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Organic Maqui Berry:
The Premium Patagonian Superfruit

/ p. 08

Sustainably Sourced
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/ p. 10

The World Of Natural
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/ p. 14





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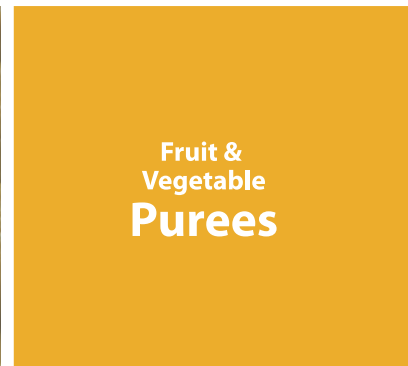
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Introducing

FRESH CHILEAN

PRODUCE TO THE GLOBAL P(A)LATE

Ah, Chile at the end of winter—a transitory time when the sun makes casual appearances on misty mornings and farmers are gearing up for the next crop rotation. This year, I had the distinct pleasure of being hosted by members of Chilealimentos (The Chilean Food Industry Association), who drove me across several hundred kilometres of the Chilean countryside to show me first-hand what the country has to offer the world.

With its diverse climate and highly fertile land, over the years, Chile has established itself as a leader in the export market for agricultural produce. The country is especially important to Asia because it runs counter-season to the usual countries from which we import our fruits. Countries like Chile are the reason why our supermarkets are able to stock fresh *bayas* (Spanish for berries) all year round, instead of only during European harvest seasons.

On my journey, I was introduced to a wild superfruit by juice concentrate producer, Bayas del Sur's General Manager, Miguel A. Montes, who waxed poetic about its mineral and antioxidant properties. Dubbed Maqui fruit, these tiny berries—smaller than blueberries—have been proven by scientific research to have the highest antioxidant value among all berries. Grown in the wild, this superfruit is naturally organic and GMO-free. The only catch? It's native to Chile and grows in small quantities.

As I stuffed my suitcase full of this finite fruit—freeze-dried sachets, dehydrated jars—I couldn't help but wonder what other nutritious and tasty offers Chile's wild lands would produce in the future. Read more about my experience with Bayas del Sur on page 08.



Shali S



Chile 2018 Special Supplement

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The Power Of Patagonia Maqui Berries:

Powders and Concentrates From Bayas Del Sur,
The World's Leading Maqui Supplier.



Bayas Del Sur Original Maqui Berry Extract is available in three varieties, each one specifically formulated to its intended use as

- Health Ingredient
- Active Component in Supplements
- Powerful Natural Food Colorant

Bayas Del Sur Original Maqui Liquid Extracts and lyophilized powders are produced from Maqui Berries (*Aristotelia chilensis*), hand-picked in the wild in the Chilean Patagonia.

Due to its high anthocyanin content and antioxidant effect, Maqui Berry is considered the "New Superfruit".

Let's talk about applications, technical information and how Maqui Berries from the Chilean Patagonia can boost your special Product innovation.



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CHILE: FOOD POWER WITH THE EXCELLENCE OF MEDITERRANEAN FOOD FROM THE SOUTHERN HEMISPHERE

ALBERTO MONTANARI MAZZARELLI, PRESIDENT OF **CHILEALIMENTOS**, SPEAKS TO ASIA PACIFIC FOOD INDUSTRY MAGAZINE ABOUT CHILE'S LEADING POSITION IN THE INTERNATIONAL FOOD EXPORT INDUSTRY.

CHILE is a nation that is renowned for its wine, fruit, seafood and processed food exports. Due to its ideal geographical position, it is able to take advantage of numerous comparative advantages—its Mediterranean climate, for example, creates the optimal environment to produce a great variety of crops for export.

Further, the country has also signed 26 trade agreements with 64 markets, allowing them to access markets totalling 86.3 percent of the world's Gross Domestic Product (GDP).

In light of this expertise, Alberto Montanari Mazzarelli, President of Chilealimentos highlights how non-Asian companies can find success in Asia's competitive markets.



A KEY POINT TO HIGHLIGHT HERE IS THAT MOST OF CHILE'S PRODUCTS ARE PESTICIDE-FREE DUE TO THE NATURAL BARRIERS THAT SURROUND FARMING AREAS.

AS A LEADING AUTHORITY IN THE CHILEAN FOOD INDUSTRY, WHAT ARE YOUR 5 BEST SUGGESTIONS FOR COMPANIES TRYING TO FIND SUCCESS IN ASIA?

There are no big differences today in the demands made by buyers in different latitudes. Over the years, and with the emergence of more transverse quality assurance systems, the requirements for importing foods have become the same. So, it is essential to adapt to the quality control systems that the client wants. That is, to comply with the required certifications and to use the same service providers (shipping, banks, etc.), that offer the most confidence to the buyer. Then, if any inconvenience arises the solutions will be quick and will be in the hands of mutually trustworthy companies.

It's also important to be very familiar with the client's business culture. Often, because the habits and customs of the destination country are unknown, important business deals do not materialise.

WHAT IS YOUR OPINION ABOUT THE GROWTH OF THE ORGANICS SECTOR IN CHILE?

This is a business area that has appeared recently worldwide as well as in Chile. The figures show dramatic growth.

Chile has 170 thousand hectares of crops and fruits under organic certification, with exports of US\$ 240 million. These exports consist of around 70 food categories, among which are native as well as



farmed berries. Among the native varieties, is maqui, a fruit endemic to Chile's southern forests, and that has the highest content of antioxidants among fruits from around the world. This berry has been produced in commercial orchards and is doubtless one of the activities with the greatest potential among all the foods we produce. The other berries are blueberries, raspberries, strawberries and blackberries. Other important fruits are apples, kiwis, cherries, grapes, avocados, plums, etc. There are also processed foods such as juices, pulps, frozen and dehydrated products, olive oil, honey and others.

