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John Ogonowski
Latin America
Farmer-to-Farmer Program

Executive Summary

This research, prepared by Marketing students at Florida International University during the Summer 2008 term, main purpose is to determine the market potential for peas, specifically Chinese peas, also known as snow peas, and sweet peas, also known as sugar snap peas. The information is gathered primarily from secondary data and includes topics such as market characteristics, segments, competition, and distribution channels, and many more.

The research concluded that Chinese peas as well as sweet peas in the United States are in steady demand due to average price ratings during the last weeks of May. Chinese peas are found to be available year-round while fresh green peas are seasonal and usually available during the months of spring.

Many states in America, such as Atlanta, Miami, and St. Louis export general peas to different parts of the world while as of 2002 most imports of general peas including snow peas and sugar peas came from Mexico, Guatemala, and Peru totaling to approximately 18,000 Kilograms (*In 1,000 Dollars*) and totaling to approximately 22,000 Kilograms (*In 1,000 Units of Quantity*).

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Introduction

Program Rationale

The John Ogonowski Farmer-to-Farmer Program, funded by the United States Agency for International Development, provides voluntary technical assistance to farmers, farm groups, and agribusinesses in developing and transitional countries to promote sustainable improvements in food processing, production, and marketing. The program relies on the expertise of volunteers from U.S. farms, land grant universities, cooperatives, private agribusinesses, and nonprofit farm organizations to respond to the local needs of host-country farmers and organizations.

To date, approximately one million farmer families (representing about five million people) have been direct beneficiaries of the FTF Program. Volunteers have provided direct hands-on training to over 80,000 people.

Winrock International and Florida International University's College of Business Administration have combined their resources and knowledge to implement the John Ogonowski Farmer-to-Farmer Program in Latin America, from 2003-2008.

The MAR 4613 course was created to add value to the Farmer-to-Farmer Program and prevent scarce volunteer resources from being diverted to requests for assistance, which are best, completed in the United States. The resulting freed up resources allow the program to fulfill requests with volunteers where an in country expert is a necessity. Of added value, hosts receive this additional US-based volunteer service at no cost to the FTF program.

Introduction

Research Objectives

The objective of this research is to analyze the US market potential of a variety of commodities. Our goal is to provide information on a variety of commodities, which can then be applied by our in-country partners to their business strategies. The primary beneficiaries of these reports are small and medium-sized farming cooperative groups which do not have the capability nor the resources to conduct these studies on their own.

It is of critical importance that while drawing conclusions to satisfy the research objective, a thorough analysis is carried out. In order to do so, some of the questions which must be analyzed are:

1. What is the demand of the product in question?
2. Who are the buyers and consumers of the product?
3. What are the quality standards and packaging requirements?
4. What is the distribution system for the product?
5. Who are the competitors?
6. What government regulations apply to the import of this product?

If it is a new product for the market, additional questions must be asked:

1. Who are the potential buyers of this product?
2. What are the potential distribution channels?
3. What are the additional important issues which must be investigated before attempting to export the product?
4. Are there any regulations which might inhibit this product from being sold in the US market?

Research Method

Given that the research objectives include getting background information of the potential market of the commodities included in the report, the research was conducted using an explorative design. Two main methods were employed: secondary data research and personal interviews. In some instances focus groups with consumers were conducted.

The secondary research was conducted by searching and interpreting existing information relevant from governmental and private electronic sources. When specific information about a commodity was not found secondary research was guided by similar commodities relevant to the information needed.

In order to complement the secondary research, personal interviews with experts were conducted. The interviewees were either academic or commercial experts in the production and commercialization of the commodities in question. In some cases, the researchers felt the need to complement this information direct input from the consumers; in those cases focus groups session were conducted.

The sources of the information are cited through out the content of the report. Contact information of the experts is provided. At the end of the report conclusions and recommendations for future action are suggested.



