

SMEs EXPORT

Argentine Technology and Innovation

14th Edition • July 2021



Exporting Potential

- **VALLESOL SAPEM**, excellence and quality in raisins _____ page 1
- **ORGANIC LATIN AMERICA SA**, leaders in organic rice export _____ page 2
- **BODEGA FAMILIA CECCHIN**, benchmark in organic and natural wines _____ page 4



International Cooperation _____ page 6



Vallesol SAPEM, excellence and quality in raisins



From Chilecito, province of La Rioja, Vallesol produces Thompson and Flame raisins. ***It is the only one in South America that produces its grapes through the DOV (Dried on Vine) mechanized harvesting system, offering a high degree of safety and innocuousness to its raisings as they are free from contamination.***

With more than 200 hectares harvested, Vallesol has a production capacity of one million five hundred thousand kilos of raisins per year and has succeeded in exporting to Europe, the United States and Central America. They are currently willing to expand their foreign market to Japan, the Middle East, China, South America, Russia and everyone who wants to know their products.

“In Europe, we had to show our product at a fair to achieve business relationships. Customers need to know and hold the product in their hands and establish a face-to-face contact. We produce, process, pack and export from the company,” said Julio Alarcón, president of **Vallesol SAPEM**.

INTI collaborated with the adaptation of its safety system to the new version of the standard ISO 22000:2008, which facilitated the recertification of the standard through IRAM. It also counts with Kosher and Organic certifications granted by ECOCERT.

From the harvest of the vine to the distribution, there is an exhaustive control in each one of the productive stages. Irrigation is regulated gradually. Natural compounds are used for pest control in vineyards. The harvest is mechanical. Vallesol has raisin drying ovens, obtaining the best value for processing.

Its production line is physically separated into two modules. In the first module, the raisin is received and the remains of plant material, stones and any other physical contaminant that may be accompanying the fruit are removed, the main advantage to highlight is that when harvesting with the DOV system, physical contaminants are practically non-existent.

In the second module, the raisin, free of physical contaminants, is subjected to a washing, polishing and visual inspection process prior to packaging.

The last step is the weighing and packaging of the product, then the closed box is passed through a metal detector for palletizing and storage in a warehouse with controlled temperature and humidity.

“The customer is interested in buying our artisan product, as a delicatessen, they see us with a different personality. We are working on obtaining the Fairtrade social certification. This makes us different,” said Julio Alarcón.

- HS CODE (NCM)
- 0806.20.30.900 / Sultana Raisins



ORGANIC LATIN AMERICA SA, leaders in organic rice export



From the provinces of Corrientes and Entre Ríos, *Organic Latin America SA* specializes in the production of high quality and variety organic rice, organic rice flours, gluten-free legumes, rice-based foods and organic legumes such as cookies, premixes, among others.

It is the Argentine company that produces the widest range of organic rice, such as: long fine, short grain, medium grain, carnaroli, aromatic, glutinous, black and long wide grain rice.

All our products are certified ecological, organic, Kosher, gluten free, free of genetically modified organisms, free of cow's milk protein and suitable for vegetarians and vegans.

It has a high international demand, and its main markets are Australia, New Zealand, United Arab Emirates, Ecuador, Peru, Bolivia, Germany, Holland, Italy, Denmark, Japan, United States, Canada and are planning to enter the markets of Brazil, China, Korea, Singapore, Mexico, Russia, Sweden, Finland, Norway, France and Great Britain.

Every month, it produces between 600 and 1000 tons of rice, 95% of which are for export and the rest for the Argentine market.

Together with INTI, organic gluten-free, vegan-friendly and high-protein premixes are being developed for pastas, hamburgers and cereal bars.

Christian Martínez, president of the company said: "We have been the first company in the history of the Argentina-Japan relationship that has exported rice to Japan, and we are the first exporters of organic rice flour," and he added: "We were awarded for our trajectory by the International Agricultural Organization, by the Export Ar Foundation and the Master in Agribusiness of the Faculty of Agronomy of Buenos Aires."

