

Oportunidades comerciales de Productos de Biocomercio de Piura



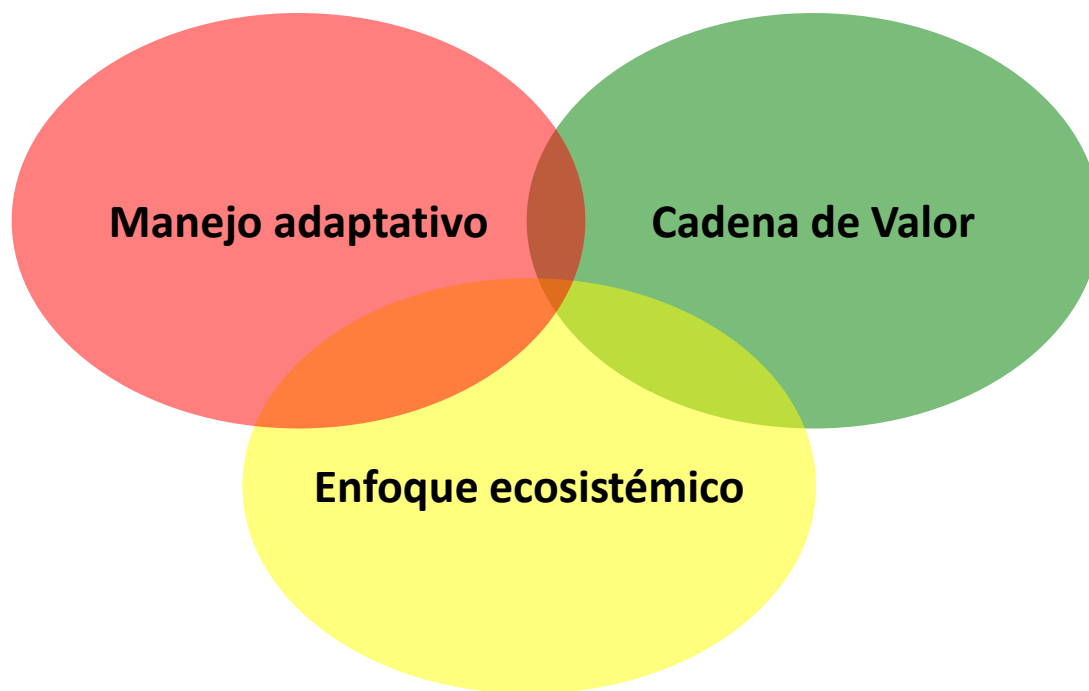
Desarrollo Sostenible

Biodiversidad

Biocomercio



Enfoques de Biocomercio



Sectores para el Biocomercio

