

Peru: ProCitrus to relaunch its seal of quality

The CEO of the Peruvian Citrus Products Association (ProCitrus), Sergio del Castillo Valderrama, said ProCitrus was going to relaunch its quality seal, which seeks to ensure the external and internal good quality of Peruvian citrus.

The CEO also said that, to do this, they needed a budget for promotion and advertising.

"ProCitrus continues doing the inner quality control, which up until now has been performed quietly but effectively, and now we want this work to be more public," he said.

Sergio del Castillo also said the Peruvian Association of Hass Avocado Producers (ProHass) was launching a warranty seal and that ProCitrus was thinking about joining them and having a single certification mark for the entire industry. "What the sector needs to do is work together."

"We'll see how things work out for avocados and then, in the future, we could create a quality label together, without neglecting the very specific parameters that are different in citrus and in avocado. The idea is to guarantee the customer gets a good quality product," he concluded.

ProCitrus launched its seal of quality in 2014. To date the seal has only been applied to Minneola tangelo and the W. Murcott tangerine variety

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