

# **Become a Key Player in a Healthy Food Market already in 2017-20 by expanding production of Quinoa in Ecuador**

**Booming Demand for Healthy Food is not a New Trend But a Reality!**



## ABOUT Zolgas Consulting

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**Zolgas Consulting specializes in the representation, trading, purchasing and selling of commodities such as quinoa, bananas, cocoa, coffee, rice, mangoes and other agro commodities products**



## Zolgas Consulting



## Our Mission

**Zolgas Consulting provides advice services in the fields of Strategy, Commercial Transactions, Business Development, Analytics, Operational handling and management. Based in Switzerland, we are a specialized partner serving International Commodity Businesses. Our clients include Commodity Trading Companies, Producers, Distribution Companies, Utilities, Industry, among others. Thanks to our rich experience and global network we support research of business and provide new business opportunities**



# From commercial transaction services to our Client's Business Requirements

## We Offer

From commercial transaction services, strategy development, we provide custom-made solutions to our client's business requirements for their commodity activities.

## Production Process

Commodities are carefully treated by professional personnel from the private sector, as well as government and inspection bodies.

Those different stakeholders certify the product quality. Commodities are processed in laundries and packing areas certified by the Ministry of Agriculture, the Centre for Export and Investment before being taken to the supply center and their exportation. The food processing plants meet all strict sanitary conditions required by the forementioned international bodies. These plants are inspected during the whole packing process by governmental inspectors, the commodities are packed, put onto pallets based on the request of our clients.

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## Bilateral Partnership

## Ecuador and QUINOA



1

**“Super Food” Category**

Quinoa is a cereal rich in protein, essential minerals antioxidants, vitamins and gluten-free. Thanks to his characteristics it is highly considered in the « organic » market as one of the most nutritive best food.

2

**Fast Growing Demand**

Traditional producer countries (Bolivia, Peru & Ecuador) wont be able to meet the growny demand. Other countries are initiating production cycle (USA, Canada, France, Netherlands, India ...) but adapting this Andean plant is a long time process, and for this reason we consider that we can launch a cycle without problem during 5 years.

3

**A Unique Investment Opportunity**

Our company wants to become a leader in the production of Quinoa in Ecuador focusing on the high-end segment of the market with Organic certification and adopting sustainable plantation techniques.

# QUINOA

**PROTEIN, MINERALS, NO GLUTEN**

**Quinoa is the world's most popular  
"SuperFood"**



Quinoa, a Healthy Food Concept

**It is loaded with protein, fiber and minerals, but doesn't contain any gluten**





But with great power comes great responsibility. Controversy clings to the crop — from Pizarro's 16th Century Andean adventures, to modern-day agricultural analysis spanning Los Angeles to London, quinoa consumption and cultivation is a hot topic. That's why we are taking a closer look at this newer culinary obsession. Nevermind the bombast, here's the truth about quinoa





**Booming demand for healthy food is not a new trend but a reality:**

**Quinoa is a cereal rich in protein, essential minerals, antioxidants, vitamins and it is gluten-free. Thanks to his characteristics it is very well considered in the “organic” and “fair” market as one of the most representative aliments in the “super food” category**

# 1 cup of cooked quinoa

PROTEIN, MINERALS, **NO GLUTEN**



## 222 CALORIES

This is coming with a total of 222 calories, with 39 grams of carbs and 4 grams of fat. It also contains a small amount of Omega-3 fatty acids.



## GLUTEN FREE

Quinoa is non-GMO, Gluten Free and usually grown organically. Even though not technically a grain, it still counts as a “whole grain” food.



## NASA

NASA scientists have been looking at it as a suitable crop to be grown in outer space, mostly based on its high nutrient content, ease of use and how easy it is to grow





## “The International Year of Quinoa”

**The year 2013 was actually called “The International Year of Quinoa” by the United Nations (UN), based on its high nutrient value and potential to contribute to food security worldwide**

# salad bar

**PROTEIN, MINERALS, NO GLUTEN**

## **Quinoa Contains Potent Bioactive Substances Called Quercetin and Kaempferol**

The health effects of real foods go way beyond the vitamins and minerals we're all familiar with. There are thousands of trace nutrients in there... and some of them are extremely healthy. This includes interesting molecules called flavonoids, which are plant antioxidants that have been shown to have all sorts of beneficial effects on health