Chile's organic product exports are sent to about 30 countries around the world. The dynamics in 2018 reveal that as of August, physical sales have grown 11 percent and value has increased 19 percent, so we are heading for record foreign sales of around 86 thousand tons and about US\$285 million this year.

Although organic products have been grown in Chile for several years now, only recently with the generation and authorisation of compounds to help the crops with nutrition and the control of insect pests, have agricultural yields increased significantly, leading to an outlook for considerable growth in the supply in the near future.

WHY SHOULD ASIAN CONSUMERS BUY CHILEAN ORGANIC PRODUCTS?

Basically because they have outstanding quality and the guaranteed backing in our country of the main international certifying bodies.

The quality of the foods generated in our country is well known. Fruits and vegetables have very high quality standards, which are met thanks to the experience of the producers and companies dedicated to this activity and to the natural conditions that confer the excellent characteristics of flavour and colouring to the fruits and vegetables.

The world's most esteemed international certifiers operate in Chile, so the end buyers can feel they are

CHILE'S FOOD INDUSTRY AIMS TO DOUBLE THE VALUE OF ITS SALES IN 10 YEARS.

CHILEALIMENTOS—WHO ARE WE?

Created in 1943, Chilealimentos (Chilean Food Industry Association) is a business association that represents the interests of the processed food industry in Chile. The association brings together production companies and acts as a platform for knowledge sharing for services and technologies related to F&B.

Chilealimentos' mission is to promote a sustainable and long-lasting partnership of its member companies with markets around the world. The association also aims to facilitate the positioning of Chile as a "Food Power"—a competitive and responsible leader in the national and international community.

supported in having their requirements met with regard to the purchase of organic products.

WHAT IS THE OUTLOOK FOR CHILE'S FOOD INDUSTRY IN 2019?

Chile's food industry aims to double the value of its sales in 10 years. In 2017, Chile exported foods for US\$16.7 billion. In 2018 we will surpass US\$19 billion, with a growth rate of about 14 percent. For 2019 we expect to keep growing. Our aim will be to reach an amount of around 7 to 8 percent, which is a rate compatible with doubling exports in 10 years. In other words, we should end 2019 with sales of US\$20 billion to US\$20.5 billion.

WE KNOW ABOUT CHILE'S POPULAR AGRICULTURAL PRODUCTS, BUT WHAT TYPES OF ADDED VALUE FOODS DOES IT PRODUCE?

Chile produces and exports more foods with added value than foods directly from agriculture and primary fishing.

According to the 2017 exports, 66 percent of food exports are transformed products (US\$ 11.2 billion) and 33 percent are unprocessed (US\$ 5.6 billion). These latter are mostly fresh fruits and vegetables. 



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CHILE PARTICIPATES IN THE CHINA INTERNATIONAL IMPORT EXPO IN SHANGHAI

CHILE'S STRATEGY TO PROMOTE ITS FOOD AND BEVERAGE PRODUCTS IS TO CONTINUE TO CREATE AN AWARENESS OF THE BENEFITS OF IMPORTING FROM THE COUNTRY AMONG IMPORTERS, BUYERS AND FINAL CONSUMERS.

CHINA is Chile's main trading partner and the second destination for Chilean food exports. Between January and August of this year, Chilean food exports to this market reached US\$ 1,779 million, surpassing the total exported in all of 2017, when food and beverage shipments reached US\$ 1,596 million.

In 2016, Chile became the first supplier of fresh fruit in the market, surpassing important competitors such as Thailand, Vietnam and the United States. That same year, we positioned ourselves as the third largest wine supplier to China, surpassed only by France and Australia.

In 2017, we were the main supplier of fresh cherries, nectarines, blueberries, avocados, fresh grapes, fresh Atlantic salmon, seaweed and plums.

The relevance of the Asian market for Chile is such that this year, between November 1 and 6, the fourth version of Chile Week China will be held—this

PROCHILE

ProChile is the Export Promotion Agency of the Ministry of Foreign Affairs, whose purpose is to promote exports of non-copper goods, services, investment attraction, promote tourism and country image in the world, through its network of 56 commercial offices in the world.

ProChile carries out an intense work with the exporting businessmen of the country at a national level. They have an office in each of the country's regions—16—to be able to detect the offer with added and innovative value, and support companies to export this offer.


is Chile's promotion week that includes multisectoral activities with a strong emphasis on food promotion.

Specifically, Chile was invited to participate in the first China International Import Expo fair and will do so through two pavilions: One Country, where the focus will be the complete and diverse offerings of Chile, including services, as well as a food pavilion, where five sectorial brands will participate: Wines of Chile, Fruits from Chile, Avocado from Chile, Chile Pork and Chile Olive Oil, focused on being able to carry out business meetings and promotional activities to attract the 150 thousand visitors expected at the fair.

It is estimated that China could become the world's largest food importer this year. And with that in mind, Chile's strategy in this market is aimed at diversifying marketing channels—especially electronic commerce channels—platforms that today, in China, represent a large part of the consumption of imported and fresh food, especially among higher-income consumers.

In Asia in general, Chile's strategy to promote its food and beverage products is to continue to create an awareness of the benefits of importing from the country among importers, buyers and final consumers through attractive promotional events, joint

work with exporters and importers, with a strong country campaign to reinforce the origin of the products.

