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McDaniel Fruit Co.: A leader in avocados

By

Keith Loria

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[McDaniel Fruit Co.](#) is a third-generation, family-owned vertical integrated international avocado grower, packer and marketer, with its home base in Fallbrook, CA, which has been operating since the 1950s.

“As the industry has grown in popularity, our company has grown with it,” said Rankin H. McDaniel, president of the company.

What once was a small acreage of avocados has grown into 3,000 acres of California avocado production, stretching from San Diego to San Luis Obispo. From developing new groves and coordinating harvest logistics to customizing marketing strategies that drive sales, McDaniel Fruit Co. markets avocados coast to coast with its Linda Vista Brand name.

“Besides our own company production, we represent, manage and market for a large contingent of independent California avocado growers,” McDaniel said. “We do commercialize other produce, however avocados are our primary product, so they are extremely important to our company.”

McDaniel Fruit Co. has avocado partners in Peru, Mexico and Chile that market a portion of its avocado production through its U.S. marketing sales network.

“Our total average yearly sales volume is approximately 30 million annually,” McDaniel said. “To be successful in any industry the requirements are the same — dedication to providing a quality product at the right price point on a consistent year-round basis. This is our business model.”

Dissecting the crop in California this year has been challenging due to its smaller volume, but McDaniel noted the company has been able to navigate this issue and provide all of its customers with the volumes they require.

“The crop in Mexico has also had its special challenges with volatile pricing and swings in total volumes harvested from week to week,” McDaniel said. “The Peruvian season is just commencing here in the U.S., and with an estimated 20 percent increase in total volume over last season, will provide ample opportunities for expanded promotional retail opportunities.”

The majority of McDaniel Fruit’s avocados are of the Hass variety, but it also has a small percentage of GEM avocados — and is always looking to grow.

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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.

