



Association / Industry Goals
Trade Benefits
Health Benefits
Commodity Statistics
Consumer Trends
Forecasts

August 2016



Mission Statement

The Guatemala Produce Trade Association (GPTA) aligns Guatemala exporters and U.S. importers towards the goal of increasing consumption of Guatemalan grown fresh vegetables and fruits throughout the United States. The association creates a forum for members to discuss and implement brand awareness, world class standards, co-op marketing and promotional opportunities and interaction with government agencies.

Association Goals for Marketers

- Trade Communication:
 - Provide production information to increase synergies with retailers/foodservice which enables real-time business decisions.
 - Sales Strategies and Store Promotions
 - Importers collaborate with retailers/foodservice to identify industry's new trends for markets.
 - Increased commitment and confidence of Guatemala's quality and quantity produce within marketplace.
 - Increased confidence of 100% commitment for Food Safety & Traceability standards of Guatemalan Produce.

U.S. Trade Benefits with Guatemala

- Leaders of imports of fresh vegetables and fruits to the United States
- Proven Expertise: Innovative Exporters and Importers Meeting U.S. industry specific trends and needs
- Excellent Quality Standards
- Land of Eternal Spring
 - Year round production for most products
 - Micro climates that promote year round quality exports
- Commitment to Social Responsibility in Guatemala and US
- Largest Agricultural Labor Force of Central America
- Logistics Competitiveness



Guatemala's....Fields of Flavors

French Beans



Nourished by rich volcanic soils!

Yellow French Beans



Sugar Snap Peas



Shelled English Peas



Snow Peas



Peas / Health Benefits

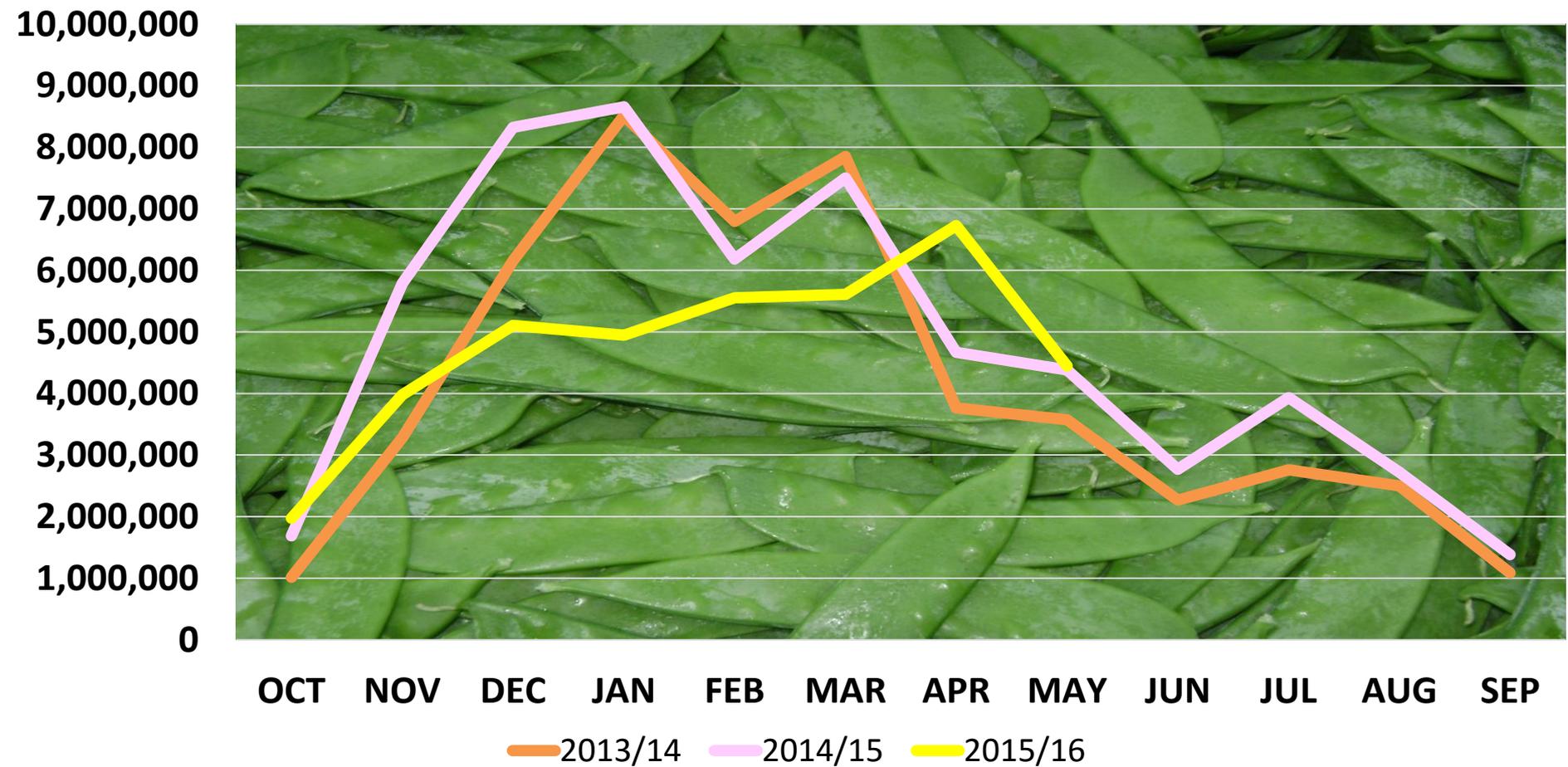


Description: Super Foods!! Peas are known for their sizeable, curvy flesh and their subtle sweet taste. Sugar snap peas are a very popular variety of peas that can be eaten shell on. They appeal to a variety of lifestyles and are a great snack food when served with dipping sauce. Variety of preparations available.

