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Strong Gem avocado season on tap for Westfalia

April 18, 2023

[Westfalia Fruit](#) kicked off its 2023 Gem avocado season, expecting a strong supply of fruit from mid-April through mid-July.

Gem is a gourmet avocado that Westfalia holds exclusive marketing rights in Africa, the European Union, and many other regions of the world. Gem is truly a unique avocado with gold-flecked skin and a creamy, buttery texture. It is a larger piece of fruit with a slightly nutty flavor.

“The Gem avocado has an exceptional flavor profile and is the darling of chefs, home cooks, and foodie fanatics alike,” said Raina Nelson, president and CEO Westfalia Fruit Marketing USA LLC. “Westfalia Fruit has successfully and exclusively marketed the Gem in key markets across the globe to create a best-in-category avocado that drives consumers to a new avocado destination. We are excited to launch similar programs here in the U.S. and build upon the global Gem successes we’ve designed with world class retailers.”

Westfalia Fruit US’s Gem program will be supplied with California fruit but the variety is abundantly grown in other areas of the world like South Africa. The Gem avocado is a sustainable cultivar with its high yield of fruit on compact trees that are protected from harsh environmental elements under a plush tree canopy. The post-harvest fruit quality is tremendous, and the fruit is hand-plucked at peak ripeness to deliver delicious fruit to consumer’s plates.

“We anticipate a healthy season for the Gem variety this year. We are enthusiastic to build dazzling customer programs to drive Gem awareness with consumers through innovative and proven methodologies that make avocado programs shine,” said Nelson.

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