

corpohass

# AvoNews

Edition 059



AVOCADOS  
FROM  
COLOMBIA

Sustainability from the heart

corpohass

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In this edition of AvoNews, we take a look at the main milestones from the first half of the year. You'll find the advances, events, and strategic actions that marked the beginning of 2025 for our organization and sector.

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*Exclusive benefits for our members*

**CLICK ON ANY SECTION  
TO GO DIRECTLY.**





# MESSAGE FROM THE EXECUTIVE PRESIDENT

## Corpohass

Colombian Hass Avocado is no longer just a promise; it has become a strategic reality for our countryside, our economy, and our country. What seemed like a dream for a handful of pioneers a decade ago has now taken shape, with more than 70,000 hectares planted, thousands of rural jobs, and an international reputation that continues to grow.

By June, Colombia had exported 97,390 tons. At Corpohass, we project steady growth through the end of the year, aiming to reach 182,485 tons exported. Beyond the figures, we are proud to say that our agroindustry is now one of the largest generators of formal employment in the country, with a total of 79,499 formal jobs, establishing Hass Avocado as a driver of territorial transformation.

At Corpohass, we believe that global leadership is not only about how many tons we export, but also about how we produce, who we work with, and the

## Cultivate trust, harvest the future



**Katheryn Mejía**  
Executive President, Corpohass

principles that guide us. Our commitment to Sustainable Tropical Agriculture, quality, transparency, and regional development continues to guide our actions.

This magazine brings the sector together through knowledge, innovation, inspiring stories, and shared challenges. Our goal is for every producer, exporter, processor, technician, ally, and field worker to feel represented in these pages. We aim to create a space where we can learn, share, and recognize ourselves as part of a larger whole: an agroindustry that fosters a better life, opportunities, and pride for Colombia.

Thank you for believing in, planting, and continuing to invest in Colombian Hass Avocados. At Corpohass, we will continue to make sure every step we take as a sector follows the conviction that together, we are stronger.



**Katheryn Mejía**  
Executive President, Corpohass

# WHY IS HASS AVOCADO SO DELICIOUS AND GOOD FOR YOUR HEALTH?

*A functional food that delights the palate and protects the heart*

The Colombian Hass Avocado is more than just an export gem. Science also recognizes it as one of the most complete and functional fruit for human health. Its mild flavor, creamy texture, and high nutritional value have made it a star ingredient in both the Mediterranean diet and modern healthy eating trends.

## NUTRITIONAL PROFILE

*Backed by science*

According to the U.S. Food and Drug Administration (FDA), Hass Avocado is naturally free of sodium, cholesterol, and trans fats. One 50-gram serving contains:

4.5 g of healthy monounsaturated fats

2 g of dietary fiber.

250 mg of potassium.

Vitamins C, E, K, and several B vitamins, including folate

American Heart Association by Penn State University showed that a moderate-fat diet rich in Hass Avocado lowered “bad” (LDL) cholesterol more effectively than similar diets without avocado.

## BEYOND THE HEART: OVERALL BENEFITS

The journal *Nutrients* (Dreher & Davenport, 2013) highlighted that Hass Avocado has anti-inflammatory properties and positive effects on glucose metabolism, blood pressure, and gut microbiota. It is also one of the few fruits that contains beta-sitosterol, a phytochemical that helps maintain healthy cholesterol levels.

Another study in the *Journal of Nutrition* (2019) found that daily avocado consumption is associated with better cognitive function in older adults, possibly due to its lutein and carotenoid antioxidants.



According to the FDA, regular avocado consumption can be part of a heart-healthy diet due to its beneficial fats and soluble fiber, both of which are linked to lowering total cholesterol and LDL levels. A 2015 study published in the *Journal of the*



# HASS AVOCADO

## BENEFITS

Hass Avocado is not only delicious, it's also a rich source of essential nutrients for your well-being:



### VITAMIN K

Key to proper blood clotting



### FOLATE

Crucial for cell function and fetal development



### POTASSIUM

Helps maintain healthy blood pressure



### VITAMINS E, C, AND B6

Powerful antioxidants and immune support

*Low in sodium, cholesterol-free*

*Rich in essential vitamins and minerals*

Recognized by the FDA as a heart-healthy food, it meets the criteria to support cardiovascular health.



# COLOMBIA

## Colombia on the world map of **hass avocado**, what brought us here

Hass Avocado began as a bet made by a few visionary growers in Colombia's mountains. Today, Colombia is not only one of the leading exporters but also a benchmark for organized industry growth. Behind every fruit that reaches international markets is a coordinated chain, a territory in transformation, and an agroindustry steadily gaining ground.

