

Production and export of peruvian mandarin to the russian federation market, as a business opportunity, period 2013-2017

Orlando Márquez^a, Ricardo Cosio Borda^a, Fernando Márquez^a, Liz Robladillo^a

^aUniversidad Cesar Vallejo, Peru
omrquezcaro@gmail.com

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Resumen

La producción y exportación de la mandarina peruana al mercado de la Federación Rusa se ha presentado como una oportunidad de negocio debido al veto de dicho país a las importaciones europeas así como a la mandarina producida en Turquía, permitiendo un alza en la exportación, por ejemplo, en el 2011 se exportó 1,742 tons para aumentar el 2017 a 6,996 tons. Por ello, en este trabajo se pretende estudiar la relación entre la producción y la exportación de la mandarina peruana al mercado de Rusia, como oportunidad de negocio, período 2013-2017, además, de analizar los limitantes para el desarrollo del negocio internacional. La investigación tomó como población todos los elementos de la producción y exportación de mandarina peruana en el período 2013-2017, del cual se extrajo la muestra de los datos cuantitativos ordenados y sistematizados publicados por diversos organismos, como: TRADEMAP, MINAGRI, CCL, AGRO DATA PERÚ, MINCETUR mediante un muestreo aleatorio que tuvo como unidad de análisis cada tonelada métrica producida y exportada y el valor FOB US\$ de la exportación. En general, los resultados muestran algunas ventajas competitivas y condiciones favorables, como: la estacionalidad de la producción, el incremento relativo de hectáreas para la producción, la demanda del mercado interno e internacional, un alza de la producción relativa, la evolución favorable en la exportación durante los últimos cinco años donde se ubica el incremento de envío a Rusia (+170%).

Palabras clave: Producción, mandarina peruana, oportunidad de negocio, exportación.

Abstract

The production and export of Peruvian mandarin to the market of the Russian Federation has been presented as a business opportunity due to the veto of that country to European imports as well as to the mandarin produced in Turkey, allowing a rise in exports, for example, in 2011 was exported 1,742 MT to increase 2017 to 6,996 MT. For this reason, this work aims to study the relationship between the production and export of Peruvian mandarin to the Russian market, as a business opportunity, 2013-2017 period, in addition to analyzing the constraints for the development of international business. The investigation took as population all the elements of the production and export of Peruvian mandarin in the period 2013-2017, from which was extracted the sample of the ordered and systematized quantitative data published by diverse organisms, like: TRADEMAP, MINAGRI, CCL, AGRO DATA PERU, MINCETUR by means of a random sampling that had as unit of analysis each metric ton produced and exported and the value FOB US\$ of the export. In general, the results show some competitive advantages and favorable conditions, such as: the seasonality of production, the relative increase of hectares for production, domestic and international market demand, a rise in relative production, the favorable evolution in exports during the last five years where the increase in shipments to Russia is located (+170%).

Keywords: Production, Peruvian mandarin, business opportunity, export.

1. Introduction

The business opportunity presented to Peru with respect to the export of the mandarin product to the Russian Federation market with respect to the veto made by that country to European imports needs to be interpreted appropriately, starting from the following problem: What is the relationship between the production and export of Peruvian mandarin to the Russian Federation market as a business opportunity in the period 2013-2017? The same one, that in its study describes the characteristics of the fruit that is produced in the Andean country, that arose like an extension of the mandarin that comes from the tropical and subtropical zones of Asia and the Malay archipelago, that belongs to the Citrus genus and, that has been developed according to MINAGRI (2014), through diverse varieties, as the ones: a) Satsumas Group (*Citrus unshiu*): Clausellina, Okitsu, Owari, b) Clementinas Group (*Citrus reticulata*): Clementinas, Clemenules, c) Hybrids Group: Fortuna, Kara, Pixie, Nova, d) Tangores Group: Murcott, Ortanique, Tango (hybridization between mandarin and orange) and, e) Others: Dancy, Malvasio. All these commercial forms are differentiated into two large families: satsumas and clementines, as well as hybrids. Satsumas, clementines and W. Murcott are the ones that are mostly exported. It is offered at any time of the year, due to the fact that the seasonality of its production extends from February to November uninterruptedly, due to the diversity of microclimates in the three regions, leaving only two windows in the months of January and December, which is only covered by three main producing countries: China, Spain and the United States, which when compared have a disadvantage because the first has four windows between the months of May and August, the second also, replicating it completely and the third, with three windows from August to October. Here is a competitive advantage for Peru that it must take advantage of.

