



THE PREMIUM  
AVOCADO  
FROM MEXICO

The best for you

[www.frufiva.com](http://www.frufiva.com)



# HISTORY

- FRUFIVA is a Mexican company that has its origin as a family business, initially as producer of **Hass Avocado**, **Poblano Chile Pepper**, **Pomegranate** and **Diamond Peach**.
- Market conditions were guiding to become to our today's company as a producer and marketer, offering our **Premium avocado** for domestic market and export.
- Mexico is # 1 worldwide, Michoacán is # 1 in México and FRUFIVA is a Mexican leader company.



# MISSION

- Our mission is to supply into our national and international customers, a **Premium avocado** that meets the highest standards of quality offering a compromise under continuous improvement as well as to boost a better quality of life for employees, who collaborate in our company together with their families and for the community.



# VISION

## **-Positioning**

to FRUFIVA as a Mexican leader company with great success commercial, consolidating our **Premium avocado** brands like ones of the best quality worldwide, creating a chain of added value with our commercial partners for mutual benefit in favor of the final consumers.

## **-Being**

a company concerned and enhancer for a better life quality of our employees.

## **-Venturing**

in new presentations of fresh and processed avocado and multiple ways of marketing .



# OUR PREMIUM PRODUCT



We, FRUFIVA are proud to offer and produce to our clients, a **Premium Avocado** with the highest quality standard of production like the best selection of fruit .





# OUR PREMIUM PRODUCT



We are highly committed with the end consumer, since it is very important that the Hass avocado taken and eaten at their table is safe, healthy and with the exquisite flavor characteristic of the Mexican avocado.



# AVOCADO SIZES

- *Central-america*  
Supreme to Baby
- *United States of America*  
36 to 70
- *Europe*  
12 to 26
- *Japan*  
24 to 30
- *Canada*  
12 to 26

Carton case	25 lb – 6 kg -4 kg
Plastic case	23, 15, 10, 6 kg



# EXPORT MARKETS

- *Central-America*

*Costa Rica*

*Honduras*

*Guatemala*

- *Europe*

*Holland*

*France*

- *North-America*

*Mexico*

*United States*

*Canada*

- *Japan*







# HIGH TECH IMPLEMENTATION

We , FRUFIVA have a cameras system of ADVANCED VISION that allows us to decrease drastically human being errors, in order to maximize the selection of Premium avocado.

Equipped also with sensors INSCAN, which is a system that allows measuring of the percentage of dry matter of avocado by avocado .

We could inform to our customers with the dry matter average per each shipment, allowing a better timing of maturing for its end use of the fruit.

The sorting machine of fruit decreases until a 60% the pollution of noise, making more pleasant the operation of workers in production and taking care of their hearing health.

**Remark :** FRUFIVA is the pioneer and unique company worldwide to implement this High Tech system into our AVOCADO selection.



# ECOLOGICAL RESPONSIBILITY



We are a company with environmental responsibility that has implemented the use of clean energies as the solar cells system .

We generate 40% of the electricity used in our manufacturing process.



# COMERCIALIZADORA FRUFIVA

## CONTACT

Carr. Tacámbaro – Pátzcuaro Km 3  
Testerazo , Tacámbaro CP 61654.

Michoacán , México

Contact : Mr. Antonio López

Tel: 52 (55) 459-5960482 ofc

Cell: 52 1 (55) 459-1220851

Email : [exportaciones@frufiva.com](mailto:exportaciones@frufiva.com)

[www.frufiva.com](http://www.frufiva.com)