

Asia is the third biggest market for the Peruvian agri-food export industry

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Peru will once again be the Official Partner Country at the virtual edition of the 'Asia Fruit Logistica ON' fresh food trade fair, considered to be the most important fair of its kind in Asia, which takes place from 18 to 20 November, according to PROMPERÚ, the Peruvian Commission for the Promotion of Exports and Tourism (PROMPERÚ).



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The Peruvian delegation's challenge will be to reach both the retail industry and the final consumer, and to do so it will roll out a variety of promotional campaigns in conjunction with the sector's brand names: 'Super Foods Peru', 'Coffees from Peru' and 'Pisco, Spirit of Peru', thus firmly positioning Peruvian products in consumers' minds.

The planned activities will include showcooking sessions to promote Peruvian gastronomy along with its food sector, and demonstrations of pisco-based cocktails.

In addition, a strategic partnership will be closed between the Singapore firm KOL and the 'Super Foods Peru' brand to develop recipes that feature Peruvian foodstuffs, which will be promoted by influencers Fiona Loh and Jamie Yeo to give consumers a closer insight into Peruvian products, to encourage them to try out new flavors and show them how to make exciting new dishes.

This campaign will be replicated with all the KOLs: Mr. Tao, Mr. Nhong, Mr. Fahsai Fitness Trainer, Mr. Phatsakorn, Dr. Aut, Mr. Prot, Mr. Boat and Mr. Mike in Thailand, and with KOLs Tan Chia Yong and Clarence Wong in Malaysia.

The Peruvian delegation taking part in Asia Fruit Logistica ON will comprise Agrícola Chapi (grapes, asparagus, avocados, pomegranates), POMICA (pomegranates), AGUALIMA (cranberries, tangerines, avocados and asparagus), ASGLOBALFRES (mangos, mandarins, grapes, avocados, ginger and cranberries) and VISON'S PERU (cranberries, avocados, snow peas, pomegranates, citrus fruits, and mangos), the same companies that meet all the phytosanitary regulations demanded by the

Asian nations and boast extensive experience in fresh food markets.

Peru has been taking part in this Asian trade fair for the last ten years, which has enabled it to penetrate this market with a number of products, including grapes, cranberries, avocados, mandarins and pomegranates, among others.

The Peruvian delegation enjoys the support of PROMPERÚ's trade offices in Asia which work to increase the demand for Peruvian produce by opening up new markets by means of establishing strategic partnerships, signing new export protocols, and implementing tactical promotional campaigns aimed at both retailers and end consumers.

Peru is currently one of the world's top ten suppliers of fresh fruit and vegetables. Asia is the third biggest market for Peruvian agri-food exports, accounting for 9% of the agri-food industry.

In recent years, products including cranberries, mangos, asparagus, citrus fruits and avocados have achieved phytosanitary certification in countries such as South Korea, China and Japan, leading to a greater demand for fresh produce from Peru in the Asian market. Between January and September this year, imports of fresh fruit and vegetables increased by 22% compared to 2019.