"Our products offer characteristics that no other company in Latin America has yet been able to achieve, for example: we produce and export more than 5 different varieties of rice and we have another 5 that has never existed in Argentina ready to be added, such as Calrose (medium grain of USA origin), Hinohikari (short grain of Japanese origin), Aromatic Black rice (short grain Chinese-Brazilian origin), Formosa (special short grain for paellas) and reduced size Carnaroli (grain of Italian origin).

We are the only company that can ensure the arrival of organic products without insects due to a system of large-scale modified atmosphere that we have developed and patented. We are the first company in South America to make a Gran Reserva rice matured for 24 months."

Organic Latin America S.A. is a company whose objective is to differentiate itself through technology, innovation, knowledge and the production of different types of organic rice, gluten free rice and beans flour, and processed organic foods, which adjust to the characteristics requested by their client.

• **HS CODE (NCM)**

- 1006.30.21 / Organic long grain white rice
- 1006.20.20 / Organic long grain brown rice
- 1006.30.21 / Organic short grain white rice
- 1006.20.20 / Organic short grain brown rice
- 1006.30.21 / Organic short grain glutinous white rice
- 1006.20.20 / Organic short grain glutinous brown rice
- 1006.30.21 / Organic carnaroli white rice
- 1006.20.20 / Organic black rice
- 1102.30.00 / Organic long grain and short grain rice flour brown and white
- 1102.30.00 / Organic Glutinous Rice Brown and White Flour
- 1102.30.00 / Organic low inorganic arsenic rice flour
- 1106.10.00 / Organic chickpeas flour



BODEGA FAMILIA CECCHIN, benchmark in organic and natural wines



From the first wine-growing area in the province of Mendoza, Rousell Maipú, the Familia Cecchin SRL Winery produces different lines of certified organic natural wines such as **Blend, Malbec Roble, Natural Malbec without added sulphites, Malbec, Graciana, Carignan, Cabernet Sauvignon, Syrah, Merlot, Chardonnay and Rosé.**

Its wines are certified organic and vegan by the International Agricultural Organization (IAO) and it has a production capacity of 700 thousand bottles per year.

Together with INTI, they are working on the formulation of a new product for the diversification of the viticultural matrix through a dressing produced with green grapes that would replace vinegar to acidify foods. On the other hand, they are working on the development of alcohol-free wine and physico-chemical controls, determinations of gluten-free in wine and microbiological tests, among other, are periodically performed.

Its natural wines are recognized worldwide and have already reached countries such as the United States, Canada, England, France, Japan, Australia, China and Brazil. They are planning to expand the foreign market to India, the Middle East and all those countries that wish to incorporate non-alcoholic wines.

Alberto Cecchin, managing partner said: “Exporting gave me the opportunity to travel to international fairs, which has allowed me to know different styles and open my mind to new forms of production and to know about new forms of consumption.”

Familia Cecchin Winery is one of the first ones in the country to certify organic since 1999. They have never used agrochemicals in their entire history. At the same time, it is the first winery to start producing sulphite-free wines in Argentina and they have been leaders in that area for more than 20 years.

Another line is its natural wines with a 100% natural fermentation. When it comes to organic wines, there are some products allowed in the vineyard to fertilize and disinfect of mineral origin and, in the case of natural wines, nothing is added to the vine or to the fermentation.

“We collect the fruits at the precise moment, respecting their own space and time and, thus, our natural production and elaboration process accompanies the environment, maintaining the continuity of ‘non-chemicals’ until bringing the product to the tables. Our wines have been produced with the same philosophy for more than 100 years. We define ourselves as owners of a great future because every day the demand for organic products is growing more and more, so we are well prepared to face the future.

Our clients choose us for our history; once consumers taste our wines, they really feel the fruit as they are very genuine, pleasant and honest wines,” concluded Alberto Cecchin.

