

Opportunities for the Peruvian blueberry due to the seasonality of imports from the United States, 2014-2018

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Resumen

Las exportaciones tienen una vital importancia porque no solo generan ingresos al País exportador, además dinamizan la economía, mejoran las condiciones laborales de los habitantes en las zonas productivas y en consecuencia su calidad de vida y oportunidades de progreso. Estados Unidos es un país consumidor de arándanos, sin embargo, su periodo de mínima producción se da en las estaciones de otoño e invierno, generándose un mercado local desabastecido y dado el comportamiento estacional inverso del Perú, ya que nuestro país ingresa a las estaciones de primavera y el verano, con periodos de máxima producción del arándano, se origina una oportunidad para satisfacer esa demanda. El objetivo es analizar las oportunidades generadas para las exportaciones de arándanos por la existencia de estacionalidades contrarias entre el Perú y los Estados Unidos. El estudio fue descriptivo de tipo longitudinal, no experimental. La población estuvo conformada por las empresas importadoras de arándanos los Estados Unidos, se analizó la variable importación. Los resultados evidencian la existencia de índices estacionales en la importación de arándanos de los Estados Unidos del Perú en dos periodos, primero del mes de enero al mes de abril (son índices más bajos y en promedio menores que el 100%) y luego del mes de agosto al mes de diciembre (índices más altos y en promedio mayores que el 100%). En conclusión, existen oportunidades para los arándanos debido a la importación estacional de los Estados Unidos, generadas por condiciones de contra estación con el Perú.

Palabras clave: producción, Importación, exportación, demanda, Índice estacional, arándano

Abstract

Exports are of vital importance because they not only generate income for the exporting country, they also boost the economy, improve the working conditions of the inhabitants in the productive areas and, consequently, their quality of life and opportunities for progress. The United States is a consumer country of blueberries, however, its period of minimum production occurs in the seasons of autumn and winter, generating a local market shortage and given the inverse seasonal behavior of Peru, as our country enters the stations of spring and summer, with periods of maximum production of blueberry, an opportunity arises to meet that demand. The objective is to analyze the opportunities generated for blueberry exports due to the existence of contrary seasons between Peru and the United States. The study was descriptive of longitudinal type, not experimental. The population was conformed by the importers companies of blueberries the United States, the variable was analyzed import. The results show the existence of seasonal indices in the importation of blueberries from the United States of Peru in two periods, first from the month of January to the month of April (they are lower and on average less than 100%) and

after the month from August to December (higher rates and on average greater than 100%). In conclusion, there are opportunities for blueberries due to seasonal imports from the United States, generated by counter-season conditions with Peru.

Keywords: production, import, export, demand, seasonal index, blueberry

1. Introduction

Countries that decide to sign treaties and international agreements usually improve their provision of inputs, raw materials or their technological level, thanks to lower acquisition costs, which allows them in the medium term to increase the quality of their products and be more competitive (Sulser, 2017).

In the case of Peru, since the year 2009 the FTA with the United States began, a year with many expectations of growth in exports, unfortunately there was a coincidence with the beginning of the international financial crisis, which led to a decrease in the expected results. Despite having an external situation weakened by the financial crisis of 2009, the Peruvian economy maintained its expansion, achieving a very important performance by the Peruvian agro-export sector (World Bank, 2017).

In Peru, among export products with higher growth prospects we find blueberry, which is exported under tariff heading 08104000, being very requested by the United States mainly, this is because it has a very high demand from the consumers in this country, however, despite their levels of production there is a shortage in the domestic market, the gap being filled by imports from other countries, as well as Peru. The constant growth of demand for blueberries is based on the importance given to health by people in adulthood in this country, as this product contains a high content of antioxidants, which prevent a large number of diseases that appear with age advanced, which determines the modification of your consumption habits. These reasons are sufficient for the blueberry in Peru to be an agricultural export product with greater projection in exports, in addition, Peru has land with adequate conditions for planting more than 30 different species in different regions of the country (SIICEX, 2011).

In Peru, thanks to the varied climates it has, it has the ability to produce blueberries in all months of the year, however, the highest production occurs in the months between the months of September to November of each year, however, it is produced in important volumes until the month of January of the following year. The seasonal production that is especially oriented to the European and North American market (minagri, 2016).

The North American market demands the Peruvian blueberry due to the shortage that suffers its internal market, this due to the low production of the product that they experience, since it is located in the hemisphere opposite to ours, while they enter the winter season, Peru enters the spring, this seasonal situation draws a panorama such that, production is high in Peru when production is minimal in the United States, however, its inhabitants consume the product all year, opening an ideal commercial window for the Peruvian blueberry, generating a market with great opportunities for the export of this product (Salazar, 2014).

