



- Advertisement -

**Mission Produce to showcase Mission Control at Fruit Logistica**

---

February 2, 2024

Mission Produce Inc. will attend Fruit Logistica Berlin to showcase its exclusive ripening innovation, Mission Control, which is driving a new standard of reliability for ripe-and-ready avocados. Mission Control is one of the world's most advanced ripe room technologies, enabling next-level precision for atmosphere-controlled ripening — achieving as much as a 38 percent improvement in quality consistency compared to the industry standard ripening system.



"We're introducing the market to a new standard of quality and reliability that we believe will drive demand for avocados in the U.K.," said Paul Frowde, managing director of Mission Produce U.K. and Europe. "With Mission Control, and as Masters in the Art of Ripening, I believe we're the only supplier with this level of control over the ripening environment. Atmosphere control isn't new to the industry, but this level of precision is — and it's the reason Mission Produce is the go-to supplier for high-quality, ripe avocados."

Mission Control was manufactured in partnership with Cross Refrigeration, a global leader in advanced temperature controls, and has been tested on both the lab and commercial production levels in partnership with Jem Burdon, a postharvest specialist and industry expert in fruit ripening from The New Zealand Institute for Plant and Food Research Ltd.

---

“Developing Mission Control in exclusivity has provided us with a database of fine-tuned controls to most effectively ripen fruit of any condition,” said Adam Shaw, technical director of Mission Produce U.K. “This step-change to the industry ripening standard indicates new possibilities for the adoption of ripe avocados at the consumer level. As we continue to improve product reliability and quality consistency, we believe we can strengthen consumer trust in our products.”

The recent commercial production trials comparing Mission Control to the standard ripening system evaluated the ripeness of Hass avocados from various countries of origin at varying levels of dry matter and fruit maturity. Mission Control demonstrated the strongest improvement when ripening fruit that is generally considered more difficult to ripen, such as early-season fruit or packs with fruit of varying conditions. By testing the technology at scale, Mission continues to fine-tune the process controls to create the optimal ripening environments for every season.

In response to the remarkable success Mission Produce UK achieved in its first year, the company is doubling its ripening capacity at its state-of-the-art forward distribution center in Dartford, U.K. Scheduled for completion in spring of 2024, the new ripening rooms are all designed to feature Mission Control technology. In addition, Mission Produce plans to add mangos to its product portfolio, which will also be ripened using Mission Control.

“It’s all about the consumer experience, and Mission Produce is driven by operational excellence to capitalize on the great market potential for avocados,” said Frowde. “Getting the ripeness right and delivering exceptional quality is how we plan to move the market for avocados, and soon, mangos, in the U.K.”

Mission Produce is attending Fruit Logistica Berlin Feb. 7-9 at Hall 25 (Stand B-31).

[Print](#)