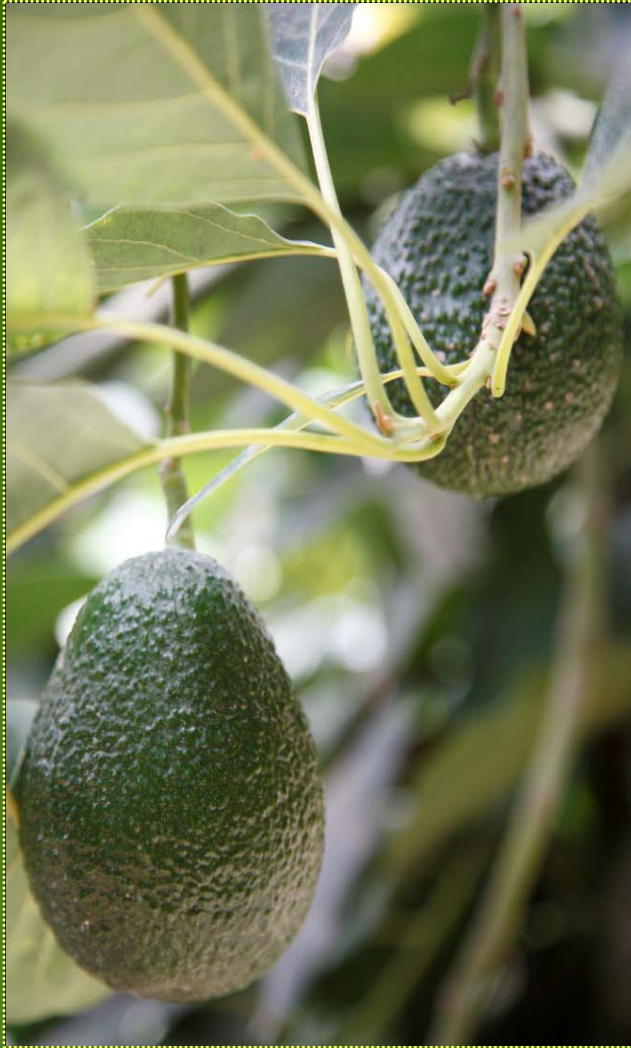




PERU CONTRY REPORT



Mr. James Bosworth
President ProHass

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Cairns, Australia. 5 – 9 September 2011