Peas

Product Description

Peas belong to the vegetable family known as legumes whose plants produce pods with enclosed seeds. Legumes are protein-rich, low fat, nutritional additions to most any meals.²

Chinese (Snow) Peas

Chinese peas, also called sugar peas or snow peas will have flat pods that are firm and crisp with immature-looking peas inside. The coloring will be an even light to medium-green. They should be 3 to 3 1/2 inches long and 3/4 inch wide.³ Each pod contains five to seven seeds and reaches a length of two to three inches. They can be eaten whole, fresh or cooked.⁴ The snow pea has a French name “mange-tout” which emphasizes its ability to be eaten whole.⁵ Snow peas did not originate in China but in Holland, as early as 1536 when it was named the “Holland Pea” and it was introduced to France by the ambassador to Holland around the 17th century. Although not native to China, snow peas are highly associated with Chinese and Japanese cooking.⁶

Snow peas are generally harvested when the pods have reached their full length but are still quite flat. This stage is usually reached 5 to 7 days after flowering. Snow peas must be picked regularly (at least every other day) to assure sweet, fiber-free pods. Snow peas are meant to be harvested as flat, tender pods before the peas inside develop at all.⁷ The snow pea was one of the first “Chinese” vegetables to appear in this country. Unlike the English pea, which is valued for its sweet, succulent seeds, the snow pea is valued for its edible pod. Snow peas are high in protein, carbohydrate, vitamins B and E, potassium, calcium, and phosphate.⁸

Peas

Sweet (Sugar Snap) Peas

Sweet (sugar snap) peas are a variety of tall pea plants with thick, edible pods containing large smooth peas.⁹ Sugar snap peas are 2½ to 3 inches in length. They have a plump, snug pod encasing the peas inside. Sugar snap peas have strings, but whether or not they are removed is a personal choice or habit, not an obligation.¹⁰ Snap peas should be harvested every 1 or 3 days, similarly to snow peas to get peak quality. Sugar snaps are at their best when the pods first start to fatten but before the seeds grow very large. At this point, the pods snap like green beans and the whole pod can be eaten. Some varieties have strings along the seams of the pod that must be removed before cooking.¹¹ Sugar snap peas, which are a cross between English and snow peas, were probably developed in the late 17th century, but they did not become commonly available until the 1970s.¹²

Statistical Data

U.S. Production Data

Nowadays the production of peas has expanded to various parts in the world. The country with the major production of this product is India, then China, and in a third position comes the United States. Unfortunately, the most recent data on production of the Chinese peas is from the year 2004. Back then, 132,384 (in thousands) of acres were produce, 309,377 metric tones.

Rising pea imports are making it harder for farmers in the Upper Midwest, the Pacific Northwest, and parts of the Northeast to earn a living growing green peas. Total green pea imports have been increasing steadily since the early 1990s. Fresh, processed, and frozen pea imports rose by 84 percent, from 101 million pounds in 1991 to 185 million pounds in 2006. As imports have skyrocketed, green pea acreage in the United States has fallen drastically. Between 1995 and 2006, harvested pea acreage declined by a third. In Washington, the second largest green pea producing state, acreage has dropped by 44 percent. Major pea producing states in the upper Midwest also faced declines. The third largest pea producing state, Wisconsin, lost more than half its pea acreage between 1995 and 2006. Minnesota remains the largest pea producing state, but has lost more than 5,000 acres of peas over the past decade.¹³

California is the leading producer of peas, which are available year-round. New York, South Carolina, Oregon, Idaho, Texas, New Mexico, Florida, Washington, New Jersey, and Virginia are also pea-producing states. Peas are imported into the

Peas

United States from Guatemala, Mexico, China, Honduras, and the Dominican Republic.¹⁴

Statistics of Foreign Trade: Exportations and Importations

Pea is the predominant export crop in world trade and represents about 40% of the total trade in pulses. The major exporting countries, excluding the European Economic Commission (EEC), are Australia, Canada and the USA. Most of the peas from USA were exported to India, Haiti, Peru, and the Philippines in 1995 and had a total value of US\$ 24,210,499 (Directory of US Suppliers & Industry Information, 1996).¹⁵

Chinese (Snow) Peas

Snow peas have become one of Guatemala's most important non-traditional agricultural exports (NTAEs) over the last 10 years. Nearly all Guatemala's snow peas are destined for the U.S. market, which imports the vast majority of snow peas consumed. Non-traditional agricultural exports, meaning crops which have not previously been central in a country's export profile, are intended to increase export earnings by diversifying crops to reduce dependency on the few traditional products and by capturing new, more specialized markets. In addition, due to the high intensity of production per acre of land, NTAEs are thought to promote greater equity by improving income opportunities for small-scale farmers. However, when the new crops were introduced, pesticides were promoted as the

means to ensure high yields and unblemished products acceptable to U.S. consumers. The use of pesticides created a need for more, leading to cost increases. And with increasing concern in the U.S. over the health impact of pesticide residues in foods during the mid-1980s, the U.S. Food and Drug Administration increased its monitoring of food imports. Snow peas were found to be Guatemala's most serious violator, leading to automatic detention of that country's exports and serious losses to farmers.

