

Britain's favourite fresh produce magazine since 1895



By Mike Knowles

Friday 2nd October 2020, 12:40 GMT

## Fruitbox: Investors embark on avocado Mission



Mission Produce Mike Browne talks exclusively to Fruitbox about what the company's IPO means for the business

**T**he first day of October 2020 was a busy and exciting one for Mike Browne, chief operating officer at Mission Produce. The company made history by listing on US stock exchange the Nasdaq, with an initial public offering aimed at raising a potential US\$100m. And as more and more markets open to an increasing number of suppliers around the world, the prospects for those investors who buy into what some regard as green gold seem especially strong.

In Episode 40 of Fruitbox, Fruitnet's Chris White talks to Browne about what the IPO means for Mission itself and for the avocado business as a whole. "It gives Mission a lot of opportunity to do more of what we already do," Browne comments. "As a leader in the business, we're laser-focused on fresh avocados. We're going to continue to innovate, and continue to find ways to get the freshest,

most wholesome avocados ripened correctly and to consumers."

For Browne and his colleagues, receiving an injection of investment backing will give the company even more capacity to explore new commercial avenues faster – for example opening new markets or developing new sources of supply. "It's going to give us a lot of flexibility to grow the company, to have more elasticity within the company, to have a responsible balance sheet, and to continue doing what we've done – to innovate not only in the distribution but also in the farming and vertically integrate," says Browne. "We're one of the largest growers of avocados in the world and we're going to continue to grow more globally."

Enjoyed this free article from Eurofruit Magazine and its team of editors? Don't miss out on even more in-depth analysis,

plus all the latest news from the fresh produce business. Subscribe now to [Eurofruit Magazine](#).

Hosted by Chris White in London, Fruitbox now attracts a big audience across the global fruit and vegetable business that tunes in every week to hear exclusive interviews and expert analysis.

Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

To find out how you can tell your story on Fruitbox, email [chris@fruitnet.com](mailto:chris@fruitnet.com).

To learn about sponsorship and advertising opportunities, email [advertising@fruitnet.com](mailto:advertising@fruitnet.com).

The latest episode of Fruitbox, as well as all previous episodes, can be found on any of the following podcast services:



**Apple**

[Click here to visit Apple Podcasts](#)



**Anchor**

[Click here to visit Anchor.fm](#)

**Google**

[Click here to visit Google Podcasts](#)



**Soundcloud**

[Click here to visit Soundcloud.com](#)

**Stitcher**

[Click here to visit Stitcher.com](#)



**Spotify**

[Click here to visit Spotify.com](#)



**Overcast**

[Click here to visit Overcast.fm](#)



**Pocket Casts**

[Click here to visit Pocket Casts](#)



<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

**FRUITNET.COM**



---

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

**FRUITNET.COM**