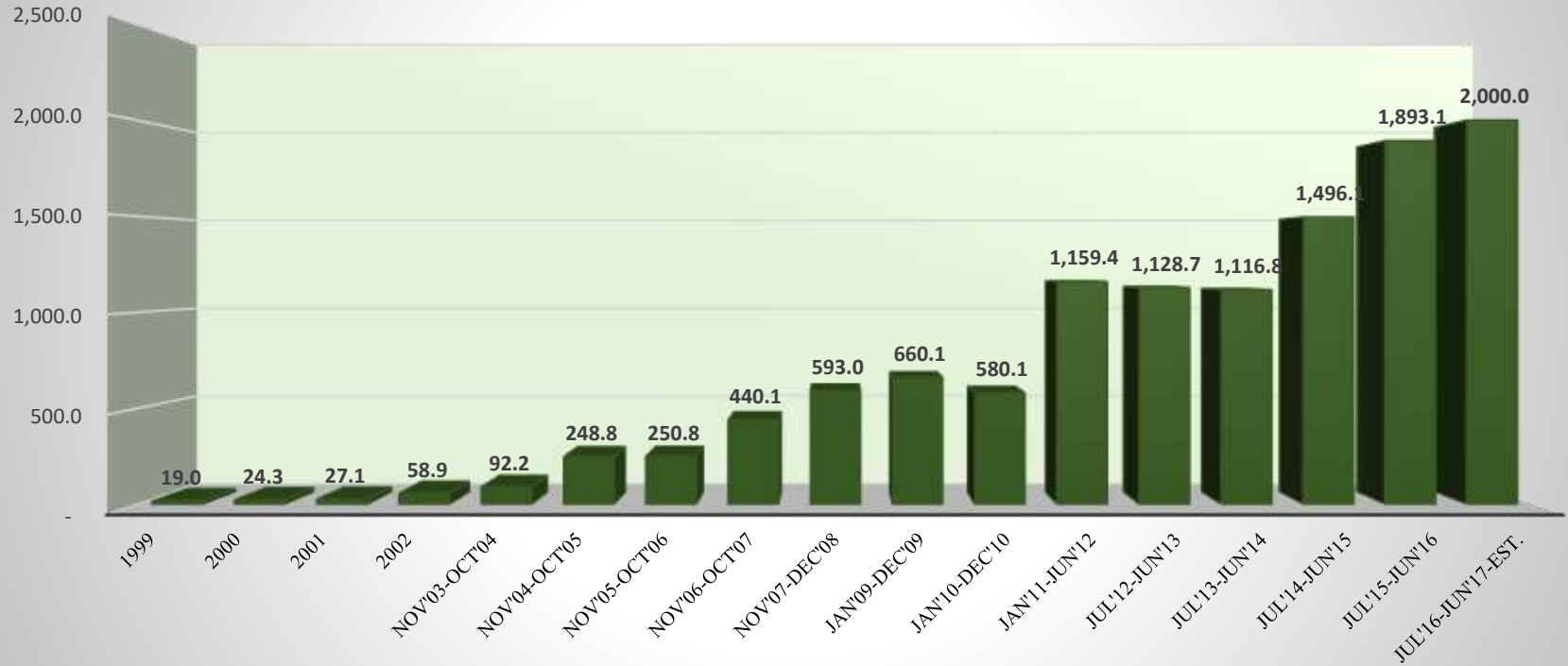


Avocado Export Program History

The remaining geographic and seasonal restrictions were eliminated in a November 2004 rule that allowed year-around importation of Mexican avocados initially into forty-seven states (California, Florida, and Hawaii were excluded) and to all states starting in February 2007.

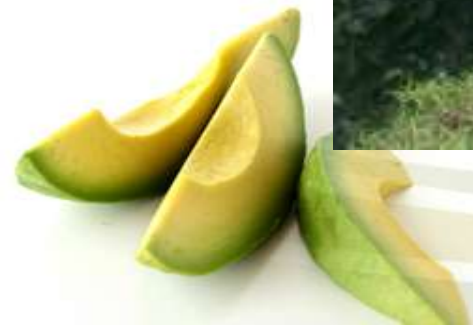


Mexican Hass Avocados- Historical Volume (in Million Pounds)





The logo for APEAM, featuring a stylized white graphic above the word "APEAM" in a bold, white, sans-serif font.







The logo for APEAM, featuring a stylized white bird or wing shape above the word "APEAM" in a bold, white, sans-serif font. The logo is set against a dark green background with a white diagonal line.





