



**Asia-Pacific
Economic Cooperation**

2021/CTI/TPD2/005

Identifying Priority Policies to Implement NTMs Provision in the Peruvian Food Industry

Submitted by: la Asociación de Exportadores



**Trade Policy Dialogue on Understanding
Non-Tariff Measures on Agriculture,
Forestry and Fisheries Sectors to Enhance
Trade to Improve Rural Development and
Poverty Alleviation in the Asia Pacific
Region
13 August 2021**



Asia-Pacific
Economic Cooperation

*Indonesia's Virtual TPD on NTMs on
Agriculture, Forestry and Fisheries
Sectors*



Session 2:

***"Identifying priority policies to implement
NTMs provision in the Peruvian Food
Industry"***

Guest Speaker: Ms. Susana Yturry - Agroexport Manager
ASSOCIATION OF EXPORTERS OF PERU
August 13th, 2021

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Members



Our members are large, medium and small enterprises that have the vision of achieving ambitious business objectives.

We are a business association established in 1973, that supports national development and promotion of Peruvian foreign trade.



Main Sectors



Agriculture/Food Industry

Manufactures



Extractive Industries & Services

OUR GOALS



- Contribute to the competitiveness of the Peruvian companies.
- Promote exports, international trade and Investments.
- Develop Exportable Offer.
- Contribute to national development, and the generation of well-being and employment.

Peru world leader: Agroexports 2020



Blueberries

World participation of Peru:
25.5%



Quinoa

World participation of Peru:
40.7%



Fresh asparagus

World participation of Peru:
30.1%



Grapes

World participation of Peru:
11.1%



Canned asparagus

World participation of Peru:
37%

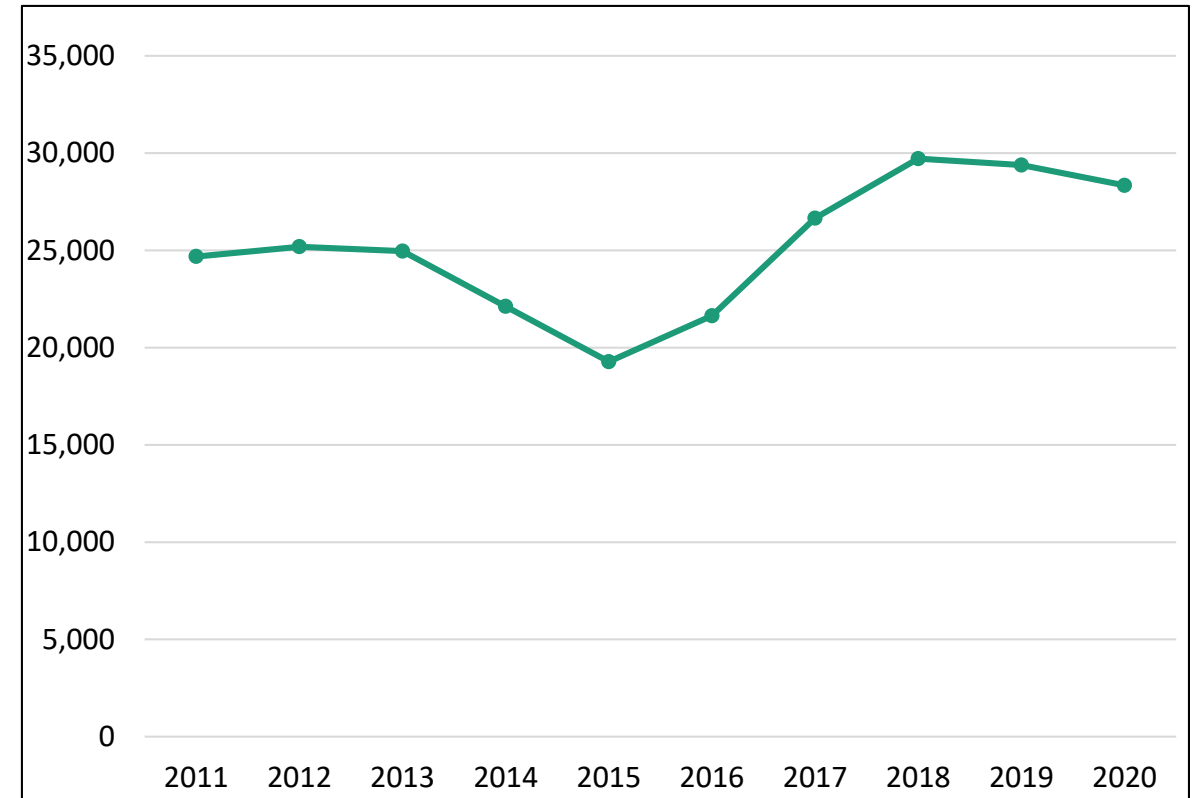
Peru: Total Exports to APEC economies (million US\$) in 2020