For the CCL-INDEXCAM (2017) the production of the Peruvian mandarin has an important increase, as much, by the cultivated hectares that increase, as, by the demand in the internal and international market. In the altiplanic country, for example, clementine mandarin (which is a hybrid between mandarin and orange, oval and small, intense orange color and smooth and shiny appearance, which is more similar to mandarin and international markets compete with this product) was produced in the period 2015-2016 in 14 regions of the 26 it has, being the largest area harvested Lima with 5,582 ha. in 2015 and 5,950 ha. in 2016, Junín with 3,822 ha. in 2015 and 3,814 ha. in 2016 and Ica with 2,065 ha. in 2015 and 2,190 ha. in 2016, i.e. the areas harvested in 2016 of clementines grew by 5% over the previous year (2015), which is equivalent to 673 hectares more harvested. Also, the Lima region harvested more product because it represented 40% of the total hectares worked in the country in 2016. Which also translates into production, because in the same period Lima rises in production from 202, 233 Tn. to 224,950 Tn., Junín from 49, 261 Tn. to 50,763 Tn. and Ica from 81,489 Tn. to 99,623 Tn. meaning a growth of 12.84% in national production of clementines in 2016 over the previous year 2015, Lima being the region where more fruit was produced in the period 2015-2016. Other data on the production of Peruvian mandarins indicate, according to Leon (2018), that in the 2017 season the production volumes of early mandarins (satsuma) and mid-season (clementine) remained stable compared to 2016, being different in the case of late mandarins (W. Murcott), which in 2016 (compared to 2015) registered an increase in volume of 150% and from 2017 to 2016 increased 43%. "For this year [compared to 2017] they estimate that it will grow close to 40%. Late tangerines are leading the citrus sector. That is, differentiating the three species either remain stable or increase there is an expansion of hectares of cultivation and a rise in production relatively. It is also important to note, according to Lira (2018), that 93% of mandarins and clementines exported comes from Ica and Lima, although there is a growth that is recording the cultivation of these citrus for export in La Libertad and Arequipa, regions that 2016 did not exceed 2%, while in 2017 the joint participation of these two regions increased to 6.5%. Considering the world production of mandarins, according to GESTIÓN (2017), it ranges between 28 million and 30 million tons

annually being China the main producer with a share of 24%, followed by Brazil with 14%, United States 7%, India 7% and Mexico 6% (Adding Spain after China with 15% according to data from Cebrian, Rodriguez, and Franco (2017)). Peru ranks 11th in that only concentrates 1% of total mandarin produced in the world, which is evidently a weakness with respect to the volume of its production, despite occupying the fifth position in the Americas after Brazil, United States, Mexico and Argentina. In addition, Romero (2015) mentions that China produces almost half of world production (47%) because it dedicates 1'340,000 Ha. for the production of tangerines, mandarins and clementines, followed by Spain with 90,900 Ha. and Brazil with 57,571 Ha. An important aspect for the Peruvian case because according to GESTIÓN (2018) since 2000 the harvested area has doubled from about 93% of mandarins exported from the departments of Ica and Lima.

