

Citrusvil | Industry

Citrusvil is the leader in lemon industrialization



Our innovation and permanent development culture is why we constantly seek to improve.

Keeping up our leadership through the years has not been an easy task. It takes a lot generating new ideas, redesigning processes, making them more efficient and developing new markets and new products.

We walked through 2021 with excellent results thanks to our teamwork who managed efficiently and effectively. There are around 300 collaborators in the industry in the different productive sectors including quality and maintenance. It is also true that working in organized areas which are safe and controlled, has a positive impact through the implementation of management tools like 5S.



Our output in 2021 confirms our leadership:

- 305.000 tons of industrialized lemon
- 21.750 tons of concentrated lemon juice
- 15.976 tons of dehydrated peel
- 2.530 tons of flesh cells
- 1.772 tons of essential lemon oil

“Our vertical integration together with our sustainability track record places us as leaders and prepares us for new challenges”. Explains Marcelo Pérez, Industrial Chief in Plant B.

Constant development culture

We are aware that change is the only thing that remains constant and in order to be chosen in a competitive market we need to make permanent revisions and redesign our process. Therefore, we believe that as we count on tools like Lean Management which are based on respect and constant development, we will launch a transforming project together with the Human Resources Division called “LUCCI WAY”, looking into the year 2030.

Citrusvil, at the vanguard of the market

Our constant innovation and advanced technology allow us to enter the most demanding markets in the world: Europe, Japan and soon: China.



The pathway is innovation

We try to meet our clients' needs. We have adapted and created new specific products in our R&D department which are later produced at an industrial scale. This is possible thanks to our unique infrastructure in Citrusvil and due to our multidisciplinary team.

Citrusvil has a unique characteristic which is to promote fidelity with our clients by granting creative and reliable solutions that add aggregate value.

We know our ideas must generate results and concrete values for our company: **This year we produced 6000 tons of special juice.**



Our goals for the future

We are convinced that in order to continue leading the industry, we must do it in a sustainable way. Meeting our clients´ needs, understanding them and having empathy will enable us to maintain lasting and reliable relations.

One of our most immediate objectives is the incorporation of organic products to our industry which will be ready for the 2023 season. Our company is making a big effort and it will also allow us to expand our client portfolio in a growing market.

Our purpose is to automate our industrial processes in less than three years and this will allow us to become more efficient by obtaining maximum control in each stage. We started by incorporating artificial intelligence for stock control in our cold chambers which will speed up the management of our products.

We also constantly work in a very conscientious way in order to reach a balance among the economic, social and ecological aspects in order to be successful in our practice and also discover better alternatives.

“Communication and interaction among our different areas allows us to understand that we are ready to face new challenges” says **Alex Nolte, Commercial Manager - Industry.**



Marcelo Pérez
Industrial Chief Plant B



Alex Nolte
Commercial Manager-Industry