Latin America Overview

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## Overview of the numbers

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>Hectares</th>
<th>Farms</th>
<th>Market (US ml)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>2.800.000</td>
<td>1.824</td>
<td>35.0</td>
</tr>
<tr>
<td>Brazil</td>
<td>887.637</td>
<td>14.000</td>
<td>200.0</td>
</tr>
<tr>
<td>(Brazil</td>
<td>5.700.000</td>
<td></td>
<td>wild collection)</td>
</tr>
<tr>
<td>Uruguay</td>
<td>760.000</td>
<td>500</td>
<td>3.6</td>
</tr>
<tr>
<td>Chile</td>
<td>639.200</td>
<td>450</td>
<td>12.7</td>
</tr>
<tr>
<td>México</td>
<td>400.000</td>
<td>120.000</td>
<td>280.0</td>
</tr>
<tr>
<td>Bolivia</td>
<td>364.100</td>
<td>6.500</td>
<td>?</td>
</tr>
<tr>
<td>Perú</td>
<td>260.000</td>
<td>30.000</td>
<td>30.0</td>
</tr>
</tbody>
</table>
Domestic Market

Popular Fairs: Is the most popular form of organic trade Latin America.

Examples:

- **Coolmeia** Bi-weekly Fair in Porto Alegre, Brazil, gathers 300 producers and thousand of consumers.
- Hundreds of **Eco Vida Network** fairs in all the south of Brazil
- **ANPE** fairs across Perú,
- **Bio Feria** in Lima
- **Parque Rodó** and **Tacuarembó** fairs in Uruguay
- **FAMA** ecological market in Dominican Republic
- Popular fairs in Mexico City
- Participatory Guarantee Systems in many of them, like the Eco Vida Network involving thousands of producers and the **ANPE** indigenous farmers network all over Perú
Bienvenidos a la BioFeria
PRODUCTOS ECOLOGICOS CERTIFICADOS A PRECIO JUSTO

UNIERTING THE ORGANIC WORLD
Domestic Market

SUPERMARKETS

- Vegetables and fruits in Argentina, Brasil, Perú, Honduras, Costa Rica, Uruguay.
- Sparser offer of processed products due to difficulty with quantities
- In Argentina supermarkets chains have developed their own organic brands (Bells Organic)
- La Colina, Nicaragua; Zona Sul, Brasil; Jumbo, Chile
Opción Orgánica en Jumbo

Alimentos para un Mundo Mejor!

JUMBO, pionero en la venta de alimentos orgánicos en toda América Latina, refuerza su compromiso con el medio ambiente presentando "Opción Orgánica", un espacio donde usted podrá adquirir el más amplio surtido de exquisitos alimentos.
SPECIALISED STORES

• Some companies have their own shops: Irupana (Bolivia), Coop. El Ceibo (Bolivia)
• La Ventana Orgánica and Puranatura (Chile), El Rincón Orgánico (Argentina), Sitio Do Moinho (Brasil)
• Most of them have a box scheme delivery system.
• Cooperative Shops: Developed by the Ecovida Network in southern Brasil
Fruits and Vegetables

Brasil, Chile and Argentina are strong veg. and fruits exporters (fresh and dried)

- **Bananas** (Mexico, Honduras, Nicaragua, Colombia, Dominican Rep. Costa Rica, Ecuador)
- **Apples** (Argentina, Brasil),
- **Kiwi** (Chile),
- **Pears** (Argentina),
- **Citrus** (Uruguay, Argentina, Brasil)
- **Pineapples and mangos** (Colombia and Central American countries)
- **Berries** (Chile)
- **Avocados** (Chile, Mexico)
- **Grapes** (Brasil, Argentina)
Grains and cereals

Soybean
(Paraguay, Argentina, Brasil, Mexico),

Corn and wheat
(Mexico, Argentina, Brasil),

Quinoa and Amaranth
(Bolivia, Perú)
Certification

- Argentina and Costa Rica have Third Country status in the European Union.
- Many foreign certification bodies are present in the region: OCIA, FVO, Naturland, BCS Oko Garantie, IMO, etc.
- There are also important national certification bodies: Argencert and OIA (Argentina), Instituto Biodinamico (Brasil), Bolicert (Bolivia), all IFOAM Accredited,
- Others like, CCO (Chile), Letis in Argentina, Urucert in Uruguay, etc.
- Bio Latina and Mayacert act in several countries
- There is a growing network mentality in certifiers
- Participatory Systems are spreading in the region
Social Significance

MEXICO
400,000 ha.  120,000 farms  280 US Millons

- The small-scale, low-income producers
- With an average of 2.5 ha. per family
- Mostly certified by Internal Control System

PROVIDE
- 98 % of the total number of producers
- 84 % of the total organic acreage
- 68 % of the foreign currency earned