

corpohass

AvoNoticias

Edition 058



**TERRITORIO
AGUACATE
2024**

**COLOMBIA,
A POWERHOUSE IN HASS
AVOCADO EXPORTS**

TERRITORIO AGUACATE

Driving Innovation and Sustainability in Colombia's Hass Avocado Industry

The sixth edition of Territorio Aguacate concluded with outstanding results, cementing its reputation as the premier event for the Hass avocado industry in Colombia and Latin America.

Held over two days at Plaza Mayor Medellín, the event attracted more than **3,600 attendees** eager to participate in a robust agenda of training, networking, and business opportunities.

This year's focus on **sustainability and innovation** highlighted the industry's commitment to advancing the agroindustry:

"We provide platforms for stakeholders across our production chain to discover practical solutions and forge strategic alliances that foster sector growth. One example of our dedication to sustainability is the event's carbon footprint measurement and offsetting, which sets a new standard for environmental responsibility".

Katheryn Mejía Vergel, Executive Director of Corpohass

The event's AvoMatch business roundtable was remarkably successful. It facilitated **over 900 meetings between Colombian producers and international buyers**, further expanding the global reach of Colombian avocados and strengthening their presence in key markets.

The commercial exhibition served as a vital platform for showcasing innovation and Hass avocado-derived products, demonstrating Colombia's ability to share sustainability and innovation with the world.


The academic program featured **over 60 conferences and workshops led by internationally renowned experts**. Topics ranged from crop physiology and plant health to market diversification strategies. These sessions equipped producers with the tools to meet market demands while adopting sustainable farming practices.




TERRITORIO AGUACATE 2024

— in Numbers

 **+3.600**
attendees from
Colombia and abroad

 **+29**
participating countries

 **+60**
renowned speakers



 **+60**
specialized conferences

 **+900**
business
meetings

 **+140**
exhibiting
companies

2 AVOTOURS:
to Jericó and Sonsón

Follow Territorio Aguacate on

 [Instagram](#) and  [Facebook](#), for updates, insights, and exclusive content that will keep you connected to the heart of Colombia's Hass avocado industry.

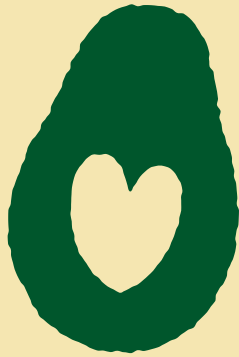


Images to remember **TERRITORIO AGUACATE**



Images to remember **TERRITORIO AGUACATE**





AVOCADOS FROM COLOMBIA

Shares with the world sustainability from the heart

Fruit Attraction Madrid



Fruit Logística Berlín



IFPA Atlanta USA



We Partnered with **BANCO AGRARIO**



Banco Agrario de Colombia

We are proud to announce our newly signed agreement with Banco Agrario. Our partnership will expand credit access in our sector, enabling us to guide, plan, and fund projects that drive growth and strengthen our agribusiness.

This three-year alliance incorporates Banco Agrario's service portfolio and provides exclusive benefits for our members.

These financial products comply with the regulations and policies set by Banco Agrario de Colombia and the Agricultural Sector Financing Fund (Finagro).



ARE YOU A MEMBER PRODUCER?

Scan this QR code with your phone to share your information with the Banco Agrario team so they can promptly contact and assist you.

BUSTING UNSUSTAINABLE MYTHS




The Truth About the Hass Avocado Water Footprint

The water footprint measures the volume of water consumed for every production unit.

The growing demand for food and the expansion of agriculture presents a global challenge.

In Colombia, agriculture uses nearly 46% of the country's available water resources, according to Ideam.

What makes up the water footprint?

-  **Green water footprint**
Rainwater utilized in the production process.
-  **Blue Water Footprint**
Water drawn from surface sources such as rivers, lakes, reservoirs, or underground aquifers.
-  **Gray Water Footprint**
Natural water conditions and environmental quality standards determine the volume of freshwater needed to dilute pollutants safely.



Why Is the Hass Avocado's Water Footprint Different?

The answer lies in its green water footprint, where Colombia's abundant rainfall—approximately 3,400 mm annually—plays a crucial role. According to the United Nations, this is significantly higher than the global average of 990 mm.

A 2021 study by the University of Manizales found that **73% of Colombian Hass avocados' water footprint comes from green water.** Rainwater naturally and efficiently fulfills the crop's irrigation needs, minimizing the reliance on other water sources.

