

For immediate release

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## FRESHFEL PRESIDENT DISCUSSES FRUIT AND VEGETABLES OPPORTUNITIES WITH PERUVIAN PRESIDENT MR OLLANTA HUMALA

**Mr Ramon Rey, President of Freshfel Europe, has met the Peruvian President Mr Ollanta Humala on the occasion of its recent visit to Europe. Mr Rey insisted on the necessity for third country suppliers, such as Peru, to provide to the EU market quality fresh produce while securing a diversification of produce sourcing, namely in counter season, to sustain and stimulate consumption.**

In recent years, the European market has become less attractive for third countries, moving their fresh produce exports towards growing markets in Asia or the Middle East. Ramon Rey stated: *"The European consumers should get access to a wide range of off season products that suppliers such as Peru could provide. This could help stimulating a stagnating consumption in the EU."* Like some other third countries, Peru and Columbia will soon benefit from a new bilateral agreement with the EU, facilitating market access for fresh produce which are often complementary - exotics or off season - sourcing with limited impact for the EU domestic production.

Mr Rey insisted on the importance for third country suppliers to provide high quality fresh produce, develop new varieties, enhance packing facilities, and build new temperature controlled storage capacities and wholesale infrastructures. He welcomes that President Humala is providing confidence and a secured framework for any EU agribusiness investment that could be undertaken in his country *"This would not only enhance the quality of fresh produce destined for the local markets but also assist the development of exports"*, he added.

In recent years and despite a complex environment, Peru has been developing sales of fresh produce to Europe to reach €250 Million. Mr Rey stated: *"Asparagus, avocados, mangoes, mandarins and grapes are some of the leading sourcing categories from Peru on the European market. All these products experienced a significant growth in the past few years on the EU-27 market, helping to boost the consumption of these segments."*

Bilateral trade agreements should be reciprocal and provide in times of an economic crisis new business opportunities, both for imports into the EU and for exports from the EU. The upcoming Freshfel Import and Export Committee on the occasion of Fruitlogistica will be the opportunity for European importers and exporters to review the state of play of trade business, review trends and current challenges and hurdles that affect the fresh produce trade.

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**Note to the Editors:** Freshfel Europe is the European Fresh Produce Association, representing the interests of the fresh fruit and vegetables supply chain in Europe and beyond. Freshfel Europe currently has over 200 members, including both companies and associations. For more information, contact the association at [info@freshfel.org](mailto:info@freshfel.org) or visit the association website [www.freshfel.org](http://www.freshfel.org).



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