Regarding the export of Peruvian mandarin, which in the tariff classification in Peru is heading 0805201000 (Mandarins (including tangerines and satsumas) fresh or dried), says GESTIÓN (2017), based on data from the Foreign Trade Center (CCEX) of the Chamber of Commerce of Lima, that the mandarin is a fruit with high potential in international trade, since only 28% of total Peruvian production is exported, leaving 72%, noting a weakness export. In spite of the fact that in 2016 US\$ 135 million were exported, as opposed to the US\$ 77 million registered in 2012, that is to say, they almost doubled in five years. "Only in the year 2017, did exports of this product grow 20% with respect to 2015. This trend is due to the increase in demand for this fruit worldwide," said Carlos Garcia, CCEX manager of the CCL. MINCETUR (2018) reports that Chile, the United States and Argentina were surpassed by Peru in 2017 in the export of mandarin, clementine and tangelo according to the volume sent of 143,000 tons which meant US\$176 million with a growth of 30% over 2016, which allowed it to rank seventh in the world according to Lira (2018), who indicates that such favorable evolution dates back five years because national shipments of mandarin doubled from 53 to 118 thousand tons, raising the export value from US\$ 67 to 157 million between 2013 and 2017. Including tangelos, exports amounted to US\$ 176 million. Outstanding as main Peruvian exporting companies, according to Koo (2018), in terms of FOB %: Procesadora LARAN S.A.C 37%, Consorcio de Productores de Fruta S.A. 17%, Corporación Frutícola de Chíncha S.A.C 12%, Sociedad Agrícola ARONA S.A. 10%, Agrícola NORSUR S.A.C. 9%, Agrícola Las Marías S.A.C. 6%, STERLING Perú S.A.C. 4%, Various 5%.

The business opportunity is understood according to Rodriguez and Moreno as "the response to a need in which there is the possibility of designing a product (good or service) for their satisfaction, ... business opportunities must be localizable in the market ... are present in demands (current or possible) of customers". Criterion that allows interpreting what happened in the development of international business between Peru and Russia regarding the export of Peruvian mandarin, because the Eurasian country was presented with the need to meet the demand for mandarin, as indicated by Senar (2015) and Soria (2014), by the decision to ban the import of agricultural products, raw materials and food from the European Union from 2014 in response to sanctions by the United States and Europe over the Ukrainian conflict, thus limiting exports by Spain, its main supplier, which, for example, sent some 141 to the Russian Federation in 2012.000 tonnes of fruit (mostly citrus) and vegetables, which according to information from Lira (2018), is the country that most imports tangerine in the world to date, as table 1 shows by indicating the export volume that Russia received from 2011 to 2017, which has had a regularity of more than 1,500 million tons of annual consumption in the period concerned. Also, table 2 indicates the value exported by the world to the Russian Federation in terms FOB US\$ showing a significant rise from 72, 464 million dollars in 2011 to 190,278 million dollars in 2017 which, in turn, meant a percentage change of 16% to 30%.

Table 1. Volume of world consumption of mandarin from the population of Russia 2013-2017

Mandarin consumption per year Russian Federation	2013	2014	2015	2016	2017*
Consumption volumen (tons)	1705.29	1653.52	1538.52	1526.79	1545.89
Variation	0%	-3%	-7%	-1%	1%

Source: Adapted from TRADEMP 2017b

*Projection

Table 2. World mandarin export value from the Russian Federation 2013-2017

FOB Value US\$ export of the world of mandarin	2013	2014	2015	2016	2017*
FOB Value(US\$)	97.578	119.665	121.494	146.036	190.278
Variation	0%	23%	2%	20%	30%

