

PAIA Celebrates 25 Years of Asparagus Leadership

For immediate release: August 10, 2026. On September 5, 2026, the Peruvian Asparagus Importers Association (PAIA) will commemorate 25 years of leadership, collaboration, and service to the fresh asparagus industry. The association was founded in September 2001, when a group of Peruvian asparagus importers convened to address urgent issues affecting the future of fresh Peruvian asparagus imports into North America. Recognizing the need for a unified industry voice, the group established a formal association open to all Peruvian asparagus importers. Following a successful six-month trial period, members voted to continue the organization and expand participation to include associate members. “PAIA brings together fresh asparagus importers and key industry service providers to encourage collaboration among members, trade partners, and government agencies. Together, we support shared goals, strengthen trade advancement, expand communication and networking opportunities,” said Priscilla Lleras, PAIA Executive Director. The association continues to keep the industry informed about current developments, future projections, and key factors affecting the fresh asparagus supply chain.

Peru is the leading supplier of fresh asparagus to the United States from July through January, supporting year-end programs. Volumes typically increase during the September–October peak-supply window. “As we celebrate 25 years in the industry, our goal remains to build commodity awareness, strengthen communication, and help our clients plan effectively to ensure product availability throughout the season,” said PAIA Co-Chairman Craig Rolandelli of Jacobs Malcolm & Burt.

Peruvian asparagus is a perennial crop whose growth is influenced by many factors, especially weather. Each year brings new challenges for the produce industry, and this year is no exception. “As PAIA marks its 25th year, El Niño brings warmer and wetter growing conditions that reinforce the value of proactive collaboration. By staying closely connected with their Peruvian importers, retailers, and foodservice partners can plan effectively,” said PAIA Co-Chairman Carlos Solf of Southern Specialties.

PAIA marks its 25th year as a leading association for the fresh asparagus industry with humility and a strong sense of responsibility to advancing trade. To celebrate this milestone, PAIA will host a Retail Display Contest in October, encouraging retailers to create impactful displays featuring vibrant fresh asparagus from Peru. PAIA remains focused on anticipating industry needs, communicating clearly, and providing timely information. “We will continue serving as an industry resource, and our importers remain among the most reliable, knowledgeable, and professional in the business,” added Lleras. For more details about the Retail Display Contest visit the PAIA website or contact any PAIA Importer Member.

<https://peruvianasparagusimportersassociation.com/contest>

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