Nutrients

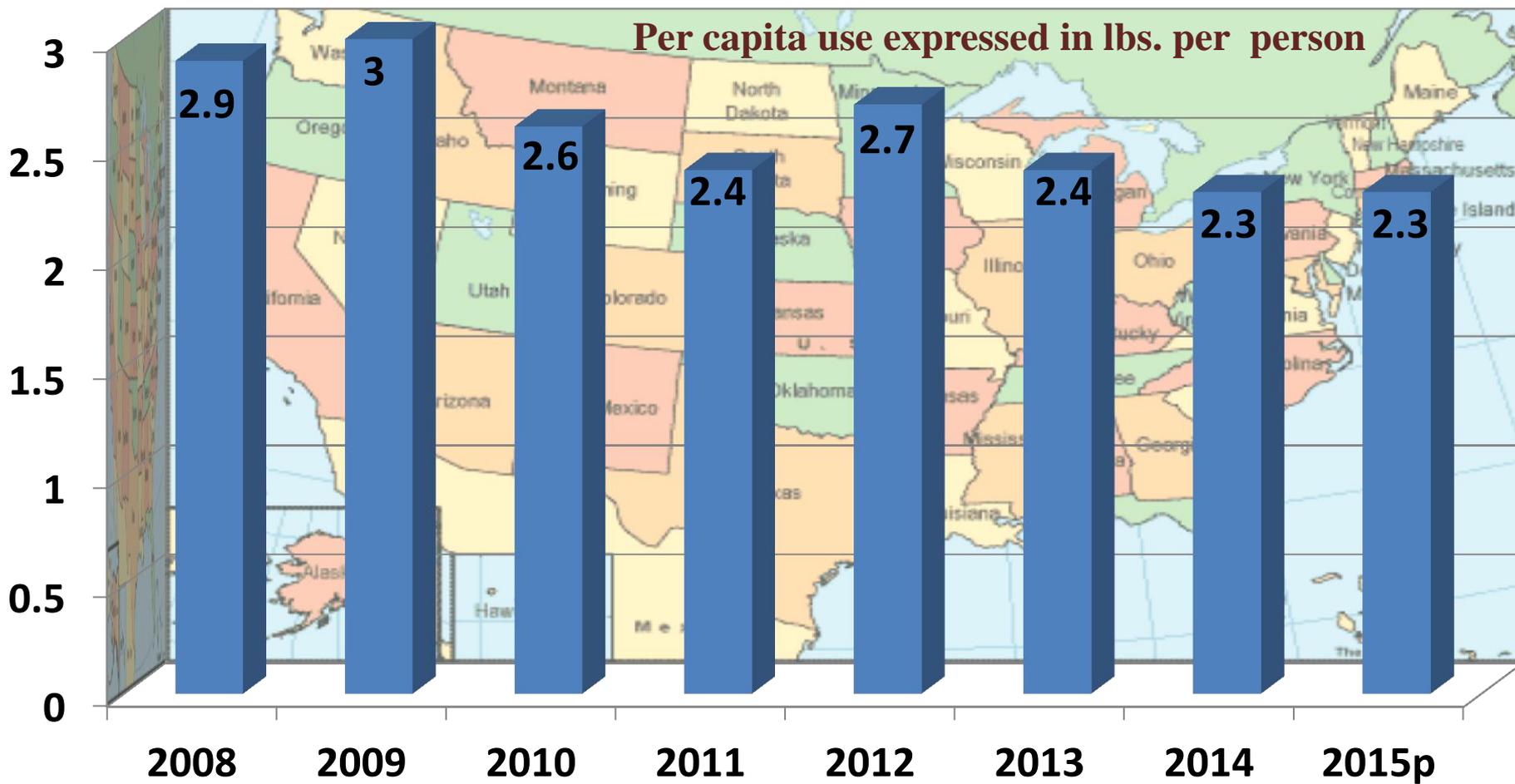
- ✓ Vitamin C
- ✓ Thiamin
- ✓ Riboflavin
- ✓ Niacin
- ✓ Vitamin B-6
- ✓ Folate
- ✓ Vitamin A
- ✓ Vitamin E
- ✓ Vitamin K
- ✓ Potassium
- ✓ Calcium
- ✓ Iron
- ✓ Magnesium
- ✓ & many more....

