



Press release

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Avocado Innovation Meets Community Impact: Westfalia Fruit's Focus at Fruit Logistica 2025

Westfalia Fruit, a global leader in the avocado industry, will showcase its commitment to sustainable innovations and social growth through technologies such as natural avocado dyes and community-oriented programmes in Chile. Taking place between 5-7 February 2025, the event provides an ideal platform for Westfalia to present these innovations.

Some of the highlights at the show this year will include:

- **Syros On Full Display:** Westfalia's recent acquisition of Syros strengthens the company's avocado-based business globally. At the booth, visitors can explore up to 18 fresh avocado-based products on the tasting table, tailored for the food service and retail sectors, showcasing shared values of innovation and progress in the avocado industry.
- **Avocado-Based Dye Brings Natural Color to Life:** Westfalia will introduce a natural dye extracted from avocado stones. Perseorangin is the pigment that produces eight vibrant shades ranging from light yellow to deep reddish-brown. The dye is already making waves in fashion and is part of Westfalia's Total Crop Use strategy, which supports 100% utilization of avocados.
- **Supporting Community - Westfalia Wins SDG 17 Award for Tilttil Projects:** Westfalia Fruit Group's Chilean operation, as part of the Pro Tilttil Alliance, received an award under SDG 17 (Partnerships for the Goals) for impactful community projects in Tilttil. Collaborating with nine companies, the initiative addresses local challenges through efforts like a community kitchen enabling food production and income generation, student internships, job fairs, and school support. This recognition highlights the power of partnerships in driving sustainable development and fostering positive change within the Tilttil community.

"As the pioneering frontrunner in the avocado industry, Westfalia is committed to driving innovation and sustainability," said Johnathan Sutton, Group Chief Sustainability Officer. "Our mission goes beyond delivering quality produce; it's about making a positive impact on people and the planet through sustainable farming practices, reduced emissions, and water conservation."

At Fruit Logistica 2025 Westfalia will bring this vision to life, showcasing initiatives such as natural avocado dyes, an extended range of innovative avocado based products, and community programs illustrating Westfalia's focus on partnerships and reinforcing its leadership in the industry.

To learn more about these projects, visit Hall 5.2 stand D-21 at Fruit Logistica 2025.



Samples of pinks made from avocado dyes. (Photo: Westfalia Fruit, PR043)



Dye samples & raw stones. (Photo: Westfalia Fruit, PR043)



Westfalia Fruit Group's Chilean operation, as part of the Pro Tiltit Alliance, received an award under SDG 17. (Photo: Westfalia Fruit, PR043)



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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