It is now the country's second-largest agro-export product in terms of revenue. This position reflects not only steady growth in volume and quality but also Colombia's commitment to sustainable, traceable, and competitive production. Colombia's geography gives Hass Avocado something unique: the ability to produce year-round thanks to its diverse climate. The fruit has flourished across various regions, with Antioquia, Caldas, Valle del Cauca, Quindío, Tolima, and Risaralda standing out for the largest planted areas and the number of registered farms.

These regions are known not only for their planted area but also for a farming tradition aligned with global standards of quality, traceability, and food safety. Thanks to the collective effort of growers, exporters, processors, associations, and institutions, Colombia is now recognized as a reliable and competitive origin in the global Hass Avocado market.





# CORPOHASS

## BUILDING AN INDUSTRY FROM THE REGIONS AND FOR THE SECTOR

*This is how we, as a trade association, work for the present and future of the Colombian Hass Avocado industry.*

At the heart of Colombian Hass Avocado growth is Corpohass, the trade association that represents, connects, and projects the sector. We strengthen an agroindustry with our long-term vision. Our work goes beyond supporting growers or representing exporters and processors. We are here to build a strong sector with responsibility, quality, and a vision for the country, promoting a competitive, sustainable, and formal agriculture.

### OUR PILLARS THE FOUNDATION OF OUR WORK:



Industry representation



Marketing and communications



Strategic alliances



Environmental sustainability



Information Management



Economic sustainability



Knowledge Transfer  
Management



Social sustainability

## Industry representation

We give the sector a stronger voice by forming strategic alliances with public and private partners, both in Colombia and abroad. We monitor the regulatory environment and participate in shaping public policy to secure resources, protect industry interests, and support sector growth.

## Strategic alliances

We know collaboration is key to progress. This is why Corpohass develops ties with public and private actors to mobilize resources, facilitate market access, shape public policies, and create opportunities for its members.

Through partnerships with goods and service providers available on our website, our members can access special opportunities. These alliances include joint negotiations for supplies, which strengthen the sector's competitiveness and efficiency.

## Information Management

We provide daily updates on key sector information, enabling our members to make informed decisions. We also monitor public policies in real-time that affect the sector, allowing us to respond quickly and keep stakeholders informed.

## Knowledge Transfer Management

We strengthen the sector's research priorities through CENIHASS, the Research Center focused on fruit production and quality. We lead spaces such as the Hass Connection Technical Roundtables, produce useful reports for decision-making, and organize quality workshops for growers and exporters, with over 160 participants. We are also moving forward with the implementation of the Sectoral Quality Techniques Regulatory Guide, consolidating our training and knowledge transfer ecosystem, Eduhass.





## *Marketing and communications*

We manage the sector's reputation strategy to position Hass Avocado in a positive and strategic manner at both national and international levels. We promote domestic consumption through partnerships with restaurants, influencers, and communication campaigns, as well as events such as the World Hass Avocado Day celebration, which in 2025 brought together avocado lovers to go for a ride from Rionegro to La Unión. Internationally, we continue to build visibility through the Avocados From Colombia brand, which is present in key markets worldwide.

## *Environmental sustainability*

We promote responsible and sustainable production, based on strict compliance with environmental standards. Our strategies promote sound farming practices, efficient resource use, and ecosystem conservation. We implement monitoring, evaluation, and environmental tracking systems that ensure our members' commitment to sustainability.

## *Economic sustainability*

We drive strategies to guarantee the sector's long-term viability. We promote sustainable value chains that generate shared value and support strategies for staying in international markets, contributing to the stability and growth of the Colombian Hass Avocado industry.

## *Social sustainability*

We work to improve the living conditions of sector workers, their families, and their communities. We develop social programs focused on well-being, training, and support. We also provide legal advisory services that offer specialized guidance to our members, helping them with formalization and responsible business management.

tAt Corpohass, we continue to strengthen these pillars with a clear vision: to represent, connect, and grow the Colombian Hass Avocado sector, always with a sustainable, technical, and human approach.



# How we experienced **THE FIRST HALF OF 2025**

AvoNews

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## January - July





# OUR 2025 JOURNEY

**From January to July, we continued to position Colombian Hass Avocados in the most strategic settings of the sector.**

During the first seven months of the year, Corpohass drove key actions that strengthened the visibility, alignment, and sustainability of Colombian Hass Avocado at both the national and international levels:

*We participated in Berlin's Fruit Logistica from February 5 to 7, one of the most significant events in the global fruit and produce trade.*



*We were present at Super Bowl 2025, providing special coverage that highlighted Colombian Hass Avocados as a key product during this peak consumption season.*





*We also continued strengthening our international engagement through active participation in the Hass Avocado Board (HAB).*

*We participated in multiple forums, seminars, and academic spaces, promoting the "Avocados From Colombia" message as a symbol of quality, sustainability, and reliable origin.*





We held technical workshops in Eastern Antioquia and La Unión (Valle del Cauca), focused on fruit quality, as part of our technical field strategy.



