

News and insight for North America's fresh produce buyers



By Maura Maxwell

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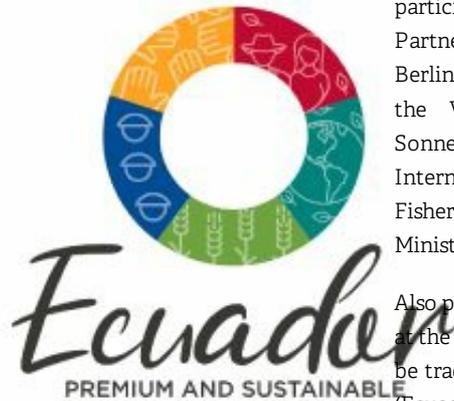
## Ecuador launches Premium and Sustainable brand

New country label will be unveiled at Fruit Logistica 2020, where Ecuador is Partner Country

**E**ccuador's Minister of Agriculture, Xavier Lazo, will launch the 'Ecuador: Premium and Sustainable' fresh produce brand at Fruit Logistica 2020.

The premium brand is based on five key pillars which aim to eradicate rural poverty through the promotion of cooperativism, rural women's empowerment; youth entrepreneurship; a commitment to zero deforestation; and improving productivity, quality and traceability.

The new logo is inspired by the 'Chakana', or Southern Cross, and serves to illustrate the five pillars of Ecuador's agricultural sector; reflecting the country's agricultural vision for the next 10 years.



Minister Lazo will present the label during a press conference on Wednesday to demonstrate the real action undertaken across Ecuador to modernise fruit production processes, strengthen quality controls and raise sustainability efforts, particularly within the banana



Ministers celebrate at the official Fruit Logistica launch event in Ecuador last week

sector.

Ecuador is pulling out all the stops for its participation in Fruit Logistica's as official Partner Country for 2020, bringing to Berlin its biggest-ever delegation, including the Vice-President of Ecuador, Otto Sonnenholzner; Minister of Production, International Trade, Investment and Fishery, Ivan Ontaneda; and Environment Minister, Raúl Ledesma.

Also present for Ecuador's 18th appearance at the international produce exhibition will be trade organisations ProEcuador, Corpei (Ecuadorean Corporation of Exports Promotion and Investments) the Ecuadorean banana cluster (formed by banana associations AEBE, Acorbanec and Agroban), Ecuador's National Institute of Agricultural Research (INIAP) and the Phytosanitary and Animal Health

Control and Regulation Agency

23, including 10 first-time exhibitors. The

"Ecuador remains on a journey of

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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(Agrocalidad).

“Ecuador comes from the middle of the world to showcase its export offer, which is managed according to Good Agricultural Practices, as well as our Premium And Sustainable Agriculture Vision,” said Lazo.

Ivan Ontaneda, Minister of Production, International Trade, Investment and Fishery, added: “This February, our fruit sector will be flying the flag for our country; it will promote Ecuador through our fruit offer.

“The contacts and sales that will be generated at this trade fair will benefit the entire country. They will translate into income for the producers, for the logistics companies and for the exporters, which will filter down through other links in our production chain.”

This year, Ecuador will showcase a diverse delegation of 38 fresh fruit grower-exporters who will exhibit across a 600m<sup>2</sup> country pavilion in Hall

government estimates that the fair will generate sales of more than US\$21.8m.

On average, Ecuador exports US\$3.2bn of fruits and vegetables every year. The US remains its largest export market for fresh fruit, followed by Russia.

In Europe, Ecuador’s major fruit export markets include: Germany, the Netherlands, France, Spain, the UK. Efforts continue to expand presence in Poland and Eastern Europe.

In recognition of Ecuador’s status as the largest banana exporter in the world, half of the overall delegation will comprise suppliers of bananas, baby bananas, red bananas and plantain.

Furthermore, as Ecuador’s continues to diversify its commercial fruit export offer, a greater number of suppliers will showcase produce including: pineapples, mangoes, Hass avocados, dragon fruit, physalis, papayas and pepino melon, among others. All products to be presented are grown under the Ecuador: Premium And Sustainable banner.

diversification to maximise our fruit export potential,” said Ontaneda.

“Strategic efforts are ongoing to recover historical pineapple production, as well as to improve mango production. In the near future, we expect further Hass avocado crops to become ready for export to Europe as more growers achieve GlobalGAP certification.”

ProEcuador’s vice-minister Veronica Chávez and Ecuadorean chef Carlos Gallardo will also be unveiling a new website, ‘Exquisite Ecuador’, showcasing Ecuadorean gastronomy using exotic fruits at 12.10pm on Wednesday.

The launch will be followed by a drinks and canapé reception will follow, allowing attendees the opportunity to try Ecuadorean cuisine.