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A sweet start to mango season for Crespo

January 20, 2021

Crespo Organic Mangoes' Oaxacan packhouse opened ahead of schedule and is currently packing and shipping organic Ataulfo mangos to both McAllen and Nogales. Round mangos are expected to follow by the end of the month. The Chiapas packhouse Empaque Don Jorge II, was set to inaugurate Jan. 20, thus, bumping up available volumes considerably. Full volume availabilities are anticipated by mid-February, much earlier than previously predicted.

In addition to the good early season news, the Crespo Organic mango program includes several new organic mango items for the 2021 season.

A refreshed signature Crespo box (four kilograms) aims to stand out, lure and dazzle organic

customers. The Crespo BIG Box, returns and carries 22 pounds of loose mangos, available in all sizes, and is more durable and tip-proof when fully palletized.

The bagged fruit program goes full force in 2021. Packed using The Crespo BIG Box (seven three-pound net bags), available in Ataulfo or round mangos. Crespo Organic Summer Mango Mania occurring in June, July and August, will offer The Mixed Bag, with a few round mangos and an Ataulfo for people that can't decide.

A Case for Consumers: a six-pound totally consumer-driven case of mangos, including a scannable UPC and mango education on selection, storage, cutting, and using (recipes), launches just before peak summer. Eight consumer cases are packed in 48-pound master Crespo Organic mango-branded cases.

A family partnership propelled the brand into the **dried fruit** processing sector originally delayed last season because of COVID-19. The program rolling out early summer will offer 15-pound bulk and retail options: one-pound (mango cheeks), and four-ounce (mango pieces/strips). All packaging, including master cases, will be decked out in the Crespo Organic signature branding. Available options include Ataulfo, Ataulfo con Chili, & Mangos (round varieties, Keitt and/or Kent varieties.)

Furthering into processing the Crespo Organic Kitchen's most prized recipe — **Crespo Organic Sinaloa Sauce** — will be available bottled in limited markets this summer. Larger roll-outs are planned for the 2022 season, along with Mango Turmeric Tabasco and a line of fresh seasonal mango sauces and salsas, specifically designed for the produce section.

Increased volumes due to new land, orchards and new mango farming techniques will yield many mangos for seasons to come. Expansion across the fresh, packaged and processed categories is simply a result of the Crespo Organic slogan: We are the mango experts.

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