Seasonalities respond to strictly periodic oscillations, are generated in some occasions by physical phenomena, and in other cases by social and economic phenomena that occur normally within the year. The blueberry production, as in the case of the blueberry production seasonality, is generated by the confluence of three phenomena, physical on the side of the seasonality of the production, social on the side of the pattern of consumption and economic by the demand generated, being for this reason the necessity of the elaboration of the seasonal models, being necessary to calculate for its analysis the factor or seasonal index, when the data are of this nature (Uriel, 2000).

Trade for its development analyzes sellers and buyers within a local market, however, it does the same between countries that is, in international markets, taking the country as an economic unit. Agricultural production and trade can be analyzed in a similar way, adding to this the improvement

in terms of trade thanks to the free trade agreement signed with the United States and Peru (Houck et al., 2014).

The oscillations generated by seasonal phenomena are always observed within an annual period and are repeated in successive years, generating identical patterns over time, obtaining similar graphs to successive previous years, although the values of each year are not the same. In this sense, the case of the blueberry deserves an analysis through the seasonal periods due to its mentioned characteristics (Moya, 1991)

2. Materials and Methods

This research is of the applied type and was developed using the quantitative approach, descriptive and non-experimental, the data have been extracted from databases from reliable sources and a descriptive statistical analysis was carried out based on tables, graphs, and generation of indices or seasonal factors. The study was conducted on the basis of the import records made by all blueberry importers of the United States from Peru, between 2014 and 2018. The data obtained are based on a documentary analysis drawn from the sources of Trade Map

3. Results

Table 1 shows the comparative results of the imports of tons of blueberries from the United States of the World and Peru between the month of August of the 2014 to the month of August of the 2018

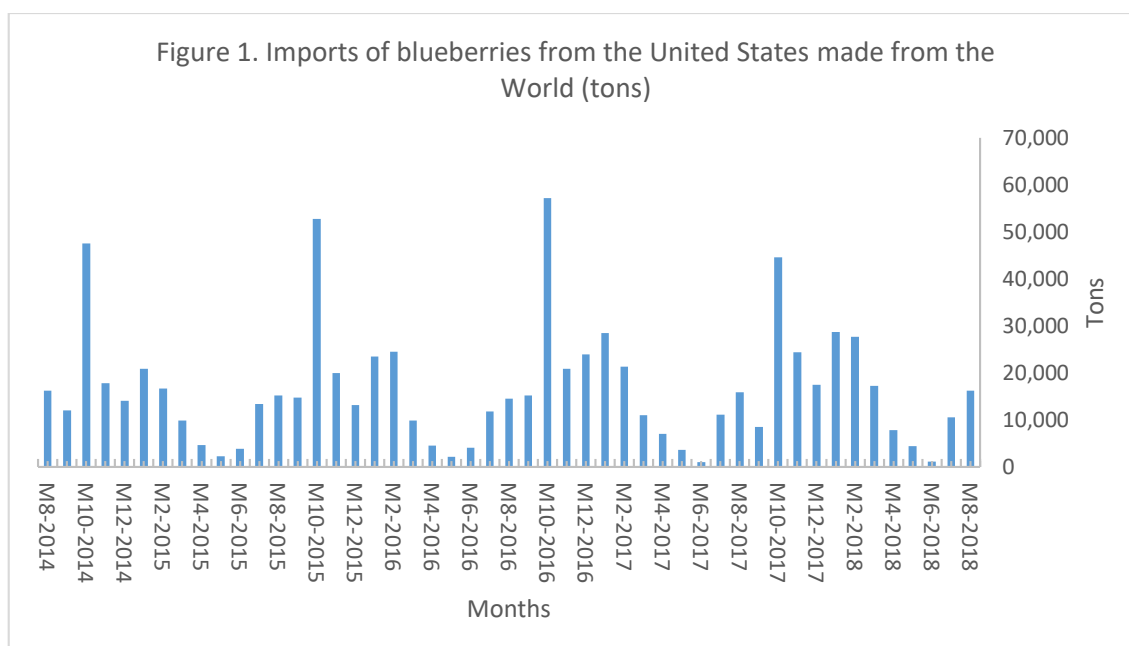
Table 1
Imports of blueberries from the United States of the World and Peru during the months of August 2014 to August 2018 (tons).