Guatemala is a unique case of NTAE production in Latin America because of the large number of smallholder producers, particularly in snow pea cultivation. However, these small-scale and resource-poor farmers do not export themselves, but sell their produce to export companies through a system known as "satellite farming." Typically, the export company advances seeds, fertilizers and chemicals to the farmer, who agrees to pay for them when the crop is harvested. In essence, the farmer receives what amounts to a high-interest loan and promises to sell his crop to the export company although the latter does not promise a price. And the exporter can refuse to purchase the crop on delivery if its quality will cause it to be rejected at the U.S. border. Thus, most of the risk of a poor harvest is borne by the farmer, who suffers high losses if he can not sell his crop to the exporter.

Export companies of various sizes were initially able to thrive under the satellite farming system. However, with the increasing detentions of snow peas at the U.S. border by the early 1990's due to pesticide residues, a transition began to take hold in export structures toward those with stricter production controls dominated by larger, well-resourced companies working with fewer and larger-scale growers. Such

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a system of "contract farming" is already functioning with Guatemalan melon growers. Using elaborate written agreements, farmers receive technical packages including seed, fertilizers, pesticides and regular visits by company technicians. Following the harvest, they are paid a percentage of net earnings after the costs of these inputs are subtracted. Thus, the pesticide residue problem has affected the structure of production and is tending to push the small-scale and resource-poor farmers out of snow pea production.

The US marketplace is clearly important to Central American agricultural trade. The United States is the destination for over 2.2 billion USD of Central American agricultural exports annually, about 40% of the regional total. Our research in the USAID sponsored Integrated Pest Management Collaborative Research Support Program (IPM CRSP) found that the NTAE sector in Guatemala continues to enjoy a regional advantage in the production of horticultural crops.¹⁶

Peruvian fresh and processed vegetable imports since Peruvian asparagus, green pea, and onion imports are already significant and growing. Over the past decade, fresh and processed vegetable imports from Peru have surged. The volumes of fresh and processed vegetable imports from Peru have increased six-fold from 55.6 million pounds in 1997 to 353.4 million pounds in 2006. The United States is a net importer of vegetables from Peru, importing 7.5 times as many fresh and processed vegetables from Peru as it exported to Peru in 2006. That has generated a large and growing vegetable trade deficit with Peru, meaning the dollar value of vegetable imports is larger than the dollar value of vegetable exports to Peru. The U.S. fresh and processed vegetable trade deficit with Peru grew more than seven-fold over the past

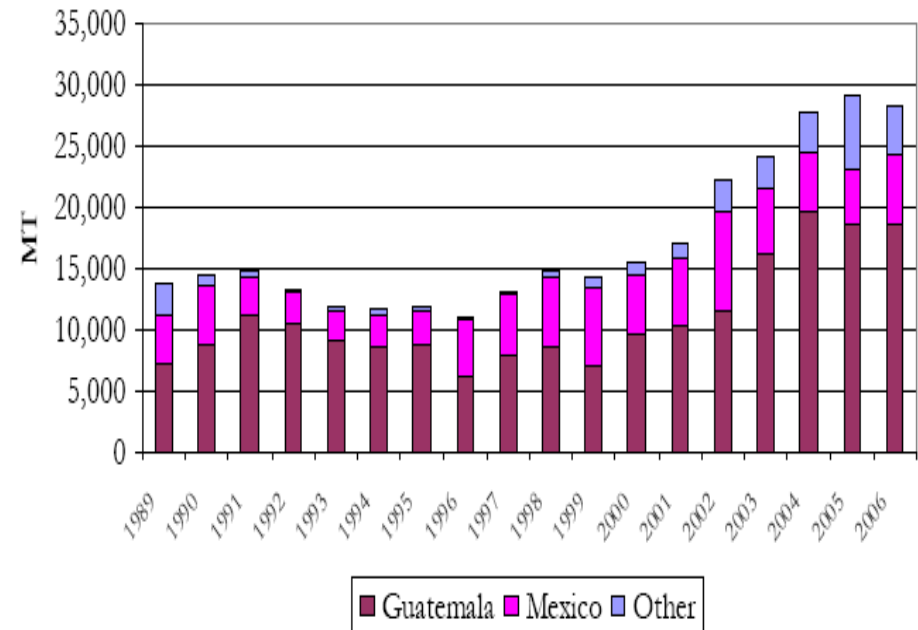
decade from \$27.2 million in 1997 to \$203.6 million in 2006. . Peru's total pea exports to the United States have grown from 41,000 pounds in 1991 (the year the Andean Trade Preferences Act went into effect) to 19 million in 2006 — rising more than 4600 percent and making up about a tenth of U.S. pea imports.¹⁷

