


Opportunities for Peru to further consolidate itself as an international fruit and vegetable supplier were abundant in 2012. New markets took center stage through intense marketing campaigns aimed at positioning the Andean nation for its product quality and diverse offerings. 

From January-November 2012, Peru's non-traditional agricultural exports came out to US\$2.7 billion, with the United States as the principle market with US\$784 million. The Netherlands came in second with US\$328 million, followed by Spain at US\$235 million, according to Sunat figures.

Success abroad has encouraged Peru's Tourism and Export Promotion Commission (PROMPERU) to set ambitious goals for 2013, including a 40% increase in exporter participation in trade promotion activities, and consolidation of programs for safety management and fair trade practices, among other things.

Opportunities in Poland

According to a PROMPERU report, Poland has one of the most dynamic economies in Europe, with a 2011 growth rate of 10% and more than US\$211 billion in imports. The nation has the potential to become one of the markets with the greatest potential for Peru's agriculture sector.

Starting in 2013, a free trade agreement signed between the two countries comes into effect that gives both countries preferential access for 99% of entering agricultural products.

Currently Peru ranks 97th among suppliers in Poland with US\$16 million in exports.

Changing habits in Panama

Opportunities in Panama stand out from other markets in the PROMPERU report. The main advantage for Peru is to ease fruit and vegetables shortages for produce that is now more in demand by the nation's 3 million habitants.

Panama today has a high obesity rate and authorities are encouraging fruit and vegetable consumption to change the health outlook. Panama's current top fruit imports are apples, grapes, pears, peaches and oranges.

South Africa as a best bet

South Africa holds promise for Peru not only for its geographical size, or its 54 million

potential consumers or its 10% economic growth rate. South Africa's big advantage is that it is a major fruit and vegetable importer, spending US\$438 on food imports annually.

Interest from South Africa in Andean products can be found in processed mangoes, avocados, passion fruit juice and paprika.

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