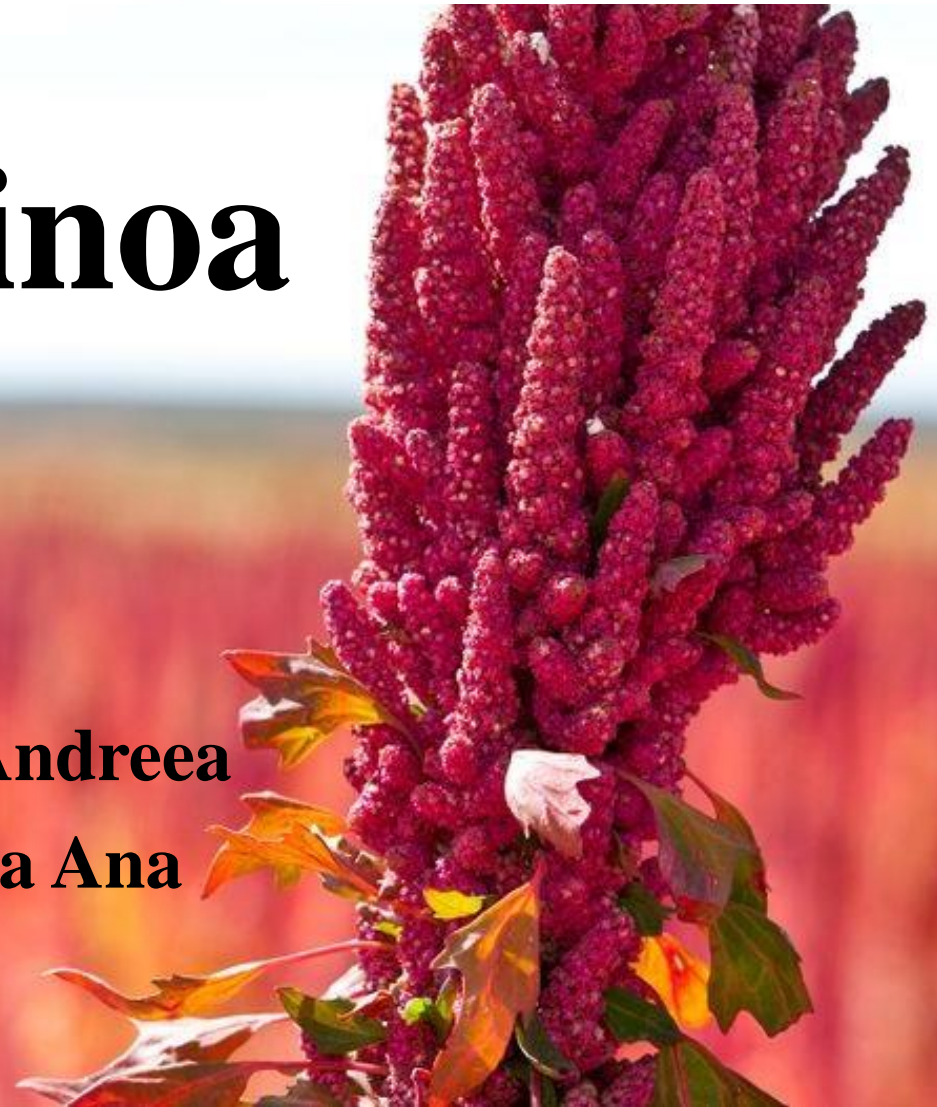


Quinoa

**Aguilar Cindy, Banita Andreea
Cucerdean Alina, Garcia Ana**



Why quinoa?

- Qualitative characteristics

FAO: “It as an alternative to solve the serious problems of human nutrition”

