



## **MEDIA AND TRADE ADVISORY**

### **Impact of Antarctic Cold Wave on 07-08 Chilean Hass Avocado Crop**

Santiago, Chile (August 7, 2007) – Based on a careful review and assessment by industry experts and growers of the Hass avocado production areas that were damaged by the Antarctic cold wave that hit central Chile in mid-July, the Comite de Paltas de Chile is estimating at this time Hass avocado crop losses to be of 33% to 37% from last year's record Hass avocado production figures. Therefore this means that during the 07-08 export season – which runs from July 2007 to February 2008 -- Chile will export to its international markets between 230 to 242 million pounds of Hass avocados.

The good news is that as in past years Chile will continue to provide consumers and retailers from around the world – including those in the U.S. and the European Union – with fruit of the highest quality and maturity standards during the Northern Hemisphere's low avocado production period.

For further information please contact Adolfo Ochagavía, President, Chilean Hass Avocado Committee at 011 562 334-5189 or via email at [aochagavia@paltahass.com](mailto:aochagavia@paltahass.com) or Xavier Equihua, U.S. Representative, Comite de Paltas de Chile at (202) 626-0560 or via email at [xfe@fedstrategies.com](mailto:xfe@fedstrategies.com)