

Peru: Conditions are favorable to export peppers to the US

According to the Commercial Office (OCEX) of Peru in Washington DC, conditions so that Peru can position itself as a provider of quality fresh peppers to the United States, one of the largest markets in the world, are favorable.

In 2015, Peru sold more than 50 million dollars of canned peppers to the US. Now that the country has the option of exporting fresh produce, expectations are exports will increase gradually over the next few years.

In addition, pepper imports continue to rise each year, which proves there is a growing demand for this product. According to the Association of Exporters (ADEX), thanks to the new access, Peruvian pepper and chili exports to the US could increase dramatically and amount to 150 million dollars a year within the next five years.

This would benefit Peruvian exporters, as they would make more profit, but it also implies an increase in demand, which would create new jobs in Peru. According to expectations, being able to sell fresh peppers in the US market could generate up to 180,000 new jobs in Peru.

Market

The export of fresh peppers to the United States has evolved considerably in recent months. Until recently, the United States only accepted fresh pepper imports from countries that were members of the North American Free Trade Agreement (NAFTA), i.e., Mexico and Canada.

However, thanks to an arduous process of certification, the US Animal and Plant Health Inspection Service (APHIS) and the United States Department of Agriculture (USDA), recently approved the entry of Peruvian peppers into the country.

To achieve access, Peru had to conduct a thorough risk analysis in accordance with the International Standard for Phytosanitary Measures; "Risk Analysis for quarantine pests" and its supplements, established by the International Plant Protection Convention.

Before the approval, the United States only imported Peruvian peppers that had been processed. Thus, this new legislation opens a new and wide range of opportunities for the Peruvian peppers, as they can now export the product to the US market in different presentations, such fresh, frozen, and processed peppers.

Expectations are that the recent approval will generate a significant growth in the overall demand for peppers.

There is a notable trend of consumption, US consumers have shown a special interest for sweet peppers, which can be presented in various forms.

The growing demand for peppers in the US is largely due to the boom in healthy foods.

US consumers are searching for new product options that can benefit them and help them maintaining and improving their welfare and health. As a result, consumers are buying more and more peppers.

Therefore, the time is right to try to position Peru as a supplier of quality fresh peppers and as a reference in one of the largest markets in the world.

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