Peas

Main Origin of Importations

Guatemala is the main exporter of peas in general to the United States. Guatemala has consistently had problems of pesticide residues with this peas in the US market. Although exports have grown, border detentions and price discounts have seriously diminished export revenue. The Central American country has responded by improving pesticide management and raising “voice” through the Integral Program for Agriculture and Environmental Protection (PIPAA).¹⁸

Volume of US fresh pea imports by source, 1989-2006



Source: Department of Commerce, US Census Bureau, Foreign Trade Statistics (2007)

Peas

Demand Tendencies

The table to the right shows the demand tendencies in the U.S. for peas in general.²⁰

Chinese (Snow) Peas

Snow peas are available pretty much year-round, with Mexico and Central America filling in for California in the winter months—but fresh green peas remain, blessedly, a seasonal pleasure, an edible emblem of spring.

The market demand for specialty and gourmet vegetables continues to expand as more and more attention is given to vegetables by nutritionists, food editors, food suppliers, and restaurants. Many vegetables are rich in fiber, minerals, iron, calcium, and vitamins. Vegetables have always been used in China for their curing effects and to keep healthy (Gu, Chen 1989). It is trendy to eat vegetables, especially specialty vegetables, and people are ready for a change.¹⁹

Country	1996	1997	1998	1999	2000	2001	2002
<i>In 1,000 Dollars</i>							
General Customs Value where quantities are collected in kilograms							
Mexico	6,060	7,414	11,934	12,518	8,233	8,136	9,429
Guatemala	4,076	4,827	5,117	3,804	4,271	5,644	5,930
Peru	252	88	501	1,022	1,602	1,543	2,817
Canada	14	23	67	72	87	118	74
Colombia	0	0	0	0	0	3	27
Hong Kong	0	0	0	0	0	0	20
Zambia	17	82	290	40	8	75	7
China	0	19	77	0	0	0	0
South Africa	9	2	48	6	0	11	0
Zimbabwe	20	0	0	0	0	0	0
United Kingdom	2	0	0	0	0	0	0
Saudi Arabia	0	0	10	0	0	0	0
Netherlands	2	0	0	0	0	0	0
India	11	0	0	0	5	0	0
Honduras	0	36	23	0	4	0	0
Costa Rica	0	0	1	0	0	10	0
Ecuador	5	0	0	91	27	26	0
Total	10,468	12,490	18,067	17,555	14,236	15,567	18,305

Peas

Country	1996	1997	1998	1999	2000	2001	2002
<i>In 1,000 Units of Quantity</i>							
General First Unit of Quantity where quantities are collected in kilograms							
Mexico	4,580	5,020	5,476	6,302	4,704	5,676	8,155
Guatemala	6,176	7,799	8,645	7,020	9,663	10,207	11,352
Peru	148	42	255	572	900	969	2,507
Canada	43	87	144	131	114	132	92
Colombia	0	0	0	0	0	1	11
Hong Kong	0	0	0	0	0	0	17
Zambia	14	41	126	17	4	21	3
China	0	14	38	0	0	0	0
South Africa	6	1	23	0	0	3	0
Zimbabwe	10	0	0	0	0	0	0
United Kingdom	2	0	0	0	0	0	0
Saudi Arabia	0	0	4	0	0	0	0
Netherlands	2	0	0	0	0	0	0
India	17	0	0	0	6	0	0
Honduras	0	95	77	0	12	0	0
Costa Rica	0	0	0	0	0	12	0
Ecuador	4	0	0	65	116	19	0
Total	11,002	13,100	14,789	14,107	15,519	17,039	22,135

