



# Super Foods Peru

FRUITS | VEGETABLES | TUBERS AND ROOTS | GRAINS | HERBS | COCOA | OILY FISH

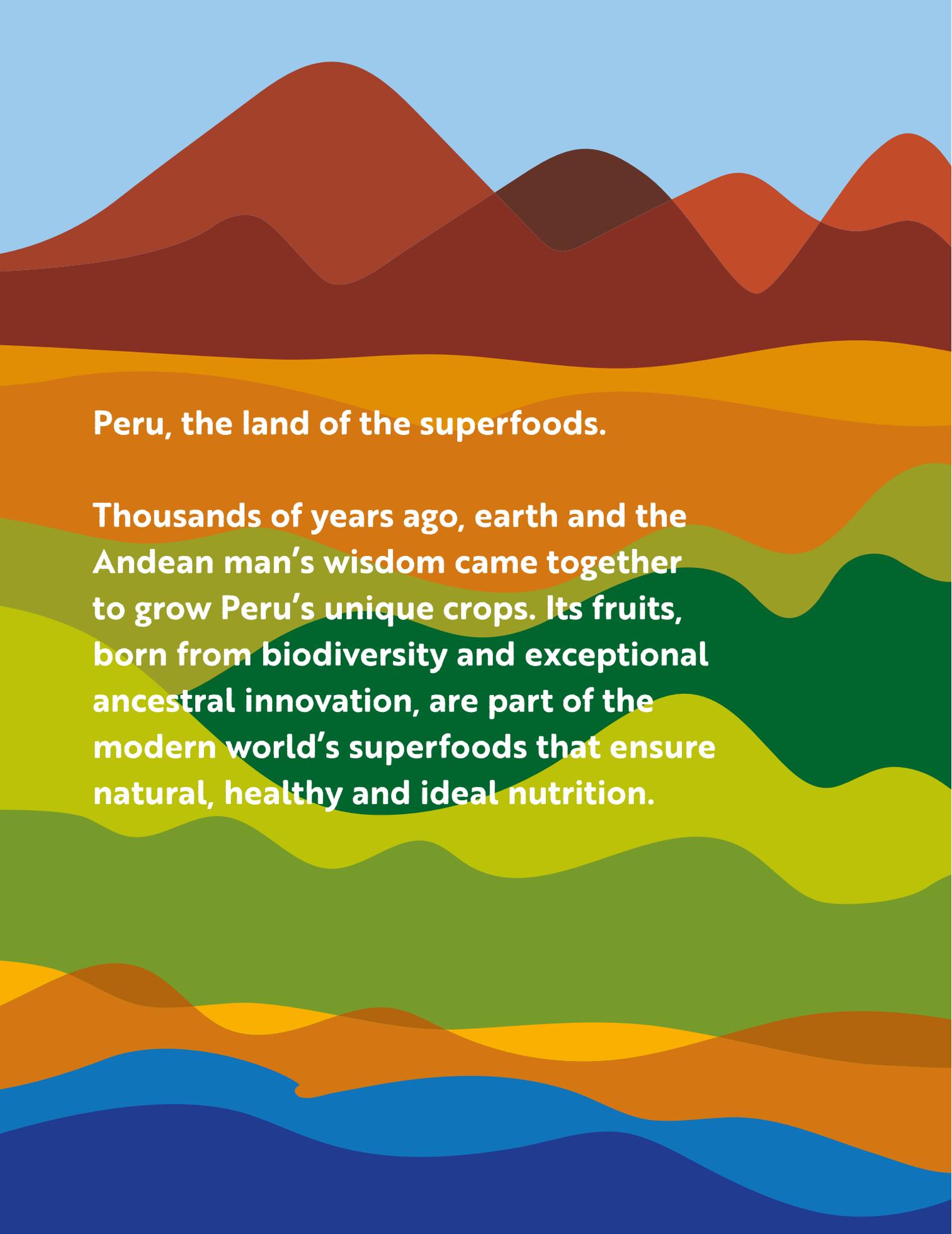


## A NEW WAY TO UNDERSTAND OUR NUTRITION

Cacao is a native species of the Americas that originated in the Peruvian Amazon.

Peru: SIX REASONS THAT MAKE IT THE TERRITORY OF SUPERFOODS





**Peru, the land of the superfoods.**

**Thousands of years ago, earth and the Andean man's wisdom came together to grow Peru's unique crops. Its fruits, born from biodiversity and exceptional ancestral innovation, are part of the modern world's superfoods that ensure natural, healthy and ideal nutrition.**



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FRUITS | VEGETABLES | TUBERS AND ROOTS | GRAINS | HERBS | COCOA | OILY FISH

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**OUTSTANDING  
FOODS  
THAT  
CONQUER  
THE WORLD**



# INDEX

4

Superfoods from A to Z

8

Superfoods, outstanding foods that conquer the world

10

Peru: six reasons that make it superfoods territory

14

Journey to the center of the superfoods, a new way to understand our nutrition

## AGRICULTURAL PRODUCTS

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FRUITS

16

**Camu camu**  
Goldenberry  
Blueberry  
Banana  
Cherimoya  
Pomegranate  
Granadilla  
(*passion fruit*)  
Graviola  
Lucuma  
Tangerine  
Mango  
Avocado  
Grape

VEGETABLES

28

**Capsicum**  
Chili pepper  
Olive  
Artichoke  
Asparagus

TUBERS AND ROOTS

36

**Carob tree**  
Sweet potato  
Maca  
Native potato  
Yacon

GRAINS

44

**Sacha inchi**  
Brazil nut  
Chía  
Quinoa  
Cañihua  
Kiwicha  
Giant corn  
Purple corn

HERBS

54

Andean mint  
Cat's claw

COCOA

56

## SEAFOOD PRODUCTS

---

60

Peru, fishing country

62

**Oily fish**  
Shrimp  
Mahi mahi  
Trout

## SUPERFOODS PERU

---

70

Superfoods  
Peru: how a  
new brand is  
created

74

Peru,  
Superfoods  
territory

76

Super Foods Peru  
activities in 2018

# SUPERFOODS PERU | from A to Z

## Agricultural products

PRODUCTS	CATEGORY	PÁG.	PRESENTATIONS			
			FRESH	DEHYDRATED	PROCESSED/ PRESERVED	FROZEN
<b>A</b>						
 <b>Andean chili pepper</b>	● Vegetables	31	✓	✓	✓	
 <b>Andean mint</b>	● Herbs	54		✓	✓	
 <b>Artichoke</b>	● Vegetables	34	✓		✓	
 <b>Asparagus</b>	● Vegetables	35	✓		✓	✓
 <b>Avocado</b>	● Fruits	27	✓		✓	✓
<b>B</b>						
 <b>Banana</b>	● Fruits	23	✓	✓	✓	
 <b>Bell pepper</b>	● Vegetables	31	✓	✓	✓	
 <b>Blueberry</b>	● Fruits	22	✓	✓	✓	✓
 <b>Brazil nut</b>	● Grains	48	✓		✓	
<b>C</b>						
 <b>Camu camu</b>	● Fruits	20		✓	✓	✓
 <b>Cañihua</b>	● Grains	50			✓	
 <b>Carob tree</b>	● Tubers and roots	38		✓	✓	
 <b>Cat's claw</b>	● Herbs	55			✓	
 <b>Cherimoya</b>	● Fruits	23	✓		✓	✓
 <b>Chía</b>	● Grains	46			✓	
 <b>Chili pepper</b>	● Vegetables	32	✓	✓	✓	✓
 <b>Cocoa</b>	● Cacao	56			✓	
<b>G</b>						
 <b>Giant corn</b>	● Grains	52			✓	
 <b>Goldenberry</b>	● Fruits	22	✓	✓	✓	✓
 <b>Granadilla</b>	● Fruits	25	✓		✓	
 <b>Grape</b>	● Fruits	27	✓		✓	
 <b>Graviola</b>	● Fruits	24	✓		✓	✓
<b>K</b>						
 <b>Kiwicha</b>	● Grains	51			✓	
<b>L</b>						
 <b>Lucuma</b>	● Fruits	25		✓	✓	✓

FRUITS	VEGETABLES	TUBERS AND ROOTS	GRAINS	HERBS	CACAO	OILY FISH
PRODUCTS	CATEGORY	PÁG.	PRESENTATIONS			
			FRESH	DEHYDRATED	PROCESSED/PRESERVED	FROZEN
<b>M</b>						
 Maca	 Tubers and roots	40			✓	
 Mango	 Fruits	26	✓	✓	✓	✓
<b>N</b>						
 Native potato	 Tubers and roots	43	✓		✓	
<b>O</b>						
 Olive	 Vegetables	33	✓		✓	
<b>P</b>						
 Pomegranate	 Fruits	24	✓		✓	
 Purple corn	 Grains	53			✓	
<b>Q</b>						
 Quinoa	 Grains	50			✓	
<b>S</b>						
 Sacha inchi	 Grains	46			✓	
 Sweet potato	 Tubers and roots	42	✓		✓	
<b>T</b>						
 Tangerine	 Fruits	26	✓		✓	
<b>Y</b>						
 Yacon	 Tubers and roots	43		✓	✓	

## Seafood products

 Mahi mahi	 Fishing products	68	✓		✓	
 Oily fish	 Fishing products	62	✓		✓	✓
 Shrimp	 Fishing products	69	✓		✓	✓
 Trout	 Fishing products	69	✓			✓

# SUPERFOODS PERU | from A to Z

Superfoods are special because of their intrinsic attributes and the benefits they bring to consumers thanks to their high content of nutrients, antioxidants, fiber or energy, and generally for their contribution to people's health and wellness.

Superfoods have a high content of:

- Antioxidants
- Vitamins and minerals
- Unsaturated fats, such as omega
- Fiber, protein and carbohydrates

## Antioxidants

	Blueberry
	Banana
	Cocoa
	Cañihua
	Pomegranate
	Granadilla (passion fruit)
	Graviola
	Lucuma
	Purple corn
	Andean mint
	Native potato
	Quinoa
	Cat's claw
	Grape





## Vitamins and minerals

-  Olive
-  Goldenberry
-  Chili pepper
-  Artichoke
-  Banana
-  Sweet potato
-  Camu camu
-  Capsicum
-  Brazil nut
-  Cherimoya
-  Asparagus
-  Graviola
-  Shrimp
-  Lucuma
-  Tangerine
-  Mango
-  Avocado
-  Mahi mahi
-  Oily fish
-  Quinoa
-  Trout
-  Grape

## Unsaturated fats, such as omega

-  Olive
-  Chili pepper
-  Chía
-  Shrimp
-  Avocado
-  Mahi mahi
-  Oily fish
-  Sacha inchi
-  Trout



## Fiber, protein and carbohydrates

-  Artichoke
-  Carob tree
-  Sweet potato
-  Cañihua
-  Capsicum
-  Kiwicha
-  Shrimp
-  Maca
-  Giant corn
-  Native potato
-  Mahi mahi
-  Oily fish
-  Trout
-  Yacon

## SUPERFOODS PERU

# OUTSTANDING FOODS THAT CONQUER THE WORLD

**The future was always in our hands.** In a time where millions of people search for a healthier lifestyle, and in which there is a bigger interest in the properties of the food we eat, we have been pushing forward a series of products from Peru that provide a huge quantity of benefits due to the minerals, vitamins and protein they contain. These superfoods are the result of the richness of our land, based on the diversity of our soil, the variability of our climate and the features of the sea at our coast- features that favor constant production throughout the seasons.

Our nature is unbeatable: Peru is one of the five countries with the most biodiversity in the world; it has 84 of the 104 biodiversity hotspots in the world, eleven ecoregions, a wide variety of ecological tiers and productive ecosystems, and 28 out of the

32 types of climates that exist around the world. That is, it has the ideal conditions to produce superfoods of an unbeatable quality, exquisite flavor and subtle aromas for the demanding global market.

Not only that, knowledge of the properties of different native species has accumulated in our country for over ten thousand years; species that continue to be used throughout the Peruvian coast, Andes and Amazon by the communities that keep this millennial knowledge. Today, these products represent a future that provides unnumbered opportunities for everyone.

**Superfoods Peru** is a brand that encases different products of this kind and that are exhibited nowadays in the most important food fairs and promotion activities around the world.

**The concept of “superfood” was first used in the early nineties in some nutrition books. Nevertheless, it was not until ten or fifteen years later that this term was positioned by marketing and that the exceptional properties and benefits of these products became known in various parts of the world.**

**A journey through our diversity.**

Going through a market in Peru, for example, is a sensory journey through an infinite number of foods from different regions that are highly nutritious. It is not fortuitous that every day more tourists are enrolled in gastronomic tours that allow them to know not only restaurants and “huariques” of Lima and the interior of Peru, but also their colorful and well-stocked markets. There the visitor can discover and taste fruits such as custard apple, lucuma or passion fruit. Peruvians have grown over several generations with many of these superfoods, which today take a key role for the benefits they provide.

The book in your hands presents some of the most representative superfoods from Peru. According to the Food and Agriculture Organization of the United Nations (FAO), the net commerce of agricultural products from

Latin America will reach 60 thousand million dollars by 2024, three times more than the value appointed in 2000. Our superfoods can play a key role in that scenario. These foods represent limitless opportunities to develop welfare among producers, exporters, small entrepreneurs, restaurants and, most importantly, end consumers.

**We hope you enjoy this exceptional banquet.**

**PERU:**

# **SIX REASONS THAT MAKE IT SUPERFOODS TERRITORY**

**Peru has very special features that make it a global leader in the food industry. These strengths represent unmatched opportunities to make our superfoods go beyond boundaries. Of these, six are the most important.**

## OUR BIODIVERSITY

Peru is one of the ten megadiverse countries in the world, which represents a great opportunity. Its geographical diversity and microclimates favor a wide variety of superfoods to grow naturally and abundantly. Growing superfoods- like quinoa and kiwicha- is a heritage born thousands of years ago. Our farmers know nature and are experts in sowing and harvesting food.



## OUR CAPACITY TO EXPORT

Peru is connected to the world: the commercial agreements it takes part in allow it to access over 3,300 million people. It is among the ten main countries that provide food to the world, and is at the lead of superfood export. It is the world's leading exporter of fresh asparagus and quinoa; second major exporter of chestnut and fresh avocado; third in blueberry; fifth in mango; and sixth in fresh grape.

### **OUR TRACEABILITY AND INNOVATION**

Peru is able to offer transparent and sustainable process chains from the moment of sowing to the final commercialization of the food product. These products go through very demanding quality controls and are endorsed by multiple international certifications: ISO, Global GAP, BRC, Tesco, Rainforest Alliance, USDA or JAS. National production of superfoods is aligned to the new consumption habits, is innovative and trustworthy.



