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 THE EUROPEAN PRODUCER  
OF FRESH-CUT SALADS  
AND FRESH SOUPS

 Products  
of the


### Fruit Logistica

## Dominican Republic: Increasing its export to Europe

“The United States has been the main traditional market for the Dominican Republic in general, not just for fresh produce. Nevertheless, the Dominican Republic is growing in products with high potential in Europe. For example, products such as hot peppers, bananas, avocados, Asian vegetables in general, but also the premium pineapple by air, as well as dragon fruit.



The European market is usually more profitable for most of the products and often the competition isn't as tough as in the United States, where Mexico and Honduras are rivals, states Emmanuel Guzmán, export business executive at ProDominicana (formerly CEI-RD).

The Dominican Republic will be represented by the Export and Investment Promotion Agency, PRODOMINICANA and Junta Agroempresarial Dominicana, JAD. A mix of companies will be joining with a diverse offer of fresh produce. From their traditional bananas to green skin avocados and premium pineapples:

- Caralinda Agroindustrial
- Carvexco
- Fruvenor
- Quality Export
- Banamiel
- Cayena Export
- FRUDEP
- Banama
- Landfruits
- SWG Dominicana
- Ely Import R Export

“The European market is growing and the Dominican Republic is working to earn a market share of that growth. Europe receives many foreigners who are important consumers of Dominican produce - like yellow mangoes, hot peppers, and Green skin avocados. European people are becoming more aware of the healthiness of the avocado varieties Semil and Carla. Little by little, the Green skin avocados are taking market share from the Hass variety”, explains Emmanuel.

### Climate

During the last few weeks the Dominican Republic has suffered from a lot of rain. “It has affected the crops of, for example Asian vegetables and bananas. The last year was quite irregular in terms of storms and frequent rain. This is forcing the farmers to become more prepared for climate change, as well as to implement better farming technologies and practices, which should help their plots when the climate attempts to affect their business.”

### 2018

Emmanuel concludes that the year 2018 is the year of export promotion declared by the president of the country. “The export of fresh produce represent around 1 billion USD and the sector receives support from the public and private sector. Taking that into account, the expectations are high for Fruit Logistica, as it's the main trade fair in Europe which is a top market for our country. Moreover, it's important to establish partnerships between our growers and European importers. We will as well be



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Projectleider Export - Maasdijk, Nederland  
Sales representative - Eastern PA, DE, MD, VA & WV, USA  
Sales representative - Michigan, USA  
Assistant Facility Manager/Grower - Delta (BC), Canada  
Account Manager Irrigatie - Veghel, Nederland  
Assistant(e) du Chef de culture - Lully, Suisse  
Sales and Purchasing Manager Organic Produce - Spain (near Girona)  
Import-Export and Export Sales Agents in Barcelona, Spain  
Mango Orchards Manager - Egypt

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Year Overview  
Exotic/Tropical Fruit  
Avocados  
Citrus  
PMA Fresh Summit  
Top Fruit  
Potatoes / Onions

benchmarking during the fair, as that will help the entrepreneurs to lead their business in the right way in terms of meeting the international market demands and needs.”

You can visit the Dominican pavilion in Hall 26, booth E-13.

Publication date: 2/1/2018  
Author: [Kelly den Herder](#)  
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## Top 5 - yesterday

Total Produce buys 45% stake in Dole for \$300m  
Dominican Republic: Increasing its export to Europe  
Successful launch of new watermelon Lynx  
Super Bowl demand results in avocado volume increase of up to 50 percent  
South Africa releases first top fruit estimate for the season

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## Top 5 - last week

'Albania has potential to become the next Greece or Italy'  
OVERVIEW GLOBAL ONION MARKET  
Total Produce buys 45% stake in Dole for \$300m  
Italy: Innovative systems to increase productivity  
Is renewable energy good for your business?

### Other news in this sector:

- 2/1/2018 Russian agricultural watchdog allows tomato imports from five more Turkish companies
- 2/1/2018 Eat brighter!™ initiative extended through 2021
- 2/1/2018 Germany: 'Until 10-15 years ago it was still fun'
- 2/1/2018 Germany: 'Black trumpet mushrooms and chestnut mushrooms in high demand'
- 2/1/2018 Australia: Tomato industry expecting a boom, farmers remain sceptical
- 1/31/2018 Australia's City of Bayswater approves 'edible pocket garden' policy
- 1/31/2018 Bonduelle to hire 40 people at Canadian plant in coming months
- 1/31/2018 U.S. Apple Association makes statement on State of the Union message
- 1/31/2018 Germany: Study shows effectiveness of the NRW school fruit program
- 1/31/2018 Azerbaijan may grant subsidies for tomato export
- 1/31/2018 A look at the shelves on the ABC islands
- 1/30/2018 Italy: Retailers sometimes make demands they shouldn't be making
- 1/30/2018 Italy: Possible collaboration with Amazon for the Padua wholesale market
- 1/30/2018 Country Crest signs €60 million contract with Tesco Ireland
- 1/30/2018 Germany: Full-range wholesalers aiming at regional gastronomy and retail
- 1/30/2018 Brexit might be advantageous for Kenya
- 1/30/2018 Bulgaria: Fruit and veg prices declining since start of 2018
- 1/29/2018 Romania became more dependent on EU food imports in 2017
- 1/29/2018 Spain: Horticultural exports outside Europe grew by 1% up to November
- 1/29/2018 Brazil aims to increase exports

## Top 5 - last month

Foreign trade characterized by banking measures and import regulation  
It's Fresh! secures \$10 million investment from AgroFresh  
Firms announce deeper collaboration on M&A's in produce sector  
Quality of Spanish fruit drives sales in Canada  
Spain: Organic food consumption continues to grow

## Exchange rates [more »](#)

USD: 1.2459  
JPY: 136.62  
GBP: 0.87520  
AUD: 1.5567  
BRL: 3.9488  
CAD: 1.5348  
CNY: 7.8451  
NZD: 1.6944  
ZAR: 14.8245

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*Euro foreign exchange reference rates*  
Source: ECB

