

Quinoa

Writing: Luis Felipe Gamarra
Design and computer graphics: Lingo
Photography: Heing Plenge Pardo, José Cáceres, Mario Silva, Manchamanteles-PromPerú.
Printing: Impreso Gráfica
Print-run: 2000 copies
Legal Deposit N°2012-10540, made at the National Library of Peru
Lima, May 2013
Free distribution. Not for sale.



www.promperu.gob.pe





Quinoa

**“PERU PRODUCES MORE THAN
42,000 TONS OF QUINOA EACH
YEAR”**



THE INCAS CONSIDERED THE QUINOA AS “THE GRAIN OF THE GODS”. JUST LIKE MAIZE AND POTATO, QUINOA WAS NOT ONLY THE BASIS OF THEIR DIET, IT ALSO HAD A DIVINE MEANING IN THEIR CULTURE. IN THE 21ST CENTURY, QUINOA IS BEING RECOGNIZED AS THE MOST EXQUISITE GRAIN IN THE WORLD DUE TO ITS HIGH NUTRITIONAL VALUE AND ITS VERSATILITY IN THE CUISINE. QUINOA CONTAINS A LOT OF AMINO ACIDS, MINERALS, VITAMINS AND MORE PROTEINS THAN ANY OTHER GRAIN; IT IS ALSO BECOMING THE STAR OF THE MENU AT THE MOST EXCLUSIVE RESTAURANTS IN THE PLANET.

the golden grain

The “gold of the Incas”, as called by experts, adapts quickly to different climates and soils. Quinoa is light, tasty and easy to digest. It could be used in different dishes such as: appetizers, soups, desserts or side dishes. The world celebrates the importance of a grain that thousand of years back was offered in a golden pot to the Sun God and that is still captivating the world today.

**“THE MAIN QUINOA-
PRODUCING
REGIONS IN THE
COUNTRY ARE PUNO,
AYACUCHO, CUSCO,
APURIMAC, JUÑIN AND
AREQUIPA”**

the year of quinoa

The Food and Agriculture Organization of the United Nations (FAO) has declared 2013 as the International Year of the Quinoa in order to honor the memory of the Andean communities which preserved this food for more than eight centuries, as well as to recognize the importance of this grain for future generations.