2013-2016 Year Round Exports to US Fresh Peas (lbs)

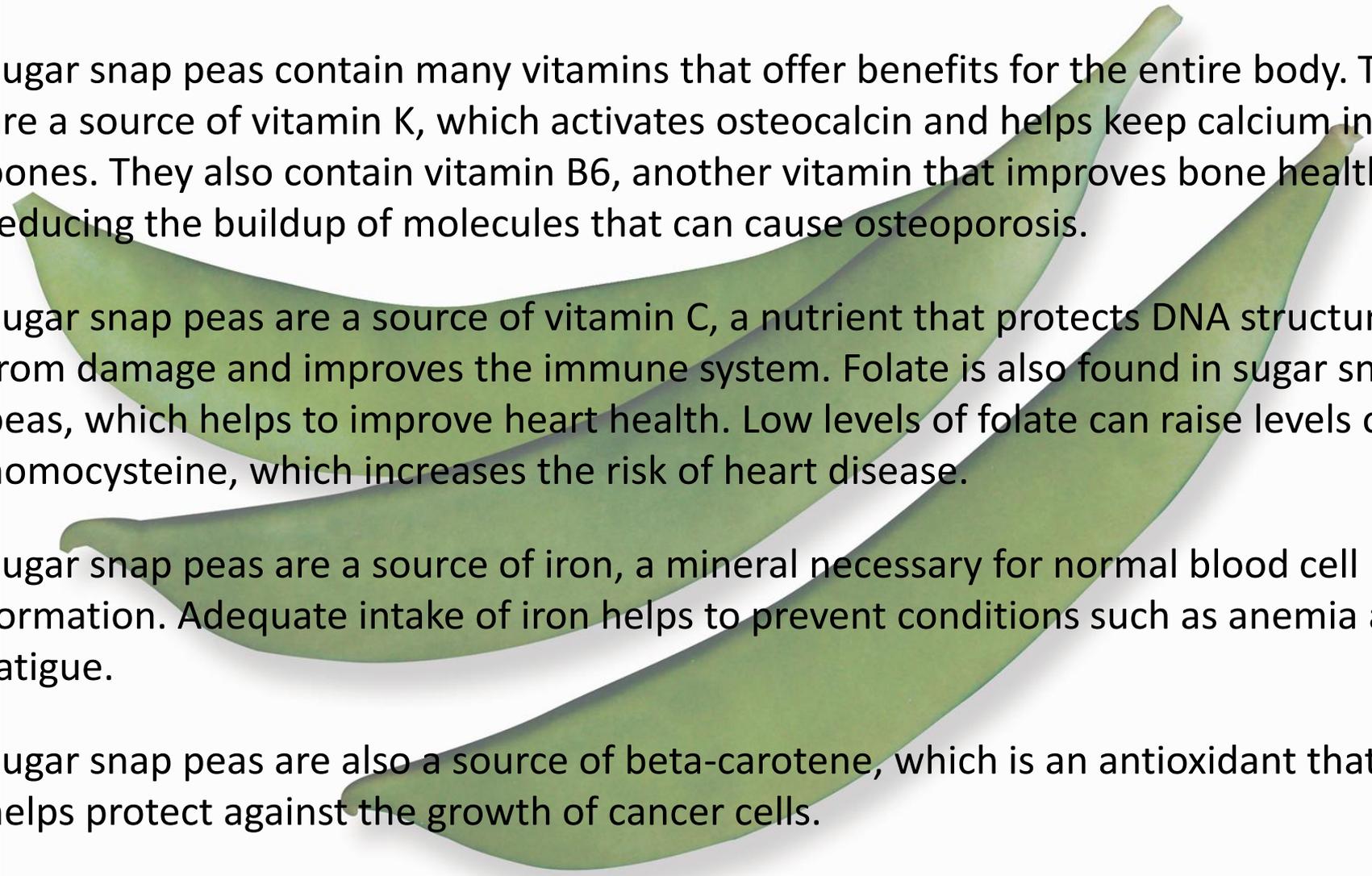


Green Peas, All Per Capita Consumption

Green peas, all 3/



Sugar Snap Peas / Health Benefits

- 
- Three green sugar snap peas are arranged diagonally across the page, overlapping each other. They are fresh and vibrant green, with a slight curve. The background is white, and the peas are set against a dark green header and footer.
- Sugar snap peas contain many vitamins that offer benefits for the entire body. They are a source of vitamin K, which activates osteocalcin and helps keep calcium in bones. They also contain vitamin B6, another vitamin that improves bone health by reducing the buildup of molecules that can cause osteoporosis.
 - Sugar snap peas are a source of vitamin C, a nutrient that protects DNA structures from damage and improves the immune system. Folate is also found in sugar snap peas, which helps to improve heart health. Low levels of folate can raise levels of homocysteine, which increases the risk of heart disease.
 - Sugar snap peas are a source of iron, a mineral necessary for normal blood cell formation. Adequate intake of iron helps to prevent conditions such as anemia and fatigue.
 - Sugar snap peas are also a source of beta-carotene, which is an antioxidant that helps protect against the growth of cancer cells.

