

# 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



**Until 1984, almost all the melon produced in Brazil was destined to the domestic market and a small part to the European market, due to the difficulties of access to the foreign market, mainly for agricultural products.**



Fruits were grown with modest irrigation systems, packaged in open packing houses and transported in refrigerated holds. The packaging was not always adequate. Still, the fruit has always stood out for its quality and high levels of sugar.

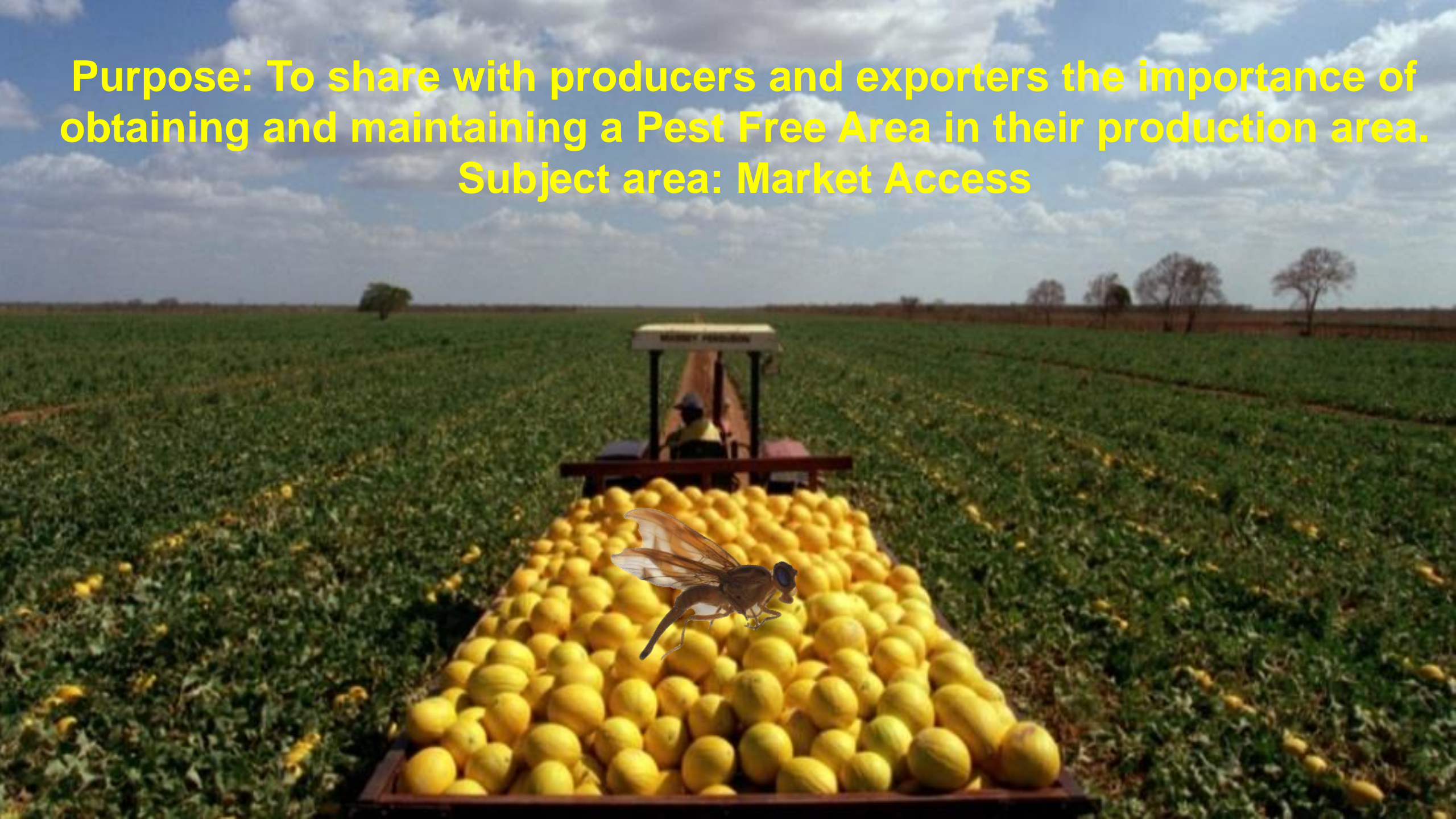








**Purpose: To share with producers and exporters the importance of obtaining and maintaining a Pest Free Area in their production area.**  
**Subject area: Market Access**