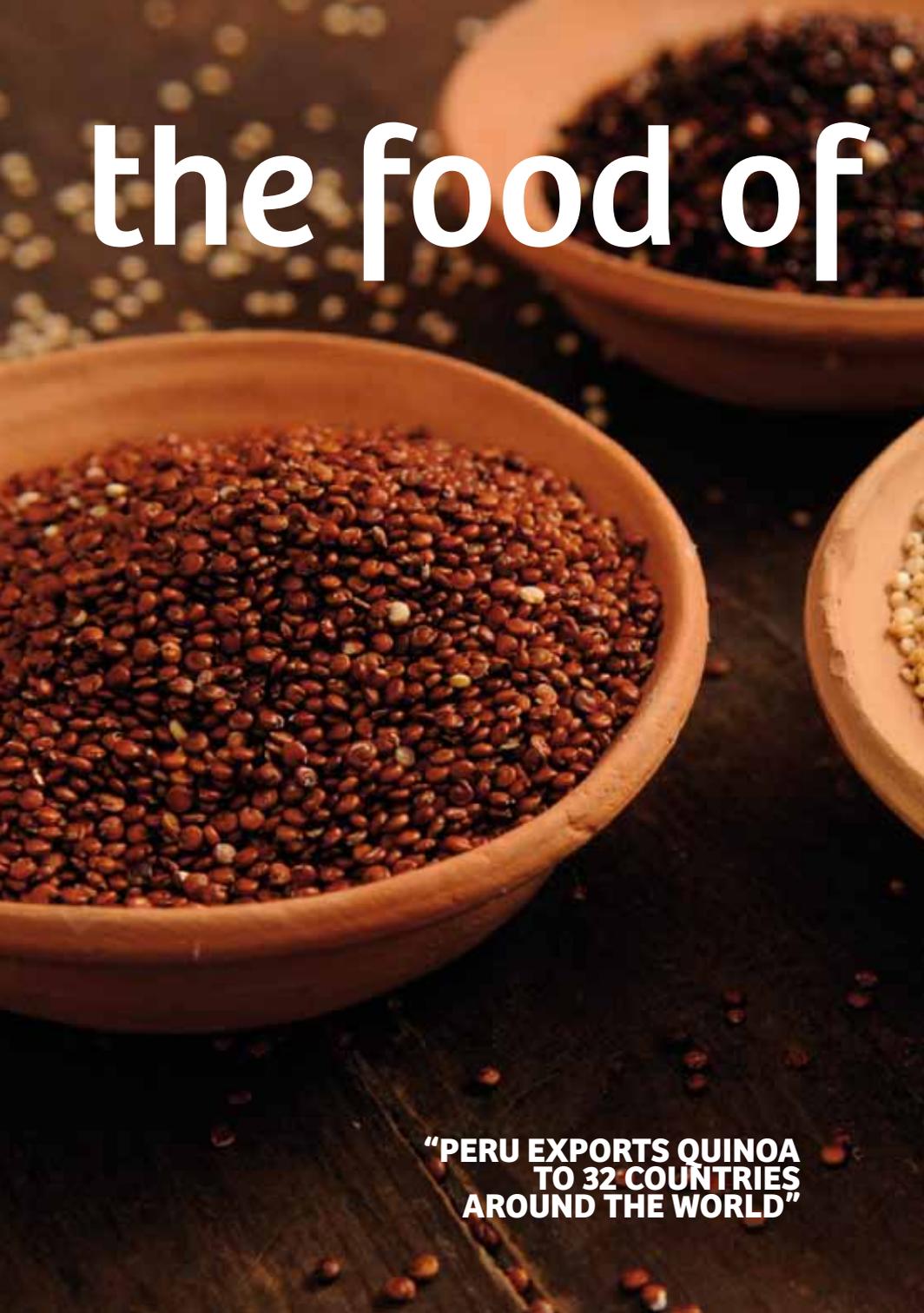
This is a fitting recognition for the grain that fed the first pre-columbian cultures and that despite the passing of the years is still part of the Peruvian diet; this is why quinoa is more than just an Andean product: it is a metaphor for the ancient wisdom turned into a promise for the future.

The main purpose of the International Year of the Quinoa is to promote this product and its properties all around the world. As part of it, small local economies will be introduced to the international trade through the exportation of this grain by applying best practices during the selection and production of seeds. The benefits of a quinoa based diet will be also published. Its nutritional value is essential for a healthy life and for ensuring food safety in the most excluded regions of the planet. In order to achieve these goals, the United Nations has been developing an intense campaign to reevaluate the qualities of this grain that has been part of the customs of ancient Peruvians and that is now being included in the diet of astronauts on space missions.





the food of

The image features three terracotta bowls filled with quinoa grains. The bowl in the foreground is the largest and is filled with dark red quinoa. Behind it, to the right, is a smaller bowl filled with black quinoa. To the far right, another bowl is partially visible, containing white quinoa. The background is a dark, textured wooden surface with scattered quinoa grains. The lighting is warm and focused on the bowls.

**"PERU EXPORTS QUINOA
TO 32 COUNTRIES
AROUND THE WORLD"**



the future

The Quinoa is the most nutritional grain on the planet. It is not in vain that since 1993 it has been considered by the NASA as the most adequate food to guarantee the nutrition of astronauts in isolated conditions. Its high protein content (over 11.7%) turns it into the grain (even better than rice, wheat, barley and soy) with the most important amino acids for the life such as:

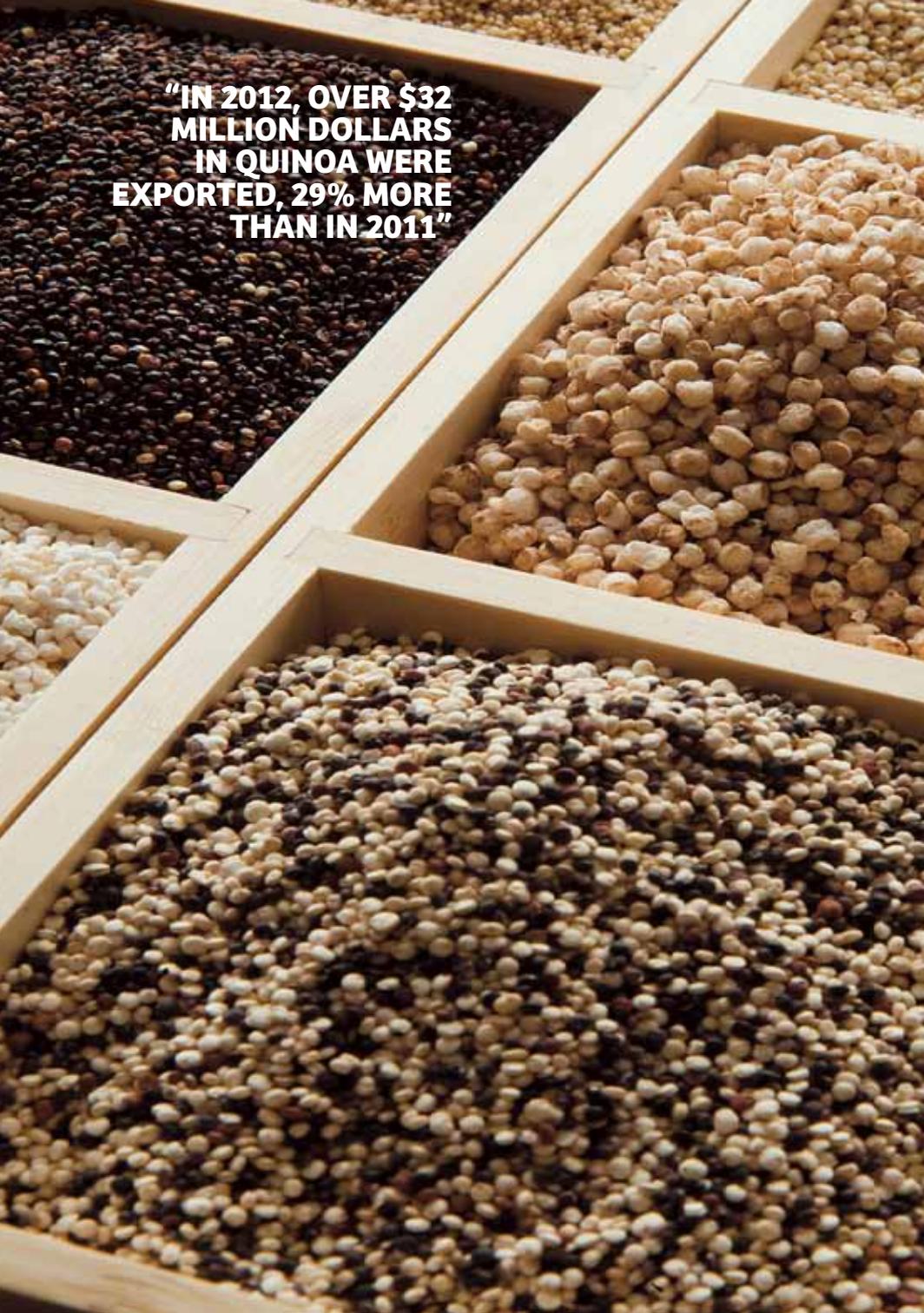
phenylalanine, a powerful internal analgesic; isoleucine, important for the protection of the muscle tissue; lysine, a key factor in the metabolism of fatty acids; leucine, which mitigates aging process of cells; methionine, vital for the synthesis of nutrients; threonine, which facilitates the detoxification of the liver; tryptophan, which regulates the levels of serotonin in the brain; and valine, which repairs and regulates the production of nitrogen.

There are around three thousand types of quinoa in Peru, being white quinoa the most produced type. Another types such as: yellow, pink, red, grey and black quinoa also stand out. The tiny seeds of the latter concentrate a great number of nutrients turning it into the most protein-rich food. Quinoa contains more iron, calcium and phosphorus than eggs or meat without having fat, cholesterol or gluten; it also has high levels of Omega 3, Omega 6 and Omega 9 fatty acids.

