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Avocados from Peru closes out 2019 season

October 18, 2019

This season, Avocados from Peru continued to exceed expectations of quality and supply. Peru's commitment to sustainable and socially responsible agricultural practices, and its reputation as a reliable supply source, solidified AFP's dominance in the industry as one of the largest suppliers of avocados during the summer months. Peru exported 183 million pounds to the U.S. alone. From June to September, Peru is one of the largest exporters to Europe and the second-largest supplier of imported avocados to the United States. Avocados from Peru were available at top retailers and were a major foodservice supplier, including Chipotle, during the summer months.



Delivering messaging centered on health and fitness, Avocados from Peru maximized its impact as a leader in the industry through a variety of unique collaborations and events, including major sports activations, as well as retail, trade and foodservice partnerships.

"We believe avocados are at the center of health and fitness," said Xavier Equihua, president and chief executive officer of the Peruvian Avocado Commission. "We know that young people are changing the world. They love to eat healthy, be active, and they care about quality and food that is sourced responsibly. Peruvian Avocados are the superfood of the summer. We believe that if we continue to challenge the industry standard and emphasize the healthy lifestyle avocados naturally promote, we will continue to forge Avocados from Peru's message and find unique opportunities to grow the market into the future."

This season's robust marketing campaigns spanned across all channels including social, digital, radio, broadcast, mobile, print, retail initiatives and consumer activations – all pointing to the quality, taste, nutritional benefits and versatility of Peruvian avocados.

Highlights of the 2019 season included: sponsoring Fox Network's coverage of the FIFA 2019 Women's World Cup, cohosting the inaugural World Avocado Cup Regatta, partnering with the NY Jets and making the world's largest bowl of guacamole, sponsoring the launch of the first Michelin Guide California, and advertising during the MLB All-Star game.

FIFA World Cup 2019

AFP sponsored FOX Network coverage of the 2019 Women's World Cup from June 7 to July 7. AFP is an official broadcast sponsor of the FIFA cup and was thrilled to be part of this world-class event.

The Inaugural World Avocado Cup Regatta

Once again avocados, the world-renowned superfood, proved they are trendsetting trailblazers – this time in the world of competitive sailing. The World Avocado Cup Regatta embodies the iconic avocado as the quintessential food of our time. The World Avocado Organization and the San Diego Yacht Club, debuted the World Avocado Cup Regatta in the heart of San Diego Bay in July 2019.

Avocados from Peru and the NFL teamed up to promote a healthy dose of competition this football season

Avocados from Peru, the New York Jets and ShopRite, joined forces for the first time ever, promoting health and fitness with a unique series of events highlighting the Jets favorite superfood, Avocados from Peru.

During the NYJ home opener on Sept. 8, ShopRite, Avocados from Peru and the New York Jets took on the world record challenge for the “largest bowl of guacamole”– and won! The world record-breaking bowl of guacamole came in at 9,090 pounds.

MLB All-Star and NY Yankees-Red Sox London Games

For the first time ever, Major League Baseball headed to Europe. AFP was the only produce commercial sponsoring the London showdown between the New York Yankees and the Boston Red Sox in June. Likewise, AFP was the only produce commercial featured during the 2019 MLB All-Star Game in Cleveland, Ohio on July 9.

Michelin Guide CA 2019

In another first, Avocados from Peru, the World Avocado Organization and California Avocados, served as the official sponsor of the inaugural edition of the Michelin Guide for California. Published annually, the Michelin Guide is the oldest restaurant reference guide in the world, awarding its highly sought after stars, coveted by fine dining restaurants everywhere.

Retail Support and Consumer Advertising

AFP continued to support retailers with a variety of strategic co-marketing opportunities tailored to their preferred programs. Advertising in top tier outlets, including Women’s Health, Men’s Health, Vanity Fair and Vogue highlighted the health and fitness benefits of Peruvian Avocados.

Demos

Avocados from Peru completed thousands of demos at Walmart, Costco and Sam’s Club’s nationwide. AFP also participated in this year’s Walmart Wellness Week, the largest health event in the world. Peruvian avocados are the only produce items to ever be included in this prestigious event.

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