We participated in the Finagro Forum and the Agroindustrial Summit, organized by AmCham Colombia, where we contributed to discussions on the development of the agro-export sector.





*We visited the Comfama Agroparque Biosuroeste, a hub for agricultural innovation, as part of our commitment to sustainable tropical agriculture.*

*We joined the Sector Roundtable led by Corpocaldas, reinforcing our commitment to environmental management and territorial sustainability.*

*We also met with different financial institutions to build strategic alliances that support the sector's growth.*





*We advanced in institutional communications, reaching out to various media outlets to maintain Colombian Hass Avocado's position as a flagship product of the country's agriculture.*



Together with the Colombian Avocado Board (CAB), we strengthened our presence in key regions. We visited several of our members in Antioquia, along with a U.S. buyer and CAB team members, to see firsthand how sustainability is applied in the sector's daily operations. These visits created opportunities to share best practices, carry out joint analysis, and gather valuable insights.



*At Corpohass, we reaffirm our commitment to every part of the Colombian Hass Avocado chain, working side by side with our partners to continue building a sector that is competitive, sustainable, and globally recognized.*

# GENERAL ASSEMBLY OUR MEMBERS:

## Reports, Elections, and Recognition



The General Assembly of Members was held after the second call, with 101 members participating, representing 47.6% of the total, which met the quorum required to validate its decisions.

### Report Presentation and Approval

During the session, members presented and approved the 2024 reports, including the management report, financial report, and the fiscal auditor's report. The results demonstrate effective management, with notable progress in sustainability, efficiency, and transparency.

### Board of Directors Election

One of the main points of the Assembly was the election of the new Board of Directors. The process was transparent and participatory, renewing the sector's commitment to leadership in support of the Hass Avocado industry.







*Corpohass participated in the U.S. Embassy July 4th Celebration. As part of the celebration, Avocados From Colombia took part, highlighting Colombian Hass Avocado as a symbol of quality and connection between the two countries.*

*We also participated in a conference in Washington, D.C., alongside members of the U.S. Congress and Senate, emphasizing the importance of removing tariffs on Colombian Hass Avocados under the Avocados From Colombia initiative.*







At Corpohass, we marked this special date with a commemorative bike ride, a journey that symbolized our continued drive to strengthen the sector and celebrate the fruit that connects us to the world.



On July 31, International Avocado Day, we paid tribute to the work of our growers, exporters, and processors, who make it possible for Colombian Hass Avocado to reach millions of homes around the globe with quality, flavor, and pride.



Avocados From Colombia also partnered with leading retailers across the country to promote Colombian Hass Avocado and strengthen its presence in the domestic market.





# RECOGNITION

## Sustainable Hass

During the Assembly, the Sustainable Hass Recognition award is an honor that highlights best practices in sustainable avocado farming among our members. The evaluation encompassed environmental aspects, including efficient resource use, waste management, and certifications in good agricultural practices, as well as economic and social responsibility indicators. Health, housing, and education initiatives were also considered, assessed with an objective 1-to-5 scoring system to ensure a fair and comprehensive evaluation of candidates.



**Reforesta S.A.S.**  
Medium-scale grower



**Montesur S.A.S.**  
Small-scale grower



**Jardín Exotics S.A.S.**  
Exporter



**Cartama**  
Large-scale grower

# OUR BOARD OF DIRECTORS

## Producers

 **Alejandro Prieto**  
*Agrícola Ara S.A.S*

 **Andrés Montañez**  
*Camposol*

 **Héctor Acevedo**  
*Terrapalta S.A.S*

 **Carlos Restrepo**  
*Agrícola Atitlán S.A.S*

 **Andrés Zapata**  
*Golden Hass S.A.S*

 **Diana Cristina Vásquez**  
*Proyectos y Tecnología Industrial*

 **Jorge A. Osorio**  
*Agrocate Zomac S.A.S*

 **María Paula Forero**  
*Fovemsa*

## Exporters

 **Ricardo Uribe**  
*Cartama*

 **Fernando Mejía**  
*Fruty Green Packing*

 **Carlos Maya**  
*Westfalia Fruit Colombia*

 **Sergio Plata**  
*Baika Colombia S.A.S*

 **Pedro Díaz**  
*Jardín Exotics S.A.S*

 **Carolina Prieto**  
*Green West S.A.S*

 **Javier Pomares**  
*C.I Global Green S.A.S*

 **Mauricio Moranth**  
*Montana Fruits*

## Transformers

 **Fernando Hoyos**  
*La Fábrica de la Felicidad S.A.S*



# A CARBON NEUTRAL EVENT

## Avocado Territory 2024

A carbon-neutral event paving the way toward a more sustainable agroindustry.

