

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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GAIN Report Number:

Peru

Post: Lima

FMI 2012 Trade Mission

Report Categories:

Trade Show Evaluation

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Report Highlights:

FAS Lima has been active in the past FMI shows and the 2012 show was not an exception. FAS Lima recruited local companies to attend the FMI 2012 Show in Dallas, Texas from April 30 to May 3. Estimated value generated by the show is around \$2 million. Most deals should be finalized within next 8 to 12 months.

FMI 2012 Dallas, TX

The Food Marketing Institute (FMI) is one of the largest and most comprehensive food industry events in North America. Retailers and wholesalers attend the show to learn the latest food-related technology and keep businesses on the cutting edge.

FAS Lima has been active in the past several FMI shows and the 2012 show was not an exception. FAS Lima recruited local companies to attend the FMI 2012 Show in Dallas, Texas from April 30 to May 3. This year's edition was a composition of four shows in one: FMI 2012, US. Food Showcase 2012, American Meat Institute (AMI) Convention and Exposition, and United Fresh 2012. More than 25,000 professionals attended to meet 1,200 exhibitors.

FAS Lima recruited 9 companies from Peru, Ecuador, and Bolivia and led the delegation of 16 people:

Country Company

| | |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Peru | <ul style="list-style-type: none">• Aramark• Supermercados Peruanos• Villa Natura• Danilza S.A.C• Costa Valdivia S.A.C.• CNCH del Peru S.A.• Red Tiger Imports |
| Ecuador | <ul style="list-style-type: none">• FARCOMED |
| Bolivia | <ul style="list-style-type: none">• Grupo Lexter |

Aramark is the second largest institutional caterer in Peru and its clients include large mining companies. Last year, FAS Lima introduced Aramark to USAPEEC and USMEF representatives as the company is considering U.S. products in an effort to increase and improve their meat supplies. Aramark is currently importing chicken leg quarters and wants to begin importing beef. Aramark's purchase manager had the opportunity to meet several meat processors at the show and is expecting to close deals worth \$500,000 within next six months.

Villa Natura is a young company primarily focuses nut processing. Its primary goal was to look for U.S. representatives for snack brands (bulk and packaged). Villa Natura had the opportunity to meet three major nut producers in the United States and also got samples to start visiting supermarket chains in Peru.

Representatives from Supermercados Peruanos, second largest supermarket chain in Peru, also visited the show. Although the delegation was more focused on the equipment, they also made contacts with companies in the fishery industry to explore an initiative to import directly from suppliers.

Danilza S.A.C and Costa Valdivia S.A.C. are two companies very well-known by FAS Lima as post has introduced them to U.S. companies in the past, often resulting in positive deals for U.S. suppliers. For example, DANILZA became the local representative for Wonderful Pistachios after FAS Lima connected DANILZA with the Wonderful Pistachios representative based in Brazil. DANILZA once again focused on nuts at the FMI Show and is currently working with suppliers to obtain samples.

The approximate value of expected sales resulting from the leads listed above will be around \$2 million. Most deals should be finalized within next 8 to 12 months.

