

View on the market

Recorded by Annika Gabriel, Cologne, 7 October 2013

The things that we see happening in the quinoa market these days are worrying many traders. Quality issues and price explosions are some of their biggest concerns. But in fact, the development of the quinoa price follows a natural behaviour that we could observe in other crops long time ago. Next to the price behaviour, it is also natural that upcoming players are starting to be interested in the business. Quinoa is already grown for some years in Canada, Argentina and France. In about two years, we can count with large quantities of quinoa being produced in Asian countries. With the produce shifting to countries that have lower production costs, the price issues will be solved by itself, once enough quantities and competition are on the market. Concerning the Bolivian situation, we are not expecting the prices to decrease until March 2014, because there will be no new harvest anymore. But generally speaking, prices will be close to "normal" again on the long term.



Andree Hoeping; Source: Naturkost Uebelhoer