

# PRESS RELEASE

Activities overview No. 2 – October 2022

## Installation of the Executive Committee for the Development of the Agro-industrial Export Sector with the participation of AGAP

By Ministerial Resolution No. 202-2022-EF/10, this Executive Committee was created with the aim of addressing, identifying, promoting and proposing actions that support the agro-industrial sector. Such actions will encourage new investments and promote associativity to integrate a greater number of small producers in the agribusiness and agro-export chain, and thus will support the productivity and competitiveness of the sector in order to contribute to economic growth.



AGAP has been supporting the creation of this Executive Committee in the Ministry of Economy and Finance and its installation was achieved on September 1, with the participation of the Minister of Economy, Kurt Burneo, and the Minister of Agriculture, Andrés Alencastre. Likewise, the Committee comprised the Ministries of Production, of Foreign Trade and Tourism and of Foreign Affairs, as well as technical organizations such as the Commission for Promotion of Export and Tourism (PROMPERÚ), the National Agricultural Health Service of Peru (SENASA), National Institute of Agrarian Innovation (INIA), National Water Authority (ANA), Technological Fisheries Institute of Peru (ITP) and National Superintendence of Labour Inspection (SUNAFIL). The National Society of Industries (SNI), Association of Exporters (ADEX), Association of Foreign Trade of Peru (COMEX), National Coffee Board, Peruvian Association of Cocoa Producers and AGAP also represented the private sector in the Committee; where, Gabriel Amaro, AGAP's executive director, announced the urgent agenda of the sector and acknowledged that these forums for public-private technical dialogue will allow solutions to be found and proposals to be given in order to improve the competitiveness of the sector.

## I Regional Technical Course on Fertigation

### Ica is the venue for the first edition of AGAP's technical course for the agricultural and agro-export sector

This course, which consists of eight sessions, began on September 17 and will end on November 12, and comprises 51 participants from more than twenty companies, especially irrigation and slab areas chiefs, supervisors, technicians and other related positions.



The course has been designed by experts to reinforce the training in the use of this essential technology in high-yield agriculture, with special emphasis on the Ica region and its water sources, including quality issues such as statistical control of fertigation, among others. AGAP will soon organize similar technical courses in other regions of the country.

This first edition is sponsored by Netafim and Serfi and supported by strategic allies such as Juasvi and XynergICA.

## AGAP officially launches the campaign "Stories that unite us"

Through a press conference held on September 2, Alejandro Fuentes, president of AGAP, announced the campaign whose main objective is to highlight the work carried out by each of the members of the agricultural exporter's chain: agricultural producers, workers and suppliers. This campaign, which in its first stage consists of 27 testimonies, has been broadcast through digital platforms and regional radios, in addition to the official platforms of AGAP and companies of the sector.



If you are interested in learning more about this campaign and contributing to its dissemination, please access the following link: <https://bit.ly/3VaymRV> or contact us at [rcobos@agapperu.org](mailto:rcobos@agapperu.org).

## Sustainability Projects Guide

This publication of the first version of the Sustainability Projects Guide systematizes the various initiatives carried out by guilds and companies in the agro-export sector, which are organized according to the five strategic axes of the model. Each of the projects included in this guide has a significant contribution to the fulfillment of the UN 2030 Agenda.



To download and share it, please access the following link: <https://bit.ly/3ERzUdJ>

## Sustainable Challenge Latam 2022

AGAP participated on September 14 and 15 in the Sustainable Challenge Latam 2022, organized by the Ecuadorian Chamber of Industries and Production, an international forum that promotes sustainable practices in the productive chains of the business sector.

AGAP attended the panel "Sustainable agriculture: a measure for mitigation and adaptation to climate change".



## ALLIANCES AND AGREEMENTS

### AGAP at the BIOFACH Fair

Within the framework of the agreement between AGAP and the Import Promotion Desk (IPD), and as part of the training in commercial intelligence, members of the association participated in the BIOFACH Fair, an international fair specializing in organic food and agriculture. The objective of this visit was to search for binding information with new trends, preferences, problems and news about the agricultural sector for both fresh and processed foods.

