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PRODUCTION AND COMMERCIALIZATION OF PERUVIAN AVOCADO

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Perú has an avocado production area of approximately 12000 has, with 2200 has for the Hass variety, 3000 has for Fuerte and the rest, a mixture of varieties characterized for their low oil content. The consumption of avocado per person is close to 2.5 kg/year. Curiously, large differences exist between the production areas for Hass and Fuerte (Coastal area, desert) while the other cultivars are produced in warm, rainy zones near the Amazonia.

In 1994, avocado plantings with the cultivar Hass were initiated; these plantings were carried out by growers with the purpose of exporting the product. Before this date, there were no more than 25 has of this cultivar dispersed throughout the country, and in less than 10 years, the Hass planted area has increased almost 100 fold. Here it is necessary to stress that nobody in Peru will plant a hectare of Hass avocado thinking in the internal market, due to the fact that the acquisition power of the population is very low, and it will compete with avocados of low quality and price.

In the internal market, less than 10% of the avocado is commercialized through supermarkets, and the main volume is going through the wholesale markets.

Perú is exporting almost exclusively to Europe, e.g.; 20% to the English market, 40% to France, and 40% to Spain. A very low quantity is exported to Canada and, due to phytosanitary reasons, we cannot export to the USA or Chile. Approximately 95% of the exported avocado is Hass and the remaining 5% is made up by Ettinger and Fuerte.

The Peruvian exporting window ranges from April to the beginning of September, starting with the cultivars of green skin; although it is necessary to add 25 days for the trip to Europe. The growers producing Hass must keep up with the EUREPGAP regulations to maintain the access to the best supermarkets and to be competitive.