



Press release

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## **Westfalia Fruit sets the stage for avocado innovation at Fruit Attraction 2024 in Madrid**

Westfalia Fruit, a global leader in the avocado industry, will showcase its commitment to sustainable agriculture through pioneering technologies such as non-destructive fruit testing and avocado-based paper at Fruit Attraction 2024. With operations in 17 countries and a dedicated global team, Westfalia Fruit continues to set new standards while addressing critical environmental challenges in the industry.

Taking place between 8-10 October 2024, the event provides an ideal platform for Westfalia Fruit to highlight these innovations. With over 100,000 visitors expected, it offers the perfect opportunity to celebrate the company's legacy of sustainable avocado production, from seed to plate.

### **Technology showcase: The future of quality inspection**

One of Westfalia Fruit's key highlights at their Fruit Attraction 2024 stand will be the on-site demonstration of its latest inspection technology, developed in partnership with Neolithics. Visitors can witness the company's non-destructive fruit testing, which uses advanced hyperspectral imaging for real-time analysis and grading without damaging the avocados. Integrated into production environments, this system improves efficiency, reduces food waste compared to manual methods, and ensures consistent quality.

### **Avocado-based paper takes centre stage**

Westfalia Fruit will introduce its newest avocado-based paper and packaging, made from 25-30% avocado waste. While recycled paper and cardboard are sustainable, repeated recycling degrades fibres, requires new materials to maintain quality. The company addresses this challenge by using cellulose fibres and starch from avocado skins and seeds, reducing reliance on virgin wood fibres and lowering the carbon footprint. Visitors to the Westfalia Fruit stand can get a taste of this first-hand, as a live artist will be drawing caricatures on the avocado-based paper.

### **Committed to a sustainable future**

With a core focus on carbon management, water conservation, and biodiversity, Westfalia Fruit will also showcase how it seeks to lead the way in sustainable agriculture, raising the flag for the UN's Sustainable Development Goals (SDGs) across its global operations.

To find out more about the latest inspection technology, sustainable packaging, or the caricatures being sketched on avocado-based paper, make sure to visit **stand 10E12 – Pavilion P10**. Discover how 75 years of passion, innovation, and sustainability are shaping the avocado industry's next chapter. Come for the avocados – stay for the future!



Westfalia Fruit sets the stage for avocado innovation at Fruit Attraction 2024 in Madrid.  
(Photo: Westfalia Fruit, PR033)



Neolithics non-destructive fruit inspection system (will be demonstrated at Fruit Attraction 2024).  
(Photo: Westfalia Fruit, PR033)

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### About Westfalia Fruit

The multinational Westfalia Fruit Group is a leading supplier of fresh and processed produce to international markets, offering a diverse range of quality fruit and related products via its vertically integrated supply chain. Founded 75 years ago on guiding environmental, social, governance & sustainability principles. These practices, premised on the legacy of Dr Hans Merensky are at the heart of all that is done by the Group – “To Do Good”, – of which continue to underpin our approach today.

Today, operating in 17 countries spread over 5 continents, the Westfalia Fruit Group prides itself on advancing sustainable agricultural practices and being a responsible corporate citizen within the communities in which it operates.

As a frontrunner in the avocado industry, Westfalia grows, sources, ripens, packs, processes, and markets accredited avocados across the globe throughout the year. Value-added products include avocado oil, low-preservative guacamole, frozen avocado, and dried fruit.



Westfalia grows fruit in all major origins in the Americas and Africa and sources from partner orchards, giving the Group the most diverse avocado-growing footprint in the world. Westfalia's dynamic and integrated supply chain from research to the consumer benefits all stakeholders. The Group's research division, Westfalia Technological Services, is the world's largest privately funded subtropical fruit research unit. Its dedicated team of scientists and technicians focus on varietal development, innovation, and environmental matters, and provides a pivotal role in defining the future of the global avocado industry.

A supplier of choice to retail, wholesale, and food-service customers, Westfalia operates sales offices in the UK, Europe, North America, Latin America, southern Africa, and Asia. Fruit is packed in diverse formats and expertly ripened to deliver optimal eating quality. For more information visit [www.westfaliafruit.com](http://www.westfaliafruit.com).

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