

Press Release

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Peruvian Asparagus Importers Association *2025/2026 Fresh Asparagus Category Management* *Stats & Key Purchasing Trends Report*

FOR IMMEDIATE RELEASE: June 16, 2025. The Peruvian Asparagus Importers Association (PAIA) has released its *2025/2026 Fresh Asparagus Category Management Stats & Key Purchasing Trends Report*. “This annual report provides the fresh asparagus industry at large with the information necessary to enhance asparagus sales. Within the report, industry is equipped with statistics, trends and marketing key purchasing trends that retailers and foodservice can use when planning their fresh asparagus activities and programs,” states Priscilla Lleras, Executive Director of PAIA.

“Imports supply the U.S. with the lions’ share of consumed fresh asparagus, generating over \$646 million dollars of import value in 2024, according to USDA Department of Commerce. With trade deals in the U.S. headlines, these import values highlight the importance of bilateral trade and perpetuate trade advancement, especially when it drives results to economic growth throughout the United States,” says Carlos Solf of Southern Specialties and Co-Chairman of PAIA.

The report indicates that 37% of U.S. consumers purchased fresh asparagus in the past 12 months. It also notes that asparagus imports increased by 4.5 million pounds year over year, as stated by USDA/Department of Commerce. “Imports enable year-round availability of fresh asparagus for U.S. consumers. Without trade, the U.S. would struggle to meet the demand for asparagus throughout the year. Once consumers are informed about the nutritional value of fresh asparagus, retailers will see increased demand,” states Craig Rolandelli of Jacobs Malcom & Burt (JMB) and Co-Chairman of PAIA.

“PAIA importers provide the U.S. market with various types of SKUs including conventional and value-added solutions, which support year-round sales for both retailers and the commodity. The key purchasing trends offer retailers insights into increasing asparagus sales,” adds Lleras. “Our goal is to promote asparagus consumption and international trade. Retailers and the food service industry can connect with asparagus industry leaders via our PAIA website.”

The *2025/2026 Fresh Asparagus Category Management Stats & Key Purchasing Trends Report* is available on the PAIA website at: <https://peruvianasparagusimportersassociation.com/>

In 2025, the association will focus on disseminating valuable information about fresh asparagus to industry trade press, retailers, and foodservice.

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