### **OUR ANCIENT WISDOM**

Peru is a leading country in the protection of ancient traditions and indigenous ancient knowledge. Over two million farming families apply this knowledge of the fields, transmitted throughout generations. Thus, we have up to 4,500 native species of known use, and are a leading country in the use of medicinal and aromatic plants and herbs.





### OUR CUISINE WITH A TOUCH OF SPICE

Peru is a culinary destination worldwide. Each dish perfectly combines the knowledge of our farmers, the skill of our cooks and our history. Since 2012 we have been distinguished as the best culinary destination in the world. Our cuisine has been acknowledged as Cultural Heritage of the Americas (OEA, 2011). It is estimated that three new Peruvian restaurants are opened every day around the world.

### OUR IMAGE AS A DESTINATION FOR INVESTMENT

Peru is a valuable hub for Latin America. Moreover, investment banks, such as Goldman Sachs, one of the biggest in the world, recommend us as a destination for investment. Taking advantage of the potential superfoods have to offer represents a business opportunity at every level: the global market demands new foods, flavors and presentations, and Peru is ready to offer them.



# **JOURNEY TO THE CENTER OF THE SUPERFOODS A NEW WAY TO UNDERSTAND OUR NUTRITION**

**Fruits, vegetables, tubers, roots, grains and oily fish constitute diverse groups of superfoods, all of which have been conquering international markets due to its properties and many benefits. Get ready: after reading the characteristics of these natural products, you will not have any doubt that these are the foods of the future. Or, better yet, that the future is today.**



# Agricultural products

FRUITS

VEGETABLES

TUBERS AND  
ROOTS

GRAINS

HERBS

COCOA

OILY  
FISH



# Seafood products

# [ FRUITS ]



**80%**  
of fruits  
is water.



Peru boasts  
more than 600  
fruit species of  
which  
**553**  
are native.

UNITED STATES,  
THE NETHERLANDS  
AND THE UNITED  
KINGDOM ARE IN  
THAT ORDER THE  
MAIN CONSUMERS  
OF FRESH FRUITS  
FROM PERU,  
TOTTALLING  
PURCHASES WORTH  
1954 MILLION  
DOLLARS. THESE  
THREE COUNTRIES  
BOUGHT 69.9%  
OF TOTAL FRUIT  
FOREIGN SALES,  
MAINLY AVOCADOS,  
GRAPES,  
BLUEBERRIES,  
MANGOES,  
BANANAS AND  
MANDARINES.

In 2018, the United  
States was the main  
consumer of our  
fresh fruit, with  
purchases for

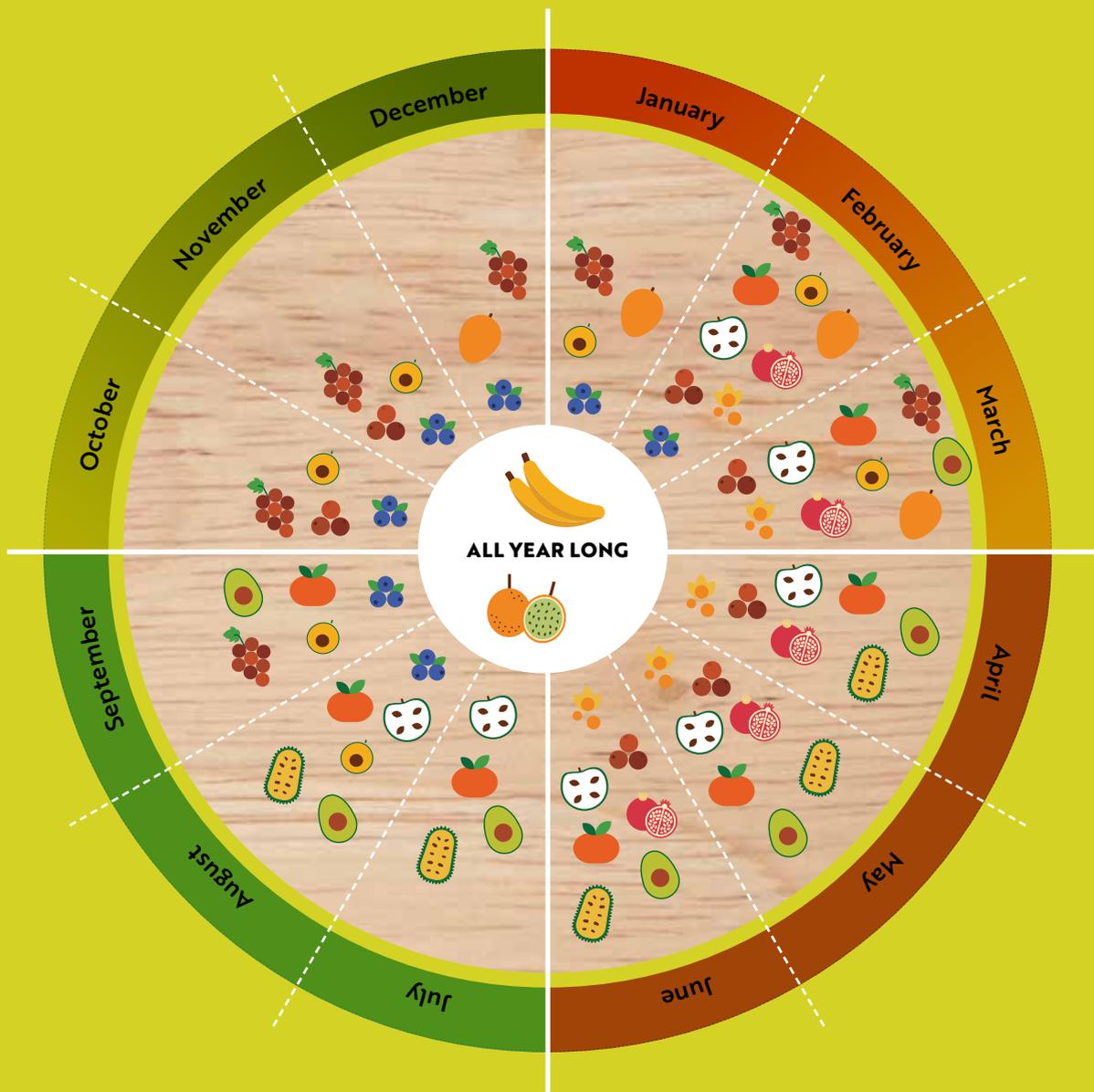
**960  
MILLION**  
dollars.



Representing  
**34,3%**  
of the total  
amount of  
export.

## Seasonal availability

Seasonal fruits are the most nutritious. Consuming them in season has many advantages: they are cheaper, better quality and have the highest vitamin content.





**Over 600 species of fruit are found in Peru, out of which 553 are native.** Some examples of them are cherimoya, lucuma, goldenberries, camu camu, soursop, granadilla and maracuya (passion fruits), and tomato. However, our soil and climate favor fruit from other regions to be grown in Peru, empowering their characteristics and even qualifying to do it naturally and organically.

The benefits that fruits can offer are uncountable. Among the most important vitamins that we can find in them, vitamin C, pro-vitamin A, antioxidant action nutrients and beta-carotene are the ones which stand out the most. In smaller proportions, we can also find some vitamins from the B group. Fruits stand out for their high mineral value. Potassium, for instance, is abundant and necessary to keep a healthy nervous system. They also have magnesium, which plays a structural role in forming bones and cell membranes. Their high fiber content, especially their skin, satiates appetite.

Water accounts for about 80% of fruits' weight. Not just any type of water however, but an organic liquid that is clean and full of trace elements and nutrients that have a positive effect in our body.

They also contain phytochemicals, pigments that give color and smell to all fruits. They possess properties and antioxidant benefits that help delay the deterioration of organic matter, and prevent aging.

**Today, fruits such as camu camu, aguaymanto, blueberries, cherimoya, pomegranate, soursop, granadilla (passion fruit), lucuma, tangerines, grapes, mango and avocado enter international markets with the strength of Super Foods Peru.**

Peruvian export of fresh fruit reached 2,800 million dollars in 2018, recording a positive variation of 25,7% —that is, 573 million dollars— compared to 2016. This represented a 37% growth of its turnover, 418,955 more tons exported. According to PROMPERÚ, United States, Holland and United Kingdom, in that order, were the main consumers of Peruvian fresh fruit, with purchases for the value of 1,954 million dollars. The three nations represented 70% of total export, through the purchase of avocados, grapes, blueberries, mangoes, bananas and mandarines.

Today, fruits such as camu camu, aguaymanto, blueberries, cherimoya, pomegranate, soursop, granadilla (passion fruit), lucuma, tangerines, grapes, mango and avocado enter international markets with the strength of Superfoods Peru.



**ONLY 3GR OF  
CAMU CAMU  
POWDER IS  
ENOUGH TO  
COVER THE  
RECOMMENDED  
VITAMIN C DAILY  
INTAKE. \***

# CAMU CAMU

**CAMU CAMU IS A NATIVE SPECIES FROM THE PERUVIAN JUNGLE** that grows in river banks and flooded areas of the Amazon. Its fruits are small, red (or green) and very acidic. The size of this tiny fruit contrasts the many benefits it offers. Not only is it one of the native fruits with the highest content ascorbic acid (vitamin C), camu camu also carries various bioactive compounds studies reveal could be used to delay or prevent a range of cardiovascular diseases.

Its influence against oxidative stress because of its strong antioxidizing properties has also been studied. Camu camu contributes several classes of amino acids to the organism, such as serine, valine and leucine, in addition to

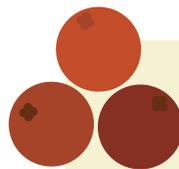
other micronutrients such as sodium, potassium, calcium, zinc, magnesium, manganese, and copper.

It is high in vitamin C, with 10 times more than orange and 40 times more than lime (measured based on 100 grams of each fruit). The vitamin C contained in this fruit contributes to forming bones, teeth, skin, cartilage, ligaments, and collagen, a protein that affects the development of tendons and blood vessels.

It has been researched for its potential to prevent the immune system. A study has suggested that an extract from its seeds is a source of betulinic acid.

Camu camu can be found in various presentations, such as meal, pulp, capsules and nectar, and is also used to produce liquors, marmalade, yogurt, candy, ice cream, etc. The main markets that imported this small fruit in 2018 were the United States (47%), South Korea (11%) and Japan (9%).

*\* Statement based on 3gr of whole camu camu powder with 3% Vitamin C and recommended daily intake according to regulation EU 1169/2011*



## CAMU CAMU

### SCIENTIFIC NAME:

*Myrciaria dubia*

### GEOGRAPHIC DISTRIBUTION:



### HEALTH BENEFITS:

Alto contenido de vitamina C

### SEASONAL AVAILABILITY:

February-June and October-November

### WAYS TO CONSUME IT:





# GOLDENBERRY



**CONSIDERED ONE OF THE FIVE BEST FOODS PRODUCED IN PERU THAT BENEFIT HEALTH,**

goldenberry is a fruit native to the Andes from 2400 meters above sea level, and could be found in the houses of Inca nobles. Its antioxidants, vitamins A and C, phosphorus and potassium content can strengthen the immune system. Its antioxidants help slow cellular aging and improve cardiovascular functions. Other studies attribute its properties of cholesterol reduction in patients with hypercholesterolemia.

# BLUEBERRY

**BETWEEN 2016 AND 2017, THE CRANBERRY HARVEST DOUBLED (FROM 20 THOUSAND TO 40 THOUSAND TONS). VOLUMES ARE STILL RISING AND PERU IS ALREADY THE WORLD'S SECOND LARGEST BLUEBERRY EXPORTER.**

During the last five years, Peru displaced other blueberry exporting countries by growing its share in the United States market by 2157% and becoming its second supplier. Blueberry has abundant natural pigments (anthocyanins and carotenoids) of antioxidant action. It contains bioflavonoids and vitamin A, which can contribute to improve night vision, preventing certain visual alterations. Also, a study using lyophilized cranberry powder in post-menopausal women indicated that it could reduce blood pressure due, in part, by stimulating nitric oxide.



**SCIENTIFIC NAME:**

*Physalis peruviana*

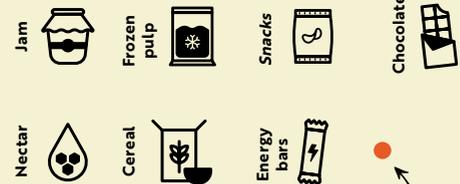
**HEALTH BENEFITS:**

Relevant quantities of vitamin A and potassium

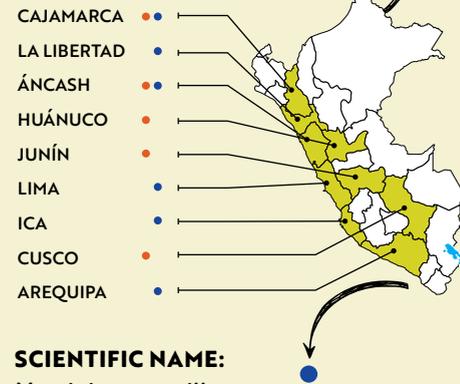
**SEASONAL AVAILABILITY:**

February-June

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**



**SCIENTIFIC NAME:**

*Vaccinium myrtillus*

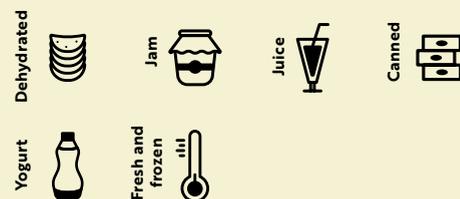
**HEALTH BENEFITS:**

Antioxidant properties result from its containing anthocyanin and other phenolic compounds.

**SEASONAL AVAILABILITY:**

August-March

**WAYS TO CONSUME IT:**



# BANANA

**FIRST QUALITY ORGANIC BANANAS ARE GROWN IN SOME REGIONS OF NORTHERN PERU.**

Although these bananas have been grown only since the nineties Peru has become the world's largest exporter, with the Netherlands, United States and Germany as its main destinations. FAO figures show the Peruvian organic banana crop grew 94% from 2010 to 2015. In 2018, exports reached 166 million dollars, or 12% larger than in 2017. Banana's potassium content provides part of the daily consumption needs of this micronutrient to the consumption needed to lower the risk of blood pressure, while its vitamin B6 helps the body produce hemoglobin and keep blood glucose in normal ranges. Athletes consume it after sports practice, because its potassium content helps recover electrolytes and prevent cramps.