Peas

Peas, Shelled or Unshelled, Fresh or Chilled
U.S. Imports For Consumption
Annual Data

Country	1996	1997	1998	1999	2000	2001	2002
	<i>In 1,000 Dollars</i>						
General Customs Value where quantities are collected in kilograms							
Mexico	6,060	7,414	11,934	12,518	8,233	8,136	9,429
Guatemala	4,076	4,827	5,117	3,804	4,271	5,644	5,930
Peru	252	88	501	1,022	1,602	1,543	2,817
Canada	14	23	67	72	87	118	74
Colombia	0	0	0	0	0	3	27
Hong Kong	0	0	0	0	0	0	20
Zambia	17	82	290	40	8	75	7
China	0	19	77	0	0	0	0
South Africa	9	2	48	6	0	11	0
Zimbabwe	20	0	0	0	0	0	0
United Kingdom	2	0	0	0	0	0	0
Saudi Arabia	0	0	10	0	0	0	0
Netherlands	2	0	0	0	0	0	0
India	11	0	0	0	5	0	0
Honduras	0	36	23	0	4	0	0
Costa Rica	0	0	1	0	0	10	0
Ecuador	5	0	0	91	27	26	0
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Canada	43	87	144	131	114	132	92
Colombia	0	0	0	0	0	1	11
Hong Kong	0	0	0	0	0	0	17
Zambia	14	41	126	17	4	21	3
China	0	14	38	0	0	0	0
South Africa	6	1	23	0	0	3	0
Zimbabwe	10	0	0	0	0	0	0
United Kingdom	2	0	0	0	0	0	0
Saudi Arabia	0	0	4	0	0	0	0
Netherlands	2	0	0	0	0	0	0
India	17	0	0	0	6	0	0
Honduras	0	95	77	0	12	0	0
Costa Rica	0	0	0	0	0	12	0
Ecuador	4	0	0	65	116	19	0
Total	11,002	13,100	14,789	14,107	15,519	17,039	22,135

Market Characteristics

Market Segments

The information provided is for the consumers in the U.S. The most important market segments for the Chinese peas are the Asian people and the consumer who look for healthy products. This is a popular product for the Asians due to its popularity among their cuisine. According to a survey made by the International Horticulture magazine, during the midst 90's, this product was enjoying a stable phase in the market. The accessibility of the peas and its competition has been the factor that helped positioned this product in the market.

Consumer Preferences

Consumers want a fresh product with the highest standards of regulations. As this is a product mainly use in dishes made by housewives, the product must be easy to use and cook.²¹

Sweet (Sugar Snap) Peas

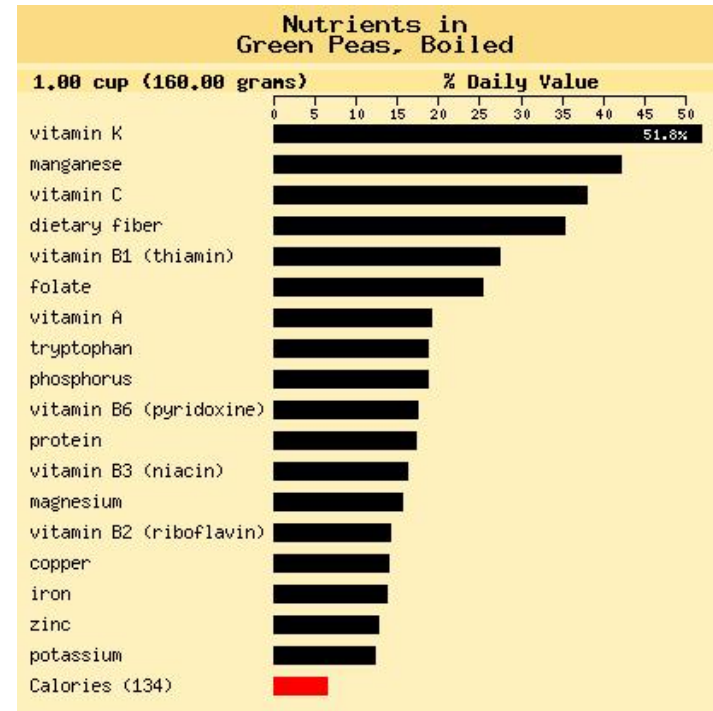
Sugar peas may be used in a salad, omelet, soup, or stew. By themselves, they can be eaten as a substitute for French fries, stuffed, or batter fried. Gardeners who are aware of the nutritional aspects of vegetables will be delighted with snap peas. Consumers are conscious that peas are nutritious and filling, but are not as high in total carbohydrates and fats as green shelled English peas. The crunchy pods contribute mostly water and vitamins to the diet.²²

Peas

Sweet (Sugar Snap) Peas

Shrimps and sugar peas dish (pictured to the right).