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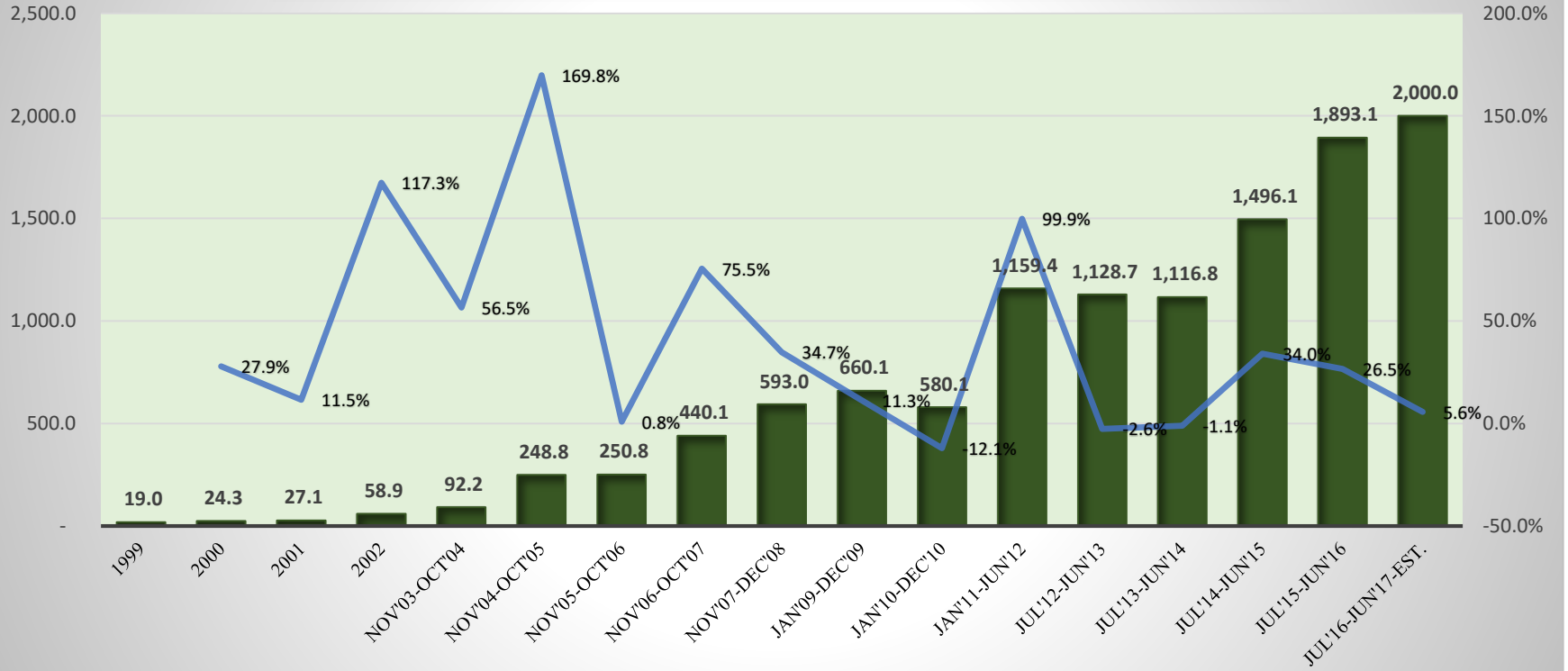
Apeam A.C.

1997 = Over 650 growers exporting 13 million lbs.

2015 = almost 19,000 growers exporting almost 2 billion lbs.



Mexican Hass Avocados- Historical Volume (in Million Pounds)





Toma de muestra



Disección de frutos



Toma de muestra



Revisión de trazabilidad





Revisión de documentos



Verificación del plan de trabajo en campo a través de un programa de APEAM "ASA"





Capacitación de personal TEF





Revisión de residuos
vegetales



Revisión de
etiquetado de fruto



Revisión de
contenedores o
termos



Revisión de
identificación de
cajas de campo



Toma de muestra



Muestreo



Revisión de camiones de campo



Capacitación en empaque a visitantes

The U.S. National and State-Level Economic Benefits of Avocado Imports from Mexico

