

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Peru

### Exporter Guide

**2012**

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**Report Highlights:**

Peru continues to be one of the best performing economy in Latin America, achieving sustained high growth and low inflation. Peru's economy has been transformed by market-oriented reforms and privatizations and has met many of the conditions for long-term growth. Peru's highly dynamic economy was driven mostly by private investment, foreign trade, and domestic demands; and its GDP has grown by 6.9 percent in 2011. This report summarizes key trade and market conditions to help U.S. exporters make the most of the United States- Peru Trade Promotion Agreement opportunities.

**Post:**  
Lima

**Executive Summary:**  
**Section I. Market Overview**

Peru continues to be one of the best performing economies in Latin America, achieving sustained high growth and low inflation. Peru's economy has been transformed by market-oriented reforms and privatizations and has met many of the conditions for long-term growth. Peru's highly dynamic economy was driven mostly by private investment, foreign trade, and domestic demands; and its GDP has grown by 6.9 percent in 2011.

Domestic demands have been the main engine for the growing domestic consumption. Demands were pushed by an emergence of the middle class which, according to recent studies, has doubled in the last 10 years. Peru's middle class currently accounts for 56 percent of the total urban population. A high employment rate has contributed to the easier access to credits and many other services.

Similarly, credit rating agencies such as Standard and Poor, Fitch and Moody's, acknowledge the sound fiscal and economic performance of Peru, placing it among the economies that are certain to comply with their obligations.

<b>Domestic Economy</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Nominal GDP (U.S. \$ billions)	127.2	157.1	176.7
Real GDP Growth (%)	0.9	8.8	6.9
GDP per capita (nominal U.S. \$)	4,365	5,401	6,070
Ave. annual exchange rate (new soles/\$)	3.01	2.83	2.75
Inflation (Dec. to Dec. %)	0.25	2.08	4.74

Source: Central Reserve Bank of Peru, [www.bcrp.gob.pe](http://www.bcrp.gob.pe)  
National Institute of Statistics, [www.inei.gob.pe](http://www.inei.gob.pe)  
Country Commercial Guide: Peru, [http://buyusainfo.net/docs/x\\_8403089.pdf](http://buyusainfo.net/docs/x_8403089.pdf)

Peru's population reached 29.4 million in 2011. The country has added 8 million people since 1990. Total population is expected to exceed 32 million by 2020. The median age was 25.6 years in 2010, up 5.1 years since 1990. Peru's GDP per capita has increased more than 20 percent in 2010 and it is forecasted to grow another 15 percent in 2011.

According to Peru's customs data, total agricultural imports to Peru from the United States grew to \$875 million in 2011, up 11 percent from the 2010 level. Moreover, consumer oriented products reached \$129 million in 2011, up 21 percent compared with the 2010 level. The United States became the second largest supplier of consumer oriented products, accounting for 15 percent of the market share. Chile and Colombia were the first and the third largest suppliers of this category, respectively.

The United States– Peru Trade Promotion Agreement (PTPA), entered into force on February 1, 2009. PTPA immediately provided duty free access for two-thirds of U.S. food and agricultural products, including high-quality beef, cotton, wheat, soybeans, soybean meal and crude soybean oil, key fruits and vegetables such as apples, pears, peaches, cherries and almonds, food ingredients, and many processed food products, including frozen French fries, cookies and snack foods. Tariffs on most remaining U.S. farm products will be phased out within 15 years, with all tariffs eliminated in 17 years.

Peru offers promising conditions for U.S. products due to the expansion of supermarket and fast food chains, a growing trend for processed food consumption, increasing investments in the hotel and restaurant industry (HRI) and economic stability. Opportunities also exist for commodities such as hard red wheat, cotton, yellow corn, pet food, soybean meal, dairy (whey and cheese), and beef and offal. However, major constraints include customer preferences for fresh food, limited purchasing power in the lower-middle class population, and tariff and non-tariff barriers.

Although Lima is still the major market for consumer-oriented foods, cities like Trujillo, Arequipa, Chiclayo, and Huancayo have become favorable alternatives for U.S. exporters.