At Corpohass, we believe sustainability is not optional; it's a shared responsibility across the entire export chain. That's why, during the 2024 edition of Territorio Aguacate, we committed to measuring and offsetting the event's carbon footprint, successfully neutralizing 276 tons of CO<sub>2</sub> equivalent (CO<sub>2</sub>e).

### A firm step toward sustainability

The compensation was achieved through investments in certified reforestation projects. In addition to capturing carbon, these initiatives support rural development, restore ecosystems, and generate green jobs.

This result shows that it is possible to organize events aligned with environmental principles and that the Colombian Hass Avocado sector has the capacity to lead by example.

### More than an event, a commitment to the future

This milestone reaffirms Corpohass's commitment to building an agro-export chain that is more conscious, resilient, and aligned with the Sustainable Development Goals (SDGs). We will continue promoting good practices that integrate economic, social, and environmental dimensions, convinced that only this path will secure a competitive and sustainable international sector.

### Why is it important to talk about carbon footprint in the agro-export sector?

That's why, during the 2024 edition of Territorio Aguacate, we committed to measuring and offsetting the event's carbon footprint, successfully neutralizing 276 tons of CO<sub>2</sub>.

We carried out this compensation through investments in certified reforestation projects. These projects not only absorb CO<sub>2</sub> from the atmosphere but also generate social, economic, and environmental benefits in the regions where they take place.

FIND OUT ABOUT  
THE CERTIFICATES



# CARBON OFFSET CERTIFICATES

**CERCARBONO**  
Certified Carbon Standard

Powered by  
**EcoRegistry**

## CERTIFICADO DE RETIRO DE UNIDADES DE CARBONO

Programa de certificación: Cercarbono

EcoRegistry certifica que el **2025-04-11** se han retirado **19** certificados de carbono del proyecto **PROYECTO ASOCIATIVO PROGRAMÁTICO ZONA ANDINA Y COSTA ATLÁNTICA - FCG** identificado con el ID **CDC-29**, asociado al titular **Forestry Consulting Group S.A.S.**, identificado con **900.555.710-8**. Dichos certificados de carbono están asignados al siguiente número serial:

**Total TonCO<sub>2</sub>e: 19**

Serial Inicial: CDC\_29\_7\_29\_321\_14\_R1\_XX\_CO\_1\_6\_2018\_1  
Serial Final: CDC\_29\_7\_29\_321\_14\_R1\_XX\_CO\_1\_6\_2018\_19  
Año de remoción (vintage): 2018



**Usuario final:** Corporación de productores, comercializadores y transformadores de aguacate hass de Colombia - Corpo  
NIT: 900660865 - 1

El retiro se realiza como compensación voluntaria  
Periodo de acreditación: 2011-03-13 a 2060-03-12

Fecha: 2025-04-11  
Nro. certificado: 202

Comentario personalizado por el usuario:  
Territorio Aguacate contribuye a la protección del planeta mediante la compensación de sus emisiones de carbono

Aporta a los siguientes ODS:



**CERCARBONO**  
Certified Carbon Standard

Powered by  
**EcoRegistry**

## CERTIFICADO DE RETIRO DE UNIDADES DE CARBONO

Programa de certificación: Cercarbono

EcoRegistry certifica que el **2025-04-11** se han retirado **44** certificados de carbono del proyecto **PROYECTO ASOCIATIVO PROGRAMÁTICO ZONA ANDINA Y COSTA ATLÁNTICA - FCG** identificado con el ID **CDC-29**, asociado al titular **Forestry Consulting Group S.A.S.**, identificado con **900.555.710-8**. Dichos certificados de carbono están asignados al siguiente número serial:

**Total TonCO<sub>2</sub>e: 44**

Serial Inicial: CDC\_29\_7\_29\_321\_14\_R1\_XX\_CO\_1\_6\_2019\_1  
Serial Final: CDC\_29\_7\_29\_321\_14\_R1\_XX\_CO\_1\_6\_2019\_44  
Año de remoción (vintage): 2019



**Usuario final:** Corporación de productores, comercializadores y transformadores de aguacate hass de Colombia - Corpo  
NIT: 900660865 - 1

El retiro se realiza como compensación voluntaria  
Periodo de acreditación: 2011-03-13 a 2060-03-12

Fecha: 2025-04-11  
Nro. certificado: 205

Comentario personalizado por el usuario:  
Territorio Aguacate contribuye a la protección del planeta mediante la compensación de sus emisiones de carbono

Aporta a los siguientes ODS:



**CERCARBONO**  
Certified Carbon Standard

Powered by  
**EcoRegistry**

## CERTIFICADO DE RETIRO DE UNIDADES DE CARBONO

Programa de certificación: Cercarbono

EcoRegistry certifica que el **2025-04-11** se han retirado **213** certificados de carbono del proyecto **PROYECTO ASOCIATIVO PROGRAMÁTICO ZONA ANDINA Y COSTA ATLÁNTICA - FCG** identificado con el ID **CDC-29**, asociado al titular **Forestry Consulting Group S.A.S.**, identificado con **900.555.710-8**. Dichos certificados de carbono están asignados al siguiente número serial:

