# Peru: farmers willing to promote Hass avocado in the national and international market

**The fruit growers of the Association of Organic Farmers in Valle Pampas (APAOVAP) located in the province of Chincheros, Apurímac region, achieved with the support of Sierra Exportadora financing S / 400 000 granted by Agroideas, to promote the production of Palta Hass the domestic and foreign markets.**

The amount allocated to producers is carried out in the framework of a business plan that includes expanding areas of Hass and the acquisition of a transport vehicle avocado which will allow direct transfer of the fruit to processing plants in Ica and Lima; and subsequent shipment for export.

As APAOVAP, other organizations avocado producers in the province of Chincheros also won funding from this source for expanding agricultural frontier with Hass and installation of modern

irrigation systems.

These important achievements were made possible with the significant contribution of institutions such as the Provincial Municipality of Chincheros, the District Municipality of Huaccana, Conveagro - Apurimac and Sierra Exportadora.

From Lima, CEO of Sierra Exportadora, Alfonso Velasquez Tuesta, said that with this funding the export chain avocado is consolidated in the province of Chincheros, which accounts for about 1,000 families engaged in this business with an estimated 1,000 hectares of culture.

"These hectares generate an annual production volume of 6,000 tons and revenues for producers of approximately 18 million soles, generated sales in both domestic and export markets, in partnership with companies in the industry and recognized expertise in the market, "he said.

In the coming months, Sierra Exportadora, through its National Program for Innovation and Industry in Frutales projects the massification of quality certifications both Organic and Global Gap in plots palto Valley Pampas, which includes the districts of Huaccana, Cocharcas and Uranmarca so that will allow access to new and better markets, with a consequent increase in income for farmers in this part of the country.

It should be mentioned that the opening ceremony of the vehicle took place in the town center Ahuayro, Huaccana district, and was attended by the members of the organization and chaired by Manuel Huacre Sicha; Head of Program Hass avocado and other fruit trees, Vicente Zegarra, the head of Apurimac headquarters of Sierra Exportadora, José Laos; the Regional Director for the province of Chincheros, William Chavez, as well as officials of Conveagro - Apurimac and equipment makers business plans.

**Source: Sierra Exportadora**