### **Advantages and Challenges Facing U.S. Products in Peru**

<b>Advantages</b>	<b>Challenges</b>
<ul style="list-style-type: none"> <li>• PTPA grants duty free access to two-thirds of U.S. food and agricultural products.</li> <li>• Growing food processing and HRI sectors demand more food ingredients.</li> <li>• Open market for previously banned products (beef, offal, poultry and pork).</li> <li>• Proactive supermarket industry will result in increased demand for high-value products</li> <li>• Supermarkets and fast food chains expanding to major cities.</li> <li>• Appreciation for U.S. food quality and culture.</li> <li>• Increased tourism creates new opportunities for food service development (especially consumer-oriented products).</li> </ul>	<ol style="list-style-type: none"> <li>1. <ul style="list-style-type: none"> <li>• Lack of brand awareness among consumers.</li> <li>• New local food brands appearing in the market at very low prices. <ul style="list-style-type: none"> <li>• Relatively small market due to limited purchasing power; 70 percent of the Peruvian population are low-income consumers.</li> <li>• Traditional markets dominate retail sales strongly in secondary cities</li> </ul> </li> <li>• Smuggling.</li> <li>• Consumer habits: Peruvians prefer meals based on fresh products and spicy seasonings. <ul style="list-style-type: none"> <li>• Peru is negotiating trade agreements with other countries, which could lessen U.S. competitive advantage.</li> </ul> </li> </ul> </li> </ol>

### **Section II. Exporter Business Tips**

- Two-thirds of U.S. food and agricultural products are exported to Peru duty free. The

complete list of products that benefit from PTPA can be found at:  
[http://www.ustr.gov/Trade\\_Agreements/Bilateral/Peru\\_TPA/Section\\_Index.html](http://www.ustr.gov/Trade_Agreements/Bilateral/Peru_TPA/Section_Index.html)

- - Imported food products have been benefit since Peru TPA entered into force on February 1, 2009.
  - For further information on food standards and regulations, labeling and import procedures, please refer to our latest Food and Agricultural Import Regulation and Standards Report.

### 1. **Food standards and regulations**

Sanitary inspection, food registration, packaging and control regulations for food and beverages are included in Supreme Decree No. 007-98-SA of September 25, 1998. The General Environmental Health Bureau (DIGESA), within the Ministry of Health, is the Peruvian counterpart to the Food and Drug Administration (FDA) regarding sanitary supervision and registration of food and beverages. The National Agricultural Sanitary and Phytosanitary Service (SENASA), part of the Ministry of Agriculture, is the local counterpart to the U.S. Department of Agriculture (USDA) concerning the development of sanitary and phytosanitary regulations and the inspection of animal and plant origin products. The National Institute for the Defense of Competition and for the Protection of Intellectual Property (INDECOPI) is the agency in charge of labeling standards, labeling control, and trademarks.

### 2. **General import and inspection procedures**

In order to clear Customs (SUNAT), imports must have a Unique Customs Declaration (DUA), a commercial invoice, an airway bill or bill of lading, a packing list, an insurance letter, and a food sanitary registry from DIGESA for food processed products or a health certificate for animals, plants or their by-products that complies with SENASA's import requirements.

When the customs agent transmits the DUA electronically, SUNAT will determine the type of control for the merchandise within the following channels: green, orange, and red. Channel green permits delivery of the product once duties are paid; channel orange requires review of the documentation; and channel red requires review of the documentation and physical inspection.

### 3. **Food and beverage sanitary registration**

The registration process has to be started by a company registered in SUNAT and that holds an ID tax number (RUC). The information requested by DIGESA must be uploaded to VUCE website (Ventanilla Unica de Comercio Exterior). This is a simplified trade system created to do the formalities required by official agencies responsible for the transit, entering or leaving of goods to the country.

The requirements are:

1. Simplified Trade System Form (SUCE - Solicitud Unica de Comercio Exterior) must to be filling out on the website of VUCE.
2. The physical-chemical and microbiological quality analysis from the Plant quality control laboratory. Only the physical-chemical analysis could be performed by an authorized laboratory in Peru.
3. Present the certificate of free sale and use issued by the competent authority of the country

- of origin within the past year.
4. Labeling information
  5. Compositional analysis performed by a laboratory accredited by INDECOPI for foods and special schemes beverages, which must indicate nutritional properties.
  6. Payment of administrative procedures.

