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Frutura announces major consolidation in avocados

[Frutura](#) is executing on its plan to become a significant player in avocados and will begin marketing its Hass avocados in North America under the Frutura brand, beginning in the third quarter of 2023.

Foundational to Frutura's new branding strategy is the fact that several Frutura companies already have strong avocado portfolios. This shift is designed to create a more vertically integrated, easier way for customers to source in-demand product. Via its network, Frutura owns its own groves in Mexico, Peru, Chile and Colombia. This gives the company a high degree of leverage and control over a significant percentage of its volume.

Frutura's Dayka & Hackett LLC leads the company's avocado marketing program. That effort is headed by Stephen Fink, who joined D&H in 2022 as vice president of avocados, after a career focused on driving meaningful growth in the avocado sector.

"In our earliest conversations, Tim Dayka (D&H's CEO) talked to me about the potential of avocados and he's the architect of our program," said David Krause, Frutura's CEO. "We're pushing to accelerate volume by adding significant plantings, and by building relationships with several third-party growers of premium avocados, that our team has worked with and respected for many years."

Frutura is aligning its avocado program with its sustainability mission by making certain that a meaningful portion of its avocado acreage remains native timber. Forests serve as a hospitable habitat for monarch butterflies, known to be among the most effective pollinators. Pollinators like monarch butterflies, play a vital role in the ecosystem and thus, the world's food supply.

"Consolidating our avocados under the Frutura brand creates a more frictionless experience for our customers," said Fink. "Consumer demand for avocados shows no sign of abating and we're in the process of positioning ourselves to serve our customers with reliable excellence. We've also added powerful bench strength by being joined by colleagues experienced in North American grocery retail, the Asian market, and the food service sector."

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