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Farm Direct Supply expects increase in Peruvian asparagus

By

Tim Linden

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Echoing the sentiments of basically all the Peruvian importers, [Farm Direct Supply](#) General Manager Chris Horrell expects there to be sufficient volume of asparagus from Peru in the U.S. market in October and November to support promotions.

But Horrell goes a step further in his belief that supplies might actually be greater than last year. Most U.S. importers have reported that supplies will probably be down a bit. “With the weaker euro and stronger dollar, we expect this to play a role with increasing shipments to the U.S.,” he said, noting the very strong value of the U.S. dollar. “The U.S. retailers do a proficient job of promoting; we are encouraging additional promotions for the fall and winter months.”

To Horrell’s point concerning the value of the U.S. currency, the dollar is at parity with the European Union’s euro and has reached a very high value versus Britain’s pound. In mid-September, the euro and dollar were exactly even. They have been trading near parity since late August, which was the first time that valuation had been reached in two decades. The British pound dipped to \$1.15 in early September. It has not sustained a value that low since 1985.

Horrell said Peru’s weather has generally been favorable with a cooler transition from the north to the south, so he does not expect supplies to be adversely affected by that factor. Speaking about supply chain issues, the FDS executive observed that ocean shipments continue to increase, partly because of the general disruption of the air cargo industry.

FDS expects to have the same mix of asparagus colors from Peru. The company’s website calls out its value proposition: “At Farm Direct Supply, we pride ourselves on providing our consumers with the freshest grown asparagus all year round. We work closely with our farmers to ensure the highest quality of asparagus is delivered to you and your family.”

The website articulates many asparagus options available from the Fort Lauderdale, FL-based company. FDS offers green, purple and white fresh asparagus as well as conventional and organic options. It also provides its customers with custom packs and value-added packaging with purchasing options including delivered, FOB and custom pricing programs. FDS sources from Peru, Mexico, Canada and U.S. domestic sources on a seasonal basis throughout the year.

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About Tim Linden |

Tim Linden grew up in a produce family as both his father and grandfather spent their business careers on the wholesale terminal markets in San Francisco and Los Angeles.

Tim graduated from San Diego State University in 1974 with a degree in journalism. Shortly thereafter he began his career at The Packer where he stayed for eight years, leaving in 1983 to join Western Growers as editor of its monthly magazine. In 1986, Tim launched Champ Publishing as an agricultural publishing specialty company.

Today he is a contract publisher for several trade associations and writes extensively on all aspects of the produce business. He began writing for The Produce News in 1997, and currently wears the title of Editor at Large.

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