This procedure will take no more than seven working days. The Sanitary Registration will be valid for five years from the date of issue and may be renewed between seven and 60 working days before the expiration date.

#### 4. **Certificates for animals, plants, and their by-products**

Before the product is shipped, the importer must request an import permit from SENASA. The exporter must provide to the importer the corresponding official country of origin health certificate, including the specific certification requirements of SENASA.

USDA agencies that issue health certificates for Peru are the Animal and Plant Health Inspection Service (APHIS) for animals and plants and their derived products, the Food Safety and Inspection Service (FSIS) for meats and their by-products, and the Agricultural Marketing Service (AMS) for U.S. dairy products.

#### 5. **Labeling requirements**

Imported packaged foods must carry a separate adhesive label before reaching the point of sale. A Spanish translation of the label must include the importer/distributor's contact information. R.U.C. Law 28405, November 30, 2004, requires labeling for value-added products other than foods (which could be included in the future). Imported value-added products that do not comply with the provisions of this law must be properly labeled in private storage for customs clearance.

#### 6. **Road Map for Market Entry**

##### *Entry Strategy*

- Supermarket chains are constituted to be the main market for imported food products whose target customers are high and middle-income consumers. U.S. exporters should contact large importers, wholesalers/distributors or supermarkets directly.
- U.S. exporters can approach Gas Marts, grocery and mom-and-pop stores through major local suppliers (wholesalers/distributors).
- Be diligent when selecting a partner (an agent or a representative) in Peru. Personal visits/meetings are highly recommended. Conduct a background check of the prospective partner before signing permanent contractual arrangement.
- The local partner should be able to provide updated information on consumer trends to identify niche markets, current market development (merchandising, point of sale and promotion activities), and business practices.

##### *Market Structure*

- Negotiating power of major supermarkets towards food suppliers is strong.

- Suppliers to major supermarkets have wide range of distribution channels ranging from those for fancy foods to those for foods for mass consumption.
- Major food importers/distributors supply all major supermarket chains and provincial retailers. It should be noted that major supermarket chains usually request product exclusivity to new suppliers.
- Food is primarily imported in mixed containers.
- Major supermarket chains prefer to import expensive high-end products directly in order to earn higher margins.
- Distributors and wholesalers make constant in-store promotional activities. They count with support personnel in every store and all distribution channels.

### Section III. Market Sector Structure and Trends

- In order to enter the Peruvian food market, U.S. exporters should contact local food processing companies and importers/wholesalers/distributors directly or indirectly through brokers, agents, or representatives.
- Regardless of which strategy is chosen, personal visits are highly recommended. The local partner should be well known by the U.S. company before any permanent contractual arrangement is made.
- The local partner should be able to provide updated information on market consumer trends, current market development (merchandising, point of sales, and promotion activities) and trade business practices.

#### 1. **Food Service Sector**

In 2011, food service sales in Peru reached \$6.8 billion. The sales generated by full service restaurants and fast food outlets accounted for nearly 40 and 35 percent of the total sales value, respectively. The sales prospect for fast food is even brighter as it targets every economic level of consumer and has a wider consumer base.

Food service sales in 2011 grew 15 percent compared to 2010. Total food service imports in 2011 were estimated at \$1 billion, or 20 percent of Peru's total food service sales.

#### **Estimated Consumer Food Service by Type (Current Value): 2007-2011**

Sub Sector	Food Service (US\$ Million)				
	2007	2008	2009	2010	2011*
Full-service restaurants	1,516	1,805	1,971	2,343	2,673
Cafes/Bars	157	173	191	234	271
Fast Food	1,294	1,447	1,626	1,991	2,374
Home Delivery	43	51	57	70	81
Street stalls/kiosks	773	960	1,099	1,309	1,443
<b>TOTAL</b>	<b>3,784</b>	<b>4,436</b>	<b>4,944</b>	<b>5,948</b>	<b>6,842</b>
growth %	16%	17%	11%	20%	15%

Source: Post estimations / \*Preliminary

There has been a dramatic increase in the recognition of Peruvian food in the country. This trend has positively affected the growth of restaurants that serve Peruvian cuisine, and many international food franchises also decided to include Peruvian food in their menus to satisfy the increased demand for Peruvian cuisine.