Pea's consumers use peas for their personal dishes at home. Recently restaurants incorporated this product due to its health benefits. As the popularity of Asian food grows, demand for peas increases as well.



Peas

Competition

The competition for Chinese peas can be the other varieties of Peas. There are generally three types of peas that are commonly eaten: garden or green peas, snow peas and snap peas.

Garden peas have rounded pods that are usually slightly curved in shape with a smooth texture and vibrant green color. Inside of them are green rounded pea seeds that are sweet and starchy in taste. Snow peas are flatter than garden peas, and since they are not fully opaque, you can usually see the shadows of the flat pea's seeds within. Snap peas, a cross between the garden and snow pea, have plump pods with a crisp, snappy texture. The pods of both snow peas and snap peas are edible, and both feature a slightly sweeter and cooler taste than the garden pea. Garden peas are scientifically known as *Pisum sativum*.²⁴

Distribution Channels

Procedures to Make Orders

There are many ways to make orders. The procedure to order peas to a company can be done through computers, telephone or through a fax. The orders must have a certain amount of minimum to be able to process.

Systems and Terms of Payment

What companies do is they receive an invoice from the distributor and with a due date to pay the distributor for the amount they shipped to the company. Another form of payment that is most commonly used is the wire transfers. This just makes the payments faster through bank accounts.

Transportation

The peas must be packed and shipped in a manner to prevent contamination by quarantine pests. The package must not be opened in transit. The produce industry has been heavily reliant on trucks for decades in order to get product to market. Truck drivers play a critical role in maintaining an efficient and productive supply chain that delivers flavorful, safe, and healthy produce to the consumer. Shippers develop and distribute policies that encourage use of an appointment system and discourage the use, except when necessary, of a first-come first-serve approach. Such policies allow for flexibility to accommodate weather, traffic, crop conditions, and other unforeseen circumstances that may impact the appointment system and cause loads to be loaded

Peas

out of sequence. Shippers and receivers engage in collaborative sales and operational planning to better cope with supply and demand management issues. Supply chain partners (shipper, carrier, and receiver) agree to service level metrics and expectations prior to moving a load or, in the case of an ongoing business relationship, periodically review a scorecard of service level metrics and expectations.

Criteria to be considered include:

- On-time delivery
- Pick-up time
- load management to prevent damage
- Temperature management expectations
- Daily check-in calls from the road
- check-in calls to report break downs, Temperature problems, or unusual Delays
- stop calls at arrival and departure
- Readiness of equipment ³⁸

Packing, Types Used: Crates and Labels

Peas must be packed in such a way as to protect the produce properly. The materials used inside the package must be new, clean and of a quality such as to avoid causing any external or internal damage to the produce. The use of materials, particularly of paper or stamps bearing trade specifications is allowed provided the printing or labeling has been done with non-toxic ink or glue. Fresh produce is not required to carry a “best if used by” or “sell by” date in Canada (called a durable life date in its regulations), yet suppliers may want to provide this service to their customers and to consumers. Such a date is recommended, but not legally required, if it is a fresh cut product, such as bagged mixed salad, or peas these have been minimally processed. If you choose to offer a “best if used by” date on your fresh produce, you must follow the Canadian requirements for such a label. For produce grown within the United States, the country of origin label requirement will be satisfied by naming the country, state or region in which the produce was grown. For produce grown outside the United States, the country of origin label requirement will be satisfied only by stating the country in which the produce was grown. ²⁵

Peas

Chinese (Snow) Peas

There are two types of packing for Chinese and sweet peas. They can be packaged in cans to keep them fresh for more time. The other type of package they come in bags where they are kept frozen. All imported products must meet the food labeling law, which requires that labels be in Spanish and showing the following information:

- Product name.
- Net content and drained weight in international system units.
- Artificial colors and flavors (if any).
- Ingredients listed in decreasing order, by weight.
- Importer's name and address.
- Lot number and expiration date.
- Country of origin.
- Preservation and use instructions.

