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Panorama Produce primed for a busy South American mango campaign

By

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When it comes to mangos, the team at Panorama Produce Sales Inc. knows their stuff.

“We’ve been importing for close to 20 years,” said Eric Nagelberg, who shares his expertise in imports and sales for the company, headquartered in Mamaroneck, NY. “We have anywhere from three to six growers in every country — Brazil, Ecuador, Peru, Guatemala, Mexico — and we also work with Nicaragua and Costa Rica as well.”

Panorama Produce is currently transitioning from the Mexican to Brazilian programs and recently received the first Brazilian mangos of the year.



“We started with good volume, and our volume will ramp even more,” Nagelberg said. “By mid-September we’ll be at peak volume with Brazilian mangos. So far, the quality looks very good.”

The Brazil mango program will be followed by Ecuador and Peru, after which Panorama Produce will work with growers in several Central and South American countries, including Costa Rica, Nicaragua, Mexico and Guatemala, all of which start their mango season between the end of February and the middle of March.

“The idea is to have a year-round program, so that we can be a year-round supplier to all of our customers,” Nagelberg said.

Those different countries grow different kinds of mangos, and those various varieties have characteristics that appeal to different shoppers.

“For example, right now, Mexican mangos are Keitts, and those are large and fiberless, which some customers really want,” Nagelberg said. “Then you have the Brazilian Tommy Atkins, and they have a nice range of sizes and they have great red blush on them, and a really nice appearance, which appeals to other customers.”

Like all companies, Panorama Produce Sales has dealt with its fair share of challenges because of COVID-19, which has made a tremendous impact on supply-chain issues and fluctuating demand.

The toughest challenge has been the increase in expenses — boxes, pallets and freight expenses are all higher,” Nagelberg said. “Sea freight has been the largest increase this season at 60-cents a box higher. Port congestion has added another challenge to receiving containers on time.”

After a year and half, COVID-19 continues to be an issue, and that means the knowledgeable and talented team at Panorama Produce Sales always has to be ready to adjust during these difficult times.

“Demand can fluctuate,” Nagelberg said. “You’re seeing larger swings in demand than you did pre-COVID-19, so it’s a little more challenging to plan for that, but that’s been offset by increased demand during certain periods of COVID-19, which has helped our growers.”

Panorama’s West Coast office has been an instrumental part of the company’s success and it continues to grow at a steady rate.

“This year, we hired Michael Nienkirk to help support our growth and he has been a strong addition to the team,” Nagelberg said.

Panorama Produce will continue to serve its customers and support growers, just like it has for its mango partners for the past two decades.

“I think part of our success is that mangos are our main focus and we put a lot of time and energy into succeeding in the category,” Nagelberg said. “We pay a lot of attention to quality, and we dedicate ourselves to fulfilling the needs of our customers.”

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