

The Voice of the Industry

NEWSLETTER AUGUST/SEPTEMBER 2026

Dear Member,

This month: the full agenda for the Avocado Congress in Madrid is ready and registration is open, our Luciano Darderí press partnership and the Decathlon Spain campaign both wrap up with strong results whilst our social channels kept the summer momentum going.

Avocado Congress: Agenda Now Available, Register Today

The Avocado Congress takes place on **5 October** in Madrid, the day before Fruit Attraction. Doors open at 15:30, with the programme running from 16:00 to 19:30. This year the Congress is a single event open to the whole industry, not just WAO members, so we'd love to see as many of you there as possible.

Register directly with IFEMA here: [CONGRESO DEL AGUACATE](#), using promotional code **FA26_AGUACATE**.

It's important that everyone registers in advance. If you've attended Fruit Logística before, you'll already have an IFEMA account, so simply sign in (or reset your password if you can't remember it) rather than creating a new one, this is the most common reason people have run into trouble registering so far. If you haven't registered with IFEMA before, you'll be creating a new account as part of the process.

Here's a flavour of what's on the agenda, hosted by [Dani del Toro](#):

- **Eric Imbert (CIRAD)** on the changing avocado global supply chain
- **Shelly Vorster** on The Evolution of the European Consumer
- **David Magaña (Rabobank)** on external factors shaping supply
- A round table on the value chain in action, from production through to the consumer
- A round table on perspectives from origin, production and emerging markets, moderated by [Chris White \(Fruitnet Media\)](#), with producer views from key growing regions and associations including Intertropic, SAAGA, CorpoHass and Prohass
- Closing thoughts and key takeaways
- A networking cocktail to round off the evening

For any questions regarding registration, write to:

info@worldavocadoorganisation.com

Luciano Darderí and Decathlon: Our Summer Campaigns Wrap Up

Our partnership with **Luciano Darderí** has continued to build momentum. We've now completed **six interviews** with him on how avocado fits into his everyday routine, from breakfast through to what he eats after training and matches, alongside his collaboration with WAO and our shared goal of promoting healthy eating. Two are live already, in **GQ Spain** and **Men's Health Spain**, and four more are due out in the coming days, in [La Repubblica](#), [Il Messaggero](#) and [La Gazzetta dello Sport](#) (online and print) in **Italy**, and **Sports Illustrated** (online and print) in **Germany**.



Meanwhile, our biggest nationwide awareness campaign to date with **Decathlon Spain** has now come to an end. It ran across **29 stores throughout August**, with four creative executions encouraging consumers to **"Make Wellness Joyful with Avocados"** and positioning avocado as a natural ally for active lifestyles, through different recipes and ways to enjoy it.

Media Impact

In August, we secured **152 articles published** across all markets, reaching more than **226 million readers**. We also used the month to prepare a strategic approach around gut health for September and to line up follow-ups with journalists joining us at the **Avocado Congress on 5 October**.

- **France:** more than **11.2 million readers**, with highlights including [Le Télégramme](#) and [TF1](#).
- **Germany:** **9.47 million readers**, with articles in [Fruchtportal](#) and [MSN](#).
- **Spain:** our strongest market, reaching more than **133.94 million readers**, with standout coverage in [Men's Health](#), featuring Luciano Darderí, and [La Vanguardia Magazine](#), featuring our KOL Nalia Martínez.
- **UK:** **5,000 readers** through an article in the [Hobbs Independent](#).
- **Italy:** a total reach of **5.69 million readers**, with highlights including [AMP Media](#), [La Repubblica](#) and [Agenfood](#).

Social Media



Our social media channels delivered a diverse mix of **summer recipes**, **practical avocado hacks**, **educational content** and **creator collaborations**, giving consumers fresh inspiration and useful ways to enjoy avocados every day. Across all our European channels, our social media activity generated **over half a million impressions over the past month**, continuing to grow awareness and engagement with consumers.

Don't forget to follow **WAO** on [LinkedIn](#) to stay up to date between issues.

With Congress just weeks away, this is your best chance yet to connect with the rest of the industry face to face. Register today for those of you who haven't already, and we're really looking forward to seeing you in Madrid on 5 October.

¿Prefieres recibir este boletín en español?

Dímelo y me aseguraré de enviarte la versión en español