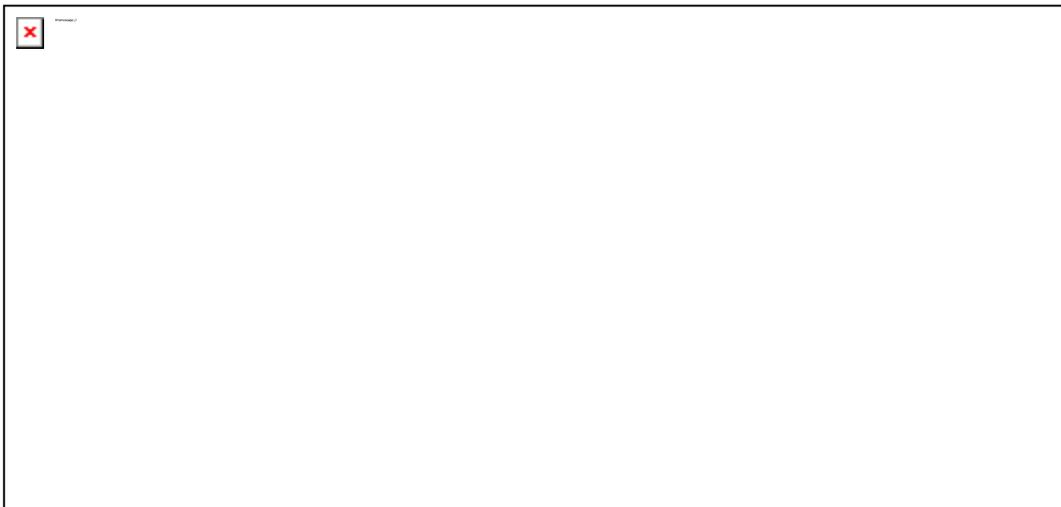
The Ministry of Foreign Trade and Tourism reported that the number of foreign tourists has increased by 13 percent in 2010 compared with a year ago level, reaching 2.6 million visitors. The evolution of incoming tourists was particularly important, mainly attracted by Peru's primary tourist attraction, Machu Picchu. Other tourist destinations that showed largest increase in number of visitors were: Lake Titicaca (up 176 percent), Pachacamac (up 42 percent), and Kuelap (up 35 percent).

Consumer foodservice was positively affected by the continued growth of the economy in 2011. Consumers are enjoying higher disposable incomes and are eager to spend more money on luxury goods. Peruvian consumers enjoy eating and dining out whenever their income increases.

## 2. **Food Processing Sector**

Being driven by higher local demands, expanding food retail sector, and growing exports, Peru's food industry grew 12 percent in 2011 compared with the year ago level.

The trade liberalization has significantly favored the good performance of the food industry in Peru. Free Trade Agreements that Peru has signed over the past 10 years have resulted in a significant increase in the international market destinations for Peruvian products, from 52 to 148 countries. Main destinations include Latin America (mainly Colombia and Chile), the United States and the European Union (EU). Within the EU, Spain, France, and the Netherlands are the most important purchasers of Peruvian products.



**Source:** INEI, \*Forecasted by IEDEP

In spite of good performance of the sector, the per capita consumption of food in Peru is still low in comparison with other countries in the region. More for instance: Chile's consumption is 2.6 times higher than that of Peru where income disparities and lack of infrastructures in cities outside of Lima are the main problems. However, this could be considered as an opportunity for companies

that want to increase sales in the local markets which aligned with food retail sector growth could capitalize interesting domain positions in the future.

### 3. **Food Retail Sector**

Peru’s retail market exhibits a long list of opportunities for consumer goods. Peru has experienced spectacular growth in modern retail channel in the past 10 years. The Global Retail Development Index (GRDI) report made by A.T. Kearney’s ranks Peru’s food retail sector as the eighth fastest growing country among developing countries worldwide. The study also emphasizes a growing middle class and Peruvian Government’s deregulation policy.

