



Ginger's Commercial Presentation at Aseptic Peruvian Fruit



By Aseptic Peruvian Fruit S.A

¿What is Ginger?

- CIENTIFIC NAME: (Zingiber officinale Roscoe)
- Ginger is known as one of the oldest aromatic species for domestic use, since its cultivation have more than 4500 years in India (Indo Malaysian area) and in southern China.
- In the IX century it was introduced from the Asian continent to Europe by the Arabs.
- In the XIII century Arab navigators took him to India to the eastern part of Africa, then the Portuguese introduced him to West Africa
- Ginger was brought to Peru at the end of the XVIII century, from China.
- Now the world knows it and enjoys his abundant concentration of vitamins.



Propierties:

Ginger is marketed internationally as fresh, juice and dehydrated in different presentations. The applications of ginger are as follows:

- a. In meals, as flavoring
- b. For the extraction of your oleoresin
- c. For the extraction of its essential oil
- d. In medicine in the case of:
 - Stomach ache, dyspepsia, flatulence. It contains compounds similar to digestive enzymes that help digestion of protein-rich foods
 - Nausea, vomiting, dizziness
 - Loss of appetite, anemia
 - arthritis
 - Cold, cough, influenza, feverIt is also used to promote the flow of bile, as an antioxidant and as an anticoagulant and to reduce cholesterol.
- e. In perfumery

Where grows?

Ginger thrives normally in tropical and subtropical climates, whose range of temperature ranges from 18 to 32 ° C, resulting in the most favorable between 22 and 28 ° C, a relative humidity of approximately 80 %, which allows its full development vegetative, develops in tropical regions and sunny areas, also needs a rainfall of 1500 to 2500 mm per year

Ginger production in the country is mainly centralized in the department of Junín, which presents the best ecological conditions for this kind of crop. Approximately 70% of the sales volumes are made from this region. This area includes the following districts:

- 1) Chanchamayo (1rst Place)
- 2) San Ramón
- 3) La Merced
- 4) Moyobamba
- 5) Satipo
- 6) Río Negro
- 7) Cavilari
- 8) Pampa Hermosa
- 9) Mazamari



Take note the following months of Ginger's season:



Global View of Peruvian Ginger and currently situation...

Currently, the situation in the ginger market is determined by China, because of the immense volume that they export; However, there are importers that are looking for a **high pungent level**, which is found in the peruvian ginger.

Mainly, because of these reasons since 2016, Peruvian ginger is taking a lot of participation on the international trade commerce.

Table N° 1: Peruvian Ginger's exports ** (HS Code 0910.10.00.00), to 2019

PRODUCT	GINGER
HS CODE: 910110000	FOB \$
2017	50,864,541.96
2018	42,992,226.00
2019	54,034,081.00
Total	147,890,848.96

Source: Veritrade

Table N° 2: World Ginger's exports ** (HS Code 0910.10.00.00), to 2019

PRODUCT	GINGER
HS CODE: 910110000	FOB \$
China	541,184,000.00
Netherlands	118,770,000.00
Thailand	54,803,000.00
Peru	54,034,081.00
Total	754,937,000.00

Source: Trademap



Now, its proved by international markets that Peruvian Ginger has more quality, texture and flavor than Chinese variety. The peruvian market started to increase exportations in around 49.2% from 2007 until 2018 (Source: <https://www.globaltrademag.com/global-ginger-market-2019-u-s-imports-increases-robustly-turning-the-country-into-the-most-promising-market/>).

From 2007 to 2018, average annual rates of growth with regard to ginger exports from China stood at +3.4%. At the same time, Peru (+49.2%), India (+7.2%), Brazil (+7.0%), the Netherlands (+3.3%) and Thailand (+1.9%) displayed positive paces of growth. Moreover, Peru emerged as the fastest growing exporter in the world, with a CAGR of +49.2% from 2007-2018. China (+21 p.p.), Peru (+3.7 p.p.), India (+2 p.p.) and Thailand (+1.8 p.p.) significantly strengthened its position in terms of the global exports, while the shares of the other countries remained relatively stable throughout the analyzed period.

The Pungency level of this product is really important because we use less product in a recipe, making a more intense flavor with less quantity, this was proved by Andre Zianim director of Aiden Produce Inc, peruvian ginger can't compete with Chinese in prices, but in quality es really superior. " There is a market for consumer that wants quality and other for those who wants lower prices" (Source: <https://www.freshplaza.com/article/9130923/the-us-pays-more-for-peruvian-ginger-than-for-chinese-and-brazilian-ginger/>)

According to Andre Ziani, the director of Aiden Produce Inc., the ginger of South American origin cannot compete with the Chinese product in price, but its quality is much superior.

Luis Orrantia, the president of Tropical Specialist, highlighted the competitiveness of Peruvian ginger. "The ginger imported from China and Brazil is conventional and larger, while the Peruvian product is organic, has an excellent quality, is small and has a much more intense flavor, which makes it a unique product."

(Source: <https://www.freshplaza.com/article/9187476/colorful-exotic-imports-on-display-this-weekend/>)

"While our organic ginger from Peru is available year round, volumes are very low from January to June," says Marc Holbik of Miami, FL.-based Ecoripe Tropicals, who adds that strong volumes will come on in the beginning of July. "It is not only in demand because of its organic status, but also because this yellow variety of ginger is much more pungent and spicy than white varieties."

...All information belongs to 2019.

Table N° 3: Imports per countries ** (HS Code 0910.10.00.00), 2019 - TOP TEN

Countries	2017	2018	2019
0910.10.00.00	Kg Neto	Kg Neto	Kg Neto
UNITED STATES	9,401,241.89	9,258,219.75	11,620,014.18
NETHERLANDS	11,454,629.38	6,698,236.81	8,411,686.05
CANADA	988,780.62	1,101,992.38	2,098,161.00
BELGIUM	289,777.50	767,860.00	875,113.00
GERMANY	238,242.40	478,236.60	328,632.40
SPAIN	351,091.00	545,631.84	297,900.16
ITALY	372,112.80	318,966.47	319,482.60
CHILE	1,717,227.24	1,419,412.50	2,098,161.00
RUSSIAN FEDERATION	114,768.00	19,584.00	895,855.00
MEXICO	241,118.00	58,120.30	19,100.00
OTHERS	1,444,529.75	773,684.29	708,074.20
Total general	26,613,518.58	21,439,944.94	28,806,162.29
Source: Veritrade			



By Aseptic Peruvian Fruit S.A

Table N° 3: Peruvian Ginger ´s exports per presentations (HS Code 0910.10.00.00), 2019**

- Noted that these exports stands out the presentations in FRESH 90%, DEHYDRATED 3%, FLAKES 0.5%, dust, etc and JUICES represents only 2%.

	NET KG	NET KG	NET KG
By Presentation	2017	2018	2019
HS CODE: 910110000	50,864,541.96	42,297,310.00	52,332,255.00
FRESH	48,972,730.46	41,089,012.00	50,855,957.00
DEHYDRATED	1,714,601.00	1,019,509.00	1,476,298.00
FLAKES	123,542.00	182,837.00	
IN PIECES	43,686.00	5,952.00	
Grounded	9,982.50	42,297,310.00	
HS CODE: 709200000			20,077.00
FRESH			20,077.00
HS CODE: 1302399000		229,224.00	1,571,812.00
JUICE		229,224.00	1,571,812.00
Total general	50,864,541.96	42,992,226.00	53,924,144.00

Source: Veritrade