# CHERIMOYA

**CUSTARD APPLE**

**GIVES THE BODY 32% OF ITS VITAMIN C DAILY CONSUMPTION NEEDS** (based on 100 grams of fruit). It contains small amounts of other vitamins, such as B1, B2, and minerals such as calcium, phosphorus and iron, and is significant source of vitamins B6 and C, and potassium, with the latter involved in collagen synthesis, and forming of bones and teeth.

**SCIENTIFIC NAME:**

*Musa acuminata* (group AAA)  
*Musa paradisiaca*  
*Musa cavendishi*

**HEALTH BENEFITS:**

Potassium and antioxidants: epigallocatechin gallate (polyphenols)

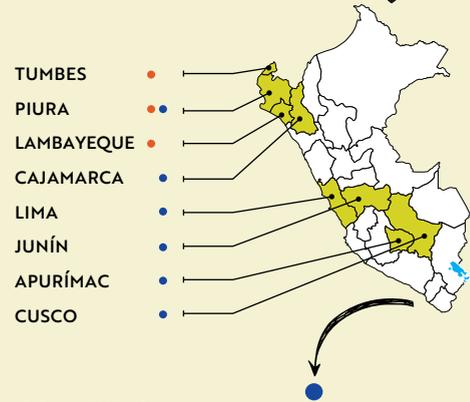
**SEASONAL AVAILABILITY:**

All year long

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**



**SCIENTIFIC NAME:**

*Annona cherimola*

**HEALTH BENEFITS:**

Rich in vitamin B6, niacin B3 and vitamin C.

**SEASONAL AVAILABILITY:**

February-August

**WAYS TO CONSUME IT:**





# GRAVIOLA

**GRAVIOLA IS RICH IN VITAMINS C, B1 AND B2, AND MINERALS** (magnesium, potassium, phosphorus and iron) that strengthen the body. Its leaves, seeds, root and fruit are traditionally used for their various health benefits. Studies have shown its potential on high blood pressure, against inflammatory conditions, its hepatoprotective properties, etc. It also has a high content of fibers, which contribute to proper functioning of intestinal transit, while its thiamine (vitamin B1) content helps the

body's cells convert carbohydrates into energy and plays a role in muscle contraction and driving nervous signals. Moreover, vitamin B2 is important for the growth and production of red blood cells.



# POMEGRANATE

**SOME OF THE MAJOR ADVANTAGES FOR ITS COMMERCIALIZATION IS THAT IT IS GROWN ALL YEAR ROUND** and consumed in many different ways: as dried fruit, nectar, fruit preserve, marmalade, yogurt, ice cream and extract. Studies have shown pomegranate can help reduce cholesterol levels and prevent heart disease. In addition, its use has been studied in the prevention of cardiovascular diseases, osteoarthritis and rheumatoid arthritis. It can also be beneficial to fight Alzheimer's. It is currently shipped to Europe, Rusia, the United States, Hong Kong, the United Arab Emirates and Saudi Arabia, among other countries.

**ITS SEEDS ARE RICH IN ANTIOXIDANTS**



**SCIENTIFIC NAME:**

*Annona muricata*

**HEALTH BENEFITS:**

Antioxidants against oxygen derived from free radicals. Anti-inflammatory and antinociceptive effect

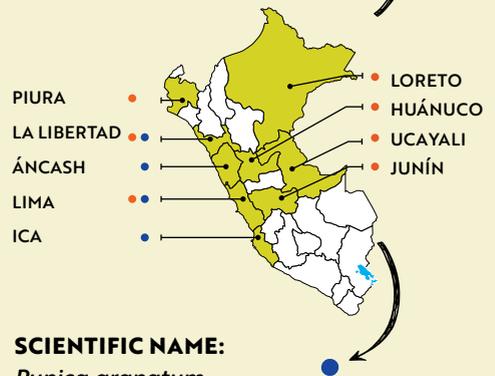
**SEASONAL AVAILABILITY:**

April-August

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**



**SCIENTIFIC NAME:**

*Punica granatum*

**HEALTH BENEFITS:**

Antioxidants like tannins, anthocyanins and ellagic acid.

**SEASONAL AVAILABILITY:**

February-June

**WAYS TO CONSUME IT:**



# GRANADILLA

PASSION FRUIT

**THE MAIN COUNTRIES TO WHICH PASSION FRUIT IS EXPORTED ARE THE NETHERLANDS, SPAIN AND RUSSIA.** This fruit has antioxidant properties and is a good source of vitamins and minerals. Its flavonoids and phytopathogenic effects have led passion fruit to be used in traditional medicine and recommend it for the treatment of insomnia and anxiety. Its efficacy in addressing neurological symptoms and hot flashes associated with menopause has been reported in some studies.



**EXTRAORDINARY  
NATURAL  
ENERGIZER**

# LUCUMA

**THIS FRUIT GROWS BETWEEN THE COAST AND THE ANDES OF PERU.** It has been part of our diet since pre-ancient times as evidenced in the huacos of the Mochica culture. It can be found in regions such as Ayacucho, Cajamarca, Ancash, Moquegua and Lima. Lucuma is an extraordinary natural energizer that provides fiber, potassium, vitamin B3 and carotenoids. It contains beta carotene, is rich in niacin (vitamin B3) and has antioxidant properties.

**SCIENTIFIC NAME:**

*Passiflora ligularis*

**HEALTH BENEFITS:**

It has antioxidants: flavonoids and phenols

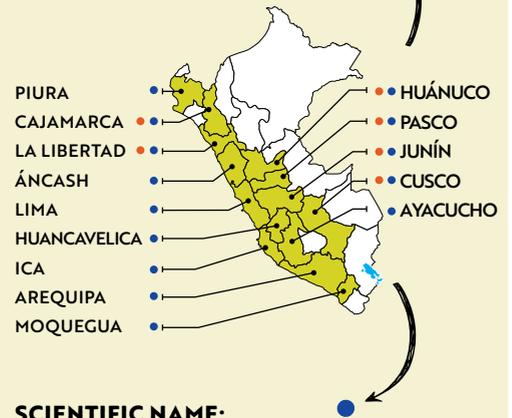
**SEASONAL AVAILABILITY:**

All year long

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**



**SCIENTIFIC NAME:**

*Pouteria lucuma*

**HEALTH BENEFITS:**

Vitamin C, vitamin B3, phenols and carotenoids.

**SEASONAL AVAILABILITY:**

January-March and August-November

**WAYS TO CONSUME IT:**





# TANGERINE



**PERU GROWS 481,000 TONS OF MANDARIN ORANGES ANNUALLY, AND IS THE SECOND LARGEST PRODUCER OF THE SOUTHERN HEMISPHERE.**

The most popular varieties are seedless Satsuma and W. Murcott, highly valued for their bright color. Peru is also the second exporter worldwide of the Wilkings variety. Mandarin's vitamin C helps prevent colds, heal wounds, form scar tissue, and fix iron absorption. Its essential oil has antimicrobial properties that prevent wounds from becoming infected and protects them from viruses, fungi and bacteria. Studies suggest that long-term consumption of mandarin juice may be associated with the reduction of total cholesterol, LDL cholesterol, while mandarin juice provides nutrients and minerals such as potassium, which lowers blood pressure.

# MANGO

**PERU IS THE 4TH LARGEST GLOBAL EXPORTER OF MANGO,**

including the Kent (fresh), Edward (frozen), Haden and Tommy Atkins varieties. Widely appreciated for its sweet and intense flavor, and fleshy and soft texture, it is also very rich in vitamins A and C, minerals, fibers, phytochemicals and antioxidants, and provides only low amounts of fat and sodium. It contains beta-carotene, used to prevent asthma symptoms. Its fiber and potassium mitigate the risk of heart disease, and its vitamin A helps in keeping a healthy skin. Moreover, its nutrients protect the health of the eyes and improve digestion.



**SCIENTIFIC NAME:**

*Citrus unshuii*  
*Citrus reticulata*

**HEALTH BENEFITS:**

Antioxidant and antibacterial activity

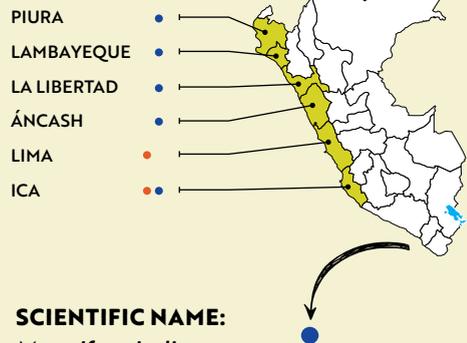
**SEASONAL AVAILABILITY:**

February-September

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**



**SCIENTIFIC NAME:**

*Mangifera indica*

**HEALTH BENEFITS:**

Good antioxidant capacity, vitamin A and vitamin C.

**SEASONAL AVAILABILITY:**

December-March

**WAYS TO CONSUME IT:**



# AVOCADO

**WORLD DEMAND FOR AVOCADO GROWS 5% EACH YEAR. PERU IS THE WORLD'S SECOND LARGEST EXPORTING COUNTRY. THERE ARE CURRENTLY SOME 32,000 HECTARES OF HASS AVOCADO, ONE OF THE MANY EXPORT VARIETIES.** It has

potassium, and is a source of energy and healthy fats. Its magnesium content favors the functioning of the nervous and muscular systems, and helps to regulate blood's glucose levels. It is also important for the immune system. It has folic acid (vitamin B9) prevents malformations during pregnancy and lactation. Its omega 3 content helps protect the cardiovascular system.



**SCIENTIFIC NAME:**

*Persea americana*

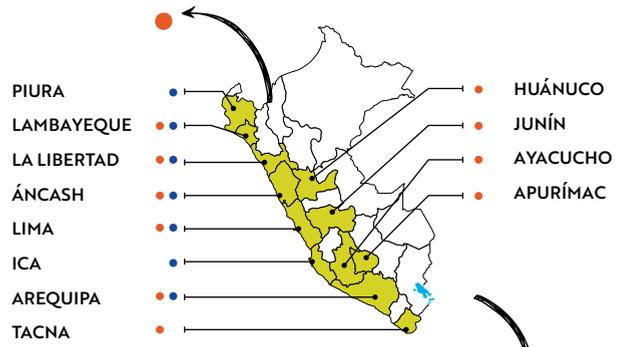
**HEALTH BENEFITS:**

Healthy fats, vitamin E, vitamin B9 and potassium

**SEASONAL AVAILABILITY:**

March-September

**WAYS TO CONSUME IT:**



# GRAPES

**PERU IS THE FIFTH LARGEST EXPORTER OF GRAPES TO THE WORLD.** Its main destinations are the United States, the Netherlands, Hong Kong and the United Kingdom. We are positioned as one of the main suppliers worldwide of the Red Globe variety, but today markets demand other types of grape, so the industry is betting on up to 50 new varieties, mainly seedless, with an emphasis on Sugraone (white) and Crimson Seedless (red), as well as the Flame Seedless, Thompson Seedless and Autumn Royals, among others. Grapes stand out for their content of vitamin K, needed for blood coagulation. Some studies suggest that it helps maintain strong bones in older adults. A serving of grapes about the size of a cup (151g) contains 18% of the daily needs of vitamin K.

**SCIENTIFIC NAME:**

*Vitis vinifera*

**HEALTH BENEFITS:**

Provides antioxidants, polyphenols and vitamin K

**SEASONAL AVAILABILITY:**

September-March

**WAYS TO CONSUME IT:**



# [ VEGETABLES ]



As of December 2018, the fresh vegetables subsector exported

**523  
MILLION**  
dollars.

Sale of asparagus during 2018

**383.9  
MILLION**  
dollars.

Vegetables are grown

**THROUGHOUT  
THE YEAR**

This availability contributes to its placement in the national market and facilitates its sale in foreign markets.



**Most vegetables have a large quantity of vitamins and minerals**, and belong to the group of regulating foods at the base of the food pyramid, just as fruits. Vitamin A is present in the majority of vegetables in the form of provitamin. All of these properties make it advisable to consume vegetables on a daily basis.

Many vegetables are rich in potassium, and a diet rich in potassium helps counter some of the harmful effects of sodium on blood pressure. They are fat-free and low-calorie foods, so a vegetable-based diet helps in keeping a balanced weight, with improved cholesterol and triglyceride levels and, therefore, less risk of cardiovascular conditions.

Vegetables provide our diet with minerals such as iron, zinc, phosphorus, potassium, calcium and magnesium, all of which are essential micronutrients for the proper functioning of our body.

The production of vegetables is a very important activity in Peru in terms of its capacity to generate significant volumes of produce destined both to local consumption and export. In fact, many of our vegetables have been positioned as world favourites and have even marked the nutritional evolution

of the planet. The diverse agro-climatic conditions of our territory allow us to obtain these crops all year round.

Even though the main regions for vegetable production are in the coast, these crops are also cultivated in the valleys of the highlands and the jungle. This is a great advantage because they are grown in counterseason over the crops in the coast; that is, when it is summer in the coast, it is cold and rainy in the highlands, which ensures that crops that are grown in the cold can be found in the coast during the summer. This availability contributes to its positioning in the national market and facilitates its sales in foreign markets. It must be said that this counterseason also occurs in the Peruvian coast, which offers a permanent production of different crops all year round due to its diverse regions and valleys with different ecoregions. All of this means that our climate allows us to have a wide window of opportunity for export.

As of December 2018, the fresh vegetables subsector exported 523 million dollars. Sales of fresh asparagus this year registered 383.9 million dollars, followed by onions with 74 million dollars, peas with 23.1 million dollars and fresh garlic with 14.7 million dollars.



TO EAT CHILI PEPPER  
REGULARLY EXTENDS  
LIFE, ALLEVIATE PAIN  
AND DECREASES  
APPETITE.

# CHILI PEPPER, BELL PEPPER AND ANDEAN CHILI PEPPER

## CAPSICUM

### VARIETIES OF THE CAPSICUM GENRE

- BELL PEPPER
- PAPIKA
- PIPÍ DE MONO PEPPER
- PIQUILLO PEPPER
- PANCA PEPPER
- CHERRY PEPPER
- CHILE ANCHO
- YELLOW PEPPER
- CHARAPITA PEPPER
- ANDEAN CHILI PEPPER
- LIMO PEPPER
- MOCHERO PEPPER
- JALAPEÑO
- PANCA PEPPER
- ARNAUCHO PEPPER

**NATIVE SUPER CHILI PEPPERS ARE FOODS WITH A LOW CALORIC INTAKE**, mainly because they are 90% made up by water. Furthermore, it contains capsaicin in large amounts, which is a component present in the *Capsicum* family (genus of angiosperm plants) that gives the hot spicy flavor and acts as an analgesic and anticoagulant, ideal for people at risk of cardiovascular disease.

