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Peru

Post: Lima

Exports of Pulses to Peru Hopping: U.S. Industry Trade Mission Paying-Off

Report Categories:

Export Accomplishments - Marketing, Trade Events and Shows

Market Development Reports

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Report Highlights:

As a result of FAS Lima's updated contact database, coordination and support of the USDPL Trade Mission during January 2015, Peruvian importers report buying 30 percent more thus far in 2015. As evidence, U.S. pulses exports in the calendar year CY2015 (January-June) are \$10.6 million already up \$2.2 million or 27 percent compared to 2014, and on track to break a record during calendar year 2015. To fight malnutrition and anemia, the Government of Peru during 2015 is promoting the consumption of pulses as a healthy food.

General Information:

The U.S. Dry Pea and Lentil Council (USDPL) conducted a trade mission to Peru, Chile and Colombia during January, 18-28, 2015. FAS Lima conducted a market brief for four U.S. companies and coordinated the one-on-one meeting sessions at a local hotel with 12 importers of pulses and three major retail chains. The visit also included visits to the central market and main retailers in Lima.

Post conducted a post-survey among Peruvian importers on the impact of the trade mission. They reported a 30 percent raise in U.S. pulse purchases. In Peru, U.S. pulses already have a reputation among importers of high quality and standards, and the visiting U.S. pulse industry team reinforced these attributes.

Peru's demand of staples will lead the consumption in the traditional and modern channels by a two percent increase for 2016. In spite of Peru's reduced economic growth in 2015, pulses remain a key, basic food purchase for consumers. FAS Lima forecasts a five percent growth rate in consumption for pulses in 2016. Total pulse imports reached 44,300 metric tons (MT) between January-June 2015, valued at \$39 million, of which U.S. exported 14,627 MT totaling \$10.6 million. Thus far in 2015, imports of U.S. pulses increased \$2.2 million (or 27 percent) compared to 2014. At this pace, imports of U.S. pulses will set a new record.

The Peruvian pulse market is forecast to grow at a Compound Annual Growth Rate (CAGR) of six percent from 2014 to 2020. Peru has a deep-rooted habit of consuming pulses as part of an affordable and healthy diet and lifestyle. This tradition is reflected in the "Monday of Lentils" concept related to saving money by consuming food at home. Also, the Ministry of Health is leading a campaign against anemia and chronic malnutrition named "No anemia". Within this program, the Government of Peru is promoting pulse consumption as a source of iron to fight against anemia.

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