Supermarket chains in Peru achieved sales of \$3.1 billion in 2011; this represents a 15 percent growth from the 2010 level (Table 1). This positive trend is consistent with increases in private consumption and major availability to consumer credits and higher incomes, especially within middle-class families.

**Table 1**

Source: Skotiabank Economic Department, CCR, Apoyo & Asociados

In 2011, Peru’s total food retail market reached almost \$20 billion, 80 percent of which is concentrated in Lima. Food sales by these supermarket chains accounted for 35 percent of the retail market share in Lima in 2011, which is considered to be low in comparison with the neighboring Latin American countries.

#### **Retail Sales in Country by Sub-Sector (million dollars)**

<b>Sub-Sector</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Supermarkets and hypermarkets	2,216	2,483	3,097
Traditional Channel (grocery stores, Wet-markets, convenient stores, etc.)	14,428	15,520	16,761
<b>Total</b>	<b>16,644</b>	<b>18,002</b>	<b>19,858</b>

Source: Post Estimated values

There were 173 stores (all formats included) by the end of 2011, with 128 in Lima and 45 in the provinces. Supermarkets have found their successes in identifying and developing new market

segments, which will eventually help them gain more ground in the future.

#### Section IV. Best High-Value Product Prospects

- Peru grants tariff preferences to the Andean Community of Nations (CAN - Bolivia, Colombia and Ecuador), and to Mexico, Paraguay, Argentina, Brazil, Uruguay and Cuba.
- Peru's trade policy is oriented towards open markets. Peru has signed different commercial and trade agreements, while others have not entered into force yet and a few still in negotiations:

Country	Type	Status
Andean Community (Bolivia, Ecuador and Colombia)	Free Trade Agreement	In force
MERCOSUR (Argentina, Brasil, Uruguay, Paraguay)	Economic Complementation Agreement	In force
Cuba	Economic Complementation Agreement	In force
Chile	Free Trade Agreement	In force
Mexico	Trade Integration Agreement	In force
United States	Free Trade Agreement	In force
Canada	Free Trade Agreement	In force
Singapore	Free Trade Agreement	In force
China	Free Trade Agreement	In force
South Korea	Free Trade Agreement	In force
European Free Trade Association (EFTA)	Free Trade Agreement	In force
Thailand	Third Protocol	To come into force
Japan	Economic Partnership Agreement	In force
European Union	Free Trade Agreement	To come into force
Costa Rica	Free Trade Agreement	To come into force
Panama	Free Trade Agreement	To come into force
Guatemala	Free Trade Agreement	Negotiating
El Salvador	Free Trade Agreement	Negotiating
Honduras	Free Trade Agreement	Negotiating

- The PTPA reinforces U.S. competitiveness within the Peruvian market. The quality of U.S. products is already appreciated among the high-end consumers.
- For a complete list of products that have benefited from PTPA, please check [http://www.ustr.gov/Trade Agreements/Bilateral/Peru TPA/Section Index.html](http://www.ustr.gov/Trade%20Agreements/Bilateral/Peru_TPA/Section_Index.html).

Product/ Product Category	Market Size 2011 est.	Imports 2011	Average Annual Import Growth	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness for the U.S.
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			(2006-11)			
Cheese (HS 0406)	21,531 MT	3,335 tons (\$16.3 million)	23 percent	040610, 20 and 40 0 percent 040630 040690 0 percent	- U.S. competitors are: Argentina (18 percent) and Netherlands (9 percent). - Strong preference for EU cheese at high- end HRI and Retail Sectors.	- U.S. cheeses are mainly used in the food processing sector, but have potential in the HRI and Retail Food Sectors. - In 2011, the United States was the first supplier with a market share of 44 percent (62 percent growth). - TPA*: 17 years linear, 2,500 MT quota with 12 percent increase per year.
Confectionary - non chocolate (HS 1704)	N/A	15,647 tons (\$46.2 million)	16.6 percent	0 percent	- Major suppliers are Colombia(\$31 million) and Ecuador (\$3 million). - Local industry is strong. Major owners are foreign companies.	- United States represents 2.5 percent of total imports, however, U.S. imports grew 57 percent in 2011.
Confectionary - chocolate (HS 1806)	N/A	4,073 tons (\$18.1 million)	22.2 percent	0 percent	- Chile is the major supplier (23 percent of MS). - Local industry is competitive.	- The U.S. is the second major supplier with 19 percent. The U.S. strength is in chocolate for the retail sector. Imports grew 46 percent in 2011.
Food Preparations (HS 210690)	N/A	14,339 tons (\$131 million)	16 percent	0 percent	- Local Production is strong. Alicorp is the major competitor. Also foreign companies are established in the country. - Chile is the major importer (33 percent).	- United States is the second largest supplier and holds 18 percent of market share. - In 2011 imports grew 18 percent.
Prime and choice beef (HS 020230)	Total beef and offals market: 283,596 MT	1,283 tons (\$7.3 million)	16 percent	0 percent	- Competes with quality meats from Colombia, Argentina, Uruguay, Brazil and Bolivia.	- Due to an increment of income levels, local consumers are demanding high quality products, such as beef. - U.S. imports have grown 155 percent respect 2011 in this category

