

For fresh fruit and vegetable marketing and distribution in Asia



By Maura  
Maxwell

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## Mission Produce launches avocado podcast

The monthly podcast will feature special guests, industry experts, foodies and health and wellness professionals



**M**ission Produce has announced the launch of For the Love of Avocados, the first-ever podcast to focus on avocado tips and tricks, avocado farming, marketplace trends and everything in between. The first episode airs on 25 February.

Hosted by Patrick Cortes, senior director of business development, the podcast will also feature special guests, such as industry experts, foodies, and health and wellness experts, and be published on a monthly basis.

"We are a company of firsts – and launching a podcast is a natural step to continue leading the industry forward," said Ross Wileman, Mission's senior vice president of sales and marketing.

"As avocado consumption continues to increase, we notice an opportunity to reach our customers and consumers through the convenience of

a podcast to promote an exceptional avocado experience and provide useful information."

In the first episode, Cortes will talk to one of the Tampa Bay Buccaneers' quarterbacks, Ryan Griffin, about his journey to the Big Game and testing his avocado knowledge. The podcast will also discuss insights into avocado sales for one of the biggest avocado holidays of the year.

"We look forward to creating valuable and entertaining content to bring expanded value to our marketplace," senior director of marketing and communications Denise Junqueiro, said.

"Our podcast will take from our almost four decades of fresh avocado experience to provide a novel perspective on avocados and share the many stories that have yet to be heard."

For the Love of Avocados is currently available for streaming on Spotify, Apple Podcasts, Google Podcasts and other streaming services. Listeners can contribute to the conversation on social media by using #FortheLoveofAvocados.

Fruitnet's conversation series **Fruitbox** launched last year, broadcasting every week on all of the major podcasting platforms.

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.

**All previous episodes of Fruitbox can be found on any of the following podcast services:**

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

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