

Peru

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Foreign Trade

U.S. food and agricultural product exports to Peru at \$939 million in CY 2015, are down \$25 million or about three percent lower compared to 2014 levels; U.S. food exports in 2014 reach a record high of \$1.28 billion and in 2015 will again surpass the one billion dollar mark. Peru's imports of U.S.-origin soybeans (\$42 million) and soybean meal (\$84 million) are at record highs, imports of U.S. soybean oil (\$65 million) are also going strong.

Peru's food and agricultural products exports to the United States at

\$1.45 billion are down \$46 million or about three percent lower compared to 2014 levels. Peru's food and agricultural products exports to the United States reach a record high of \$1.88 billion in 2014. The consumer-oriented food category accounts for 70 percent of U.S. total food imports from Peru. Exports to the United States of other fresh fruit (\$320 million), fresh vegetables (\$251 million), and processed fruit and vegetables (\$235 million) are doing well, while its exports of other dairy products (\$16 million) and of bananas and plantains (\$35 million) are at record highs in 2015.

Supermarket chains are the main channel for marketing imported food products. These target mainly middle- and upper-income consumers. FAS Lima recommends that exporters of U.S. food and agricultural products contact large importers, wholesalers/distributors or supermarkets directly. Exporters should approach gas marts, grocery (bodegas), and convenience stores through local importers/wholesalers/distributors. Importers generally purchase based on price and quality. There exists however niche markets for higher-value products for upper-income consumers, where pricing is not necessarily a concern.

Be diligent in selecting an agent or a representative. Visits to Peru and face-to-face meetings here are highly recommended. Conduct a background check of the prospective partner before signing permanent contractual arrangements. The local partner selected should provide information on consumer trends, as well as identify niche markets, market development activities, and business practices.

- ◆ *The U.S.-Peru Trade Promotion Agreement (PTPA) grants duty-free access to two-thirds of all U.S.-origin food and agricultural products, including high-value food products.*
- ◆ *An active supermarket industry that is promoting increased demand for high-value food products.*
- ◆ *Growth of new supermarket outlets in Lima's suburbs of Lima and other cities.*
- ◆ *Appreciation for U.S. food quality and culture.*
- ◆ *Perception of modern retail outlets as cleaner, convenient and time saving.*
- ◆ *Increased health consciousness among the Peruvian population.*

We Are Here to Help

<http://www.foodexport.org>

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



Export Education

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

Analyze Market Potential

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

Export Assistance

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)

Enter New Markets

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

Trade Missions

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

Increase Market Share

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

For More Information Contact:



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