

2019/2020

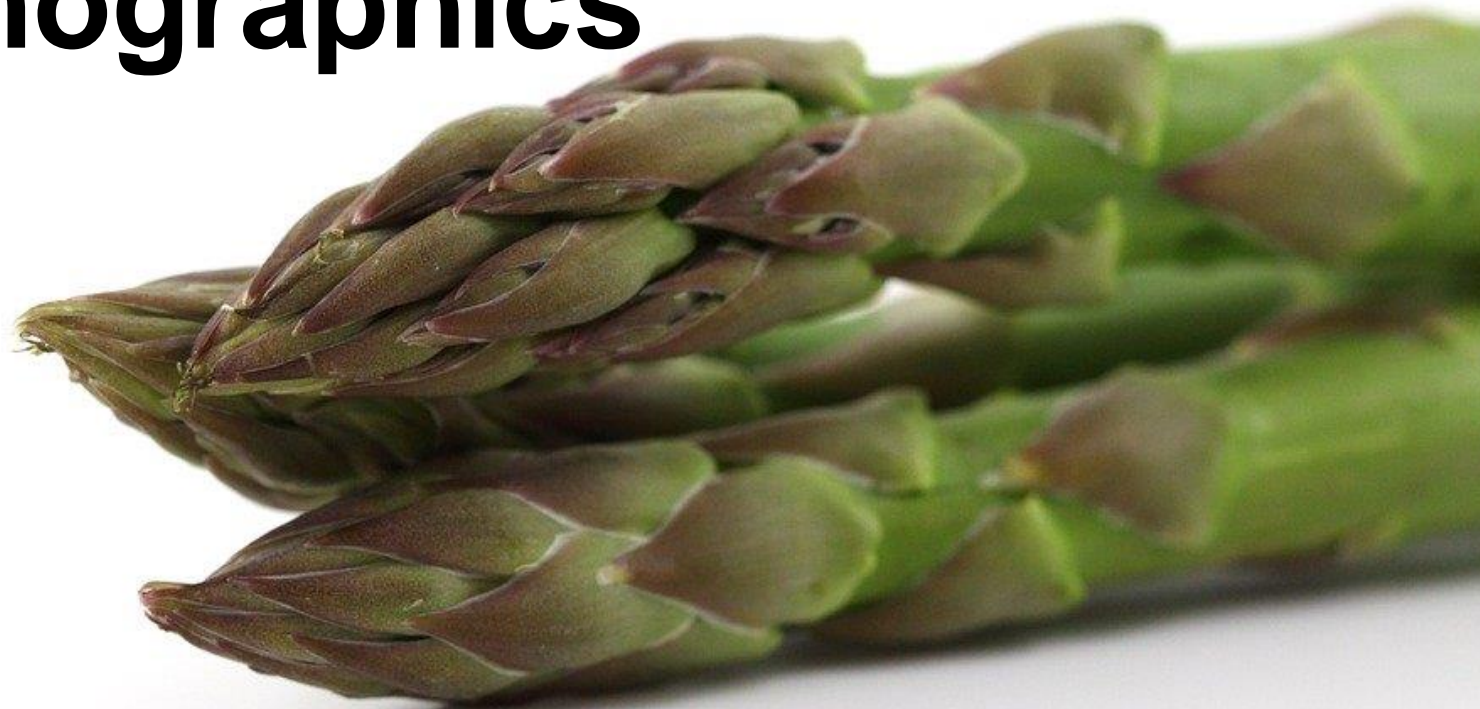
Fresh Asparagus

Statistics, Category Trends & Demographics





Peruvian Asparagus



Importers Association



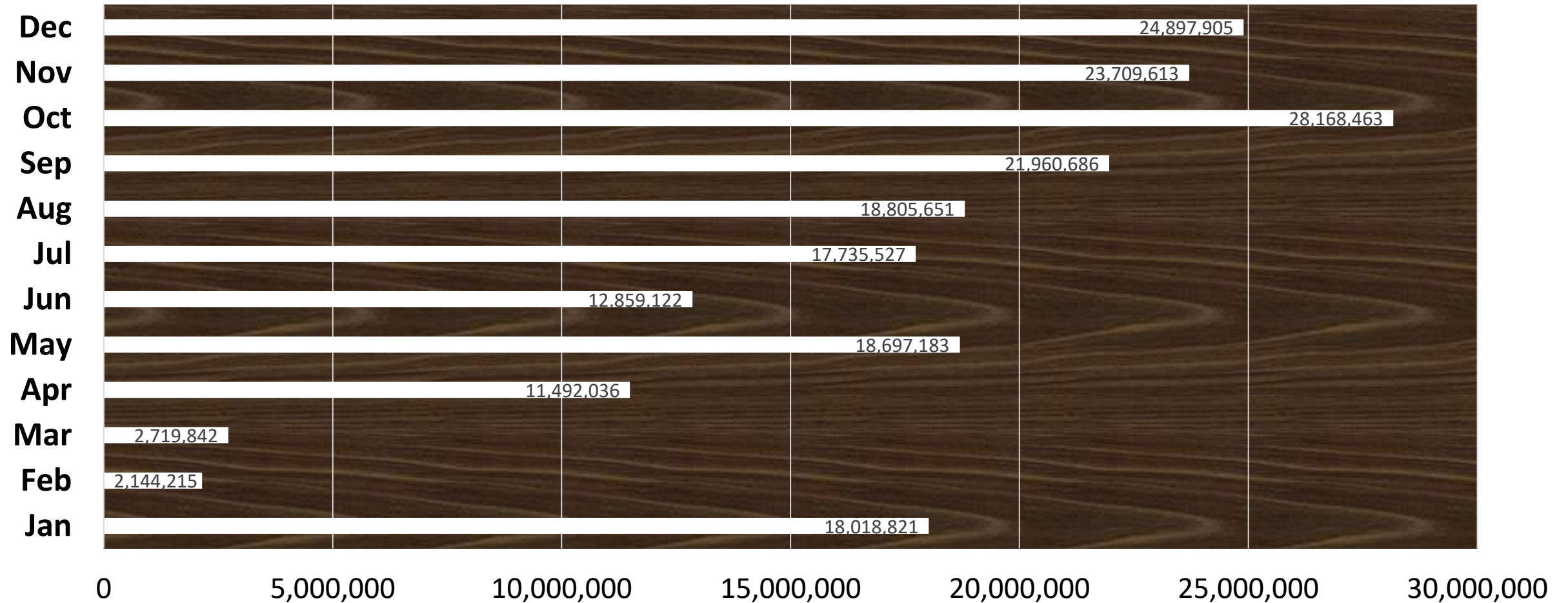
Market Summary 4 Year Import Review

		2016	2017	2018	2019	YOY Var. LBS
World		473,273,833	502,407,040	567,969,057	572,026,817	4,057,760
Mexico		281,406,188	324,789,854	363,922,347	365,669,290	1,746,943
Peru		187,871,546	173,961,914	199,766,146	201,208,851	1,442,705
Canada		3,296,572	3,131,886	3,621,373	4,545,931	924,558

Import Summary:

- ✓ 2016 over 2019, Supply has increased 18%, i.e. 98,752,984 pounds
- ✓ Imports YOY 2018/2019 increased by 4.1 million pounds
- ✓ Significant and steady incline supply of quality imported asparagus
- ✓ Noteworthy volume increases in Mexico and Peru

