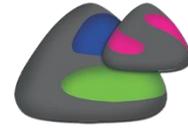


Company opens in Trujillo processing plant of quinoa products
 "ready to eat" for export



Advised by



sierra
 exportadora

company
 produces
 sauces, creams
 and pestos of
 quinoa, which
 are currently
 offered in 13
 countries

With an investment of over US \$ 4 million processing plant quinoa Sociedad Agricola Viru SA (Shavsha) in La Libertad, a company advised by Sierra Exportadora, which is currently being processed quinoa based products "ready to be launched eat "or ready to eat, for the export market.

During this inauguration, held at the same processing plant, located at km 521 of Viru, Trujillo (La Libertad), the general manager Shavsha, Yoselyn Malamud, explained that in 2014 the first export of these products are made and update have generated US \$ 3 million, a figure expected to triple next year.



"Our innovative spirit motivated us to bring new forms of quinoa to consumers worldwide, relying on providing solutions to their different needs. We went from producing dry quinoa cooked quinoa ready for use, then the sauce quinoa. This range of



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products already sold in 13 countries including America, Australia, Dubai, Switzerland and Canada, "he said.

Creams same way, pestos, bruschetta and quinoa meals, have come to major supermarket chains such as Walmart, Costco and Trader Joes. "Peruvian entrepreneurs have finally begun to see as a potential feed this Andean grain, the world fell in love with quinoa," Malamud said during the inauguration, held on 08 September.

President of Sierra Exportadora, Alfonso Velasquez Tuesta said that the inauguration of this plant also involves a social impact, because it means more jobs, job security for farmers, organizations and job chains and value.

"Today Viru accompany the effort and show the world innovation in quinoa, which is now ready to be consumed. It is an innovative effort and also an opportunity for producers in the Andean region of La Libertad, Cajamarca, Ancash, Huanuco. Quinoa are now bringing Puno and Ayacucho, which means safe and stable market, but more importantly, is the timely payment to be received by producers, "said Velasquez.



Similarly, he recalled that this organization has been promoting Andean grain consumption nationwide, because a lower production of quinoa (30%) is intended for the domestic market. "The book" Quinoa, Five Continents ", developed by Sierra Exportadora, contains 31 recipes based on quinoa, and is a way of publicizing versatility of Andean grain," he said.

Trujillo, September 8, 2015



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