

Avocado Granot and Mehadrin bring avocado export to a new level



Mehadrin, Israel's largest grower and exporter of citrus as well as Avocado and other fruits and vegetables, announced the establishment of a joint venture for Avocado export between two of the biggest private growers in Israel - Avocado Granot and Mehadrin. "This is very important for us and will triple our present volume. Plantations spread throughout the country will produce 26,000 tons of top quality avocado fruit, packed by request in two advanced packing houses, and marketed by Mehadrin marketing teams", explains Oron Ziv, Manager of Mehadrin in Holland.

Avocado Granot, a Cooperative within the Granot Group, is one of the largest cooperative groups in Israel and the world. Granot is owned by 40 Kibutz's (collective farming communities) located throughout coastal plain and central Israel. Granot owns approximately 5,000 acres of agricultural land and packages about 30% of the entire Israeli avocado market, including 60% of the organic avocado market in Israel. In the next three years, Granot's avocado production is expected to exceed the 40,000 tons annually as its orchards reach full growing capacity. Granot opened this year its brand new 6,000 square meter packing house, which is one of the three largest packing houses in the world.

"Together, we will become Israel's largest exporter of avocado, with an approximate 50% holding of the Israeli avocado export. This cooperation will not only maintain our excellent reputation but also surpass it, providing best quality fruits our land can offer and marketing them by request to anywhere on the globe."

Publication date: 5/16/2011