Despite the language requirement, other languages may be used as well, as long as the required information is included in Spanish.³²

Market Access

Chinese (Snow) Peas

The hotel and restaurant sector has driven the rising demand for Chinese peas, as chefs and restaurant personnel appreciate the convenience of frozen pre-cut vegetables. Consumers prefer Chinese peas, which are available year-round and are less inclined to purchase higher priced frozen presentations. A lack of promotional activities and information regarding the nutritional value of Chinese peas has also impeded growth in supermarket sales. Look for pods that are firm, have glossy pods with a slightly velvety feel, filled to appear almost bursting, and peas should not rattle loosely in the pod. Pods should not be dull, yellowed, or heavily speckled. ²⁸

Acceptance Conditions

Health standard covers the requirements for the entry of peas (including sugar snap and Snow peas), commodity sub-class: fresh fruit/vegetables from South Africa only. All peas imported under this standard must be physiologically immature so the seeds will not germinate ²⁶

Peas

Quality Standards

Chinese (Snow) Peas

Today only about 5 % of all peas grown are sold fresh. More than half of all peas sold are canned and most of the rest are frozen. Fresh market Chinese peas are harvested when the pods are at the mature-green stage (peas are fully developed and the majority of the pods have undergone a color change). It is acceptable to have some pods that have not undergone a complete color change (green with some purpling) provided the Chinese peas are mature size.

There are two common varieties of peas, green garden peas that need shelling and edible-pod peas that are eaten whole. Chinese pea pods and many others fall into this category. They are low fiber pods with small wrinkled peas inside. The entire pod is eaten, cooked or raw. They are a cool weather, early spring crop. Harvest edible-pod peas when they are flat.
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Tariff Measurements

Pigeon peas:
0708.90.25 00 If entered during the period from July 1 to
September 30, inclusive, in any year
Kg Free 8.6¢/kg³⁷

Restrictions and Regulations

No import permits are required for processed fruit and vegetables with a NAFTA certificate of origin. However, processed fruit and vegetable exports into Central America require a written Sanitary Import Notice. This is a free-style letter, written in Spanish that must contain the following information: name of product; trade brand; specific quantity; name and address of producer; name and address of importer; port of entry and import tariffs numbers. This document, written in the company's letterhead, should be addressed to the Secretaría de Salud; Dirección General de Calidad Sanitaria de Bienes y Servicios and presented at the port of entry. Additionally, the invoice, airway bill and a Sanitary Statement are required. The Sanitary Statement must come from the exporting country's respective sanitary authorities or a FDA-certified laboratory declaring that the products, identified by production lot, are safe and fit for human consumption; indicating their physical-chemical analysis; microbiological analysis; and if applicable, specific analysis; country of origin and expiration date.³⁸

Peas

Technical Procedures

Chinese (Snow) Peas

In both shelled and unshelled states, Chinese peas are very prone to decay if held at room temperature. Chinese peas are best cooled using a forced-air system. Contact with water greatly accelerates their deterioration. Chinese peas should be blown free of foreign material and then hydro-cooled in 100 ppm chlorine to remove heat quickly, preserve green color, and slow microbial growth. Peas to be trucked for processing are shelled into field bins where temperatures may reach 38 °C (100 °F) (Hardenburg et al., 1986). Peas start to yellow and decay after a few h at 25 °C (77 °F). Flavor deterioration and off-flavor in Chinese peas may be a problem if they are held for as much as 7 h at 30 °C (86 °F) before processing.³⁰

Peas

Prices

Chinese (Snow) Peas

The table to the right is of average prices of Chinese (snow) peas in different cities of the United States as of May 23, 2008. ³⁸

City	Quantity	Prices
Atlanta	10lb Cartons	14.00 – 16.00
Baltimore	10lb Cartons	12.00 – 16.00
Boston	10lb Cartons	14.00
Chicago	10lb Cartons	12.50 – 16.00
Dallas	10lb Cartons	16.00 – 18.50
Detroit	10lb Cartons	11.00 – 13.50
Miami	10lb Cartons	12.00 – 14.00
New York	10lb Cartons	12.00 – 14.00
Philadelphia	10lb Cartons	12.00 – 13.00
Pittsburg	10lb Cartons	11.00 – 12.00
San Francisco	10lb Cartons	12.50 – 14.00
Seattle	10lb Cartons	21.00 – 23.00
St. Louis	10lb Cartons	19.90
Average Market Prices	High Price: 23.00	Low Price: 11.00

