

## Fresh Cut Citrus: Wave of the Future



Paul D'Albora  
John D'Albora IV



Golden Groves, Vero Beach  
Florida

## 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.
- ❖ Fully operational by Dec. 2002.
- ❖ 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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Developers of the citrus peeler