According to its regular use, this Andean grain is vital for preventing osteoporosis, reducing the effects of menopause, healing wounds, regenerating intestinal flora, disinfecting the urinary tract and reinforcing the immune system and more.







**"IN 2012, OVER \$32
MILLION DOLLARS
IN QUINOA WERE
EXPORTED, 29% MORE
THAN IN 2011"**

present in global trade

•• ————— •
The first pre-columbian cultures, which had advanced agricultural techniques, learned to sow the seeds and increased the quality of the grain. This is why Andean farmers have the ancestral knowledge to successfully grow this crop that keeps improving as new technologies are being introduced to select the seeds more accurately, to monitor the fertility of the soil and to predict the climate change.

•• ————— •

This grain represents a great business opportunity for farmers as it can grow in any surface (in dry or wet valleys, and even in the Andean plateau, over 4,000 meters above sea level). Besides needing little water, quinoa is also resistant to plagues and it does not need fertilizers or artificial pesticides. This makes it easier to achieve the international accreditation for organic crops, so that it can be exported with more competitive prices contrary to other crops.

Peru is the world's largest producer of quinoa. As the years go by, the number keeps getting higher as more communities are being convinced of the opportunities offered by this crop, and the global demand increases, calling for more nutritional, organic, healthy and tasty food. Therefore, there are more companies becoming part of this attractive market. In

New York, the day this Andean product was recognized as the food of the future, it called the attention of US investors as there are favorable trading conditions provided by the Free Trade Agreement between Peru and the United States. Europe and Asia Pacific which hold similar agreements with Peru, also have entrepreneurs that are looking to exploit the potential of a crop that has a higher demand every year. This activity represents a market with an upward trend and a strong social component. Besides contributing with ancestral communities which grow this product, quinoa is soon to become a key ingredient in state programs against child malnutrition in different nations.

quinua a la carte

Besides its historical, economic and social impact, the quinoa easily adapts to a variety of culinary uses. Salads, soups, stews and desserts can be prepared with it.

In the Peruvian cuisine, regular side dishes could be replaced with a serving of quinoa. We only need to use this Andean grain instead of potatoes, rice, corn and even meat to turn a dish into a real delicacy with high vitamin content for the whole family. Besides its tasty flavor, it provides innumerable health benefits. Renowned chefs around the world show how this grain can be successfully used in well-known Peruvian recipes such as cebiche, tamal, juane, rocoto relleno, tacu tacu , etc. as well as in the most exquisite recipes from other cultures.

Just imagine your favorite dish but with this product as the main ingredient. For example: quinoa balls with cheese sauce, stuffed quinoa with chicken, quinoa with pepper, quinoa stew with meat, quinoa with olives and fried fish, quinoto (Risotto using quinoa instead of rice) with meat stew.

Just as the ancient Peruvians challenged time, weather and altitude, it is now our chance to challenge our taste.

The only limit is the imagination



**“USA IS THE MAIN
DESTINATION OF THE
PERUVIAN QUINOA”**



Directory of companies



ALICORP - Kuska

Products:

Kuska Quinoa Grano, Kuska Quinoa Harina.

Certifications:

Organic.

Contact:

Lorena Carrión Fiol / Brand Manager

Au. Argentina 4793 - Carmen de la Legua Reynoso. Callao - Perú

(51 1) 315 0800 anexo 43487 / (51) 968 248 178

lcarriof@alicorp.com.pe

www.alicorp.com.pe



ALISUR S.A.C.

Products:

Conventional quinoa. White, red, black and tricolor quinoa.(grain, flakes, pop and powder).

Certifications:

USDA-NOP, KOSHER, HACCP.

Contact:

Jimena Podestá / Exports Chief

Ca. Las Fraguas 379. Urb. El Naranjal. Independencia, Lima - Perú

(51 1) 333 2644 anexo 109

jpodesta@alisur.net

www.alisur.net



APLEX PERU

Products:

Conventional and organic quinoa. White, red and black quinoa.(grain and flakes).

Certifications:

USDA-NOP, UE, HACCP, GMP, KOSHER.

