A Mexican surge rocking the world market

While Costa Rica is undoubtedly the master of the international pineapple trade, Spain of winter season citruses and Argentina is the queen of summer lemons, Mexico is every year leaving a bigger footprint on the world avocado market. The record season 2012-13 demonstrated this more than ever. But while the Mexican giant is pushing forward world trade in giant strides, it is also rocking its direct competitors, and perhaps tomorrow the supply structure to certain markets, including the European Union.