

# Promoting the sustainable growth of fruit culture

IBRAF

The Brazilian Fruit Institute ("Instituto Brasileiro de Frutas - IBRAF") is a private association without lucrative purposes, founded by leaderships of the fruit sector in 1989. Its aim is to provide an organized growth of the sector, developing effective actions for fruit producer, processing industries of fruit agribusiness, suppliers of products, renderers of services, among other; in other words, involving the whole fruit chain.

Representing the fruit agribusiness, IBRAF works together with governmental and non-governmental organizations, aiming to plan, organize and control the business atmosphere of the sector, intending for becoming it more and more professional.

The work developed by IBRAF has been contributing a lot in order to keep Brazil as the world's third largest fruit producer with 43 million tons. The Institute also contributed to the export amount of US\$ 3.1 billion encompassing fresh and processed fruits attained in 2008.

**BRAZIL EXPORT Magazine (BE)** has interviewed the executive-manager of IBRAF, **Valeska de Oliveira**, who talked about



Valeska de Oliveira

the Brazilian fruit market and gave further details of the Institute's work.

**BE - Could you tell us if the first edition of Fruit&Log trade fair has been succeeded?**

**Valeska de Oliveira** - Yes, we had a positive balance, exceeding the exhibitors' and the own fair organizers' expectations.

Fruit&Log has been created to generate businesses for the productive chain of fruits, vegetables and green vegetables and their derived products. That fair has achieved its aim, since it has counted on buyers, suppliers and representatives of supermarkets from Brazil and abroad.

The next edition of the fair is already schedule for taking place in São Paulo from September 27

to 29, 2010 and it will count on a new name **Fruit&Tech**, since the event will encompass the entire sector. The expectation is an increase of 50% in area as compared to the first edition's.

**BE - Is it already possible to notice some positive effect in the fruit sector from Fruit&Log?**

**Valeska de Oliveira** - The positive effect was the confirmation of the importance of an international trade event in Brazil for the segments of Fruits, Vegetables and Green Vegetables and their derived products.

**BE - Which is the IBRAF's evaluation in relation to the Brazilian fruit sector participation in Anuga 2009?**

**Valeska de Oliveira** - Anuga keeps being a great event. It is an important forum of discussion and a place to close business deals. During the event, there were actions for promoting juices and pulps, together with a Press Conference and tasting of Brazilian products, what resulted in an outstanding visibility for the participant companies.

**BE - What has IBRAF been making in favor of the production of fruits with quality, alimentary safety and without damaging the environment?**

**Valeska de Oliveira** - It is part of the IBRAF's mission to promote the sustainable growth of fruit culture. Towards that aim, the Institute has been developing projects during those 20 years of activity. As example, we can mention the "Fruta Paulista" (Fruit from São Paulo), a training project involving good agricultural practices that has been developed in partnership with SEBRAE-SP in the State of São Paulo. To expand nationally the concepts applied in this project, IBRAF developed the Stamp Sustainable Fruit



Cláudio Ferraz / PROMARKET

("Fruta Sustentável"), which aims to improve the quality of the productive process in order to guarantee to consumer that the production in the field complies with the hygiene standards, environmental preservation and fair and safe work conditions.

**BE - Could you tell us the aims of the closed agreement between the IBRAF and ExportaMinas at Fruit&Log?**

**Valeska de Oliveira** - The protocol between the IBRAF and ExportaMinas, which belongs to Economic Development Secretariat of the State of Minas Gerais, signed during the event, intends to insert the **Program Fruit of Minas Gerais ("Frutas de Minas Gerais")**, already developed by the State, in the Program of Fresh and Processed Fruits Export Promotion - Brazilian Fruit, accomplished by IBRAF in partnership with Brazilian Trade and Investment Promotion Agency (Apex-Brasil). Thus, the fruits from the State of Minas Gerais will be part of the promotion strategy of the Program and they will have the opportunity to participate in the leading international events, such as Fruit Logistica in Berlin.

**BE - Which are the percentages of Brazilian fruit production concerning fresh and processed fruits? Which is the ratio between export and production of the fruit sector?**

**Valeska de Oliveira** - Domes-

tic market accounts for 69% (45% of fresh fruits and 24% of processed fruits) of the total Brazilian fruit production. Today, 31% of all the country's fruit production is intended for export: 2% of fresh fruits and 29% of processed fruits.

**BE - What is necessary for a higher growth of Brazilian fruit exports? What does Chile (the Latin America's largest fruit exporter) have that we don't?**

**Valeska de Oliveira** - That comparison between Brazil and Chile about fruits exports is not possible, because Brazil has a vocation as much for domestic as foreign markets. Brazil is the third world's largest fruit producer with 43 million tons. In addition, we can produce fruits of tropical, subtropical or temperate climates, what guarantees us a production of different varieties of fruits during the all year long.

In 2008, Brazil exported US\$ 3.1 billion of fresh and processed fruits, and the fruit foreign sales of Chile amounted up US\$ 1 billion.

**BE - What Government**

**should do in order to increase fruit exports?**

**Valeska de Oliveira** - The Government is already supporting the sector through the Apex-Brasil, which is linked to the Ministry of Development, Industry and Foreign Trade, however we need, besides resources for fruit promotion abroad, agreements with some markets with high consumption potential, in which we can't participate due to phytosanitary and commercial barriers.

**BE - What are the expectations about the next Fruit Logistica to be held in Berlin at the beginning of February 2010?**

**Valeska de Oliveira** - Brazil has participated in Fruit Logistica since 2003 and this is the world's largest event for the sector. At Fruit Logistica 2010, we expect to increase the number of Brazilian participants with the presence of companies from North to South of the country, representing the Brazilian fruit diversity in this great international shop window.

**BE - Are there other actions foreseen for 2010?**

**Valeska de Oliveira** - We will also participate in Gulfood, an important trade fair for the food industry in the Middle East, which will take place in Dubai, in the Arab Emirates, from February 21 to 24, 2010.



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