ADEX

Var.% 20/11 -----> **+14.81%**

Var.% 20/19 -----> **-3.53%**

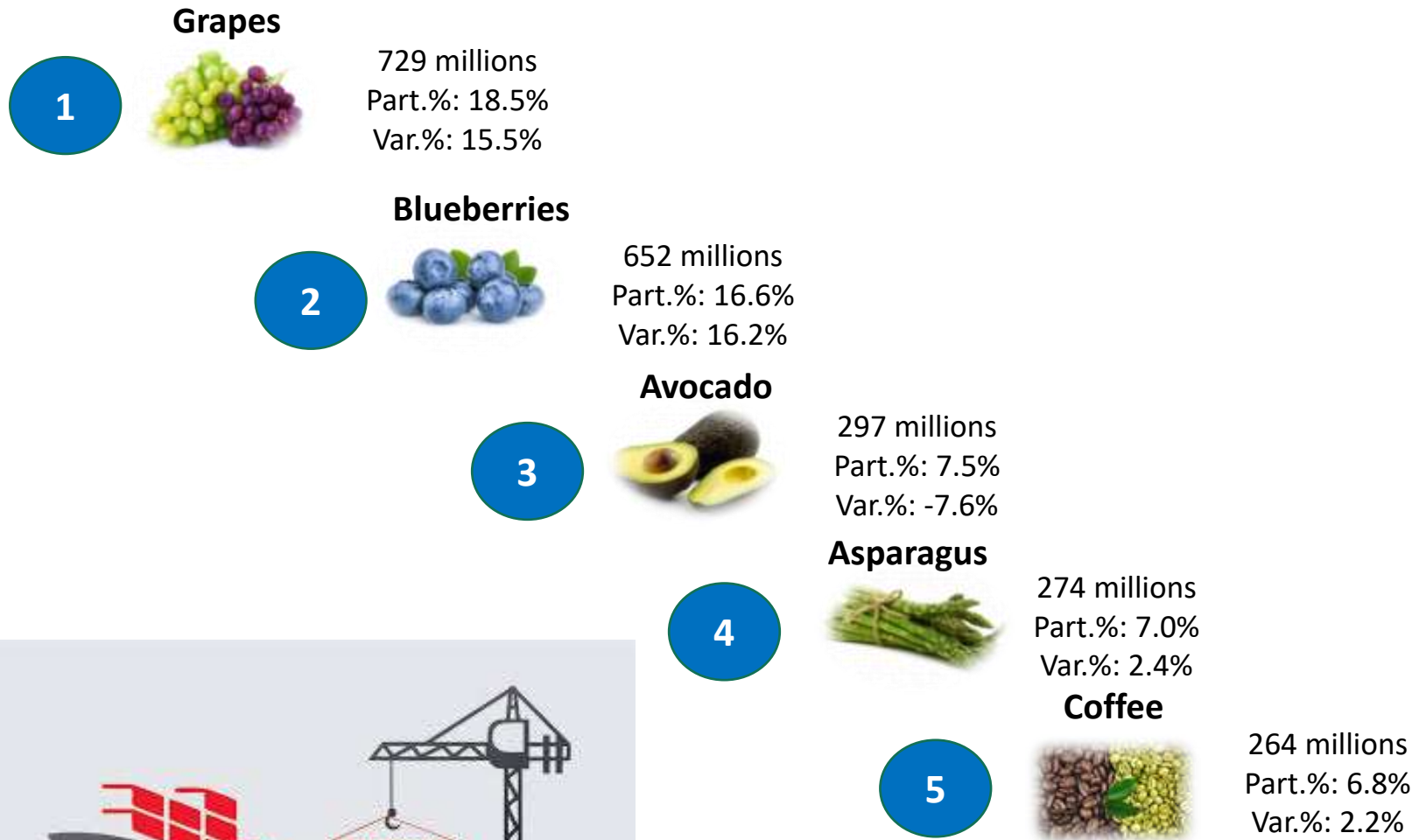
Growth % 20/11 -----> **+1.55%**



Source: ADEX Data Trade

Peru: Agroexports to APEC economies (million US\$) in 2020

ADEX



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Var.% 20/11 -----> + 117.84%

Var.% 20/19 -----> + 8.11%

Growth % 20/11 -----> + 9.04%

Total 2020 US\$ 3,936



**CHALLENGES IN FULFILLING THE
STANDARD AND QUALITY OF
NTMs OF THE DESTINATION
MARKET**

Delays on the establishment of Risk Analysis

Implementing Phytosanitary requirements to enter specific economies can take more time than usual because of delays in the response of the Sanitary Authorities. As a result, delays in the presentation of Risk Analysis for these Products/Markets are very common, rendering the use of trade agreements less effective.



Example:

Peruvian Amazon Nuts to the Chinese market began its access process in 2016 as a request of Peruvian producers.

The positive response from the counterpart was delivered few months after, containing the list of requirements. Unfortunately, the next step is still on the making due to delays in the response of the Peruvian Sanitary Authorities, which are not yet ready to deliver the Phytosanitary Requirements.

