



By Gill McShane

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Brazil promotes papayas in US

Marketing activities step up a gear as import volume gets back on track for first time in two years



A new consumer [website](#) has been created by the Brazilian Papaya Exporters Association (Brapex) in an effort to tap into opportunities to promote consumption in the US during a solid volume year.

With offer increasing for the first time following a couple of years of limited supply, demand for Brazilian papayas is expected to grow on the US market in 2013/14.

"The market is definitely reacting to the increase in offer and we expect a higher increase in demand by the end of the summer, once the production of stonefruit and other local crops drops, along with the temperatures in the Northern Hemisphere," Melissa Hartmann de Barros, director of

communications at HLB Specialties, told Americafruit.

"So far, import volume to the US has already increased by about 30 per cent over the same period last year. Supplies are supposed to hold up for the second half of the year and well into 2014."

The website, which has been developed in conjunction with Ibraf and Apex-Brasil, aims to reach out to consumers and the media in order to raise awareness about the various ways in which to prepare and eat the tropical fruit.

Visitors to the site will find information on the origin of Brazilian papayas and the nutritional benefits they offer as well as recipes and a video.

Media representatives can also download photos from the website. Further

communication activities will be undertaken with targeted consumer magazines that specialise in promoting health and fitness.

The campaign, which also features a new [Facebook page](#), is being supported by US importer-distributor HLB Specialties, which see many opportunities ahead for Brazilian papayas.

"The potential to grow the [US papaya] market is huge, but it requires lots of education and promotion," de Barros explained.

HLB, which celebrates its 25th anniversary next year, also recently launched a new [website](#) as a resource for clients and consumers to find out more about the company's products and how to consume them.