



## Five Peruvian agroindustrial companies are purchasing land in Colombia

According to the commercial attaché of the Colombian Embassy in Peru, Pilar Lozano, up to five Peruvian agroindustrial companies, of varying sizes, are working to purchase land in Colombia. The investments are mainly aimed at growing avocado, but they are also working to purchase hectares for mango and blueberries.

“Some have already decided that they are going to invest, but they still haven't decided where to settle because they must evaluate logistical conditions and land availability. Others are just getting started. They're still evaluating if investing in Colombia is more competitive because of the changes there's been in Peru's Agrarian Promotion Law," she said. The Peruvian companies are greatly interested in buying land in coffee areas such as Antioquia because their soil and climate conditions are favorable for the cultivation of Hass avocado, she said.

It should be pointed out that some agro-industrial companies began taking steps to invest in Colombia some time ago, while others expressed this interest due to the change in Peru's Law.

Some of the conditions that these companies evaluate are the proximity of packing companies, stevedores, and ports. Procolombia, the Colombian government agency in charge of promoting exports, international tourism, and foreign investment in Colombia, is accompanying the Peruvian companies in their efforts to acquire land.

In recent years, three of the most important agro-industrial companies in Peru, Camposol, Danper, and Agrícola Cerro Prieto, have already acquired hectares of crops in Colombia.





## The Agrarian Promotion Law

At the end of December last year, the Peruvian Congress approved the new Agrarian Promotion Law, which obliges employers to pay their staff a bonus equivalent to 30% of the minimum vital salary, in addition to their basic salary and bonuses. The regulation is still pending.

The sector's workers and companies are unhappy with the new norm. The workers demand greater rights, and the companies say they'll lose competitiveness..

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