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Salix Fruits continues to grow winter citrus program

By

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Salix Fruits made its debut in the U.S. citrus market in 2015, starting with imports of lemons from Argentina. Established by Juan González Pita and Luis Elortondo, the company boasts over a century of combined experience in the fresh fruit industry. While Salix offers a diverse portfolio of 25 fruit varieties, it primarily concentrates on ensuring a reliable supply of imported citrus in the U.S. market.

“Winter citrus is a high point of our business,” said Pita, who is COO. “It accounts for a significant portion of our annual volume, with thousands of tons imported and distributed worldwide each season. This category not only drives our winter sales, but also strengthens our relationships with growers and retail partners, ensuring consistent supply and top-notch quality.”

Salix Fruits handles a variety of winter citrus, including navel oranges, mandarins and lemons.

“Mandarins, especially seedless varieties, continue to be consumer favorites due to their convenience and sweetness,” Pita said. “Navel oranges remain a winter classic, while demand for grapefruit and lemons is steady, driven by their versatility in recipes and beverages. The current outlook is positive, with excellent crop quality and strong demand across all categories.”

Now that we’re in 2025, [Salix Fruits](#) is excited about launching new partnerships with growers in emerging markets and using technology to optimize freshness and traceability.

“These initiatives reflect our commitment to delivering quality and sustainability,” Pita said. “2024 was a year of strategic growth. We saw strong demand for citrus, particularly as consumers continued prioritizing health and wellness. While challenges like logistics disruptions persisted, our ability to adapt and maintain consistency set us apart. Compared to previous years, we observed greater market diversification and deeper collaborations with both growers and retailers.”

Salix Fruits’ customers include major retail chains and wholesalers.

“Successful relationships stem from trust, transparency, and a shared commitment to quality,” Pita said. “We work closely with our partners to anticipate their needs, provide tailored solutions, and support them in promoting fresh, flavorful citrus to their consumers.”

In 2025, navigating supply chain complexities and addressing climate-related impacts on citrus crops are the biggest challenges the company faces. To overcome these, Salix Fruits is investing in advanced logistics solutions, expanding its supplier base to reduce risk, and collaborating with growers on sustainable farming practices to ensure long-term crop resilience.

“We see growth opportunities in expanding our footprint in underrepresented regions and diversifying our product offerings, such as organic and specialty citrus,” Pita said. “Our strategy includes leveraging data-driven insights to anticipate market trends, deepening our retailer partnerships and investing in marketing campaigns to drive consumer engagement with winter citrus.”

He believes retailers can increase sales this season by emphasizing citrus’s health benefits, creating eye-catching in-store displays and offering recipe ideas to inspire consumers.

“Highlighting seasonal promotions and leveraging social media to showcase citrus’ versatility are also effective strategies,” Pita said. “Sustained sales come from consistent quality and consumer education.”

Pita points to a strong team as to why the company continues to thrive and grow. “I’m most proud of our team’s dedication to quality and innovation,” he said. “Their ability to adapt to challenges, maintain strong relationships with growers and customers, and continually push for sustainability exemplifies our values and sets us apart in the industry.”

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