Contact:

Gonzalo Isasi / Executive Chief

Ca. Monterrey 341. Oficina 1004, Chacarilla, Surco, Lima- Perú

(51 1) 372 6543

gisasi@aplexperu.com

www.aplexperu.com



ARGENCROPS PERU S.A.C.

Products:

White, red and black quinoa (grain).

Contact:

Andrés Escalante / General Manager

Ca. Aurora Boreal 277 Santiago de Surco, Lima- Perú

(51 1) 726 5309

eandres@argencrops.com.ar

www.argencrops.com



AVENDAÑO TRADING COMPANY S.A.C.

Products:

Conventional and organic quinoa. White, black and red quinoa.

Certifications:

USDA-NOP, UE,HACCP.

Contact:

Marco Fung / Exports Manager

ProL. Italia 1759, Lima 13 - Perú

(51 1) 354 4385 / (51 1) 997365738

marco@avendacom.com

www.avendacom.com



C & V EXPORT S.A.C.

Products:

Conventional and organic quinoa. White, red and black quinoa (grain).

Contact:

César Valdivia Ángeles / General Manager
Av. Diez Canseco 146 Of. 703, Miraflores, Lima- Perú
(51 1)652 2424
cualdivia@cvexport.com
www.cvexport.com



COMPEMUR S.A.C.

Products:

White, red and black quinoa (grain).

Certifications:

KOSHER.

Contact:

Andrea Salas / Sales Chief
Ca. Málaga Grenet n°105. Urb. Magisterial. Arequipa - Perú
(51 1) (054) 256 365
asalas@copemurperu.com
www.copemurperu.com



COOPERATIVA AGROINDUSTRIAL CABANA LTDA

Products:

Organic quinoa. White, red and black quinoa (grain).

Certifications:

ORGANIC CERTIFICATION, COMERCIO JUSTO, HACCP.

Contact:

Omar Escobedo Hidalgo / General Assistant
Jr. 2 de Mayo 730. Juliaca. Puno - Perú
(51 1) (051) 331217 / (51 1) (051) 988823051
administración@coopaincabana.com
www.coopaincabana.com



DE GUSTE GROUP

Products:

White, red, black and tricolor quinoa, amaranth, caanihua, chia (flakes, flour, puffed, soup, cream, noodles, cookies and shakes).

Certifications:

USDA-NOP, FAIRTRADE, KOSHER, HACCP.

Contact:

Bruce Echenique / Commercial Manager
Jr. Vizcaya 231. Lima 30 -Perú
(51 1) 719 2714
bruce.echenique@deguste.com.pe
www.deguste.com.pe



DON ELMER FOODS S.A.C.

Products:

White, red and black quinoa (grain).

Certifications:

KOSHER.

Contact:

Karen Panca Mejía / Administrator
Pje. Shell 121. int. K. Miraflores - Lima
(51 1) 446 1397
export@doelmerfoods.com
www.donelmerfoods.com



GLOBENATURAL AGRO COMPANY S.A.C.

Products:

Convencional and organic quinoa. White, red and black quinoa (grain, flakes and flour).

Certifications:

USDA-NOP, UE.

Contact:

Augusto Zaa Ravelo / Deputy General Manager
Alameda San Marcos 1455. Urb. Los Huertos de Villa.
Chorrillo - Perú.
(51 1) 254 2098 Anexo 112 / (51 1) 9493-14049 / (51 1) 9499-15845
azaa@globenatural.com
www.globenatural.com



GREENTAMBO

Products:

Quinoamin (shake powder), white, red, black and tricolor quinoa (grain, flour and flakes).

Certifications:

USDA-NOP, UE, KOSHER, HACCP.

Contact:

Martin Ghersi / Manager
Ca. Mastil 395 N° 601 - I, Lima12 - Perú.
(51 1) 446 6774
martin@greentambo.com
www.greentambo.com



GRUPO Organic NACIONAL S.A.

Products:

Organic quinoa. White, red, and black quinoa (grain, flour, and flakes).

Certifications:

USDA-NOP, FAIRCHOICE, KOSHER.

