

From Peru's Fields to Shoppers' Carts: PAIA Marks 25 Years with Retail Contest and El Niño Outlook for November – January

FOR IMMEDIATE RELEASE – September 30, 2026

The Peruvian Asparagus Importers Association (PAIA) is celebrating its 25th anniversary with an exciting Retail Display Contest designed to inspire shoppers and bring fresh asparagus from Peru into the spotlight. From October 9–11, importers are encouraging retailers to put their best creative merchandising ideas to



work with a bold, eye-catching display that highlights the vibrant color, freshness, versatility, and everyday appeal of Peruvian asparagus.

For more information to participate in the PAIA Peru Asparagus Display Challenge, see their website:

<https://peruvianasparagusimportersassociation.com/contest>

“We strongly believe in the power of making Peruvian asparagus visible to consumers to drive sales and this contest is a great opportunity to do just that,” said Priscilla Lleras, Executive Director of PAIA. Retailers can use PAIA point-of-sale materials, serving ideas, and preparation, garnishing, and entertaining tips to help shoppers envision Peruvian asparagus at home. PAIA encourages retailers to create interesting displays that streamline purchasing, inspire discovery, and position fresh Peruvian asparagus as a cart essential. “PAIA members recognize the season’s challenges, particularly the uncertainty surrounding El Niño forecasts. Nevertheless, we should highlight the asparagus currently available and commemorate PAIA’s 25th anniversary. It is a reminder to appreciate today’s opportunities,” states Lleras.

PAIA reports that official Peruvian forecasts point to above normal coastal temperatures, increasing rainfall in the north beginning in November. Carlos Solf, Southern Specialties, PAIA Co-Chairman says “the Peruvian agriculture sector are predicting above normal temperatures, with the possibility of new records set during the spring. Other meteorological reports predict that above-normal rainfall and possible moderate-to-heavy events beginning in November.”

Craig Roldandelli, Jacobs Malcom & Burt, PAIA Co-Chairman states, “The real concern is the infrastructure, with the heat and additional rainfall this may disrupt crop calendars, water availability, transportation routes, and essential services throughout the coast.

“PAIA members are closely monitoring Peru’s meteorological and hydrological alerts. Conditions will vary by region and forecast rainfall will not affect every community equally. We are responding strategically and will keep our retail and foodservice clients, along with the broader industry, informed of market conditions,” Solf

added. The entire produce industry continually faces market disruptions, from weather, production, labor, logistics or tariffs. Although contingency planning is essential, these types of challenges remain difficult to know for certain and/or predict.

To speak with PAIA Membership and obtain the firsthand information, plan to visit booths while at the IFPA / Global Produce & Floral Convention in Orlando, Florida, October 14 – 16, 2026. Many importers and industry service PAIA Members will be walking the expo floor, networking and always available to talk about the asparagus industry.

For more information, please see their website: <https://peruvianasparagusimportersassociation.com/>

Alpine Fresh	3381
Altar Produce	2771
AYCO	1319
CarbAmericas	3191
Ch Robinson	2143
Crystal Valley Foods	2457
Dole Fresh Vegetables	
Farm Direct Supply	
Five Crowns	731
Fru-Veg	
Giumarra Borquez	3755
Gourmet Trading	3085
Green Orchards	
Grower Direct Marketing	
Harvest Sensations	819
Jacobs Malcolm & Burt	233
Maurice A.Auerbach, Inc.	
Pacific Produce	
PrimeTime	4077
Progressive Produce LLC	3971
Seven Seas	1971
Southern Specialties	1121
Square One Farms	2988
Tambo Sur	
Advance Customs Brokers and Consulting	
Al Flex	
ACL/American Consolidated Logistics	3712
Customized Brokers/Crowley	2727
EcoLabs	
Hellmann - Peru	
Perishable Specialist	
Seaboard Marine	3111
TDR	
Western	
721 Logistics	