

PRESS RELEASE

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Guatemala Produce Trade Association 10th Year Anniversary

For immediate release: June 30, 2025—Guatemala Produce Trade Association's (GPTA) Mission Statement:



The Guatemala Produce Trade Association (GPTA) has announced the celebration of its 10th anniversary. The association aligns leading U.S. importers and industry service providers toward the goal of positively impacting trade of Guatemala grown fruits and vegetables exported to the U.S.

"October 2025, will be our 10th year Anniversary," stated Priscilla Lleras, Executive Director of GPTA. "We have been able to unite the industry's top importers of Guatemalan fruit and vegetable products to support growth and stimulate brand awareness within the industry."

The annual GPTA 2025 Association meeting was held at the World Trade Center on May 16th in Miami, Florida - members discussed statistics, trade, and logistics, focusing on Guatemala's agricultural trade with the United States. In the meeting, members discussed how Guatemalan produce complements U.S. production by filling in seasonal gaps and providing diverse options, enabling retailers and food service providers to meet the U.S. consumer's demand for year-round availability.

Robert Colescott, CEO of Southern Specialties and Co-Chairman of GPTA, expressed support for policies that aim to strengthen the domestic industry and promote the return of manufacturing jobs to the U.S. He noted, "The fresh produce sector is unique. While tariffs on manufactured goods may encourage domestic production, this principle does not apply to agricultural trade. The United States lacks the necessary combination of arable land, climate, labor, and water resources to meet the demand for certain fresh produce throughout the entire year."

U.S. Department of Agriculture/FAS statistics indicate that import quantity variances for processed fruits have increased by 34%, while fresh has slightly decreased by 3% year-over-year. Additionally, the report added that vegetable variances for the fresh category have remained flat year-over-year, while processed vegetable imports have increased by 17%.

Product, Quantities (MT)	2020	2021	2022	2023	2024
Fruits, Fresh or Frozen	2,473,120	2,610,519	2,699,875	2,749,842	2,676,102
Fruits, Prep or Pres	32,995	37,824	32,414	24,426	32,697
Vegetables, Fresh	72,009	79,532	80,373	81,533	81,824
Vegetables, Prep/pres	16,425	18,762	20,540	18,263	21,321

During the meeting, Natalia Samayoa, Trade Commissioner for Guatemala (based in Miami, FL), presented how total exports to the U.S. of fruits and vegetables from January through December 2024 amounted to \$2.8 billion USD. “The fruit and vegetable industry in Guatemala is responsible for creating over 840,000 jobs,” Samayoa stated. “Guatemala is forward thinking by implementing strategic goals to increase trade by advancing and gaining access into the U.S. market with Guatemala’s avocados.”

Guatemala serves as a crucial trade partner for the United States due to its advantageous proximity. According to Lleras, "Guatemala possesses a competitive edge in providing U.S. retailers and foodservice establishments with specialty fruits and vegetables." In 2024, Guatemala supplied the United States with over 180 million pounds of vegetables and more than 5.8 billion pounds of fresh fruits, based on USDA/FAS statistics.

In anticipation of GPTA's 10th Anniversary in October 2025, Jay Rodriguez, CEO of Crystal Valley Foods and Co-Chairman of GPTA, stated how the association has facilitated networking among U.S. importers. He stated, “It has also served as a platform to address opportunities for maximizing trade, increasing visibility, and expanding the market share of produce from Guatemala.”

For more information, please visit the Guatemala Produce Trade Association website: www.GuatemalaProduceTradeAssociation.com



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