

Westfalia Fruit Showcases avocado-based paper and packaging innovation

30 October 2024 | News

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Westfalia Fruit, a leading multinational supplier of avocados and other fruits, is committed to utilising all parts of the avocado across the supply chain. As an example, they’ve developed a proof of concept for paper made from 25-30 per cent avocado waste, demonstrating their efforts to minimise waste and maximise resource utilisation.

The breakthrough was highlighted during the company’s exhibit at Fruit Attraction 2024 in Madrid, where Westfalia Fruit also celebrated 75 years of industry leadership.

While recycled paper and cardboard are widely recognised as sustainable options, the repeated recycling process can weaken the fibres, diminishing the quality over time. As a result, new materials are often needed to maintain the strength of these products. Westfalia Fruit’s avocado-based paper addresses this issue by utilising the rich cellulose and starch found in avocado waste. This process not only strengthens the paper but also reduces the need for virgin wood fibres, lowering the carbon footprint.

Avocado skins and seeds are typically used in low-value applications such as anaerobic digesters. However, Westfalia Fruit’s process elevates the use of these by-products, enabling them to be used in the creation of high-value packaging solutions at a time when demand for sustainable carton-board packaging continues to rise.