

## **Market share of Bolivian quinoa drops as EU quinoa imports grow 33% in January–August 2014**

Total quinoa imports from Bolivia, Peru and Ecuador to the EU have increased from 6233 MT in 2013 to 8284 MT in 2014, over the same period of January–August. In 2012 they were 3700 MT in the same period. This means that the European quinoa market continues its strong development in the first part of this year, with a 33% volume growth. (But compared to the 68% growth in 2013 the market is slowing down.)

In the review period, imports of Peruvian quinoa have increased substantially compared to the same period last year, while imports from Bolivia have been somewhat smaller than in 2013. Imports from Ecuador have also increased, but from a much lower base. These developments have led to a much lower market share of Bolivian quinoa in Europe. These slowing exports from Bolivia are certainly a major factor behind the drop in the Challapata (domestic Bolivian) market price, which was witnessed in September, and is reported by Mercadero elsewhere on its website. The growing popularity of Peruvian quinoa is likely to be caused by the price difference with Bolivian quinoa, and the increasing availability. With quinoa prices still high, importers and manufacturers are keen to search for affordable alternatives. The following Table and Graphs provide detailed information about the developments.

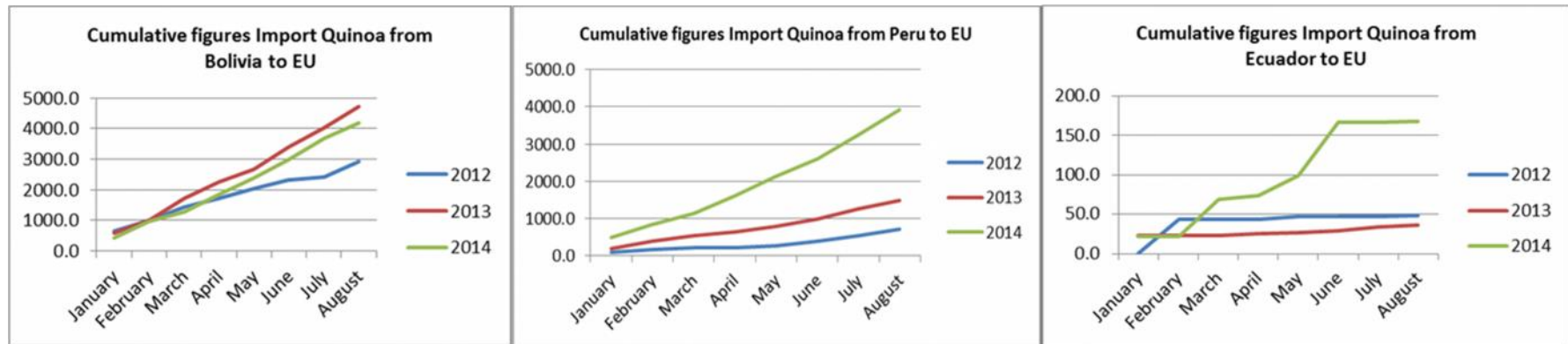


Month	Bolivia			Ecuador			Peru		
	2012	2013	2014	2012	2013	2014	2012	2013	2014
January	640.5	580.0	416.0	0.0	22.5	21.7	97.0	186.7	489.7
February	354.0	417.9	538.2	43.0	0.1	0.0	68.3	198.3	352.0
March	456.0	733.7	321.1	0.0	0.0	46.8	42.9	163.0	298.2
April	280.0	529.8	563.8	0.0	2.6	5.1	10.1	105.6	474.1
May	298.0	396.7	535.5	3.6	2.0	25.7	62.4	130.0	506.1
June	304.6	725.7	600.0	0.4	1.5	66.8	108.5	201.5	478.0
July	86.2	640.4	723.3	0.0	4.6	0.0	163.7	279.0	649.7
August	519.6	695.0	723.3	1.9	3.3	2.1	159.7	212.8	683.0
September	385.2	737.4		0.0	24.9		67.0	265.6	
October	439.8	563.0		0.0	0.0		92.3	403.0	
November	480.2	341.8		0.0	4.3		85.2	425.3	
December	436.1	393.0		1.5	4.0		114.3	289.1	

