

LEADING THE 'PAK IN THE FLOURISHING *Organic* Avocado Market

WESTPAK
AVOCADO, INC.

West Pak Avocado is driving growth with reliable sourcing, next-generation technology, and smart marketing built for today's health-conscious shopper.

\$9.5B+

Organic produce sales exceeded \$9.5 billion in 2024, outpacing conventional growth.

6-10%

Organic avocados represent 6–10% of total U.S. avocado sales – projected to surpass 20%.

\$270M

Organic avocado sales reached \$270 million in 2024, growing 8.4% year over year.

55%

Organic avocados command a 55% price premium over conventional fruit.

BUILT FOR TODAY'S ORGANIC SHOPPER

West Pak meets the core demands of the modern shopper.



Traceability & Transparency

Today's sophisticated buyers demand full clarity on their food's origin and handling.

Health & Purity

A foundational desire for nutrient-dense food grown without synthetic chemicals.

OUR LEADERSHIP ADVANTAGE

Reliable supply. Rigorous quality. Continuous innovation.



Year-Round Supply

Premium organic fruit sourced year-round from key regions: California, Mexico, and Peru.



Full Traceability

Every avocado can be traced from the delivery location back to the originating grove.



Organic Integrity

Evolving with industry standards, including the USDA's Strengthening Organic Enforcement (SOE) Final Rule.



Rigorous Quality

Advanced technology and strict quality control ensure the integrity organic shoppers demand.

A VALUABLE SHOPPER SEGMENT FOR RETAILERS

Organic avocado shoppers drive stronger results.

Key Takeaway

Organic shoppers buy both organic and conventional avocados. They are flexible, informed, and loyal to brands that consistently deliver health, quality, and transparency.

Spend Nearly 2X More

Than conventional shoppers on avocados annually.

Higher Basket Value

Drives a higher overall market basket value.

Shop More Often

They visit grocery stores more frequently.

Younger & Diverse

Younger, higher-income, health-focused consumers and ethnic minorities who value natural and sustainable food.

AVO360 INSIGHTS FOR ORGANIC SUCCESS



New Branded Bags

Enhanced point-of-sale visibility with new organic packaging launching at the Organic Produce Summit.



The Bright Side of Organic

New strategic direction debuting at the IFPA Global Produce & Floral Show in October 2026.



Targeted Marketing

Built around the avocado's position on the Clean Fifteen list to build loyalty and justify the premium price point.



LET'S LEAD THE PAK TOGETHER

The future of organics is built on partnership. Together, we can strengthen organic programs, inspire shopper confidence, and continue growing the avocado category.

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Our strategy leverages the avocado's high position on the Clean Fifteen list to build loyalty with health-conscious buyers and justify the premium price point for organics.

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MARIO PACHECO
CEO, West Pak Avocado