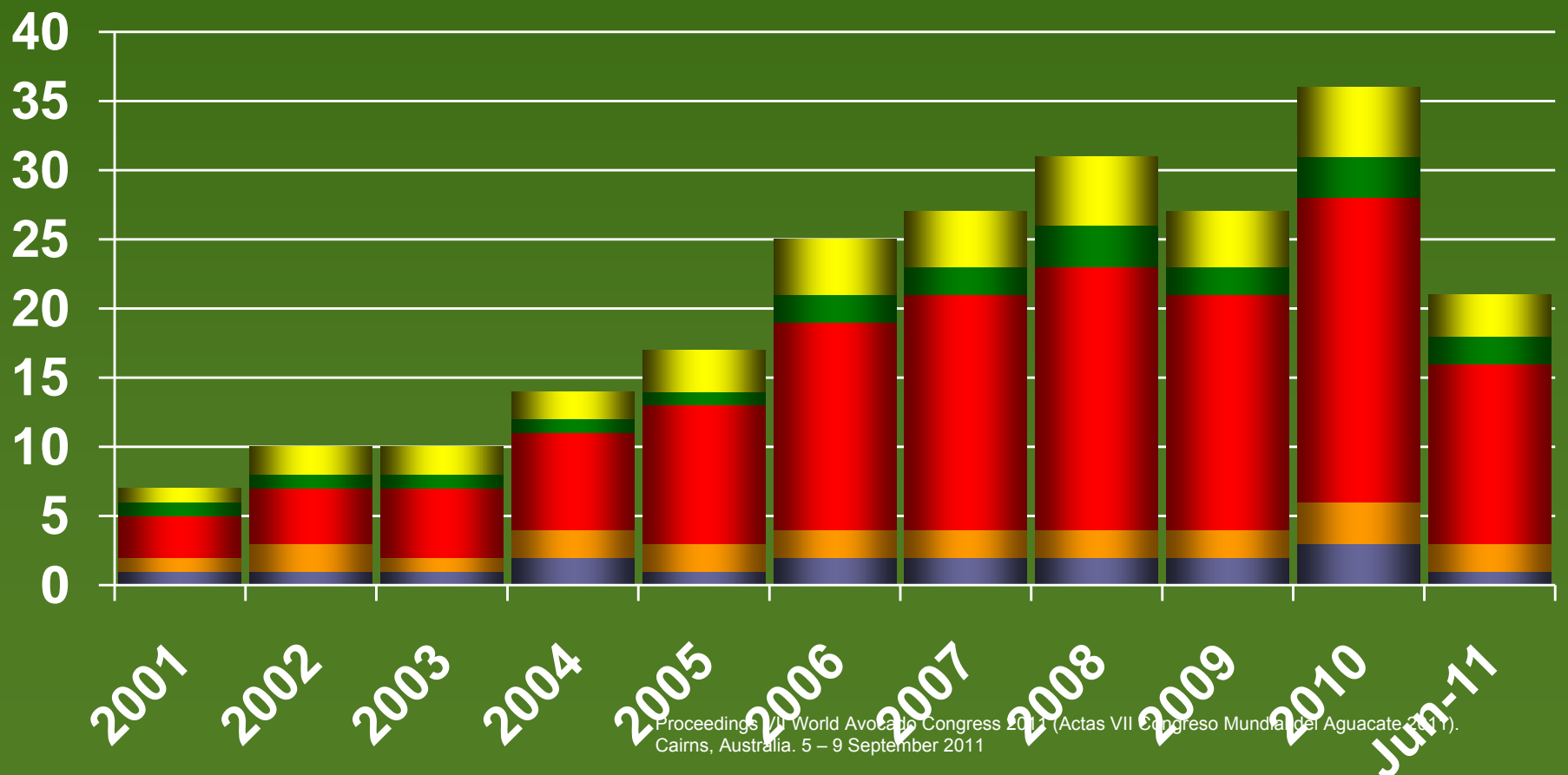
PERU HASS AVOCADO GROWERS ASSOCIATION





EXPORTS BY ECONOMIC SECTORS US\$ FOB '000 MILL

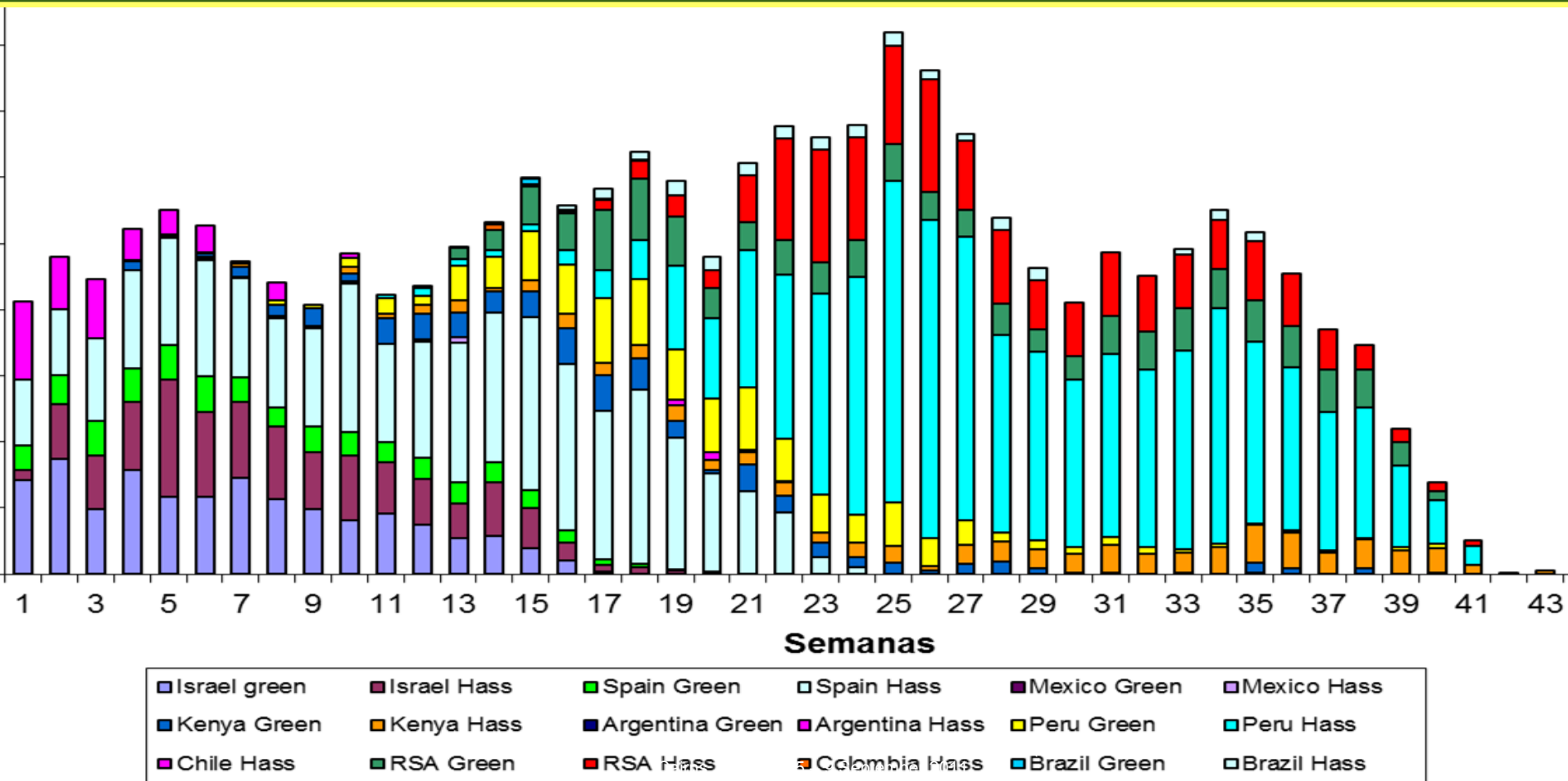
■ AGROPEC
 ■ FISHING
 ■ MINING
 ■ OIL
 ■ INDUSTRY