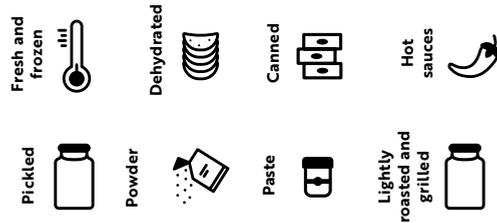
This spice, which has the scientific name of *Capsicum*, is the most commercialized in Peru and the world. It is the most diverse of the planet due to the interaction it had among pre-Columbian civilizations.

On the other hand, even though it is cultivated in all of Peru, the north coast and the Amazon are the regions that have the most variety of this superfood. The most commercial type in the coast are Yellow pepper (*Capsicum baccatum*) and Panca pepper, while in the highland rainforest it is the Andean chili pepper (*Capsicum pubescens*) which stands out.

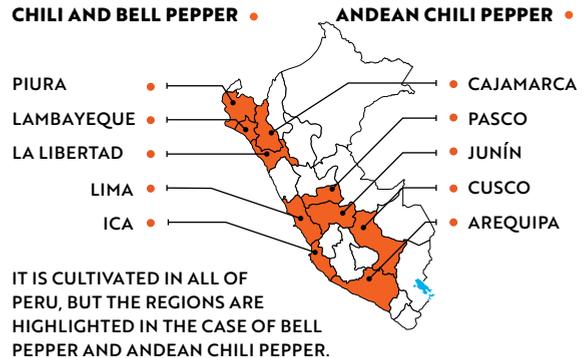
Its consumption in any of its types offers a wide variety of nutrients. According to some research, eating chili pepper regularly increases life expectancy, soothes pain and reduces appetite. Furthermore, Peruvian researchers aim at the potential of Andean chili pepper in the prevention of stomach ulcers.

Nowadays, the taste for spicy food is a growing global trend, which is why Peru seeks to promote these products with the purpose of projecting itself as a healthy, bio-diverse and sustainable agricultural-nutritional power.

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**



**CHILI PEPPER, BELL PEPPER AND ANDEAN CHILI PEPPER**

**SCIENTIFIC NAME:** *Capsicum spp.*

**HEALTH BENEFITS:**

Dietary fiber, vitamins A, C, K and B6 and also potassium. Source of capsaicin.

**SEASONAL AVAILABILITY:**

All year long



# CHILI PEPPER

**PERU IS ONE OF THE CENTERS OF ORIGIN OF THE CAPSICUM AND BOASTS OVER 50 VARIETIES OF CHILI PEPPERS.** They are good against pain from arthritis and stimulate the nervous system, as they boost the body's production of endorphins associated with feelings of satisfaction and well-being. A study published in the *American Journal of Clinical Nutrition (AJCN)* concluded that regular consumption of chili could help reduce the risk of high levels of insulin in the blood, and it is suggested that capsaicin can help promote healing of gastric ulcers by inhibiting the secretion of acid fluids, as well as stimulating the production of alkali.

**SCIENTIFIC NAME:**  
*Capsicum baccatum*

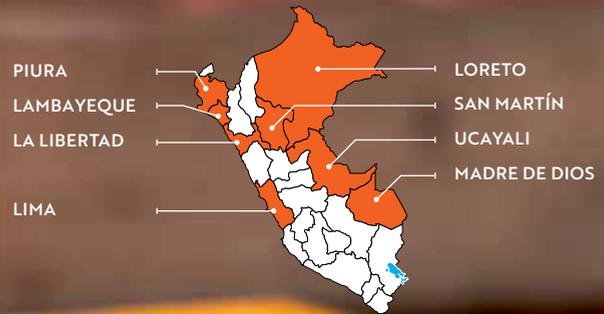
**HEALTH BENEFITS:**  
Dietary fiber, vitamins A, C, K and B6 and also potassium. Source of capsaicin.

**SEASONAL AVAILABILITY:**  
All year long

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**



**THE CAPSAICIN IT CONTAINS ALLEVIATES PAIN.**



# OLIVE

**OLIVES CONTAIN LARGE QUANTITIES OF OMEGA 3 AND OMEGA 6, ESSENTIAL FATTY ACIDS WHICH ARE BENEFICIAL.** Sources of vitamin A, antioxidants, including acteosides, hydroxytyrosol, tyrosol and phenyl propionic acids, olives also provide a large amount of sodium and smaller amounts of iron, magnesium, potassium, phosphorus and iodine. Their monounsaturated fats help prevent heart disease.

**SCIENTIFIC NAME:**

*Olea europea L.*

**HEALTH BENEFITS:**

Olives' omega-3 and omega-6 essential oils help regulate the body's triglycerides.

**WAYS TO CONSUME IT:**

- Whole, pitted, cut, stuffed 
- Snacks 
- Canned 
- Paste 
- Fresh and frozen 

**SEASONAL AVAILABILITY:**

March-August

**GEOGRAPHIC DISTRIBUTION:**



**OLIVES CONTAIN ANTIOXIDANTS.**





# ARTICHOKE

**PERU HAS RISEN TO BECOME THE WORLD'S SECOND LARGEST EXPORTER OF PROCESSED ARTICHOKE AND THE LEADING SUPPLIER IN THE NORTH AMERICAN MARKET.**

Ongoing expansion of this crop ensures Peru will continue to rise in the global ranking of artichoke exporters with the United States as the main destination (64%) of Peruvian artichoke shipments. Artichoke is a source of fiber, vitamin C, vitamin K, folate and antioxidants. Studies point to a potential chemo preventive activity of polyphenolic artichoke extracts, and a study carried out with extracts from its leaves mention contents of cynarin, an organic compound that stimulates liver functions and reduces cholesterol. Its leaves also provide magnesium, sterols and potassium.

**THE EXTRACT OF ARTICHOKE LEAVES IS BENEFICIAL FOR THE LIVER.**

**SCIENTIFIC NAME:**

*Cynara scolymus*

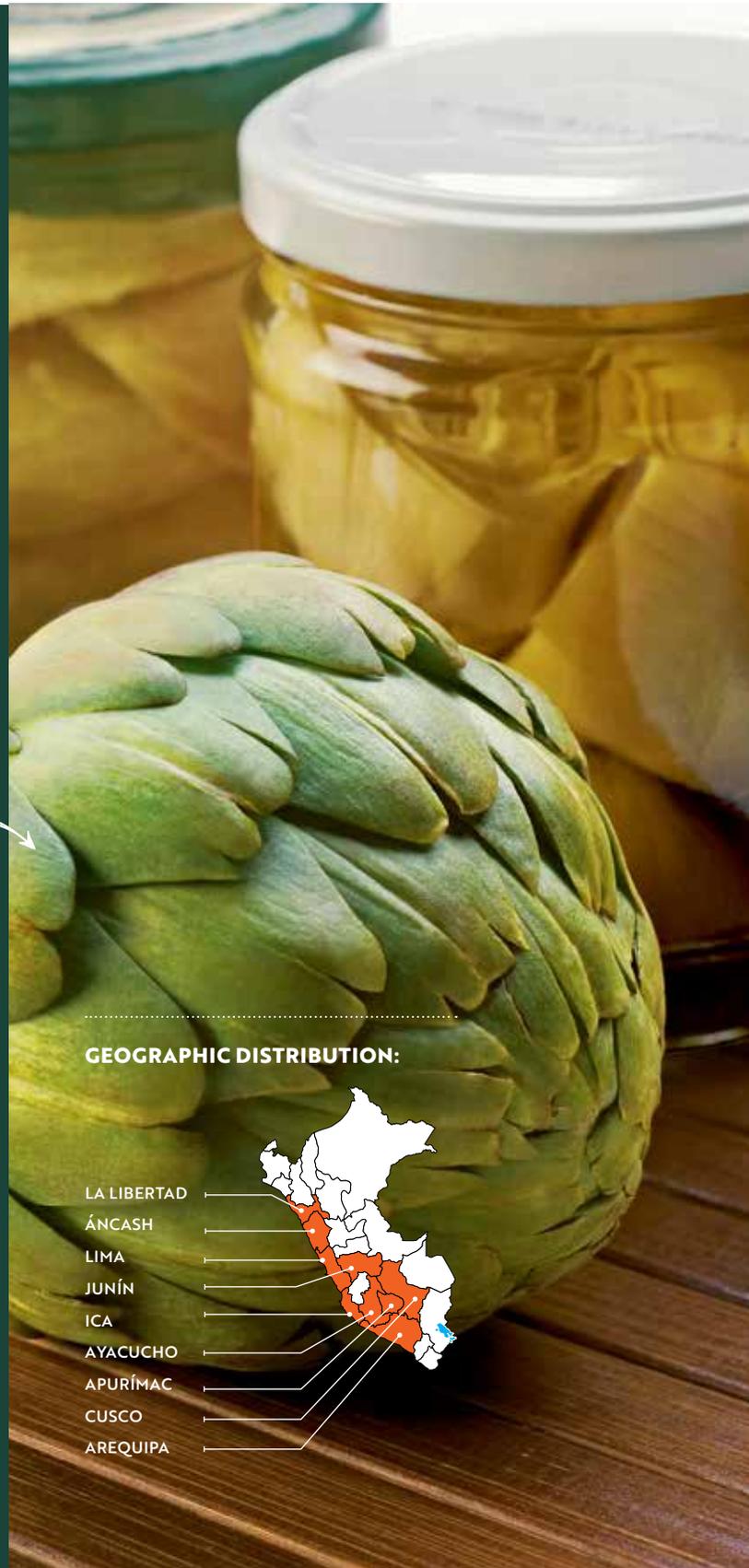
**HEALTH BENEFITS:**

Fiber and vitamin C

**SEASONAL AVAILABILITY:**

All year long

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**

- LA LIBERTAD
- ÁNCASH
- LIMA
- JUNÍN
- ICA
- AYACUCHO
- APURÍMAC
- CUSCO
- AREQUIPA



# ASPARAGUS

**RICH IN FOLIC ACID (VITAMIN B9) AND VITAMIN K.**

**SCIENTIFIC NAME:**  
*Asparagus officinalis*

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**



**SEASONAL AVAILABILITY:**  
All year long

**PERU IS THE FIRST EXPORTER OF ASPARAGUS WORLDWIDE AND REACHES 80 COUNTRIES AROUND THE WORLD.**

Asparagus can be white or green. The main difference is chlorophyll, because the greens grow out of the earth and absorb the sun's rays, while the whites grow underground, and are harvested before coming to the surface.

The white one is more delicate and can double the price of green asparagus in some European countries where it is considered a delicacy. The green one has a stronger flavor

and a harder texture but, in turn, has more nutrients. It is usually exported fresh, while whites are more commonly exported canned or preserved.

Its high fiber and water content helps prevent constipation, and maintain a healthy digestive tract. It delays aging, prevents cognitive deterioration of the brain, and because it is a good source of folate or folic acid, it can prevent problems in the neural tube of the fetus.

# TUBERS AND ROOTS

CAROB TREE



SWEET POTATO



MACA



NATIVE POTATO



YACON

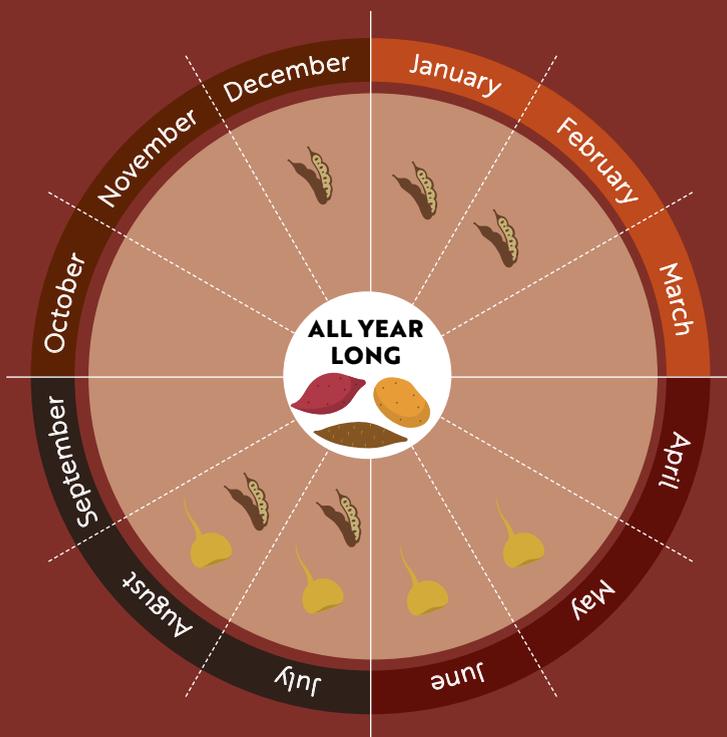


Tubers grow at altitudes ranging from

**1000 TO 4500 METERS ABOVE SEA LEVEL.**

Foreign sales of sweet potato and derived products in 2018 exceeded

**3,5 MILLION** dollars, 9% more than in 2017.



**Native Andean root and tuber crops are of great economic and nutritional importance for the survival of farmers in our Andes.**

They grow at high altitudes under extremely difficult conditions such as drought, freezing temperature and exposure to UV. These crops can be found at altitudes from 1,000 to 4,500 meters above sea level, and thrive in a variety of ecosystems: at cold temperatures in the highlands, in the subtropical inter-Andean valleys, on Andean slopes and even in the hostile sub-arctic Puna grassland. Adapted to harsh conditions throughout the centuries, root and tuber crops possess an extraordinary capacity to resist disease and environmental stress. They grow with very few supplies, which spares farmers from spending their scarce resources in expensive chemical fertilizers.

Tubers are some of the few foods that can be grown at any time of the year and be harvested at any stage of its development, be it smaller or bigger. They are rich in starch and minerals, which makes them excellent nutrient

sources. Among the nutrients and benefits they offer, the most important are beta-carotene, B complex vitamins, vitamin C, folic acid, potassium, calcium, manganese, iron, selenium, fluorine, phosphorus, magnesium and carbohydrates.

The Andes are the center of origin of many of the tubers domesticated for human consumption. Native tubers from the high areas of the Andean mountain range, even though they look alike, belong to different botanical families: Oxalidaceae, the oca; Basellaceae, the olluco; and Tropeolaceae, the mashwa. They are sometimes confused with each other because they receive different names in different countries.

The export of sweet potato and its derived products, among which traditional and organic snacks stand out, added up to over 3,5 million dollars in 2018, 9% more than in 2017.