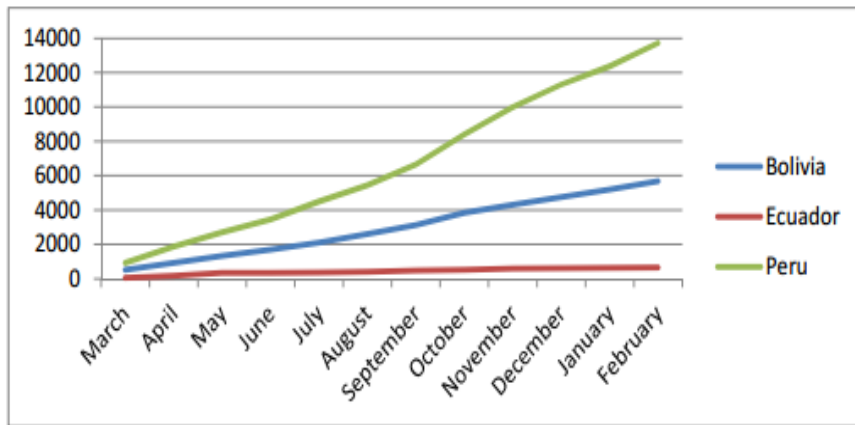
- Good adaptability



Market demand

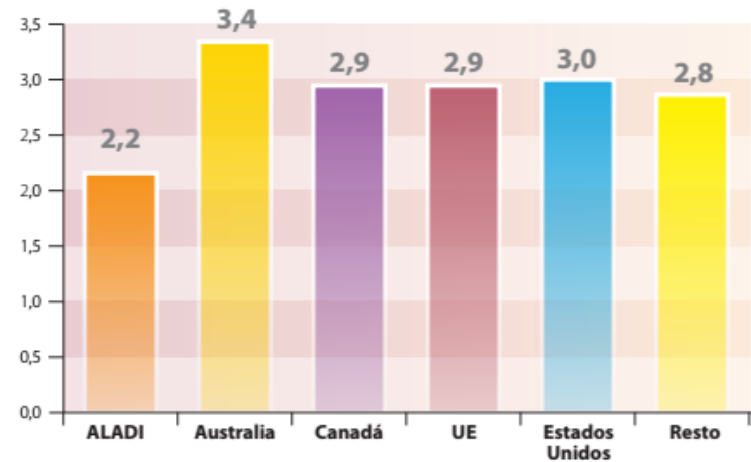
- Ecological market in Europe

Cumulative imports of quinoa from major producing countries into Europe, in tons in 2015-2016



Source: Eurostat

Export price of quinoa from Bolivia to the target market (in dolar/kg) 2012



Source: FAO

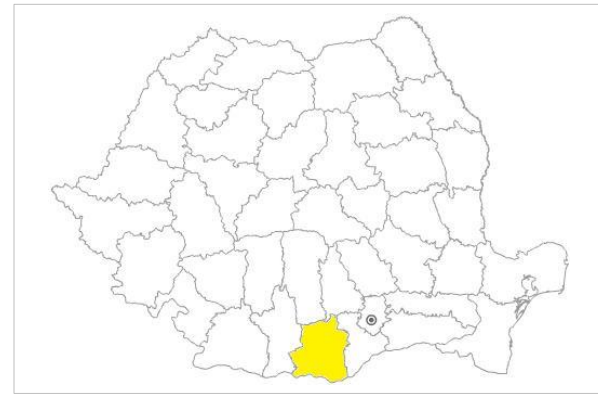
Traits

- **Red** and **big** seeds of quinoa

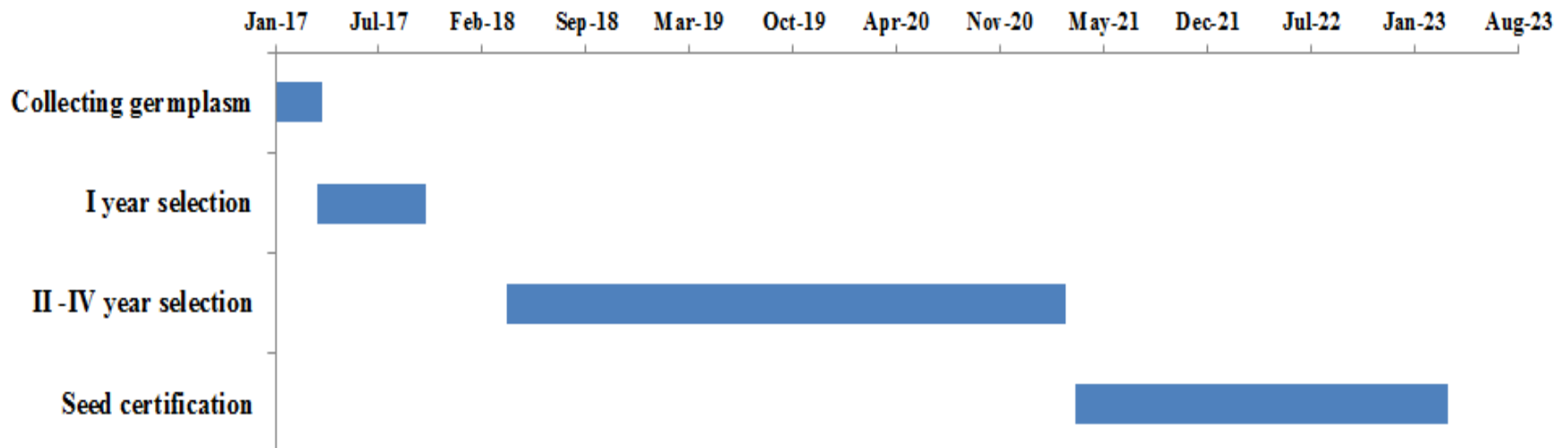


Where we produce?

- Spain → late cycle
 - Romania → early cycle
- } To cover market demands
- In Spain: good adaptability to drought and salinity
 - In Romania: cold resistance



- Germplasm → 100 varieties from the genebank of Bolivia and United States.
- Individual selection of heterogeneous varieties.
- Duration → 6 years



Strengths

- Young and innovative
- Close to our target market
- Good product quality
- Good marketing strategy

Weaknesses

- Small company
- Less experience
 - New brand

SWOT

Opportunities

- Expanding market
- New crop for Europe
- Several potential partners

Threats

- Small budget
- New competitors
- Climatic changes

A white bowl is tilted, spilling a large quantity of brown lentils onto a white surface. The lentils are densely packed in the bowl and form a large pile on the surface. The background is plain white.

Thank you!