						United States became the first largest beef supplier in 2011 and holds 50 percent of import market share
Edible Beef Offals (liver) (HS, 020622)	10,000 MT	3,924 tons (\$6.9 million)	26.3 percent	0 percent	Local production covers most of the market size.	- The United States holds 97 percent of import market. Imports have grown 30 percent in 2011.
Fruit and Vegetable juices (HS 2009)	N/A	14,299 hl (\$3.7 million)	30 percent	0 percent	- Brazil is the major supplier and holds 38 percent of market share in 2011. It is strong in orange juices	Imports have grown 46 percent in respect to 2010.
Pet foods (HS 230910)	45,000 MT	12,125 tons (\$14.9 million)	18 percent	0 percent	- Growing local pet industry. - There is an informal industry arising. - Colombia 37 percent), and Argentina (36 percent) are major competitors.	- The United States holds 20 percent of the import market.
Turkey (HS 020727)	13,000 MT	3,175 tons (\$6.5 million)	22 percent	5 percent	- Major exporters are Brazil (48 percent) and Chile (41 percent) followed by the United States with 11 percent. - Local poultry industry is strong.	- Peruvians are major consumers of turkey during Christmas and New Year's. - The food retail sector is becoming more popular not only in Lima, but also in the province. - USAPEEC has initiated a market penetration plan.
Poultry meat cuts (HS 020714)	98,000 MT	9,208 tons (\$8.6 million)	54 percent	TRQ: 15,117 tons 0 percent	- Strong local industry. - Frozen presentation is not common	- Peruvians are major consumers of poultry. - TRQ: 6 percent increase per year. Only 15 percent of TRQ is used.
Bread, pastry, cookies (HS 1905)	N/A	3,841 tons (\$10.1 million)	21.percent	0 percent	- Colombia is the major import supplier and holds 32 percent of market share. Local companies are very strong.	United States holds 13 percent of import market share. HS code 190590 represents 80 percent of imported.
Soups & Broths (HS 2104)	N/A	1,353 tons (\$3.2	21 percent	0 percent	- Local companies are very competitive	- United States grew 12 percent in 2011and is the major import

		million)				supplier in this category, holding 33 percent of import market share
Sauces (HS 2103)	N/A	6,597 tons (\$12.7 million)	19 percent,	0 percent	- Local companies are very competitive.	- United States grew 48 percent in 2011 and is the major import supplier in this category, holding 36 percent of import market share
Nuts and almonds (HS 0802)	N/A	479 tons (\$2.8 million)	46 percent	0 percent	- Chile is very competitive in almonds and walnuts production. Last year was major supplier holding 52 percent of market share.	- Importers recognize that U.S. quality of nuts and almonds is better than competitors.
Wine (HS 2204)	41 million liters	18.8 million liters (\$32 million)	17 percent	0 percent	- Argentina (44 percent), Chile (28 percent), and Spain (12 percent) are major exporters. - Only regular wine consumers recognize U.S. wine quality. - Small niche market for U.S. wines	- There is a niche market for quality wines for which the United States can be appreciated and price competitive. - Peru's wine consumption is growing. Right now is above 1.3 liters. - Import volume has grown 120 percent in respect 2010. However, value only grew 28. Low cost wines are gaining territory.

