

Brighter[®] Side of Organic

Grown with care and harvested at peak freshness, West Pak Organic Avocados deliver clean, delicious goodness in every bite. Our signature yellow bag stands out on shelf while representing the freshness, quality, and optimism behind everything we grow.



THE ORGANIC MARKET IS THRIVING

\$9.5B+

Organic produce sales exceeded **\$9.5 billion** in 2024.

\$270M

Organic avocado sales reached **\$270 million**, growing **8.4% year over year**.

6-10%

Organic avocados represent **6-10%** of total U.S. avocado sales and are projected to exceed **20%**.

55%

Organic avocados command an average **55% price premium** over conventional fruit.

Source: Organic Trade Association

THE WEST PAK ADVANTAGE



Year-round organic supply from California, Mexico, and Peru



Complete traceability from grove to retailer



Advanced quality control and organic integrity



USDA Strengthening Organic Enforcement (SOE) compliant



"Our strategy leverages the avocado's position on the Clean Fifteen list to build loyalty with health-conscious buyers while reinforcing the premium value of organics."



Mario Pacheco
CEO, West Pak Avocado



WHY ORGANIC SHOPPERS MATTER

Organic avocado shoppers are among grocery's most valuable customers.

- Spend nearly **2X more** on avocados annually
- Drive higher overall basket value
- Shop more frequently
- Build long-term loyalty with trusted organic brands

WEST PAK
AVOCADO, INC.

ROOTED IN TRUST.
FOCUSED ON GROWERS.
COMMITTED TO THE FUTURE.

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