

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

OCTOBER 2026

FRESH TAKE NEWSLETTER

Commodity of the Month:

Avocados

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Partnering

with

PRO*ACT

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As the days start to get shorter and we begin to anticipate the holidays coming, most of our memories feature our family and friends around a table. Whether that table is in a home or in a restaurant, fresh produce is a key part of our meal. Through our family of SSi companies we seek to deliver that fresh produce through unparalleled service and expertise to meet the unique needs of our customers and our strategic partners.

As with all good things, nothing happens without significant effort. The focus on making things easier for our customers to do business with us and keeping a diligent eye on all aspects of the transactions we facilitate makes our companies stand out from the rest. We do this from Monterey to Miami and everywhere in between. Every day the work that you do supports moving truckloads of high quality produce to our customers around the country.

The fall also reminds us of the things we are thankful for. I am thankful for the team we have gathered together working every day to bring the quality products we procure to those that can use it to create memories around tables everywhere.



Kevin Vogt
Chief Financial Officer



A NEW ERA OF

Fresh

missionproduce.com

@mission_produce



Westfalia Fruit is a leading global supplier of fresh produce, best known for its expertise in avocados. Founded in 1949 by Dr. Hans Merensky, the company has grown into a vertically integrated business with operations in over 17 countries. Guided by the mission “to do good,” Westfalia is committed to sustainability, innovation, and social responsibility — from pioneering eco-friendly farming practices to supporting local communities and small growers. With over 75 years of experience, Westfalia continues to lead the way in delivering high-quality, responsibly sourced fruit to markets around the world.



LOFFREDO
FRESH FOODS

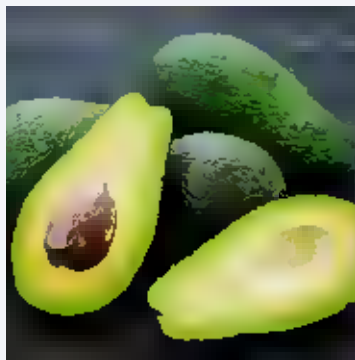
Loffredo Fresh Foods has been delivering fresh produce and specialty food solutions for over 130 years. As a trusted Midwest distributor, they partner with local and global growers to provide high-quality fruits, vegetables, fresh-cut products, and specialty foods to foodservice operators and retailers.

AVOCADOS: THE YEAR-ROUND SUPPLY PUZZLE

Keeping avocados available year-round is anything but simple. Unlike many commodities with a defined domestic season, the U.S. avocado market relies on a constantly changing mix of growing regions, crop cycles, sizing, and harvest timing. Mexico remains the backbone of the U.S. market, while California, Peru, Colombia, and other origins help fill seasonal gaps throughout the year.

- **Mexico remains the foundation:** Mexico continues to supply the majority of U.S. avocado demand, with production from Michoacán and Jalisco providing year-round coverage. Michoacán alone produced nearly 1.46 million metric tons during the 2025-26 season, with more than 1.25 million tons exported to the United States.
- **California continues to play an important role:** The 2025-26 California crop is forecast around 330 million pounds, with Hass and Hass-like varieties making up the majority of production. This represents another strong California crop and gives buyers an important domestic option during the spring and summer months.
- **Peru and Colombia help bridge the gaps:** As California and Mexico move through their seasonal transitions, Peruvian and Colombian fruit can provide additional volume. Peru has become an increasingly important global supplier, while Colombia's shipments to the U.S. reached record levels in 2025.
- **Supply is growing:** U.S. avocado imports reached a record 2.87 billion pounds in 2025, up 7% from 2024. Growing production across Mexico, Peru, Colombia, and other regions is giving the market more total volume and creating more opportunities for promotable fruit.
- **Weather can quickly change the equation:** Even with strong overall supplies, avocado markets remain sensitive to weather. Rain, harvest interruptions, and changing growing conditions can affect how quickly fruit moves from the grove to the packing house and ultimately to the customer.
- **Size matters:** The balance between large and small fruit can shift throughout the season. When production favors certain sizes, pricing can vary considerably between counts, making flexibility on size and pack specifications an important purchasing tool.
- **The market continues to evolve:** Global avocado production and trade are expected to continue expanding, but increased supply doesn't necessarily mean a predictable market. Weather, demand, transportation, trade policy, and crop timing will continue to influence availability and pricing.

At PRO*ACT, we continue to watch these changes closely and work with our supplier network to help customers navigate the different growing regions, crop transitions, sizes, and market conditions throughout the year.



Brian Razzari
Sourcing Specialist

SUPPLIER TRAINING

WEBINAR

Take your produce expertise to the next level with an exclusive training experience hosted by **Mission Produce**. Discover the innovative practices behind their world class **mangos**, gain insight into the quality standards that set their products apart, and learn proven techniques for preserving freshness from the orchard to the end consumer. This is a unique opportunity to expand your industry knowledge and see what makes Mission Produce a leader in the produce industry.



DATE:
OCTOBER 19



TIME:
10:00 AM PST

[Register](#)



Upcoming Events

OCTOBER

COME SEE US AT...

THE GLOBAL PRODUCE & FLORAL SHOW



OCTOBER 15 - 17, 2026



Chip Walker
President & Chief
Executive Officer



Brian Kane
Chief Operating Officer

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