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By Carl Collen

Friday 23rd August 2019, 9:21 GMT

Peru to host IBO Summit

Trujillo, the heart of Peru's blueberry industry, will welcome the International Blueberry Organisation in 2020



The International Blueberry Organization (IBO) has announced its 2020 Summit will take place in Trujillo, Peru, on 10-12 August next year.

The IBO Summit brings the global blueberry industry together under one roof every 12 to 18 months to address common challenges and identify new opportunities.

The Peruvian blueberry industry has seen impressive growth over recent years, having gone from exporting very small volumes just a few years ago to 78,000 metric tonnes in 2018/19.

"We are delighted to invite the world's blueberry community to the IBO Summit in Peru next August," said Robert Vargas, president of the Peruvian Blueberry Growers' Association (ProArandanos). "Trujillo is where the Peruvian blueberry industry began and where the greatest number of the country's blueberry plantations are located.

"Peru is on a path to becoming the world's largest exporter of fresh blueberries in the coming years, and we are excited to have the opportunity to show the international industry

our farms, our history and our amazing potential with blueberries at this great event."

Peter McPherson, chairman of the IBO, said the 2020 Summit follows on from a very successful 2019 edition in Vancouver, Canada.

"This is exciting as Peru has clearly the fastest-growing export production footprint globally," McPherson said.

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