• **HS CODE (NCM)**
- 2204.21.00 / Wine



CONTACT: institucionales@inti.gob.ar



• International Technical Cooperation



“Se4All, Se-bioF0RTified ALfaLfa for Se-enriched Dairy products” is an international collaboration that seeks to increase the concentration and bioavailability of selenium in milk and dairy products through an environmentally friendly and low-cost methodology.

This project establishes the possibility of fortifying dairy products with a micronutrient, selenium, in a natural way, through its inclusion in alfalfa hay for feeding milking cows. This way, it is sought that the milk produced has this mineral incorporated without the need to add additives during industrialization and to determine how much nutrient is actually part of the milk.

For this collaboration, the INTI integrates a consortium led by the Autonomous University of Barcelona (UAB), together with the National University of the Litoral and the INTA, of Argentina; the Univesrit  Degli Studi di Roma La Sapienza and the European Innovation Network (EIN-SME), of Italy, the SME Beal Organic Cheese Ltd., of Ireland and ALBA Synchrotron, of Spain.

“The INTI will specifically work on carrying out techno-functional analyzes of milk enriched with selenium in order to be able to determine which will be the possible dairy products that can be produced from milk biofortified with selenium.

• Capabilities of the INTI for International Markets



Consumption of organic products is growing around the world due to the growing concern of consumers to access healthy products. Argentina is among the first organic producers in the world, since it embraces food and products of a high added value, nutritious, healthy and certified, produced in the fields of the 23 Argentine provinces.

According to Rub n Geneyro’s words, president of INTI, “organic production has been growing at interannual rates exceeding 10% and already has more than 3.6 million certified hectares, which places our country as the second worldwide regarding its space under the organic certification regime, right behind Australia. In turn, global demand for organic products continues to grow steadily –especially in the US and Europe– and total sales currently exceed USD 100,000 million.

INTI has been developing different activities to support regional organic production with the purpose of increasing value in the different regions of the country, incorporating technology and good practices, scaling up products at an industrial level, generating pilot productions to be used as samples and export consignments, and the implementation of quality and differentiation systems in line with the demand of target markets, as well as the provision of technological assistance for the improvement of processes and products, highlighting the organic attributes and regional identity.

Based on the studies of the technological aptitude of milk and other physicochemical parameters, standardized protocols for the production of biofortified dairy products will be developed, considering aspects of technological, quality, and sensory evaluation nature, among others.

Se4All involves the following departments: Development of Ingredients, Development of Processes and Valorization of by-products of the Operational Submanagement of Food Technology.

This project is part of Marie Skłodowska-Curie Actions (MSCA) of the European Union, which selects and finances scientific research experiences around the world. Recently, RISE chose 74 projects that brought together 823 organizations (among them, 117 are SMEs) from 137 countries; INTI is participating in two of the selected R&D projects.

Currently, we are accompanying small producers of juices and nectars, gluten-free flours, fine fruits, bottling, closing and labeling of organic wine –as well as organic high-altitude wines–, sweets, rice, spices, quinoa, drinks based on tea and yerba mate, aromatic essential oils, organic sweets and balanced food for the water industry. These initiatives are being developed in 12 Argentine provinces, covering a multiplicity of productive issues that can be addressed by INTI, added to the knowledge of the characteristics of each territory and local productive reality.

CONTACT: cooperacion@inti.gob.ar

INSTITUTIONAL RELATIONS AND COMMUNICATION

comunicacion@inti.gob.ar • (54 11) 4724 6358 - ext. 6019

■ ● www.inti.gob.ar |     

SMEs EXPORT

Argentine Technology and Innovation

15th Edition • August 2021



Exporting Potential

- **CAUPOLICAN S.R.L.**, legitimate organic rice page 1
- **HAUSBROT**, pioneer in producing 100% whole foods page 2
- **COOPERATIVA APÍCOLA PATAGONIA LTDA**, original purity honey page 4
- **LANCOPINTO S.A.**, organic oils, flours and grains from start to finish page 5



International Cooperation

page 7



CAUPOLICAN S.R.L., legitimate organic rice



For more than 30 years, from the city of San Salvador, province of Entre Rios, Caupolican has been producing different types of organic and fine rice to be exported to Latin American countries, the United States and Oceania. They are currently planning to enter the European markets.

