

California-based produce company Green Giant Fresh has announced it will be adding avocados to its portfolio this year, in conjunction with Minnesota's C.H. Robinson. 

A Green Giant release said avocados would be shipped to retailers across the U.S. in May with year-round supply from then onwards, in various forms including 25 pound and single layer tray packs, and three, four and five-count bags.

Marketing director Jennifer Fancher highlighted continued growth for the fruit's popularity.

"They are making their way into shopping carts across America as a simple, yet delicious handheld snack item as well as a regular ingredient in so many family meals," she said.

The company said all avocado options will feature the Box Tops for Education® symbol, where buyers can earn money for their children's schools by clipping Box Tops coupons.

C.H. Robinson strategic category manager Michael Castagnetto said his company was proud to be bringing a new product line to Green Giant.

www.freshfruitportal.com