Organic avocado all year, with only two origins

This company located in the Veléz - Málaga (Málaga), supplies the market with ecological tropical products, mainly mango and avocado, the latter during the whole year, having its own production in Peru, which allows it to be an annual supplier only with two origins.

By Judit Cortés, agrifood journalist

José Antonio Alcorche, Operations Director of Alcoxarquía, one of the leading Spanish companies in the production and marketing of citrus fruits and organic fruits, with an international expansion that allows them to supply these products to different regions of the world, always with the guaranteed quality that they require the most demanding markets, tells us in Ecomercio Agrario the general lines of their production.

One of the great added values ??of this entity is that in addition to **production of avocado, mango and organic citrus fruits** (from the Guadalquivir valley), it has its own production in Peru, also echo: "this way we can close the tropical cycle all the year and supply the market with only two origins ", explains Alcorche, who details that" the production of avocado from Peru extends from March to the end of October, which after twenty days of transit, arrive in Spain the last shipments in mid-November , just when we can start to market Spanish product, "he says. Regarding the levels of production, "are between six and seven million kilos of avocado, four million kilos in orange and mango are having a progressive growth, which already hover around two million," detailed the Director of Operations of Alcoaxarquía.

"We have part of the production in ecological and another part in the process of reconversion. And until we have all the necessary certifications, that product in reconversion we market it under the Zero Residue seals, "he detailed.

New challenges

For José Antonio Alcorche the bet of his entity for the eco segment is not only for commercial strategy, but also for convincing, and that is where one of the new projects that have just started is based: the packaging with compostable materials. "Fruits are a natural product, and as such they must reach consumers in the most environmentally friendly way possible. Fortunately today there are many alternatives to plastic, and **we have already begun to present our fruits in a more sustainable way on the shelves ".**

In relation to the growth they have experienced with their exports, the company currently "commercializes in France, Germany, Holland, Nordic Countries and Austria, and they are beginning to introduce their products in the Eastern Countries". At the moment **the national market is a pending issue, because only 5% of its production stays in Spain.**