

2020/2021

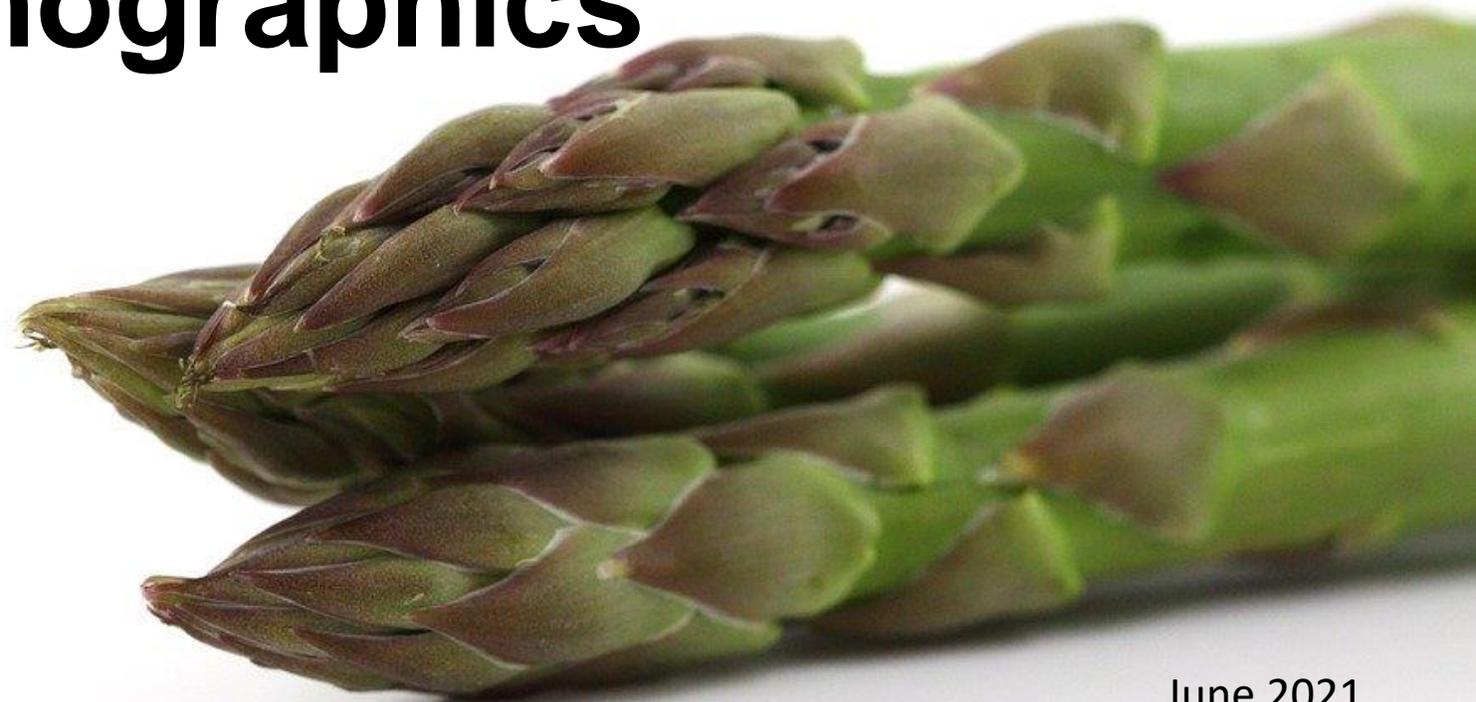
Fresh Asparagus

Statistics, Category Trends & Demographics

Peruvian Asparagus



Importers Association



June 2021

2020 Import Landscape Recap

<u>Country</u>	<u>Quantity (lbs)</u>	<u>YOY Variance</u>
Mexico	375,302,609	3%
Peru	206,479,443	3%
Canada	2,840,876	-38%
Ecuador	1,126,121	125%
China	143,520	0%
Argentina	116,404	67%
Import Total	586,020,439	2%

Market Summary 4 Year Import Quantity

Chart in Pounds		2017	2018	2019	2020	YOY Var. %
World		502,407,040	567,969,057	572,026,817	576,020,439	2%
Mexico		324,789,854	363,922,347	365,669,290	375,302,609	3%
Peru		173,961,914	199,766,146	201,208,851	206,479,443	3%
Canada		3,131,886	3,621,373	4,545,931	2,840,876	-38%

