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**Mission Produce highlighting seasonal avocado, mango programs at Southern Exposure**

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During the March transition season for avocados and mangos, [Mission Produce](#) is featuring its Peruvian organics, its upcoming Mexican mango program and its Emeralds in the Rough avocado bags.

“With our expansive product portfolio and our deep-rooted sourcing connections, we aim to maximize our customers’ profitability by expertly merchandising the supply available no matter the season,” said Brooke Becker, vice president of sales. “While our diversified sourcing capabilities give us the highest-quality selection of available fruit, our consumer-driven merchandising is designed to promote pull-through at retail. We aim to connect our customers to the world’s finest avocados and mangos year-round with elite customer service.”

At the Southeast Produce Council’s Southern Exposure trade show in Tampa, FL, Mission Produce’s sales team plans to connect with customers to review how their categories can benefit from the following seasonal programs:

- Mission Produce is gearing up for a strong Mexican mango season with its unmatched sourcing capabilities and on-the-ground field representation for Mexico’s top mango varieties: Kent, Keitt, Tommy Atkins, Haden and Ataulfo (Honey). The company continues to leverage its grower network and advanced global infrastructure to bring more value to the mango supply chain.
- As the industry awaits the official start of Peru’s avocado season, Mission Produce is getting started with Peruvian organics to complement Mexican supply. Volume sales for organics grew at twice the rate of conventional avocados from 2018 to 2023, so Mission is pursuing innovative ways to satisfy growing demand for the premium product with a reliable supply and consumer-driven merchandising.
- Due to above-average rainfall, both California and Mexico expect to see a higher percentage of Grade 2 avocados, which Mission Produce retails as Emeralds in the Rough. This mixed-size, value-pack bag of beautifully blemished avocados aims to combat food waste by finding a home for less-than-perfect fruit, appealing to the 95 percent of consumers that feel it important to do their part to reduce food waste.

At booth No. 939, Mission Produce will be showcasing several items from its product portfolio, including its limited-edition California GEM avocado bags, Mission Jumbos, Colombian avocados and Mexican Honey and Tommy Atkins mangos.

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