

California-based Mission Produce has exported the first ever container of fresh avocados from Peru to China, with importer Lantao planning on educate consumers on how to enjoy the fruit. 

The load was grown on Mission-owned ranches in Peru, and packed at Mission's Avocado Packing facility in Chao (La Libertad) Peru.

This first shipment left the port of Paita, Peru, and will arrive at the Chinese port of Shanghai by mid-September 2015.

According to the Ministry of Agriculture and Irrigation (MINAGRI) in Peru, significant export volumes are planned to China's market of 1.4 billion potential consumers.

Peru has large areas dedicated to avocado production along the coast in the region of La Libertad. Mission's ranches include Arato, near Chao, and Beggie, near Viru, which are part of the total production of approximately 10,000 hectares, 8,000 of which are certified by the phytosanitary watchdog SENASA.

"We are very pleased with the efforts of everyone involved in Peru to make this happen—from our growers, to packing and logistics, to the Peruvian governmental agencies that helped make this a reality," Mission Produce CEO Steve Barnard said in a release.

The company's Asia sales manager Tommy Padilla said it's a 'big step' for China to open the protocol for Peruvian fruit as it gives China a true, year-round supply to complement other avocado sources during the season.

"Mission is fortunate to have a trusted partner in China that matches our values and philosophy of doing business," he said.

 "They reach the various marketing channels in China including supermarkets, fruit stands, push carts, farmer's markets and small wet markets in all regions in China, not just the big cities of Beijing and Shanghai."

In order to meet the challenge of growing the avocado business in China, Mission turned to Lantao, and their CEO John Wang.

"The Lantao team is from mainland China, so we understand the consumer market in China better than anyone in the fruit import business." Wang said.

"Our team came up with a comprehensive plan to reach the various marketing channels

including using POP materials and an e-commerce platform on WeChat to help educate the consumers on the uses of avocados.

Because Lantao is distributing fruit from our 7 regional offices, we are doing a great job covering the first tier, second tier and even third tier cities in China.”

Lantao is the largest importer and distributor of premium fresh fruit from around the world into China. Their distribution locations include Shanghai, Beijing, Guangzhou, Zhengzhou, Herbing, Shenyang and Qingdao.

Mission recently completed construction on new packing facilities in Oxnard, California, and in Chao, Peru (Avocado Packing).

In addition to California and Peru, the company has operations in Mexico, Chile, Canada and The Netherlands, as well as eight value-added ripe centers across North America.

Photo: [www.shutterstock.com](http://www.shutterstock.com)

[www.freshfruitportal.com](http://www.freshfruitportal.com)