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"Strong start" for DR avocados

Desbry tropical avocados from WP Produce are set for growth and a positive 2020 campaign

WP Produce, the Miami-based grower-packer-shipper of Desbry produce, has announced a strong start to its high season for tropical avocados from the Dominican Republic.

Available year-round, the fruit's peak season runs from mid-October through to mid-May, with additional supply from Florida available from June through December.

The company anticipates increased volumes overall, with "exceptionally promotable quantities" available from November through January.

"This growth is exciting and we expect it to continue," said Chris Gonzalez, vice-president of sales for WP Produce. "Retailers and foodservice providers have been seeing increased popularity for tropical avocados over the past few years.

"At PMA Fresh Summit, interest and enthusiasm for tropical avocados was very high," he added. "Consumers are demanding variety. And the larger size of tropical avocados with their vibrant green skin and heartier texture appeals to avocado lovers – especially Millennials and moms."

This avocado season also brings other changes and improvements for WP Produce. The company recently debuted a refreshed logo for its Desbry brand.

Additionally, new avocado cleaning and sorting machinery have been added in WP Produce's Dominican Republic facilities, allowing for increased volume and capacity, while supporting the company's mission to provide sustainable job opportunities for the region. As part of these efforts, WP Produce has also created a worker welfare programme for its Dominican employees.



"As we keep expanding our footprint in the Dominican Republic, we also want to continue building our role in the community, provide a welcoming work environment, and acknowledge our employees' hard work and dedication," said Desiree Morales, vice-president of WP Produce.

"All our produce is inspected by our employees before being packed for our customers to not only ensure the highest quality, but to also ensure we offer a sustainable, year-round supply of jobs for the region. By providing more jobs and meals for all of our employees, we can support the well-being of our employees, and ultimately deliver a better end experience for our customers."