

"If avocado consumption in China continues to increase, global demand could exceed available supply"

Marand Company, a Peruvian company dedicated to exporting fresh produce, mainly Hass avocado and Kent mango, is expanding its presence in international markets.

The company has been consolidating its presence in the Asian market, especially in China, where they have experienced a significant increase in Hass avocado exports. Last season, the company sent 89 to 100 containers of avocado to different Chinese ports, a notable increase that highlights the growing interest in this product in Asia. The company also has plans to expand its presence in Japan and South Korea, two markets it considers strategic for its growth.



Marand Company has mainly focused its Kent mango exports on sending air shipments, especially to Europe. France, Spain, and Italy are its main destinations. Despite competition from countries such as Brazil and Ecuador, it continues to focus on this method because of it allows them to deliver ready-to-eat mangoes that meet the demands of a specific market niche.

Maintaining the quality of its products during the export process, especially to Asia, is one of the company's main challenges. "The long transit times to China, which can take up to 38 days, affect the quality of the fruit. The opening of the new port of Chancay in November, with shorter transit times, could represent a significant improvement in this aspect," stated Giannina Denegri, the company's general manager.



In addition, the company has had to comply with the rigorous certification standards required by the European market. It's difficult to achieve these requirements, but they are essential to stay competitive and guarantee the sale of products in Europe, an increasingly demanding market in terms of quality and food safety, Denegri stated.

Moreover, they expect the Asian market to continue to grow, especially with the consolidation



of Hass avocado in China. "If avocado consumption in China continues to increase, global demand could exceed available supply," she stressed.

The company has also benefitted from the stabilization of sea freight costs, which has facilitated exports compared to previous years.

The company, which has the support of different institutions, such as Promperú and AGAP, continues working to improve its operations and face the challenges of the agricultural sector in Peru.

Marand Company is in a stage of growth and consolidation in key markets, focusing on maintaining quality and overcoming the logistical and regulatory challenges of exporting fresh produce. The company continues to focus on expansion in Asia and Europe and expects more growth opportunities in the coming years.

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