

Food & Beverage August 2013

While most of the rest of the world deflated during the economic crisis, Peru had a record-breaking economic year. Growing food processing, hotel and restaurant industry sectors are demanding more food ingredients, which benefits those markets. Peruvian consumers require high quality food and perceive United States food products as high quality. The United States and Peru have enacted a Free Trade Agreement, which helps eliminate tariffs and keep prices low.

The U.S./Peru Free Trade Agreement is wonderful for United States food companies, yet Peru is negotiating agreements with other countries which may increase competition. Also, while the economy in Peru is increasing, 70% of the population is considered low-income, which hurts import food sales. However, as Peruvian customers continue to purchase more from supermarkets, United States food companies will experience success in Peru.

PERUVIAN FOOD & BEVERAGE INDUSTRY

With lower tariffs because of the U.S./Peru Free Trade Agreement and a growing food sector, Peru is a great market for United States food products. The fast growing supermarket industry will continue to boost import sales. Nebraska food companies can experience success in the Peruvian market if they focus on the products in high demand.

The following products are in high demand in Peru:

Snack foods

Processed fruits & vegetables

Sauces

Food preparations

Confectionary chocolate

Bread, pastry, cookies

Poultry meats

Whey

Pet foods

Cheese

Beef, turkey, poultry

Soups & Broths



Here are tips for exporting to Peru:

ANALYZE MARKET POTENTIAL:

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to www.foodexportalliance.org/eweb to find out more information on both of these programs.

APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

USE A PERSONALIZED APPROACH:

Developing a relationship with importers can make the process easier. U.S. exporters need to contact importers in Peru directly to get their product into the country. Relationship building is vital to be successful in Peru. A great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. Food Export has Buyer's Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

KNOW EXPORT REQUIREMENTS:

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

LABELING REQUIREMENTS:

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. All products to be sold in Peru need to be labeled in Spanish. You may also need to change your labels to include the "Made in the USA" statement on them. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

EXPORT ASSISTANCE:

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



For More Information Contact:

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