



# DISCOVER

THE MISSION ADVANTAGE



World-Class  
Global Marketing &  
Distribution Network



Diversified Sourcing and  
Vertical Integration for a  
Year-Round Supply



Industry-leading  
Ripening Technology



Data-Driven  
Intelligence  
Powered by **AVO**Intel<sup>™</sup>



Elite Customer  
Service



- Advertisement -

**Mission Produce seeks advantage with new campaign**

Mission Produce Inc. launched a marketing campaign, [Discover the Mission Advantage](#), to communicate the key differentiators that it offers to retail, wholesale and foodservice customers throughout North America as a supplier of avocados and mangos. Throughout the campaign, Mission is rolling out functional tools and resources to its partners to promote program profitability, reduce in-store shrink and attract more shoppers.

"Mission Produce is the world's most advanced avocado network with many unique advantages that enable our customers to drive sales and grow their avocado and mango categories," said Diana McClean, director of marketing and communications. "Through the Discover the Mission Advantage campaign, we're elevating our marketing and branding strategy to effectively highlight these advantages to our customers, so they can discover why we are the preferred partner of high-quality, ripe avocados and mangos. Our capabilities are aligned with customer needs so they can count on us to fulfill their demand with high-quality fruit and profitable programs."

Mission Produce's 'Discover the Mission Advantage' campaign will highlight the company's brand pillars, or industry differentiators, across the supply chain: a world-class global marketing and distribution network, diversified sourcing and vertical integration for a year-round supply; masters in the art of ripening; data-driven intelligence powered by AvolIntel; and elite customer service.

Mission Produce has begun the campaign by strategically marketing its mastery in the art of ripening with media creative, advertising, social media and newsletters to educate partners on why ripeness matters to shoppers.

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