

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Peru

Post: Lima

Pork Consumption in Peru—Lots of Room to Grow

Report Categories:

Livestock and Products

Approved By:

Kirsten Luxbacher

Prepared By:

Gaspar E. Nolte

Report Highlights:

Peruvian pork consumption is only 5.7 kilograms per capita, one of the lowest in the region, but domestic production and imports are on the rise due to economic growth and rising incomes. Effective marketing campaigns could aid in increasing consumption and create more opportunities for U.S. pork promotion and sales. Competitive pricing and proximity make Chile the top supplier.

General Information:

Production

Pork production in Peru during 2016 reached 195,000 MT, an increase of four percent compared to the previous year. Since 2011, pork production in Peru has increased on average five percent per year. This increase is explained by Peru's economic growth that is driving consumer demand across the board. The Lima region accounts for 42 percent of Peruvian pork production, followed by Arequipa with 11 percent.

Peru's hog population is 3.4 million, with an annual harvest of 2.3 million animals. The average harvest weight is 65 kilograms.

Consumption

With a per capita consumption of 5.7 kilograms per year, pork consumption in Peru is one of the lowest in the region. Chile and Brazil lead pork consumption in South America with a per capita intake of 20 and 15 kilograms, respectively. There are two main reasons that explain such low consumption:

- **Alternative protein sources:** Peruvians have a strong preference for chicken meat, for which per capita consumption has risen to a national average of 55 kilograms per year; in Lima consumption has reached 70 kilograms per year. Fish is the second most consumed protein in Peru with a per capita consumption of 16 kilograms per year.
- **Poor health reputation:** Historically, pork in Peru is associated with diseases such as Trichina and swine being raised on household garbage. These misconceptions and lack of knowledge about the industry's modern production methods persist.

In spite of these challenges, there are opportunities to increase pork consumption. Several traditional Peruvian dishes are based on pork as the protein base. Peruvians associate chicharrón and pork prepared in a pig roasting box, termed "caja china", to be delicacies. The booming health and fitness culture in Peru should be attracted to marketing efforts of pork as "the other white meat", lean, and high in protein. To spread this message, the Peruvian Pork Producers Association launched the "Come Cerdo Come Sano" or "Eat Pork, Eat Healthy" campaign to educate the public about the nutritional benefits of eating pork.

Trade

Peru imported 7,517 MT of pork in 2016, five percent less than the previous year, which was an all-time record for pork imports. Competitive prices and proximity to the market have made Chile the top pork supplier to Peru.

However, U.S. pork has been steadily positioning itself as a high quality, competitive, and reliable supplier. Imports of U.S. pork increased from 520 MT in 2009 to 2,240 MT (30 percent market share) in 2016, reaching an all-time record in 2015 with 3,592 MT (45 percent market share). This increase is the result of two factors:

- **The U.S.-Peru Trade Promotion Agreement:** The PTPA entered into effect on February 1, 2009. The agreement eliminated import duties for pork imports and also helped to facilitate some sanitary requirements for importing fresh pork.
- **The U.S. Meat Export Federation:** The USMEF opened an office for South America, based in Lima, in 2011. USMEF works with the Peruvian pork producers to increase overall pork demand and with retailers

and supermarket chains to increase marketing and distribution of U.S. pork.

Peru Import Statistics							
Commodity: 0203, Meat Of Swine (Pork), Fresh, Chilled Or Frozen							
Annual Series: 2011 - 2016							
Partner Country	Unit	Quantity					
		2011	2012	2013	2014	2015	2016
World	MT	2,648	3,685	4,608	5,803	7,949	7,517
Chile	MT	2,331	3,026	3,095	3,378	3,822	4,965
U.S.	MT	163	633	1,435	2,020	3,592	2,240
Canada	MT	154	26	77	404	535	312

Source: Peruvian Customs

Peru Import Statistics						
Commodity: 0203, Meat Of Swine (Pork), Fresh, Chilled Or Frozen						
Annual Series: 2011 - 2016						
Partner Country	United States Dollars					
	2011	2012	2013	2014	2015	2016
World	7,197,865	10,076,778	12,809,926	19,011,738	21,491,392	18,936,960
Chile	6,351,708	8,253,019	8,799,865	11,253,460	10,742,789	12,505,870
U.S.	533,382	1,763,927	3,864,657	6,549,950	9,358,084	5,735,018
Canada	312,776	59,832	145,404	1,208,328	1,390,520	696,072

Source: Peruvian Customs