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**Calavo and Viru celebrate alliance, milestones**

California-based [Calavo Growers](#) is celebrating its Peruvian partner, The Viru Group, to commemorate their alliance and milestone anniversaries. Viru, a leading international food group marking its 30th anniversary, has been Calavo's supplier of Peruvian avocados since 2015.



The collaboration is highlighted by updated co-branded cartons featuring both Calavo and Viru logos. This flourishing relationship guarantees a steady supply of high-quality Peruvian avocados during the crucial transition period in Mexico's avocado seasons (May-September).

Privately held Viru is a major player in the global agricultural sector. The company boasts three business segments: fresh, frozen and processed foods. A Peruvian powerhouse, Viru operates over 30,000 acres of land, owns 10 production facilities and employs over 17,000 people, exporting to more than 50 countries.

In 2011, Viru expanded its fresh produce offerings by introducing avocados, which quickly became a cornerstone crop. Viru CEO Yoselyn Malamud emphasizes the significance of the Calavo partnership: "Calavo has been instrumental in the growth of our avocado program. The mutual trust and confidence between our teams are invaluable as we plan for further expansion. Calavo shares our passion for the avocado business and has the expertise to support our ambitious goals."





Yoselyn Malamud

As a vertically integrated company, Viru ensures optimal freshness and efficient logistics by strategically locating state-of-the-art facilities near its fields and orchards, equipped with advanced technology. Malamud highlighted the benefits of this approach: "At Viru, we operate as one unified entity, ensuring consistent quality across all our products. Our commitment to stringent food-safety standards and employee well-being is unwavering."

Viru's sustainability mission, "We work today with tomorrow in mind," reflects the company's commitment to the UN's 17 Sustainable Development Goals. Striving to become a 100 percent green company, its vision includes environmental initiatives like reducing consumption and implementing a circular economy for avocados. By utilizing discards for frozen products, avocado oil or compost, Viru minimizes waste.

Viru's dedication to social responsibility is evident in its consecutive five-year reign as Peru's No. 1 Great Place to Work. It invests heavily in employee and community well-being through daycare facilities, educational programs, healthcare initiatives and financial support. "Our people are our most valuable asset," said Malamud. "We are incredibly proud to be recognized as a top employer, and we take seriously the responsibility to maintain that standard."

"Reaching 100 years as a trusted avocado supplier is a testament to the contributions of many people and industry partners," said Mike Browne, executive vice president of sales and operations for Calavo. "Our tremendous alliance with Viru is a shining example. Their commitment to quality standards, sustainability practices, vertical integration, and passion for avocados aligns perfectly with Calavo's values, paving the way for continued growth in our Peruvian avocado program."

As Calavo and Viru enter another promising season, they remain committed to delivering exceptional avocados to consumers while upholding the highest standards in quality, sustainability and social responsibility. This enduring collaboration ensures a bright future.

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