As a result, Peruvian exporters remain on hold.



Private Regulations/Standards & Quality Labels



To accomplish a high-quality standard, some economies implement mandatory regulations that must be followed by the private sector.

In some cases, even though the objectives are the same, those regulations are not harmonized between economies, and as a result, the private sector is forced to invest more money in specific regulations for each economy even though they both import the same product with the same characteristics.



For economies such as Mexico or Chile, it is mandatory that packaging of products containing sugar, trans fat, heavy metals, etc., should display, up front traffic lights or octagons, so the final consumer would be informed of the nutrition facts of that product.

Both requirements force the companies to prepare different labels for each market, increasing the production costs. Ideally, the labels are standardized so that no greater investment is generated on them.

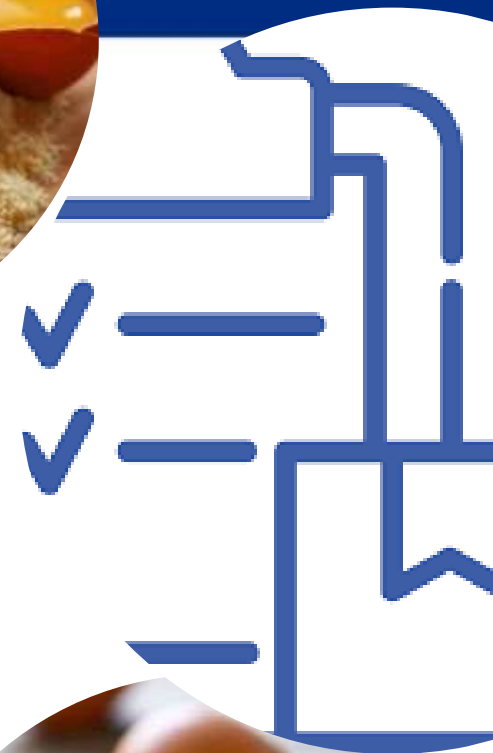
WTO Information System – APEC Regulations Webpage

Difficulty in finding health regulations or requirements to enter APEC economies are very common. A Single Access System allowing friendly access to all the relevant requirements and information should be a priority.