French Beans / Health Benefits

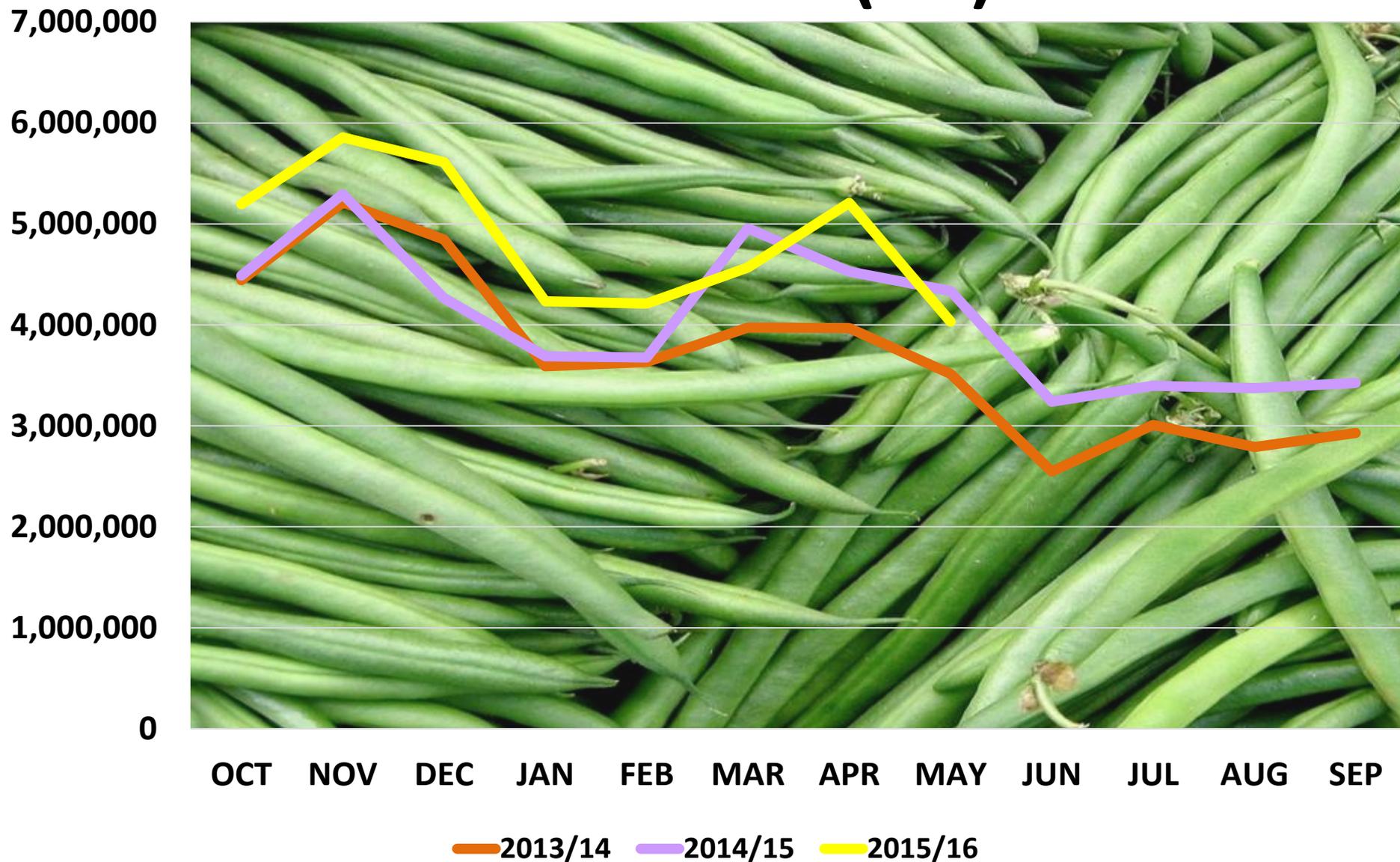


Description: Power food!! French beans have a soft, silky pod. Plump for their size, with tiny seeds that dwell within these healthy pods. French beans are sweet to the taste and perfectly crisp. French beans are easy to prepare, delicious and nutritious!

Nutrients:

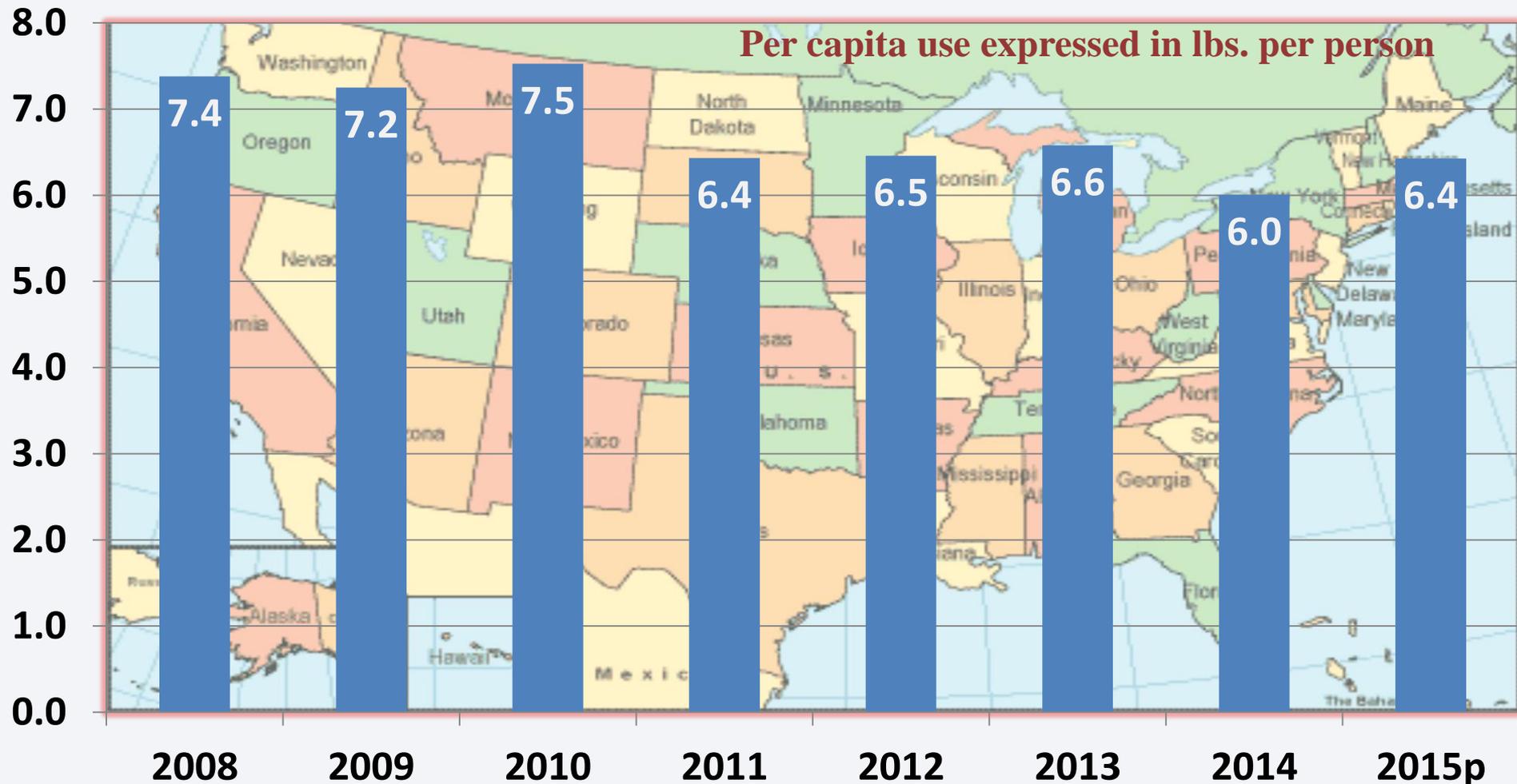
- ✓ Vitamin C
- ✓ Thiamin
- ✓ Riboflavin
- ✓ Niacin
- ✓ Vitamin B-6
- ✓ Magnesium
- ✓ Folate
- ✓ Calcium
- ✓ Iron
- ✓ Phosphorus
- ✓ Potassium
- ✓ & many more....

