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# Latin America Overview

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# Overview of the numbers

<b>COUNTRY</b>	<b>Hectares</b>	<b>Farms</b>	<b>Market (US ml)</b>
• Argentina	2.800.000	1.824	35.
• Brazil	887.637	14.000	200
• <i>(Brazil</i>	<i>5.700.000</i>	<i>wild collection)</i>	
• Uruguay	760.000	500	3.6
• Chile	639.200	450	12.7
• México	400.000	120.000	280
• Bolivia	364.100	6.500	?
• Perú	260.000	30.000	30

# 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

NICO JREY

Amorante

TOYOTA

RESERVA DESPACIO





# 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 disfrutar el más amplio surtido de exquisitos alimentos.



JU

# Domestic Market

## 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





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Chimias

Quitanda  
Ecológica



# 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 Millions

- 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