Peru 2019 Import (lbs) Review

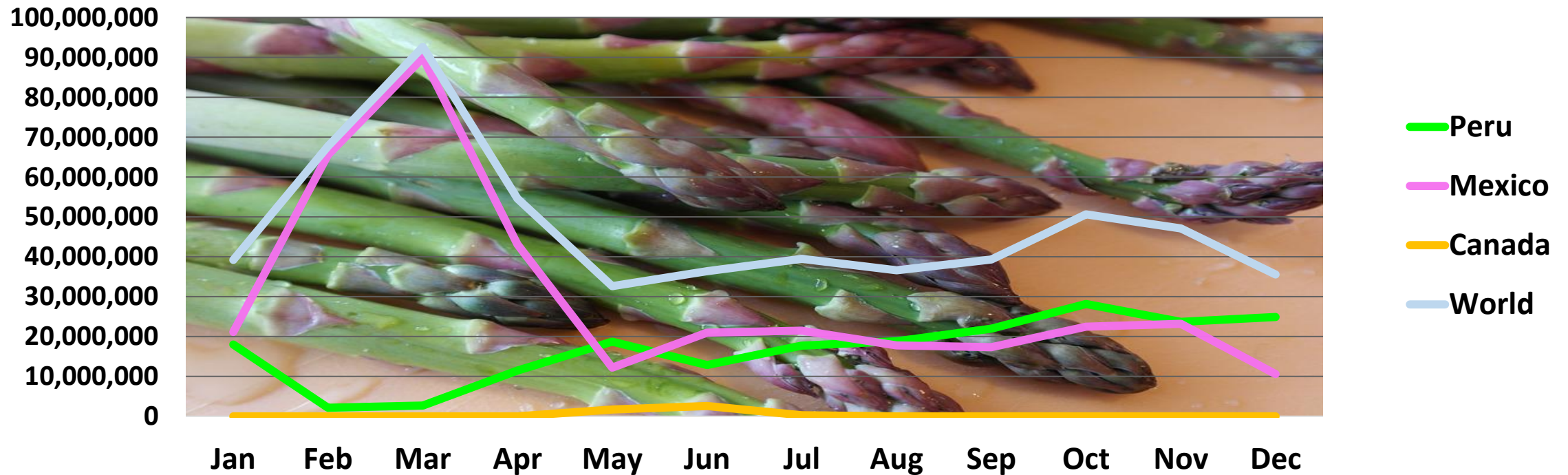


- Quality

- Availability year-round

2019 Month over Month Import Review

Quantities per pound:

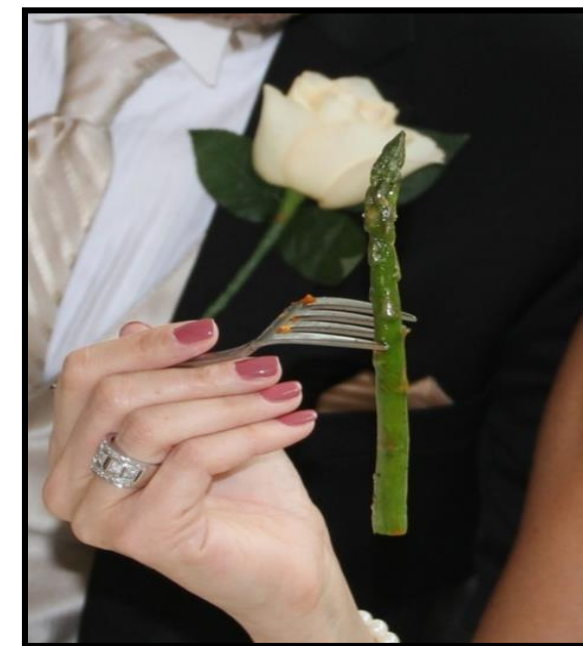


Quantities (lbs)	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Total</u>
Peru	18,018,821	2,144,215	2,719,842	11,492,036	18,697,183	12,859,122	17,735,527	18,805,651	21,960,686	28,168,463	23,709,613	24,897,905	201,208,851
Mexico	21,144,535	65,574,295	89,923,249	43,075,239	12,193,326	20,959,347	21,471,701	17,778,958	17,346,852	22,458,270	23,171,465	10,572,047	365,669,290
Canada	0	0	0	0	1,712,109	2,250,510	253,311	0	0	0	0	0	4,545,930