This is a joint effort between ProChile, the Export Promotion Agency of the Ministry of Foreign Affairs of Chile, together with the 14 Offices and Commercial Representations in Asia, Oceania, and Chilean exporters. 



ORGANIC MAQUI BERRY: THE PREMIUM PATAGONIAN WILD SUPERFRUIT

MIGUEL A. MONTES, GENERAL MANAGER OF JUICE CONCENTRATE SPECIALIST, **BAYAS DEL SUR**, SPEAKS OF THE HIGH ANTIOXIDANT VALUE OF THE WILD MAQUI BERRY GROWN ONLY IN CHILE.

NESTLED in the picturesque outskirts of Puerto Mont, Bayas del Sur runs a dynamic fruit juice and puree plant which handles a range of conventional and homegrown wild fruit. Founded in 1990, the company boasts a portfolio of best-selling products, ranging from fruit juice concentrates, fruit purees, freeze dried fruit powders, and spray dried juice powders. Up to 90 percent of their products are exported to 30 countries around the world.

A relatively unknown fruit that stands out in their portfolio is Maqui, a Patagonian wild superfruit that outwardly resembles miniature blueberries. This unique *bayas* (Spanish for berries) only grows in the south of Chile, where pristine pollution-free areas nourish the fruit to exude its high antioxidant and mineral properties (figure 1). The company harvests



only what is provided by nature and gently treats the fruit to encapsulate its natural flavour and nutritional properties.

These little morsels of antioxidant-rich berries are organic certified, catering to the evolving demands of consumers around the globe.



A small snapshot of Bayas del Sur's portfolio.

Figure 2

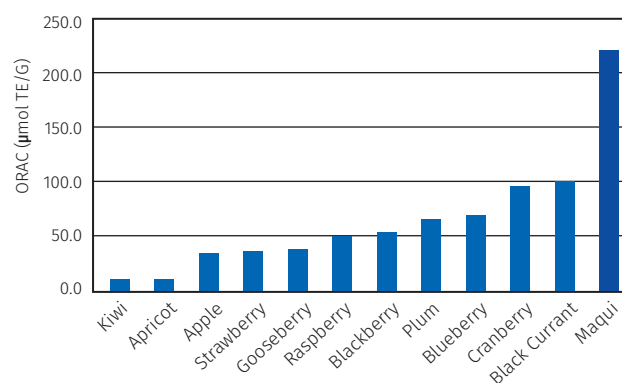


Figure 1



When asked why the company decided to branch out into organic products when their conventional product portfolio was doing so well, Mr Montes said: “All over the world, people want to live longer and better lives. They want natural colours, no sugar added, natural products. As such, we are able to help them achieve this goal through our organic products. We have promoted the natural superfoods, health foods and super fruits produced in Chile to help consumers achieve their health goals.

“Further, to clients looking for high quality raw materials to add to their product formulations, we are positioned to help them by producing 100 percent natural raw materials which can be used to create health-friendly products.

“Consumers of the world have a tendency to consume superfruits to reap the benefits of their active healthy-friendly components. The Chilean wild

maqui berry belongs this group because it has more antioxidants (ORAC) than all other fruits of the world; it is high in minerals, polyphenols, and anthocyanins as well as naturally agrochemical-free. At Bayas del Sur, wild maqui berry fruit is processed to produce: freeze-dried powder, puree 16-20 Brix, spray-dried powder, and concentrated juice 65 Brix.”

THE ERA OF INNOVATIVE FLAVOURS

Mr Montes believes that we should look to Japan for the future of flavouring. He notes that the Japanese have the most evolved laboratories in the world of food science, which has positioned them to create a mixture of innovative flavours to appeal to ever-changing consumer tastes and make waves in the F&B world (figures 2 and 3).



The myriad of fruits and vegetable extracts in Japanese nutritional drinks.

Figure 3



Miguel A. Montes, General Manager of Bayas del Sur

DID YOU KNOW?

Maqui berries have high ORAC value. ORAC refers to Oxygen Radical Antioxidant Capacity—a unit of measurement created by the USDA to identify antioxidant levels in fruits.

Doctors recommend our antioxidant intake to be 4,000 ORAC per day. Maqui freeze-dried powder has 700-800 ORAC per **gram**—two tablespoons of freeze-dried maqui powder with your breakfast smoothie and you would have fulfilled your daily antioxidant intake recommendations!

EVER-EXPANDING ASIAN MARKET

With all-rounded international certifications—Halal, Kosher, HACCP and BCS-Organic—Bayas del Sur is tapping into new markets in Asia. It is always seeking new possibilities and partnerships in the region. While Chile is the largest fruit producer and exporter in the Southern Hemisphere, it is important to push forward and let Chilean products reach new markets in order for the country to become an Agri-Food powerhouse.

Mr Montes concludes: “We have entered the era of Combination. Millennials all over the world demand a mixture of fruits to enrich their juices and cater to their varied tastes. But they are particular about the nutritional value and preservatives in the drink. If we can bottle the taste of fresh native Chilean fruits, such as maqui, blueberries and raspberries which have high antioxidant and mineral values, we will be able to win over the Asian consumer.”

SUSTAINABLY SOURCED CANNED PEACHES

A CONVERSATION WITH PATRICIO **PENTZKE**,
CANNING EXPERT FROM SAN FELIPE, CHILE

NESTLED in a quiet town 88 kilometres north of Santiago is Pentzke, a canning factory with a 100-year family history. Although fuelled by domestic fresh fruit and local manpower, most of its products (around 80 percent) are destined for global export and consumption.

Pentzke boasts many firsts: the first company to introduce aseptic packaging to Chile, the first factory to produce 10,000 tonnes of concentrate per season, and one of the first businesses to pledge to the cause of sustainable production.

