

Brazil aims to increase exports

“Brazil is the third biggest fresh produce producer in the world after China and India. However, in terms of exporting, Brazil is only 23rd on the ranking. The statistics of last year show a growth of 9% in value of fresh produce exported and an increase of 15% in volume. The fruits, mango and melons were the biggest export products, but grapes and apples increased a lot”, says Luiz Roberto Barcelos from Abrafrutas Brazil. Abrafrutas is the Brazilian Fruit growers and exporters association.

A plan is being developed to remove all barriers that hinder the export growth of Brazil. “Together with the ministry of agriculture, we are investigating why other countries are successful. On the 27th of February, this national development plan for the fresh fruit business will be presented. The country is big in other segments such as meat, sugar and coffee, so we would like to become a bigger player in the fresh fruit worldwide market as well. It’s a partnership with the government, as we need them to open new markets for us. However, people from the whole fresh produce sector are involved in the development of this programme.”

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