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Innovation at forefront for Freshcourt and its avocados

By

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April 18, 2022

With more than 25 years of experience packing and processing fresh avocados from Mexico, Coral Gables, FL-based [Freshcourt](#) has established itself as a strong partner with customers around the U.S. and abroad.

The company packs its avocados in two production plants in Mexico — one in Uruapan, Michoacán and another in Ciudad Guzmán, Jalisco. It also has two processing plants equipped with the latest technology in Uruapan and in Irapuato, Guanajuato.

“Our strategic locations give us access to the main avocado-producing areas of Mexico,” said Eduardo Garcia Chamorro, creative marketing director for the company. “This allows us meet the supply demands of our customers globally.”

Freshcourt is looking forward to attending the upcoming Viva Fresh Expo to talk about the recent events that have impacted the avocado category.

The company will be behind booth No. 701, showcasing a full line of its avocado and guacamole products.

“Last year we attended for the first time, and we were given an innovation stand,” Chamorro said. “We feel very blessed and lucky this year to get a booth as we know it’s a big deal to get into the show.”

Freshcourt will also be offering some of its guacamole and products in the food trucks so people can try for free.

One of the things the company expects to talk about at the show is its new prepackaged Avocados Salads, which it recently developed to complement the guacamole the company creates. Since launching late last year, the company has seen an amazing reaction to these new products.

“It’s a great new expansion to the avocado programs across retail and foodservice around the world,” Chamorro said. “A combination of two key factors has led to unprecedented demand in prepackaged salad sales. Consumers have increased focus on health and wellness, and limited time for meal preparation. This has resulted in a considerable shift in how people perceive the value of this product, resulting in a 57 percent growth of packaged salads in the market.”

Additionally, vegetarian salads account for 67.4 percent of the global packaged salad market, attributed to desire for protein-enriched salads; salads consumed during both lunch and dinner; and innovative new product launches and flavor possibilities.

The global packaged salad market revenue was estimated at \$10.8 billion in 2020 and increased to approximately \$11.7 billion in 2021, Chamorro said. That market share is expected to grow at a compound annual growth rate of 8.2 percent from 2021 to 2028, reaching \$20.3 billion by 2028. “Obviously, there have been significant consumer purchasing shifts since the pandemic started in March 2020,” he said. “However, even as workers return to the office and their families return to school, the desire for convenience and nutrition has very strong staying power. For that reason, the future is very bright for these ready-to-eat prepackaged salads.”

Another new product at the company, which will be on display at Viva Fresh is its line of Salsitas salsa.

“They are very good salsas that are a little different from anything on the market because they have chunks of avocado in them,” said Juan Molano, director of sales for Freshcourt. “We’re constantly creating and innovating more than anyone else in the category, and we will continue to expand on our Avocados Salads and Salsitas, as well as more value-add items for avocados.”

In a normal year, Freshcourt produces approximately 50 million pounds of avocados a year and saw a greater demand for its products over the course of the pandemic.

“Our mission is to produce delicious food products with superior nutritional balance,” Molano said. “The benefits of avocados are numerous, as it is rich in fiber, contains antioxidants, is loaded with heart healthy monounsaturated fat, are high in potassium and are a good sources of vitamin E and vitamin C.”

Last year, Freshcourt introduced a two-ounce, individually sized Mini Guac in flavors such as Classic Guacamole, Coco & Berries, Avocado Hummus, Avocado Kiwi Jam, Avocado Kiwi Smoothie, Habanero, Jalapeño, Mango Guacamole, and Pico de Gallo Guacamole. Like all of the company’s products, the guac is nutritious and preservative-free.

“The mini guac has seen a good reaction from everyone,” Molano said. “Now that things are opening up and COVID-19 restrictions have lifted in many places, we are seeing a major drive and push from around the world. We’re seeing a drive in other countries that prior to the pandemic, didn’t even know what avocados were. Now, we’re seeing new markets launch in India, Pakistan, Egypt and doing a lot in Italy.”

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About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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