**Total TonCO<sub>2</sub>e: 213**

Serial Inicial: CDC\_29\_7\_29\_321\_14\_R1\_XX\_CO\_1\_6\_2020\_1  
Serial Final: CDC\_29\_7\_29\_321\_14\_R1\_XX\_CO\_1\_6\_2020\_213  
Año de remoción (vintage): 2020



**Usuario final:** Corporación de productores, comercializadores y transformadores de aguacate hass de Colombia - Corpo  
NIT: 900660865 - 1

El retiro se realiza como compensación voluntaria  
Periodo de acreditación: 2011-03-13 a 2060-03-12

Fecha: 2025-04-11  
Nro. certificado: 206

Comentario personalizado por el usuario:  
Territorio Aguacate contribuye a la protección del planeta mediante la compensación de sus emisiones de carbono

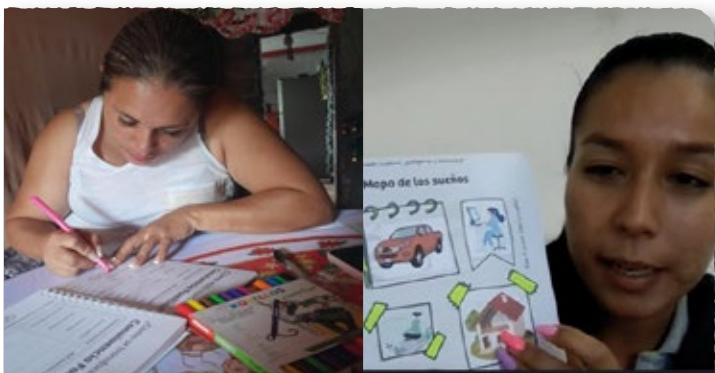
Aporta a los siguientes ODS:





# AVOBILINGUALISM

## Preparing the field for the world



*Student of the Avobilingualism program*

At Corpohass, we are convinced that knowledge is a transformative tool. That's why we promote initiatives that strengthen the skills of people working in the Colombian Hass Avocado sector, especially in rural areas, where access to education is more limited.

Through the Avobilingualism program, in partnership with Comfama, we awarded 90 English-learning licenses to sector workers for one year. The aim is to close the education gap in rural areas and prepare the Colombian countryside to compete in global markets

1. Greater access to international markets, where English is the predominant language for commercial negotiation, regulatory compliance, and participation in trade fairs and business roundtables
2. Broader training and professional development opportunities through certifications, courses, and technical content, most of which are available in English.

### A commitment to educational equity and strengthening the sector

In Colombia, only 3.5% of rural schools offer bilingual education, according to the Education Economics Lab (LEE) at Javeriana University. This figure highlights the need to create solutions that expand access to education in rural areas, the very places that drive the country's agricultural productivity.

At Corpohass, a sustainable agroindustry is also built through social investment. With Avobilingualism, we are laying the foundation for an export chain that is better trained, more innovative, and prepared for international leadership and recognition.

We will continue to work in a sector that exports not only high-quality fruit, but also talent, knowledge, and development from Colombia's rural regions to the world.

## ENGLISH

### A Key Tool for Agro-Exports

In an increasingly demanding and competitive international environment, proficiency in English has become a fundamental skill. For the avocado sector, it represents:



*Student of the Avobilingualism program*

# THE VALUE OF A CRM IN MEMBER EXPERIENCE:

## *A Transformative Tool for Colombia's Hass Avocado Association*

The rapid growth of the Hass Avocado sector in Colombia has created great opportunities, but also new challenges. As more growers, exporters, processors, and strategic allies join the association, strengthening member relationships and meeting expectations has become essential. In this context, having a CRM (Customer Relationship Management) system is no longer a luxury but a strategic tool that can make a real difference.

### Why is a CRM fundamental for our sector?

A CRM allows us to organize, centralize, and manage member information efficiently. But it goes beyond being a simple database: it enables us to track every interaction, personalize communications, automate processes, and, most importantly, build closer and more productive relationships with each member. Centralize and organize the data of producers, exporters, processors, and partners.

For the Hass Avocado sector, comprising diverse stakeholders across Colombia's regions, a CRM represents a significant step toward professionalizing the association, ensuring that every member receives consistent, relevant, and high-value support.

### How does the affiliate experience improve?

Implementing this system will transform the way we serve and connect with our members by:







Segmented and Relevant Communication, tailored to each member's role, location, or interests.



Effective request tracking, with full traceability, faster response times, and prioritized attention.



