

WP2 Peru
IIED
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Introduction

- Peru is building its' rapid economic growth model on exports. Contribution of local and global food chains to the national and local economies are at the heart of all narratives. Whether from an export, import and/or national production for local consumption perspective, the main criteria to measure their performance turns around incomes for the country, for agribusiness and for producers. A strong narrative supported mainly by academics and NGOs challenge the market oriented perspective - based on competition and increasing incomes - introducing the social component of food security in their availability and affordability aspects. A recent raising narrative, linked to the previous two, relates to food quality and safety addressing the issue of growing malnutrition and obesity in the country.
- Perceptions related to the environmental dimension, even if the issue is acknowledged as important, are secondary and the ethical dimension dilutes behind formal declarations and discourses about poverty reduction and social inclusion.
- Important contradictions exists among actors in the different spheres. Even the strong gastronomic movement led by chefs and promoting national/local production and consumption are criticised by many as addressing the interests of the middle and upper classes. But interests may also converge between the leading voices of this movement and the government in that both see export of national/local products as business opportunities to support economic growth. The emphasis is thus on opening more export markets looking to Asia, Africa, Latin America and now also the Arab countries.
- As per consumers, in a context of recent and rapid economic growth, for the majority their concerns are to eat more at affordable prices, concerns about eating better, healthy food, are still secondary. Where they food comes from or what's inside, is not a major concern for the many.

Multi-criteria matrix of food supply chain performance

| | Economic | Social | Environmental | Health | Ethical |
|-------------------|--|--|---|--|---------|
| Public | Availability/affordability (prices) Contribution to national and local economies (incomes, employment, social cohesion) | Availability/affordability (prices) Contribution to national and local economies (incomes, employment, social cohesion) | Contribution to national and local economies (incomes, employment, social cohesion) | Availability/affordability (prices) Health (quality, freshness, nutrition, obesity) | |
| Scientific | Availability/affordability (prices) Contribution to national and local economies (incomes, employment, social cohesion) | Availability/affordability (prices) Contribution to national and local economies (incomes, employment, social cohesion) | Contribution to national and local economies (incomes, employment, social cohesion) | Availability/affordability (prices) Health (quality, freshness, nutrition, obesity) | |
| Market | Availability/affordability (prices) Contribution to national and local economies (incomes, employment, social cohesion) | Availability/affordability (prices) Contribution to national and local economies (incomes, employment, social cohesion) | | | |
| Policy | Availability/affordability (prices) Contribution to national and local economies (incomes, employment, social cohesion) | | Contribution to national and local economies (incomes, employment, social cohesion) | Availability/affordability (prices) Health (quality, nutrition, freshness, obesity) | |

Attributes are colored according to their most relevant Dimension

Attributes' ranking and average grade

| | | | |
|---|----|--|--|
| Contribution to national and local economies (incomes, employment, social cohesion) | 10 | | |
| Availability/affordability (prices) | 8 | | |
| Health – quality, nutrition, freshness, obesity | 4 | | |
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Significant News & events

La Republica – 16 de Octubre 2013: El presidente dice que país está decidido a ingresar con su amplia variedad de productos alimenticios al Asia



During Expoalimentaria, the biggest agrifood fair in Latin America, the president declared that Peru is seeking to open new markets in Africa and India, besides those of the Alliance of the Pacific where they are working together with Chile, Colombia and Mexico. The minister of Commerce and Tourism confirmed that two distribution centres, for promotion and sales of agrifood products will be opened soon in Indonesia and China.

La Republica, 26 de Agosto 2013. Envíos de hortalizas y frutas frescas crecen 12,6%



Exports of fresh vegetables and fruits have increased by 12, 6% during the first six months of 2013 compared to previous year. Over the last six years exports to Asia have increased at an annual rate of 43% and those to South America by 8%. The most demanded vegetables are asparagus, onions, peas, garlic, lettuce and bean, main fruits are table grapes, avocados, mangos, bananas and citrus.

Gestion, 10 de Setiembre 2012: Mercado de salsas envasadas crecería 15% este año



Processed and packaged sauces market has increased by 15% this year. Pepper cream 'Tari' produced by Alicorp is the second most consumed sauce after mayonnaise, both valued by consumers for their taste and easy use. Alicorp is sourcing more peppers from small-scale farmers. The recipe and the package have the signature of the famous chef Gaston Acurio, founder of the gastronomic movement.

La Revista Agraria N° 150, Abril 2013: Perú: las buenas practicas no alimentan



Good practices don't feed. The recent diagnosis for the new National Strategy for Food Security does not take into consideration the food prices crises. It does not refer either to our increasing dependency on wheat, maize and oils imports.