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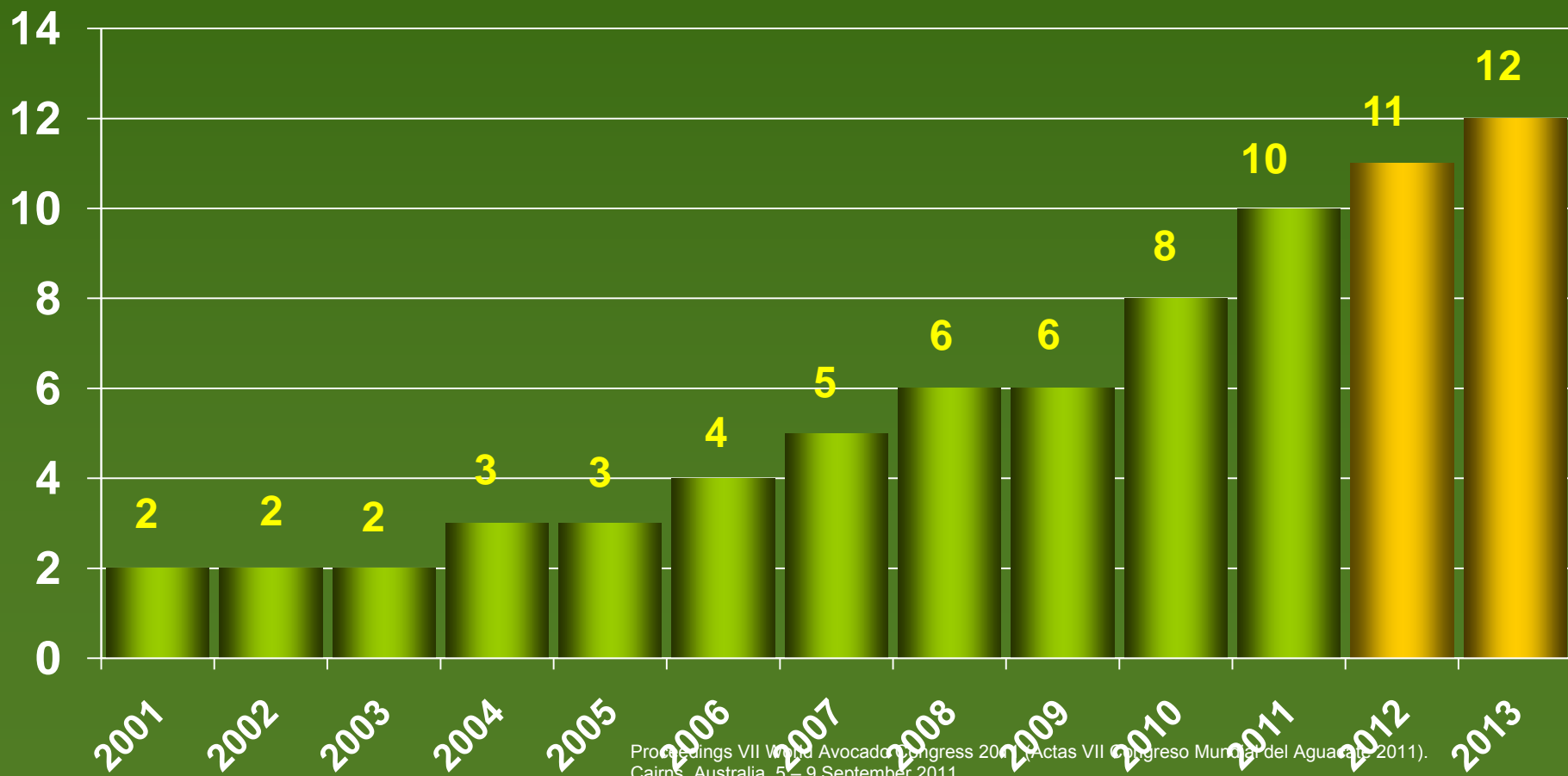


EUROPEAN MARKET SUPPLY CAMPAIGN 2011





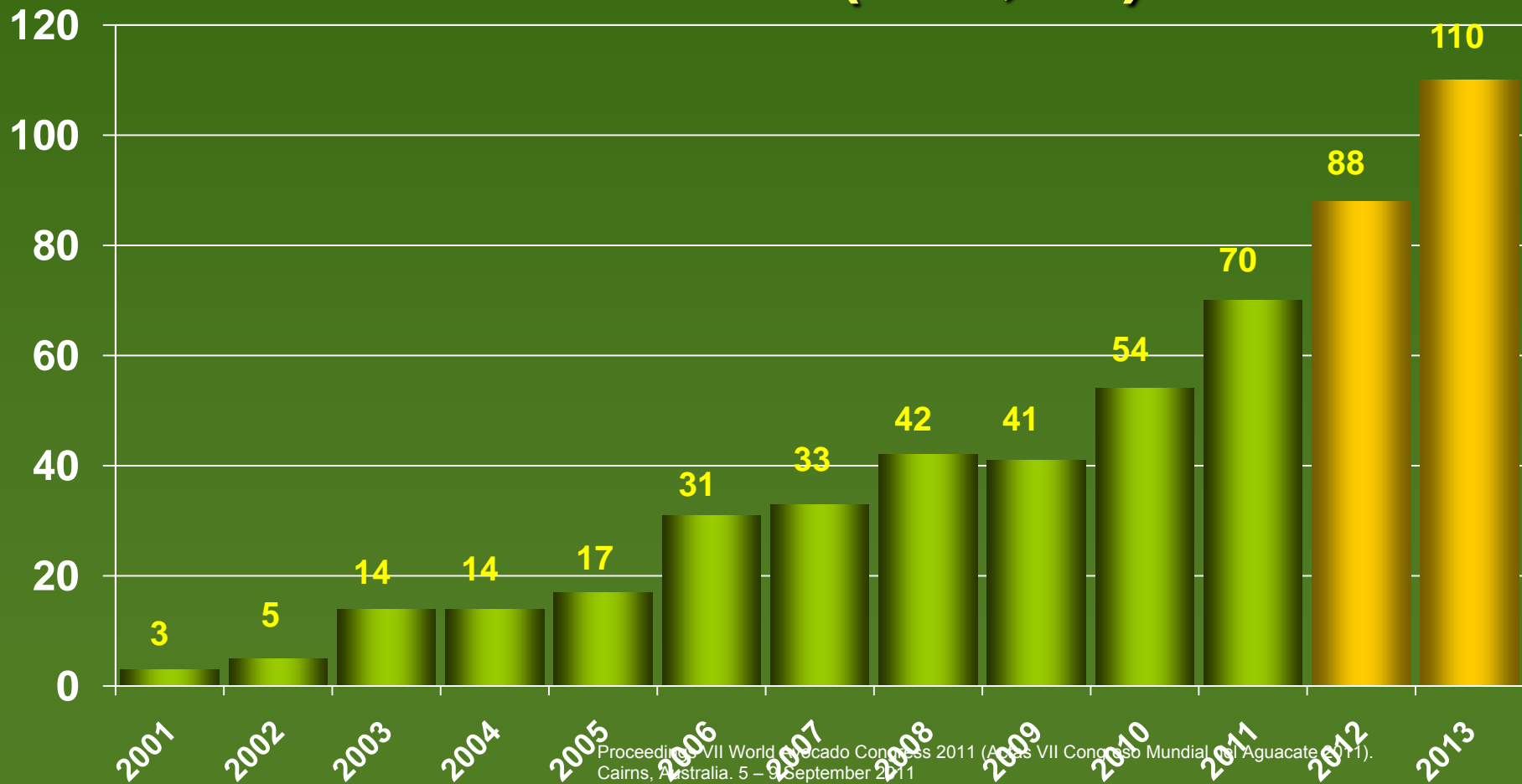
TOTAL HASS AVOCADO HECTARES ('000,HA)