**TUBERS ARE RICH  
IN STARCH AND  
MINERALS.**



**LACK OF  
GLUTEN MAKES  
CAROB FLOUR  
A CONVENIENT  
FOOD FOR  
CELIACS.**

# CAROB TREE

**A NATURAL ENERGIZER FOR CHILDREN, ATHLETES AND ELDERLY PEOPLE, CAROB IS GLUTEN FREE AND IS GOOD FOR CELIACS IN POWDER FORMULATIONS.** The high proportion of polyphenols present in the carob bean set it apart from other sources of dietary fiber that is basically insoluble and practically non-fermentable. It is a good source of amino acids, since it contains the seven essential amino acids (threonine, methionine, valine, isoleucine, leucine, phenylalanine and lysine) in concentrations that meet WHO standards.

The carob tree is rich in fiber, glucose, fructose and sucrose. In addition, it has carbohydrates, minerals such as potassium, iron and calcium, and in lower concentrations, macro minerals such as phosphorus and magnesium.

It can be consumed especially during pregnancy and lactation, as well as by athletes. The benefits of using carob gum to lower blood glucose levels have also been studied.

## CAROB TREE



**SCIENTIFIC NAME:**  
*Ceratonia siliqua*

**SEASONAL AVAILABILITY:**  
December-February  
July-August

**GEOGRAPHIC DISTRIBUTION:**



**HEALTH BENEFITS:**  
Soluble fiber with prebiotic function.



**WAYS TO CONSUME IT:**





# MACA



**IT CAN ALSO HELP IN  
LOWERING BLOOD  
PRESSURE.**

**IT IS A NATIVE HERBACEOUS PLANT FROM OUR ANDES THAT OFFERS MULTIPLE BENEFITS FOR THE HEALTH OF THOSE WHO CONSUME IT**, due to its high nutritional and medicinal value. During Inca times it was offered to the strongest warriors in the empire and has been used to increase virility in men and fertility in Inca women. Currently thousands of Peruvians consume it as part of the first foods in the morning.

The consumption of maca is linked to a low body mass index and low blood pressure, because of its high content of potassium, an important nutrient to mitigate high blood pressure risk.

Its sterols stimulate the endocrine system and help maintain hormonal balance in a way that is still not entirely understood.

One study has shown that maca reduces depression and anxiety, and a self-perception survey showed that it acted as an energizer. Maca is traditionally used to restore mental and physical balance, provide vitality and improve endurance in athletes.

In 2018, sales abroad of maca and its derived products registered a volume of 2,913 tons valued at 12.9 million dollars. The main export markets for maca and its derived products during 2018 were the United States, which accounted for 37.6% of total exports, followed by Canada, which took 7.3%, and Japan, representing 7.2%.

These three countries constituted 52,1% of the total amount of maca and its derived products exported from our country.

The main regions that produce maca are Pasco, Junín and Huancavelica, which demonstrates the aptitude of our Peruvian highlands as a source of diverse, high quality foods of great value.



**SCIENTIFIC NAME:**

*Lepidium peruvianum*

**GEOGRAPHIC DISTRIBUTION:**



**HEALTH BENEFITS:**

8 essential amino acids and fiber.

**SEASONAL AVAILABILITY:**

May-August

**WAYS TO CONSUME IT:**





# SWEET POTATO

**IT IS PRODUCED IN THE CENTRAL COAST OF PERU ALL YEAR ROUND.** The main importing countries are the United States, Canada, South Korea and Malaysia. Sweet potato is a major source of vitamin A, in addition to B6 and potassium. Its betacarotenes present in the sweet potato, the same ones that give the pulp its orange color, have been studied for their properties to boost the immune system, and reduce the risk of heart disease. Diets including a major source of potassium like sweet potato and are low in sodium can reduce the risk of high blood pressure and stroke.

**SCIENTIFIC NAME:**

*Ipomoea batatas*

**HEALTH BENEFITS:**

Rich in betacarotene

**SEASONAL AVAILABILITY:**

All year long

**WAYS TO CONSUME IT:**

Pâtisserie



Chips



Purée



**IT CONTAINS VITAMIN A THAT FAVORS GOOD VISION.**

**GEOGRAPHIC DISTRIBUTION:**

ÁNCASH

APURÍMAC

AREQUIPA

AYACUCHO

CAJAMARCA

CALLAO

CÚSCO

HUANCAVELICA

HUÁNUCO

ICA

LA LIBERTAD

LAMBAYEQUE

LIMA

LORETO

MADRE DE DIOS

MOQUEGUA

PIURA

PUNO

TACNA

TUMBES

UCAYALI



# NATIVE POTATO

**POTATOES ARE A VERSATILE FOOD AND A MAJOR CONTENT OF CARBOHYDRATES.** Its protein content relative to its dry weight is similar to that of cereals, and higher compared to other roots and tubers. It also contains vitamins C, B1, B3, B6, and minerals such as potassium, phosphorus, magnesium, iron and folate. Native potatoes are potential sources of antioxidants mediated by the composition of antioxidant metabolites, such as anthocyanins and polyphenols, in general.



## SCIENTIFIC NAME:

*Solanum tuberosum subesp. Andigena*

## HEALTH BENEFITS:

It provides fiber and has antioxidants as carotenoids and anthocyanins.

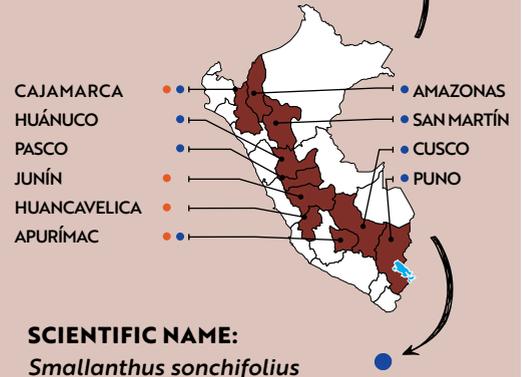
## SEASONAL AVAILABILITY:

All year long

## WAYS TO CONSUME IT:



## GEOGRAPHIC DISTRIBUTION:



## SCIENTIFIC NAME:

*Smallanthus sonchifolius*

## HEALTH BENEFITS:

Contains fructooligosaccharides (FOS)

## SEASONAL AVAILABILITY:

All year long

## WAYS TO CONSUME IT:



# YACON

**THIS TUBER IS RECOMMENDED FOR HYPOCALORIC AND DIABETICS' DIETS,** since its consumption promotes the absorption of glucose in peripheral tissues and improves sensitivity to insulin. It is used as a low calorie sweetener. Its products have a great potential in preventive medicine, since it was demonstrated that the use of aqueous extract of yacon tubers can increase 'good' cholesterol (HDL, high density lipoprotein), and reduce total cholesterol, triglycerides and other lipoproteins. Its studied benefits include support to weight loss and aid in the regulation of intestinal transit thanks to its high content of FOS.

# [ GRAINS ]



## Andean grains \*

**138.9  
MILLION**

dollars

\* Quinoa, Tarwi, Kiwicha and Cañihua

## Quinoa sales for

**135  
MILLION**

dollars in 2018

**In Peru, there are grains that have accompanied our cuisine for centuries.** These have been very important in the diet of Peruvians due to the multiple benefits that they offer the body, apart from being very easy to consume as they can side a lot of dishes and do not need complex preparations.

Among their main properties, grains provide large amounts of vitamins of the B group, such as thiamine, riboflavin and niacin. These contribute to the use of energy and strengthen the nervous system. People who suffer from constipation can soothe this condition due to the high fiber content grains have. Moreover, these are highly

recommended in weight-controlling diets- for they give the sensation of satiety-, reduce high levels of blood cholesterol and prevent diseases like type-II diabetes. The plant-origin protein that grains offer is ideal for vegetarians, as it can provide their necessary protein quota.

Its consumption also reduces the risk of heart disease and the appearance of chronic disease. Folic acid found in some grains is very beneficial for pregnant women as it prevents defects in the neural tube during the development of the fetus. On the other hand, iron provided by them not only prevents anemia but is also important for the transportation of oxygen in blood.





**IMPORTANT SOURCE  
OF OMEGA 3, 6 AND 9**

# SACHA INCHI

**SACHA INCHI IS AN OLEAGINOUS PLANT NATIVE FROM THE PERUVIAN AMAZON, KNOWN TO THE REST OF THE WORLD AS "INCA PEANUT" DUE TO ITS ENORMOUS IMPORTANCE DURING THEIR EMPIRE.** Also known as "bush peanut", Inca peanuts are an important source of omega 3, 6 and 9, and contain better balanced polyunsaturated and saturated fatty acids than fish. Sacha inchi oil is highly valued for its content of essential fatty acids.

This seed provides multiple benefits to the body: its content of essential oils can help to counteract irritable bowel problems, as they are essential to maintain intestinal permeability. In addition, omega 3 fatty acids can help lower the amount of triglycerides and other fats produced in the liver.

Sacha inchi is a superfood that is making its way into international markets little by little. For example, even though sachu inchi export to South Korea has not represented big numbers to Peru until now, it is a relatively new product in the market that also poses attractive growth perspectives in the long term that could be compared to those of quinoa. In 2018, exports of this product in its snacks (77%), oil (14%) and flour (9%) presentation reached 17 million dollars.

Peruvian exporters face a big commercial opportunity due to the wide growth margin that this superfood has in the American market, and the growing trend among consumers of opting for better life quality through nutrition.

Peruvian exporters have a great commercial opportunity with this type of product given the wide growth margin of its consumption in some countries and the growing trend among consumers of opting for better life quality through nutrition.



## SACHA INCHI

### SCIENTIFIC NAME:

*Plukenetia volubilis*

### GEOGRAPHIC DISTRIBUTION:



### HEALTH BENEFITS:

Fatty acids of the Omega group, antioxidant capacity

### SEASONAL AVAILABILITY:

January-May and November-December

### WAYS TO CONSUME IT:

Oil



Gelatin flour



Capsules and food supplements



Beauty products



Toasted seeds

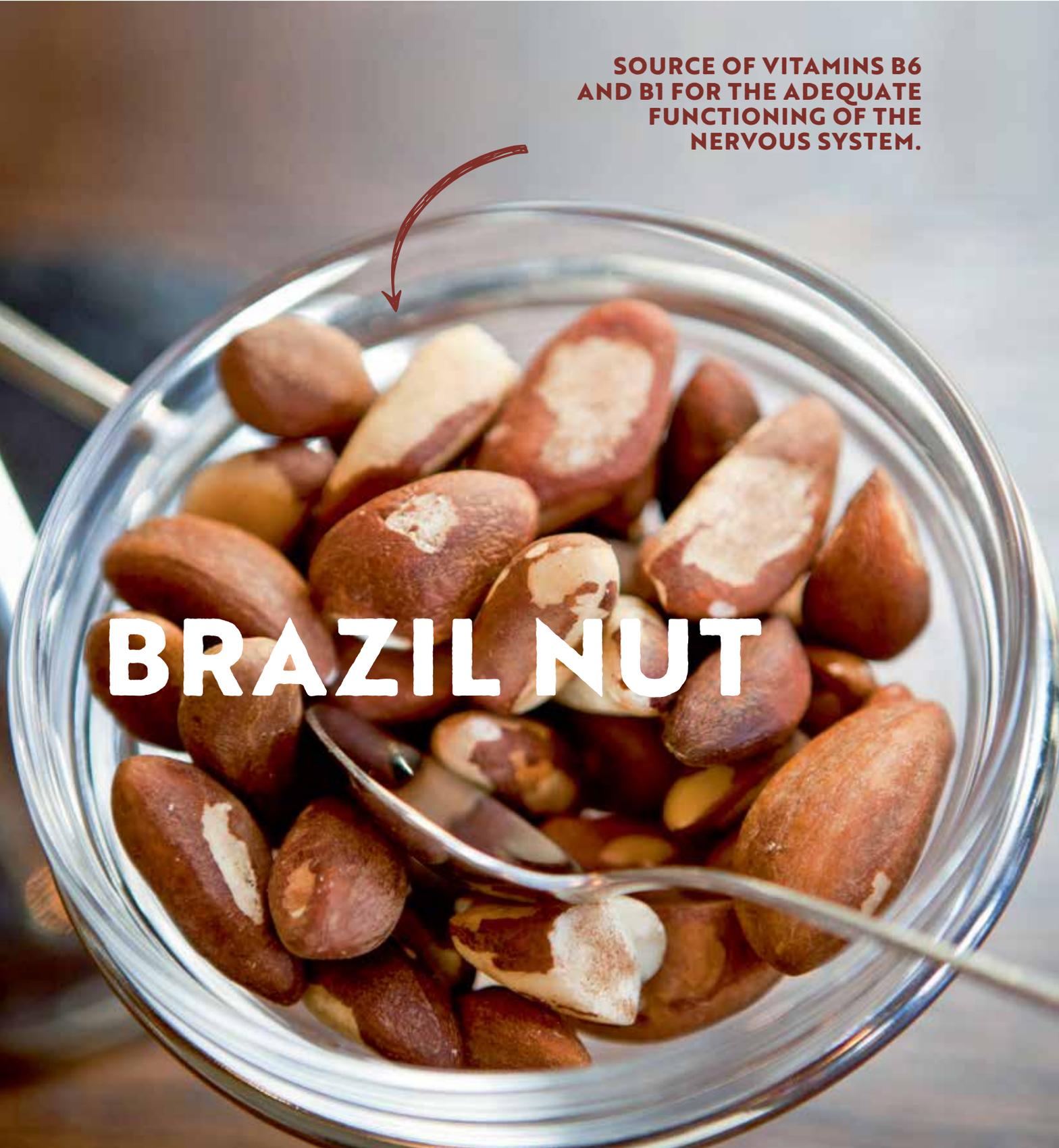




**SOURCE OF VITAMINS B6  
AND B1 FOR THE ADEQUATE  
FUNCTIONING OF THE  
NERVOUS SYSTEM.**



# **BRAZIL NUT**



# BRAZIL NUT

**A DRY FRUIT WITH A HIGH CONTENT OF VITAMINS (B6 AND THIAMINE) AND MINERALS,** Brazil nuts are also rich in calcium, phosphorus and magnesium, good for the development and health of the bone system. They are low in sodium and high in potassium, which helps maintain steady blood pressure and normal functioning of the nervous and muscular systems. A study suggests that a single portion of Brazil nuts is enough to improve the profile of healthy lipids (reduced LDL-c and high HDL-c), without concomitant liver or kidney toxicity. Its vitamin B6 content contributes to normal psychological functions and helps reduce tiredness and fatigue.