Moreover, notifications on changes in regulations are not informed with enough time to prepare articulated responses, causing severe damages on productive sectors.



In January 2021, a company that exports egg-based products like egg yolk powder, requested our help to find the requirements to Vietnam and Hong Kong since they were not able to find them. Our research found the lack of a webpage and language barriers. Thus, it was impossible to find the requested information. Fortunately, we received the support of MINCETUR, and the information was finally obtained in February.





Opportunities and
Achievements



Case: Fresh Blueberries from Peru to APEC Economies

Blueberries exporters from Peru want to export fresh blueberries to Australia and since the Peruvian variety does not represent a negative impact on their national production, opportunities are ahead but export permits are not allowed yet.

Moreover, the HS: 0810.40, benefits of 0% Customs Tariff.

Interesting fact: According to Trademap, Australia's only blueberry supplier is New Zealand.

During 2019-2020 campaign, Peru supplied with more than 120,000 tons to the United States, Europe and Asia.

Since an agreement between Peru and Chinese Taipei was signed recently, fresh blueberries are to be exported to this Asian market and it is our goal to encourage a similar agreement with Australia.



Case: Fresh Avocado from Peru to South Korea

The Ministry of Agriculture and Irrigation - MINAGRI, through the National Agrarian Health Service - SENASA, received the acceptance of the South Korean Animal and Plant Quarantine Agency (APQA) to start the export of Peruvian avocado Hass variety.

Peruvian avocado HS: 0840.40 benefits of 0% Customs Tariffs

In 2013 the agricultural health authority began the procedures to get access to the Korean market.

The phytosanitary requirements established by the APQA for the importation of Peruvian avocado are very similar to those applied by other Asian economies, which mainly require that the fruit be exported from certified production sites and packing houses, and each shipment must be inspected by SENASA to ensure that they are free of the pests listed in the phytosanitary protocol.



Case: Asian Pear/Apples and Green Pear to Peru

HS: 0808.30

Customs Tariffs: 0%

Importer: Peru

Exporters: China and Chile

To export pears from China to Peru the origin of the fruit must come from approved and certified areas, free of *Bactrocera Dorsalis*. In order to do so, pears must come from orchards and packing houses registered by AQSIQ and SENASA.

Apples and pears from Chile to Peru will be subject to the “Procedures for the Phytosanitary Inspection at Origin of Fresh, Dry and Fruit and Vegetable Products Dehydrated for Export”, established by the SAG.

Our engagement with Public Government Sector

- Our relationship with the Ministry of Foreign Trade and Tourism is very close, working together providing each other with the support needed to eliminate obstacles based in the information we gather from our members.
- Since Peruvian exporters trust on our Association to help them on their internationalization journey, MINCETUR is the Government Organization in charge of making possible the improvement of their export competitiveness through the international negotiations with other economies.



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Some examples of the cooperation between our organizations

Acceptance of digital certificates (phytosanitary, origin, sanitary, etc.) in some economies.

Interlacing information from SPS and TBT notifications to inform companies of regulatory changes.

Participation in the negotiation of Free Trade Agreements.

Supports the implementation of Perú's trade policy as members of the monitoring commission of PERU's (PENX).

Participation in working groups to support companies in the face of new trade obstacles.

Cooperate for the evaluation of the opening of new markets for products

Work together to train companies on the sanitary or technical regulations that they must comply with in each market.





<http://ram.promperu.gob.pe/>



<https://www.late.gob.pe/FrmLogin.aspx>



<https://servicios.senasa.gob.pe/consultaRequisitos/consultarRequisitos.action>

PERU: Tools where information on market access requirements is displayed

Sources



APEC: <https://www.apec.org/Groups/Committee-on-Trade-and-Investment/Market-Access-Group/NTM>



WTO: <https://i-tip.wto.org/goods/Default.aspx>



PERU: <http://ram.promperu.gob.pe/>

Thank you very much!

ADEX GREMIO DE LOS
EXPORTADORES



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