Alimentos

**Productos no
Alimenticios
derivados de
la agrobiodi-
versidad**

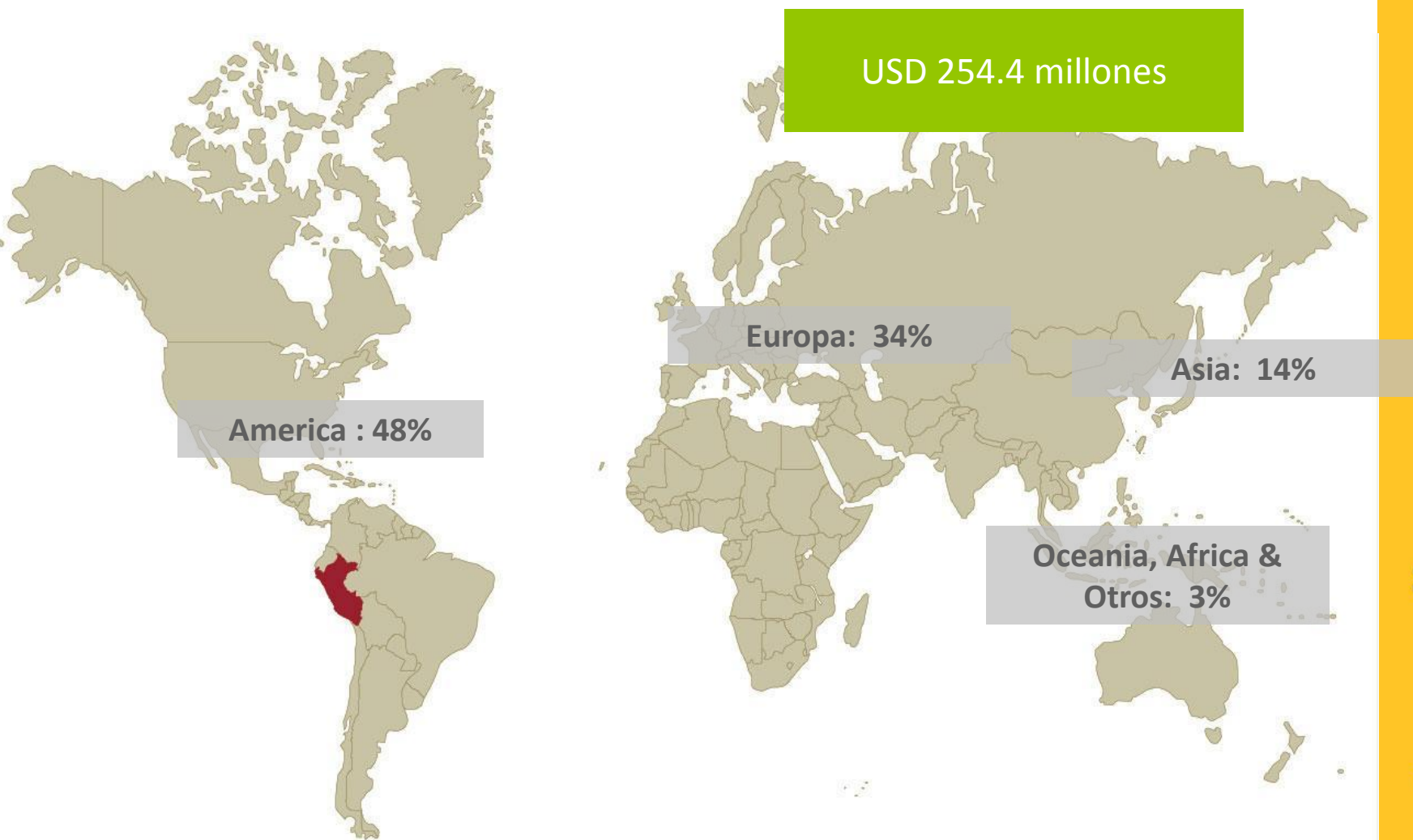
Servicios



Principales destinos de productos derivados de la biodiversidad nativa peruana 2011

