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Q1: TITLE OF YOUR CASE STORY

Economic Empowerment through Trade: Empowering Peruvian Mango Exporters in Export Readiness; building capability to access the Canadian Market and to build and maintain importer relationships. The Export of Organic Peruvian Mangoes to Canada.

Q2: CASE STORY ABSTRACT

The mango season in Peru runs from December to February annually which provided mango farmers with a competitive advantage of harvesting the Piura region's signature green and red Kent mangoes several months before Mexican mangoes hit North American shelves. Even with this competitive and comparative advantage the farmers faced a number of hurdles, such as a poor understanding of international markets and payment terms, and suffered losses as a result. TFO Canada implemented an economic development project with the objectives of improving exporter readiness of organic mangoes in the Piura region of Peru and increasing market linkages between small producers and Canadian importers and buyers. The project's six month evaluation, training and export promotion were underwritten by Foreign Affairs, Trade and Development Canada. The entire project covered more than 350 hectares of organic mango orchards and affected approximately 200 families. At the end of the project, 12 containers of organic mangoes were shipped to Canada and sold as conventional mangoes to secure market share.

Q3: THE CASE STORY

Asociacion Agroecologica Tambogrande (AGROTAM) a small organic mangoes producers association in Tambo Grande of the Piura region of Peru made up of five associations with over 200 growers covering 350 hectares of organic mangoes orchards needed help in accessing the Canadian market. That growing region may have a competitive advantage of earlier mango harvesting time but the growers did not have the North American export market knowledge for their product. To alleviate this lack of knowledge in the spring of 2011 TFO Canada in partnership with then the Canadian International Development Agency (CIDA) and the Organization of American States (OAS) kicked off its Market Access for Organic Mango project with the creation and release of a Canadian Market for Mango report created by TFO Canada's Associate Charles Beresford, an expert in the fresh produce market.

To avoid future financial losses in the international market and to understand market access requirements this report provided the association with explicit information on the Canadian market and customs information for mangoes. The project activities included a market research paper on the Canadian mango market, export-readiness requirements training, a market entry strategy and recruitment of three buyers to participate in a buyer's trade Mission, and was completed with a report on the project including activities, outcomes and future support projects.

In the summer of 2011, the growers participated in a four-day training program on opportunities and requirements for exporting organic mangoes to Canada delivered by TFO Canada's Lidia Karamaoun and Charles Beresford. The workshop topics included Canadian market access, product adaptation, technical requirements for compliance. the Canadian consumer and other export readiness topics.

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Following an evaluation of the growers' orchards and packing plants by Charles Beresford in the months of June and July, an Export Strategy Plan with a number of specific technical and commercial recommendations for market entry was submitted to AGROTAM. An outcome of this strategic plan was the establishment of a contract between Lider Export SAC of Peru, a commercialization and logistic expert, and AGROTRAM. As part of its deliverables Lider Export, in collaboration with Canadian importers, provided AGROTRAM with a Canadian market entry specifications for Organic Mangoes as follows:

"AGROTAM/LIDER EXPORT SAC" PRODUCT SPECIFICATIONS FOR SALES IN THE CANADIAN MARKET
AGROTAM's certified organic mangos will be sold at conventional mango prices. During the training session the participants (growers) confirmed that the exportable mango will have the following characteristics, listed below, which the growers and their contracted exporting expert company are committed to providing in order to ensure the mangos meet the requirements of the Canadian Market:

1. Mango Variety

Kent. The mango growing areas of Tambo Grande and neighboring areas in Piura are especially favorable for this variety.

2. Packaging

Packaging of mangos will be done in cardboard boxes with the proper structural design, "pounds" vertical strength and humidity resistant materials, to withstand the handling and palletizing of approximately 240 boxes per pallet for shipping, and transit time of approximately 21 days from Piura to Canadian destinations in a refrigerated container at 9°C (approx.) and at 80 to 85% relative humidity. Canadian Regulations and Industry information requirements will be supplied in the two official languages of Canada, English and French, for market preparedness, indicating the name of the organic certifying institute being used.

3. PLU stickers

Each mango will have the corresponding PLU sticker with the organic certification institute and country of origin on it.

4. Net Weight: 4 Kg net

5. Sizes: 7 to 12, Majority 8 to 10

6. Level of Ripeness Cut from tree at 8 Brix, Arriving at 11 to 12, Ripening at 15 to 16 Brix

7. Eternal Color: 25 to 35 % red blush at arrival

8. Total defects and disease: Below minimum required by CFIA/DRC for meeting Good Arrival standards

9. Food Safety / Traceability

GlobalG.A.P., HACCP, Traceability, ISO 22000 (version 2005) will be in place and certifications available for the Importers

10. Organic Certification: The Certifying bodies are accepted by the CFIA, such as BioLatina. Certificates are all available.

11. Shelf Life: At least 15 days after arrival at maintenance temperature of 12 Celsius or 7 days at room temperature at stores.