**Bioactive Substances**

**Quercetin**

**Kaempferol**



# Quinoa Factology

PROTEIN, MINERALS, NO GLUTEN



## Fact #1

Two flavonoids that have been particularly well studied are Quercetin and Kaempferol... and they happen to be found in large amounts in Quinoa



## Fact #3

These important molecules have been shown to have anti-inflammatory, anti-viral, anti-cancer and anti-depressant effects... at least in animal studies



## Fact #2

In fact, the quercetin content of quinoa is even higher than typical high-quercetin foods like cranberries



## Fact #4

By including quinoa in your diet, you will significantly increase your total intake of these (and other) important nutrients.

PROTEIN, MINERALS, NO GLUTEN.

# Quinoa is Gluten Free and Perfect For People With Gluten Intolerance

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According to a 2013 survey, about a third of people in the U.S. are currently trying to minimize or avoid gluten. A gluten-free diet can be healthy, as long as it is based on foods that are naturally gluten free.



# Quinoa is Very High in Protein, With All The Essential Amino Acids That we Need

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## First Step

Protein is made out of amino acids. Some of them are termed “essential” because we can not produce them and need to get them from the diet

## Second Step

If a food contains all the essential amino acids, it is seen as a “complete” protein.

## Third Step

The problem is that many plant foods are deficient in certain essential amino acids, such as Lysine.

## Fourth Step

However... quinoa is an exception to this, being particularly high in all the essential amino acids. For this reason, quinoa is an excellent source of protein. It has both more and better protein than most grains

## Fifth Step

With 8 grams of quality protein per cup of cooked quinoa (or 4.5 grams per 100 grams), quinoa is an excellent plant-based protein source for vegetarians and vegans. Bottom Line: Quinoa is high in protein compared to most plant foods and contains all the essential amino acids that we need.

**PROTEIN, MINERALS, NO GLUTEN**

# Quinoa May Have Some Major Benefits For Metabolic Health

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**Given the high amount of beneficial nutrients, it makes sense that quinoa could lead to improvements in metabolic health.**

Although this needs to be studied more thoroughly, I did find two studies (one in humans, the other in rats) that examined the effects of quinoa on metabolic health.



## **The Human Study**

The human study found that using quinoa instead of typical gluten-free breads and pastas significantly reduced blood sugar, insulin and triglyceride levels

## **The Animal Study**

The animal study found that adding quinoa to a diet high in fructose almost completely inhibited the negative effects of fructose

## **Metabolic Health**

Two studies, one in humans and the other in rats, show that quinoa can improve metabolic health. This includes lower blood sugar and triglyceride levels.



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# Quinoa Has Several Important Characteristics That Make it a Weight Loss Friendly Food

In order to lose weight, we need to take in fewer calories than we burn. It is known that certain properties of foods can facilitate this process... either by boosting metabolism (increasing calories out) or reducing appetite (lowering calories in). Interestingly, quinoa has several such properties. It is high in protein... which can both increase metabolism and reduce appetite significantly



The high amount of fiber should also help to increase feelings of fullness, making us eat fewer calories overall

The fact that quinoa has a low glycemic index is another important feature, but choosing such foods has been linked to reduced calorie intake

Although there is currently no study that looks at the effects of quinoa on body weight, it seems intuitive that it could be a useful part of a healthy weight loss diet.

Bottom Line: Quinoa is high in fiber, protein and has a low glycemic index. These properties have all been linked to weight loss and improved health.

PROTEIN, MINERALS, **NO GLUTEN**

## Quinoa is Easy to Incorporate Into Your Diet



### Diet

The last one is not a health benefit, but still incredibly important. It is the fact that quinoa is very easy to incorporate into your diet. It is also tasty and goes well with many foods.

### Stores

Depending on the type of quinoa, it can be important to rinse it with water in order to get rid of saponins, which are found on the outer layer and can have a bitter flavor. However, some brands have already been rinsed, so this may not be necessary. You can buy quinoa in most health food stores and many supermarkets. It is also available on Amazon, with many reviews, testimonials and usage tips from real customers.