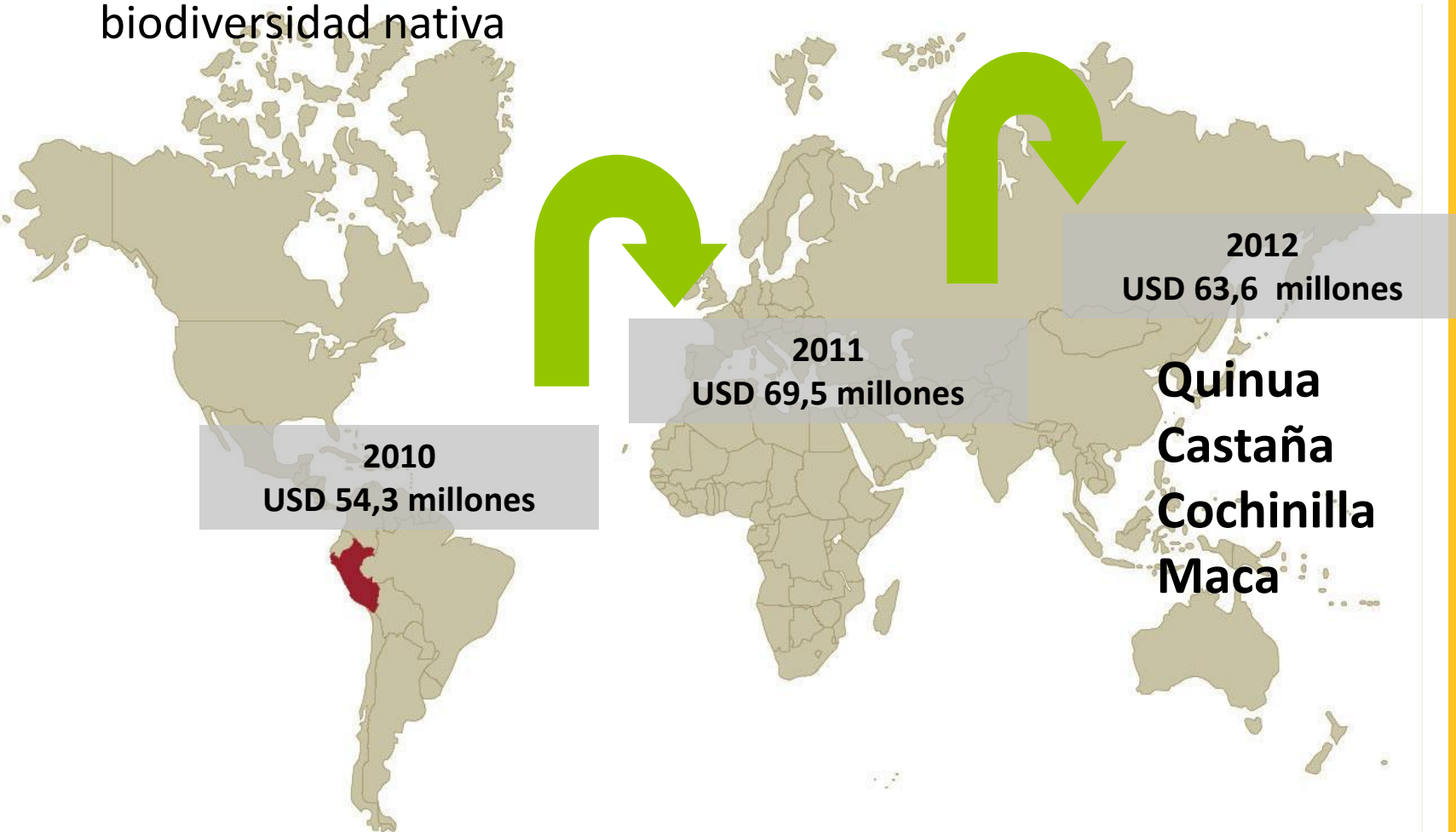


Principales destinos de productos derivados de la biodiversidad nativa peruana 2012