Rice is industrialized in mills where the processes for removing different layers of the grain are physical (peeling, polishing, and classifying by color). Its most distinguished variants are **SENECA long fine brown rice** (American variety, 00000 polished quality with 5% broken grains) and **wholegrain Yamani rice** (it does not contain gluten and is hypoallergenic; given its content of natural fibers it is recommended for the digestive system).

Together with INTI Food Department, they worked on the definition and formulation of the project of a robotic arm to acquire automation by means of a palletizing cell in the organic rice line, thus improving packaging efficiency and food safety.

With a milling capacity of 5000 tons per month, the company works under the Vegan HACCP good practice certifications and is currently undergoing a process towards BRC certification.

Martin Bourlot, manager of the company said: "Caupolican operates with the best quality standards. Our regular clients are people who take care of their diet and many of them follow a plant-based diet. We want to keep on accompanying those consumers who choose a vegan certificate in the country and assure them product and process legitimacy."

"We are pioneers in certifying HACCP in the national rice industry. We look to the future eager to innovate and follow market trends, always with the best quality and meeting the requirements of our customers," concluded Martin Bourlot.

• HS CODE (NCM)

- 1006.30.21.290 / Long fine brown rice



HAUSBROT, pioneer in producing 100% whole foods



With a history of more than thirty years, Hausbrot produces from the city of San Fernando, province of Buenos Aires, farinaceous products with wheat, barley, rye and oats. The company manufactures more than 100 products from whole meal flours, including dry pasta, cookies, breadsticks and frozen foods.

Thanks to its production with ISO, Organic and Ecocert certifications, guaranteeing and promoting the best practices that take care of the environment and have a social conscience, the company has become a food chain with 34 direct sale stores in the province of Buenos Aires.

Hausbrot stands out for manufacturing a line of one hundred percent integral products with its own milling. All of the grain that enters the mill comes out as flour without discarding and maintains all its nutrients in the final product. It offers advantages for the metabolism since this type of flour prevents insulin shock. Wheat bran and wheat germ are included in the product as they are found in nature, which makes a difference in the market.

Its production capacity is currently 40 tons of food per day, which can be doubled based on the demand. Among the products that the company is willing to export are its dry pasta made with white and whole meal flour, organic whole meal baked breads with seeds, organic and whole wheat 000 flour, among others.

INTI's professionals advised and trained Hausbrot's staff in order to obtain the certification enabling the company to export food to the United States: Given that the Preventive Controls for Foods for Human Consumption regulation that has been part of the U.S. regulations in force since 2011 (Food Safety Modernization Act, FSMA) requires that certain activities within exporting companies must be carried out by a "preventive controls qualified individual (PCQI) who has successfully completed training in the development and application of risk-based preventive controls".

The company guarantees organic production from the beginning of the process, without using pesticides, preservatives or chemicals. Mario Schneider, company owner, said: ***"We are pioneers in the production of healthy food in Argentina from a comprehensive concept.*** A slice of our 4-grain bread has as much iron equivalent as a beef steak, but its plant origin allows it to be more assimilable."

"We produce organic whole food, with artisanal processes. Our kitchen is similar to that of a house, but bigger. We use the same recipes and ingredients that anyone can use in their home," concluded Schneider.