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Cairns, Australia. 5 - 9 September 2011

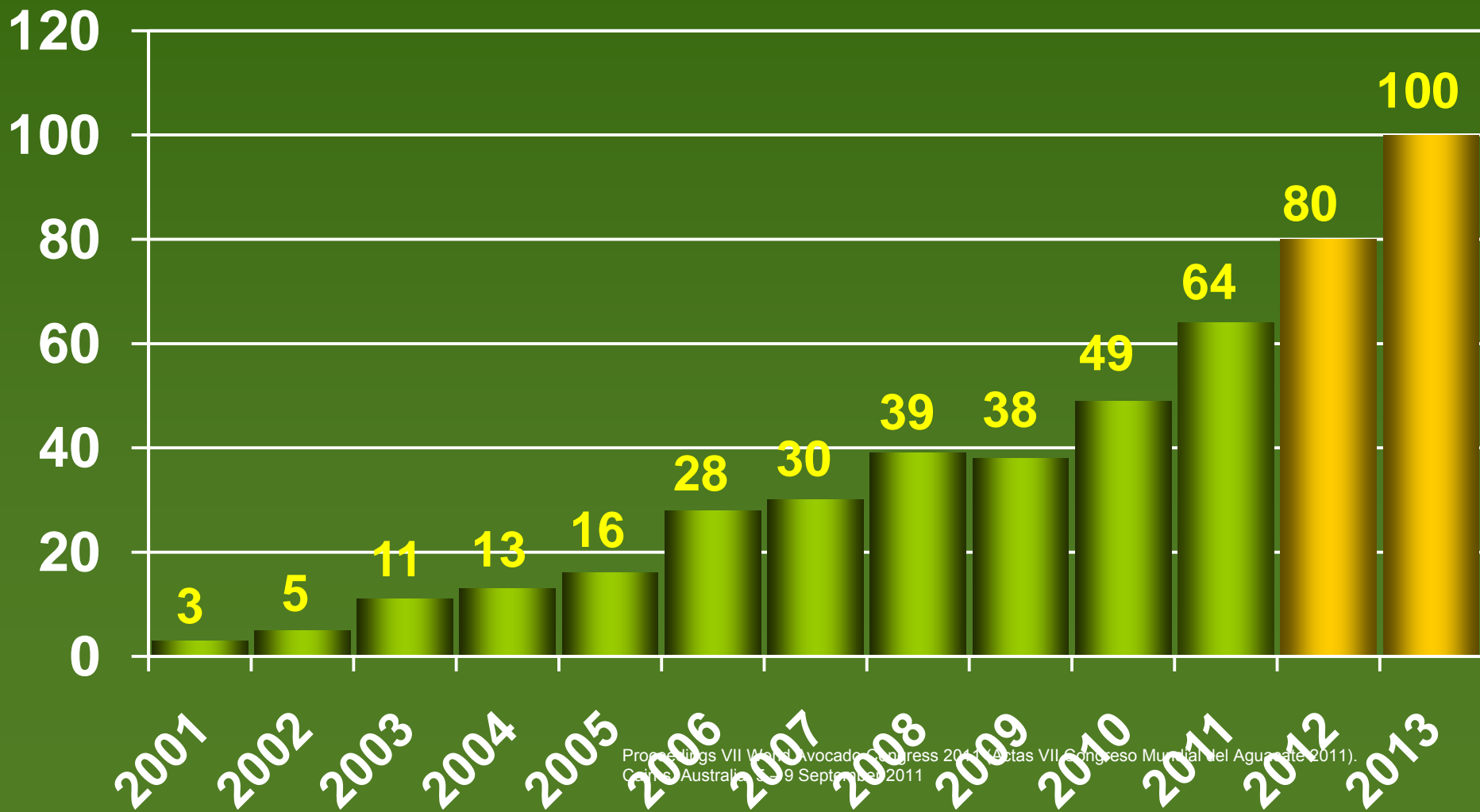


TOTAL HASS AVOCADO PRODUCTION ('000, TM)





HASS AVOCADO EXPORTS ('000 TM)

