

# POSITIVE IMPACT ON THE NATIONAL AND INTERNATIONAL MARKET AFTER PEST FREE AREA RECOGNITION IN RIO GRANDE DO NORTE – BRAZIL



MINISTÉRIO DA  
AGRICULTURA, PECUÁRIA  
E ABASTECIMENTO



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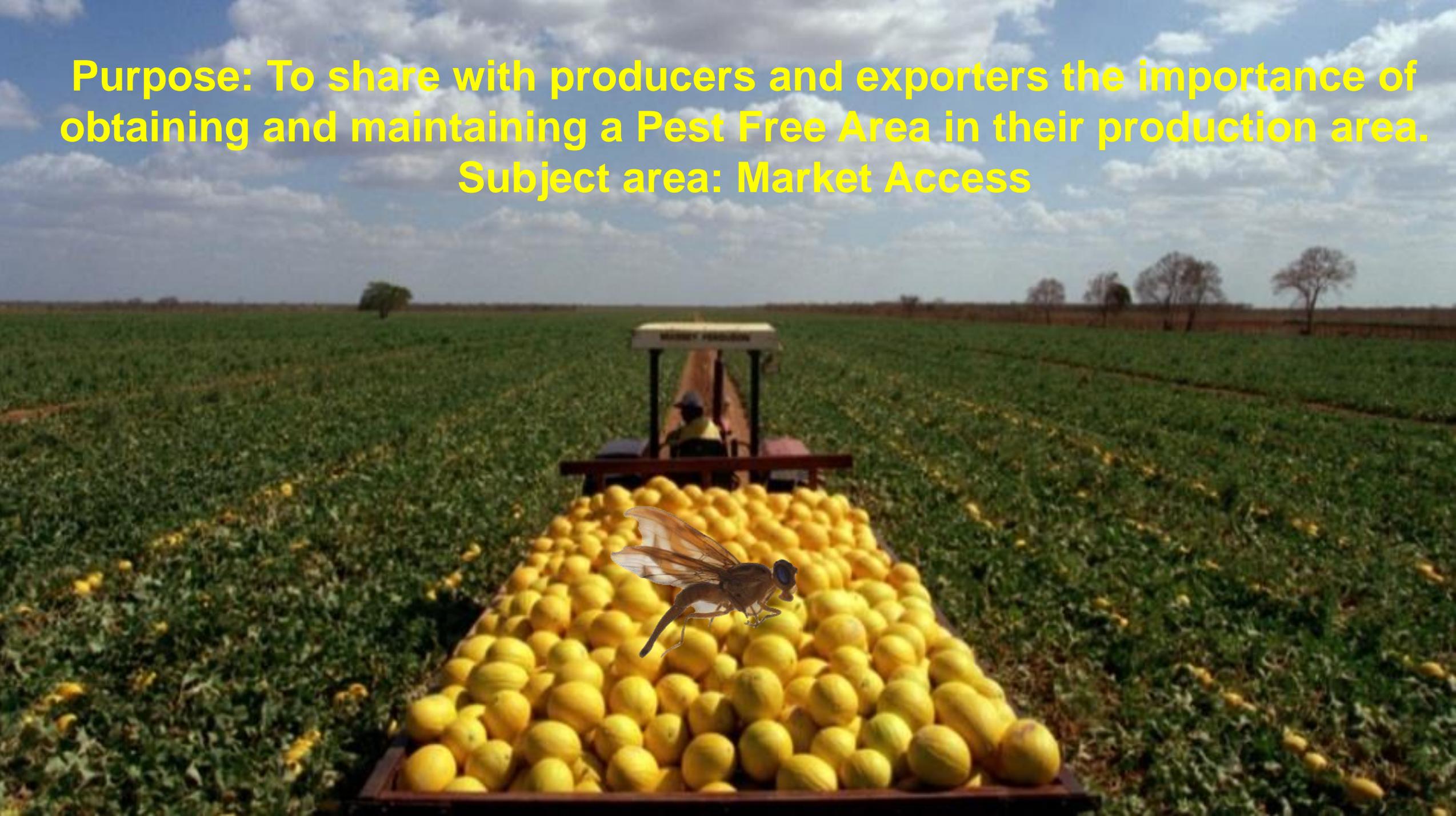


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**Purpose: To share with producers and exporters the importance of obtaining and maintaining a Pest Free Area in their production area.**  
**Subject area: Market Access**



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**This fact motivated an articulation of the productive sector with the Brazilian Ministry of Agriculture in order to subsidize a research project to investigate the existence or not of this species of fly in the region between the municipalities of Mossoró and Assú - RN, was already the main producer and exporter of melons in Brazil.**