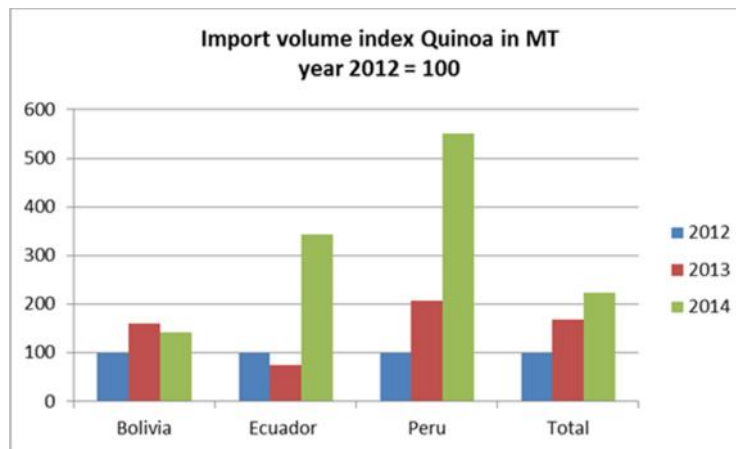
Source: Eurostat

In 2014 imports from Peru are still increasing while imports from Bolivia are lower compared to 2013. When we compare the figures between 2012 and the International Year of the Quinoa, 2013, the quinoa imports from both Bolivia and Peru to EU increased substantially. In 2012 and 2013 Bolivia was by far the largest supplier of quinoa in the EU.

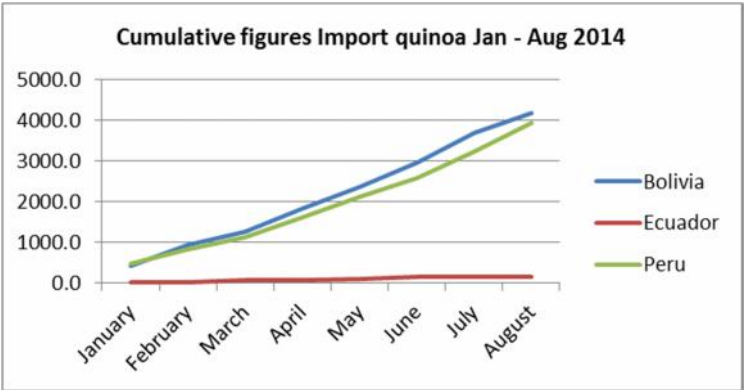
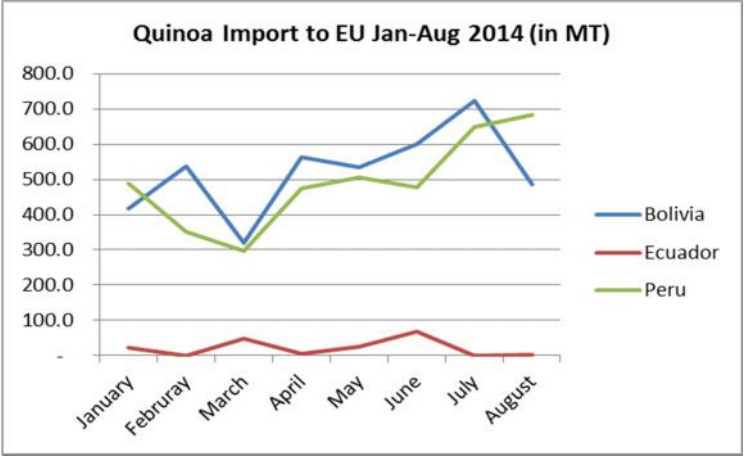




Although Ecuador is a small player compared to Bolivia and Peru, export volumes from Ecuador to Europe have more than tripled, from 48.9 MT in Jan – August 2012 to 168.2 MT in the same time span in 2014. See also the comparison of import volume indexes of the three countries in the graph below.



The following graph illustrates the quinoa imports to the EU in 2014 from Bolivia, Peru and Ecuador. Bolivia has always been the most important supplier to the European market, but this year quinoa imports from Peru have been higher than imports from Bolivia in the months January and August. The cumulative volume of Bolivia is still higher than of Peru.



Total quinoa imports from Bolivia, Peru and Ecuador to the EU together have increased from 3700 MT in 2012 (Jan – August) to 6233 in 2013 and 8284 in the same time span in 2014.

When we look at the pie charts below we can observe that in 2014 the proportion of the quinoa imported into Europe that originates from Bolivia is 51%, while in 2012 this percentage was 79%.