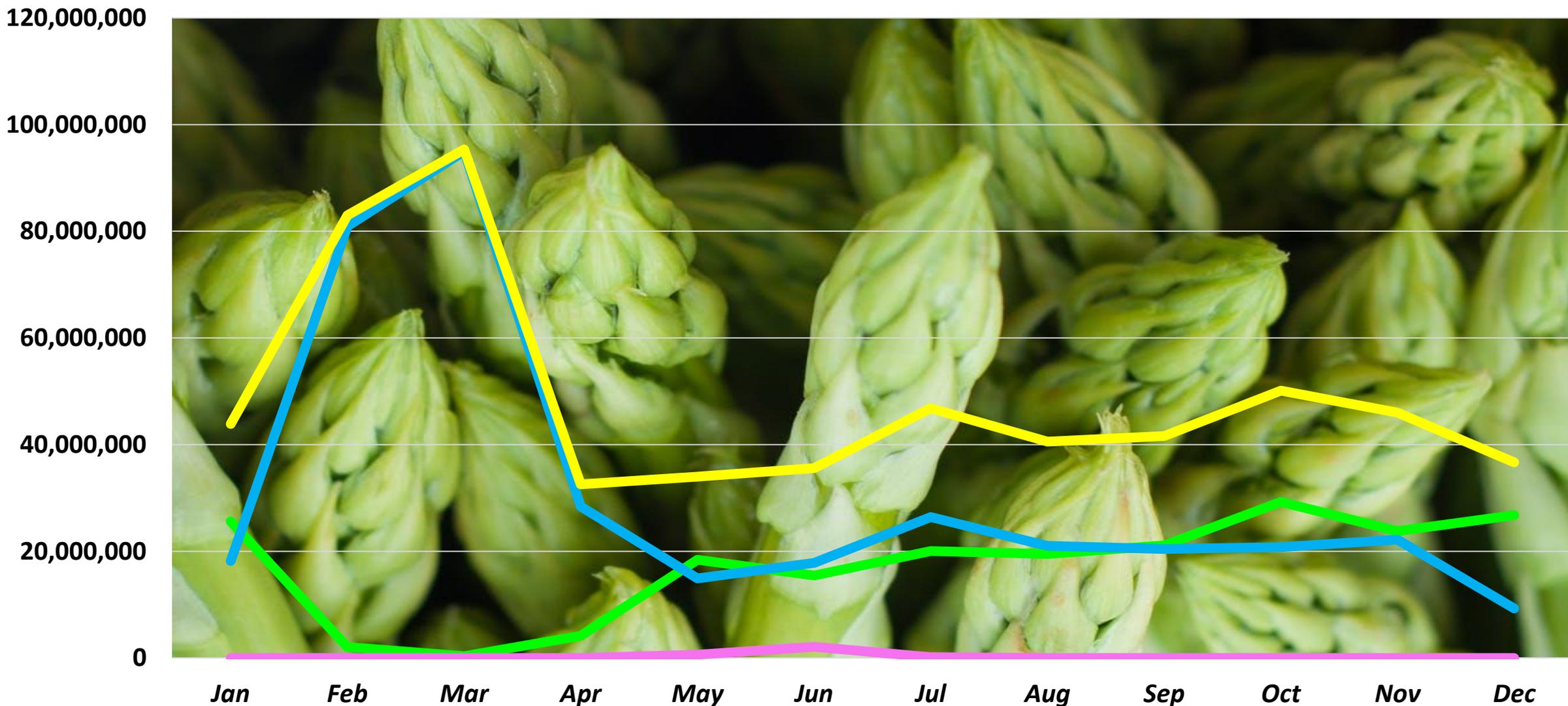
Market Summary 4 Year Import Value

Chart in Thousands of Dollars		2017	2018	2019	2020	YOY Var. %
World		\$691,750	\$633,442	\$694,431	\$650,519	-6%
Mexico		\$422,358	\$387,596	\$432,511	\$382,545	-12%
Peru		\$262,929	\$239,105	\$252,573	\$261,395	3%
Canada		\$5,881	\$6,352	\$8,839	\$5,609	-37%

2020 Month over Month Import Review

Quantities per pound

Peru Mexico Canada World



Per Capita Consumption Statistics

Crop	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019r	2020p
	Pounds per person											
Asparagus, all	1.52	1.58	1.65	1.68	1.63	1.82	1.64	1.80	1.82	1.90	1.91	
Asparagus, fresh	1.29	1.37	1.38	1.45	1.42	1.65	1.46	1.56	1.62	1.76	1.76	1.83p
Asparagus, canning	0.16	0.11	0.13	0.13	0.11	0.07	0.06	0.08	0.07	0.06	0.06	
Asparagus, freezing	0.07	0.11	0.13	0.09	0.11	0.10	0.12	0.16	0.14	0.09	0.10	

r=revised, p=preliminary

US Production of Fresh Asparagus down by -10%

Table 4. Annual U.S. utilized production of selected fresh-market vegetables

Commodity	2017	2018	2019	2020p	Change 2019-20 ²
	Million pounds				Percent
Artichokes ¹	93.6	100.1	95.7	81.2	-15
Asparagus	65.3	61.8	58.1	52.1	-10