# CHÍA

**CHÍA IS AN EXCELLENT SOURCE OF FIBER** that can be used in pastries, milkshakes and juices. You can also soak it in water to have it on its own. A source of calcium, which contributes to the normal functioning of the muscles, and iron, for the normal transport of oxygen in the body and the normal formation of red blood cells and hemoglobin. Chia contains antioxidants and proteins, and provides a balanced high concentration of alpha-linoleic fatty acid omega 3 and low concentration of omega 6. Omega 3 helps maintain normal blood cholesterol levels.

**SCIENTIFIC NAME:**

*Castanea sativa*

**HEALTH BENEFITS:**

High content of potassium, phosphorus, vitamin B1 and B6

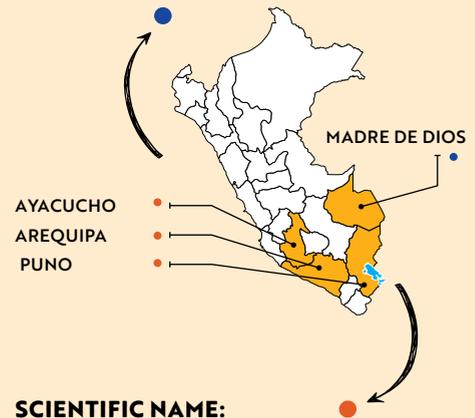
**SEASONAL AVAILABILITY:**

All year long

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**



**SCIENTIFIC NAME:**

*Salvia hispanica*

**HEALTH BENEFITS:**

Polyunsaturated fatty acids, highlighting the presence of acids essential fatty acids (linoleic and linolenic)

**SEASONAL AVAILABILITY:**

December-April

**WAYS TO CONSUME IT:**





# CAÑIHUA

**CAÑIHUA IS ONE OF THE GREAT ANDEAN GRAINS, RESISTANT TO STRONG CLIMATES AND CULTIVATED BETWEEN 3500 AND 4200 MASL.** It can grow during frosts, droughts and at low temperatures and is a valuable resource for communities. Rich in proteins and fiber with strong antioxidant capacities due to its content of phenolic compounds, cañihua is a high protein product, and can contribute to preserve or increase muscle mass. Cañihua can be used in preparations including plant protein. In addition, its flour is gluten free, and so convenient in celiacs' diets.

**SCIENTIFIC NAME:**

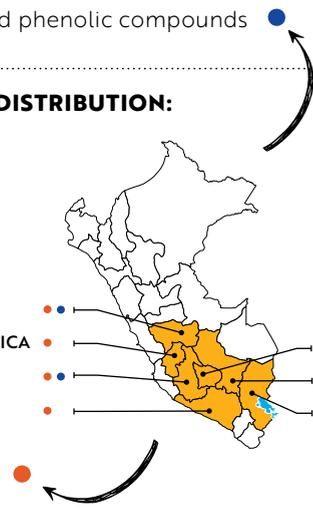
*Chenopodium pallidicaule*

**HEALTH BENEFITS:**

Antioxidants and phenolic compounds

**GEOGRAPHIC DISTRIBUTION:**

- JUNÍN
- HUANCAVELICA
- AYACUCHO
- AREQUIPA
- APURÍMAC
- CUSCO
- PUNO



# QUINOA

**EVEN THOUGH THERE ARE OVER 3,000 TYPES OF QUINOA, NOWADAYS WE ONLY BENEFIT FROM LESS THAN 1% OF THESE.** Due to its composition rich in nutrients, it is considered a very complete food. It has been included by NASA in astronaut diets for long-term space travel. Quinoa provides proteins, unsaturated fatty acids, minerals (calcium, iron and magnesium), vitamins (E, B1, B2 and niacin) and phosphorus. Its high content in total dietary fiber (7 grams per 100 grams of raw quinoa) induces a sensation of satiety. Also this cereal absorbs water and stays longer in the stomach.

**SCIENTIFIC NAME:**

*Chenopodium quinoa*

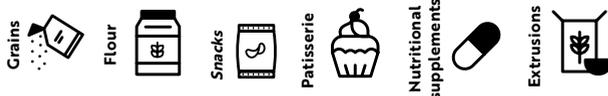
**HEALTH BENEFITS:**

It provides a higher dose of essential amino acids than most vegetable sources.

**SEASONAL AVAILABILITY:**

April-July

**WAYS TO CONSUME QUINOA AND CAÑIHUA:**



# KIWICHA

A SOURCE OF ESSENTIAL AMINO ACIDS, IN PARTICULAR LYSINE, KIWICHA IS USED FOR NUTRITION OF PREGNANT WOMEN AND CHILDREN. Lysine seems to help the body absorb calcium and plays an important role in the formation of collagen, an important substance for bones and connective tissues including skin, tendons and cartilage. Kiwicha contains calcium, phosphorus and iron. Its calcium content is necessary for building normal bones, while phosphorus preserves teeth and iron contributes to the normal formation of red blood cells and hemoglobin.



.....

**SCIENTIFIC NAME:**

*Amaranthus caudatus*

.....

**HEALTH BENEFITS:**

Source of protein; high lysine content.

.....

**SEASONAL AVAILABILITY:**

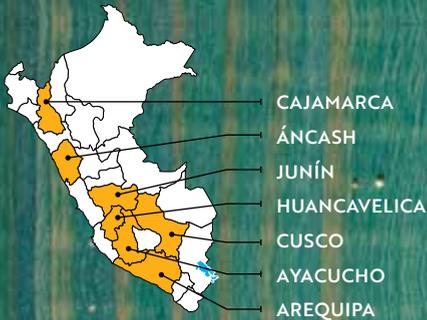
May-August

.....

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION:**





# GIANT CORN

**CORN IS A HIGHLY ENERGETIC CEREAL VERY RICH IN DIGESTIBLE NUTRIENTS.**

A source of proteins and minerals such as calcium, iron and phosphorus, it also provides carbohydrates, mostly polysaccharides. A study also confirms the antihypertensive potential of phenolic phytochemicals present in certain important traditional plant foods of indigenous communities, one of them being corn.

**SCIENTIFIC NAME:**

*Zea mays*

**HEALTH BENEFITS:**

Natural source of carbohydrates (mainly polysaccharides)

**SEASONAL AVAILABILITY:**

April-June

**WAYS TO CONSUME IT:**



# PURPLE CORN

**PURPLE CORN HAS ACQUIRED GREAT IMPORTANCE DUE TO ITS HIGH CONTENT OF ANTIOXIDANTS,** in particular anthocyanins, which have shown in experimental studies to help lower blood pressure in hypertensive people and increase the total antioxidant capacity of the blood. It is traditionally used as depurative, hypotensive, anti-inflammatory and antioxidant.

**SCIENTIFIC NAME:**

*Zea mays L. subsp. mays Grupo Amylacea 'Culli'*

**HEALTH BENEFITS:**

Natural antioxidant (phenolic acids) that slows cell aging.

**SEASONAL AVAILABILITY:**

April, November and December

**WAYS TO CONSUME IT:**



**PURPLE CORN'S ANTHOCYANINS LOWER BLOOD PRESSURE.**



# HERBS



## ANDEAN MINT

(MUÑA)

**CONSUMED TYPICALLY AS A TEA,** muña

Andean mint is traditionally used as an analgesic, antispasmodic, antiseptic, against rheumatism and for respiratory diseases. Part of its medicinal properties may be attributed to its antioxidants content. In addition, it is popularly used against altitude sickness in mountain areas and stomach problems such as flatulence. It is a source of calcium and phosphorus, which contribute respectively to having strong bones and normal blood coagulation. It is also used in ointments.

**SCIENTIFIC NAME:**

*Minthostachys mollis*

**HEALTH BENEFITS:**

Antioxidants: flavonoids and derivatives of phenolic compounds.

**SEASONAL AVAILABILITY**

March-July

**A SOURCE OF CALCIUM AND PHOSPHORUS, IT CONTRIBUTES TO KEEP HEALTHY BONES.**

**WAYS TO CONSUME IT:**

Capsules



Infusion



CAJAMARCA

ÁNCASH

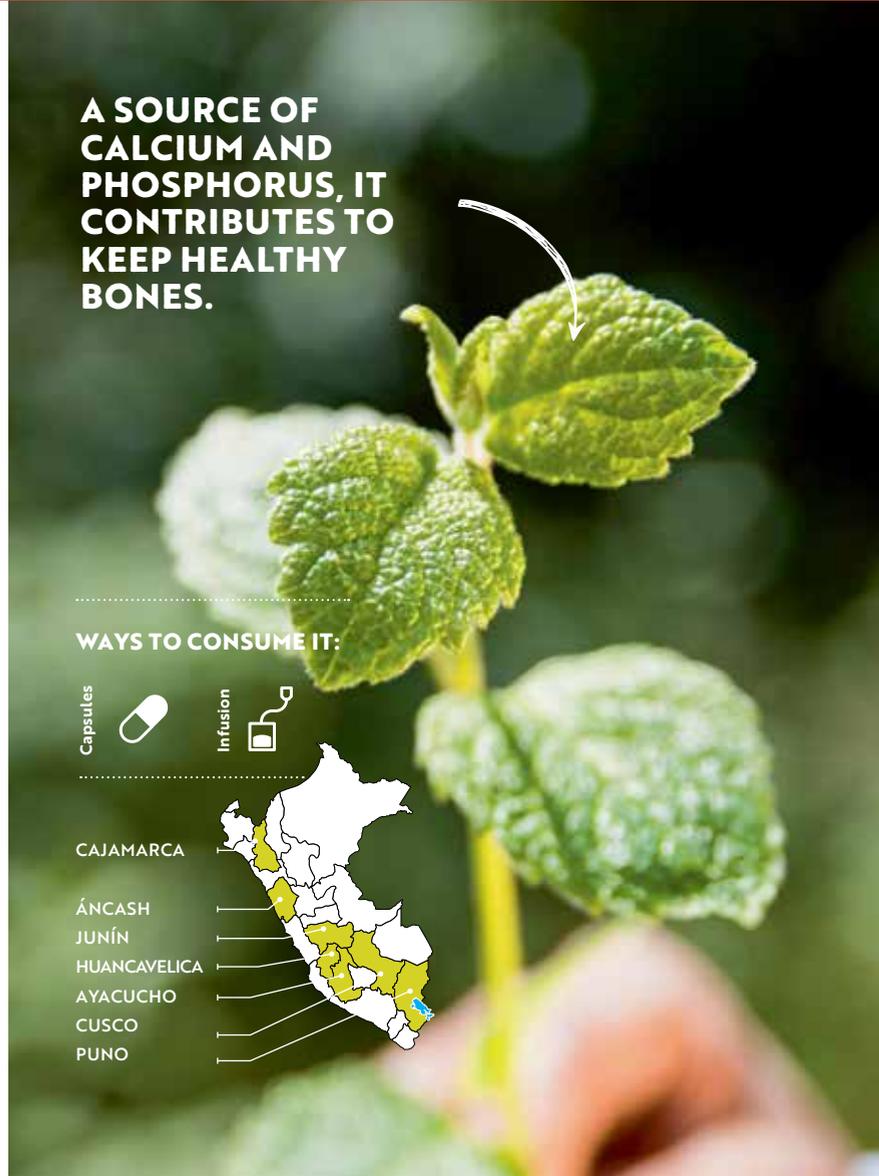
JUNÍN

HUANCAVELICA

AYACUCHO

CUSCO

PUNO



# CAT'S CLAW



## WIDELY USED IN TRADITIONAL PERUVIAN MEDICINE TO COMBAT ARTICULAR PAIN,

because of its anti-inflammatory properties. In addition, it has demonstrated influence on various immunological mechanisms, as well as the antimutagenic activity of its extracts and fractions. Cat's claw is traditionally used as a detoxifier to treat cases of colitis, gastritis, ulcers and hemorrhoids.

.....  
**SCIENTIFIC NAME:**

*Uncaria tomentosa*

.....  
**HEALTH BENEFITS:**

Anti-inflammatory and antioxidant

.....  
**WAYS TO CONSUME IT:**



.....  
**SEASONAL AVAILABILITY:**

January-March  
September-December

.....  
**GEOGRAPHIC DISTRIBUTION:**



**IT HAS A BENEFICIAL INFLUENCE ON THE IMMUNE SYSTEM.**

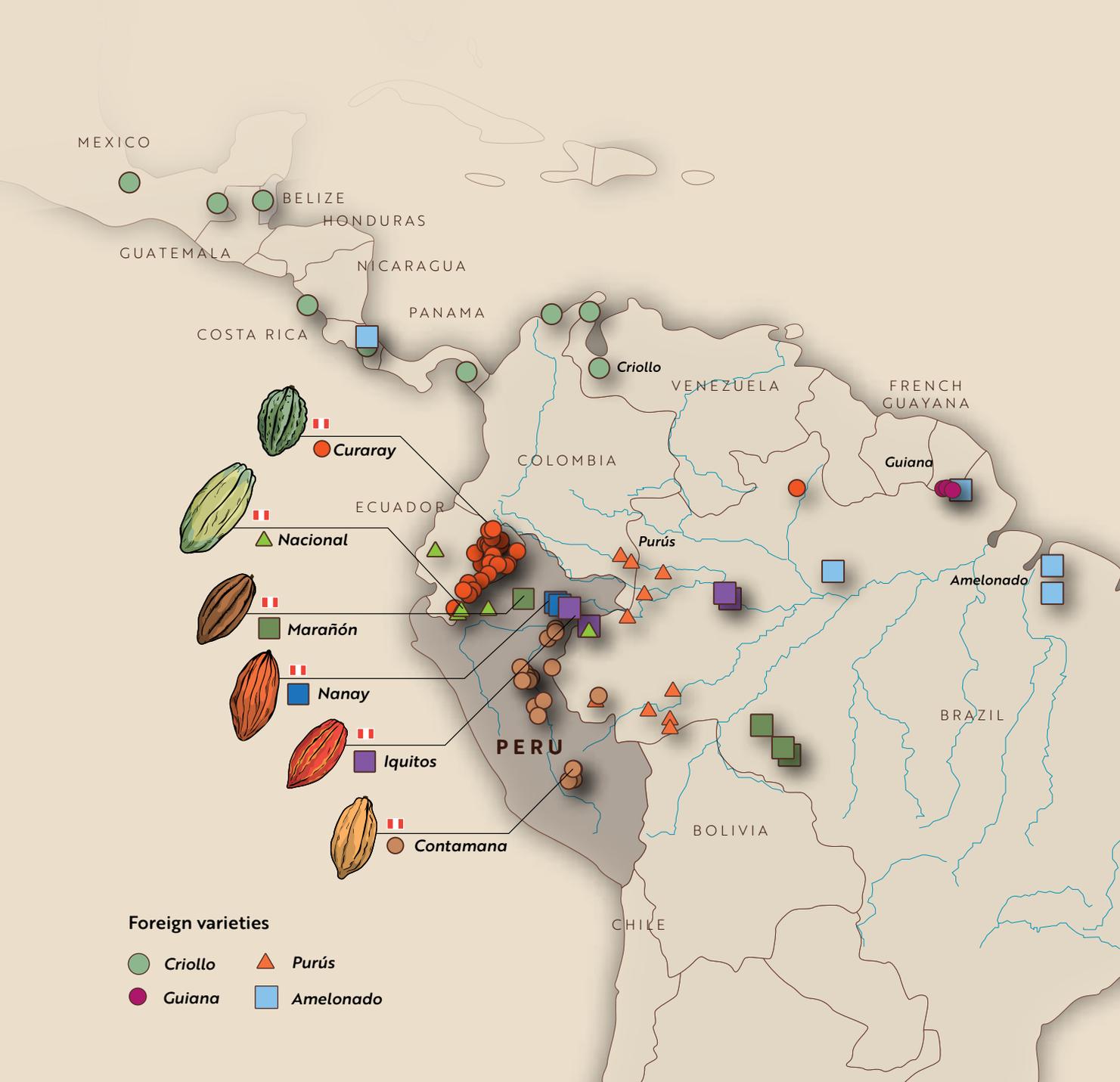




**COCOA**

# Peru, center of origin of cocoa

Peru has the highest genetic biodiversity in cocoa in the world. Our Amazon hosts six of the ten genetic varieties of cocoa that exist.





# COCOA

COCOA HELPS THE  
BODY RELEASE  
ENDORPHINS.



**THE COCOA, "FOOD OF THE GODS", HAS ITS ORIGIN IN THE AMAZON BASIN.**

The domestication of this crop began, according to recent archaeological findings, 5300 years ago in Peru, distributing the species throughout the Amazon and Mesoamerica, along the Pacific coast.

Peru is classified according to the International Cocoa Organization (ICCO), as the third producer and exporter of cocoa in Latin America, after Brazil and Ecuador respectively.

The three main varieties produced worldwide are Criollo (5%), Forastero (85%) and Trinitario (15%). From these come subvarieties or "genetic clusters", of which Peru has three unique native subvarieties in the world: the white cocoa from Piura, the Chuncho from Cusco and the Fortunato from Cajamarca. There are 16 cocoa producing regions, but only 7 concentrate 91% of the production: San Martín, Junín, Ucayali, Cusco, Huánuco, Amazonas and Cajamarca.

In 2018, the main export markets for cocoa beans were the Netherlands, Belgium, Malaysia and Italy, with 19.5%, 18.1%, 12.6% and 11.7%, respectively. These countries use this input to prepare their own quality chocolates. On the other hand, our chocolate industry exports the final product to the United States, Canada and Ecuador, markets that in 2018 represent 44%, 13% and 12.5% respectively.



**SCIENTIFIC NAME:**

*Theobroma cacao*

**GEOGRAPHIC DISTRIBUTION:**



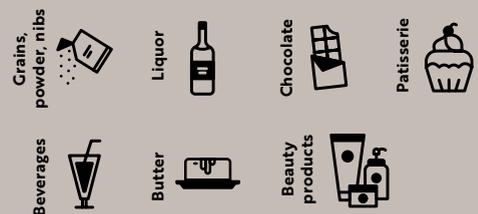
**HEALTH BENEFITS:**

It contains resveratrol and flavonoids such as epicatechin of antioxidant properties.

**SEASONAL AVAILABILITY:**

All year long.

**WAYS TO CONSUME IT:**





# PERU

A FISHING COUNTRY

**Now that the world has come to realize the enormous nutritional potential of marine products,** Peru finds itself in an exceptional position to deliver its interesting value proposition as a country with a long-dated fishing culture, business experience and high-end resources processed up to the strictest health and sanitary international standards. All this allows us to offer products, with great advantages that are beginning to be appreciated in the main international markets.

### A FISHING TRADITION

Our fishing tradition dates back to the dawn of civilization in what is now Peru, more than five thousand years ago. Ever since, the fruits of the sea have been a fundamental part of the diet of the country's peoples. Exceptional climate, a gift of nature that we have been able to take advantage of, has given Peru fishing resources that are not only abundant but of extraordinary variety.

To a large extent, Peru's marine wealth results from the fact that two different Pacific Ocean marine currents bathe its coasts. The cold Humboldt Current runs northbound along the south and central coast and creates ideal conditions for Peru to have one of the most productive seas on the planet, making it the largest producer of anchovy worldwide. Meanwhile, the southbound warm tropical current of El Niño, that bathes the north coast, creates conditions for the reproduction of diverse and highly valued species that are endemic to the Peruvian sea.

Additionally, these currents also condition, nurture and enrich our soils, creating exceptionally favorable conditions for farming, and make possible the country's exuberant natural diversity.

Modern and responsible fisheries management allows Peru to offer food and supplies for the global industry through a sustainable activity that preserves and protects the fruit of its seas.

### VARIETY AND QUALITY

Blessed for the abundance and variety of marine capture and continental species, both native and introduced, Peru is positioned worldwide as a major trading partner and global supplier of fishery products.

Many among the abundant marine and continental fish species available in Peru are major sources of omega 3 (EPA and DHA) and essential amino acids. In addition, they are an important source of proteins, vitamins A, B, D and E, and contain high doses of minerals. These extraordinary properties contribute to improve people's health, and life style and quality.





# OILY FISH

ANCHOVY



TUNA



CHUB MACKEREL



JACK MACKEREL



The importance of consuming oily fish is for its

**HIGH  
AMOUNT OF  
OMEGA 3**

Oily fish:

Help control cholesterol

Fight stress and depression

Have powerful antioxidant effects

Prevent heart conditions and decrease arterial tension

Avoid osteoporosis and strengthen the bones

Are rich in vitamins A, D and E, among others

Favor the development and conservation of brain functions

Have 25 times more minerals than others animal foods

Are found in a wide variety of presentations

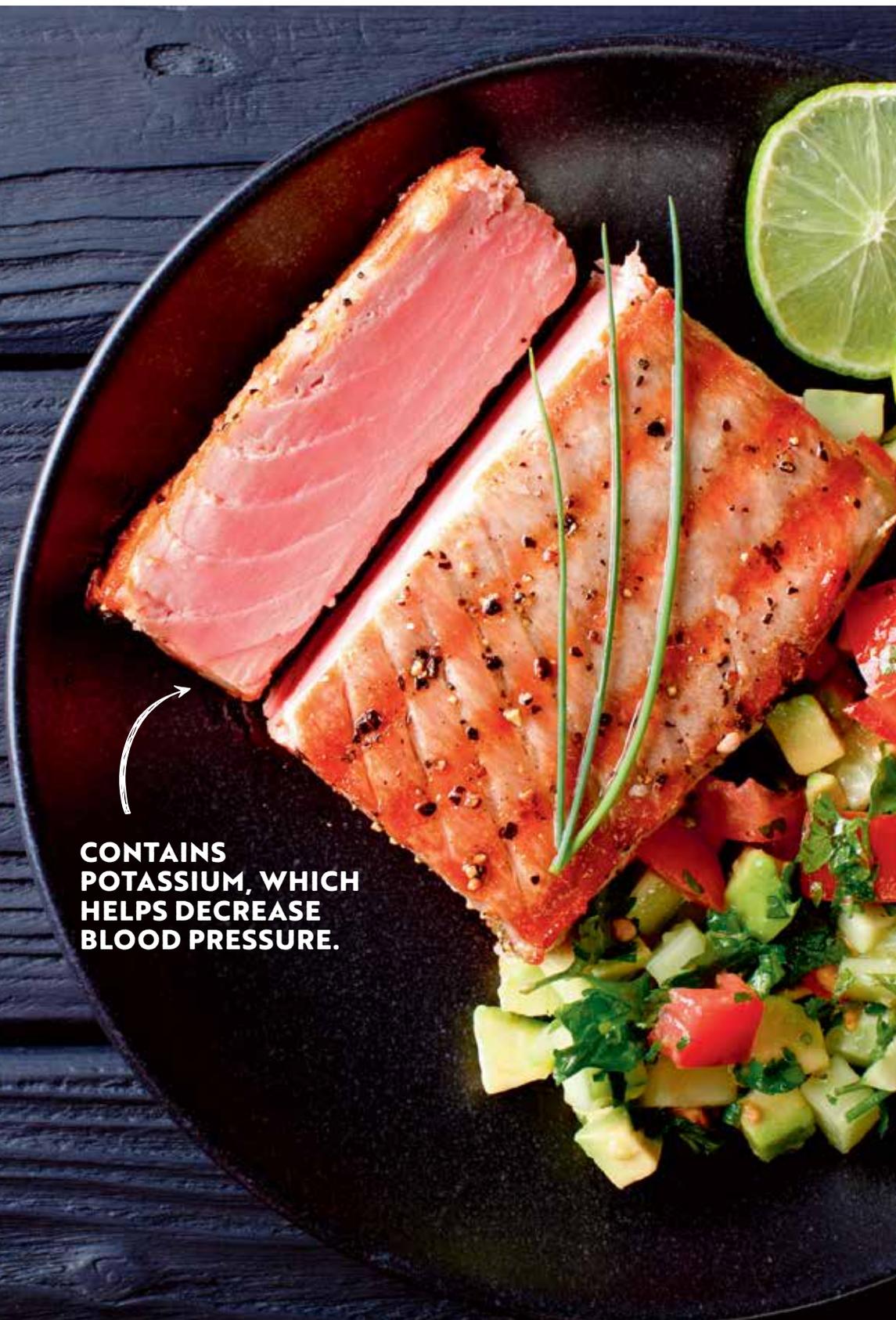


**The importance of consuming oily fish- such as anchovy, chub mackerel, tuna and jack mackerel – lies upon the large quantity of omega 3 fatty acids they have,** which bring a series of benefits such as controlling and reducing high cholesterol, preventing heart disease, reducing blood pressure, reduce depression and stress levels, and prevent psoriasis and osteoporosis.

Furthermore, they contain up to 25 times more minerals than any other animal-origin food; they have fat soluble vitamins that keep bones strong (vitamin D), they have powerful antioxidant effects (vitamin E) and the capacity to form cells (vitamin A).

They also have water soluble vitamins, such as those vital to keep a healthy nervous system (vitamin B), and to prevent the aging of body organs (vitamin C). They prevent joint disease and even skin problems.

Oily fish may vary their fat content depending on the species (they can reach up to 15% fat). Fish is easy to digest and does not pose any harm if consumed in larger quantities. It can be eaten for breakfast, lunch and dinner. In the case of anchovy, it can be consumed as fish preserve, and bonito can be found in all markets as it is a seasonal fish.



**CONTAINS  
POTASSIUM, WHICH  
HELPS DECREASE  
BLOOD PRESSURE.**

**OILY FISH ARE HIGH BIOLOGICAL VALUE AND PROTEIN RICH FOODS.** They provide proteins similar to meat, do not contain carbohydrates (starches and sugars), are rich in vitamins A, C and B and provide calcium, phosphorus, and potassium. Their content of iron, magnesium and zinc help prevent anemia and contribute to children’s growth and development. Their high protein value helps muscle tissues regenerate faster, and strengthen tendons and ligaments. They are also rich in lysine, an essential amino acid for child growth, as well as vitamin D, to prevent rickets.



In addition, they have omega 3 and 6, essential fats that our body does not produce and that serve to develop the brain favoring nervous interconnection, improve vision, maintain skin in healthy conditions, prevent diseases such as Alzheimer's and depression,

## PESCADOS AZULES

### SCIENTIFIC NAME:

- *Anchovy Engraulis ringens*
- *Tuna Thunnus albacares, Thunnus obesus, Euthynnus pelamis, Auxis thazard*
- *Chub mackerel Scomber japonicus*
- *Jack mackerel Trachurus picturatus murphyi*

### ORIGIN

Catch

### GEOGRAPHIC DISTRIBUTION

Tumbes–Tacna



### AVAILABILITY

All year long

### HEALTH BENEFITS:

High content of omega 3 (EPA and DHA) and essential amino acids; major source of protein, vitamins and minerals.

### WAYS TO CONSUME IT:

Omega 3 capsules



Fresh and frozen



Canned





and especially, heart disease associated with cholesterol elevation, it is a superfood that cleans the arteries of the body, dissolving and eliminating cholesterol and triglycerides. It also helps maintain proper blood clotting and increase the reproduction of red blood cells, which reduces the possibility of heart attacks and strokes.

Anchovy strengthens the immune system, making it less prone to infectious diseases. It is ideal for pregnant women, since it improves the baby's development and keeps it strong during pregnancy. Tuna reduces coronary risk factors





**PROTECTS THE  
CARDIOVASCULAR  
SYSTEM**

such as high blood pressure, diabetes, overweight or obesity. Mackerel is rich in vitamin A that helps maintain and repair certain body tissues, vitamin D that favors calcium absorption, and vitamin E that stands out for its antioxidant action. Finally, horse mackerel is rich in iodine, which is beneficial for the metabolism, regulates energy level and improves cells' functions.



# MAHI-MAHI

**WITH WHITE AND HIGHLY NUTRITIOUS FLESH, MAHI-MAHI LIVES OVER 400 MILES OFFSHORE AND IS NATIVE TO TROPICAL AND SUBTROPICAL WATERS.**

In Peru, mahi-mahi is fished when it reaches its largest size: 85 cm on average. Its meat is white and pleasant to taste, and its texture is firm, which makes it ideal for numerous cooking preparations. Despite its white flesh, it is also very rich in omega 3, so its frequent consumption helps to combat bad cholesterol, triglycerides, high blood pressure and inflammations such as arthritis.

.....

**SCIENTIFIC NAME:**

*Coryphaena hippurus*

.....

**ORIGIN**

Catch

**AVAILABILITY**

October-April

.....

**HEALTH BENEFITS:**

Protein rich, omega 3 fatty acids, including EPA and DHA, and vitamins A and D.

.....

**GEOGRAPHIC DISTRIBUTION:**

Tumbes–Tacna



.....

**WAYS TO CONSUME IT:**

Fresh  
and  
frozen



Canned



# TROUT

**RECOGNIZED FOR ITS GOOD TASTE AND IMPORTANT NUTRITIONAL PROPERTIES**, the rainbow trout is a fish of cold water, that lives in rivers, lakes and lagoons of the Andean highlands. Thanks to its low salt content, it is ideal to fight high blood pressure. In addition, its high protein value strengthens and accelerates muscle growth. Its rich omega 3 content contributes to brain development, and prevents heart and mental diseases.



