Victor G. Sarabia Molina: "Peru brand can differentiate in versatility, safety and quality for fruits and vegetables"

Exports director of the Department of Agribusiness PROMPERÚ stopped at Fruit Logistica to attend the exclusive interview of e-Comercio Agrario. If there is a sector that has grown in export order is the niche of fruits and vegetables a distinguished international supplier low Peru brand for its versatility supply, product liability quality and differentiation.

e-Comercio Agrario: The exhibition activity is one of the main lines of promotion of Peruvian agricultural products to European markets face What is your assessment of the participation of Peru?

Victor Sarabia Germán Molina: The starting base that Peru has a very diverse range of food products. In our department PROMPERÚ as the official agency for the promotion of exports, we

have established divisions to address each of the particularities of the industry. We have a line dedicated to fresh fruits and vegetables, other processed foods, functional or other "superfoods" food and other coffee, cocoa and grains.

The development of activities around the growing supply of fresh fruits and vegetables in our country impels us to be present at the main "sales and marketing showcase" world, as has been the case the last edition of Fruit Logistica. Peru has been participating in this fair since 2003. It is a long journey that began with a hub 25 square meters with three companies and ended 13 years later with a pavilion of 515 square meters, 25 stands and about 90 participating companies. About 300 entrepreneurs visited Peru Fruit Logistica 2016.

The presence at the fair in Berlin has covered all fruit and vegetable value chain, from farm to industry, through subsidiary companies as certifiers.

One milestone that marked a before and after Peru at Fruit Logistica has been nominated as Partner have been Country a couple of years ago. This nomination is the highest prominence to the organization of the fair gives the exhibitor. Few Latin American countries have been.

This appointment has served us known in Europe as a versatile serious supplier, responsible and horticultural industry and above all, with the ability to provide these products in counter-season alo throughout the year, improving our capabilities in various markets international.

ECA: When it comes to fruits and vegetables, which products are more powerful in exporting to Europe?

VGSM: Europe is the most important fruit and vegetables from Peru destination. It accounts for up to 42% of our total exports of this segment, which have a basket of varied products, but some positioned, such as asparagus and mango, and carrying a long journey. In fact, the handle has been one of the first products of the agro-export of Peru. These fruits and vegetables, they have followed in importance sweet onion, paprika, but also with a very strong presence of the grape, avocado and citrus.

But no less important is the recent development of organic agriculture, such as banana, which has a can share in this market. We have improved varieties of exotic fruits such as passion fruit to ensure the needs of consumers worldwide. In Europe, we talk about very interesting niche as air mango or silver matured airway. The berries have grown explosively. With cranberry we have overcome the barrier of revenues MUS $ 200

ECA: The Peru brand is strongly positioned internationally. What are the promotion lines PROMPERÚ 2016?

VGSM: PROMPERÚ launched the brand Peru, the country brand in 2011. Since then it has been

an extremely useful and important elements of differentiation to generate source tool, not only for food but also for other products and services exporting country.
In the case of fruit, the brand Peru has not only been well received, but is more, when we made a sector brand for Peruvian fruits abroad, studies told us that the brand Peru itself generates an element very strong differentiation in the Peruvian producer sector. Without being a sector brand or a seal of quality, it has allowed the country's exporters differentiate into concepts like versatility, safety and quality needed in this business.

We have producers and exporters of Peru that communicate with our image and applying address be promoters of the country brand. Accompanying the country brand is very useful in their food products.

ECA: Spain is the gateway to Europe from Latin American agricultural products. What is the bet of Peru in this market?

VGSM: Spain has accompanied our exports with a significant increase in demand. Having transformed Spain and Peru in premier dining destinations in the world, synergies from the two banks have been growing. An important part of the culinary influence of our country in Spain has been shed by the Peruvian population living in their towns and cities. So many foods have positioned and traditional ingredients that are consumed by the Spanish cuisine. Peru's export companies have already invested in the processing and packaging of agricultural products in the country in Spain, for industry and the consumer.

ECA: Peru holds elections this year. A possible political change would affect promotion lines already established?

VGSM: As we have done years ago with different governments, we hope that not only this line of support to the agricultural industry remains to open international markets and continue to identify business opportunities, but also be strengthened with innovation to increase the presence of Peru in the outside.