2013-2016 Year Round Exports to US French Bean (lbs)



Snap/Green Beans, All Per Capita Consumption

Snap/green beans, all



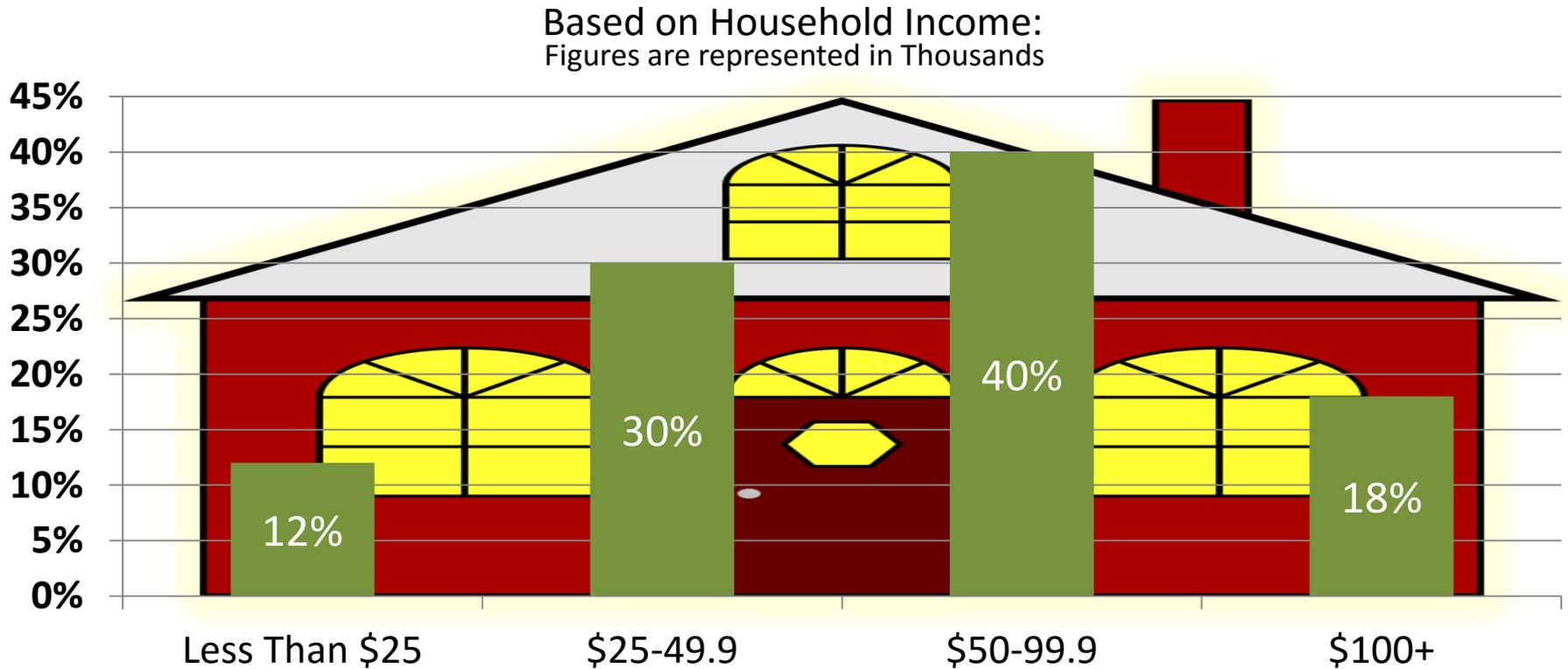
Sugar Snap Peas & Green Beans

Health Benefits

- **Calories, Fat and Sodium,** Three-fourths of a cup of fresh sugar snap peas, one serving, has just 35 calories and no fat. It contains 140 mg of sodium, which is about 6 percent of the recommended daily value. The same amount of fresh green beans has 20 calories and zero fat, but has the bonus of being sodium-free, too.
- **Nutrients,** Both vegetables are high in nutrients. The 3/4-cup serving of sugar snap peas gives you 2 g of protein, about 4 percent of the recommended daily value. It provides 2 percent of your recommended vitamin A, 4 percent of your calcium, and 8 percent of iron. It excels with vitamin C, giving you a full 30 percent of what you need every