Asparagus Processing Industry down by -7%

Table 10. Vegetables for processing: Per capita availability, 2016-20

Commodity	2016	2017	2018	2019r	2020p	Change 2019-20
	Pounds per capita					Percent
Asparagus	0.2	0.2	0.1	0.2	0.1	-7

AMS Vegetable Outlook April 2021

Table 6. Selected fresh-market vegetable trade volume, 2017-20¹

Item	January - December				Change
	2017	2018	2019	2020	2019-20
	<i>Million pounds</i>				<i>Percent</i>
Imports, fresh:					
Tomatoes, all	3,944	4,092	4,023	4,053	1
Cucumbers	1,944	2,081	2,145	2,193	2
Peppers, bell	1,457	1,535	1,613	1,667	3
Squash ²	1,077	1,130	1,206	1,210	0
Peppers, chile	990	994	957	970	1
Lettuce, all	597	617	789	821	4
Asparagus	503	568	572	586	2
Carrots	459	494	504	467	-7
Broccoli	486	423	493	542	10
Other	3,874	4,121	4,370	4,542	4
Subtotal	15,330	16,056	16,671	17,050	2

Fresh Market Vegetable Trade (Imports)

- Asparagus ranks #7 of all imported vegetables
- Asparagus has remained #7 top vegetable for four years
- Steady volume increase year-over-year

Asparagus Nutritional Label Facts

Nutrition Facts	
Serving Size 5 spears (93g)	
Amount Per Serving	
Calories 20	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 2g	8%
Sugars 2g	
Protein 2g	
Vitamin A 10%	* Vitamin C 15%
Calcium 2%	* Iron 2%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9	* Carbohydrate 4 * Protein 4

Voluntary Data:

Potassium 230 mg; 7% DV
 100% of vitamin A is Beta Carotene
 Soluble Fiber 1 g
 Insoluble Fiber 1 g

Nutrient Content Descriptors Allowed:

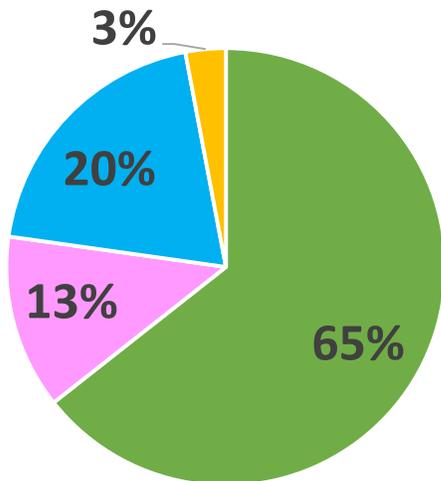
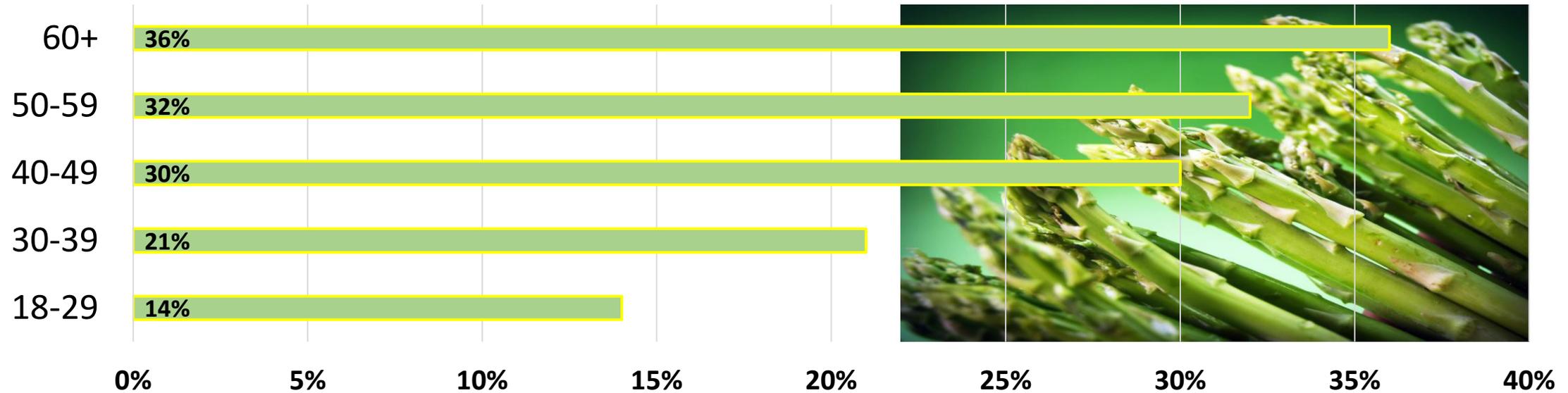
fat free
 saturated fat free
 sodium free
 cholesterol free
 low calorie
 good source of vitamin C
 high in folate (add 30% folate to label)
 good source of vitamin A