Patricio Pentzke V. explains the rationale behind sustainable production:

“Pentzke is a family-owned business founded in 1906, which specialises in the preservation and canning of fruits. My great grandfather, Don Ernesto Pentzke, came over from Germany in the early 1900s, where canning technology and machinery had already taken off. He subsequently brought over his family as well as the technology to Chile to start this business.

“In the 1970s, we first started exporting products to other parts of Latin America, subsequently establishing other companies such as Eden, which produces tin packages, as well as Alicopsa, a company that provides meals for schools. These 3 companies run interdependently and export to over 50 countries around the world including Peru, Bolivia, Columbia and Mexico.

“Today, more than 100 years later, Pentzke continues to grow, having three modern canning facilities and a waste water treatment plant, thus leading to high production standards. These standards, in combination with a stringent Quality Control System, allows us to offer our customers high quality food and to hold a privileged position in foreign and local markets as well.”

Pentzke’s main product is peaches—Don Ernesto started the peach canning business and Patricio continues the legacy through the Dos Caballos (Two Horses) brand. Whether a client is looking for halves, slices or dices, they’re able to provide high quality canned ingredients.

Most notably, the business has been with Chilealimentos for 10 years under the banner of ‘clean production’. Over these productive years, they have made commitments associated with production under a clean environment. Specifically, they have pledged





to uphold various clauses, including **water treatment, waste treatment, energy efficiency, training and development** (specifically for sustainability).

"Sustainability is the way to the future—the only way to ensure success in the next 50 years," says Mr Pentzke with a smile. "For example, San Felipe, where we operate, is a small town and the company supports many families in this area. Thus, we need to ensure that our operations are sustainable so that the town remains employable in the long run. In essence, we provide job security through sustainability.

"We also follow the law associated with the treatment of water and waste treatment to try and create value from this. For example, waste produced here can be used as compost. In fact, local schools have used the compost we produced for their gardening project!"

Mr Pentzke also believes that staying true to traditions helps the company stand out from competition. He states: "We are an old, established company with a long family history. The recipe behind our peaches is secret; nothing has been changed for over a century. Unlike most companies, we avoid using additives—it's a natural recipe—and we don't change our recipes to reduce cost. We're most concerned about the quality of fruit, and its quality comes from the field.

"However, our main challenge is to remain competitive with the same facilities and machinery we currently have. Improved efficiency is needed to produce a higher volume of products with the same fixed costs.

"We are also currently experiencing high demand for peaches but our supply is finite. In the South of Chile, people are not planting more peaches, which is affecting supply. So it is important to create partnerships with suppliers to ensure you get the best peaches."

CLIMATE CHANGE WOES

Due to climate change, certain regions where Pentzke used to purchase peaches from are experiencing water distribution and temperature changes. Thus, many types of fruits and veggies are now grown in different regions as compared to 20 years ago.

In San Felipe, there is 90 mm less water this year than last year from natural resources, thus resulting in a very dry summer. This has affected the peaches because these naturally plump fruits need to take in water to increase in size, and Pentzke needs high calibre peaches for canning purposes. This has resulted in the company looking at different regions for their peach supply. 🇨🇱



ORGANIC IS THE NEW NORMAL

ORGANIC IS MORE THAN A BUSINESS MODEL; IT'S A WAY OF LIFE.

IN the international market, Chilean fruit producers have long since enjoyed a stellar reputation for being high quality conventional produce exporters. **But** the market is changing. As millennials acquire more purchasing power, their checklist includes organic produce as well.

WHAT DOES THIS MEAN?

A step further from conventional fruit, organic produce ensures that no pesticides are used in the production of fruits and vegetables. This translates to higher consumer trust in the wholesome “untouched” nature of the product, thus building consumer loyalty for businesses like AMA Time in the long run.

The environmental conditions in Chile are well-suited for organic farming, which accounts for the increasing number of organic farms around the country. As most farms are situated in valleys, there exist natural barriers to pests.

But the organic industry does not come without challenges. Pedro Pablo Sepúlveda, Marketing & Sales Manager from AMA Time, and German Sims Seve from Quihua Farms, discuss some of the setbacks they are facing in the market.

Mr Sepúlveda: “Educating consumers about what organic means is a significant challenge. The organic term implies more than just the lack of pesticides. It’s a claim that provides consumers the assurance that our policies and processes are doing no harm to the earth and environment.”

Mr Sims: “Currently, we are being audited for the Rainforest Alliance Certification because we need to grow and have a higher yield but we need to do this sustainably at the same time. We need to leave a better, sustainable earth for our children and the next few generations. When you grow organically with sustainability in mind, you’ll have a long-term business strategy.”

WHY IS IT IMPORTANT TO INVEST IN ORGANIC PRODUCTION PRACTICES?

Mr Sepúlveda: “Organic is not a passing trend—consumers are truly engaged in buying organically. 8 out of 10 Americans have organic products in their home, and China is also demanding more organic products.”



“Fun fact: China is now number 3 in the world for organic imports when they weren’t even on the map 10 years ago. This is most likely because Chinese parents are investing more in their one or two kids. They want to buy organic Western products that give them confidence in what they feed their children.

“As a result, China is now AMA Time’s second market—we are certified organic by the Chinese government.”

Both representatives agree that Asia is the future for them. The untapped market provides them with myriad opportunities to reach consumers who are trying to eat well. In general, the Asian culture is one that values health and treats healthy eating as a way of life, which suits the ethos of both AMA Time and Quihua Farms.

