

CAMPOSOL



Peru

Challenge

To keep up with soaring global demand for the Peruvian blueberry, South American agriculture business Camposol needed a logistics solution that could handle increasing amounts of fresh produce. With 30% of fruit and vegetables spoiling in transit, reducing food waste was their number one concern.

Solution

DP World implemented a bespoke combination of solutions at the Port of Callao to increase capacity and reduce food waste. We provided a new, state-of-the-art Controlled Atmosphere storage and packaging warehouse, operated by technology that integrates with Camposol's intelligent irrigation system, adding crucial days to each blueberry's shelf life. We also improved our data gathering and processing capabilities to optimise Camposol's shipping route, which allows perishable cargo to circumvent supply chain bottlenecks and balance customer demand with cost efficiencies. By sharing our data with Camposol's farmers, they can provide retailers with the insight they need to plan stock according to the size of the harvest and expected time in transit.

Results

Camposol's blueberry business increased by 25% in 2022, to almost 30,000 tonnes, thanks to DP World's support extending shelf life and better, more informed stock planning.

“We've been able to expand our organic business with an additional 2,000 tonnes available. The focus on fruit quality has helped us increase our sales.”

José Antonio Gómez Bazán
CEO, Camposol

DP World Innovation

An innovative Controlled Atmosphere facility, designed to prolong produce shelf life and integrate intelligently with customer systems to improve transparency and planning.

25%

Increase in blueberry sales for Camposol in 2022 alone

\$1

Billion is the value of blueberry exports to the Peruvian economy

