

The Peruvian executive highlighted the industry hasn't even been around for more than 10 years and only started in the export game around five years ago.

"We have a climate that offers the conditions for significant harvests and production. Our season is long, starting with small volumes in July, but those rise and are maintained until February," he said.

He said Biloxi remained the main blueberry variety in Peru, and while the main market was the U.S. the industry association hopes to see more diversification of markets this season.

"Our main buyer is the United States, followed by Europe. Now we are entering Asia as at the end of last year we signed a protocol with them [the Chinese] and in February we entered China with a small quantity of blueberries," he said.

"This season we'll arrive in the Asian country with larger volumes."

Lien article : <https://www.freshfruitportal.com/news/2017/07/26/peruvian-blueberry-industry-expects-double-volume-2017-18/>