360° member view, integrating key information such as event participation, membership status, EduHass interactions, payments, and more.

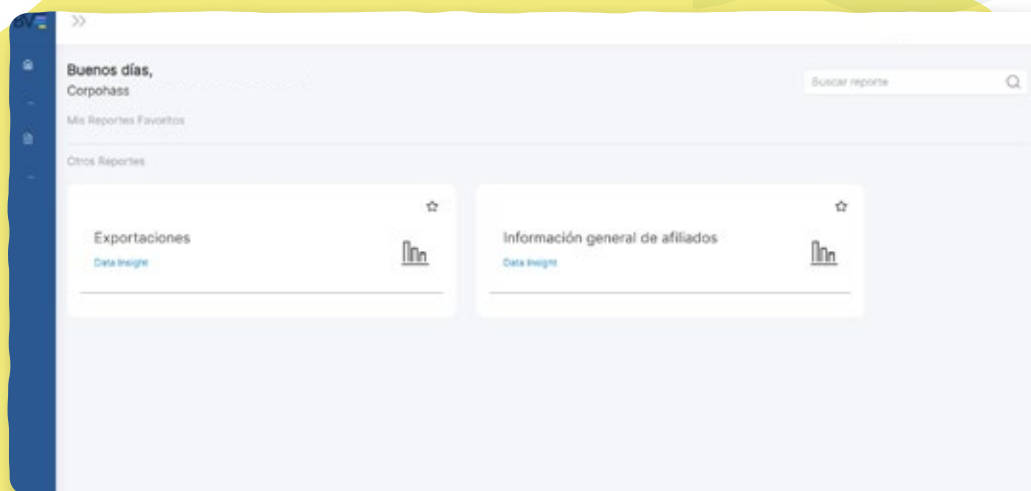


Data-driven strategic planning enables us to focus our efforts where they have the greatest impact.

## MORE THAN TECHNOLOGY: A TRANSFORMATION FOR THE SECTOR

Implementing a CRM is not just a technology decision; it's a commitment to modern, connected, and sector-aligned management. For Corpohass, it means:

- Building a more integrated and connected community
- Scaling services in an orderly and sustainable way
- Strengthening formalization and sustainable value chains
- Reinforcing member trust through informed, consistent, and proactive support



# THE HASS MAP: A TOOL FOR THE SECTOR

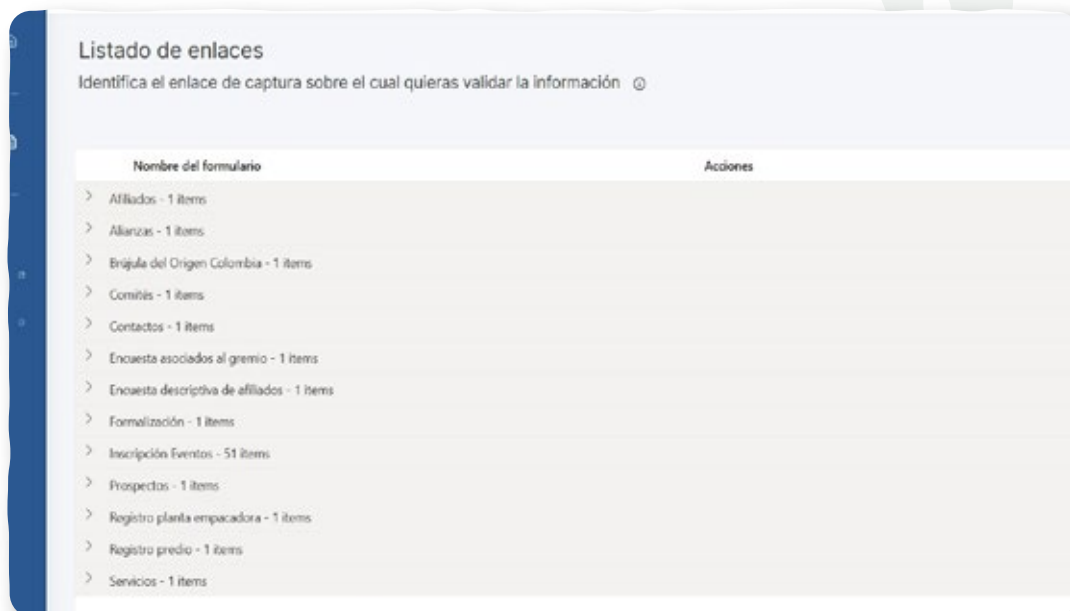
As part of the CRM rollout, we created a key feature: the Hass Map. This tool enables the visualization of all sector players, including growers, exporters, processors, packing plants, and more, on a geographical basis.

The Hass Map will not only make it easier to identify opportunities for regional collaboration and connection, but it will also serve as a practical tool for building our sustainable value chain strategy, focused on sector formalization and a clear profile for every member. It will also support event planning, partnerships with ecosystem stakeholders, and regional projects.

