



Mission Produce, Inc. establishes South African operations in partnership with ZZ2

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Mission Produce, Inc., (“Mission”) the world’s most advanced avocado network, announced today it is establishing operations in South Africa in partnership with ZZ2 and Core Fruit. The new partnership will create the most powerful trading platform for avocados produced in Africa, bringing the world’s finest African avocados to booming markets such as Europe, China and other Asian countries, with anticipated access to the U.S.

As avocado demand explodes worldwide, Mission Produce is capitalizing on opportunities to provide consistent, year-round supply to major global markets. In this partnership, Mission will bring its marketing expertise, renowned brand and distribution network while Core Fruit, the largest exporter of fresh produce out of South Africa, will manage the logistics. ZZ2, an iconic South African brand and farming operation, will offer its production, packing and ecosystem creation know-how together with its avocado technical knowledge, resource base, local networks, nursery trees, packing facilities and its association with Criterion Africa Partners who have access to significant land holdings.

To enable all South African growers to participate in this exciting initiative, Mission South Africa will establish regional relationships and source product from quality growers. It is expected that the functional ecosystem created by this partnership will add value to growers and will assist to develop the full avocado potential of the region. Mission also foresees rapidly expanding the company’s vertical integration model in an advantageous supply window.

“The Mission Produce-ZZ2 relationship is a strong combination and demonstrates our commitment to expanding globally and leading the avocado industry. These powerhouse companies are collaborating in South Africa to amplify state-of-the-art supply chain practices from field to fork,” said Mission Produce’s President and CEO Steve Barnard. “Southern Africa is an ideal source because of the region’s location, fruit quality and access to Europe and Asia.”

“We have hired an in-country manager, Lindie Stroebel, to hit the ground running and support fast growth. We are excited for her to establish a presence and start building local connections,” said Mission Produce’s Vice President of Global Sourcing Keith Barnard. “The addition of South Africa will ensure that Mission Produce’s supply keeps pace with demand. We are striving for full surety of supply.”

ZZ2 is a longstanding and highly regarded agriculture company with an iconic domestic brand in Southern Africa. In recent years, ZZ2 has developed and executed an aggressive growth strategy for avocados and other export crops. “Given Mission Produce’s volition to establish a strong global brand, world class ripening technology and the ability to create and stimulate global demand for avocados, we have selected the ideal partner. We are looking forward to taking the avocado industry to the next level with Mission Produce by our side,” added CEO of ZZ2 Tommie Van Zyl.