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Villita Avocados to offer plastic-free bags to U.S. retailers

January 10, 2024

[Villita Avocados Inc.](#), a Pharr, TX-based distributor of avocados, will make history in the produce industry when it begins fulfilling orders utilizing specially made produce bags that are 100 percent plastic-free and compostable.



Rob Ybarra

(second from right), executive vice president of Villita Avocados, with (from left) Rachael Hoffman, Bill Wells, Dominick Zoccali and Rich Stanel at Acme Markets in Jersey City, NJ, where Villita unveiled North America's first plastic-free, 100 percent compostable avocado bag.

"We will be the first avocado company to come out with a 100 percent compostable, 100 percent plastic-free avocado bag in North America," said Rob Ybarra, executive vice president of Villita Avocados. "This Wednesday, Jan. 10, we will be in Jersey City, NJ, at a major retailer with the 100 percent plastic-free avocado bag."

According to the Environmental Protection Agency, more than 380 billion plastic bags, sacks and wraps are used in the United States each year, but only 8.7 percent of total plastics are recycled.

"Our company's philosophy is to create a better company for a better environment," said Ybarra. "Our CEO, Alfredo Rodriguez, had a vision. He really loves the environment. Every time he speaks, it's all about 'reduce, reuse and recycle.' He's been the biggest proponent about doing this as a company. We want Villita to be the most sustainable company in the industry."

Ybarra said Villita is hopeful other produce companies will follow their lead by being more environmentally conscious and steer away from using plastic.

“It’s a big problem,” he said. “We are not environmentally friendly as an industry. It really takes a disruptive force — in this case Alfredo and his family — to do our part to help protect the environment. We hope other companies will follow suit.”

Villita Avocados and their new bags will soon be in select locations at Acme Mid Atlantic Division of Albertsons Cos.

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