

## ProCitrus looks cautiously at Peru's mandarin market

The Association of Citrus Producers of Peru (ProCitrus) is looking at the national market with caution, due to the high production of mandarins there has been in recent years (which continues to increase).

The general manager of the association, Sergio del Castillo Valderrama, said that they were concerned that the amount of fruit being generated for the domestic market, plus the significant volume of mandarin for export that isn't dispatched, can generate more pressure on the national market.

He said that ProCitrus was meeting with the main producers to see how they can better organize the supply of mandarins, as last year there was a significant drop in prices in the domestic market.

"We are analyzing if the mandarin production that we are obtaining can be entirely sold as fresh product or if it's time to industrialize it. This year we will begin to conduct studies and the conclusions will be presented to the partners of ProCitrus so that they decide what to do in the national market," he said.

He also said that ProCitrus was studying the marketing chain - from the farm to the consumer - as well as the formation of prices in order to find solutions so that the farmer, who is the weakest member in the chain, doesn't assume all the cost of falling prices.

Lien article : <https://www.freshplaza.com/article/9084936/procitrus-looks-cautiously-at-peru-s-mandarin-market/>