Peas

Sweet (Sugar Snap) Peas

The table to the right is of prices of sweet (sugar snap) peas in different cities of the United States as of May 30, 2008. ³⁹

City	Quantity	Prices
Atlanta	10lb Cartons	Decalaxed: 19.00 – 23.00 Mostly: 21.00-22.00
Baltimore	10lb Cartons	22.00
Boston	10lb Cartons	Decalaxed: 8.00-20.00 Mostly: 18.00
Chicago	10lb Cartons	22.00
Dallas	10lb Cartons	20.00
Detroit	10lb Cartons	Decalaxed: 18.00-20.00 Mostly: 19.00-20.00
Los Angeles	10lb Cartons	Decalaxed: 12.00-14.00 Mostly: 12.00-13.00
Miami	10lb Cartons	Decalaxed: 17.00-18.00
New York	10lb Cartons	Decalaxed: 22.00-24.00
Philadelphia	10lb Cartons	Decalaxed: 21.00-24.00 Few: 20.00
Pittsburg	10lb Cartons	Stringless/Decalaxed: 17.75-21.50
San Francisco	10lb Cartons	Decalaxed: 14.00-15.00 Stringless/Decalaxed: 17.00-18.00

Peas

Seattle	10lb Cartons	Stringless/Decalaxed: 24.00-28.00
St. Louis	10lb Cartons	21.50-22.50
Average Market Prices	High Price: \$24.00	Low Price: \$12.00

Sales Promotion

Generic promotion of peas in Mexico has helped to increase exports and market share in that market, and peas are now used in snack products. Oregon pea and lentil producers have benefited from the USDA and USA Pea and Lentil Association market development successes. Through aggressive promotional efforts in the Philippines, they have managed to sustain and expand U.S. pea's exports despite strong Canadian marketing efforts.⁴⁰

Guatemala currently exports snow peas to the United States, Europe and Canada, respectively. To enter new markets snow pea exporters must comply with specific food safety requirements of importing countries. For that reason the committee has established food safety programs and has facilitated de acquisition of adequate infrastructure. The organization among snow export companies guarantees availability, volume and high quality.⁴¹

Importers List and Distribution Networks

1. Wherry & Sons Ltd

Britannia House
Britannia Industrial Estate
Cherry Holt Road
Bourne
Lincolnshire
United Kingdom ⁴³

2. Southern Specialties

1430 Southwest 6th Court
Pompano Beach, FL 33069
Tel: 1.954.784.6500
Fax: 1.954.784.1464 ⁴⁴

3. Southeast Frozen Foods

18770 N.E. 6th Ave
Miami, FL 33179 ⁴⁵

4. Royal Foodservice Inc.,

3720 Zip Industrial Blvd. SE.
Atlanta, GA 30354 ⁴⁶

5. Dole Fresh Vegetables Division

Dole Fresh Vegetables
P.O.BOX 2018
Monterey, CA 93942
831-641-4200 ⁴⁷

Upcoming Commercial Events

Upcoming Commercial Events

1. IFE Americas Food & Beverage 2009***USDA Supported!***

United States

November 11-13

Miami, Florida ⁴⁸**2. June 22-24**[Southwest Foodservice Expo](#)Houston, TX ⁴⁹**3. Fresh Expo 2008 International****5/4/2008- 5/7/2008**Las Vegas, NV ⁵⁰

Conclusions and Recommendations

We recommend investing in the pea market and think that it is a great idea to give money to farmers to produce peas. Our research has shown that there is indeed a market for peas and that it is steady and growing. Peas are a commodity that can be used in various dishes in various places such as restaurants, personal cuisine, and packaging for distributing in grocery stores. Due to popularity of Asian cuisine peas have become increasingly appearing in recipes and in high demand. Peas are now in almost every diet. They are distributed to almost every part of the world. Now, Central America is one of the most important distributor, but it still needs to expand. They need more trade shows and more advertising.

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