**Note: TRQ = Tariff Rate Quota, on a first-come first-serve basis.**

**Sources: World Trade Atlas, USTR, Ministry of Agriculture (Minag), Gestion and El Comercio Newspapers**

## Section V. Key Contacts and Further Information

If you have any questions or comments regarding this report or need assistance exporting to Peru, please contact the Foreign Agricultural Service in Lima at the following address:

U.S. Embassy Lima, Foreign Agricultural Service (FAS)  
Mailing Address: Office of Agricultural Affairs, Unit 3785, APO AA 34031  
Address: Av. La Encalada cdra. 17, Monterrico, Lima 33  
Phone: (511) 434-3042  
Fax: (511) 434-3043  
E-mail: [Aglima@usda.gov](mailto:Aglima@usda.gov)

For further information, check the FAS web site [www.fas.usda.gov](http://www.fas.usda.gov) or our web site [www.usdapereu.org.pe](http://www.usdapereu.org.pe). Please, also refer to our other current food market related reports: Food Processing Ingredients Sector, Retail Food Sector and HRI Food Service Sector and Food and

Agricultural Import Regulations and Standards (FAIRS) and FAIRS Export Certificate reports.

## **Trade Associations**

### *American Chamber of Commerce of Peru (AMCHAM)*

Executive Director: Aldo Defilippi

Address: Av. Ricardo Palma 836, Miraflores - Lima 18

Phone: (511) 705-8000

(511) 241-0709

[www.amcham.org.pe](http://www.amcham.org.pe)

[amcham@amcham.org.pe](mailto:amcham@amcham.org.pe)

### *National Society of Industries (SNI)*

President: Luis Salazar Steiger

Address: Los Laureles 365, San Isidro - Lima 27

Phone: (511) 616-4444

Fax: (511) 616-4433

Web site: [www.sni.org.pe](http://www.sni.org.pe)

### *Hotel and Restaurant Association (AHORA)*

President: Freddy Gamarra Elias

Address: Av. Benavides 881, Lima 18

Phone: (511) 444-7825

Fax: (511) 444-4303

E-mail: [ahora@infonegocio.net.pe](mailto:ahora@infonegocio.net.pe)

## **Ministries and Government Agencies**

### *Ministry of Agriculture (MINAG)*

Minister: Milton Von Hesse

Address: Av. La Universidad N° 200 – La Molina

Phone: (511) 613-5800

Fax: (511) 711-3700

Web site: [www.minag.gob.pe](http://www.minag.gob.pe)

### *The National Agricultural Sanitary and Phytosanitary Service (SENASA)*

Director: Dr. Oscar Dominguez

Address: Av. La Molina 1915 – Lima 12

Phone: (511) 313-3300

Fax: (511) 340-1486

Web site: [www.senasa.gob.pe](http://www.senasa.gob.pe)

### *General Environmental Health Bureau (DIGESA)*

General Director: Monica Patricia Saavedra Chumbe

Address: Las Amapolas 350, Urbanizacion San Eugenio - Lima 14

Phone: (511) 442-8353 /421-0146

Fax: (511) 422-6404

Web site: [www.digesa.minsa.gob.pe](http://www.digesa.minsa.gob.pe)

*Customs (SUNAT)*

Superintendent: Tania Quispe  
Address: Av. Garcilazo de la Vega 1472 - Lima 1  
Phone: (511) 315-3300  
Fax: (511)315-3318  
Web site: [www.aduanet.gob.pe](http://www.aduanet.gob.pe)

*National Institute for the Defense of Competition and for the Protection of the Intellectual Property (INDECOPI)*

President: Mr. Hebert Eduardo Tassano Velaochaga  
Address: Calle de la Prosa 138 - San Borja  
Phone: (511) 224-7800  
Fax: (511) 224-0348  
Web site: [www.indecopi.gob.pe](http://www.indecopi.gob.pe)

