GLOBAL AVOCADO SUMMIT

Avocado day is back!

NOVEMBER 11 | 07:30 17:45 | Centro de Conferencias Monticello

Registration and Check-in — 07:30

Opening Ceremony and Welcome — 09:15

President of Paltas de Chile and invited officials



9:30

State of the Global Avocado Industry

Francisco Contardo – President, Paltas de Chile
Macarena Puigrredón – Partner, Comsulting

The president of Paltas de Chile will present an overview of the current state of the global industry, addressing its key trends, innovations, and challenges. The partner at Comsulting will also discuss the communications strategies implemented during the past season.



10:15

Global Avocado Export Trends

Sebastián de la Cuadra – CEO, Avobook

The founder of avocado analytics platform Avobook will examine the evolution of international avocado trade, highlighting the fastest-growing producing regions and shifts in distribution to major destination markets.

Coffee break — 11:00



12:00

UK Avocado Market Outlook

Mark Everett – Business Unit Director, Worldwide Fruit Ltd

The prominent importer will examine the current state of the UK avocado market, addressing its key players, challenges, and opportunities. The session will also cover the outlook and future trends that will shape avocado consumption and marketing in the United Kingdom.



12:30

European Avocado Market Outlook

Cristina Tenorio – Head of Marketing, World Avocado Organization

As a leader in the WAO's positioning strategies, Cristina Tenorio will present a comprehensive overview of the avocado market in Europe. The session will analyze commercial challenges, new trends in European consumer habits, and future tactics to continue strengthening the product's presence in the region

Brunch — 13:00



14:00

Biodiversity and CO_2 Metrics: Pillars of Hass Avocado Sustainability in Chile

Elir Rojas Calderón, Geographer, Senior Consultant at CAZALAC and Director of the project "Biodiversity, Conservation and CO_2 in Persea americana Mill. Forests in Chile."

This presentation will address the importance of avocado forests in conserving biodiversity and mitigating climate change. It will explore methods for mapping and monitoring these ecosystems, highlighting how their protection and management contribute to carbon capture and ecological balance.

14:40 Panel: Key Factors Shaping Avocado Production and Exports

In this panel, representatives from different countries will examine the future of avocado production. The discussion will provide a comprehensive, up-to-date view of the sector, along with the outlook and future challenges that will shape the industry's development worldwide.



Francisco Contardo
Paltas de Chile – Chile



José Antonio Castro
Prohass – Perú



Katheryn Mejía
CorpoHass – Colombia

Moderator



Gonzalo Gajardo
Commercial Manager, Subsole



15:20

Advancing the Industry: Clonal Rootstocks, Pruning, and Fertilization

Gonzalo Vargas – Agronomist, Avocado and Citrus Consultant
Francisco Gonzalez – Agronomist, Fruit Tree Consultant

With a strong background in managing clonal avocados and integrating regenerative agriculture practices, Gonzalo Vargas will analyze how clonal rootstocks are transforming the fruit industry. Meanwhile, Francisco Gonzalez, founder of Belloto Consultores and an expert in fruit trees, will delve into the fertilization and biostimulation of the crop.

Coffee break — 16:10

16:45 Panel: Avocados in Chile — Understanding the Domestic Market

Chile's avocado market stands out for its distinctive characteristics and sustained growth over the past decade. Yet some areas remain underexplored, particularly informal sales channels, the hotel, restaurant, and catering sector, and other segments that offer opportunities to better understand the market and strengthen the domestic value chain.

The Chilean market stands out for its unique characteristics and sustained growth over the past decade. However, some areas remain underexplored, particularly informal sales channels, the hotel, restaurant, and catering sector, and other segments that offer opportunities to deepen market understanding and strengthen the local value chain.



Arturo Medina
General Manager, ProHass



Arturo Guerrero
Spokesperson, Vega Central de Chile



Matías Reeves
Exportadora Subsole



José Miguel Allende
General Manager, Cruxagri Avo



Nicolás Vallejos,
Category Manager, Walmart

Moderator



Gabriel Alarcón
Sales Director, Bagno

Closing Remarks — 17:45

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