day. Green beans provide you with 1 g of protein, 4 percent of both vitamin A and calcium, and 2 percent of iron. When it comes to vitamin C, you get 10 percent of your recommended daily value.
- **Fiber,** Sugar snap peas and green beans are both good sources of fiber. The peas have 2 g, or about 8 percent of what you should have every day, and the beans have 3 g, for 12 percent of your recommended daily intake. Fiber is an important part of your diet because it provides roughage and helps your body digest food. It is also beneficial if you're watching your weight, because it fills you up faster with relatively fewer calories.

Consumer Trends – Beans

Likelihood of Bean Purchase:

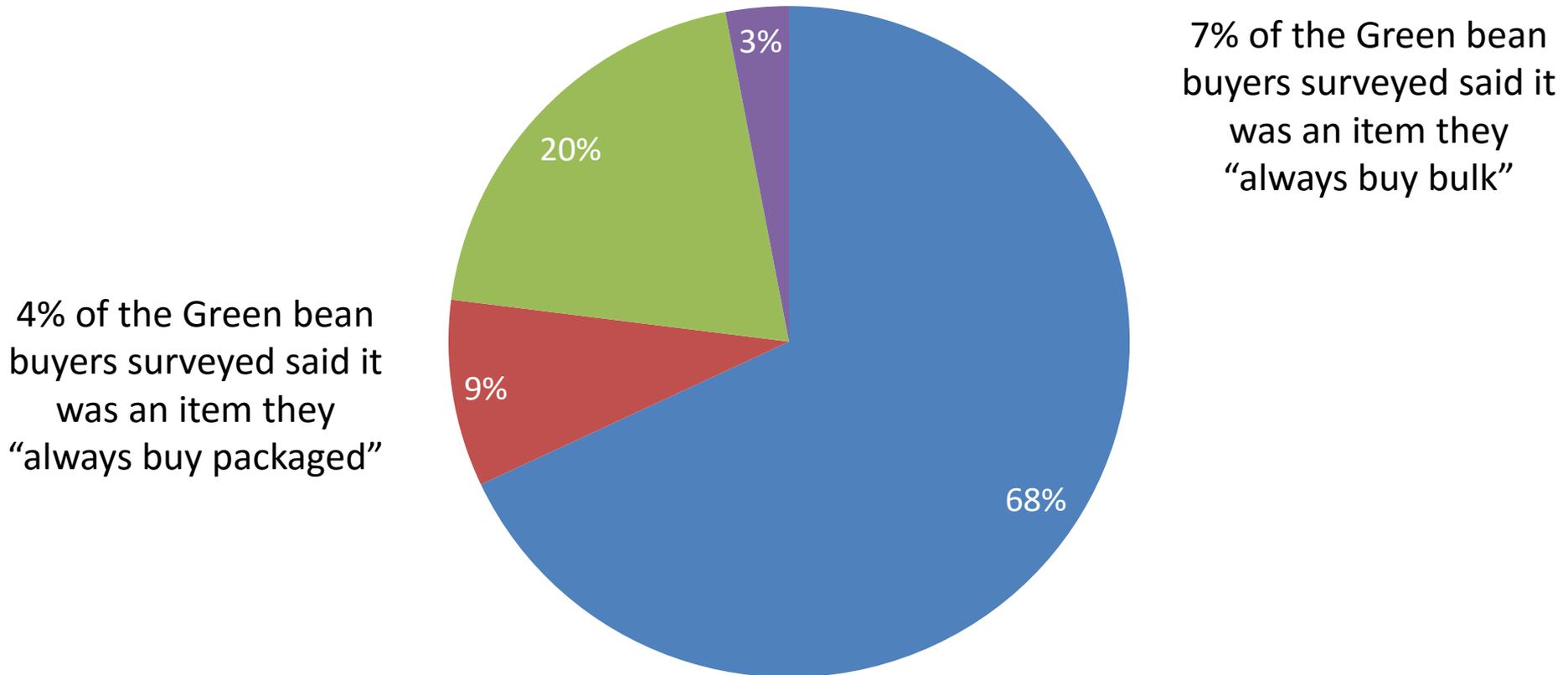


Over 15% of the green bean buyers said it was an item they buy now that they didn't buy previously

Consumer Trends – Beans

Types of Green Bean Purchased:

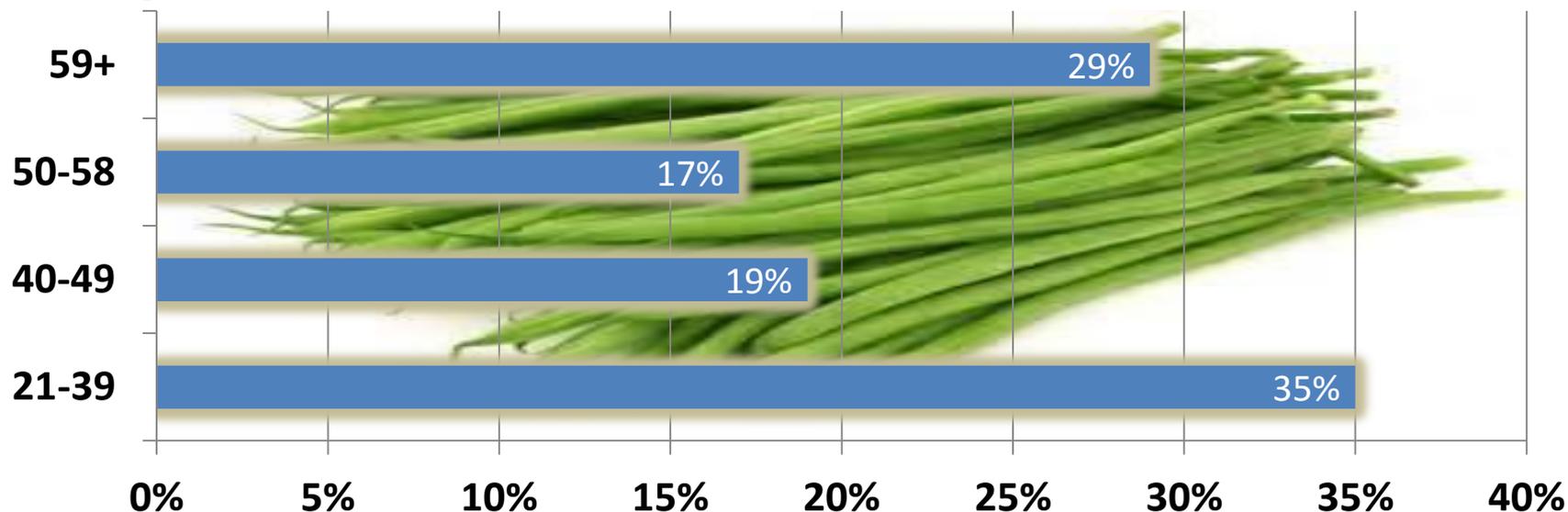
■ Conventional Only ■ Organic Only ■ Both ■ Not Sure



Consumer Trends – Beans

Likelihood of Bean Purchase:

Based on Age:



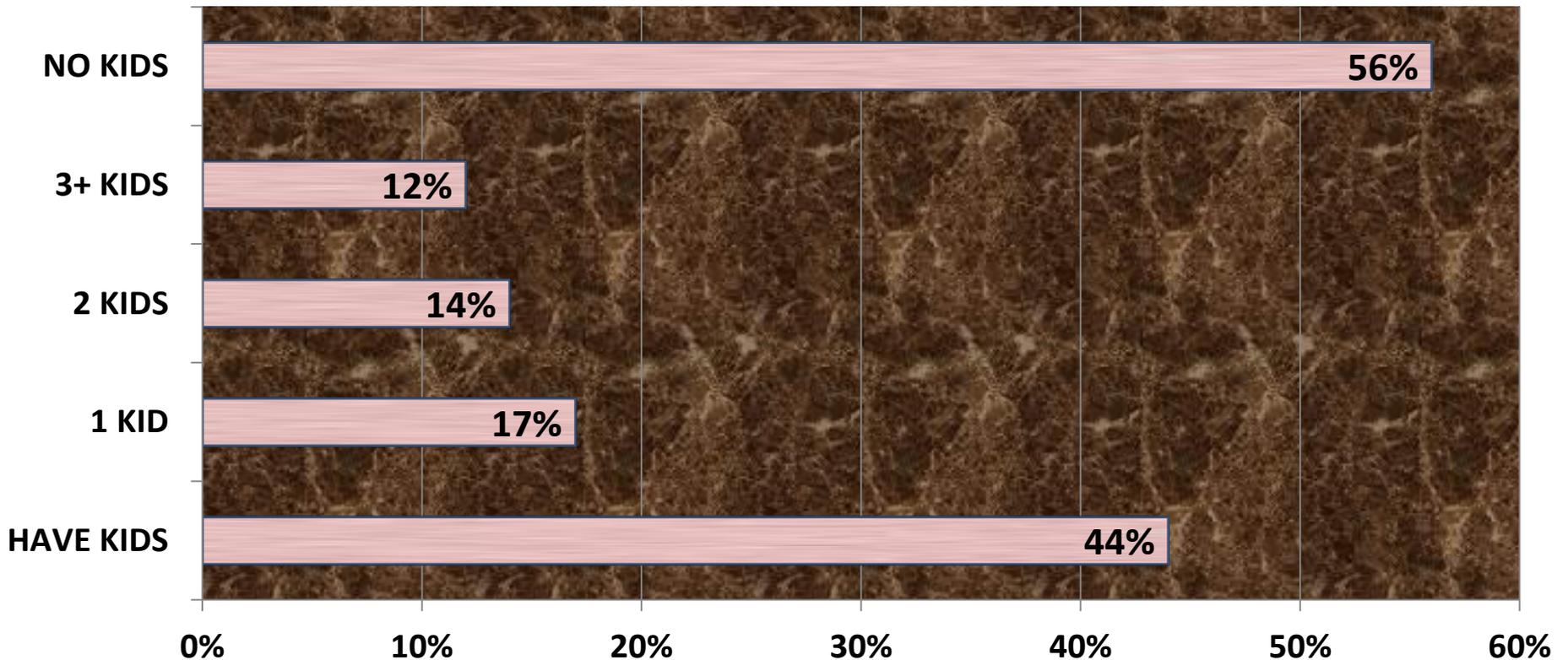
Based on Gender:

Gender	Primary Household Buyer
Male	42%
Female	58%

Consumer Trends – Beans

Likelihood of Bean Purchase:

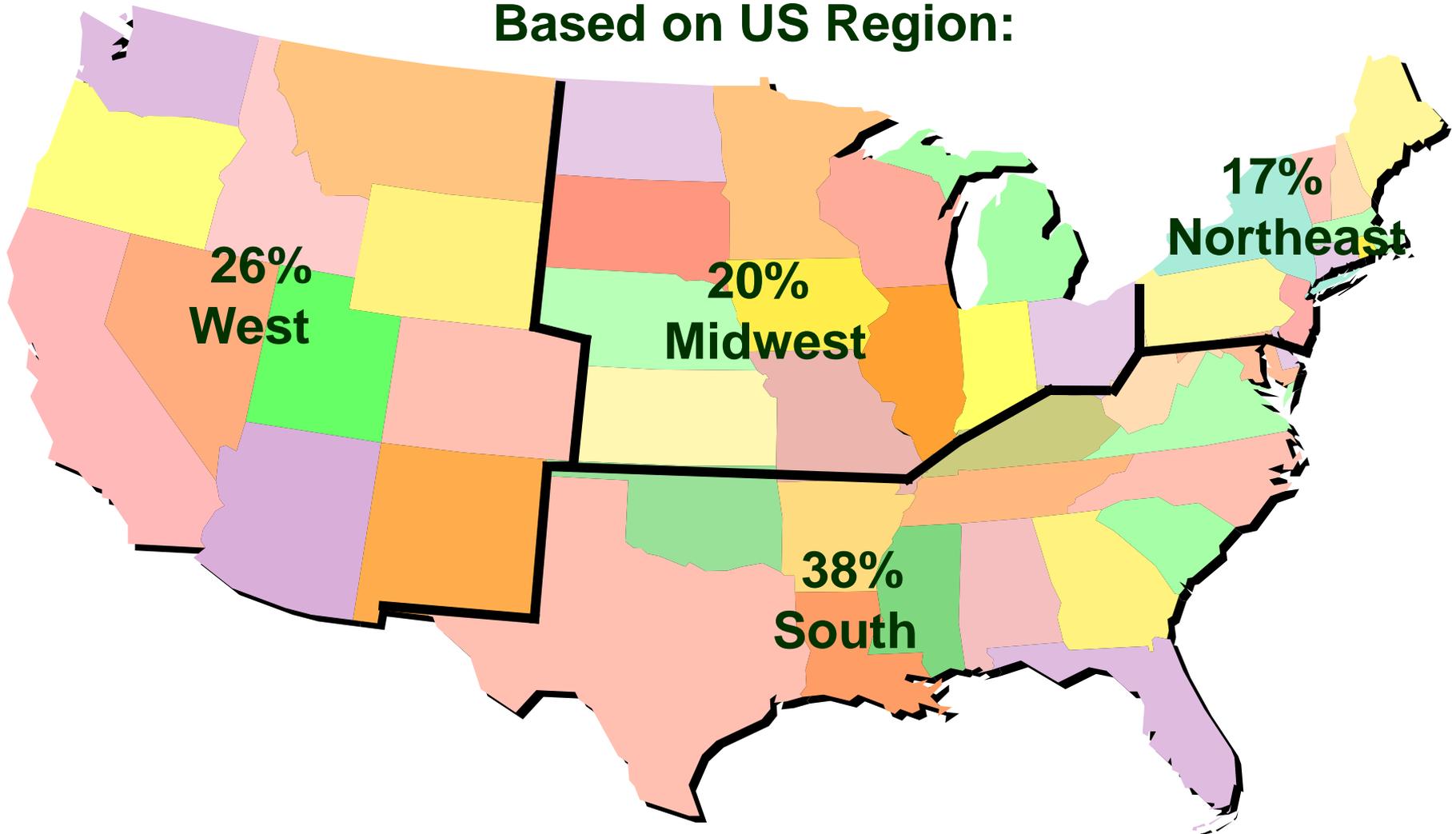
Based on Household Presence of Kids:



Consumer Trends – Beans

Likelihood of Bean Purchase:

Based on US Region:



Season Volume / Export Forecast

<u>Year</u>	<u>Forecast</u>	<u>Peas</u>	<u>Snap Beans</u>
2016	September	1,177,000	3,147,000
2016	October	1,500,000	4,700,000
2016	November	4,228,000	5,400,000
2016	December	6,397,000	4,900,000
2017	January	7,621,000	3,630,000
2017	February	6,288,000	3,700,000
2017	March	6,738,000	4,300,000
2017	April	4,877,000	4,450,000
2017	May	3,966,900	3,850,000
2017	June	3,000,000	2,850,000
2017	July	3,500,000	3,200,000
2017	August	3,200,000	3,100,000

Experience Guatemalan quality and flavor!