**APPENDIX 1. STATISTICS**

**TABLE A. Key Trade & Demographic Information (2011)**

Agricultural Imports From All Countries (\$million)/ U.S. Market Share (%) <sup>1/</sup>	4,424 / 20
Consumer Food Imports From All Countries (\$ million)/ U.S. Market Share (%) <sup>1/</sup>	860 / 15
Edible Fishery Imports From All Countries (\$ million)/ U.S. Market Share (%) <sup>1/</sup>	134 / 4
Total Population (Millions) / Annual Growth Rate (%) <sup>2/</sup>	29.4 / 1.1
Urban Population (Millions) / Annual Growth Rate (%) <sup>2/</sup>	22.3 / 2.1
Number of Major Metropolitan Areas <sup>2/ 3/</sup>	10
Size of the High-Middle Class (Millions) / Growth Rate (%) <sup>4/</sup>	2 / 3%
Per Capita Gross Domestic Product (U.S. Dollars) -2011 <sup>2/ 5/</sup>	6,070
Unemployment Rate - 2011 (%) <sup>2/ 5/</sup>	8%
Per Capita Food Expenditures (U.S. Dollars) 2/	3,211
Percent of Females of Working Age <sup>2/</sup>	50.3

Exchange Rate (US\$1 = X.X local currency) <sup>2/</sup>	\$1 = S/. 2.72
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<sup>1/</sup> Source: Peru's Customs 2010.

<sup>2/</sup> Source: INEI

<sup>3/</sup> Lima is the main city with 8.4 million inhabitants and 2.0% of annual growth. The other cities are: Piura, La Libertad, Cajamarca, Puno, Junin, Cuzco, Arequipa, Lambayeque y Ancash.

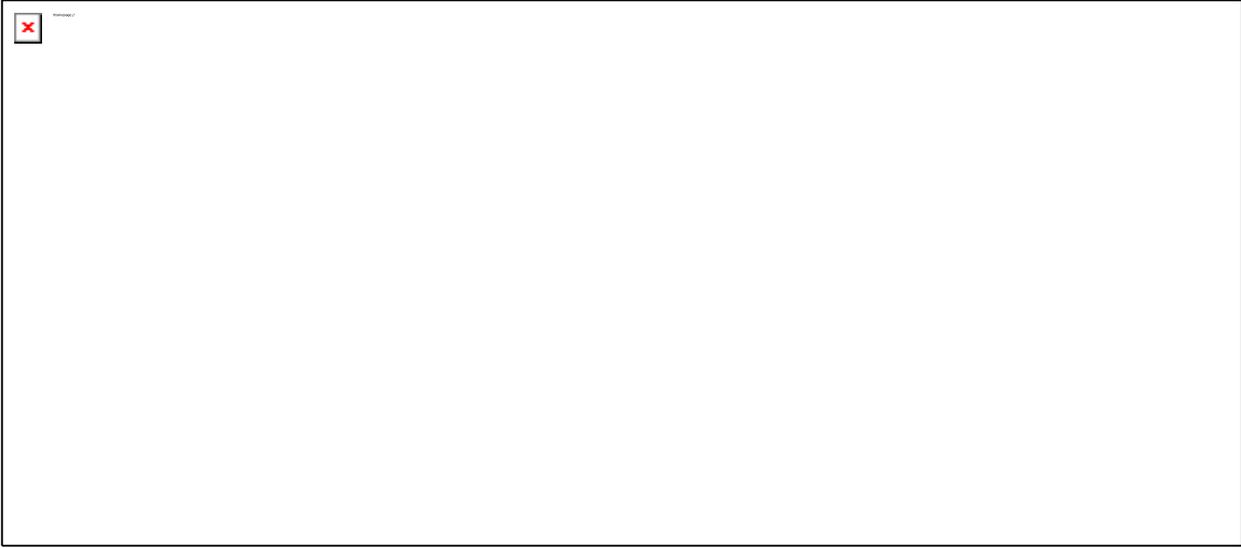
<sup>4/</sup> Source: "Peruvian Association of Market Research Companies" Socioeconomic Levels 2011.

<sup>5/</sup> Economic and Finance Ministry (EFM)

**TABLE B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS**

Source: World Trade Atlas (2011)

**TABLE C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS**



**Source: World Trade Atlas (2011)**