

Peru could have 4,000 acres of blueberries in 2020

According to Alfonso Velasquez Tuesta, chief executive of Sierra Exportadora, Peru could have 4,000 hectares of blueberries by or before 2020, a similar amount to what Chile currently has.

He explained that Peru only had 10 acres of this berry in 2011, and that the first region that opted for its cultivation had been Arequipa. Currently, Peru has 900 acres of blueberries, which have spread to other regions, including Ica, La Libertad and Lima.

"We are currently in this exotic fruit's path of growth that benefits large, small and medium producers who help complete the export supply required by the global demand," he said.

The president of Sierra Exportadora said that the Peruvian blueberry production didn't compete with that of Chile, but that it complemented it at the regional level. "We take advantage of the commercial export window from September to November, they do it starting November. We have made progress working together with Chile, sharing experiences," he said.

Regarding exports of Peruvian blueberries, Velasquez recalled that they had totalled \$4.5 million dollars in the first quarter, and that the main destinations had been the United States, Belgium, the Netherlands and the UK. Forecasts are that, by the end of the year, blueberry shipments will amount to U.S. \$35 million.

Source : <http://www.freshplaza.com//> 24/02/2016