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The key to increasing fresh asparagus sales

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The Peruvian Asparagus Importer's Association has developed its 2019-20 Fresh Asparagus Statistics, Trends and Demographics Report. "The Fresh Asparagus report is essential information for retailers to increase their sales of fresh asparagus for today and the remainder of the year," said Priscilla Lleras-Bush, PAIA coordinator.

U.S. imports of fresh asparagus volumes have increased by 18 percent from 2016 to 2019. According to the USDA, Foreign Trade Statistics data recorded in 2019, the United States imported more than 572 million pounds of fresh-market asparagus, which equates to a 4.1 million pound import increase in 2019 compared to the previous year.

"Peru is a leading import source for fresh market asparagus in the United States," said Walter Yager, CEO of Alpine Fresh and co-chairman of PAIA. "U.S. retailers have recognized the advantages of stocking Peruvian asparagus on their shelves which have resulted in maintaining fresh asparagus sales year round."

PAIA importers continue to work with their customers in an effort to strategically promote the nutritional benefits, ease of preparation and convenience of fresh asparagus. "The 2019-20 report provides buying trends and key demographic information which point retailers to the dedicated buying consumers of fresh asparagus," said Jay Rodriguez, CEO of Crystal Valley Foods and co-chairman of PAIA. "Retailers can be confident to promote fresh asparagus year-round to increase sales."

The plan is available from any member of the Peruvian Asparagus Importer's Association or by contacting its coordinator, Lleras-Bush.

The association will focus even greater efforts in 2020 on spreading the positive word concerning the benefits of fresh asparagus. It also anticipates increasing consumption and demand for fresh asparagus in 2020.

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