Decco positions itself strongly in Latin America

By Juan Herrera

Latin America is one of the regions where Decco has grown exponentially in recent years. Recently it has inaugurated a new factory in Brazil, and in Chile the growth is being forceful thanks to the expansion of its portfolio. In Mexico, the company already supplies its products to all the main crops, as in Argentina.

TruPick -the latest technology developed on the basis of 1-MCP that offers the market fresh products thanks to the control of the undesirable effects caused by ethylene during the storage or transport of the fruit- is going to allow Decco to penetrate the apple sector with force, putting at its disposal a wide catalog.

To learn firsthand these and other projects that have led to the development of Decco in Latin

America, we took advantage of our presence at Fruit Logística to talk with the protagonists of this growth, among which is the recently released General Manager in the area, Augusto Mengelle, as well as those responsible for Decco in the main Latin American countries in which the company is present.

Augusto Mengelle, General Manager of Latin America

"I have found a business already developed and my goal is to maintain this growth on a very solid basis. I have a very professional team that works under the philosophy of being close to the customer, solving their problems and providing support from harvest to sale. "

"The diversity of Latin America is impressive; has a wide variety of fruits and we work in offering differentiated products for each of the areas, so that they adapt to them. We give technological solutions, and if they do not exist, we develop them. We have to find the points where we can make the difference with the competition and that is done always being with the customer. "

> "The only way to work in the field of postharvest is through personalized advice to the client"

At Decco we use our knowledge throughout the world to solve individual and concrete problems, there are no magic formulas. And we do it following the rules that each country requires us to ensure a healthy and quality end product. "

Rodrigo Díaz, Country Manager Decco Chile

"Since 2011, Chile has a subsidiary of Decco World Wide. It began as a direct importer of the products of the Decco family, coming from its entities in USA, Israel, Italy and the rest of the world, always oriented to the citrus fruit. We have been growing steadily in the market, and for two years we have registered a considerable increase. "

> "We mainly work with citrus waxes although we have extended our catalog to coating products for bone and pome fruit, and we have incorporated innovative applications for potato or cranberry, a product in which Chile is the world number one"

"We have up to eight projects in the same line: for example, for kiwi and table grapes, and *this year we want to enter strongly in the cherry sector, which is also very relevant in the country."*

Philipe Darricarrère, Decco Country Manager Brazil

"Decco arrived in Brazil in 2011 importing wax for the export market, and in 2014, the decision was

made to build a local factory that is already producing. We work in the Sao Paulo market with lemon export, sector in which 80% use our products. Nevertheless, we work in all Brazil with different distributors ".

> "Brazil is important for the company because it is one of the largest fruit producers in the world, with a very strong internal market and an export that goes further. There is much to be done in this regard and Decco will help accelerate growth in 2017"

We are going to enter the local wax market thanks to the new factory, capable of producing all kinds of waxes with a high quality and adapted to Brazilian and European legislation.

Diego Lerner, Country Manager Decco Argentina

> "Decco has been working for several years in Argentina, although in recent years growth has been really important in the region that includes the main lemon producers in the country: Tucumán and northwest Argentina"

"There we have developed a line of products that includes waxes and fungicides, as well as a line of disinfectants. In orange and mandarin we participate in the production area of Entrerríos".

"The objective of coming to Fruit Logistica is to approach our customers and respond to their queries. We differentiate ourselves from the competition by offering our customers an additional service, a closeness relationship that the rest does not have".

Gustavo Madriz, Country Manager Central America

"Decco is in Central America, specifically in Costa Rica, for eight years. It began with a distributor developing pineapple products and now we have achieved an excellent position in this crop in several countries in the region".

> "Our challenge is to develop banana, melon and mango products and introduce them with force in the rest of Central American countries, mainly Honduras and Guatemala"

William S. Ruggero, Country Manager Decco Mexico

"One of our strengths is the wide catalog of products we offer and our technical service. At Decco we advise each of the processes of our customers, who see us as real consultants to improve the quality of their fruit".

> "Mexico is one of the largest exporters in the world in the field of vegetables such as tomato or cucumber, as well as mango and other tropical fruits, and there Decco is market leader through its coatings to protect the products"

"Most of our customers export to the USA, respecting its regulations and offering high quality and protection".