

For fresh fruit and vegetable marketing and distribution in Asia



By Maura Maxwell

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## Export boost for La Libertad producers



Growers from the region in north western Peru will benefit from new government scheme to develop value-added exports

**P**eru's Association of Exporters (Adex) has signed a cooperation agreement with the regional governor of La Libertad to diversify and increase the region's exports of products with added value.

Hass avocados, blueberries, table grapes, asparagus, passion fruit and organic quinoa are among the products that will be promoted under the scheme.

"We are seeking a vision of productive social inclusion

to encourage more proactive growth in order to reduce poverty, increase employment, and meet the objectives of sustainable development," said ADEX president Alfonso Velásquez.

He said it was "difficult to believe" that La Libertad had areas where there was still misery and poverty.

The deal will see regional governors work more closely with the Ministry of Agriculture and Irrigation (Minagri), the Ministry of Foreign

Trade and Tourism (Mincetur) and social and economic development agency ProCompite to foster closer links between local producers and international buyers.

By taking part in international trade events like September's Expoalimentaria producers will be encouraged to adopt a more market-led focus and ensure that their products meet the standards required by the export market.