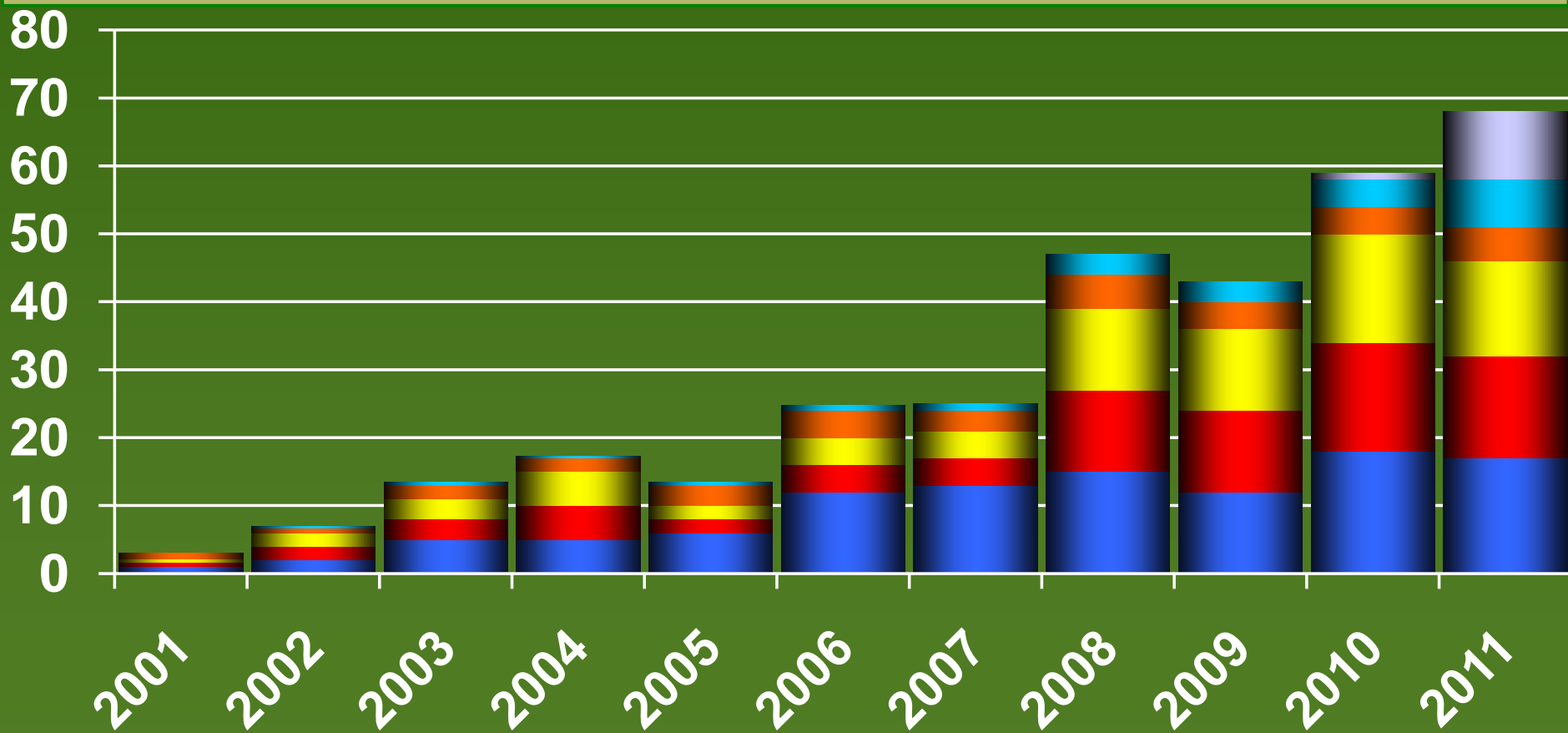


Proceedings VII World Avocado Congress 2011 (Actas VII Congreso Mundial del Aguacate 2011).
 Cairns, Australia, 29 September 2011



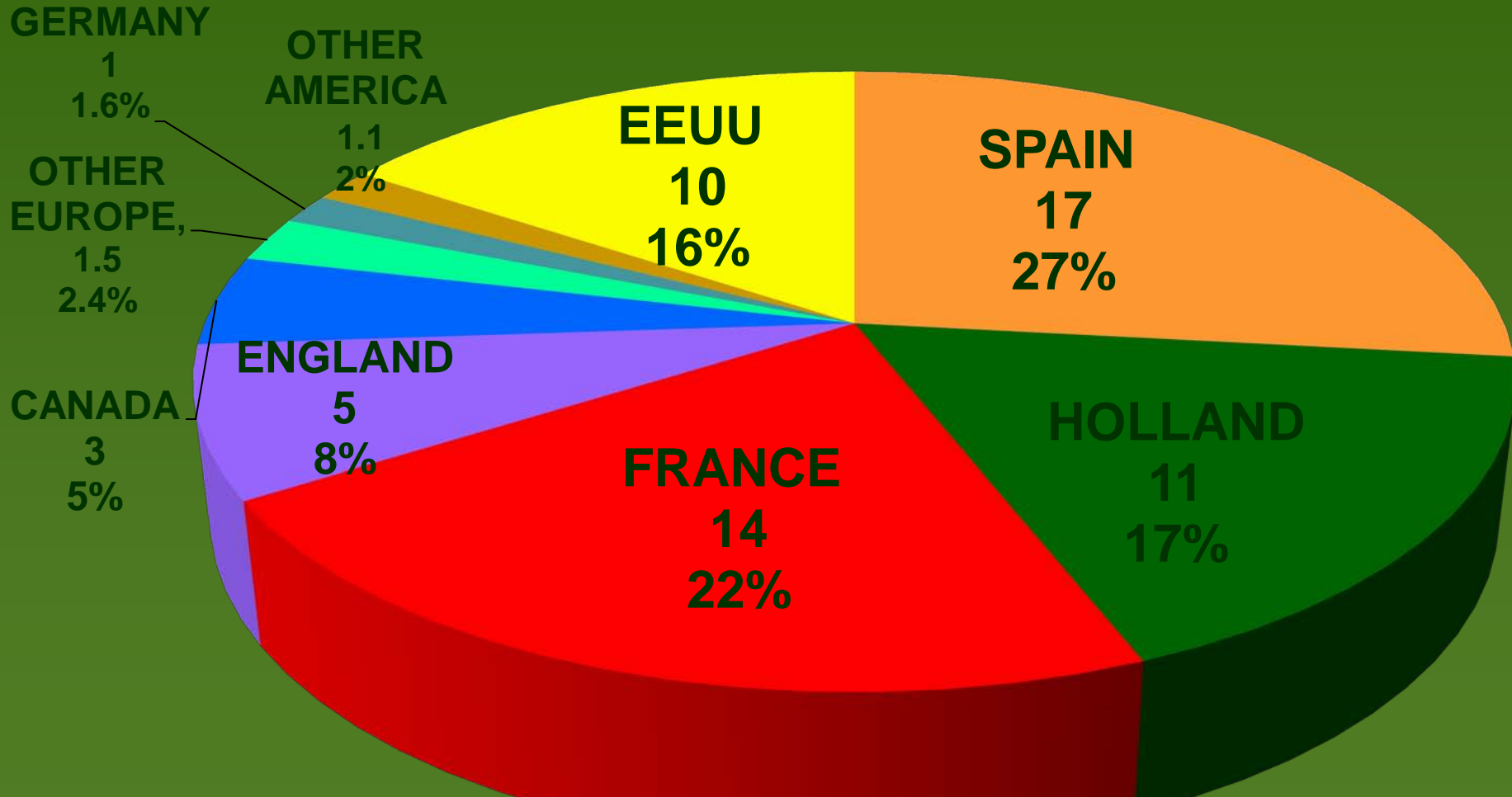
EXPORTS BY DESTING ('000 TM)