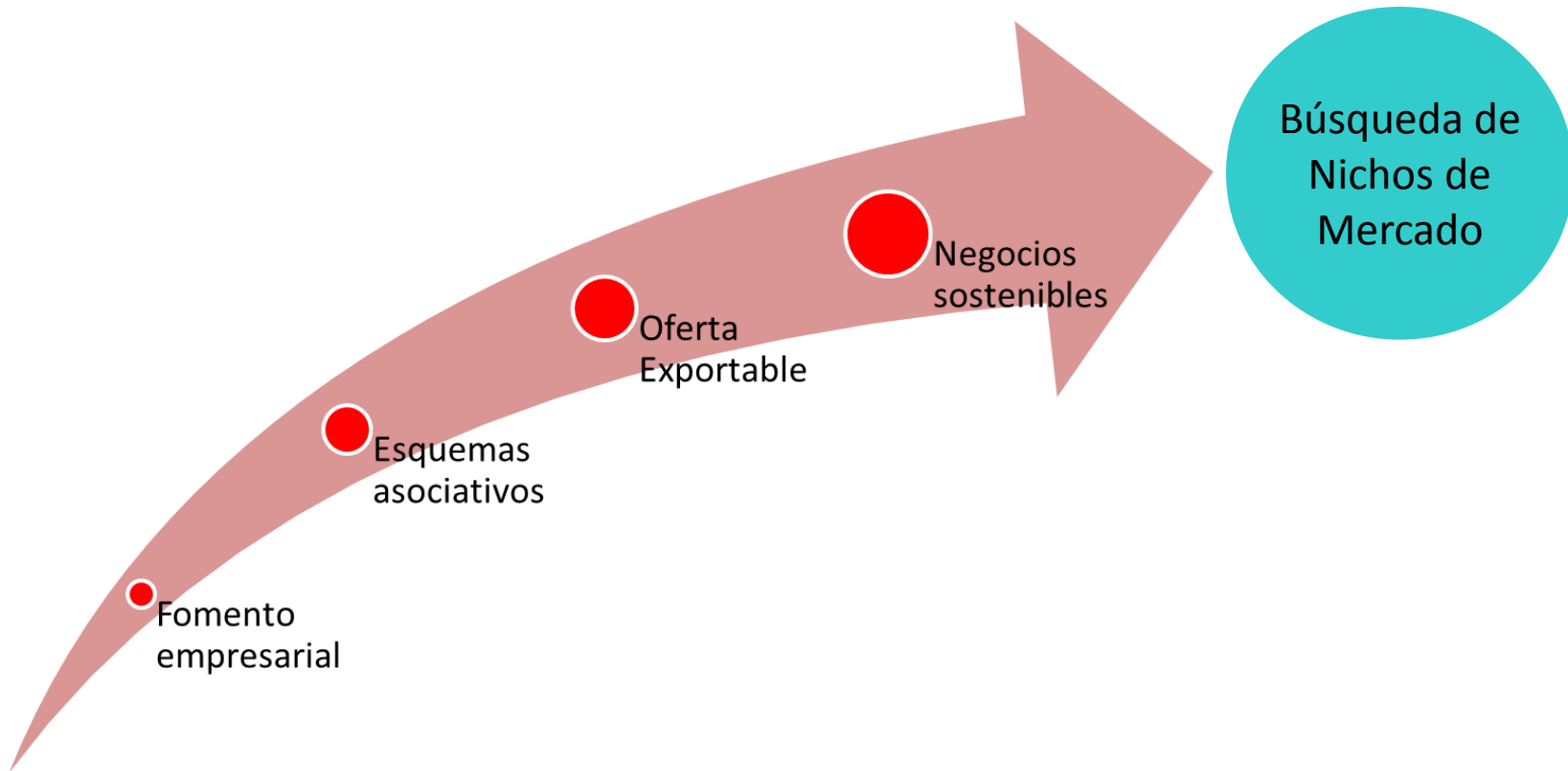
EE.UU.

- Principal destino de las exportaciones de derivados de la biodiversidad nativa



Promperú y el Biocomercio

- Las actividades de Biocomercio permiten:



Nichos de mercado

- Orgánicos
- Productos sostenibles
- Comercio Justo
- Suplementos naturales
- Alimentos funcionales
- Nutracéuticos
- Cosmecéuticos
- Specialty Foods



El Biocomercio permite

- Pasar de esto...



- A esto...



Productos de valor agregado que permiten conservar la biodiversidad



Oportunidades para el desarrollo de mercados internacionales

Tendencias observadas en plataformas comerciales internacionales



EE.UU.

- 2011 → Ventas de productos orgánicos ascendieron a US\$ 31.5 Bn. (*Organic Trade Association*)
 - Alimentos y bebidas US\$ 29.22 Bn. (4,2% del total de Alimentos)
- El sector retail de productos orgánicos creció en 56% del 2006-2010 (*Packaged Facts*)
- Se estima un crecimiento anual de 9% para estos productos



Oferta Peruana



Productos Innovadores de la oferta peruana



Oferta internacional





PACARI®

GOURMET ORGANIC CHOCOLATE



EC-BIO-615
Agriculture non-EU

70%
CACAO

PIURA QUEMAZÓN
SINGLE REGION FINE CHOCOLATE

e 50g / 1.76 oz



FINALLY,
HEALTHY
TASTE
GRE

shakeology
THE HEALTHIEST MEAL OF THE DAY

SHAKE ALTERNATIVE

Enjoy one
drink a day
replaces
snack alt

LIKE NO OTHER
IN THE WORLD

Not only is Shakeology delicious, this patent-pending formula is packed with proteins and energy-providing carbohydrates, plus a combination of nutrients that is simply impossible to find at your local supermarket or even health food store. Beachbody Nutritionals searched the world to find Açai and Goji berries, Camu-Camu, quinoa, wheat grass, Maca root, and sacha inchi (just to name a few) so that you don't have to. With Shakeology, you truly have a world of nutrition at your fingertips.

