



Danper

Standards opening export markets

Founded in 1994, Danper is one of the largest agro-exporter companies in Peru, boasting total revenues of USD 88 million in 2010, derived almost entirely from export (to the USA, Europe and other markets). Asparagus (white and green) and artichokes are by far the most important specialities produced by Danper and its business comprises three major lines: preserved goods (about 77% of sales), fresh products (21% of sales) and frozen products (2% of sales).

Company name: Danper Trujillo

Country: Peru

Industry: Agri-food business

No. of employees: 6 000

Revenues/profits:

USD 88 million/N.A. (in 2010)

Main products/services:

Asparagus (white and green), artichokes, peppers, beans, mangoes, papayas – preserved, fresh and frozen vegetables and fruits. Assessment was restricted to the asparagus business line.

Main use of standards:

- Harvesting (production)
- Sampling
- Storage
- Marketing and sales
- Delivery/transport

Most important standards used:

- ISO 9001:2008, *Quality management systems*
 - ISO 14001:2004, *Environmental management systems*
- National Peruvian standards (NTP) on asparagus, such as:

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- NTP 011.109 (2008), *ASPARAGUS – Asparagus fresh – Requirements*
- NTP 011.116 (1991), *ASPARAGUS – Refrigerated transportation guide*
- NTP 209.401(2001), *ASPARAGUS – Hygienic practices for processing of fresh asparagus*
- OHSAS 18001:2007, *Occupational health and safety management systems*
- HACCP (FAO/Codex Alimentarius)
- SA 8000, *Social accountability*
- GlobalGap (version 03) and US GAP (version 08.06), *Safe and sanitary agriculture*
- BASC 03-2008, *Business Alliance for Secure Commerce*
- Regulations from various countries and regions (Peru, EU, UK)

Economic benefits generated by standards: USD 648 158 annually which amounts to 0.73 % of sales revenue.

Key qualitative benefits: Standards helped instil a culture of continuous improvement in the company.

What were the major benefits for Danper of using standards?

Using standards (and certifications) allowed Danper to:

- Continually improve its skills and implement an efficient and reliable production chain
- Manage a highly efficient cold chain and delivery service for fresh produce, ensuring product quality requirements in overseas markets are met
- Demonstrate to overseas customers its ability to produce and deliver safe, high-quality products and qualify as a supplier for them
- Export close to 100% of its produce and penetrate new markets by meeting the requirements and building the confidence of key international retailers

How did standards lead to these benefits?

Danper considers the use of standards – and the proactive implementation of new standards – essential to improving production, procurement, farming and logistical processes. But most importantly, demonstrating compliance with standards and achieving certification has been invaluable to establishing Danpers' credibility and reputation on the international market. Such qualifications are a good complement to Danper's flexibility, its approach to product innovation and its responsiveness to customer demand. All the company managers interviewed underlined the essential role of standards and certification in accessing export markets.