

Peruvian frozen avocado has export potential to Russia

Detail Introduction :

Russia was the eighth country of destination for fresh avocado exported by Peru in 2020. However, frozen avocado is also a product that has export potential to this country, according to the Association of Exporters (Adex) in the forum virtual 'Market profile of frozen avocado to Russia and Amazon walnut to Israel,' carried out thanks to an agreement signed by Adex, the Adex Academic Centers (Cedex) and the Ministry of Foreign Affairs (RR.EE.) to boost the national supply.

As the head of the Foreign Ministry at the Embassy of Peru in Russia, Egorov Ramírez Hinojosa, indicated in the digital event, "consumers buy it fresh in the retail sector; however, in no supermarket is it sold frozen; therefore, Peruvian exporters could become pioneers in this niche, either by offering it in halves or pieces," he indicated.

"It should be remembered that until October 12, 2021, Russia grants Peru a preferential tariff of 6%, which will be modified due to Decision No. 17 of the Eurasian Economic Commission. Our territory will no longer be part of the Unified System of Tariff Preferences of the Russian Federation. That food would only enter by paying the Most Favored Nation tariff (8%)," he explained.

In addition, he suggested positioning the avocado as a high-quality product with the best price in the Eurasian nation to achieve a clear differentiation from its competitors, who are gaining dynamism.

"Another essential aspect is to try to ensure that these shipments crystallize directly to Russia through the port of Saint Petersburg, without the intermediation of third markets," concluded Egorov Ramírez.