Organic is not a passing trend in Asia, and both companies are attempting to elevate Chile’s organic product market to rival the world-renowned Chilean wine industry. Further, as Chile has many Free Trade Agreements (FTA) in place, the import barriers to Asia is relatively low, thus helping their cause.

WHY DID YOU JOIN THE CHILEALIMENTOS ORGANIC COMMITTEE (OC)?

Mr Sepúlveda: “The purpose of the OC is to bring together all organic companies in Chile to promote their products domestically and internationally. Through knowledge-sharing, we also consolidate good production practices and aid companies who wish to change from conventional to organic production.”

Mr Sims: “We’d like to show the world that Chile has the capability to produce good food organically and sustainably. By doing so, maybe we can change the minds of producers and growers all over the world.

“Make the change to organic—it’s more than a business; it’s a way of life. We’d like to lead by example.”

AMA TIME:

FRUIT IN ITS PUREST FORM

As a juice producer, AMA Time provides solutions for customers to have juice as pure as fresh fruit—5 fruits and veggies a day in a smart way!

The challenge is to do so without any additives such as sugar, preservatives, water and so on. That’s why their core product, fruit, need to be fresh and high quality as consumers will be able to taste any flaws in their juices and concentrates.

The current focus of the brand is Asia and Latin America. They already import to China and are looking forward to building bonds with South Korea, Japan, Malaysia and Singapore.

QUIHUA FARMS:

PIONEER ORGANIC FARMS

Quihua Farms produces berries in organic farms in Chile. They pride themselves on the quality and flavour of their produce. Unlike most companies, they do not convert conventional farms into organic ones. Instead, they start from scratch organically to ensure the integrity of their berries. Their fruits are also machine harvested, which produce higher yields.

Currently, their main markets are US, Canada, ANZ, as well as Europe—but they’re in talks about exporting to China and South Korea in the near future.



German Sims Seve from Quihua Farms, and Pedro Pablo Sepúlveda, Marketing & Sales Manager from AMA Time

OPPOSITE SEASON

CHILE 2018 SPECIAL SUPPLEMENT

14



INTRODUCING THE WORLD OF NATURAL FROZEN PRODUCTS WITH OPPOSITE SEASON

GLOBAL CONSUMERS LOOKING FOR CONVENIENCE AND NUTRITION IN ONE EASY INGREDIENT SHOULD STOCK UP ON FROZEN AVOCADOS AND BERRIES.

INTRODUCING OPPOSITE SEASON

Having been involved in the produce industry for over 2 decades, Veronica Herrera, along with the help of her husband, Gonzalo Stamm, has conceptualised and actualised Opposite Season, an import/export company based in Santiago, Chile. Already acclaimed in Europe, USA and the wider Latin-American region, the expansion of Opposite Season into the Asian market is currently highly opportunistic.

Ms Herrera believes that building, branching out and tapping into the Asian market is essential, and the company is currently successfully broadening its market reach by connecting with Asian businesses as well as other global companies.

TARGETING ASIAN MARKETS

Ms Herrera believes the Asian market is ready for the natural frozen world. Due to the fast pace of Asian cities like Shanghai, Tokyo and Singapore, the demand of consumers is evolving from **healthy** produce to **healthy and convenient** produce.

Demand and access to on-the-go, fresh products are growing—this demand can be partially catered to by the frozen foods market. As Ms Herrera puts it: “The challenge for us in Latin America is the vast shipping distance to Asia. Due to this, many suppliers harvest unripe avocado so that the fruit ripens on the journey instead. However, this early harvest affects the oil content of the avocado and the flavour payoff decreases for the consumer.”

Husband and wife duo behind Opposite Season: Gonzalo Stamm & Veronica Herrera



Mr Stamm, husband and business partner to Ms Herrera, chimes in: “During our travels in China, we met an importer who shipped 700 containers of avocados to the country. However, in some containers, up to 30 percent of the product had oxidised and could not be consumed!”

This natural browning process incurs palpable losses. Mostly delivered from Mexico and Peru, avocados brown fast due to the vast distances travelled.

In light of this phenomenon, there is great merit in the concept of the frozen avocado, diced or halved for consumer convenience. Unlike the whole avocado, frozen avocados are 100 percent usable as they are packaged without their skin and pit (which usually account for 50 percent of the avocado’s weight).

“It’s like a miracle solution for Asia’s avocado browning problem,” Ms Herrera says with a smile. “We try to keep our avocados as natural as possible. Most manufacturers use citric and ascorbic acid—natural preservatives to keep the fruit from browning—before freezing them. We go an extra step by altering the atmosphere of the packaging. This is done through extracting any oxygen molecules in the bag and replacing it with nitrogen to prevent possible oxidation.



As a result, you will have a tasty ingredient that will stay in a state of perfect ripeness for at least two years.”

The benefits of choosing frozen avocados over fresh ones are manifold—they’re equally flavourful, more convenient and minimise the losses for the importer and subsequently, the consumer as well.

RAINFOREST ALLIANCE CERTIFIED (RAC) BERRIES

Pre-empting trends is what makes Opposite Season the dynamic company that it has become, and labels are a hot topic in the husband and wife team. Ms Herrera states: “Times are changing; consumers are demanding more from their products. They are also looking beyond the label for the true nutritional value or environmental impact of the foods they consume.”

She continues: “Searching beyond the organic label, consumers have begun questioning the positive impact and meaning behind the term ‘organic.’”

With this concern in mind, Opposite Season has looked beyond the ‘Organic’ term to pave the future with the Rainforest Alliance Certification (RAC) for some of its products. This certification assures consumers that the product they are purchasing has been grown and harvested using environmentally and socially responsible practices—it is a step beyond organic certification. All products with RAC must be traceable throughout the supply chain, thus ensuring that consumers can trace where their produce comes from.

