



By Mike Knowles

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## Fruitbox 47 · Steve Magami, Agrovision

The co-founder of one of Peru's largest fruit exporters discusses politics, trade and investment



Steve Magami, Agrovision

**I**nvesting in Peruvian horticulture is very much a safe bet, despite the political unrest seen in the country over the past couple of weeks.

That's according to Steve Magami, co-founder and chairman of Agrovision, who was speaking to Chris White in the latest episode of Fruitnet's weekly conversation series Fruitbox.

Based in Lima and Los Angeles, Agrovision has invested millions of dollars to build up more than 2,000ha of production in Peru – mainly blueberries, but also grapes, asparagus and avocados.

For Magami, the upheaval witnessed in recent days should not be a major cause for concern among those who depend on the country's agricultural output.

"Volatility in politics is nothing new to Peru, but whoever has been in power over the last few years has been business-friendly, and we don't see that changing," he explains.

"Of course, politics gets the headlines, but fundamentally Peru continues its strong growth in industries like agriculture. It's a vital, strategic sector for the government and the country's largest employer."

Peru is the official partner country at Asia Fruit Logistica ON, Asia's leading fresh produce trade exhibition, which takes place online from 18-20 November, as well as a sponsor of Fruitnet's conference event Asiafruit Congress ON, which was held on 17 November.

You can visit Asia Fruit Logistica ON here: [asiafruitlogistica.com](http://asiafruitlogistica.com)

Hosted by Chris White in London, Fruitbox now attracts a big audience across the global fruit and vegetable business that tunes in every week to hear exclusive interviews and expert analysis. Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

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