This is why we invite all Corpohass members to participate in the upcoming presentation of the Hass Map, where we will thoroughly present its functionalities, its benefits, and how this tool will become an integral part of the new sector CRM.

This will be an opportunity to learn how the platform enhances regional coordination, facilitates better decision-making, and provides each member with a closer, more efficient, and more relevant experience, aligned with today's industry challenges.

**We look forward to building the future of Hass Avocado in Colombia together!**





# HASS CONNECTION

## A commitment to productivity, sustainability, and innovation in Colombian Hass Avocado

Consolidating Colombia as a global leader in Hass Avocado production requires continuous progress in quality, productivity, and sustainability. With that goal, Hass Connection was created, an initiative promoted by Corpohass that has become a Productivity Technical Roundtable, a space for sharing technical knowledge and raising national production standards.

The main goal of Hass Connection is to improve harvest, post-harvest, and traceability processes; increase farm productivity; and develop sector-wide technical protocols. These efforts drive knowledge management, innovation, and best agricultural practices in Colombia. This initiative addresses the challenges posed by rapid crop expansion, climate change, and the increasing demands of international markets.



## HASS CONNECTION

In 2024, through joint work between researchers, technicians, and industry actors.

Hass Connection led to the creation of two sector protocols that are now key technical references.



### Plant Material Protocol

With the collaboration of David Lynce, a specialist in nurseries and avocado orchard production, the Plant Material Protocol was developed. This document outlines the entire process of avocado plant production in nurseries, employing a technical, regulatory, and quality-based approach.

It defines guidelines for selecting productive rootstocks and scions, grafting productive buds, root development, and producing both conventional and clonal trees. It also details proper nursery infrastructure, sanitary and physiological management practices, and ICA (Colombian Agricultural Institute) regulatory requirements.

The goal is to ensure plant material of high genetic, physiological, and sanitary quality, reducing risks such as root asphyxia and improving productivity in the field. It also promotes greater crop uniformity, adaptability to high-Andean tropical conditions, and more sustainable sector growth.



# HASS CONNECTION

## Soil Physical Indicators Protocol

At the same time, under the leadership of Walter Osorio, a professor at the National University of Colombia and a soil management expert, the Soil Physical Indicators Protocol was developed. This protocol focuses on improving the understanding and management of soil physical properties for Hass Avocado cultivation.

It defines essential indicators such as texture, bulk density, porosity, compaction, structural stability, moisture retention, soil color, infiltration, and landform. Each indicator includes a field measurement method, interpretation criteria, and reference thresholds. These are designed to optimize root development, prevent diseases linked to excess moisture (such as Fusarium or Phytophthora), and ensure sustainable production. In Colombia, soil conditions have often limited productivity, making it difficult to reach higher yields. This highlights the need for more precise technical management to improve crop performance.

This document is the result of field research in different producing regions of the country, which showed that many yield issues are directly linked to poor soil physical conditions.

Hass Connection continues to grow as a collective technical space, aiming to strengthen the sector's competitiveness, sustainability, and innovation.

**Would you like to learn more about the protocols? Find Them Here:**

[Plant Material Protocol](#)

[Physical Indicators Protocol](#)

# CADMIUM IN AGRICULTURE

## *A technical priority for access to international markets*

In today's global agriculture, controlling contaminants in farm products is crucial for market access and maintaining a long-term presence abroad. One element that has gained special relevance in recent years is cadmium (Cd), a heavy metal naturally present in soils. Its accumulation in crops, however, can trigger health alerts and trade restrictions.

At Corpohass, we believe it is essential that growers, exporters, processors, and all stakeholders in the Colombian Hass Avocado chain understand the importance of this issue. The strict food safety standards and maximum residue limits (MRLs) in major markets make it impossible to ignore.

## WHAT IS CADMIUM AND WHY IS IT A RISK?

Cadmium is a non-essential element for plants that can enter crops from geological sources, repeated use of phosphate fertilizers, seaweed-based biostimulants, organic fertilizers, or even nearby industrial activities. While plants can tolerate specific concentrations, cadmium in edible tissues, such as fruit, poses a risk to human health and can trigger trade barriers.

For example, the European Union sets a maximum limit of 0.050 ppm of cadmium in fruit under Regulation EC No. 1881/2006 (amended by No. 488/2014). The sector must adopt preventive and corrective measures to ensure we comply with these international standards.

### **Corpohass Project: Research and Management of Cadmium in Hass Avocado**

To anticipate possible restrictions and strengthen the industry's international competitiveness, Corpohass developed a three-phase work plan to understand cadmium behavior and design mitigation strategies in Colombian Hass Avocado production.