In June 2017, Opposite Season met Natural Ingredients Australia at an opportune moment: the latter was looking for a RAC Berries and Mangoes to launch in the Australian market. Through this collaboration, a new range of RAC products is due to be launched in November 2018. Natural Ingredients—along with Opposite Season’s resources, and the sustainable development goals of Food Forever—is the only company to retail its fresh & frozen fruit with this rare certification. What this means is that these fruits comply to the holistic 10 standards created by the Sustainable Agriculture Network, which include ecosystem conservation, protection of wildlife as well as safeguarding human resource on these fruit farms. Unlike organic certification, RAC provides an all-rounded approach to sustainable farming. 🌱

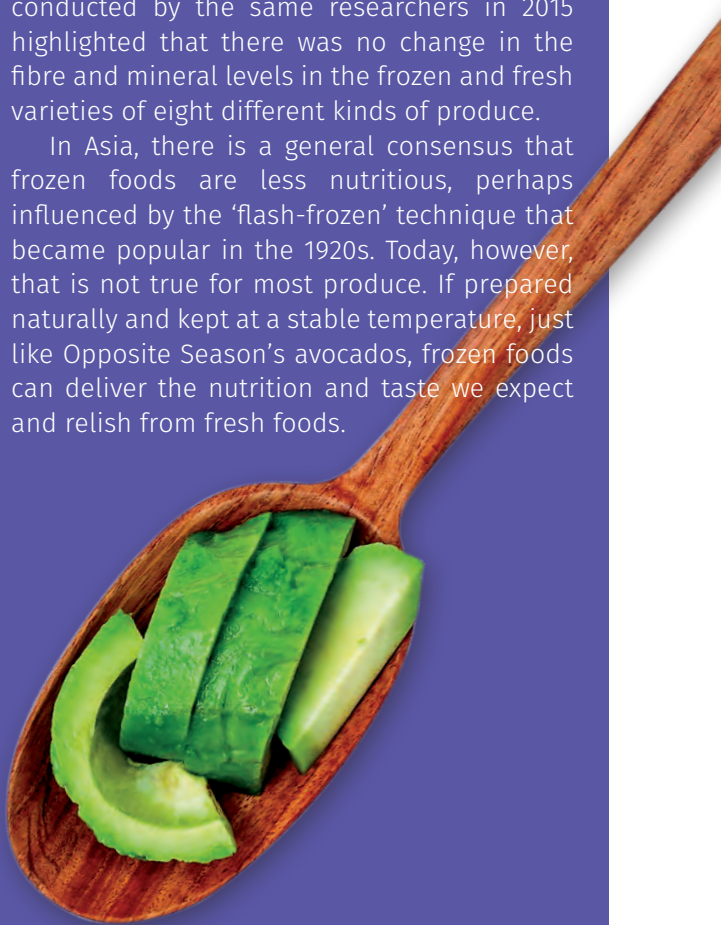
EDITOR’S MUSINGS



TOWARD A NUTRITIOUS, TASTY FUTURE WITH FROZEN PRODUCE

Many food scientists have examined the nutritional value of frozen products, mostly trying to rebut the claim that fresh fruits and vegetables are better for the human body than frozen ones. This theory is highly subjective. For example, in a study published by Bouzari et al. (2005), produce like frozen corn, green beans and berries have higher Vitamin C (riboflavin) value as compared to fresh ones. Another study conducted by the same researchers in 2015 highlighted that there was no change in the fibre and mineral levels in the frozen and fresh varieties of eight different kinds of produce.

In Asia, there is a general consensus that frozen foods are less nutritious, perhaps influenced by the ‘flash-frozen’ technique that became popular in the 1920s. Today, however, that is not true for most produce. If prepared naturally and kept at a stable temperature, just like Opposite Season’s avocados, frozen foods can deliver the nutrition and taste we expect and relish from fresh foods.



ON-TREND PRODUCTS TO MEET MILLENNIAL DEMAND

MILLENNIALS are driving the demand for healthy and convenient products that contribute to their overall well-being and fit seamlessly into their lifestyle. As manufacturers scramble to meet this rise in demand, many have also turned their focus on nutrition—in other words, a magnifying glass has been placed on what goes into food. For example, many food and beverage manufacturers are trying to (or have tried to) reformulate their successful recipes to feature less sugar or fat. However, this reformulation should not compromise on taste and mouthfeel but deliver the same satisfaction to the consumer.

HOW IS THAT POSSIBLE?

For years, the team at BENEIO-Orafti has been in the development, production and sale of inulin, a fibre extract from chicory roots obtained by soaking the root in hot water. This process is done in large tanks at the automated Orafti processing plant in Pemuco, an hour's drive away from Concepción airport, Chile.

Backed by scientific research and human studies, inulin is renowned as an ingredient that not only replaces sugar in certain formulations, but can also provide various health benefits, such as the improvement of microbiota in the gut and the subsequent quicker intake of nutrients such as calcium through the gut wall. By stimulating bifidobacteria in the body, inulin improves the balance in our digestive system.

Peter Guhl, Director of the Raw Material Department—BENEO Chile, comments: "Inulin has many applications for food and beverage manufacturers. Not only is it a new application for sugar reduction—where we blend recipes with inulin to give it a sweeter taste—but it also simulates the taste of grease in certain formulas. For example, in certain kinds of cheeses and yoghurts, we can replace almost half the fat with inulin without changing its mouthfeel and texture."



