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Trinity Fruit sees big things ahead with its big honey Dekopons

By

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Trinity Fruit Co. started as a stone fruit and kiwi company more than 20 years ago. It has evolved into a well-rounded grower-shipper-marketer that offers its customers a full line of fruit and citrus.

“From our humble beginnings, it would be hard to find a company that carries as many types of commodities as Trinity Fruit,” said Levon Ganajian, vice president of retail relations for the Fresno, CA-based company. “We have complete control from the farming, packing and marketing to produce a consistent high quality product. In addition, we are now a year-round supplier of citrus, being able to offer our loyal customers our full line.”

That impressive full line of citrus includes mandarins, bloods, Minneolas, Cara Caras, lemons, navels and Dekopons, making Trinity Fruit a virtual one-stop-shop for citrus.

“We have expanded our partnerships in South America to enable us to offer our customers year-round availability, leading to habitual purchases that increase citrus consumption,” Ganajian said.

Over the last few months, the Citrus market has been stable, and the company is seeing mostly similar citrus volume to last year and a larger mandarin crop.

“Overall quality is good to excellent and we see this trend continuing throughout all of 2021,” Ganajian said. “With new plantings coming in to production, Trinity Fruit expects double-digit volume increases on all our citrus varieties.”

The company has taken strong safety measures to protect its workers from COVID-19 and has been able to keep things running successfully throughout the past nine months.

“With the pandemic, bags have been an ideal way to increase sales,” Ganajian said. “Less handling of the product and a nice dollar ring at the register has been a win for retailers. We offer all type of bag sizes, from 2 pounds all the way to 10-pound bags. We try to be as flexible as possible for our customers.”

Trinity Fruit’s Big Honey Dekopons will be rolling out in January and the company expects to make a big splash with this new mandarin-labeled product.

“One can argue that our Big Honey Dekopon is the very best eating citrus available,” Ganajian said. “We expect our Dekopon volume to expand in a big way each year with new plantings coming into production.”

The company is happy to work with retailers to help them sell more citrus and its team of experts is available to offer advice and Trinity Fruit provides demos to support promotions and POS materials.

One thing that Ganajian believes could help in sales is for stores to build large colorful displays.

“I also think it’s important to show the interior of the fruit,” he said. “As an example. Blood Oranges cut in half show the customers the beautiful color. Expanding different pack style offering as well will also increase sales.”