### Recipes

Quinoa can be ready to eat in as little as 15-20 minutes: 1) Put 2 cups of water in a pot, turn up the heat 2) Add 1 cup of raw quinoa, with a dash of salt 3) Boil for 15-20 minutes 3) Eat



In the most recent years the notoriety of Quinoa is expanding

## The extensive cultivation and production of Quinoa are largely in response to surging global demand

### Year of Quinoa in 2013

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In the most recent years the notoriety of Quinoa is expanding from his inner circle gaining more and more attention also thanks to the International Year of Quinoa in 2013. (2).



### One of the world's most nutritious food

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The extensive cultivation and production of Quinoa are also largely in response to surging global demand, which is attributable to recent recognition that it is one of the world's most nutritious food.



**Booming demand for healthy food is not a new trend but a reality**

**Mainly consumed as a traditional cereal like rice or corn, Quinoa will be purchased in the future as ingredient in a lot of preparation by agro-industry in order to benefit the claim “with Quinoa” , synonymous of healthy food in the mind of the consumer.**



# Quinoa Boom Is Registered Worldwide

Your Business Opportunities **are here**

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After the boom in USA, Canada, Europe... interest for quinoa is growing in Asia, India, Meadle East

However the growth margin is still important, in Europe for example the consumption represents 25 gr/year/hab with 8284 Tons imported in 2014.(4)