Key Buying Trends 2021- Fresh Asparagus

Likelihood purchase of Asparagus based on:

Age



Type

- Conventional
- Organic
- Both
- Not Sure

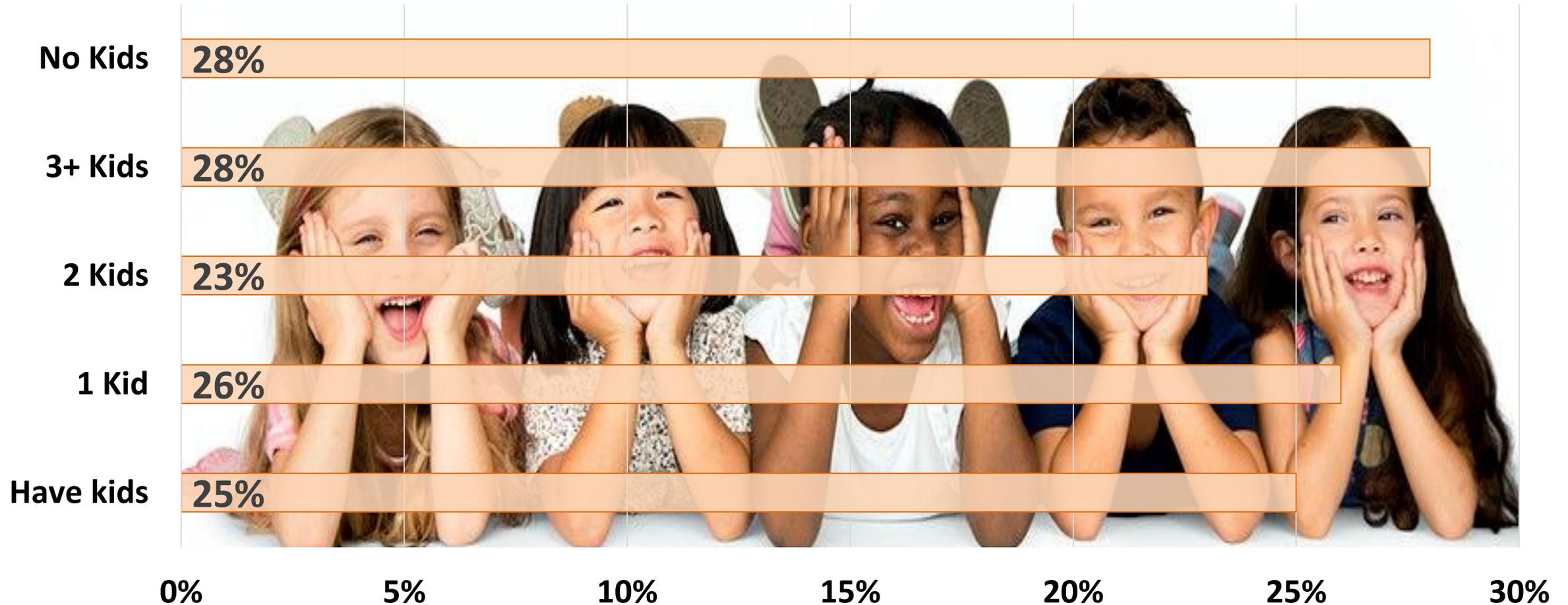
Gender



Key Buying Trends 2021 - Fresh Asparagus

Likelihood purchase of Asparagus based on:

Presence of Children in the Home



Key Buying Trends 2021 - Fresh Asparagus

Likelihood purchase of Asparagus based on:

Ethnicity/Race



Key Buying Trends 2021 - Fresh Asparagus

Likelihood purchase of Asparagus based on:

Income

Less than \$25K

\$25K-49.9K

\$50K-99.9K

\$100K+



18%

24%

28%

39%



27% of US consumers have purchased asparagus within the past 12 months

Key Buying Trends 2021 - Fresh Asparagus

Likelihood purchase of Asparagus based on:

