

FICHA MERCADO – PRODUCTO

**I. DATOS DEL REGISTRO DE LA FICHA**

1.1. Nombre de la OCEX	New York	1.2. Fecha	22/11/2022
1.3. Elaborado por:	Nombres y apellidos	Madelyn Vallillo	
	Cargo	Trade Assistant	

**II. DATOS DEL MERCADO – PRODUCTO**

2.1 Producto	DATES, FIGS, PINEAPPLES, AVOCADOS, GUAVAS, MANGOES AND MANGOSTEENS, FRESH OR DRIED
2.2 Nomenclatura arancelaria (Ejem.; 0806.10)	08042010 (Figs: Fresh), 08042090 (Figs: Dried)
2.3 Denominación o nombre comercial en el país de destino	Fresh and Dried figs
2.4 Requisitos de acceso al mercado (aranceles, requisitos sanitarios y fitosanitarios, certificaciones, otros)  Requirements to enter the market (tariffs/fees, sanitary requirements, phytosanitary requirements, certifications, etc.)	<p>It is a permitted import to the United States from Peru. There are no restrictions, all ports are allowed and no treatments needed.</p> <p>4.376.4 Maximum Residue Limit for dried or preserved figs: 10</p> <p>They are included in the edible peel food category and the parts tested include the whole fruit (remove the stalk), pulp of the red bayberry and olive. The weight of the stone is also included in calculating the maximum residue limit.</p> <p>The minimum requirements for figs state that they must be intact except the stem and eye, the ends of the figs may be cut off and the fruit can be cut. They must be fit for consumption, not rotted or deteriorated. They must be free of excess moisture, foreign smells or tastes, and free of mites or insects regardless of the development stage.</p> <p>In addition to these requirements, the fruits should also be unsplit, scalded, or damaged, generally clean, and free of mold or fermentation.</p> <p>COOL (Country of Origin Labelling) Foods referred to as “covered commodities” must be labeled in grocery stores and markets with country of origin displayed. It simply must be “legible and placed in a conspicuous location where they are likely to be read and understood by a customer.” For example, it can be a twist tie, card, sticker etc. Dried figs are exempt from this labelling requirement and nutrition labeling for raw produce (fruits and vegetables) and fish is voluntary.</p> <p>According to the Fair Packaging and Labeling Act, the material used for the packaging must be new, clean and of a quality that prevents damage to the product, and paper or stamps must not contain toxic ink or adhesives.</p> <p>To be approved and certified by the FDA you must submit an entry of FDA Regulated Products to be reviewed. FDA-regulated products imported into the U.S. must comply with all of the FDA's laws and regulations at the responsibility of the importer. Most foreign manufacturers or importers and facilities of food must register with the FDA every two years.</p> <p>Voluntary certifications include the VQIP (Voluntary Qualified Importer Program) which is a voluntary fee based program that expedites the review and imports of foods and products entering the United States.</p>

<p>2.5 Tendencias del mercado (no incluir estadísticas de comercio exterior) Market Trends (not including statistics of foreign trade)</p>	<p>For dried Figs: The demand for dried figs is expected to skyrocket in the coming years due to rising disposable income and increased availability around the world. The market is expected to reach the value of USD 1.88 billion by 2029, at a CAGR of 4.7% during the forecast period of 2022-2029.</p> <p>For fresh figs: demand for Fresh Figs is likely to increase the market growth during the forecast period of 2022-2028. Their climate dependency growth process may affect this forecast. The Middle East is the leading region across the world in terms of market share owing to growing cultivation and consumption of figs in the region. This region holds 71.2% of the market share.</p> <p>In 2022, the market for fresh figs is valued at \$1.4 billion with a projection value of \$2.3 billion. Beyond this region, Greece, Italy and France are the three top countries that account for 50% of fig sales.</p> <p>Changes in the market are the popularization of Mediterranean figs, the demand for healthier food products, weather changes and the update of the FDA approving nutrient content descriptions.</p>
<p>2.6 Estacionalidad de la producción local Seasonal nature of the local product</p>	<p>There are two seasons for fresh figs. The Breba season that occurs the first few weeks of June and the New Wood Season that occurs from August to October. The general season for all figs ranges from May to November. The most common varieties are the Black Mission Fig, Brown Turkey Fig, and the Green Kadota Fig.</p> <p>Black Mission Figs are the first to arrive on shelves starting in Mid-May. Brown Turkey Figs arrive shortly after and then Kadota Figs arrive on shelves around June to October.</p>

2.7 Principales puntos de ingreso del producto al mercado (puertos y/o aeropuertos)

Main points of entry of the product to the market

Top exporter values	Total Valor FOB (US\$) 2021	Top importers	Porcentaje de Importaciones/puerto del principal país de origen Percentage of imports from the origin country
Turkey	\$299M	India	20.7%
Afghanistan	\$135M	Germany	13%
Austria	\$22.9M	France	9.32%
Germany	\$22.4M	The United States	6.73%
Spain	\$22.2M	The Netherlands	3.95%
Greece	\$14.4M	United Kingdom	3.68%
Italy	\$9.74M	Canada	3.48%
France	\$7.63M	Switzerland	3.03%
<b>Total:</b>			

Fuente: OEC

2.8 Descripción de la cadena de distribución y comercialización del producto en el mercado (identificar los principales actores en cada eslabón de la cadena)

Description of the distribution chain and commercialization of the product in the market (identify the principle factors in each chain link)

There are two ways to harvest, pack and distribute figs. One way for fresh and another for dried. There are two harvest seasons for each market.

Typically for dried figs they are harvested and dried in the sun. They are then stored based on whether or not they are organic. If organic they are placed into cold bins if conventional, some are places into cold bins while the rest are left out under a tarp.

They are then delivered to a 3rd party inspector to proof they reach California state standards. They are then separated by size with the smaller figs being processed for pastes and other fig products and the large figs being packaged and sold as is to retail stores.

The figs are removed of moisture first to prevent mold accumulation in storage then re-moisturized through a pressure cooker so they are pliable for packaging.

The figs are sanitized then treatments are applied to conventional figs to assist for preservation purposes.

	<p>The foods are then either grinded into a paste or placed into grocery store packing as seen on shelves. Finally, the Dried fruit Association of California quality control tests the product to test for USDA standards.</p> <p>The product is then sent to retailers such as grocery stores and other markets.</p>																														
<p>2.9 Criteria of the key factors of the distribution and marketing channels for the selection of suppliers (in order of importance)</p>	<p>As figs are also used for their health benefits they can be found in organic markets where they can be marketed to those who favor healthier lifestyles.</p> <p>Many of these products are sent to grocery stores, European hypermarkets, and sold online through harvesters or other third party sites as well.</p>																														
<p>2.10 Presencia de la oferta peruana en el mercado (temporadas, puntos de venta)</p>	<p>The biggest suppliers of figs as of 2020 were Turkey, Afghanistan, Austria, Germany, and Spain. As of 2021, Peru has had an export value of 9.65M USD in figs, with an total production volume of 3.04 MTs.</p> <table border="1" data-bbox="660 667 1311 949"> <thead> <tr> <th>Año</th> <th>País de Origen</th> <th>TOTAL Valor FOB (US\$)</th> </tr> </thead> <tbody> <tr> <td>2021</td> <td>Perú</td> <td>9.65M</td> </tr> <tr> <td>2020</td> <td>Perú</td> <td>5.73M</td> </tr> <tr> <td>2019</td> <td>Perú</td> <td>5.21M</td> </tr> <tr> <td>2018</td> <td>Perú</td> <td>5.36M</td> </tr> <tr> <td>2017</td> <td>Perú</td> <td>1.74M</td> </tr> </tbody> </table> <p style="text-align: center;"><i>Fuente: Tridge</i></p> <p><i>Puertos de entrada del producto peruano HTS 0803.10.20.00 y HTS 0803.90.00.45:</i></p> <table border="1" data-bbox="636 1106 1337 1406"> <thead> <tr> <th>Distrito</th> <th>TOTAL Valor FOB 2021 (US\$)</th> </tr> </thead> <tbody> <tr> <td>The Netherlands (38.21%)</td> <td>\$3.69M</td> </tr> <tr> <td>United Kingdom (26.72%)</td> <td>\$2.58M</td> </tr> <tr> <td>France (5.43%)</td> <td>\$523.89K</td> </tr> <tr> <td>Canada (5.37%)</td> <td>\$517.90K</td> </tr> <tr> <td>Switzerland (5.04%)</td> <td>\$486.61K</td> </tr> </tbody> </table> <p style="text-align: center;"><i>Fuente: Tridge</i></p> <p>The Netherlands has exceeded export trends amongst other countries significantly and has since 2014.</p>	Año	País de Origen	TOTAL Valor FOB (US\$)	2021	Perú	9.65M	2020	Perú	5.73M	2019	Perú	5.21M	2018	Perú	5.36M	2017	Perú	1.74M	Distrito	TOTAL Valor FOB 2021 (US\$)	The Netherlands (38.21%)	\$3.69M	United Kingdom (26.72%)	\$2.58M	France (5.43%)	\$523.89K	Canada (5.37%)	\$517.90K	Switzerland (5.04%)	\$486.61K
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<p>2.11 Actividades de promoción idóneas para promover el producto</p>	<p>Figs should be marketed for their health benefits towards the health-savvy audience. They are low cost and can be incorporated or substituted to make dishes healthier.</p>																														