Year	Months of year	Imports from the United States	
		World	Peru
2014	M8-2014	16192	0
	M9-2014	12005	51
	M10-2014	47478	179
	M11-2014	17776	117
	M12-2014	14040	207
2015	M1-2015	20821	338
	M2-2015	16666	259
	M3-2015	9862	108
	M4-2015	4594	88
	M5-2015	2275	0
	M6-2015	3846	0
	M7-2015	13341	0
	M8-2015	15127	184
	M9-2015	14667	879
	M10-2015	52790	1109
	M11-2015	19974	880
	M12-2015	13130	1381
2016	M1-2016	23471	1021
	M2-2016	24502	1022
	M3-2016	9865	708
	M4-2016	4496	290
	M5-2016	2119	0
	M6-2016	4008	0
	M7-2016	11777	0
	M8-2016	14464	310
	M9-2016	15120	1936
	M10-2016	57170	2974

	M11-2016	20898	3130
	M12-2016	23880	3245
	M1-2017	28423	1897
	M2-2017	21273	595
	M3-2017	11019	266
	M4-2017	7019	18
	M5-2017	3601	3
2017	M6-2017	965	0
	M7-2017	11116	0
	M8-2017	15878	61
	M9-2017	8499	1291
	M10-2017	44609	5253
	M11-2017	24353	6324
	M12-2017	17496	3215
	M1-2018	28704	2906
	M2-2018	27616	2686
	M3-2018	17192	1309
2018	M4-2018	7805	122
	M5-2018	4333	6
	M6-2018	1147	28
	M7-2018	10471	57
	M8-2018	16204	1029

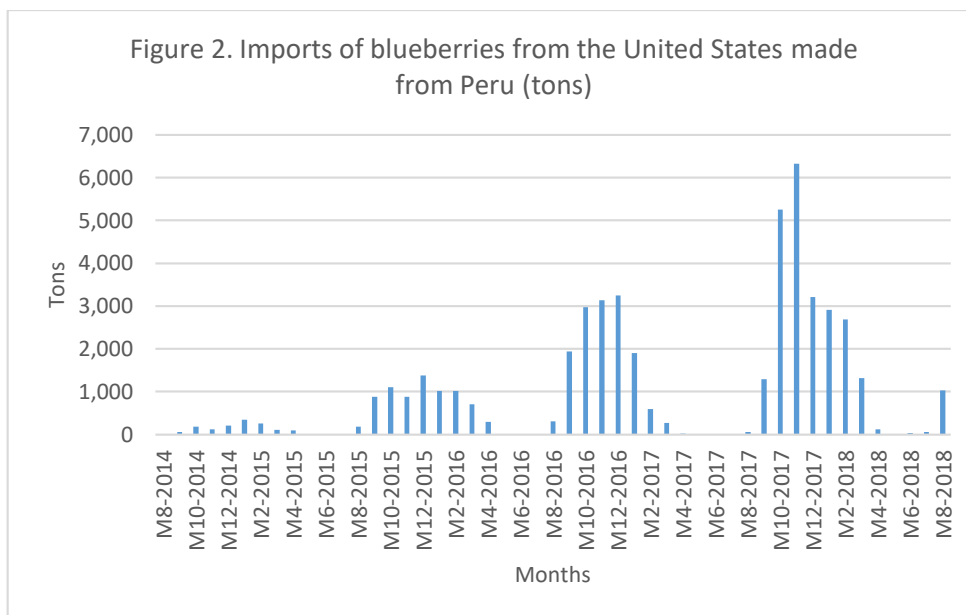
Source: Trade Map

Figure 1 shows the imports of blueberries made in tons from the United States from the World, from the month of August 2014, until the month of August 2018.



Source: Trade Map

Figure 2 shows the imports of blueberries made in tons of United States from Peru, from the month of August of 2014, until the month of August of 2018.



Source: Trade Map

Table 2 shows the seasonal indices of the imports of blueberries made in tons from the United States from the World, from the month of August 2014, until the month of August 2018.

Table 2
Seasonal indices of United States blueberry imports from the world

Month	Monthly index in %
January	147.1
February	126.3
March	62.2
April	32.6
May	16.2
June	17.8
July	73.3
August	92.0
September	77.5
October	312.7
November	132.0
December	110.3

Source: Trade Map

Table 3 shows the seasonal indices of blueberry imports made in tons from the United States from Peru, from August 2014, until August 2018.

Table 3

Seasonal indices of blueberry imports from the United States from Peru

Months	Monthly index in %
January	135
February	84
March	45
April	19
May	0
June	0
July	0
August	22
September	139
October	263
November	270
December	224

Source: Trade Map

4. Conclusions

The seasonal indices of imports of blueberries from the United States from the world indicate that they exist throughout the year, however they exceed 100% between the months of October to December between January and February, being the highest value during the month of October. The seasonal import indices of United States blueberries from Peru indicate that they exist between the months of January to April and from August to December, exceeding 100% between the months of September to December and the month of January. The highest index is recorded in the month of October.

The indices show the clear opportunities presented by the seasonal conditions in the importation of blueberries by the United States, generating possibilities of expansion for the production and export of this product.

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