"As a fibre extract, inulin also provides low-calorie fibre enrichment for products targeted at the elderly and infant nutrition markets," he continues.

The inulin produced at the Orafti plant is mainly exported to foreign markets. With its Kosher and Halal certifications as well as approvals for use in baby food formulations, inulin's demand around the world has increased steadily over the past 10 years. This provides ample room for expansion in production scale for the Orafti team.

A Fibre-ful Future With Quinoa

While many consumers know quinoa as the trendy addition to a salad or the low-carb alternative to rice, they are unaware of the humble ingredient's history. Originating in the Latin American region, quinoa is known as being part of the "gastronomic identity for the peoples of Latin America" (Quinoa In The Kitchen, Slow Food Editore, 2013). Its ancient origins tie in with its nutritional properties to create a wholesome grain-based ingredient with 9 essential amino acids.

Although quinoa takes the appearance of a grain, it is actually classified as a pseudo-cereal. It has a similar nutritional profile as cereal

Naturally gluten-free, quinoa provides essential amino acids, minerals and most importantly, fibre. This regulates the digestive system and maintains a feeling of fullness and satiety for a longer period of time (as compared to grain or wheat-based products).



Peter Guhl & Carlos Aviles from BENE0 Chile

Due to its high nutritional value, the human body derives many benefits from consuming quinoa. These benefits include a reduction of blood pressure, alleviation of constipation and hemorrhoid symptoms as well as cholesterol reduction. Further, if quinoa is consumed daily, studies have shown an improvement in blood sugar control, thus helping diabetes patients in the long run.

At BENE0-Orafti, the team behind the development of ancestral grains is looking into the mass production of Chilean quinoa. Carlos Aviles, Raw Material Manager—BENE0 Chile, comments: "We are currently working with 5 different strains of quinoa, each with its own nutritional merits—some have high protein value, others have high fibre value. The quinoa produced here has 90 percent unsaturated fat; it is also one of the rare sources of vegetarian lysine (amino acid), which is usually only found in meat.

"To ensure the high quality of quinoa we produce at Orafti, all our farmers use traceable farming methods. We have tailored software that enables us to monitor each stage of the growing process, which ensures that each farmer is meeting the farming criteria as well as all legal requirements. Beneo Chile has 20 agronomists on the field who conduct spot-checks for this purpose as well.

"At BENE0 Chile, we believe it is important to work together with our suppliers to further the food safety cause, especially for ancestral produce like quinoa."



Sample of products containing inulin

Please contact Carlos Aviles (carlos.aviles@beneo.com) for any enquiries.

TASTE CHILE'S NATURAL FLAVOURS WITH AGROZZI

AGROZZI IS PRIMED TO CAPTURE THE ASIAN MARKET WITH PRODUCTS THAT CATER TO THE HEALTH AND WELLNESS TREND, SAYS AGROZZI'S EXPORT SALES MANAGER, CRISTIAN ALEMPARTE.

HOW MUCH DOES AGROZZI PRODUCE EVERY YEAR?

- 70.000 TONNES OF TOMATO PASTE
- 120.000 TONS OF FRUIT PUREES
- 15.000 TONS OF OTHER PULPS
- 40.000 TONS OF JUICE CONCENTRATE
- 25.000 TONS OF SAUCES
- 55.000.000 FRUIT POUCHES



CHILE'S land is blessed with the ability to produce various types of Mediterranean fruits, ranging from apples to peaches to tomatoes, which cater to the ever-changing tastes of consumers around the globe. As a large company, Agrozzi has remained at the top of this game for decades, pre-empting what their customers need and tailoring their paste, pulp and concentrate formulations to satiate this demand. To understand how the company is able to stay on top, APFI speaks to Agrozzi's Export Sales Manager, Cristian Alemparte, for his insights.

WHAT IS AT THE CORE OF AGROZZI?

Agrozzi is the agro-industrial division of the Carozzi food group. We are the world's largest Mediterranean fruit puree producer, taking advantage of the natural fruits that Chile produces to bring fresh Chilean flavours to the world. We have the know-how, the expertise and the technology to meet the demands of the consumer.

Our parent company, Carozzi, is a long-established food group which has over 120 years of history in Chile and around the region. The company was started by an Italian immigrant with just the production of pasta in the late 1800s and expanded into the development of 100 different brands in 16 categories over the years.

Today, Carozzi is a company that has a turnover of USD \$1.2 billion and has production facilities in Chile and Peru as well as businesses in Argentina. The business exports 80 percent of its products to over 45 countries around the globe. In particular, our fruit purees (produced by Agrozzi) are popular products we export to Asia. We're organic and Halal-certified as well, two key certifications in the Asian market.

Over the years, our production capacity has increased with demand.

WHAT OPPORTUNITIES DO YOU SEE IN THE ASIAN MARKET?

We see big potential in the demand for fruits in Asia. The selling point for Agrozzi is that the fruits and products we sell are familiar to the Asian market—we also have low sugar products that cater to the 'better health' agenda in the region.

For example, Chile is a large producer of sweet cherries, which we export mainly to China. Many Asian

consumers already know the fruit, like the fruit, and thus, demand these types of familiar fruits from us. We use this pre-existing product knowledge to penetrate the Asian market. Since Asian consumers are already enthusiastic about the product, this sentiment acts as a catalyst when we enter the market with premium products that are healthier, fresher but cost more. Millennials in particular demand healthier products on-the-go and are less price sensitive as compared to older generations—they are more willing to pay for premium quality products.

Currently, 15 percent of our exported products are geared toward Asia, and they have been well received. We can definitely target a higher percentage in the future.

