



2018/2019
Fresh Asparagus

***Category Trends, Demographics
& Marketing Tips***

PAIA

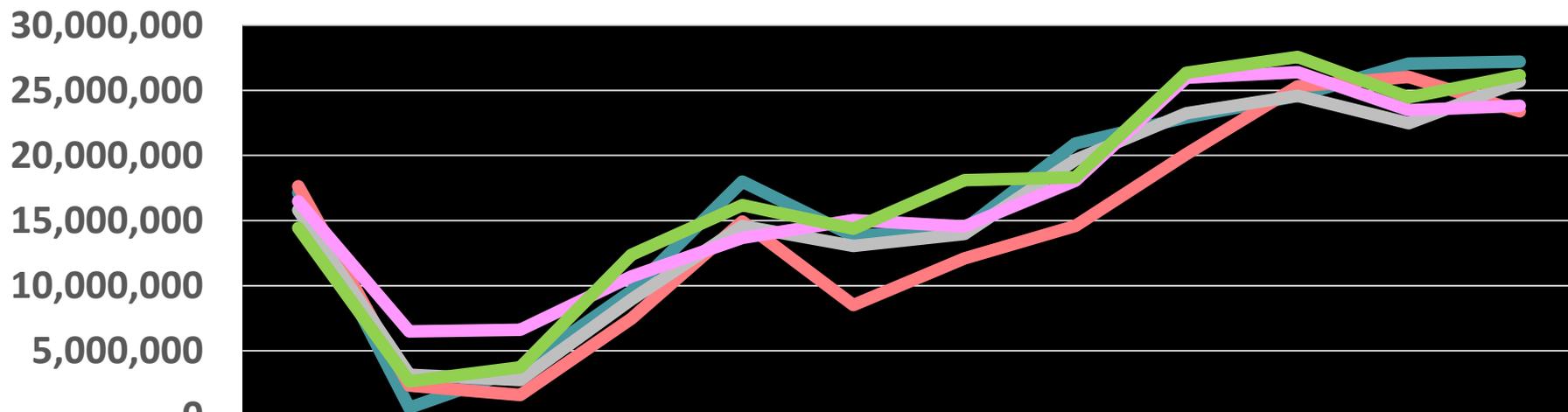
August 2019

Market Summary Peru 5 Year Review

In 2018:

- ✓ U.S. imported 567 million pounds of fresh market asparagus.
- ✓ US imported close to 200 million pounds from Peru.

US Fresh Asparagus Imports From Peru
Quantities / Pounds



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	17,139,8	630,962	3,625,28	9,577,54	17,985,9	13,817,6	14,329,1	20,916,5	22,920,8	24,571,4	27,042,3	27,208,7
2017	17,625,5	2,320,58	1,603,64	7,459,34	14,932,7	8,514,47	12,082,2	14,589,3	20,112,1	25,311,7	26,024,9	23,385,3
2016	15,807,3	3,150,84	2,754,67	8,931,58	14,574,5	13,048,9	13,970,4	19,658,1	23,242,2	24,570,2	22,471,2	25,693,7
2015	16,480,6	6,486,88	6,622,02	10,706,5	13,671,7	15,025,8	14,538,3	18,049,2	25,970,6	26,383,8	23,479,4	23,804,1
2014	14,433,2	2,649,07	3,732,42	12,371,9	16,179,0	14,377,8	18,105,2	18,311,3	26,352,5	27,557,3	24,454,7	26,152,5

—2018 —2017 —2016 —2015 —2014

Key Buying Trends

Peruvian Fresh Asparagus

Why are consumers buying Peruvian asparagus?

Convenience, Taste and Savings:

- ✓ Fresh asparagus is easy to prepare and the perfect meal solution
- ✓ Peruvian asparagus delivers diversified flavor profile
- ✓ Peruvian asparagus offers value-added offerings

Nutrition: Peruvian asparagus is highly nutritious!