Through Avocados from Colombia, we are proud to share a sustainability story with the world. Our fruit delivers a unique and unmatched flavor, symbolizing social transformation, economic progress, and environmental stewardship.

HOW OUR SECTOR Drives Sustainability Forward



ENVIRONMENTAL IMPACT



- The establishment of ecological corridors to sustain native wildlife
- Protection of key ecosystem stakeholders
- Rainwater irrigation for sustainable crop management
- Certifications validating our commitment to Good Agricultural Practices (GAPs)



73% Green Water Footprint
Hass avocado cultivation relies
predominantly on rainfall.
(University of Manizales, 2021)



19.028 Carbon Credits
Carbon Hass Project, contributing
to global emissions reduction.



40% of Hass cultivation areas
Reserved for environmental
conservation and protection.



19.052 hectares
Certified with GlobalG.A.P., ensuring
sustainable farming practices.



7.582 hectares
Certified under Rainforest
Alliance standards.



HOW OUR SECTOR Drives Sustainability Forward



ECONOMIC IMPACT



- Establishing Colombia as a premier destination for agricultural investment.
- Driving economic development in key municipalities.
- Solidifying agriculture as a cornerstone of national economic growth.



1.5%
of agricultural GDP



**THIRD-MOST
EXPORTED FRUIT**
From Colombia, showcasing
global demand.



USD \$200.479.022
Hass export revenues in 2023
**Second-highest revenue -generating fruit for the country.



+ 32.000 hectares
Registered for export under the
Registro Predio Exportador.



230 municipalities
across **16** departments
Economically reliant on Hass
avocado cultivation.



HOW OUR SECTOR Drives Sustainability Forward



SOCIAL IMPACT



- Transforming communities and fostering positive change.
- Promoting local growth and development in key regions.
- Advocating for formal labor practices and export-oriented agriculture.
- Embracing diversity through multigenerational talent, gender equity, and social inclusion.



+61.000 jobs
Created across the sector



+3.500 producers
Actively participating in the industry
26.5% identified as small-scale farmers



65 municipalities
With Zomac cultivation
(Special Zones for Peace Stabilization).



**THIRD-LARGEST
AGROINDUSTRY**
In Colombia, to generate formal
rural employment.



HASS AVOCADO: A New Player in the Carbon Market

- The Carbon Hass Project empowers Hass avocado producers across Colombia to access the carbon market through collaborative initiatives to mitigate global warming.
- In its initial phase, the project engaged 28 producers who oversee more than 1,600 hectares of Hass avocado in Antioquia, Caldas, and Risaralda. This phase secured the certification of 19,028 carbon credits, which are now ready for sale.
- This initiative aligns the agricultural sector with Colombia's institutional framework for achieving the Sustainable Development Goals.



Small and medium-sized Hass avocado producers nationwide have joined forces to launch the Carbon Hass Project. This initiative aims to reduce greenhouse gas emissions (GHGs), mitigate ecological risks, and counter the effects of climate change on biodiversity.

Through this project, Colombia's Hass avocado industry enters the carbon market with certificates representing GHG emission reductions and a commitment to zero deforestation.

“This project reinforces our position as an environmentally sustainable sector recognized for good agricultural practices. It also promotes rural labor formalization, generating over 61,000 jobs across 16 departments and more than 250 municipalities where this fruit is grown,” stated Katheryn Mejía Vergel, Executive Director of Corpohass, the association of Hass avocado producers and exporters.”

The Ministry of Environment and Sustainable Development reports that climate change affects Colombian agriculture through droughts, frosts, floods, and emerging pests. Additionally, desertification threatens at least 7.2% of the country's land area.

The Carbono Hass Project responds to these challenges by leveraging technology and artificial intelligence to enhance a model of collective action that unites efforts to mitigate climate change and raises awareness of its challenges and our shared responsibility to address them.

“The dream of linking avocado cultivation to a carbon project is now a reality. We are thrilled to support this process, helping the sector become a key player in global climate change mitigation,” said Esteban Gallo, leader of Forestry Consulting Group, the organization coordinating the initiative.”

Carbono Hass strengthens the agricultural sector's commitment to sustainability. It reinforces the unique identity of the country brand, Avocados from Colombia | Aguacates de Colombia. This initiative positions Colombian avocados as a global standard for quality, best practices, and sustainability, embodying our genuine commitment.

