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Honesty is the key to success for Fruit Royale

By

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Fruit Royale, Inc. has a 17-year history as a grower, packer and shipper of table grapes with more than 4 million crates of fresh grapes produced each year. The company considers itself a one-stop shop for all grapes, from all corners of the earth, 365 days a year.

The Delano, CA-based company works directly with its contracted growers on all aspects of fruit production including growing, packing, cooling, storing, logistics and sales, with detailed emphasis on providing high-quality product to customers on a consistent basis.

“We are one of the few year-round suppliers in the USA,” said Louie Galvan, Fruit Royale’s managing partner. “Grapes are imported exclusively for our programs from Mexico, Peru, Chile, and Egypt. Our California production rounds out the year. Grapes are what we do 100-percent of the time with 100-percent of our focus.”

This month, the company turns its attention to the grapes in the Central San Joaquin Valley and expects a strong year.

“Our harvest is scheduled to commence in or around July 7-10 and the crop looks amazing,” Galvan said. “We expect a great season.”

Fruit Royals is enjoying a strong year and has overcome the challenges brought forth by the pandemic.

“Our business continues to grow year after year thanks to great team who always finds a way to produce, pack, and deliver consistently high-quality product all year,” Galvan said. “The category seems to be exploding with new varieties almost constantly. Bigger better tasting fruit is the ultimate goal.”

Throughout its years dealing with grapes, Fruit Royale has noticed the commodity changes have been rapid and revolutionary.

“Honesty is the key to success,” Galvan said. “Our business is a trust-based business and without that you have no equity. Efficiency in production while maintaining a high level, great eating product will always win out.”

The company philosophy is rooted in its commitment to working alongside the land and preserving environmental quality, and works hard to ensure the availability of a safe food supply for future generations. In that regard, Fruit Royale employs sustainable agricultural practices that successfully balance current and future human needs, promote environmental health and effectively utilize natural

resources in a manner that is economically profitable.

“The secret is caring for your fields like you would your own children,” Galvan said. “It ultimately shows in the fruit you produce.”

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