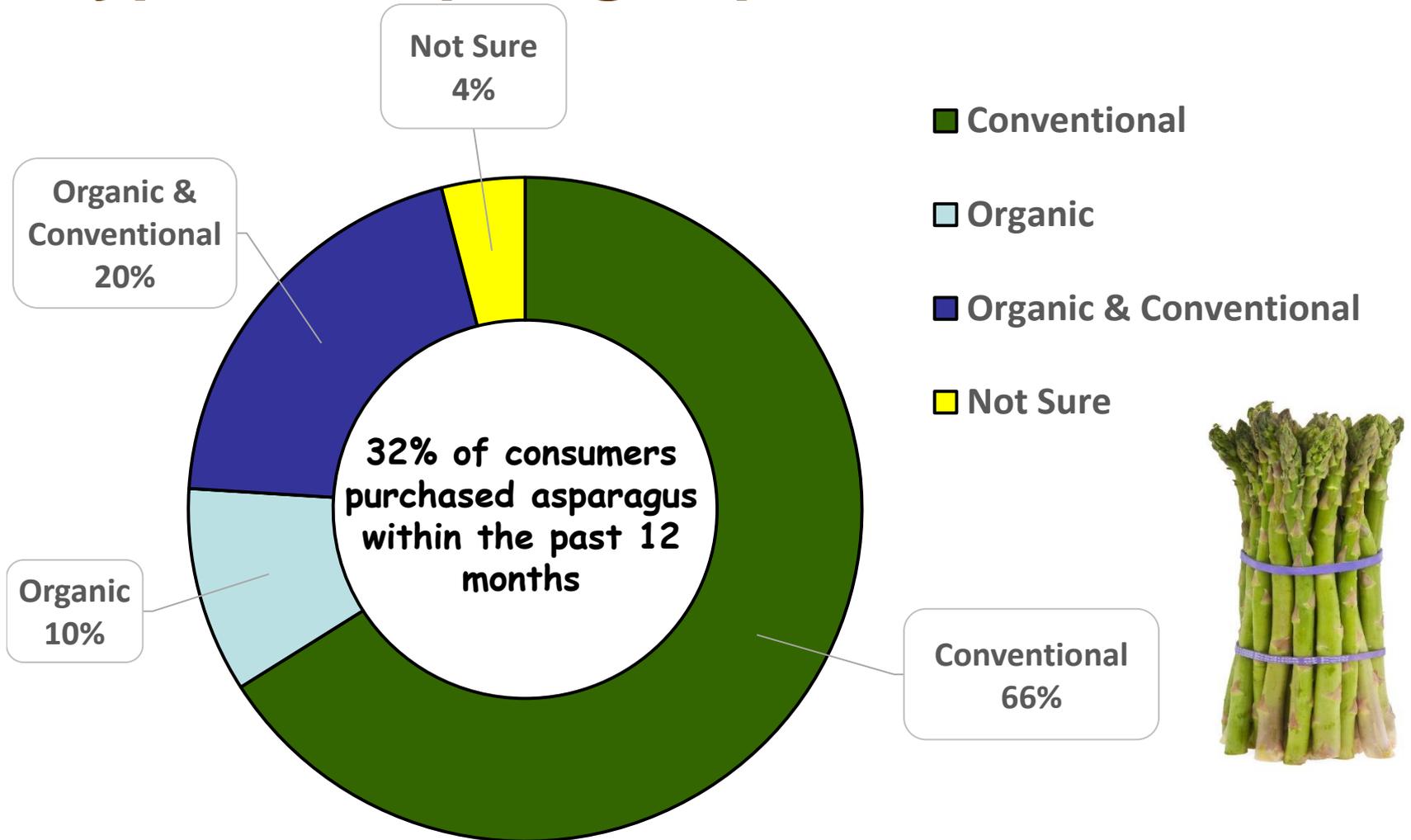
- ✓ Asparagus is a good source of potassium, vitamin A and vitamin C
- ✓ Asparagus is low in fat and contains no cholesterol
- ✓ Asparagus is also rich in rutin and folacin, which has been proven important in the duplication of cells for growth/repair of the body

Quality and Availability:

- ✓ Peruvian Asparagus is available 365.
- ✓ Quality Peruvian Asparagus peaks just in time for family/friends gatherings; summer barbeques and holiday parties

