Fresh Cut Citrus: Wave of the Future

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Golden Groves
- Company created 2 yrs. ago solely to produce and market fresh-cut citrus.
- The Fresh-cut industry is rapidly growing.
- Currently a $19 billion industry.
- Fresh-cut citrus is an important part of the citrus industry’s future.

Fresh-Cut Advantages
- Consumer-friendly product.
- New outlet for eliminations.
- Based on internal, not external quality.
- Consumer eats 100% of the purchased fruit.

New Citrus Fresh-Cut Plant
- Location = Ft. Pierce.
- Capacity:
  40,000 to 45,000 lb/day
  (500 to 750 boxes/day)

Fruit Procurement
- Primary sources = packinghouse eliminations.
- Can also utilize field-run fruit.
- Top Priority = High Internal Fruit Quality
  - Ratio > 8 (grapefruit).

Fruit Procurement
- All citrus varieties can be used.
- Exception: Pineapple oranges.
- Sizes:
  - Grapefruit: 36 and smaller.
  - Oranges: 64 – 125.
- Planning for year-round operation.
The Process
Initial Processing Line
- Single bin dump system.
- Hot water bath (176°F).
- Perforator.
- Enzyme infusion.
- Heat tunnel (enzyme incubation).

The Process
Peeling/packaging (Clean Room)
- Peelers.
- Cold water rinse.
- Sectioning machines.

The Process
Peeling/packaging (Clean Room)
- Packaging.
- Cold storage.
- Transportation/Distribution.

Markets
- Primary = Food Service.
  - Sysco, PYA Monarch, Red’s Market, US Foodservice, etc.
  - School districts, colleges, and universities.
  - Nursing homes and hospitals.
  - Hotels, cruise lines, and airlines.

Other Market Opportunities
- Use as garnishes in restaurants, etc.
- High quality juice.
  - Once peeled, fruit can be squeezed.
  - Organic markets.

Sanitary Controls
- HACCP certified following fresh-squeezed juice standards.
- USDA inspections for fruit quality and packed product.
- Third party audits regularly conducted.
Shelf Life
- Between 14 & 21 days.
- Maintenance of the cold chain is key.
- Maintain 34 to 38°F throughout.

Future
- Potential expansion into the southeast.
- Long-range - potential construction of a second plant.

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