

For fresh fruit and vegetable marketing and distribution in Asia



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Disney avocados on sale in China

Promotion of Peruvian Hass coincides with opening of new theme park in Shanghai



Disney-branded Hass avocados from Peru are being sold in China to coincide with the recent opening of Disney's latest theme park in Shanghai.

The fruit is being supplied by Camposol and Intercorp in partnership with an authorized importer in the city, with the first shipment made in mid-June.

The Disney-branded fruit will be sold on site in the theme park as well as in leading high-end supermarkets such as Super City, Ole and RT Mart, specialised fresh fruit stores and online platforms.

Peruvian Hass avocados gained access to the Chinese market at the end of the

2015 season and regular shipments started in April of this year and are forecast to run until July. So far during this season, the Andean nation has shipped around 50 containers to China.

Although the main markets are in the big cities, such as Shanghai, Guangzhou and Beijing, recently there has been a surge in demand in inland cities like Hangzhou, Nanjing and Chongqing.

Chinese consumption of avocados has risen by 160 per cent over the last two years. In 2015 imports totaled 15,000 tonnes, with Mexico being the main supplier.

"Peru will compete in this

interesting market with four fundamental strengths: a good number of professional and experienced exporters, good product quality, excellent period of arrivals and tariff benefits under the free trade agreement with China," Camposol said in a press release.

"The Chinese market looks interesting for Hass avocados from Peru, because more and more consumers look for fruit and healthy products."