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**Peru's fruit helps Mission offer avocado supply predictability**

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By

Tim Linden

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With more than 8,000 acres of avocado production in Peru, Mission Produce Inc. Director of Sourcing, South and Central America Brock Becker said the organization is in prime position to meet the summertime demand.

Becker added that as Mexico transitions between crops, Mission Produce is leveraging its vertical integration in Peru to promote supply reliability. “Avocado arrivals from Peru are ramping up to the U.S., with peak volumes expected in July,” he said. “We’re beginning to kick off our Peruvian programs with customers and anticipate a steady supply of Peruvian fruit through the summer months.”

Becker said that as volumes of avocados from Peru increase this summer, there should be plenty of opportunities to run promotions, especially around upcoming “avo-cassions,” including the Fourth of July and National Avocado Day.

He added that this year “quality from Peru is excellent. The industry is seeing minimal defects and the fruit is arriving in optimal condition.”

Mission does have other outlets for its Peruvian avocado program. “In addition to the U.S. market, we are focusing on expanding Peruvian programs in Europe and the United Kingdom through our facilities in Breda and Dartford,” he said.

“With the highly successful launch of our newest forward distribution center in Dartford, UK, featuring state-of-the-art ripening and custom packing technologies, the Peruvian season is strongly supporting our new customer base and driving our expansion in the market,” Becker said.

In discussing the 2023 avocado season in general, a Mission Produce spokesperson told The Produce News that Michoacán’s Normal crop is starting to wind down to its final weeks, and is expected to transition to the summer crop, once it matures enough for harvest. Mission also revealed that Jalisco’s Mendez crop is currently being shipped to export markets, but a release date for the U.S. market has not been announced. Mission added that its California avocado production is destined primarily for the West Coast, with substantial supplies expected through August.

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## [Tim Linden](#)

### **About Tim Linden |**

Tim Linden grew up in a produce family as both his father and grandfather spent their business careers on the wholesale terminal markets in San Francisco and Los Angeles.

Tim graduated from San Diego State University in 1974 with a degree in journalism. Shortly thereafter he began his career at The Packer where he stayed for eight years, leaving in 1983 to join Western Growers as editor of its monthly magazine. In 1986, Tim launched Champ Publishing as an agricultural publishing specialty company.

Today he is a contract publisher for several trade associations and writes extensively on all aspects of the produce business. He began writing for The Produce News in 1997, and currently wears the title of Editor at Large.

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