Source: USDA/Department of Commerce/FAS

Per Capita Consumption Analysis

Asparagus	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
	----- Pounds per person -----										
Asparagus, all	1.52	1.58	1.65	1.68	1.63	1.82	1.64	1.80	1.82	1.90	1.91
Asparagus, fresh	1.29	1.37	1.38	1.45	1.42	1.65	1.46	1.56	1.62	1.76	1.75
Asparagus, canning	0.16	0.11	0.13	0.13	0.11	0.07	0.06	0.08	0.07	0.06	0.06
Asparagus, freezing	0.07	0.11	0.13	0.09	0.11	0.10	0.12	0.16	0.14	0.09	0.10



Asparagus Nutritional Facts

Nutrition Facts	
Serving Size 5 spears (93g)	
Amount Per Serving	
Calories 20	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 2g	8%
Sugars 2g	
Protein 2g	
Vitamin A 10%	* Vitamin C 15%
Calcium 2%	* Iron 2%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9	* Carbohydrate 4 * Protein 4

Voluntary Data:

Potassium 230 mg; 7% DV
 100% of vitamin A is Beta Carotene
 Soluble Fiber 1 g
 Insoluble Fiber 1 g

Nutrient Content Descriptors Allowed:

fat free
 saturated fat free
 sodium free
 cholesterol free
 low calorie
 good source of vitamin C
 high in folate (add 30% folate to label)
 good source of vitamin A



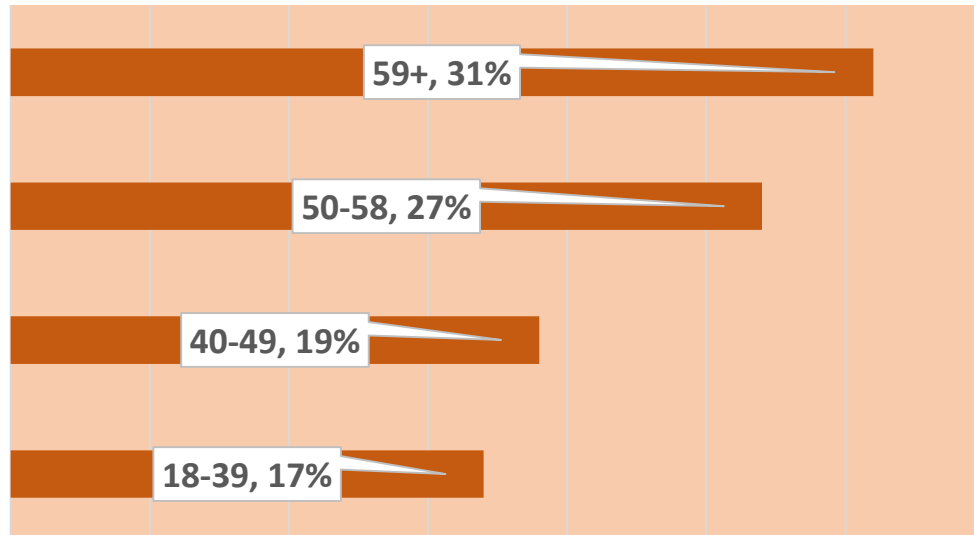
Key Buying Trends 2020- Fresh Asparagus

Likelihood purchase of Asparagus based on:

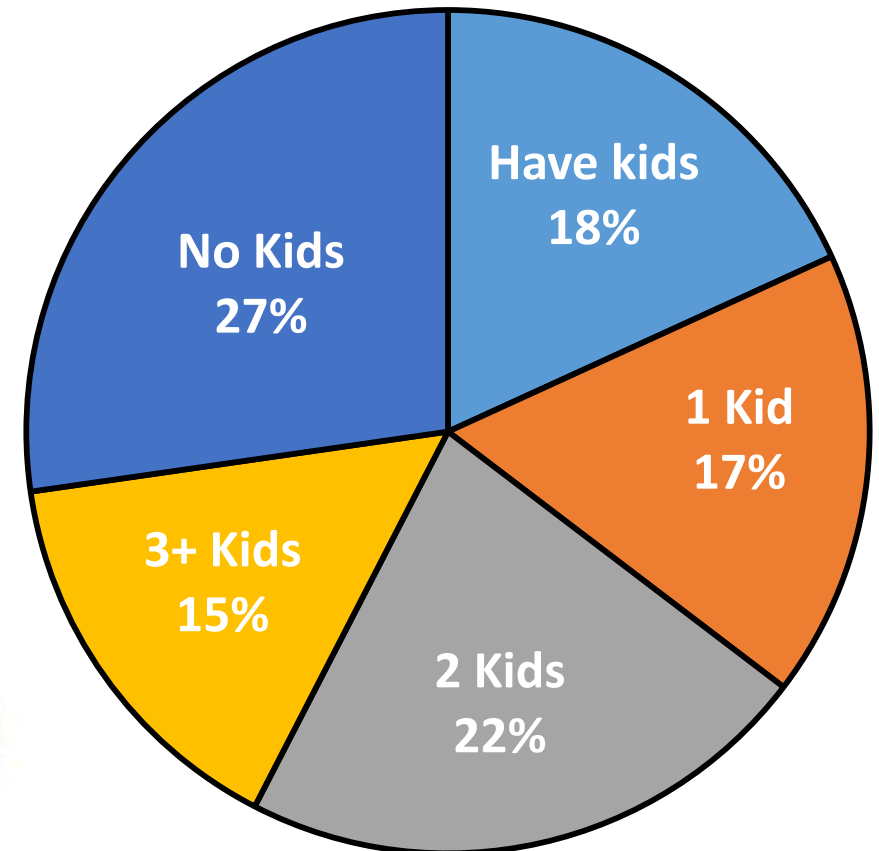
Gender:

Male	43.5%
Female	56.5%

AGE:



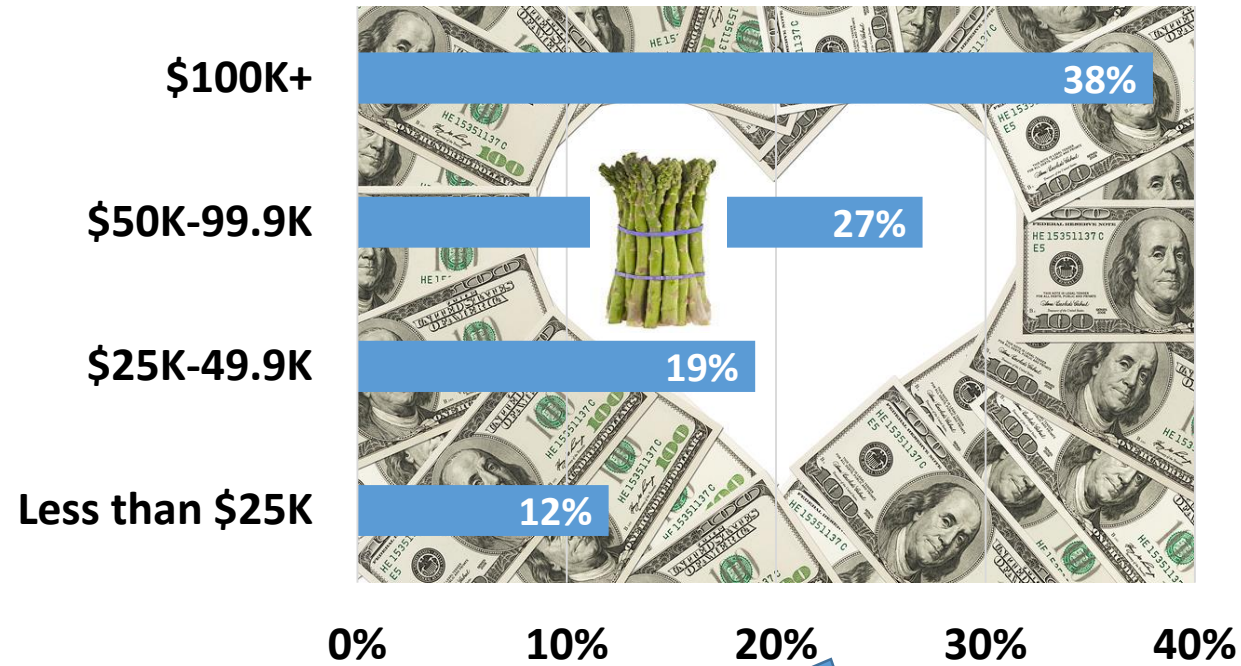
Presence of Children in the Home:



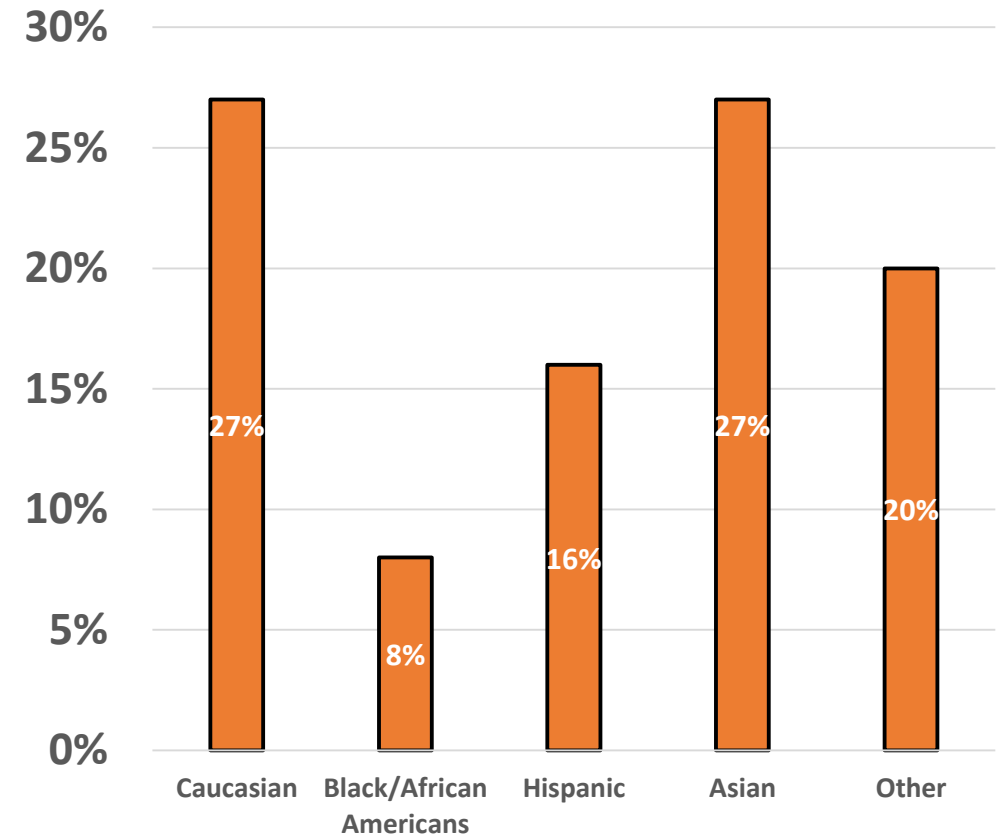
Key Buying Trends 2020 - Fresh Asparagus

Likelihood purchase of Asparagus based on:

Income



Ethnicity



23% of US consumers have purchased asparagus within the past 12 months

Key Buying Trends 2020 - Fresh Asparagus

Likelihood purchase of Asparagus based on:

