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Biggest impacts from AFM's decade of innovation

From making the U.S. the world's leader in avocado consumption to creating an avocado brand and debuting the first-ever commercial about a fruit during the big game, Avocados From Mexico has paved a fresh path in the produce marketing industry.

Avocados From Mexico 10th Anniversary

10 YEARS OF GOODNESS

BUILDING A BRAND & GROWING DEMAND

- 3x GROWTH** IN CONSUMER PREFERENCE TO BECOME THE PREFERRED BRAND OF AVOCADOS IN THE US
- 1st** PRODUCE BRAND IN THE BIG GAME (2015)
- REINVENTED SHOPPER MARKETING**
SOLD IN **1.7m** PROMOTIONAL BINS
AND LED THE GROWTH IN HOUSEHOLD PENETRATION
BY **+6m** AND
- +60%** UNAIDED CONSUMER ASSOCIATION OF GOOD FATS WITH THE HEALTH BENEFITS OF AVOCADOS
BECAUSE WE MADE GOOD FATS A THING
- 20% GROWTH** IN FOODSERVICE MARKET SHARE AND IN MENU PENETRATION
100% FRESH
- 1st AND ONLY** CERTIFIED AVOCADO EDUCATION PROGRAM FOR RETAILERS AND FOODSERVICE OPERATORS
AVOCADO UNIVERSITY
- 19% GROWTH** IN PURCHASE FREQUENCY
- WE MADE AVOCADOS A CULINARY EXPERIENCE**
AVOLAB **AvoEATS**
- DOUBLED** MEXICAN AVOCADO IMPORTS VOLUME TO ALMOST **2.5B LBS**
THAT'S NEARLY **9LBS PER CAPITA**
- +8 OF 10** AVOCADOS IN THE US ARE FROM MEXICO
- 1 OF** FAST COMPANY'S MOST INNOVATIVE COMPANIES IN THE WORLD
2023 MOST INNOVATIVE COMPANY
- MADE THE US THE #1** CONSUMPTION COUNTRY IN THE WORLD
- 5x GDP INCREASE** US ECONOMIC OUTPUT OF IMPORTED MEXICAN AVOCADOS TOPS **\$11.2B** ANNUALLY
- HERE'S TO MORE DELICIOUS, AMBITIOUS AND INNOVATIVE YEARS TO COME!**
- Avocados From Mexico** ALWAYS GOOD

Now celebrating its 10th year as an organization, Avocados From Mexico released its top 10 impacts since becoming a brand showcasing exactly what has been cooking up for a decade and the results of some truly delicious innovations.

Avocados From Mexico has spent 10 years building a brand that is always good, always good for you, fun and delicious. With bold marketing that drives demand, strategic partnerships with CPG

brands and a robust seasonal strategy all year, Avocados From Mexico has become known as a disruptive, world-class marketer and innovation powerhouse.

This October marks the 10th anniversary of Avocados From Mexico. While attending the International Fresh Produce Association trade show in October, Avocados From Mexico celebrated this milestone, and the strategy that has defined the past decade of growth.

The brand released its top 10 impacts since becoming a brand, along with an infographic that shares exactly what the brand has been cooking up for a decade and the results of some truly delicious innovations.

"This anniversary is a major milestone for Avocados From Mexico," said AFM President and CEO Alvaro Luque. "We are celebrating 10 years of goodness, 10 years of growth, 10 years of driving demand for avocados in the U.S., 10 years of relentless passion for innovation, strong performance and fun. I'm so proud of all we have done, and I truly can't wait to see what we can accomplish next."

The fruits of the brand's decade of labor include:

- Avocados From Mexico is the preferred brand of avocados in the U.S. The brand nearly tripled brand preference, reaching more than 50 percent.
- In 2015, the brand became the first produce brand to advertise during the big game, highlighting the synergy between avocados and football season.
- In 2020, the brand was named one of the 100 Best Workplaces for Innovators by FastCompany, and in 2021, was No. 1 in FastCompany's Most Innovative Companies in the world in the branding category.
- The brand also more than doubled the U.S. avocado market; now eight out of 10 avocados in the U.S. come from Mexico.
- The brand created a win-win story between two countries. The U.S. economic output of imported avocados from Mexico has increased more than 500 percent and its U.S. GDP is up five times to more than \$6.1 billion annually.
- Avocados From Mexico reinvented shopper marketing, achieving growth in household penetration by 6 million new households and 19 percent growth in purchase frequency.
- The brand avo-educated U.S. foodservice operators and retailer partners through Avocado University, the first and only certified avocado education program.
- Avocados From Mexico also freshened up menus with avocados, seeing 20 percent growth in foodservice market share and in menu penetration.

"In 10 years, Avocados From Mexico has become the top-selling, most recognized avocado brand in the U.S. and the most innovative company in produce marketing," said Luque. "I would like to thank our employees, growers, packers, importers and partners, who have laid the groundwork for our success and have built the path for the bright future ahead of us."

For 10 years, Avocados From Mexico has built a platform on goodness. Goodness for consumers, by bringing more high-quality, nutritious avocados to their tables at home and in restaurants. Goodness for the retailers, by supporting them with innovative marketing and growing the market. Goodness for the environment by embedding sustainable practices into the avocado industry. And goodness with fun times.

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