

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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GAIN Report Number:

Peru

Post: Lima

Peru Buyer Mission attends the 2014 IFT Show

Report Categories:

Food Processing Ingredients

Retail Foods

Snack Foods

Sales Mission Evaluation

Trade Show Evaluation

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Report Highlights:

FAS Lima organized and led a buyer trade mission to the 2014 International Food Technologies (IFT) Show in New Orleans (June 21-24). The eight participating Peruvian importers/distributors met with U.S. food ingredient producers, equipment manufacturers, and packaging and processing suppliers. We project Peru's imports of U.S. ingredients growing by \$2 million over the next 12-months as a result of this successful buyer trade mission.

General Information:

FAS Lima organized and led a buyer trade mission to the 2014 International Food Technologies (IFT) Show in New Orleans (June 21-24). The eight participating Peruvian importers/distributors met with major U.S. food ingredient producers, equipment manufacturers, and packaging and processing suppliers.

FAS assisted mission participants with registration procedures in addition to arranging match making meetings. Peruvian participants were briefed on the trade show's main features, as well as introduced to key IFT trade show representatives in order to highlight the import potential for U.S. product in the Peruvian market.

The Peruvian buyers, after meeting with several participating U.S. food ingredient companies, were impressed with the wide variety of products exhibited at the show. Participants also took advantage of the IFT technical training sessions to increase their awareness of the latest U.S. and global food trends. At FAS Lima, we project Peru's imports of U.S. ingredients growing by \$2 million over the next 12-months as a result of this successful buyer trade mission.