

For fresh fruit and vegetable marketing and distribution in Asia



By Maura Maxwell

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Salix Fruits puts in solid 2019 performance



The Salix Fruits team

Company strengthens Argentine lemon programme in US and continues to expand its exports to Asia

Salix Fruits consolidated its position as one of the main US importers of Argentine lemons in 2019, posting a 30 per cent increase in sales.

The company said the appointment of Alejandro Moralejo as CEO and Daniel Calvo as CFO in 2018 allowed it to strengthen its citrus business in the North and South American market, while reinforcing its partnerships with Argentine lemon producers like Padilla Citrus enabled it to take advantage of new opportunities in the US.

By complementing the Argentine volume with imports from

Mexico, Turkey and Spain, Salix provides lemons to the US market throughout the year from its offices in Atlanta, Philadelphia and Chicago.

"We close 2019 having established our leadership in the citrus business thanks to our structure and operational efficiency", said sales manager Juana Elortondo.

"Our goal for next year is to continue the growth achieved by delivering product of excellent quality and exceeding volume projections for the market."

The company, which was founded in 2013 by Juan González Pita and Luis Elortondo, also expanded

its export division with products like Washington apples and grapes.

"This channel represents 25 per cent of our business and we now export to the Middle East, Latin America and Asia," said Elortondo.

"Regarding grapes, the main origin we source out of is Chile and the primary destination is Asia, where we continue to grow year after year in countries like Indonesia, Malaysia, and the Philippines."