

## Peru fears competition from Colombian avocados

According to the Institute for Research and Development of Foreign Trade (Idexcam) of the Chamber of Commerce of Lima (CCL), Colombia is starting to look like a dangerous competitor for Peruvian avocado, as its avocado exports have had a 125% average annual growth in the last five years.

Colombian avocado exports went from 4 million dollars to 62 million between 2014 and 2018. Peru is the main exporter of avocados in the South American region, selling mainly to the US and European markets, where Colombian avocados are also entering.

"In this period Peru had an average annual growth of 26%, and its exports amounted to 722 million dollars in 2018, while Chile grew at an annual average of 18% in the last 5 years and exported more than 323 million dollars in 2018," stated Carlos Posada, the executive director of Idexcam.

Given this panorama, Posada urged the private sector to be constantly vigilant about the commercial actions carried out by the main regional competitors.

"Any advantage that is given in a very competitive sector, such as the agricultural sector, may be dangerous for our exports," he concluded..

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