Source: Adapted from TRADEMP 2017b

*Projection

However, it is necessary to understand, as mentioned by Galicia, Martínez, and Villalobos (nd) that "a business opportunity is a function of various internal and external factors such as they are: Legal, economic, administrative, human capital among the most important", that Peru must attend satisfactorily to develop with greater profit the presented business opportunity, that would be showing another limitation, the scarce innovation in the value chain of the product, that desdise what is referred by Polo (nd) "Innovation is the process to find a solution that manages to satisfy the needs of the client". That is to say, the attention and satisfaction to the consumption needs of the Russian people has to prioritize innovation on the part of Peruvian producers and exporters, which is scarce, being important to take into account the last Global Competitiveness Report 2018 of the World Economic Forum - WEF synthesized by the National Society of Industries that refers that Peru occupies the 63rd position among 140 economies, 4th place in South America and 6th place in Latin America and the Caribbean. Among the external factors it is necessary to take into account what was indicated by the MENA Report (2016) that the production of fruit from Argentina is also sold to Russia in 15% of the total that it makes to other markets, thus creating a competitor to the Andean country. In addition, according to information from Cihan News Agency; Istanbul (2015), Russia also imposed various sanctions on Turkey in retaliation for the downing of a Russian plane that, according to reports, ventured into Turkish airspace near the Syrian border, which meant a brake on the export, among others, of Turkish mandarin which meant millions of losses in dollars, empty in the consumption of fruit that could cover Peru as commented Dominguez (2017). In general, the export of Peruvian mandarin to the Russian Federation market registers an important growth, as Lira (2018) comments in (+170%)", paraphrasing Mincetur, which could be due to the economic improvement that this market experiences and the stabilization of its currency. Table 03 shows the favorable development of the export value that Peru achieves since 2012, which was 5,456 million dollars to rise in 2017 to 7,749 million dollars with ups and downs in 2013 (4,343), 2015 (4,261) and 2016 (3,836). Considerations, all of which allowed the investigation to be carried out, also with the hypothesis: There is a significant relationship between the production and export of Peruvian mandarin to the market of the Russian Federation, as a business opportunity in the period 2013-2017 and the objective: To determine the relationship between the production and export of Peruvian mandarin to the market of the

Russian Federation, as a business opportunity, period 2013-2017, identifying the present limitations.

Table 3. Export value from Peru to the Russian Federation 2012-2017

Exporter	Imported Value in 2012	Imported Value in 2013	Imported Value in 2014	Imported Value in 2015	Imported Value in 2016	Imported Value in 2017
Peru	5.456	4.343	5.811	4.261	3.836	7.749

Source: Adapted from TRADEMP 2017b
*Projection

2. Materials and Methods

Considering the criteria of Veliz (2011) and Hernandez, Fernandez and Baptista (2006) the research was developed through the non-experimental design, with correlational level of type applied with quantitative approach and deductive hypothetical method and, in a population that had as elements all the production. and export of Peruvian mandarin in the period 2013-2017, from which the sample was extracted from the ordered and systematized quantitative data published by various agencies, such as: TRADEMAP, MINAGRI, CCL, AGRO DATA PERU, MINCETUR through a random sample that had as a unit of analysis each metric ton produced and exported and the FOB US\$ value of the export. The study was carried out in the social context of Peru, applying the techniques of review of documentary sources and collection of quantitative data that allowed the organization of frequency tables in accordance with the problem, hypothesis and objective referred to. That through the descriptive statistical analysis they were analyzed using the ordinal scale and for the inferential statistical analysis we worked with discrete quantitative variables with the statistician Sperman who measured a monotonous relationship because the values did not change at a constant rate and it was a nonparametric test because it had a free distribution. Using the computational tool SPSS in its version 23.