• HS CODE (NCM)

- 1905.20.90 / Tricolor fusilli* (White flour)
- 1905.20.90 / Penne rigate* (White flour)
- 1905.31.00 / Organic quince jelly thumbprint cookies (Masseube Jam)
- 1905.90.20 / Organic whole grain bread sticks with chia and flax seeds
- 1905.90.20 / Organic whole grain crackers with chia and flax seeds
- 1102.90.00.900D / Wholemeal elbow macaroni
- 1905.90.20 / Wholemeal acini di pepe
- 1905.90.20 / Manicotti* (White flour)
- 1905.90.20 / Organic linguine noodles 500 gr
- 1905.90.20 / Organic fusilli noodles 500 gr
- 1905.90.20 / Organic ave maria noodles 500 gr
- 1101.00.10 / Organic 000 wheat flour 25 kg
- 1101.00.10 / Organic 000 wheat flour 1 kg
- 1101.00.10 / Organic whole wheat flour 20 kg
- 1101.00.10 / Organic whole wheat flour 1 kg



COOPERATIVA APÍCOLA PATAGONIA LTDA, original purity honey



Cooperativa Apícola Patagonia LTDA is a group of fifty-three producer families devoted to the production of organic honey. Its main factory is located in the city of General Pico, province of La Pampa.

The cooperative model with which they work is based on direct export and commercialization without intermediaries, promoting their development and a direct relationship with quality standards when meeting the demands of their customers.

Given its producers are direct suppliers to international importers, they gain benefits such as reduced production and marketing costs. They are more competitive and have a safer control of their traceability, ensuring quality at the final destination.

Together with INTI, they worked on the development of the Handbook of Good Practices in the honey extraction room, as well as on the preparation of a project to install a fractionating room within the plant. Contact with specialists from the Institute is constant, through training and assistance in quality and production improvement programs.

The company applies the quality plan based on the work of good beekeeping practices under the premise "there is no quality without safety". Hugo Quitllet, secretary of the cooperative, added in this regard: "We have a traceability process that records the path of our honey, from its production in the hive, its extraction, packaging, to its commercialization, connecting each stage of the process to guarantee the highest standards of production and logistics."

With a production capacity of approximately 45 tons per year packed in bulk, its organic honey is FOOD SAFETY certified and meets the conditions to export to the United States, Canada and the European Community, where it expects to expand its presence.

Its strategic location in the center of the country and its way of production, together with the infrastructure of the province, facilitating commercialization and exportation, offer the company solid foundations for its sustained development and work.

“We want the Argentine honey to be known in the world for its quality, this is why we work so that the consumer's palate feels the experience of tasting a honey of great original purity, to show we have the best honey in the country, thanks to both our plant and our extraction methods. In our production area we count with a great variety of species that allows us to provide a large offer, both in color and in floral origin,” concluded Hugo Quitllet.

• HS CODE (NCM)
- 0409.00.00 / Honey



LANCOPINTO S.A., organic oils, flours and grains from start to finish



Lancopinto S.A. is a young company, specialized in the production of organic food. Oils, sunflower and soy flour can be found among its products. They also collect and condition grains such as corn, wheat, soybeans and sunflower, among others.

From its plant located in the town of Carmen, Santa Fe province, Lancopinto S.A. consolidates its production and exports its oils, grains and by-products in bulk.

INTI offered the training of the Official “Preventive Controls Qualified Individual (PCQI) for Foods for Human Consumption” FSPCA (Food Safety Preventive Controls Alliance) Course, which is part of the regulations in force in the United States since 2011 (FSMA Act) and aims at ensuring the safety of the food marketed in that country, applying preventive controls to the product manufacture, processing, packaging and preservation.

Lancopinto has a large productive capacity: it has a storage plant of 8000 tons, distributed in four independent elevators. The oil and expeller factory processes 48 tons of grain per day and has a one-per-hour capacity to load grain in containers. The operatives usually have from 6 to 10 containers.

Its products and facilities are certified Organic for NOP (USA) and Ar-EU. The company exports to the United States and wishes to expand its presence in Latin America, Asia, Australia and New Zealand.