ENJOY ALL THESE

This incredible drink provides your body with nutrients that help support your immune system and well-being, protect your long-term health, and give you energy.* It's so delicious and satisfying, you'll eat less and lose weight! Use Shakeology every day as part of your overall Beachbody wellness program to help your body reach optimal health.

A SHAKE JUST
NATURE INTENT

- Gluten free and organic
- No refined sugars
- Provides health-boosting polyphenols, prebiotics
- Optimal health in



LIKE NO OTHER SHAKE
IN THE WORLD

Not only is Shakeology delicious, this patent-pending formula is packed with proteins and energy-providing carbohydrates, plus a combination of nutrients that is simply impossible to find at your local supermarket or even health food store. Beachbody Nutritionals searched the world to find Açai and Goji berries, Camu-Camu, quinoa, wheat grass, Maca root, and sacha inchi (just to name a few) so that you don't have to. With Shakeology, you truly have a world of nutrition at your fingertips.

ENJOY ALL THESE BENEFITS

This incredible drink provides your body with nutrients that help you maintain healthy body weight, support your immune system and well-being, protect your long-term health, and give you energy.* It's so delicious and satisfying, you'll eat less and lose weight! Use Shakeology every day as part of your overall Beachbody wellness program to help your body reach optimal health.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

NOTE: Although highly nutritious, Shakeology does not meet all of your daily dietary needs and should not be the only meal you consume throughout any given day.

WARNING: Consult with a healthcare professional if pregnant, breastfeeding, or if you have any other unique or special needs. Keep out of reach of children.

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Calories

Calories from Fat

Total Fat

Cholesterol

Sodium

Total Carbohydrate

Dietary Fiber

Sugars

Protein

Vitamin A (as beta-carotene)

Vitamin C (as ascorbic acid)

Vitamin D (as cholecalciferol)

Vitamin E (as d-alpha tocopherol)

Vitamin K1 (as phytonadione)

Vitamin B1 (as thiamin HCL)

Vitamin B2 (as riboflavin)

Vitamin B3 (as niacin)

Vitamin B6 (as pyridoxine HCL)

Folic acid

Vitamin B12 (as cyanocobalamin)

Biotin

Pantothenic acid (as d-calcium pantothenate)

Calcium (as dicalcium phosphate)

Iron (as ferrous fumarate)



Tendencias

- Libre de gluten
 - Lanzamientos se han triplicado desde el 2007
 - 27% Anual
 - US\$ 6 Bn. – 2011 (*Mintel*)
- Superalimentos (características intrínsecas de cada producto)
- No OGMs



Tendencias

- Bebidas naturales y energizantes.
- Snacks en chips y barras energéticas.
- Presentaciones instantáneas de alimentos.





Los retos para la sostenibilidad de los productos del Biocomercio...



A nivel de cadena de valor

Sostenibilidad de las cadenas a nivel comercial

Trabajo conjunto empresas-productores-
instituciones

Generación de valor agregado



A nivel de las empresas exportadoras

I + D

Estándares de calidad

Adecuada oferta

Atención a los requisitos de acceso a mercados



Trabajo desde Promperú

Fortalecimiento de capacidades de las empresas

Internacionalización de la biodiversidad peruana y de las empresas exportadoras a través de herramientas de promoción comercial

Identificación y difusión de oportunidades comerciales



Trabajo desde Promperú

Apoyo a través de proyectos de cooperación internacional

Perúbiodiverso (SECO/GIZ)

Biocomercio Andino (GEF/CAF/UNEP)

Iniciativa gremial de Fomento al Biocomercio



PROGRAMA NACIONAL DE PROMOCIÓN DEL
BI  **COMERCO** **PERU** **O**

Muchas gracias

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