### AGAP and PROMPERÚ sign inter-institutional cooperation agreements to implement the Peruvian Pavilion at international fairs

As every year, these agreements are settled to assure the participation of companies in the sector in the most important fruit and vegetable fairs in the world, which are considered fundamental tools to promote our country as a safe food supplier, in addition to create spaces for commercial exchange. These fairs are Fruit Logística Berlin, Fruit Attraction, PMA and Asia Fruit Logista.



## AGAP'S VIEWS

- **Agrarian and Production Commission of the Peruvian Congress** on Official Document No. 1973-2021-2022-CA/CR-Bill No. 2132/2021-CR that regulates the use of hemp for industrial purposes.
- **Letter to ESSALUD** to request urgent attention to resolve the healthcare system for workers in the agricultural sector. For more information or inquiries: [ecordova@agapperu.org](mailto:ecordova@agapperu.org)



## MEDIA AND PUBLICATIONS

We invite you to read the latest interviews and media appearances of our spokespersons at <https://bit.ly/3EVjnVW>

You can also find our statement issued on September 10 on the lack of fertilizers and the failed measures adopted by the Government. ([More information](#))



## REPRESENTATION EVENTS

### XIII Organic Panaela Festival

The executive director of AGAP, attending the invitation of the president of the *Panevianos* Association of Peru and the mayor of the Municipality of Montero, participated in the activities of the **XIII Organic Panaela Festival**, held on Friday, May 23, September in Montero, province of Ayabaca in Piura. Members of the Congress of Peru Miguel Ciccia, María Zeta and the president of the Agrarian Commission, Nilza Chacon, attended also this festival, as well as representatives of Justo & Orgánico Association, officers of the Ministry of Foreign Affairs, Exporting Highlands and Jungle (*Sierra y Selva Exportadora*), among others.

### First decentralized hearing on agro-export: Challenges and Opportunities

This hearing organized by the president of the Economy Commission of the Congress of Peru, Rosangella Barbarán, was held in Ica with the aim of discussing the challenges and difficulties faced by agro-export activities in that region.

AGAP's executive director, Gabriel Amaro, attended this hearing along with La Libertad congressman, Víctor Flores Ruiz; and Ica congressmen José Luis Elías Ávalos and Raúl Huaman Coronado.

## WEBINARS AND VIRTUAL CONFERENCES

### • The agro-export sector and its contribution to water access

This webinar organized by the Sustainability Division was held on October 6 and featured the presentation of Carla Toranzo, CEO of Global Water Association, and the participation of representatives of Agrícola Cerro Prieto, Agrokasa and Campos del Sur.

### • Agribusiness to 2030

This webinar organized by Semana Económica and ESAN, as part of the Industry Insights project, featured the participation of prominent personalities from the sector, including Gabriel Amaro, AGAP's executive director; Alfredo Lira, CEO of Agrícola Cerro Prieto; Marco Vinelli, director of ESAN's agribusiness master's program, among others.

### • GRASP Module: Promoting good social practices in the agricultural production chain

This webinar organized by the Legal and Regulatory Affairs Division was led by the GLOBALG.A.P. representative for Latin America, Angelo Lazo, and included the participation and experiences of representatives from Danper and Apasem Foods and was attended by more than 80 participants.

## INTERNATIONAL FAIRS

### Fruit Attraction 2022

From October 04 to 06 in Madrid

AGAP, in a joint effort with PROMPERÚ, implemented the Peruvian pavilion at Fruit Attraction 2022 with the participation of companies from the Peruvian agro-export sector and guilds. Joan Barrera, economic and commercial counselor of PROMPERÚ in Madrid; Mónica Arias, PROMPERÚ expert; Oscar Maúrtua, peruvian ambassador to Spain; Gabriel Amaro, AGAP's executive director, Nicole Zurita, head of Economic Studies of AGAP, Sergio del Castillo, general manager of Procitrus; Arturo Medina, general manager of Prohass, among others attended the inauguration of the Peruvian pavilion.



### Upcoming fairs

- **PMA:** October 27-29 in Orlando
- **Asia Fruit Logística:** November 02 to 04 in Bangkok

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