



Press release

For release: **October 24, 2024**

Westfalia Fruit Showcased Sustainable Avocado-Based Paper and Packaging Innovation at Fruit Attraction 2024

Westfalia Fruit, a leading multinational supplier of avocados and other fruits, is committed to utilizing all parts of the avocado across the supply chain. As an example, they've developed a proof of concept for paper made from 25-30% avocado waste, demonstrating their efforts to minimize waste and maximize resource utilization.

The breakthrough was highlighted during the company's exhibit at Fruit Attraction 2024 in Madrid, where Westfalia Fruit also celebrated 75 years of industry leadership. With over 100,000 visitors, the event offered an ideal platform to showcase this sustainable solution, which turns avocado skins and seeds into sustainable packaging materials. Attendees who visited Westfalia Fruit's stand had the opportunity to experience the avocado-based paper first-hand. A live caricature artist was on-site, creating sketches on the paper, which allowed visitors to see it in action.

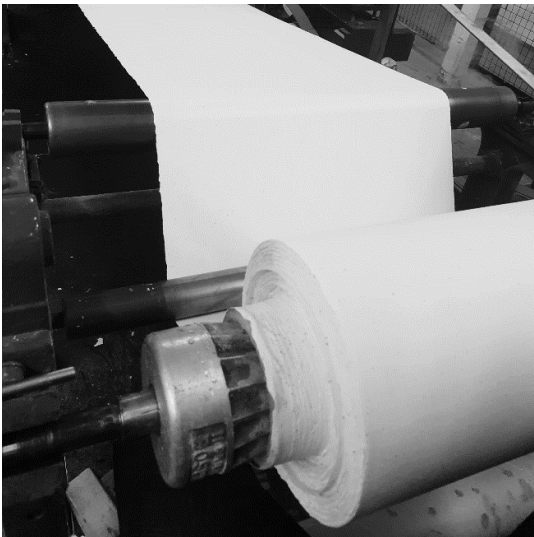
While recycled paper and cardboard are widely recognised as sustainable options, the repeated recycling process can weaken the fibres, diminishing the quality over time. As a result, new materials are often needed to maintain the strength of these products. Westfalia Fruit's avocado-based paper addresses this issue by utilising the rich cellulose and starch found in avocado waste. This process not only strengthens the paper but also reduces the need for virgin wood fibres, lowering the carbon footprint.

"It's been an exciting journey to be on," said Johnathan Sutton, Group Chief Sustainability Officer at Westfalia Fruit. "These are not overnight developments. Through extensive research, experimentation, and demonstration, and through the correlation and application of scientific knowledge, we are working with likeminded organisations to prove that much is possible. Partnering with Bio-Power technologies to evaluate the valorisation of the entire 'waste' channel of skins and stones has proven highly valuable to understand the structures, the compounds and to ultimately understand what is possible."

Avocado skins and seeds are typically used in low-value applications such as anaerobic digesters. However, Westfalia Fruit's process elevates the use of these by-products, enabling them to be used in the creation of high-value packaging solutions at a time when demand for sustainable carton-board packaging continues to rise.

By reducing reliance on virgin fibres and enhancing the sustainability of the supply chain, this innovation aligns with Westfalia Fruit's long-standing commitment to environmental stewardship. Critically, it opens a new, higher value solution. Sutton added: "This latest development aligns with our history of identifying, implementing and pioneering innovative and industry leading methods to reduce waste, and reinforces our commitment to protecting the health of the environment in which we operate."

The initiative builds on Westfalia Fruit's use of avocado waste in [beauty products](#) replacing harmful plastic micro-beads with natural alternatives. By pushing the boundaries of sustainable packaging Westfalia Fruit continues to explore new ways to reduce waste and create sustainable solutions.



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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.

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