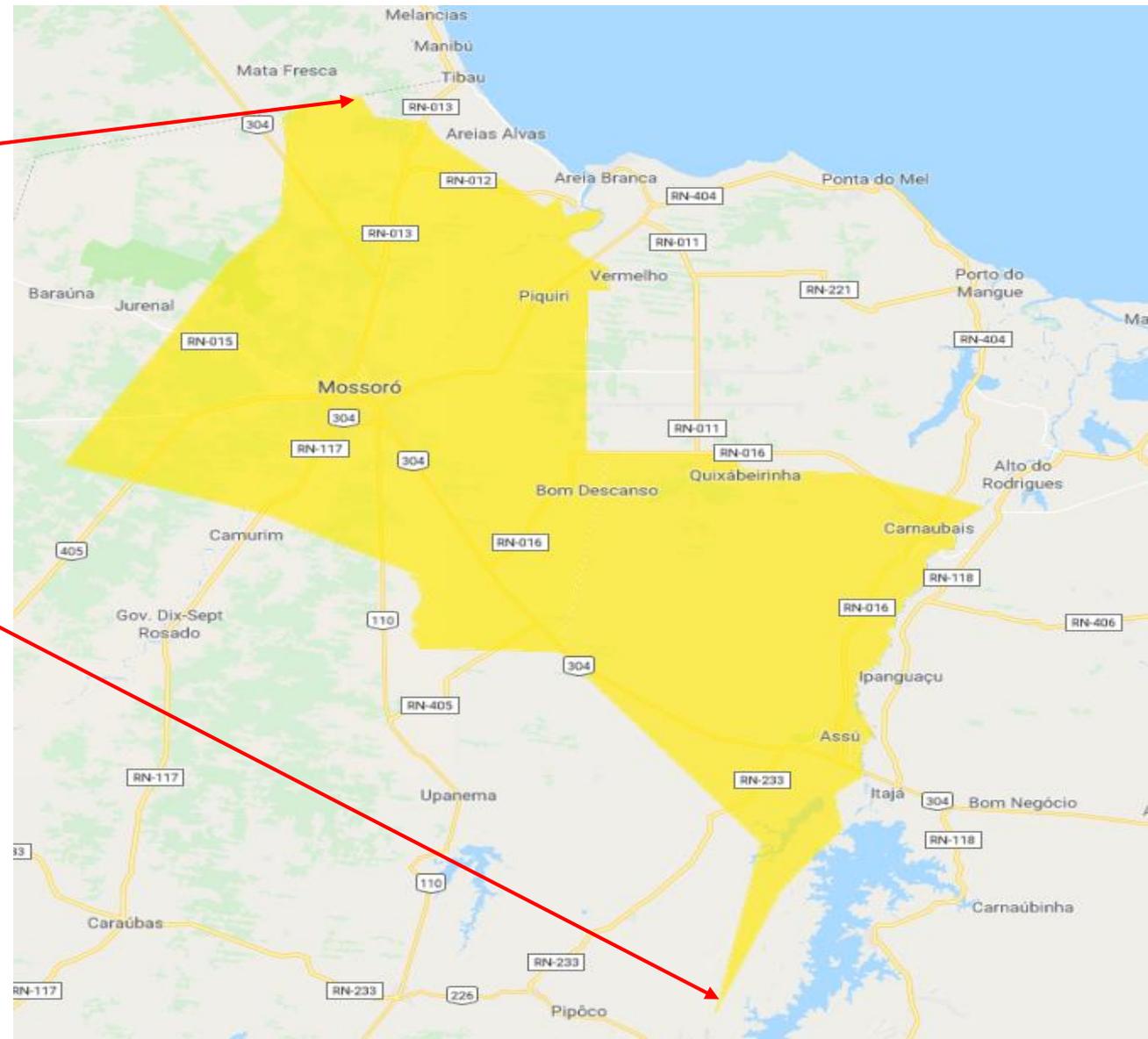


**Under the coordination of the Brazilian Ministry of Agriculture, private initiative, state government and federal universities began to work together on research, monitoring and surveillance of cucurbits traffic in the region.**

Research activities began in 1985 and ended in 1990, when, through a bilateral agreement between Brazil and the United States, the area was recognized as being free of *A. Grandis*, allowing the melon produced in Mossoró and Açú to have access to the North American market without post-harvest quarantine treatment. This had an immediate impact on the commercialization of fruit and the opening of new markets.



## First Recognition Mossoró and Açú Rio Grande do Norte 1990



At that time, producers from the region of Mossoró - RN, through its Committee of Exporters - COEX, understood as a new business opportunity the export of melons to the United States. As a quarantine requirement of that country, there was a need for the melon to be produced in an area free of Cucurbit fruit flies - *Anastrepha grandis*.



Farmers then began to monitor the pest's absence, while motivated by the demands made for new markets, they modernized their cultivation, packaging and intercontinental transportation systems.



## **More than 30 years without record of occurrence or capture of the pest**

### **State and Country Benefits**

- **Regional Evolution**
- **5,000 to 15,000 direct jobs**
- **3,000 ha to 12,000 hectares cultivated**
- **\$ 40 increase for \$ 190 million in annual revenue**
- **Indirect Jobs**
- **Technological leap**
- **Environmental and social care**
- **Conquest of new noble markets like Argentina, Chile, USA**



The phytosanitary certification of products from this free area is the point that guarantees product conformity, the possibility of traceability in the process and the reliability in the quality of products recognized by all national and international markets.



**The formalization of a Work Plan between Brazil and the United States for the export of melons from the *Anastrepha grandis* Free Area has served as a reference for the opening of very demanding new markets in Mercosur and Asia.**







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