# SHRIMP

**A MUCH VALUED SOURCE OF ESSENTIAL NUTRIENTS TO OUR BODY**, which contribute to a balanced and healthy diet, shrimp stands out for its high content of proteins and omega 3 fatty acids, vitamin B3 (niacin), used to process energy from proteins, carbohydrates and fats and to balance glucose. Its B9 and B12 vitamins help in gestation and mature red blood cells, respectively. It also provides vitamin E, a powerful antioxidant, which slows down skin ageing. It provides magnesium, a macronutrient that strengthens the bone system and protects the walls of blood vessels; selenium, which serves to stimulate the immune system; and iron that prevents and treats anemia.

**SCIENTIFIC NAME:**  
*Oncorhynchus mykiss*

<b>ORIGIN</b>	<b>AVAILABILITY</b>
Fish farming	All year long

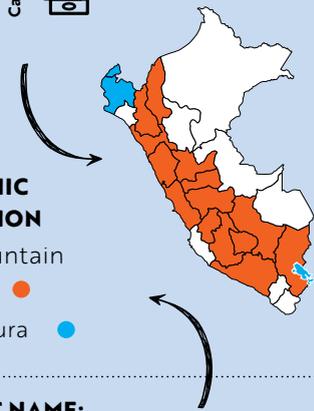
**HEALTH BENEFITS:**  
Rich in omega 3 fatty acids and vitamins A and B, it provides micronutrients that strengthen the immune system and minerals that help to prevent anemia and facilitate the optimal development of bones and teeth.

**WAYS TO CONSUME IT:**



**GEOGRAPHIC DISTRIBUTION**

Andes mountain fish farms ●  
Tumbes–Piura ●



**SCIENTIFIC NAME:**  
*Litopenaeus vannamei*

<b>ORIGEN</b>	<b>AVAILABILITY</b>
Farming	All year long

**HEALTH BENEFITS:**  
Protein, omega 3 fatty acids and vitamins B3, B9 and B12-rich, it also contains vitamin E, an effective antioxidant.

**WAYS TO CONSUME IT:**



# **SUPER FOODS PERU: HOW A NEW BRAND IS CREATED**

**IT WAS LAUNCHED IN BERLIN, GERMANY, ON FEBRUARY 9<sup>TH</sup> 2017 AT THE OPENING OF 25TH FRUIT LOGISTICA, THE MOST IMPORTANT FRUIT AND VEGETABLE FAIR IN THE WORLD. THAT DAY NOT ONLY REPRESENTED THE SUMMIT OF SEVERAL MONTHS OF BRAND CONCEPT AND CREATION, BUT ALSO THE UNDENIABLE PROOF THAT SUPER FOODS PERU WAS READY TO CONQUER THE WORLD.**

**Peru is one of the ten main countries that provide the world with food.** It is the lead country with the most agricultural biodiversity, and is an important producer of organic foods. In this context, creating the image and identity of Peruvian superfoods implied thinking not only of a logo, but of a whole “universe” of concepts, with not only an image but a narrative that could hold and empower the virtues of Peru regarding its products and its competitive advantages over other countries. That is how Super Foods Peru was born, a 360° brand, young and modern, mindful of the health and well-being of its consumers, based on good quality and nutritious foods, rich in antioxidants, vitamins and amino acids, and whose production is sustainable and responsible. In other words, a brand prepared to conquer the hearts and minds of millions of consumers all around the planet.

After many days of fine-tuning and working on details, the conceptual basis was established and the final logo was designed. Super Foods Peru was born and with it the family of graphic pieces that would accompany it, as well as refining its tone and personality and planning its world release.



## DID YOU KNOW?



### GRAPHIC REFERENCE

ANCIENT PRE-COLUMBIAN CULTURES WERE ABLE TO PORTRAY THEIR SYMBOLIC UNIVERSE IN UTILITARIAN AND CEREMONIAL OBJECTS. MOCHE CERAMICS, NAZCA TEXTILES OR INCA “KEROS” HAVE BEEN OUR INSPIRATIONAL REFERENCES TO FIND ORGANIC FORMS AND EARTHY AND NATURAL COLORS.

### COUNTRY BRAND

MARCA PAÍS (COUNTRY BRAND) HAS CONTRIBUTED WITH ITS INTERNATIONAL STANDING WHICH, ACCORDING TO SEVERAL STUDIES, IS ASSOCIATED TO GOOD QUALITY, BEING SPECIFIC AND SPECIAL. WITH IT, A SYMBOLIC SUPPORT OF THE ORIGIN OF THE FOODS WAS ACHIEVED, AS WELL AS BEING A POWERFUL TOOL TO REACH THE TARGET MARKETS.



## TO THE CONQUEST OF THE WORLD

**To build a loved and respected brand is a challenge but also a sales and profit engine. A corporate identity is vital to transmit values and achieve the public's liking. It helps build brand personality, define the sense of its organizational culture, strengthens the spirit of belonging and leadership, and is the perfect tool to push forward new services and products.**

During the first official appearance of the brand at Fruit Logistica in Berlin, Germany, the over 150 national companies that participated exceeded their business expectations, well above their usual average. After that, the brand kept travelling around the world, making the benefits of our country's superfoods known to the public.

In the specialized fair Seafood Expo Global 2017, which took place in Brussels, Belgium, the national delegation formed by 37 exporting companies established over 1,700 commercial contacts and closed deals for over 80 million dollars. This event was a good sample of how Super Foods Peru provides healthy and nutritious foods, rich in vitamins and antioxidants, which include not only grains and vegetables such as quinoa, but also fish products such as squid, tuna, scallops, anchovy, shrimp and chub

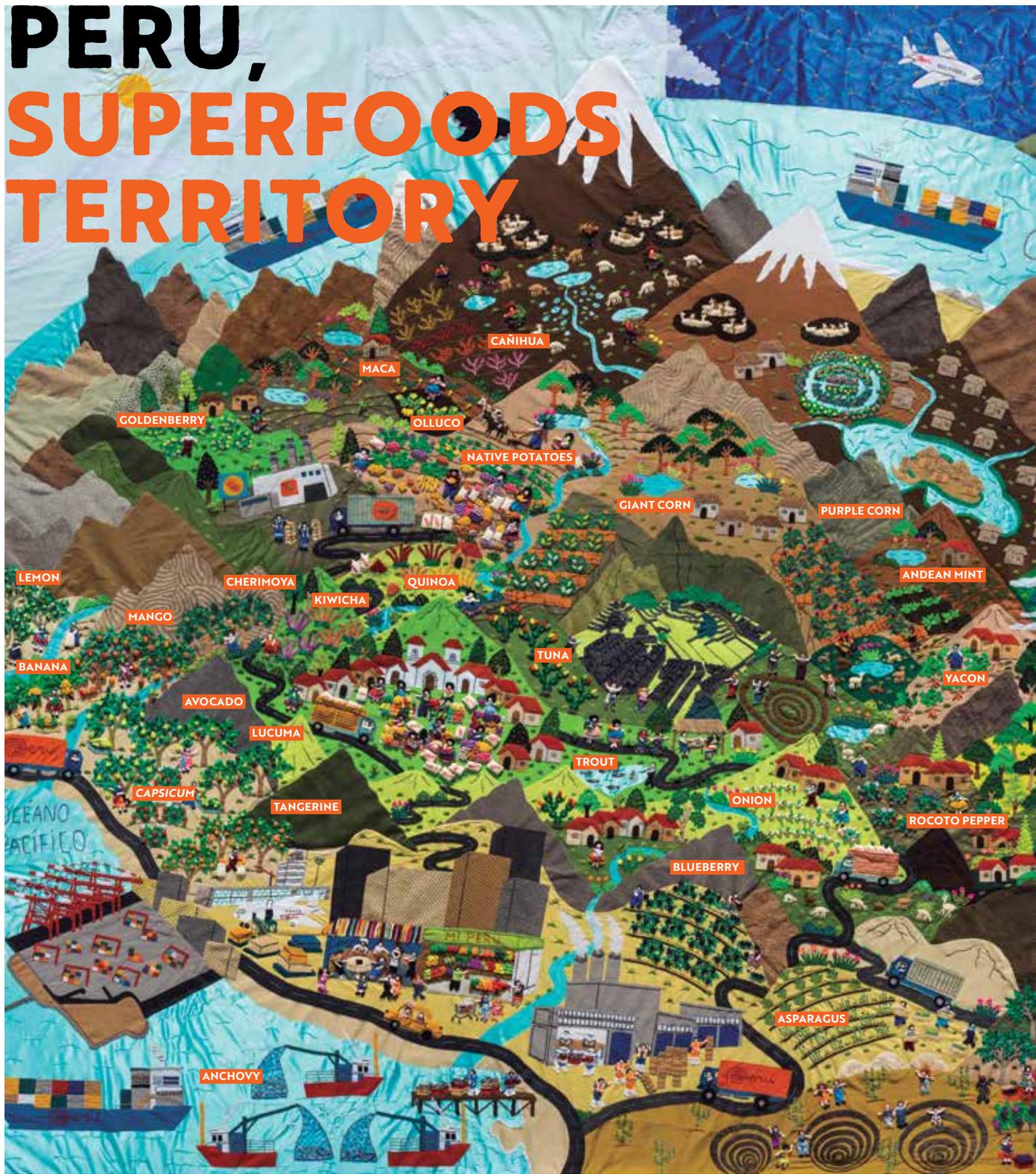
mackerel. Similarly, in Asia Fruit Logistica international fair, developed in Hong Kong, China, in September 2017, the 70 Peruvian companies that assisted made commercial contacts that reflected on about 138 million dollars.

The brand relies on the support of the private sector, represented by the most relevant Peruvian guilds such as Asociación de Gremios Agrarios del Perú (AGAP), Asociación de Exportadores del Perú (ADEX), the Chamber of Commerce of Lima (CCL), Sociedad Peruana de Comercio Exterior (Comex), Sociedad Nacional de Pesquería (SNP), Sociedad Nacional de Industrias (SNI), the Cámara de Comercio e Industria Peruano Alemana, among others.

Throughout 2017 and 2018, Super Foods Peru was present in over 75 events and presentations around the world – Europe, Asia, America and Oceania –, it was the ambassador of the country's image and facilitated the commerce of its main agricultural and fishing products. Today, thanks to the brand, these products are open to the world and show Peru as a country full of history and tradition, that has technology, a great vision for its export and, above all, many opportunities for the future.

# PERU, SUPERFOODS TERRITORY

The burlap is a type of handicraft made from a thick piece of cloth upon which different figures are sewn and embroidered, forming sophisticated and colorful compositions. They usually represent country landscapes and picturesque scenes related to agricultural cycles and traditional celebrations in rural areas of the country.





The launch of Super Foods Peru as a brand was made in Berlin, Germany, in February 2017 at Fruit Logistica, the most important fruit and vegetable fair in the world, which brought together 3,100 exhibitors from 86 countries and over 70 thousand buyers and visitors from 130 nations.

For such an introduction, and with the purpose of showing Peru's potential to become a world power in agricultural diversity and the production of superfoods, a burlap piece of cloth of 3.6m wide and 2.8m tall was designed. Fourteen women from the Kuyanakuy Association worked for 1,800 hours to embroider each of the 4,000+ pieces that formed this striking handcraft: endless miniature fruits and vegetables, tiny mountains and trees made of cloth, the most amazing details from the journeys these foods make before being exported to the world.

The superfood burlap was the right way to exhibit the richness of our geography and its peculiarities, the landscapes in which superfoods are born. It was a return to the essence of our identity and evidence of how tradition and modernity can come together naturally in Peru.

# MAIN ACTIVITIES IN WHICH THE SUPER FOODS PERU BRAND PARTICIPATED





**BIOFACH**  
Nuremberg,  
Germany  
FEBRUARY

**FRUIT  
LOGISTICA**  
Berlin, Germany  
FEBRUARY

**MISION  
SUPERFOODS  
ASIA**  
Beijing, China  
MAY

**CHINA  
FISHERIES**  
Qingdao, China  
NOVEMBER

**SEAFOOD EXPO  
GLOBAL**  
Brussels, Belgium  
APRIL

**SIAL**  
Paris, France  
OCTOBER

**GULFOOD**  
Dubai  
FEBRUARY

**ASIA FRUIT  
LOGISTICA**  
Hong Kong, China  
SEPTEMBER

**FOODEX**  
Tokyo, Japan  
MARCH

## DIRECTORY OF GUILDS AND ASSOCIATIONS

ASOCIACIÓN DE EXPORTADORES - ADEX  
[www.adexperu.org.pe](http://www.adexperu.org.pe)

CÁMARA DE COMERCIO DE LIMA  
[www.camaralima.org.pe](http://www.camaralima.org.pe)

ASOCIACIÓN DE GREMIOS AGRARIOS DEL PERÚ - AGAP  
[www.agapperu.org](http://www.agapperu.org)

ASOCIACIÓN DE PRODUCTORES DE ARÁNDANO DEL PERÚ - PROARANDANOS  
[www.proarandanos.org](http://www.proarandanos.org)

ASOCIACIÓN DE PRODUCTORES DE CÍTRICOS DEL PERÚ - PROCITRUS  
[www.procitrus.org/perucitrus](http://www.procitrus.org/perucitrus)

ASOCIACIÓN DE PRODUCTORES DE GRANADA DEL PERÚ - PROGRANADA  
<http://progranada.pe/>

ASOCIACIÓN PERUANA DE PRODUCTORES Y EXPORTADORES DE MANGO - APEM  
[www.peruvianmango.org](http://www.peruvianmango.org)

ASOCIACIÓN DE PRODUCTORES DE PALTA HASS DEL PERÚ - PROHASS  
[www.prohass.com.pe](http://www.prohass.com.pe)

ASOCIACIÓN DE PRODUCTORES DE UVA DE MESA DEL PERÚ - PROVID  
[www.provid.org.pe](http://www.provid.org.pe)

INSTITUTO PERUANO DEL ESPÁRAGO Y HORTALIZAS - IPEH  
[www.ipeh.org.pe](http://www.ipeh.org.pe)

INSTITUTO PERUANO DE PRODUCTOS NATURALES  
[/ippn.org.pe](http://ippn.org.pe)

SOCIEDAD NACIONAL DE PESQUERÍA  
[www.snp.org.pe](http://www.snp.org.pe)

SOCIEDAD NACIONAL DE INDUSTRIAS  
[www.sni.org.pe](http://www.sni.org.pe)

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p. 65 – Juan Aragón / PROMPERÚ  
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p. 67 – stock photo  
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