

North America consolidates as the main destination for Peruvian frozen strawberries

Detail Introduction :

The 2019/2020 strawberry campaign in Peru has seen a notable increase in the frozen fruit segment. The country exported 13,900,000 kilos of frozen strawberries for 25,689,090 dollars, showing an increase in volume and 24% in value compared to the 2018/2019 campaign, according to the president of the consulting firm Inform@cción, Fernando Cilloniz Benavides.

Lima (Huaral and Cañete) is the main region that produces frozen strawberries in Peru, where 91% of the exported volume is equivalent to 12,638,864 kilos. Other frozen strawberry-producing regions are Arequipa (772,351 kilos), Callao (328,381 kilos), Ica, and Arequipa.

The main markets for this product in the 2019/2020 campaign were the United States, where 7,596,900 kilos were shipped; Canada, with 3,765,783 kilos; Japan, with 1,168,834 kilos; South Korea, with 510,489 kilos; and Brazil, among others.

“North America (the United States and Canada) is the main buyer of frozen strawberries from Peru. Both markets represent 82% of the total volume exported”, highlighted Cillóniz Benavides.