Contact:

Magdalena Diez-Canseco / Exports and Certifications Director
Av. Las Gaviotas 870. Urb. La campiña 5ta Etapa.
Chorrillos. Lima - Perú.
(511) 422 4325, (511) 422-4330
organicgrains@terra.com.pe. / diezcansecomagdalena@gmail.com
www.organicperuviangrains.com



INTERAMSA AGROINDUSTRIAL S.A.C.

Products:

White, red and black quinoa, amaranth and canihua (flour, flakes and pop).

Certifications:

BPM, HACCP, TRADER Organic and KOSHER.

Contact:

Gustavo Pereda / General Manager
Av. Tomás Marsano 2147. Los Sauces, Surquillo. Lima - Perú
(51 1) 271 9909
gustavo@agrointeramsa.com.
www.agrointeramsa.com



INTERLOOM S.A.C.

Products:

White, red and black quinoa (grain).

Contact:

Ana Ávila / Exports
Los Cipreses 343. San Isidro, Lima - Perú
(51 1) 311 1730
aavila@interloom.com.pe
www.interloom.com.pe



KALLPA FOODS S.A.C.

Products:

Quinoa real, pearled, red and black grain in bulk.

Certifications:

FDA.

Contact:

Jimmy Atunga / General Manager
Av. Av. La Paz 1620 – San Miguel. Lima - Perú
(51 1) 264 7270
jatunga@kallpafoods.com.pe



NUTRY BODY S.A.C.

Products:

Organic quinoa. White, red and black quinoa (grain, flour, flakes. pop and pop covered with chocolate).

Certifications:

USDA-NOP, UE.

Contact:

Iuan Pedro Salas/ General Manager
Ca. Los Eucaliptos 371. Urb. Santa Genoveeva, Lurín, Lima - Perú.
(51 1) 352 0565, (51 1) 998402399
macaexp@hotmail.com
www.nutrybody.com



ORGANIC SIERRA Y SELVA

Products:

White, red , black and tricolor quinoa (grain, flakes, flour and pop).

Certifications:

USDA-NOP,JAS, UE. TECHNICAL REGULATIONS FOR ORGANIC PRODUCTS - PERU, TECHNICAL REGULATIONS FOR ORGANIC PRODUCTS - BRASIL, KOSHER, GLUTEN FREE, FAIR CHOICE, ISO 9001, FSSC 22000.

Contact:

Mathias Taubert / Commercial Director
Ca. Los Eucaliptos 371. Urb. Santa Genoveva, Lurín, Lima - Perú.
(511) 637 5068, (511) 963765639
mathias.taubert@sierrayselva.com
www.sierrayselva.com



PERU WORLD WIDE S.A.C.

Products:

Conventional and organic quinoa. White, red and black quinoa (grain, flour, flakes and puffed), amaranth, canihua (grain and derivatives).

Certifications:

USDA-NOP, UE.

Contact:

Rafael Arrarte Quiñones / General Manager
Los Ruiseñores B-7, Cayma. Arequipa - Perú
(51 1) (0 54) 250 093/ (51 1) (0 54) 972 641 573
rafaelarrarte@gmail.com
www.peruworlwide.net



QUECHUA FOODS S.A.C.

Products:

White, red and black quinoa (grain, flour and flakes).

Certifications:

USDA-NOP, UE .

Contact:

Jaime Gutierrez - Ballon / General Manager
Ca. El Mastil 395 N° 601-I, La Molina. Lima 12 - Perú
(51 1) 997914140 / (51 1) 994261829
jaime@quechuafoods.com
www.quechuafoods.com



SUN PACKERS

Products:

White, red and black quinoa (grain, flakes and flour). Amaranth (grain, flakes and flour).

Certifications:

USDA-NOP, UE, JAS, KOSHER.

Contact:

German Abregu/ General Manager
Los Jagmines 423. Urb. San Eugenio, Lince. Lima- Perú
(51 1) 221 3229 / (51 1) 997566946
german@sunpackers.com.pe.

www.sunpackers.com.pe



VÍNCULOS AGRÍCOLAS E.I.R.L.

Products:

Conventional and organic quinoa. White, red and black quinoa (grain and bulk).

Certifications:

USDA NOP, FAIRTRADE, KOSHER, BRC, GLOBAL GAP.