On the other hand, consumers are also demanding safe and high-quality products in the processed foods industry (yoghurts, baby foods, purees). This is a gap Agrozzi could fill at present and in the near future as we are able to produce on a large scale at competitive prices due to our new Italian-made technology investments, thus enabling us to pass on our cost savings to our customers.

Further, because Chile has Free Trade Agreements with many Asian countries, we can ensure that our products are cost competitive in the region as well.

WHAT TRENDS DO YOU EXPECT TO SEE IN THE RETAIL INDUSTRY IN THE NEXT FIVE TO 10 YEARS?

Consumers are looking for healthy products, which has resulted in 'health and wellness' as a trend. No sugar added formulations, all natural and organic products are demands from consumers that we are currently meeting.

Fresh and natural products are also growing in demand—single strength juices, for example, are fresher and tastier options with no additives. Artificial sugar is also another additive that consumers are avoiding, so natural products need to omit that factor. In China, natural baby foods and purees in pouches are popular as we offer safe and high quality products which help allay the food safety fears in the country.

WHAT ARE THE CHALLENGES YOU FACE IN THE OPEN MARKET?

In general, we are a part of a commodity market that depends on global consumption. As a result, we need to be open to changes; our reality differs day-to-day. We need to move in the direction that the market moves by being vigilant to forces that indicate change. 🌐

A SPOTLIGHT ON CHILEAN OATS

AGROPEL S.A. IS ON A MISSION TO CHANGE THE PERCEPTION OF THE HUMBLE OAT CEREAL.

“LATIN America is separated into two parts,” says Juan Eduardo Laso M., Sales Manager for Asia and the Middle East at Agropel. “One part, like Argentina, produces oats for animal feed. Another part, like Chile, produces a great deal of oats for human consumption.”

As a family-owned business, Agropel has 100 years of expertise in farming and producing oats. Production knowledge has been passed down the Fernandez family for four generations. But that does not mean they stick to old-world traditional farming—in 2017, the company invested over USD\$ 5 million to build a new plant with state-of-the-art German technology to process its main product: oats. The increase in volume of oats processed with this new technology has enabled Agropel to access newer, larger markets around the world.

“We’re looking to Asia because of its huge untapped market. Oats are extremely healthy—for blood pressure, digestion and even as an anti-depressant. In the past, in Europe, Americas, and more recently, Asia, oat was a cereal commonly consumed for breakfast only. Now, however, oats are used for pastries, cookies and other kind of foods, which opens up the market for oats in the region—and someone has to produce them!

“With the growing knowledge of its health benefits, coupled with the rapidly ageing population in the region, Asians are very aware of the importance of health foods. As such, oats fits in well with the Asian culture, which is geared towards health as wealth. If one Asian person were to consume 20 g of oats per day, there won’t be enough oats in the world!”

As a company, Agropel is very aware of its changing consumer market through their involvement in projects

for retail and direct consumption. Through this process, their study on millennials has revealed two key trends: health and convenience. This demographic does not only want healthy food, they want it fast.

Mr Laso comments: “In Agropel, we’ve mixed oats with dried fruits and nuts in one convenient packaging. We’re confident that this product will have a good impact on the various markets as you get a healthy meal in one packet. It’s naturally sweetened with dehydrated blueberries and raisins—a knockout product!”

He also notes that there are challenges to tapping into the Asian market. “Packaging must be specially produced for the market and cater to the Asian culture. One of the biggest misconceptions that most Latin Americans have when going to Asia is assuming that Asians see the world as we do. But that’s a mistake. We need to validate the Asian preference in order to appeal to consumers in terms of colour, size of package and type of packaging.”



*Juan Eduardo Laso M.,
Sales Manager for Asia and
the Middle East at Agropel*



EDITOR'S MUSINGS

Catering to consumer taste is not a problem for mid-sized companies like Agropel. With their ability to make quick decisions and tailor their recipes to their client's requests, they can reformulate products to reach their target markets effectively.

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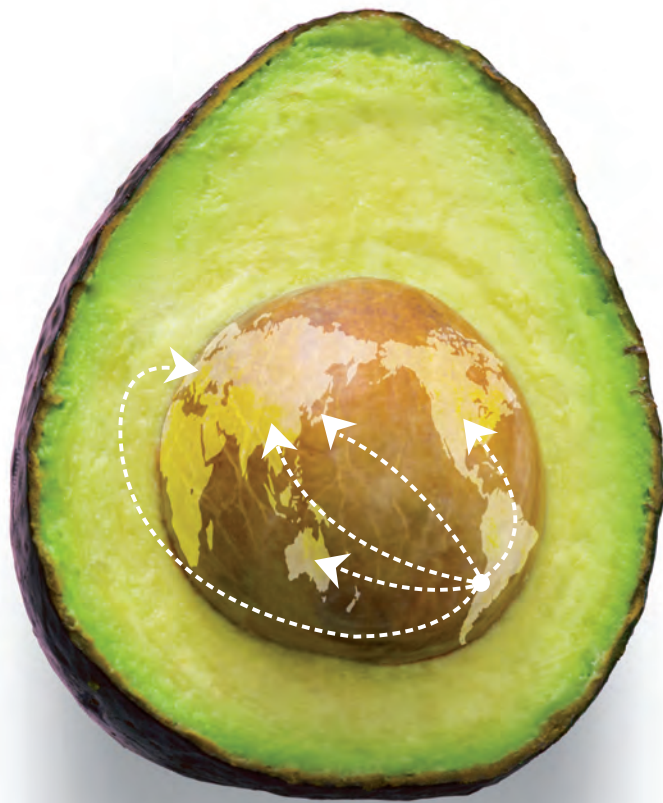


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