

Peruvian Asparagus Importers Association Reports Steady Peruvian Asparagus Volumes

Monday, Dec. 14th, 2020

PERU - Holiday promotions are in full swing as Christmas and the New Year approaches. The Peruvian Asparagus Importers Association (PAIA) is encouraging retailers to keep fresh produce at the forefront of holiday planning, as the association's December harvest season shows **steady volumes and quality asparagus** are on the way.



Priscilla Lleras-Bush, Executive Director, Peruvian Asparagus Importers Association

“The Peruvian Asparagus Importers Association was established on September 5, 2001, where a group of Peruvian asparagus importers met to discuss critical issues for the future well-being of the Peruvian asparagus import deal. While at that meeting, PAIA, an industry association, was officially formed—we are thrilled to be celebrating our **twenty-year anniversary in 2021**,” stated Priscilla Lleras-Bush, PAIA Director.

As noted in the release, PAIA members have forecasted steady volumes of quality asparagus imports from Peru for the next several weeks. Importers have communicated with their retail partners, stating this is excellent timing for promotions as we move through the holidays. Nevertheless, asparagus sales, joined with retailer promotions, **will result in increased consumption.**



The Peruvian Asparagus Importers Association (PAIA) is encouraging retailers to keep fresh produce at the forefront of holiday planning as the association's December harvest season shows steady volumes and quality asparagus. December's steady harvesting, packing, and shipping results in the freshest product arriving at U.S. retailers. PAIA importers have **long standing relationships with retailers** and seek to empower them to sell more asparagus. Members know the industry asparagus volume forecasts/trends, and they work closely with their retailers to make the most of peak performance times for promotion.

The Peruvian Asparagus Importers Association represents 95 percent of the top importers and producers of quality asparagus. Peru has been exporting asparagus to the United States for over 30 years, and it is **one of the largest sources of asparagus** for the United States. Fresh asparagus from Peru is year-round. Peru's significant supply enables U.S. retailers and consumers to access the most nutritious vegetable, specifically when other supply regions would not be available.

Source: *AndNowUKnow* brings the latest industry insights.