Contact:

Lisette Cáceres - Sandra Polanco/ Commercial Executive
Au. Guardia Peruana N°1040, Urb. La Campiña. Chorrillos, Lima - Perú
(51 1) 372 8048

lcaceres@vinculosagricolas.com

www.vinculosagricolas.com



WIRACCOCHA DEL PERÚ

Products:

Conventional and organic quinoa. White, red and black quinoa (grain, flour and flakes).
Amaranth (grain, flour and flakes).

Certifications:

USDA-NOP, UE, JASS.

Contact:

Glicerio Felices / General Manager
Au. Aviación 271, Urb. Jardín - Huamanga, Ayacucho - Perú
(51 1) 663 14815 / (51 1) 966 013 142
gfelicesp@wiraccochadelperu.com.pe / info@wiraccochadelperu.com.pe

www.wiraccochadelperu.com.pe



Quinoa

The Golden Grain

in the Peruvian History

Chenopodium quinoa

QUINOA HAS BEEN GROWN IN THE ANDES FOR 7000 YEARS; IT IS ORIGINALLY FROM THE SURROUNDINGS OF LAKE TITICACA.

This plant has a great adaptation capability which goes from the sea level to 4000 meters above sea level and it can be used in several different ways depending on the customs of the community.

Stages of cultivation



1 Sowing

Medium texture soil with a good draining system and a high content of organic matter.



2 Harvesting

The plant is ready for the harvesting when its lower leaves change color and start to fall. Traditional harvest, semi-mechanized.



3 Postharvest

Pre-selection: separate the grain from the stem by using stationary threshers.



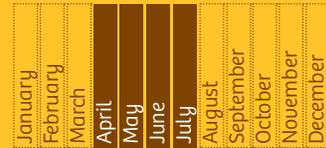
4 Storage

The storage area should be clean, dry and ventilated.



IT ADAPTS TO DIFFERENT CLIMATES, FROM DESERT TO HOT, DRY AND COLD CLIMATES. THERE HAVE BEEN FOUND QUINOA PLANTS WHICH TOLERATE TEMPERATURES OF -5°C.

Harvest calendar in Peru



THE PLANT CAN REACH 30CM TO 3 METERS IN HEIGHT

Nutritional composition of Quinoa.

Values (g/100g)

	Quinoa
Proteins	11.7
Fat	6.3
Carbohydrates	68.0
Fibre	5.2
Ash	2.8
Moisture %	11.2

Amino acid composition of Quinoa

(Mg of Amino Acids/G of Proteins)

Amino Acids	Quinoa (A)
Lysine	68
Methionine	21
Threonine	45
Tryptophan	13

(A) Average values of the varieties from the Peruvian food Composition table/Source: FAO

QUINOA TOLERATES SOILS WITH DIFFERENT TEXTURES AND PH AND IT CAN GROW IN VERY ACID AND HIGHLY ALKALINE SOILS



Most common varieties

THERE ARE OVER 3000 VARIETIES OF QUINOA IN PERU. THEY OFFER US DIVERSE NUTRITIONAL ALTERNATIVES SUCH AS: FLAKES, RAW AND INSTANT FLOUR, POPPED QUINOA AND ENERGY BARS, AMONG OTHERS.

RENOWNED CHEFS AROUND THE WORLD ARE SHOWING HOW THIS ANDEAN GRAIN CAN ADAPT TO THE BEST KNOWN RECIPES OF THE PERUVIAN CUISINE AND OTHER CULTURES.



AMARILLA DE MARANGANÍ
Yellow grain
Cusco



ILLPA – INIA
White grain
Puno



QUILLAHUAMÁN – INIA
Yellow grain
Cusco



KCANCOLLA
White grain
Puno



BLANCA DE JULI
White grain
Puno



WITULLA
Black grain
Puno



AMARILLA SACACA –INIA 427
Yellow grain
Cusco, Apurimac



ROJA PASANKALLA INIA 415
Red grain
Ayacucho, Arequipa, Tacna



NEGRA COLLANA INIA 420
Black grain
Puno, Ayacucho

Main production areas in Peru



- 1 Junín
- 2 Cusco
- 3 Apurímac
- 4 Ayacucho
- 5 Arequipa
- 6 Puno (80% of production)