

Integrated U.S.-Mexico Avocado Supply Chain Fuels Economic Growth, Generating \$7.1 Billion in U.S. Output



NEWS PROVIDED BY

Avocado Institute of Mexico →

Oct 21, 2026, 09:30 ET

Mexican Hass avocado trade supports more than 37,000 American jobs and contributes \$4.4 billion to U.S. GDP

Decades of cross-border trade have helped build a thriving U.S. avocado category while delivering year-round availability, freshness and quality to American consumers

DALLAS, Oct 21, 2026 /PRNewswire/ -- Mexican Hass avocado imports generated an estimated \$7.1 billion in U.S. economic output and supported more than 37,000 American jobs in fiscal year 2025/26, according to a new economic analysis from Texas A&M University that highlights the value of a deeply integrated U.S.-Mexico avocado supply chain.

The U.S. Economic Contributions of Hass

Avocado Imports finds that \$3.2 billion in Mexican Hass avocado imports contributed \$4.4 billion to U.S. GDP, generated \$2.4 billion in labor income and \$1 billion in federal, state and local taxes. For every \$1 of Mexican Hass avocado imports, \$2.21 in economic output was generated across the U.S. economy.

The findings demonstrate how decades of cross-border trade have created economic value well beyond the avocado category, supporting American transportation and warehousing, wholesale and retail, manufacturing, foodservice and other industries.

That economic impact has developed alongside a significant expansion in American demand. U.S. avocado consumption increased 666% from the late 1990s through 2024/25, rising from 424.4 million pounds to 3.25 billion pounds. The report points to increased availability of Mexican Hass avocados, changing consumer food preferences and avocado promotion programs led by Avocados From Mexico among the forces supporting the category's long-term growth.



Avocados From Mexico Economic Impact Report infographic

Today, that growth can be seen in the scale of the market. Mexican Hass avocado imports reached a record 2.76 billion pounds during the 2026 season, providing important context for how far the category and the cross-border avocado trade have grown over nearly three decades.

"This report demonstrates the value of a deeply integrated North American supply chain built over decades between Mexico and the United States," said Ron Campbell, Executive Director of the Mexican Hass Avocado Import Association. "Mexican avocados don't simply cross the border, they generate economic activity throughout the U.S. economy, supporting transportation and distribution networks, retailers, restaurants and communities across the country."

The benefits of that integration extend directly to U.S. consumers. Mexico's proximity and year-round availability help ensure consistent access to fresh, high-quality avocados throughout the year.

"Consumers may not see the complex supply chain behind the avocado on their table, but every avocado represents the work of growers, packers, importers and businesses across two countries," said Alvaro Luque, President & CEO of Avocados From Mexico. "With the updated U.S. dietary guidelines placing greater emphasis on whole foods and healthy fats like those found in avocados, Mexico's proximity, scale and year-round availability make it the only origin that can meet America's growing appetite for fresh, high-quality avocados year-round. The growth of the avocado category over the past three decades is a powerful example of how integrated North American trade can create value for workers, businesses and consumers on both sides of the border."

Since FY2012/13, the value of Mexican Hass avocado imports has increased 220%, from \$991.9 million to \$3.2 billion, while the economic output generated by those imports has increased more than 320%, from \$1.7 billion to \$7.1 billion. Over the same period, the contribution to U.S. GDP increased nearly 270%, while labor income, tax contributions and employment increased 243%, 400% and 230%, respectively.

That economic value is shared across both sides of the border. A separate economic analysis by economist Manuel Molano estimates that the Mexican avocado industry generates approximately \$6 billion in economic output and supports more than 78,000 jobs in Mexico¹. Together, the findings of both studies illustrate how an interconnected North American avocado trade generates more than \$13 billion in economic output and supports 115,000 jobs, as well as businesses and livelihoods across the U.S. and Mexico.

Within the U.S., the impact is also visible at the state level. In California, an estimated \$605.1 million in Mexican Hass avocado imports generated \$968.2 million in state economic output, contributed \$580.9 million to state GDP and supported 5,325 jobs in FY2025/26. Mexican and California avocados have historically played complementary roles in serving American consumers. Their different production windows help maintain year-round availability, with Mexican avocados providing consistent access throughout the year and California growers participating during their primary production season.

In Texas, \$245.1 million in imports generated \$428.9 million in economic output, contributed \$265.5 million to state GDP and supported more than 2,400 jobs.

Yet the economic footprint reaches well beyond these two markets. California and Texas together accounted for only 19% to 22% of the total U.S. economic contribution measured in the study, meaning approximately 78% to 81% occurred in other states across the country.

The findings overall underscore how a product grown in Mexico creates economic activity across businesses, industries and communities throughout the United States.

About the Study

The U.S. Economic Contributions of Hass Avocado Imports from Mexico uses the IMPLAN input-output modeling system to estimate the direct, indirect and induced economic contributions associated with Mexican Hass avocado imports, including U.S. economic output, GDP, employment, labor income and federal, state and local taxes. The study was commissioned by the Mexican Hass Avocado Import

Association (MHAIA) and the Asociación de Productores y Empacadores Exportadores de Aguacate de México (APEAM, A.C.) and developed by Dr. Gary W. Williams and Dan Hanselka of Texas A&M University.

About the Avocado Institute of Mexico

The Avocado Institute was created by the parent organizations of AFM, the Association of Avocado Exporting Producers and Packers of Mexico (APEAM) and Mexican Hass Avocado Importers Association (MHAIA) and is the one-stop digital resource that provides a deep dive into all facets of the Mexican avocado industry.

About Avocados From Mexico

Avocados From Mexico is a wholly-owned subsidiary of the Mexican Hass Avocado Importers Association (MHAIA), formed for the purpose of advertising, promotion, public relations and research for all stakeholders of Avocados From Mexico. Under agreements, MHAIA and the Association of Avocado Exporting Producers & Packers of Mexico (APEAM) have combined resources to fund and manage Avocados From Mexico, with the intent to provide a focused, highly- effective and efficient marketing program in the United States. Avocados From Mexico is headquartered in Irving, Texas.

CONTACT:

Gina Rubello

Gina.Rubello@edelman.com

+1 (305) 988-0902

ⁱ Source: Economic Report by Mexican economist Manuel Molano

SOURCE Avocado Institute of Mexico