3. Results

The descriptive statistical analysis of the production variable results in a low scale of 80% over 20% in high scale, with a volume of 60% in high scale over 40% in low scale, with a volume of 60% in high scale in harvested area per hectare over 40% in low scale. Being in the export variable a percentage of 60% in high scale, 20% in medium scale and 20% in low scale, with a value FOB US\$ in high scale with 80% and in low scale with 20% and, a volume of export in high scale with 60%, in medium scale 20% and in low scale 20%. Likewise, in the inferential analysis, it gives account of the existence of a relation $r = -0.791$ between the variables: production and export of Peruvian mandarin to the Russian Federation. This degree of correlation indicates that the relationship between the variables is negative and has a high level of correlation; also, the significance of $p = 0.111$ shows that p is greater than 0.05, therefore there is inconclusive evidence on the significance of the association between the variables. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

Table 4. Production variable descriptive analysis

		Frequency	Percentage
Valid	High	1	20,0
	Low	4	80,0
	Total	5	100,0

Table 5. Descriptive analysis variable export

		Frequency	Percentage
Valid	High	3	60,0
	Medium	1	20,0
	Low	1	20,0
	Total	5	100,0

Table 6. Descriptive analysis of the dimension Fob value US\$ of Peruvian mandarin exports to Russia

		Frequency	Percentage
Valid	High	4	80,0
	Low	1	20,0
	Total	5	100,0

Table 7. Descriptive analysis of the dimension Export volume of Peruvian mandarin to Russia

		Frequency	Percentage
Valid	High	3	60,0
	Medium	1	20,0
	Low	1	20,0
	Total	5	100,0

Table 8. Correlation coefficient of production and export variables

			Variable production	Variable export
Spearman Rho	Variable production	Correlation coefficient	1,000	-,791
		Sig. (bilateral)	.	,111
		N	5	5
Variable export		Correlation coefficient	-,791	1,000
		Sig. (bilateral)	,111	.
		N	5	5

Motivating the discussion was the answer that there is a negative relationship and high level of correlation between the production and export of Peruvian mandarin to the market of the Russian Federation, as a business opportunity in the period 2013-2017, because the production of Peruvian mandarin is 60% on a high scale as it states, also, CCL-INDEXCAM (2017) that there is a significant rise, it happens, at the same time, that its production volume is on a low scale with 80% coinciding with GESTION (2017) which indicates that Peru only produces 1% of total world production; In the exportation, a percentage of 60% was sent on a high scale, as Lira (2018)

states, which pointed out that there is a favorable evolution in national mandarin shipments that doubled from 53 to 118 thousand MT, raising the export value from US\$ 67 to 157 million between 2013 and 2017, as well as, resulting in the analysis of the FOB US\$ value that showed a high scale with 80% and a low scale with 20%. Likewise, resulting in a volume of exports on a high scale with 60%, on a medium scale 20% and on a low scale 20% as GESTIÓN (2017) points out, based on data from the Foreign Trade Center (CCEX) of the Lima Chamber of Commerce, that mandarin is a fruit with high potential in international trade, since only 28% of the total Peruvian production is exported, leaving 72%, with a weakness in exports.

4. Conclusions

- There is business opportunity for the producers and exporting companies of Peruvian mandarin in view of the need to cover the demand of the fruit by the population of the Russian Federation, existing some competitive advantages and favorable conditions, such as: the seasonality of production, the relative increase of hectares for production, the demand of the domestic and international market, a rise in relative production, the favorable evolution in exports during the last five years where the increase in shipments to Russia is located (+170%). Also, the decision of the Eurasian country to prohibit the import of agricultural products, raw materials and food from the European Union since 2014 and the various sanctions imposed on Turkey which meant the brake on the export, among others, of Turkish mandarin.
- There are limitations in the development of the production and export of mandarin from Peruvian producers and exporting companies to the Russian Federation and other countries, such as: produce only 1% of the total world production unlike China which produces 24% and Spain 15%, export only 28% of the total of what it produces leaving 72%, the limited innovation in the value chain of the product not considering type of species and quality (color, absence of seeds, size or caliber of the skin and pulp of the fruit), the scarce increase of hectares for production, Peru 12, 200 Ha. MINAGRI (2017), China 1'340,000 Ha., Spain 90,900 Ha. and Brazil 57,571 Ha. FAO (2013), which is an important factor for increasing production without being the criterion of yield per Ha.

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