

Grumbles from European traders

Packages of Fairtrade quinoa show happy Bolivian farmers, stating that they finally earn a good price for their product. This development is a fact and compared with other grains, quinoa producers get high prices for their products. For traders, these prices are slightly too high; especially because of a price increase of 150% within one season. Jorn van den Dop, Trader at Tradin Organic in Amsterdam, gives us his opinion about the current situation.

Recorded by Annika Gabriel, 16 October 2013

How do you evaluate the offers that you received in September and October? Were they acceptable?

Over the past weeks we haven't received any offers other than ridiculous indications of over US\$ 6000 per tonne on FOB basis.

Did you propose any purchase offers to exporters or other traders?

So far we understand that most European traders are either without stocks due to defaults from exporters or residue issues or trying to hold on to their last kilo's to honor their commitments.

What is your current (published) sales price?

We are not in the market as we're still swallowing defaults from exporters and engaging in very challenging discussions with customers we cannot supply.

Did any significant events happen in the market over the last period?

We see a significant lack of interest in the European market to solve the current situation. Buyers are aware of the market conditions and react with a degree of nonchalance to a potential solution. French supermarkets are empty, R&D projects are put on hold and even consumers refrain from buying at higher prices.

What is your outlook on the market?

Very pessimistic as we speak. What about putting a list together of defaults and publishing them to the parties promoting the product and market with subsidies?