



- Advertisement -

Salix Fruits starts 2024 with optimistic view

By

Keith Loria

January 22, 2024

[Salix Fruits](#) first began importing citrus to the U.S. in 2015, focusing initially on lemons from Argentina. Founded by Juan González Pita and Luis Elortondo, the company has a combined experience of more than 100 years in the fresh fruit industry.

The company's portfolio includes 25 fruit items, although in the U.S. it focuses on the consistent supply of imported citrus.

"One thing lead to another and now, we are about to start the 2024 season as a year-round supplier of all citrus products," said Alejandro Moralejo, CEO of the Argentina-based company. "We added Chile, Mexico, Spain and also California as sources."

For oranges, Salix originates fruit from Chile, Uruguay, Mexico, Morocco and California, while mandarins and clementines comes from Peru, Uruguay, Chile and Morocco.

"When we talk about limes, we can't leave Mexico out of this subject, but we also added Colombia and Peru as sources," Moralejo said.

Although 2023 was a year of many challenges, Salix Fruits closed the year in a very positive way.

"Our American operation has established operational teams at different loading points simultaneously," Moralejo said. "We consolidated our operations at different loading points — Philadelphia, McAllen, TX, Nogales, AZ, and California. The global trading operation significantly increased presence in key markets. In addition to the offices already present in Chile, Argentina, Spain and South Africa, we also consolidated our presence with physical operations in Egypt, India and Singapore."

In 2023, the lemon market was more constant when it came to weekly prices. "There were no drastic changes in the volumes offered per week, although the total volume of Argentine lemons was slightly higher than in 2022," Moralejo said. "Better logistical organization, leaving behind the problems faced during the pandemic, meant that the supply was more linear. Also, a stable quality and a good supply of sizes did not cause negative surprises to the market, ensuring that demand was maintained."

Lemons continue to be the company's main strength, though it has increased numbers on oranges, mandarins and limes. Of its 2 million boxes moved annually, half of the volume is lemons, followed by 30 percent oranges and 20 percent for mandarins and limes.

"Being present on the market with all products 52 weeks of the year is essential for this business," Moralejo said. "Our retail and foodservice clients trust our work to ensure there is no disruption in the

supply chain, which motivates us to constantly look for new origins, and new products and producers to meet our customers' needs."

The export of organic Argentine lemons is a revolutionary product since Argentina is the only origin offering this during the Northern Hemisphere summer.

"In conventional terms, we provide our customers with the finest citrus from each origin at every stage of the campaign," Moralejo said.

Salix Fruit mainly serves the foodservice and retail channels, but it also has a strong presence in the wholesaler channel.

"Freshness and quality of products are super important when it comes to attracting consumers," Moralejo said. "Citrus fruits are an excellent source of vitamin C and natural food. Promoting them as healthy snacks is crucial for children and young people to choose these fruits over candies or chocolates."

[Keith Loria](#)

About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

[Print](#)