

Argentina: New destinations for Tucuman blueberries

The Foreign Trade coordinator of the Institute for Productive Development (IDEP), Fernando Martorell, provided details regarding the results of this year's fresh blueberry export campaign and addressed the sector's prospects for next year.

The coordinator reported that the season's results have been positive, both in terms of production, with favourable weather conditions, and with sales and logistics. "This season, we exported larger volumes of fruit compared to previous years; the province shipped 4,320 tonnes in 62 flights over a period of 51 days," said Martorell.

He stressed that the increase in fruit volumes shipped to new destinations is the result of IDEP's support to the private sector with its participation in fairs and trade missions: "Of all the fruit exported from Tucuman, 60% goes to our main destination, which is still the U.S., followed by the UK, Canada, the Netherlands and ten other countries that are starting to increase their volumes, like Germany, Spain, Belgium, Hong Kong, Singapore and Qatar." He added that "the goods also go to other places in Brazil, from where they are distributed to different parts of the world, ensuring a faster arrival and more alternatives in air connections."

Recently, the private sector and the IDEP had a meeting with Governor José Alperovich, who was interested not only in the outcome of the campaign, but also in addressing certain concerns within the sector. In this sense, Martorell reported that: "We are about to expand the platform used to operate directly 24 hours a day to reduce dependency on the trading platform. This will help us gain speed and will result in more flights per day."

Lastly, IDEP's Foreign Trade coordinator stressed the importance of the support received by the sector from both the provincial and central Governments. Testament of this is the improvements achieved after the installation of the new cold chamber. "This is the second year we are operating with the cold chamber, which allows us to store 150 tonnes of fruit ready for shipment on two to four flights per day."