■ SPAIN
 ■ HOLLAND
 ■ FRANCE
 ■ ENGLAND
 ■ OTHER (8 COUNTRIES)
 ■ EEUU



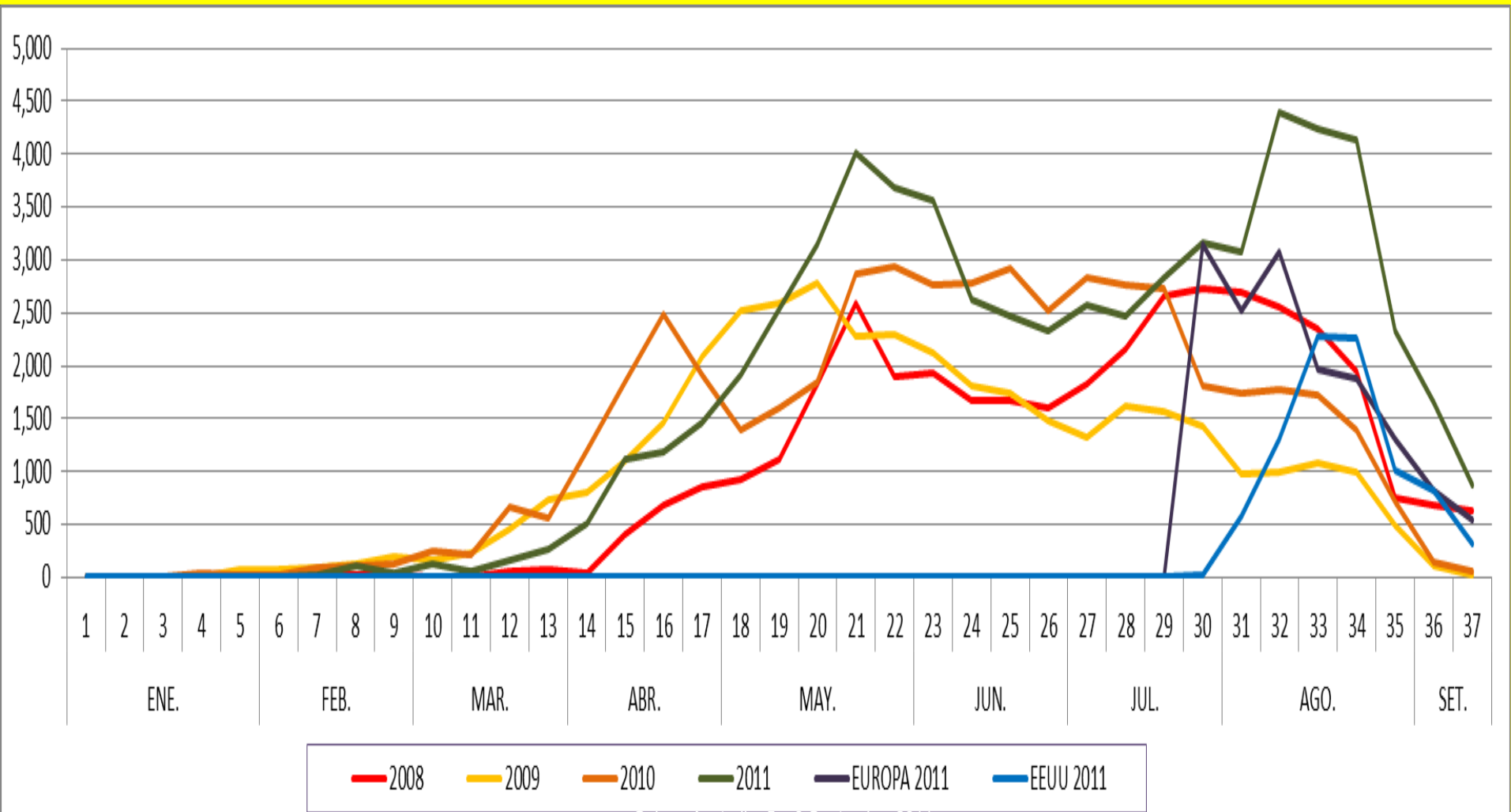


EXPORTS BY DESTINY 2011 ('000 TM)



