



Mission Produce Announces Staggering Growth Plan in Colombia

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Mission Produce, Inc., the world's most advanced avocado network, today announced its staggering growth agenda in Colombia including plans to ramp up avocado production within the next two years. This news comes as no surprise, since Mission Produce announced its partnership with Cartama in 2017. Cartama is Colombia's largest avocado grower.

"Colombia will provide us with an added source of year-round, high-quality fruit," said Mission Produce's President & CEO Steve Barnard. "Our goal is to plant an additional 1,000-1,500 hectares of avocado trees in Colombia. This fruit will supply our domestic and international markets such as the United States and Europe. We will also continue partnering with Cartama to support volume and growth. We are replicating our vertically-integrated, cutting-edge business model in this country."

There is a reason why Mission Produce looks toward Colombia with high expectations. This perfectly situated South American country is an ideal source for producing avocados because of its growing conditions, market accessibility and logistical abilities. "Colombia is unique in that it offers a year-round supply of fruit. Our country will act as strong source for global avocados in the coming years," added CEO of Cartama Ricardo Uribe.

In addition, Mission Produce is a platinum sponsor of the World Avocado Congress hosted in Medellin, Colombia next week. "The World Avocado Congress brings people together to explore ideas and support the booming avocado category," said Sr. VP of Global Info. & Industry Affairs Jim Donovan. "We are looking forward to connecting with professionals in Colombia – a country that will further the many opportunities that lie ahead for our industry."