

Westfalia Fruit exports first shipment of South African avocados to China

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Westfalia Fruit, a leading multinational supplier of avocados and fresh fruit announced its inaugural shipment of avocados from South Africa to China. This milestone marks a significant expansion of the company's global footprint and underscores its commitment to quality and sustainability in the avocado industry. This achievement not only strengthens Westfalia Fruit's presence in one of the world's largest economies but also underscores its broader strategy of entering high-potential markets across the globe, such as its successful entrance into India a few years ago. It represents a major step forward in Westfalia's global expansion and is a landmark achievement for the South African avocado sector.

On 08 October 2024, the first container of South African avocados from Westfalia Fruit arrived in Shanghai, where the Shanghai Customs conducted the inspection. The historic moment and the container will be featured at the upcoming China International Import Expo (CIIE) in November, where it will be recognised as the first such import from South Africa.

To mark this occasion, an open ceremony will be held on 10 October 2024, at Huizhan Market in Shanghai, with some of the avocados being sent to retail supermarkets across southern and northern China.

This shipment follows the successful conclusion of a phytosanitary agreement between South Africa and China, signed in August 2023, after years of dedicated efforts to secure access to this vital market. With China's rapidly growing demand for fresh produce, particularly premium fruits like avocados, South Africa is well-positioned to diversify its export markets.