Dr. Gary W. Williams
Dr. Oral Capps, Jr.
Dan Hanselka

MHAIA Annual Board Meeting
Dallas Marriott Las Colinas

September 13, 2016





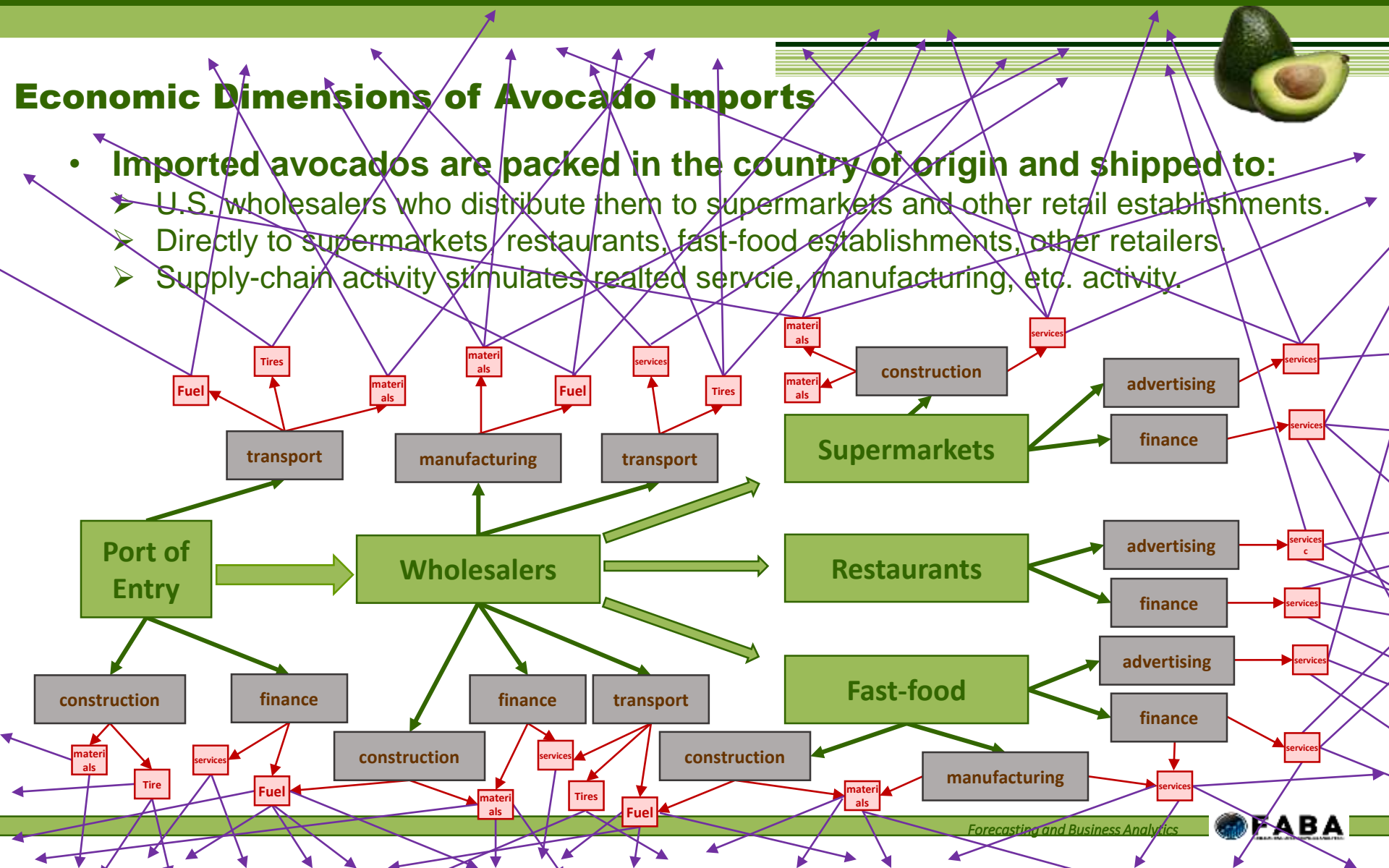
- **Avocado imports generate economic growth in the United States by stimulating various market activities such as:**
 - border and inspection services
 - internal transport
 - wholesale and retail trade
 - marketing/advertising
 - construction
 - infrastructure
 - financial services
 - manufacturing/value-adding
 - numerous after-market services
- **As a consequence, the recent rapid growth of avocado imports has likely helped support a sluggish U.S. economy and added jobs.**





Economic Dimensions of Avocado Imports

- Imported avocados are packed in the country of origin and shipped to:
 - U.S. wholesalers who distribute them to supermarkets and other retail establishments.
 - Directly to supermarkets, restaurants, fast-food establishments, other retailers.
 - Supply-chain activity stimulates related service, manufacturing, etc. activity.





Results

- **National Impacts for 2015**

- National economic impacts of **\$1.5 billion** of Mexican avocado imports:

Output (\$ million)	Value-added (\$ million)	Employment (no. of jobs)	Labor Income (\$ million)	Taxes* (\$ million)
\$3,524.3	\$2,161.3	18,695	\$1,206.4	\$593.9
(0.02% of GDP)		(0.012% of U.S. employment)		

* federal, state, and local.

About 1.3% of the reduction in unemployment in 2015

- **Substantial impact on the U.S. economy with multiplier effects along intersecting supply chains, generating output, value-added, income, jobs, and tax revenues as a result.**



Conclusions

- U.S. imports of Mexican avocados make a substantial, positive contribution to the U.S. and individual state economies.
- Since the last study 3 years ago, the contribution of avocado imports to the U.S. NATIONAL economy has increased dramatically:
 - Contribution to OUTPUT has *more than doubled*.
 - Contribution to GDP has *nearly doubled*.
 - Contribution to JOBS has *increased by two-thirds*.
 - Contribution to LABOR INCOME and TAXES has *increased by 75%*.
- The positive impact will only intensify in the future given the steep predicted growth path of avocado imports.
- The lifting of the phytosanitary ban on entry of Mexican avocados into U.S. markets has been pro-growth for not only the Mexican avocado industry but also the U.S. economy.

Thank You