## Phase 1

# EVALUATION OF AGRICULTURAL SUPPLIES

## Objective

Analyze the cadmium content in the primary supplies used in avocado orchards, with a focus on phosphorus- and zinc-based products, which often contain cadmium impurities.

## Main Activities:

- 🍋 Screening and purchase of 110 agricultural supplies
- 🍋 Sending samples to the lab for analysis
- 🍋 Interpreting results to identify products with potential Cd accumulation risk

## Key Fact

Rock phosphate used in fertilizers can contain between 8 and 500 mg/kg of cadmium, often exceeding the 30 ppm limit set by Colombian regulations.

## Phase 2

# CHARACTERIZATION OF PRODUCTION SITES

## Objective

Study the spatial behavior of cadmium in soils across different Hass Avocado regions in Colombia, and its accumulation in plant tissues (leaves and fruit).

## Main Activities:

- 🍋 Selecting sites in Antioquia, Northern Caldas, Quindío, Risaralda, and Northern Valle del Cauca
- 🍋 Applying a protocol that includes:
  - Dividing farms into sampling zones
  - Analyzing cadmium in leaves, fruit, and soils at two depths: 0–30 cm and 30–60 cm
  - Assessing macro and micronutrients to establish correlations
- 🍋 Creating an information booklet that includes site characterization and sharing the results with the association.

## Phase 3

# MITIGATION STRATEGIES

## Objective

Test agricultural strategies that reduce cadmium absorption by plants and its presence in fruit.

## Main Activities:

- Selecting orchards with the highest cadmium concentrations
- Applying mitigation strategies with the technical team
- Conducting comparative sampling (before and after) in soil, leaves, and fruit
- Publishing a technical booklet with practical recommendations for growers and advisors

# A NATIONAL PROJECT FOR SUSTAINABILITY AND FOOD SAFETY

This project is more than a technical need; it reflects Corpohass's commitment to the future of the Colombian Hass Avocado sector. Rigorous research, applied knowledge, and the transfer of technical information to our members are core pillars for ensuring the sustainability, safety, and competitiveness of our export chain.

At Corpohass, we will continue to advance with a clear vision: to ensure that Colombian Hass Avocado meets the highest international standards, protecting market access and creating value for the entire production chain.

A strong agroindustry is built with science, knowledge, and long-term vision.





# RECIPES WITH HASS AVOCADO

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 Hass Avocado Mojito

 Chocolate & hass avocado pudding

 Shrimp Cocktail with Hass Avocado Mayonnaise

# HASS AVOCADO MOJITO



## Ingredients

- **1** Hass Avocado
- Hass Avocado **(40 or more)**
- **2** limes
- **4 cups** of sparkling water or soda
- **2 cups** of ice
- **2 tps** of agave nectar

## Preparation

### Step 1

Place mint leaves in a shaker or glass jar with a lid.

### Step 2

Squeeze the lime juice and add a few lime slices.

### Step 3

Crush the mint leaves with the lime to release their flavor. Use a mortar or another tool to crush the mint and bring out its flavor.

### Step 4

Cut the avocado and add it to sparkling water, ice, and agave nectar.

### Step 5

Shake well until everything is mixed.

### Step 6

Serve the mojito in four glasses with extra ice. You can garnish with some mint leaves.



# CHOCOLATE & HASS AVOCADO PUDDING



## Ingredients

- **2** Hass Avocado
- **1 tablespoon** of peanut butter
- **1 tablespoon** vanilla essence
- **4 tablespoon** cocoa powder or cocoa
- **6 tablespoon** condensed milk
- Peanuts, almonds or cashews to taste

## Preparation

Enjoy this dessert without using an oven

### Step 1

Place the Hass Avocado pulp in a bowl.

### Step 2

Add peanut butter, vanilla extract, and cocoa powder.

### Step 3

Mix in 6–7 tbsp of condensed milk, depending on how sweet you like it.

### Step 4

Mash the avocado and stir until smooth and creamy.

### Step 5

Top with crushed peanuts, almonds, or cashews.

# SHRIMP COCKTAIL WITH HASS AVOCADO MAYONNAISE



## Ingredients

- 4 Hass avocados
- 1 lime
- 1 garlic clove
- $\frac{1}{2}$  taza cup of sunflower oil
- Shrimp
- 1 red onion
- 1 tbps of butter
- Cilantro
- Salt
- Pepper
- Optional: chili pepper

## Preparation

### Step 1

Add the avocado pulp, lime juice, garlic, salt, and cilantro to your blender.

### Step 2

Slowly add sunflower oil until the mixture emulsifies into mayonnaise.

### Step 3

Sauté shrimp in butter with salt for 2 minutes. Add chopped onion, lime juice, cilantro, salt, pepper, and chili (if desired).

### Step 4

Combine the shrimp with the avocado mayonnaise and serve.



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