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Avocados, Limes, and strategy: Inside Fresh Del Monteâ??s next move

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With global demand for avocados and limes continuing to rise, Fresh Del Monte is sharpening its growth strategy through a strategic joint venture with Colombia-based Managro Group. The move strengthens the companyâ??s global supply chain, ensuring year-round availability, consistent quality, and greater market competitiveness. Central to this partnership is the expansion of a state-of-the-art packing house in Palmira, Valle del Cauca, which will significantly boost capacity and streamline operations.

In an exclusive interview with NUFFOODS Spectrum, Danny Dumas, Senior Vice President, North America Sales, Marketing & Product Management, Fresh Del Monte, shares how this collaboration aligns with the companyâ??s long-term vision for avocados and limes, its impact on global markets, and the strategic advantages Colombia brings to Fresh Del Monteâ??s portfolio.

What were the key drivers behind Fresh Del Monteâ??s decision to form this joint venture with Managro Group in Colombia?

Managro Fresh, owned by Managro Group, operates one of Colombiaâ??s largest packing houses, conveniently located in Palmira, Valle del Cauca. Since its establishment in August 2016, the company has been at the forefront of market expansion, notably being the first Colombian company to export Hass Avocado to Saudi Arabia, Japan, the United Arab Emirates, Hong Kong, Kuwait, and Argentina. Its core focus is on packing and exporting a range of fresh fruits, including avocado and Tahiti lime.

How does this investment in Colombia fit into Fresh Del Monteâ??s broader long-term strategy for avocados and limes globally?

We pride ourselves on providing consumers with high-quality produce. This joint venture allows us to expand our supply of limes and avocados with fewer gaps, consistent quality, and dependable delivery.

What specific advantages does Colombia offer compared to other sourcing regions for avocados and limes?

Colombiaâ??s climate allowsÂ almost year-round production, complementing our other sourcing regions and reducing seasonal gaps.

Could you share more details on the expanded packing house, its capacity, technology, and how it will enhance supply chain efficiency?

The newly expanded packing facility will increase its capacity by 600 per cent for both avocados and limes combined.

With the growing worldwide demand for avocados and limes, how does Fresh Del Monte plan to ensure year-round consistency and premium quality for consumers?

With the lime and avocado markets expected to grow by a CAGR of 2.5 per cent and 5.9 per cent, respectively, the priority access this joint venture provides will allow us to bring consistent, high-quality fruit to our North American and European customers. Colombiaâ??s climate allows almost year-round production, complementing our other sourcing regions and reducing seasonal gaps.

Beyond the supply chain benefits, how will this partnership impact local growers, communities, and sustainability initiatives in Colombia?

Beyond supply chain benefits, this partnership empowers Colombian growers and communities while advancing sustainability. Fresh Del Monte and Managro hold themselves and their partners to strict ethical and environmental standardsâ??ensuring fair labour, responsible water use, biodiversity protection, and international certification compliance.

In Colombia, Managro plays a central role in transferring knowledge and technology directly to farmers. This includes providing advanced genetics, modern irrigation systems, and post-harvest tools to improve productivity and fruit quality. Their agronomists and technical teams visit farms throughout the year to guide best practices, while demo farms and training programs help local workers build skills in sustainable cultivation and management.

Managro also leads community initiativesâ??partnering with Microsoft and Croper.com to bring free internet access to rural areas, closing the digital gap and creating opportunities for younger generations. The company generates stable rural jobs, offers smaller growers fair access to export markets, and invests in education and inclusion.

In short, itâ??s not only about high-quality fruitâ??itâ??s about sharing knowledge, strengthening communities, and building sustainable growth for Colombiaâ??s future.

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