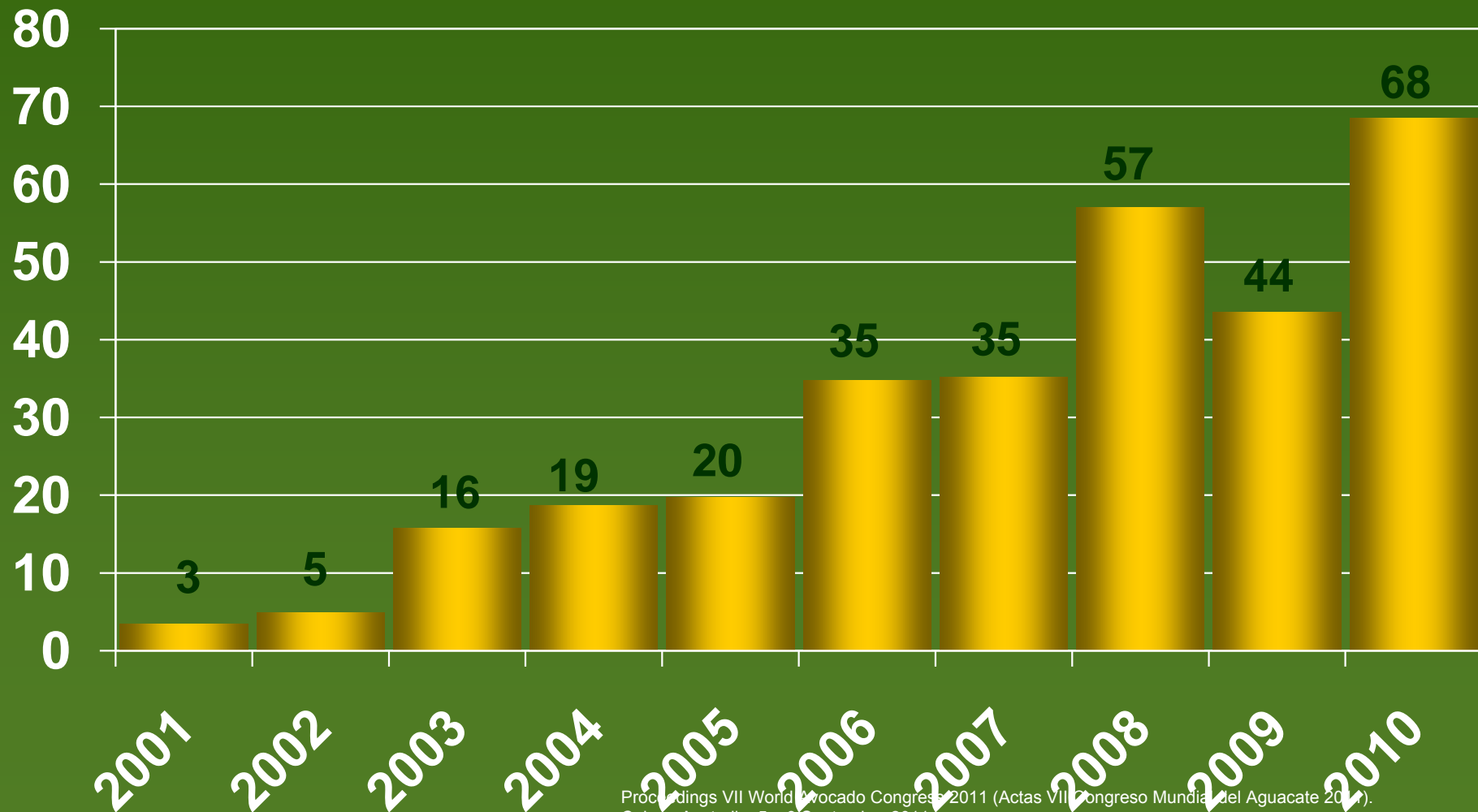


EXPORT BY WEEKS 2008-2011 TM





FOB VALUE IN US\$ MILL





MARKETING PROMOTION IN EUROPE

INVESTMENT:

COUNTRY	2009	2010	2011
<i>ESPAÑA</i>	✓		
<i>ENGLAND</i>	✓	✓	✓
<i>FRANCE</i>		✓	✓
<i>GERMANY</i>			✓
TOTAL	250,000	300,000	400,500

Póster 2009



Booklet



Pallet and vinil



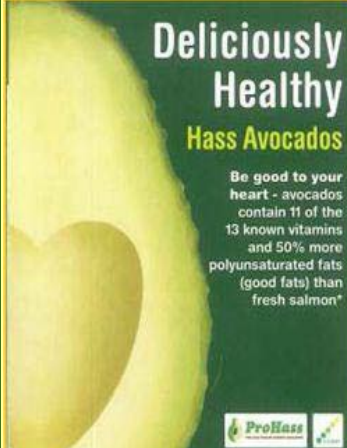


Brochures

Degustations in establishments

Deliciously Healthy Hass Avocados

Be good to your heart - avocados contain 11 of the 13 known vitamins and 50% more polyunsaturated fats (good fats) than fresh salmon*



ProHass

For further information about avocados and why they are good for you please visit: www.deliciouslyhealthyprohass.co.uk

*Source: The Composition of Foods, sixth surveyary edition, by McCance and Widdowson

Win a 14 Day Tour for 2 to discover Peru

Avocado and Crispy Bacon Toasts

Avocado and Potato Salad

Deliciously Healthy Hass Avocados



Ripening Avocados

Avocados: The Facts

More on avocados

How to Eat




Win a Holiday to Peru

See information & recipe booklet inside this pack

GB residents aged 18 and over. Offer closes 31/08/09. Terms & conditions apply. See booklet inside pack for details.

ProHass






Image of campaign 2010

Degustations in establishments

Avocados: Nature's Alternative

Delicious Hass Avocados
are a natural source of
vitamins E, B6 and B5.

For more information, go to,
www.deliciousavocados.co.uk

ProHass **peru**
avocados

Avocado nutritional information per 100g of serving: Vitamin E: 1.20mg (21% ADI),
vitamin B6: 0.36mg (10% ADI) and vitamin B5: 1.01mg (20% ADI)



L'avocat : Une alternative naturelle

L'avocat Hass est une
délicieuse source naturelle
de vitamines E, B6 et B5

L'avocat contient de graisses
mono-insaturées (ou « bonnes
graisses ») et est riche en fibre

ProHass **pérou**
avocats

Informations nutritionnelles pour 100g d'avocat: Vitamine E: 1,20mg (21% ADI),
vitamine B6: 0,36mg (10% ADI) et vitamine B5: 1,01mg (20% ADI)



Pour de plus amples informations,
visitez www.delicieuxavocats.fr



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Brochures 2011

Degustations in establishments

Délicieux
AVOCATS HASS

Savoureux, aux multiples atouts nutritionnels et culinaires, l'avocat Hass du Pérou se déguste de mai à septembre

Pour en savoir plus, visitez : www.deliciousavocats.fr

peru avocados **ProHass**

Delicious
HASS AVOCADOS

How to ripen, prepare and enjoy

For more information, go to, www.deliciousavocados.co.uk

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Website—RU, France and Germany

Press



WELCOME...TO THE WORLD OF DELICIOUS HASS AVOCADOS

DELICIOUS
Hass avocados are oval shaped with knobby-textured purplish-black skin. The Hass variety of avocado is the most popular, accounting for 80% of all the avocados eaten worldwide. Consumers prefer its creamy, slightly nutty flavour. Retailers prefer its durability and longer shelf life.