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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.**



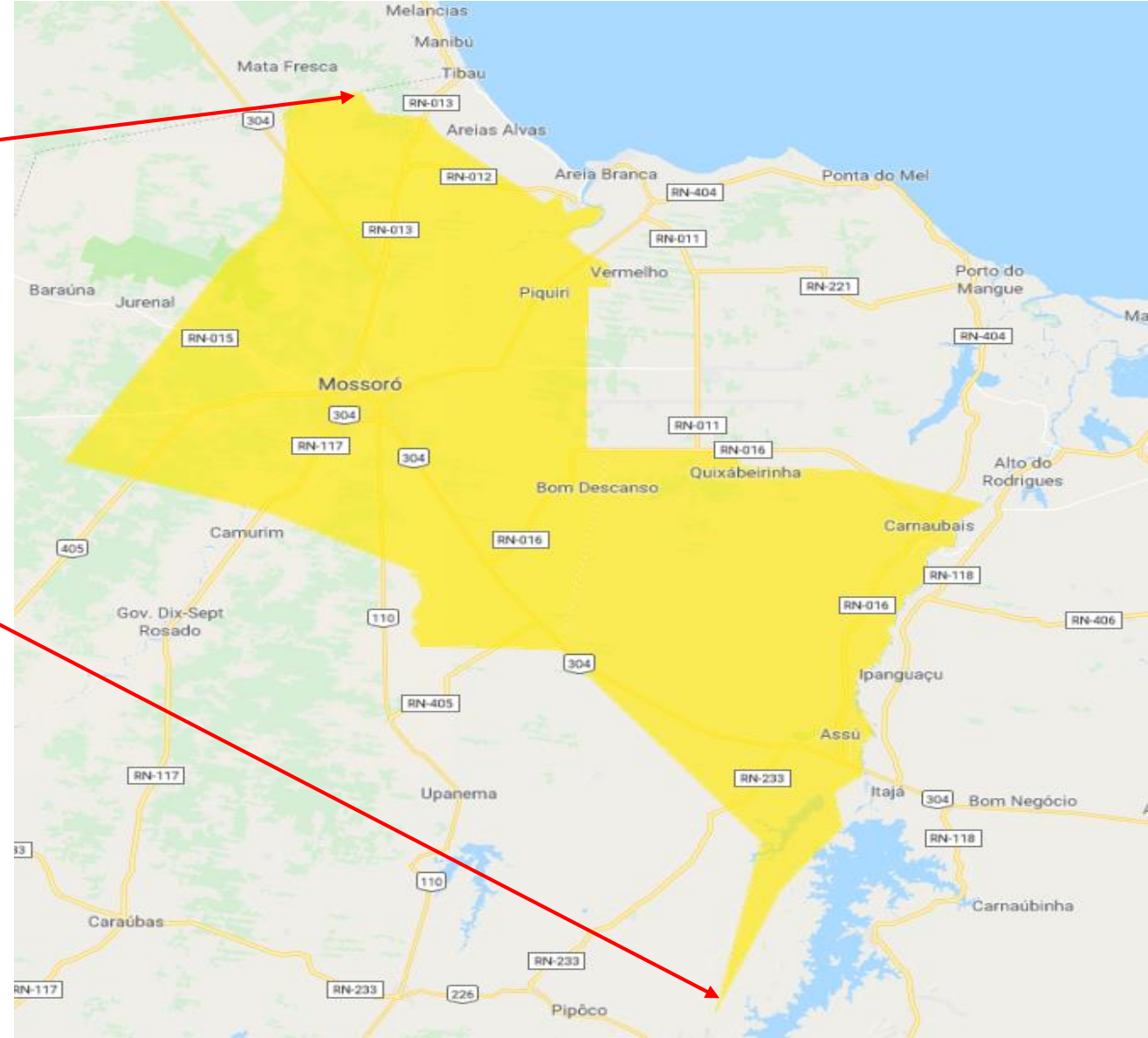
**Under the coordination of the Brazilian Ministry of Agriculture, private initiative, state government and federal universities began to work together on research, monitoring and surveillance of cucurbits traffic in the region.**



