



Camposol: Project for Responsible, Year Round Avocado Production Well on Track

Camposol, the leading agro-industrial company in Peru, expects a good development of this year's avocado season especially on the Asian market and advances as planned to reach the objective of a year-round avocado supply thanks to the investments in Colombia. The growth and internationalization strategy of Camposol is linked to the highest environmental and social standards under the CCFFTF concept ("Camposol Cares from Farm to Family").

By the end of the first quarter of 2019, Camposol had planted new cultivation areas of 500+ hectares in Colombia, where it had bought 1,031 hectares of land in 2018 – and investments are still going on. Future activities will include the planting of about 1,000 hectares per year until completion of the investment plan.

Jorge Ramírez, CEO of Camposol: "With the investments in Colombia we have taken another step towards our long-term goal of being a world leader in fresh and healthy foods, offering a year-round supply of certain key products. We expect to export the first Colombian avocados in 2021. From that moment on, we will be able to offer fresh avocados throughout the year, as the Colombian season is perfectly complemented by our production in Peru".

In line with the CCFFTF concept ("Camposol Cares from Farm to Family"), also in avocados the company focuses on sustainable production and a reduction of the environmental impact to a minimum. This implies a state-of-the-art water management system, based on drip irrigation, that has enabled Camposol to reduce the water volumes needed. An innovative technology permits to reuse water from the avocado operations for the irrigation of green areas and forests. Apart from that, continuous efforts are made to constantly reduce the use of pesticides and support the existing ecosystems by applying biological control mechanisms instead of pesticides wherever possible.

Further to its traditional markets in North America and Europe, Camposol supplies China with increasing volumes. Indeed, exports to the Asian country more than quintupled in only two years, from 639 tons in 2016 to 3,591 tons in 2018. Camposol attributes this success to an in-depth knowledge of the Asian markets thanks to the experienced team in their local office in Shanghai, direct interaction through social media with consumers interested in a healthy lifestyle, and especially the close partnership with the leading e-commerce platform Alibaba to whom Camposol is the only strategic supplier of avocados.

Also, direct relationships with Chinese retail companies have been intensified, as many supermarkets prefer vertically integrated suppliers that offer products from their own production. Last year, the market introduction of avocados in China was accompanied by in-store tastings with the purpose of educating consumers, and further promotional activities are scheduled for 2019.

"In China, with a per capita consumption of 30 – 35 g per year, and possibly also in Japan and other Asian countries, we feel there is a huge potential for healthy, top quality produce which we

strive to develop – without losing sight of our traditional markets in Europe and North America that offer good opportunities for direct sales”, says Jorge Ramírez.

About Camposol:

CAMPOSOL is a Peruvian multinational company that provides worldwide families with healthy food. It has operations in Peru, Colombia, and Uruguay, commercial offices in the United States, Europe, and Asia, and customers in more than 40 countries. It is the leading agroindustrial and aquafarming company in Peru, the largest Peruvian exporter of Hass avocado to the United States market, the largest independent blueberry producer and the largest shrimp producer in the country. It is involved in the harvest, processing and marketing of high quality agricultural and marine products such as avocados, blueberries, grapes, mangoes, tangerines, and shrimps, among others.

CAMPOSOL is a vertically integrated company and one of the main employers in Peru, which has employed more than 17 thousand workers in high production season during 2018. It is committed to supporting sustainable development through social responsibility policies and projects aimed to increase the shared-value for all of its stakeholders.

CAMPOSOL is an active member of the United Nations Global Compact, issues annual sustainability reports aligned to the GRI, and has achieved the following International certifications: BSCI, Global Gap, IFS, HACCP, OHSAS, ISO 14001, Rainforest Alliance, and BRC, among others.

To learn more about CAMPOSOL, please visit us at: www.camposol.com.pe