

A Voice from Venezuela

Name: Carlos Franceschi

Role: Chief Operating Officer America Organica

Country: Venezuela

Name three adjectives that characterize the quinoa trade for you:

Unstable, fragile and wayward

What is the biggest challenge in working with quinoa?

Production (meaning the issues we face with delivery, high prices or pesticide residues)

What might be the reason for that?

The demand and excessiveness of the market. (The producers in South-America cannot keep up with the high demand for quinoa that comes from the international trade community.)

Can you think of any possible solutions?

Support organizations of small-scale farmers

What is the biggest success in your quinoa story?

Its promotion as a product (for regular consumption) on the (international) market

...and for the future? Will the success continue?

YES



Carlos Franceschi

The young and enthusiastic entrepreneurs of America Organica (<http://americaorganica.com/index.html>) work with the goal of transforming our society into a better and healthier one by stimulating sustainable and fair trade of products originating from Southamerica. Mr.Franceschi participated in the International Quinoa Event in March 2013 in La Paz.