Ignacio Soto, founding partner and president of the firm, said: "We stand out by solely producing, marketing, conditioning and exporting organic products and free from Genetically Modified Organisms (GMO). From a personal point of view, we define ourselves as a small company with a strong commitment, because we are sure that this is the path to follow to preserve our planet and accomplish the sustainability of the sector."

• **HS CODE (NCM)**

- 1206.00.90 / Sunflower
- 1512.11.10 / Sunflower oil
- 1201.90 / Soy
- 1507.10.00 / Soy oil
- 2306.30.10 / Sunflower expeller
- 2304.00.10 / Soy expeller
- 1005.90.10 / Corn
- 1001.19 or 1001.99 / Wheat



CONTACT: institucionales@inti.gob.ar



• International Technical Cooperation

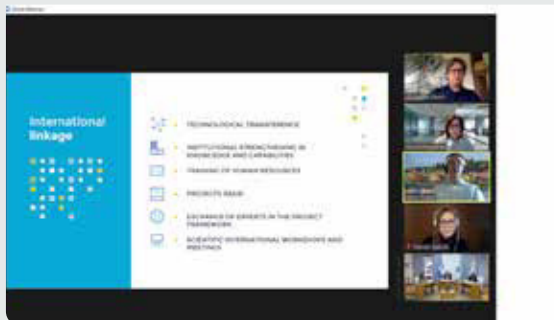


Many times, INTI relates to peer organizations in the region to generate joint developments that can be capitalized by both countries. An example of this was the Project **"Development and obtaining functional meat foods with lactic bacteria"**, carried out together with the Autonomous Metropolitan University of Mexico, within the framework of the Argentine Fund for South-South and Triangular Cooperation (FO AR) coordinated by the Ministry of Foreign Affairs of Argentina.

The Project aimed at incorporating microencapsulated lactic acid bacteria into meat products made with materials authorized for human consumption, and available in the markets of both countries. This way, products were developed with probiotics protected from the environment and that allow to preserve their beneficial effects for health. The project also aims at promoting the development of novel food products with high functionality and bioavailability and the use of edible biopolymers.

In recent years, important changes have been taking place in consumption habits driven by the continuous appearance of scientific evidence that proves how, through diet or its components, some specific physiological functions in the body can be modulated to promote well-being and health. In this context, thanks to the work carried out over two years, it was possible to obtain a meat food supplemented with potentially probiotic, heat-resistant and viable lactic acid bacteria.

• Capabilities of the INTI for International Markets



Organized jointly by the Bavarian Representative in South America (Argentina, Chile, Colombia and Peru) and INTI, the webinar **"Argentina & Bavaria: Creating new opportunities for innovation and technology"** recently took place, addressed to German SMEs related to the region, as well as Argentine SMEs interested in their internationalization towards those markets.

Considering INTI's capabilities and the possibility of generating links with their international peers in order to detect new technologies and cooperation opportunities to be capitalized by companies, the Bavarian Representative contacted the Fraunhofer institute of Germany to present in panels shared with INTI's authorities. This way, experiences were exchanged between both technological organizations about applied research, R&D cooperation projects, as well as innovation and technology networks.

Furthermore, the technological capabilities of INTI and the offer of services available to South American and German firms were presented. Thanks to this exchange, opportunities for joint collaboration in industry 4.0, green tech, new technologies and renewable energies were detected.

Not only does these seminars allow detecting business opportunities among the SMEs of the participating countries, but also aim at making

This initiative, carried out together with colleagues in the region, enables generating exploitation capacities, not only for the countries involved in the project, but also to finally transfer results to regional industries.

INTI's technological capacity available to companies in order to be able to accompany their access to international markets.

CONTACT: cooperacion@inti.gob.ar

INSTITUTIONAL RELATIONS AND COMMUNICATION

comunicacion@inti.gob.ar • (54 11) 4724 6358 - ext. 6019

■ ● www.inti.gob.ar |     