

Tropical Avocados from Dominican Republic

Dominican avocado exporters create the first collective brand to market their fruit in the US

Tropical Avocados from the Dominican Republic is the country's first collective brand to market this agricultural product on the east coast of the United States, where this local crop already has a 10% share of the market, and exports to that area in 2019 amounted to USD \$61,415,732.38.

This information was shared in an inter-institutional cooperation agreement to develop actions and strengthen this collective brand, which was signed at the headquarters of the Dominican Association of Exporters (ADOEXPO) by Elizabeth Mena, the president of that entity, and by Brian Rudert, the executive director of the Exporta Calidad Program (PEC), which is funded by the United States Department of Agriculture (USDA) and is executed by the International Executive Service Corps (IESC).



Rudert said that Agroindustria Ocoña, AMR Agro, Exportadora Tavarez, and Grupo 33 are the first four Dominican companies that will use this collective brand. He also said that the brand, which will support the production of this national fruit, will also promote the nutritional qualities of the Dominican avocado.

The North American official said that, with this agreement, ADOEXPO will promote this collective brand in the United States by financing said program and by participating in fairs, as well as conducting tastings and carrying out promotional activities on digital platforms, among other things.

The president of ADOEXPO, Elizabeth Mena, stressed that this agreement was of great importance for avocado exporters because they will be able to market their products under the Tropical Avocado umbrella brand, with support and assistance in the destination market.

The Exporta Calidad Program is executed in the country by International Executive Service Corps (IESC), an American non-profit organization that is financed by the United States Department of Agriculture (USDA), which helps improve quality and safety, as well and to increase exports in the value chains of cocoa, avocado, pineapple, oriental and greenhouse vegetables.

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