



Press Release

Contact: Kelly Dietz
Tel: 661-332-1962
KDietz@sealdsweet.com

Greenyard USA/Seald Sweet is partnering with avocado grower, Valvilla Produce

FOR IMMEDIATE RELEASE: September 17th, 2019

Vero Beach FL USA

Greenyard USA/Seald Sweet has announced a long-term strategic partnership with Valvilla Produce. This is a true example of Greenyard's mission to partner with the best suppliers, from fork to field, to meet consumers' needs while creating value for all.

"Our initiative is to develop and strengthen our business by offering direct programs with the growers while adding value and supporting a transparent relationship that benefits all parties" says Mayda Sotomayor Managing Director of Greenyard USA/Seald Sweet.

Greenyard USA/Seald Sweet and Valvilla Produce share a common story; both are focused on innovation and are dedicated in creating a healthier future. Valvilla Produce is a third generation company, vertically integrated with more than 900 acres of avocados in Michoacán, Mexico, specializing in organic and conventional avocados. Luis Valencia, President of Valvilla Produce, stated: "We truly believe in partnership from the beginning, as we share the same values with Greenyard USA/Seald Sweet. At Valvilla Produce we are convinced that the biggest sources of opportunities are collaboration and partnership, and we need to expose ourselves to that in order to succeed in our businesses".

The partnership will focus on weekly retail and program business, allowing year-round shipments into the United States, of which product has already commenced crossing last month from McAllen, Texas. It is anticipated that shipments may potentially arrive at Greenyard Logistics USA warehouse in Swedesboro, New Jersey, which is a state-of-the-art cold storage and repack facility. "We want to offer retailers product according to their needs, with flexible packaging and ripening options that adapt to their customers" said Michael Walsh, commodity manager at Greenyard USA/Seald Sweet.

About Greenyard USA/Seald Sweet

Seald Sweet was founded in 1909 as a Florida citrus grower cooperative. In 1998, Seald Sweet merged with Greenyard, transforming the company into Greenyard USA, a global marketer through their international network of companies.

Today Greenyard USA/Seald Sweet is a leading supplier of the citrus category and grapes, apples, pears and more through their global network of companies and partners.

www.greenyardusa.com

About Greenyard

Greenyard (Euronext Brussels: GREEN) is a global market leader of fresh, frozen and prepared fruit & vegetables, flowers and plants.

Counting Europe's leading retailers amongst its customer base, Greenyard provides efficient and sustainable solutions to customers and suppliers through best-in-class products, market leading innovation, operational excellence and outstanding service.

Greenyard's vision is to make lives healthier by helping people enjoy fruit & vegetables at any moment, easy, fast and pleasurable, whilst fostering nature. With more than 9,000 employees operating in 25 countries worldwide, Greenyard identifies its people and key customer and supplier relationships as the key assets which enable it to deliver goods and services worth ca. € 4 billion per annum.

www.greenyard.group

About Valvilla Avocados

Valvilla Produce is a company incorporated in the city of Uruapan, Michoacan, Mexico, dedicated to the production, selection, packaging and marketing of avocado with the highest quality standards. They are located in the area of highest production and quality recognized globally. Company founded in 2007 initiating operations in the national market. In 2012 they established as a company authorized to export to the international market.

<https://www.valvillaproduce.com/>