NUTRITIOUS
Hass Avocados contain 11 of the 13 known vitamins. Eating half an avocado counts as one of your 5-a-day, and helps your body fight a range of diseases. Gram for gram an avocado contains almost twice the amount of cholesterol-lowering monounsaturated (or 'good') fat as salmon, as a result of having the same kind of healthy oil found in nuts and olive oil.

VERSATILE
Avocados are versatile, easy to prepare and eat. For inspiration on some of the many ways of using Hass avocados, considering rediscovering Peruvian cookery.

FROM PERU
Peruvian cooking is considered one of the great cuisines of the world alongside French and Chinese. Now enjoying rediscovery as the latest 'new' food trend, thanks to celebrity chefs such as Gaston Acurio and the Novaandina cooking style.

The Peruvian Hass avocado enjoys a great reputation for being one of the best in the world, thanks to the ideal growing environment for avocados in Peru. It is no surprise that Peruvian cookery makes the most of this fabulous indigenous ingredient.

EVENTS 2011

- May: Start of the Peruvian Hass Avocado Season
- Launch of the European Promotional Campaign
- June: Tastings in leading supermarkets nationwide
- July: Centenary of the rediscovery of Machu Picchu
- August: Publication of the winning 'Avocado dishes' from the online competition
- September: End of the Peruvian Hass Avocado Season; final post campaign review

PERU
Neue Werbekampagne für Hass-Avocado

Köstliche HASS AVOCADOS

In Deutschland werden die Botschaften in Städten in Supermärkten, über Werbeplakate und die neue Website mit der Kampagne in Verbindung stehen.

Der Verband peruanischer Hass-Avocado-Produzenten (ProHass), der die exportorientierte Hass-Avocado-Branche in Peru vertritt, gibt jetzt seine neue Werbekampagne für peruanische Hass-Avocados bekannt. Sie soll während der gesamten Sommerzeit unter dem Werbetag 'Delicious Hass Avocado' laufen.

Nordamerika ist auch weiterhin einer der wichtigsten Wachstumsmärkte. Peru und die Werbekampagne wird sich nun zum ersten Mal auf Deutschland sowie auf Frankreich und UK ausstrecken. In 2011 wird die Produktion peruanischer Avocados voraussichtlich die Marke von 63.000 t erreichen, wovon 40% für den Export bestimmt sind.

Anthon Medina Castro, Geschäftsführer von ProHass sagt dazu: „Wir freuen uns über die Ergebnisse der letztjährigen Kampagne und möchten darauf aufbauend die wichtigsten Exportmärkte für peruanische Hass-Avocado weiter erschließen. Das ist ein wichtiger Teil unserer Strategie zum Aufbau neuer Märkte für die Frucht.“

Mit dem Werbetag 'Delicious Hass Avocado' hebt die peruanische Werbekampagne die Qualität und den Geschmack der peruanischen Frucht hervor. Die Küche des Landes erlebt ein internationales Revival und die Kampagne gibt Verbrauchern die Gelegenheit, sich inspirieren zu lassen und dieses landspezifische Nahrungsmittel mit Rezepten, bei Verkostungen in Geschäften und anderen Veranstaltungen zu entdecken.

In Deutschland werden die Botschaften bei Verkostungen an Standen in Supermärkten, über Werbeposters und die neue Website

Face the facts

Looking good starts on the inside, says expert nutritionist Henrietta Bailey, so maintain a healthy balance of nutrients and you'll be rewarded with well-nourished, healthy looking hair and skin.

ANTIOXIDANTS
WHY? Necessary for fighting off free radicals (ie, not the 1990s American funk band, but molecules which are responsible for ageing and tissue damage). Antioxidants also assist in skin repair and the strengthening of blood vessels - no one looks good with those burst blemishes that make you red in the face.

WHERE? Red, orange and yellow fruit and vegetables, red berries, blueberries, raspberries, red grapes, dark green leafy vegetables and green tea. Not all together though, mind.

VITAMINE E

WHY? Of for acne, wrinkles, sunburn, it can leave skin dry, itchy and red.

WHERE? Eggs, wheat germ, almonds, sunflower seeds, hazelnuts, avocados.

WHY? A component of the skin's natural barrier, it helps to lock in moisture and prevent dryness.

WHERE? Whole grains, lean meats, fish, nuts, seeds, and avocados.

Promotion of Peruvian avocado in Europe

PROHASS is to continue its promotion campaign on the European market in 2011. In France, it will include a public relations component with the trade press (information session at the Peruvian embassy), the public press (discovery of 'New Andean Cuisine' avocado recipes at the Cordon Bleu school) and professionals (communication day at Rungis in May and June). In addition, 150 to 200 presentation/tasting days are planned at Auchan, Carrefour, Casino and Monoprix. The programme in Germany is similar, with for the first time an avocado presentation campaign programme to enhance the emerging dynamics of this large potential market of 80 million people where consumption is markedly small. Efforts will be greater on the British market where it is planned to distribute avocados in London, and Brighton in addition to public relations and retail operations on the other markets.

Delicious HASS AVOCADOS

Hass avocados are delicious, nutritious, and healthy. For more information, go to www.deliciousavocado.com

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RESEARCH TO CONFIRM NON-HOST STATUS OF HASS AVOCADO TO FRUIT FLIES IN PERU

Field Cage Experiment

Laboratory rearing



Sleeves Experiment





PERUVIAN AVOCADO COMMISSION - PAC

FIRST MEETING OF THE PAC



OFFICIAL PAC CERTIFICATION



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Cairns, Australia. 5 – 9 September 2011



FIRST ARRIVAL OF PERUVIAN HASS WITHOUT COLD TREATMENT TO L A, USA 15/08/2011



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Cairns, Australia. 5 – 9 September 2011



THANKS

VOTE FOR PERU 2015

