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Westfalia to grow North American presence

By

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[Westfalia](#), one of the leading global suppliers of avocados, has robust plans to grow its presence in the North American market over the coming years.

“We will add new ripening and service centers into our domestic portfolio in a manner that reduces carbon footprints for our customers, increase our bagging capacity as well as introduce new avocado products into the marketplace,” said Raina Nelson, president and CEO of Westfalia Fruit Marketing USA. “We draw on our global expertise and unrivalled diversified country of origin portfolio that reduces market volatility. We are ready to provide retailers and restaurant operators with quality, highly consistent and innovative avocado programs to drive purchases and increase consumption of this healthy, delicious fruit by partnering with Westfalia Fruit.”

Westfalia Fruit touts its diverse avocado cultivation portfolio for the U.S. market as it grows and packs its fruit in California, Mexico (both Michoacan and Jalisco), Peru, Colombia, Chile and Dominican Republic. Additionally, Westfalia Fruit has strong presence in South Africa, Kenya, Europe and Asia and is constantly exploring new cultivation areas to ensure a consistent, year-round supply of quality fruit across the globe, according to Nelson.

“Our North American ripening and service center footprint consists of five locations that can quickly and efficiently deliver to any retail and foodservice location across the U.S. and Canada,” she said, noting that the company’s North American headquarters is in Oxnard, CA, with additional locations in south Texas, eastern Pennsylvania, southern Florida and Illinois. “Our vertically integrated supply chain allows superior process management from the field through state-of-the-art warehouses, all the way to our fruit’s final destinations.”

Over the next several months, Nelson expects an improving avocado marketing situation. “We see the last quarter of the year as an opportunity to create unique ways to increase avocado sales, and we anticipate promotable volume,” she said.

There has been much talk about the world’s supply and demand not being in sync, but Nelson remains quite bullish about sales in the United States. “The worldwide demand for avocados will

increase and U.S. and Europe will remain key markets. Marketing and promotion will be an important consumption driver,” she said. “We feel the sky is the limit for the U.S. market and many regions in the United States have great potential for increased per capita consumption. The Asian market has great potential as a developing area.”

In promoting itself to the buying community, Westfalia boasts of its attention to detail. “Buyers can trust our programs with key deliverables of quality, consistent portfolio of ripe fruit. We call it the ‘Westfalia Difference,’ which includes elements of partnering in avocado success in every way from a diverse quality supply chain, actionable sustainability and leading the way in proven avocado innovation,” Nelson said. “When buyers truly partner with Westfalia they can expect our team to provide solutions in driving category success.”

She said the company has a talented marketing team that has a global perspective on unique ways to create point of sales collateral, and effective marketing campaigns that create consumer inspiration and education. “For Foodservice operators, we have developed educational and illustrative solutions for back of store preparation for the various ways avocados can enhance menus,” Nelson added.

Additionally, Westfalia points to its robust research program as a differentiator. Nelson revealed that the company’s research division, Westfalia Technological Services, is the world’s largest privately funded subtropical fruit research unit. “Its dedicated team of global scientists and technicians focus on varietal development, innovation and environmental matters, and provides a pivotal role in defining the sustainable future of the global avocado industry.”

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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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