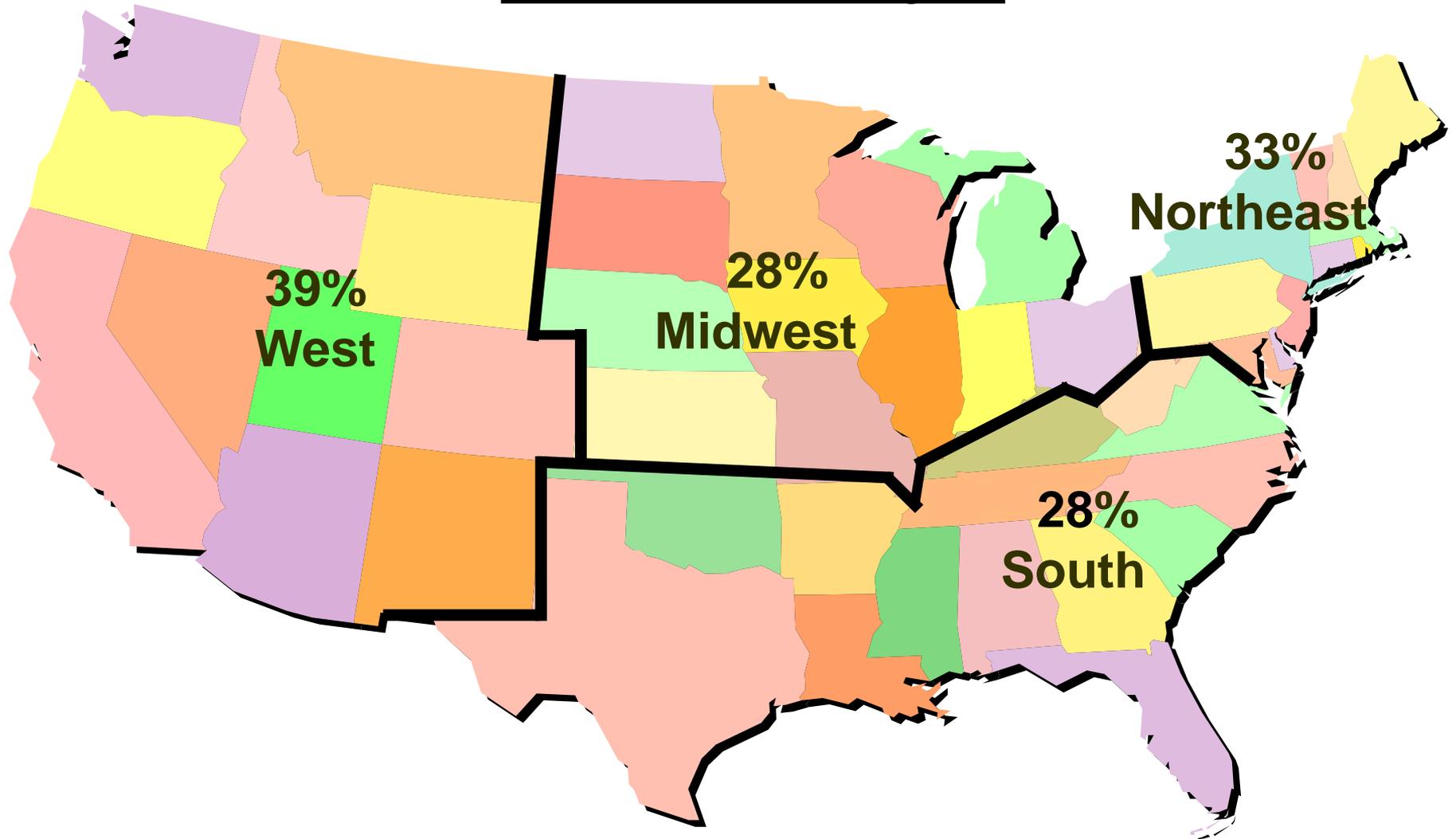
Conventional or Organic?

Types of asparagus purchased in 2018:



Likelihood of Asparagus Purchase

Based on US Region



Demographics of Asparagus Purchase

Based on Household with Kids:



**Fresh Asparagus –
Ranked in the top 20
best sellers for *fresh*
*vegetables in 2019!***

Asparagus ranked #2
item that consumers are
buying now!!

Based on Household Income:



Tips to Increase Asparagus Sales

Vibrant Displays:

- ✓ Visible asparagus sells! Go bold! Create attractive displays!
- ✓ Cross promote with other items. Steaks, seafood and salads, etc.
- ✓ Offer options and convenience. Peruvian asparagus offers variety of packaged options and value added selections.
- ✓ Freshness sells. Ensure the asparagus displays are stocked with Peruvian asparagus, the highest quality.
- ✓ Colorful displays attract consumers. Fresh Peruvian asparagus is available in green, white and purple.
- ✓ Promote health benefits of Peruvian asparagus!