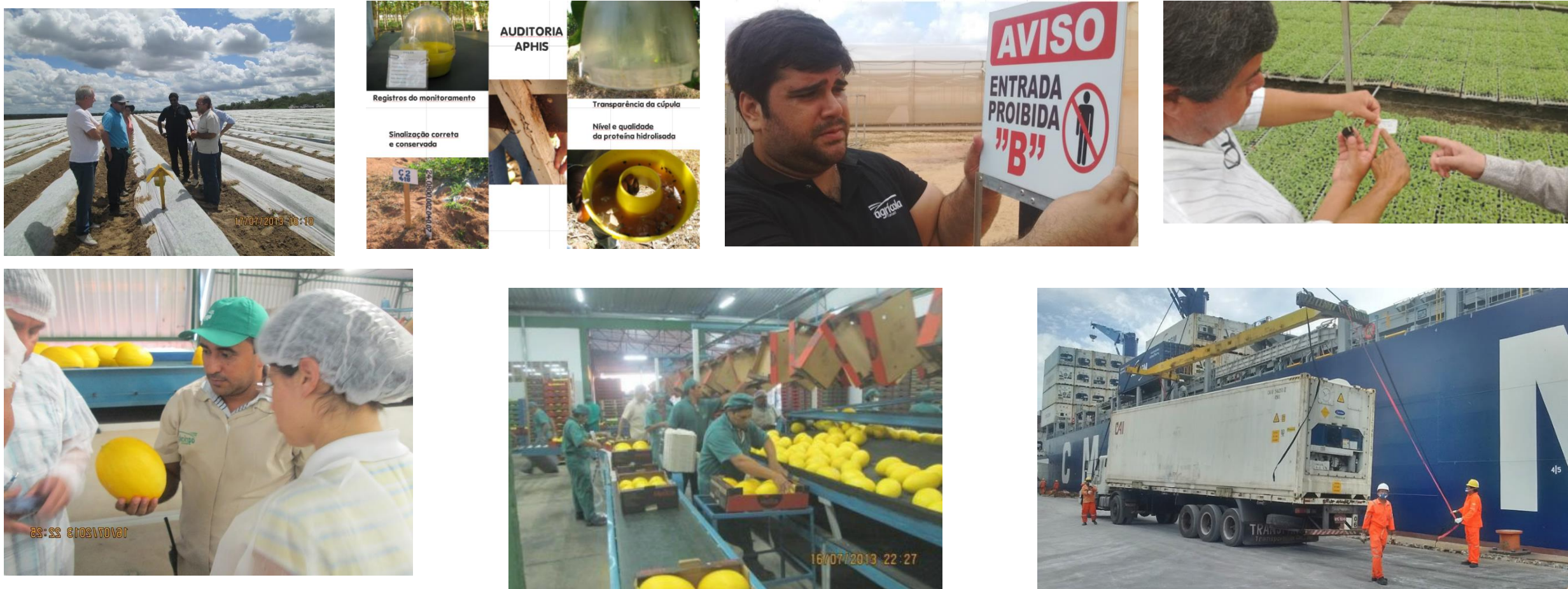
Research activities began in 1985 and ended in 1990, when, through a bilateral agreement between Brazil and the United States, the area was recognized as being free of *A. Grandis*, allowing the melon produced in Mossoró and Açu to have access to the North American market without post-harvest quarantine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



## First Recognition Mossoró and Açu 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.



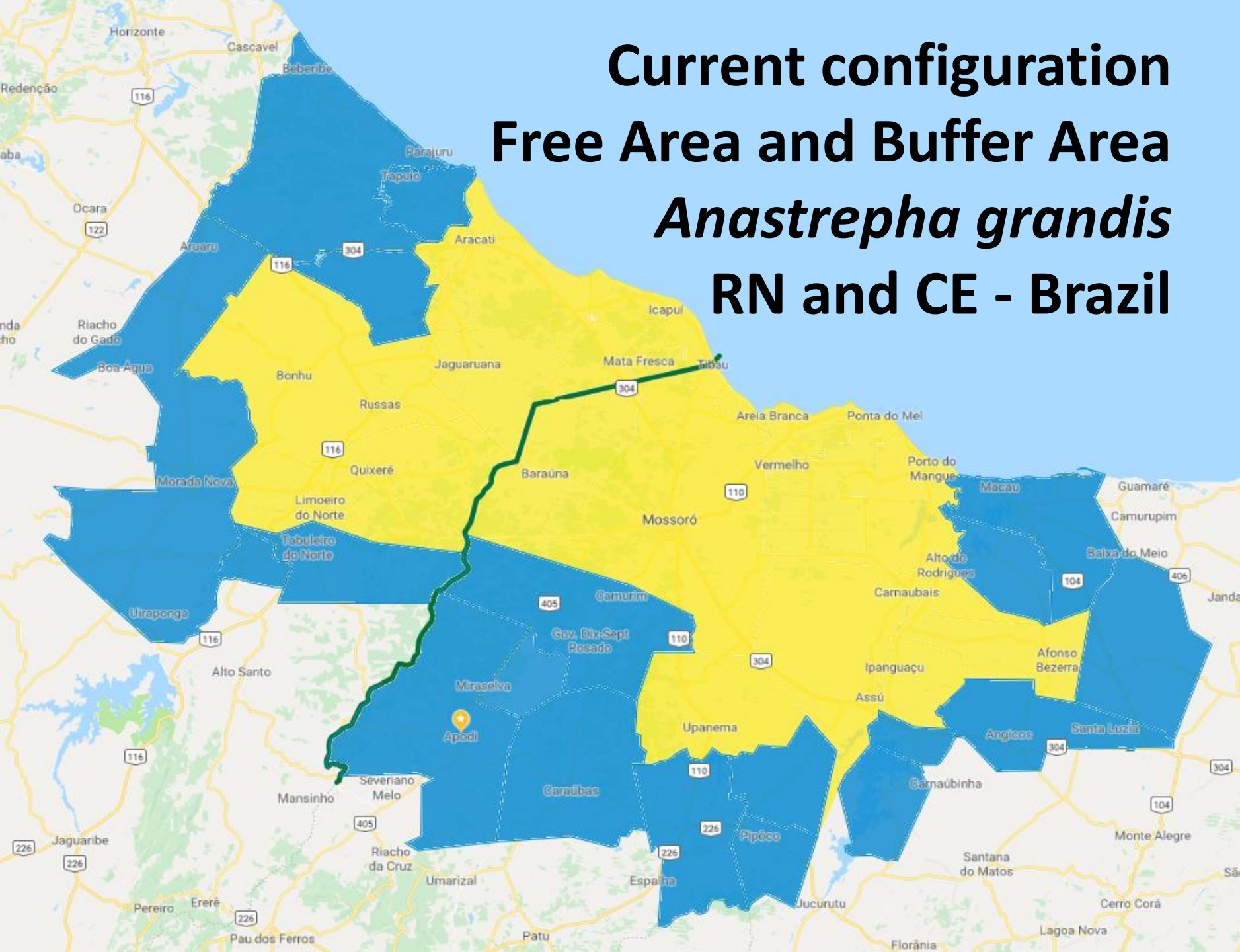
**The formalization of a Work Plan between Brazil and the United States for the export of melons from the *Anastrepha grandis* Free Area has served as a reference for the opening of very demanding new markets in Mercosur and Asia.**





# Current configuration Free Area and Buffer Area *Anastrepha grandis* RN and CE - Brazil

Currently, the free area is regulated by the MAPA Norm Instruction No. 13 of March 31, 2006, which establishes for the purposes of the Phytosanitary Certification with Additional Declaration, the condition for Pest Free Area as a recognized risk management option for *Anastrepha grandis* in melon (*Cucumis melo* L.), watermelon (*Citrullus lanatus* Thunb.), squash (*Cucurbita* spp.) and cucumber (*Cucumis sativus* L.) for twenty municipalities in the RN and CE states, protected by a buffer area of nineteen municipalities.











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