



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Voluntary Report - FAS internal use only

Date: 2/18/2000

GAIN Report #EC0002

## **Ecuador**

### **ATO ACTIVITIES reports**

### **PMA 1999 Evaluation Report**

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#### **Report Highlights:**

**A group of 10 Ecuadorians visited the 1999 PMA Show held in Atlanta, Ga on October, 1999. The biggest fruit importer went to the fair in order to develop new contacts and gather new ideas for her business. In connection with the PMA, exports of fresh fruits and vegetables increased by \$980,000.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Quito [EC1], EC

## TABLE OF CONTENTS

1. Market Constraints and Opportunities .....	2
2. Outcome .....	2
3. Details - Recommendations .....	2
4. Costs .....	2

Activity Name	Code	Cost	Source	City
Unscheduled Events (PMA)	049000	\$1,332	AMP	Atlanta,GA

### 1. Market Constraints and Opportunities

Retailers lack of knowledge about the market potential, value and quality of U.S. products.

### 2. Outcome

- 1) Assist members of FAS/Ecuador's delegation in forming business relationships with U.S. exporters.
- 2) Meet with exhibitors to encourage them to export their products to Ecuador, and to advise them about market potential for certain products in Ecuador.
- 3) According to Ecuadorian importers, as a result of this activity, imports of fresh fruit were around \$980,000. Apples \$140,000, grapes \$440,000, peaches, nectarines and plums \$250,000 oranges \$20,000, nuts \$55,000, Kiwi \$75,000. There are possibilities to import onions, celery and potatoes in the near future.

### 3. Details/Recommendations

- 1) More visitors could attend this show if the registration fee would be cheaper.
- 2) FSN's should attend seminars and conferences even though their delegations have not paid for that.
- 3) Efforts to bring delegations to this kind of events are the same whether or not they not pay for unlimited access to the show.
- 4) The perception Ecuadorian visitors have of PMA is diverse. Most of them consider that it is a good show to visit every other year, most of all to learn about trends of the distribution system, new products, new packaging of old products, and equipment. It is also a good place to make contacts.

### Follow-up

- A) Responded to all information requests from several U.S. exporters met in Atlanta, as well as sent information about the Ecuadorian market to those interested in this market.
- B) Will maintain all contacts in a data base for use in future activities, such as trade shows, in-store promotions, etc. to be held in Ecuador.

### 4) Costs

Total cost \$1,332 under AMP, Unscheduled Events, Activity code 049000