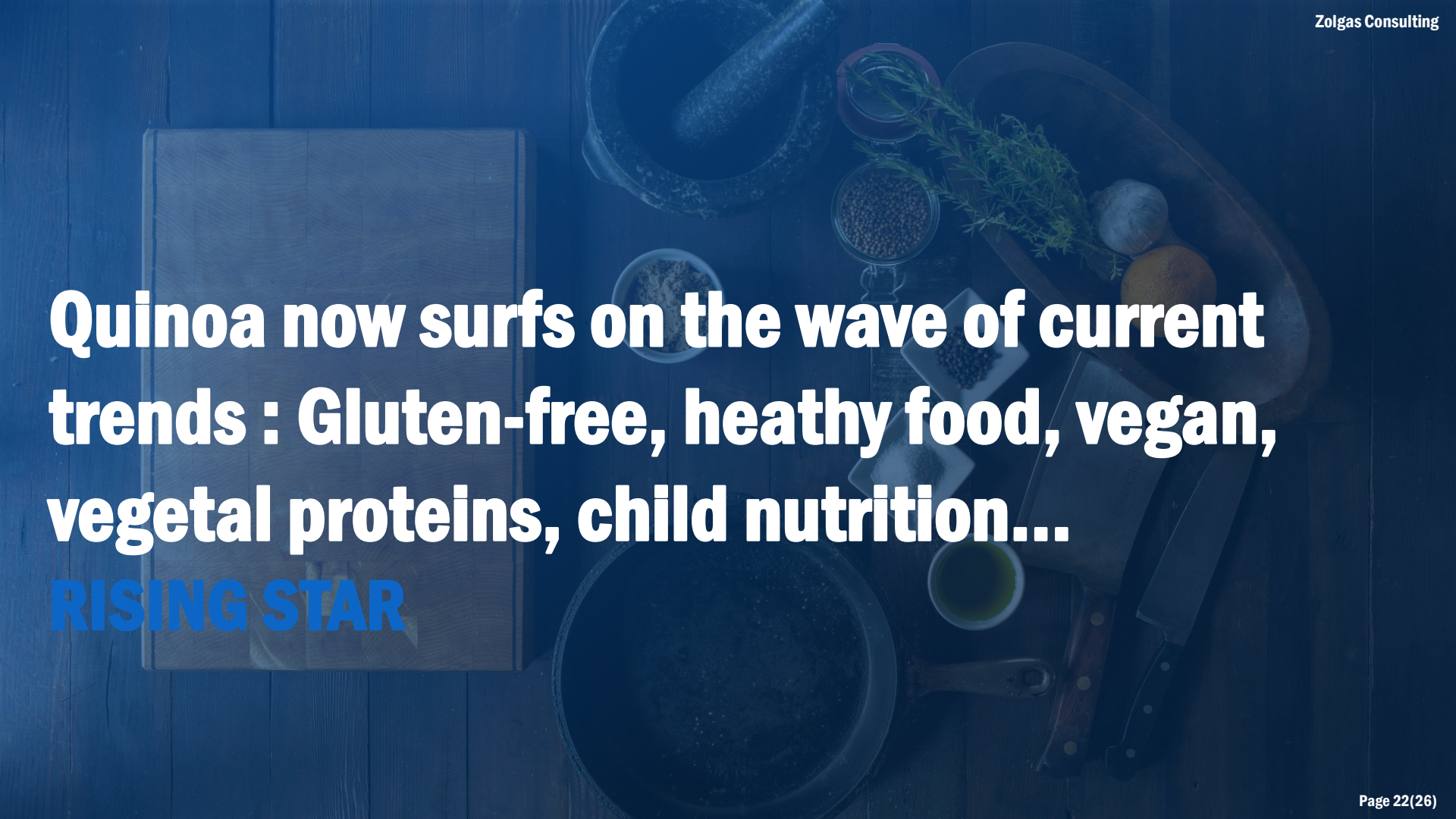
## 25 gr/year

Quinoa Consumption in Europe



## 8284 Tons

European Import Volume in 2014



**Quinoa now surfs on the wave of current trends : Gluten-free, healthy food, vegan, vegetal proteins, child nutrition...**

**RISING STAR**



## OPPORTUNITIES

**Expected production in 2015 is 100.000 Tons : it remains negligible compared to the production of Corn (900 M Tons) and Wheat (~ 700 Million Tons) in 2011**

**QUINOA**

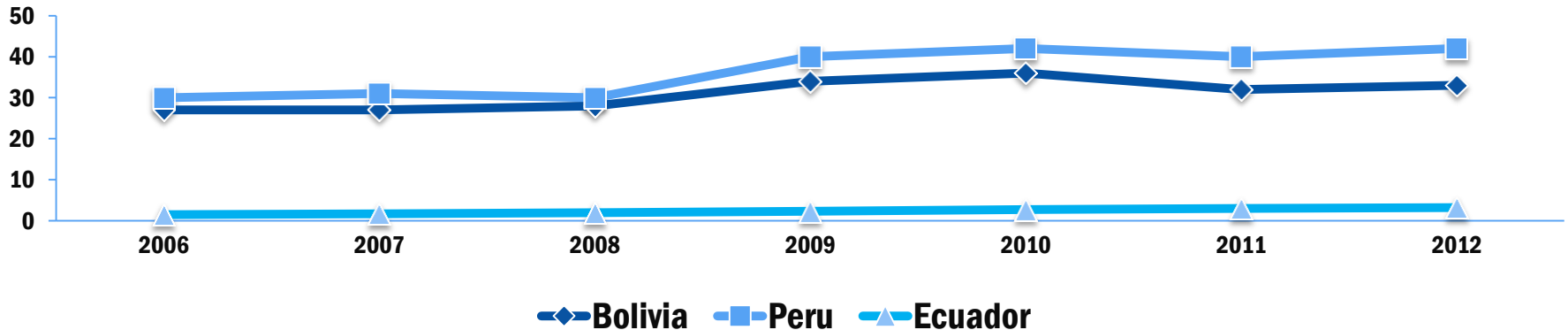
Volume Forecast for 2015 is  
**100.000 Tons**

**WHEAT**

Volume Foreacst for 2015 is  
**700.000.000 Tons**

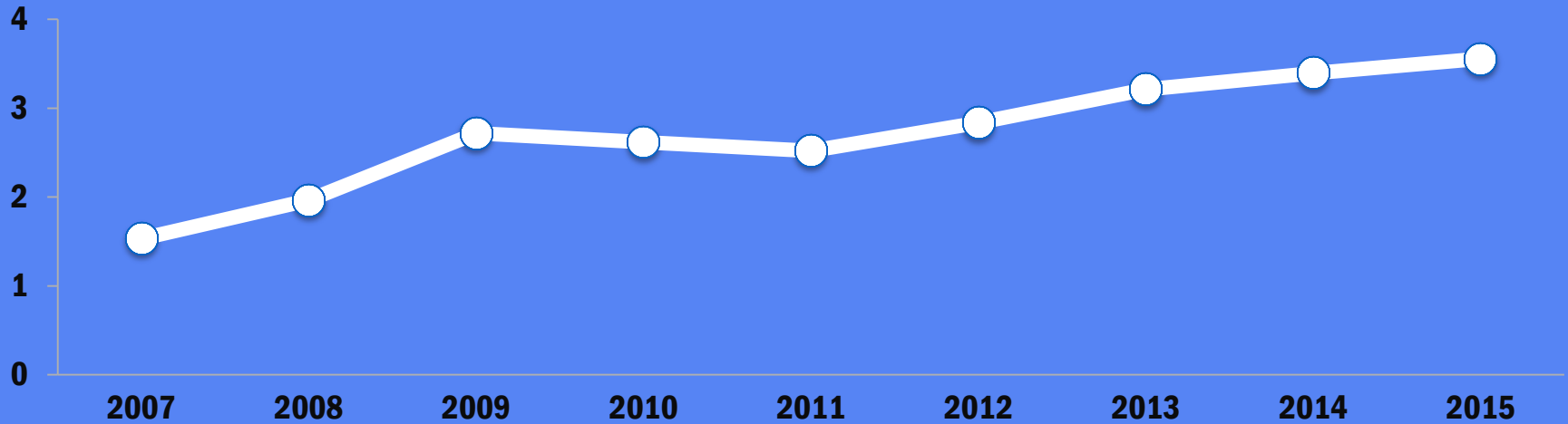
**CORN**

Volume Forecast for 2015 is  
**900.000.000 Tons**



**OPPORTUNITIES**

**On the same time price is growing since demand is overpassing offer**



## OPPORTUNITIES

# Strategic Imperative

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## Marketing Message

Quinoa has never been a strategic/priority business in Ecuador which has oil;

That fact partly explains the backwardness in its production.

But on the other hand it's easier to find good farmland to invest in





## White Conventional Quinoa

# Product Specification

1

**ORIGIN:** The quality of agricultural products from Ecuador has been recognized worldwide. We are located on the Equatorial line, and in the presence of the Andes mountain range, the amazon basin, volcanic soils and the Pacific Ocean which generate unique microclimates which make it a country ideal for cultivating high quality Quinoa.

2

**PRODUCT SPECIFICATION:** Conventional White Quinoa; Scientific Name: Chenopodium Quinoa Wild; Constituents / Plant Part: Seed Ingredients: 100 % Quinoa grain. ; Origin: Andean Mountains – Ecuador; Cultivation Technique: Cropped and Harvested fresh. Environmentally responsible and conscious farming.. Crop: Availability Year Round

3

**ORGANOLEPTIC AND PHYSICAL PROPERTIES:** Appearance: Rounded seeds ; Flavor: Sweet ; Odor: Faint; Variety: Tunkahuan ; Size: Class 1: equal or > 1.82mm Class 2: equal or > 1.4mm; Product Specification: White Quinoa – Conventional

4

**PACKAGING:** Double Polypropylene Bags 25kg, 50kg and Big Bag Totes 900Kg upon request of client. All bags are clearly identified to show contents, labeled with Packer, Product Description, Net eight, and Lot Number.

5

**RECOMMENDED SHELF LIFE AND STORAGE:** Recommended Shelf Life from Production Date: 2 Years; Optimal Storage Recommendations: Control extremes of light, temperature and humidity. Allow air to flow freely around product. Protect from exposure to pests.

6

**DECLARATION:** This product is free from the following: All animal products and by products including Any bovine products or by products ; Milk and milk derivatives; Eggs or egg derivatives; Fish, crustaceans, mollusks and their derivatives ; Cochineal Gluten; Wheat and wheat derivatives; Maize or maize derivatives; Soya or soya derivatives; Nuts and nut derivatives including cold pressed nut derived oils; Seeds and seed derivatives including cold pressed seed derived oils; Artificial colors and artificial flavorings ; Added natural colors and natural flavorings ; Preservatives Antioxidants MSG and other glutamates ; Yeast or yeast extract Added salt and sugars

7

8

**MICROBIOLOGICAL STANDARDS:** Moisture 12% max ;E.coli <10 cfu/ g max ;Salmonella spp absent in 25g;Yeasts 500 cfu/ g max;Molds 500 cfu/ g max;TVC 50 000 cfu/ g max

9

**NUTRITIONAL CONTENTS:** Calories per 100g 453 ; Humidity (%) 12 ; Protein 16.0% ; Fat 4.95% ; Carbs 66.73% ; Ash 3.70% ; Fiber 8.61% ; Calcium 0.18% ; Phosphorus 0.59% ; Magnesium 0.16% ; Potassium 0.95% ; Sodium 0.02% ; Copper (ppm) 10.0%