

# SPRING SUPPLY



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**Mission Produce Inc. promotes spring supply at Viva Fresh**

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[Mission Produce Inc.](#) will be promoting its spring avocado and mango programs at the Texas International Produce Association's Viva Fresh Produce Expo April 11-13, in Houston.

"With Cinco de Mayo coming up, we're looking forward to setting our partners up for success this spring with a reliable supply of ripe avocados and mangos," said Galen Johnson, senior director of foodservice and wholesale. "Spring is a key time for retailers and restaurants to take advantage of peak consumption windows, such as the Cinco de Mayo, Mother's Day and Memorial Day holidays, so we'll be showing our partners how they can benefit from the Mission advantage with upcoming promotion opportunities. With our diversified sourcing strategy, we are positioned to provide a reliable supply from premium growing regions around the globe."

Mission Produce's AvolIntel shows that avocado and mango shoppers greatly overlap — 87 percent of mango shoppers buy avocados, and 42 percent of avocado shoppers buy mangos. Additionally, Cinco de Mayo shoppers who purchased both avocados and mangos in 2023 had 63 percent higher basket spends on average.

"Avocados and mangos are synergistic commodities — and they're both basket builders. We're not only dedicated to delivering the world's finest avocados and mangos, but to supporting our partners in achieving profitable growth with custom ripe programs and category management leadership," said Johnson.

This summer, Mission will be sourcing avocados from California, Mexico and its vertically integrated farms in Peru, and mangos primarily from Mexico with supplemental volume from Guatemala and Nicaragua. Mission will also feature its new packaging for GEM avocados, a California-grown variety available for a limited time in the summer months.

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