As the growers work to ensure they meet these Canadian market requirements, two previously uncertified clusters became certified organic and an importer/buyers mission from Canada occurred in September/October 2011. This buyer's mission included a visit to Expoalimentaria Trade Show in Lima Peru where AGROTRAM participated successfully with Lider Exports at booth 159. The buyers then headed to Piura to visit the growers' orchards and processing and packing plants along with Lider Export's logistics infrastructure. The buyers mission resulted in the establishment of a supplier-importer relationship with La Huerta Imports of Canada and the shipment of 12 containers of organic mangoes sold at the conventional prices to gain market share.

These shipments were not without challenges, as Charles was able to detect early signs of stem rot in the final three shipments and was able to provide growers with remedies to control and avoid such plant disease in future harvests.

Today, APAPE with about 70 growers covering 60 hectares, and APAGRO with about 100 growers and 120 hectares, are two groups from AGROTAM that continued to pursue the Canadian market after the project was completed in December 2011. They are now preparing for the 2015-16 season as their 2014-15 mango crops have already been sold out. To date they have promoted their products at two trade shows, one in Canada and the other in Lima Peru, and sold over 55 containers of their mangoes in both the North American and European markets. This is a result of their seeking additional technical support to improve product quality and

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increase orchard yields. They also sought financial support for operations in order to continue their commitment in strengthening present export markets while pursuing new ones.

Q4: Please add here web links to other case story materials.

http://www.tfocanada.ca/docs.php?page=5_5&chapid=8

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Q5: YOUR CONTACT DETAILS

| | |
|------------------------------------|----------------------------------|
| Name: | Steve Tipman, MBA |
| Ministry/Institution/Organization: | Trade Facilitation Office Canada |
| Country: | Canada |
| Email Address: | steven.tipman@tfocanada.ca |
| Phone Number: | 1.613.233.3925, Ext. 31 |

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Q6: FUNDING PARTNER Tick the appropriate box(es)

Other (please specify) Partnership

Q7: Additional information

Partnership with Conference Board of Canada, TFO Canada, the Government of Canada's Department of Foreign Affairs Trade and Development and MINCETUR (Peruvian Ministry of Trade and Tourism Ministry).

Q8: START DATE OF PROJECT/PROGRAMME

April 2011

Q9: STATUS OF PROJECT/PROGRAMME

Fully implemented

Q10: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME

Less than 12 months

Q11: COST OF PROJECT/PROGRAMME

Between US\$50,000 - US\$200,000

Q12: Additional information

Respondent skipped this question

Q13: TYPE OF FUNDING FOR PROJECT/PROGRAMME

Grant

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Q14: PROJECT/PROGRAMME TYPE

Single country / customs territory

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Q15: SINGLE COUNTRY/CUSTOMS TERRITORY

PERU

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Q16: REGION If the region does not appear in the drop down menu, please enter manually.

South America

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Q17: MULTI-COUNTRY Enter all countries or customs territories

Respondent skipped this question

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Q18: CASE STORY FOCUS Tick the appropriate box(es)

Other (please specify)
Trade promotion and Canadian Mmarket access

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Q19: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box

Successful

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Q20: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Officials trained,
New plant health measures or processes,
New food safety measures or processes,
New quality assurance procedures or processes,
Agreement on professional qualifications,
Services sector skills,
Other (please specify)
Knowledge of access to Canadian market for fresh fruit

Q21: Additional information(Maximum 1000 words)

The main outputs of the project were:

- A Market Assessment and Needs Analysis
- A Mango Market in Canada Report
- A Four-Day Training Program
- A Market Entry Strategy for the Canadian Mango Market
- An Importer/Buyers mission from Canada to Peru
- Trade show Participation of both Buyers and Mango Farmers at the Expoalimentaria Trade Fair in Lima, Peru
- Export of organic mangoes to Canada
- Export of 12 containers of mangoes to Canada

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Q22: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)

Reduction in ship dwell time,
Reduction in customs clearance time,
Increase in merchandise exports,
Increase in shipping volumes,
Other (please specify)
Ability to access Canadian market for fresh fruit

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Q23: Additional information(maximum 1000 words)

Farmers became knowledgeable of the Canadian Market in the following areas:

- Market compliance
- Importer profiles
- Payment Terms and pricing
- Orchard qualifications and organic certification procedures
- Plant nutrition and control planning
- Product traceability
- Canadian technical specification for mangoes
- Processing, packaging and packing
- Customs procedures for mangoes
- Canadian consumer mango preference
- Tradeshow participation

Other outcomes:

- Contracted Lider Export SAC a Technical, Commercial and Logistics Export Company in Peru
- The two associations/clusters that were not certified organic became certified
- Participated in a Buyer's mission from Canada
- 12 containers of mangoes were shipped to Canada

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Q24: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Increase in employment,
Export market diversification,
Other (please specify)
Improvement of farmer's export capacity and
Canadian market compliance

Q25: Additional information(maximum 300 words)

Farmers were also able to export their mangoes to the United States of America and Europe.

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Q26: LESSONS LEARNT Tick the appropriate box(es)

Importance of engagement by private sector ,
Importance of attention to long-term sustainability
,
Other (please specify)
Importance of understanding the full picture of what are the total export business needs of the project beneficiaries

Q27: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)

No monitoring and evaluation (M&E) framework used

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Q28: Additional information(maximum 1000 words)

Respondent skipped this question