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Exportation of non traditional product

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1. Introduction

The Ecuadorian economy, in its republican life, has been characterized to have an monoexporting structure. From the last years of century XIX to half-full of century XX, the country depended considerably on the cacao exports. Soon, to aims the beginning and Forties of the Fifties, the banana tree exports were increased substantially until getting to represent more of 50% of the total exports at beginnings of the Sixties.

As of 1972, the oil exports were most representative of the country:

they concentrated more of 74% of the total exports in 1983, situation that revertió until arriving at 21% in 1998; however, after construction of the Pipe line of Crude Heavy (OCP) toward end of the 2003 and parallel increase of the price of petroleum, the participation of the oil exports, altogether, returned to surpass 50%, and in 2005 it arrived at 60%.[1]

The dependency of the exports from Ecuador to these products, and others next to which they form the classification of traditional (coffee and elaborated, cacao and elaborated, shrimp, tuna and fresh fish), has caused that the country becomes vulnerable to exogenous changes, in special by the characteristics of the mentioned products, that are primary or without greater added value. Whenever international reductions of prices appeared or when determined diseases they attacked plantations and deposits, the exports of the country were seen seriously harmed.

The impulse of the nontraditional Products

Ecuadorian economy to a great extent continues depending on few products of export, in special of petroleum; never the less, from end of the Eighties, the called product group nontraditional experienced an important dynamism. Situation explained to a great extent by the efforts of entrepreneurs of the Mountain range, a traditionally focused region in the domestic market.

The dynamism that has presented/displayed the nontraditional exports in the last years, causes that a growth to equal future of or greater magnitude is expected.

[1] http://www.ecuadorexplorer.com/html/government_and_economy.html

The nontraditional exports maintained high rates of growth during the Nineties, with a record of 62% in 1993. Soon of the dolarización of the economy in 2000, the growth continued, only presented/displayed a small reduction in 2004. After 2005 the amount of the nontraditional exports reached $ 2,132 million FOB.

The maintained growth of the nontraditional exports has surpassed experienced adverse situations in Ecuador.

The hard crisis of 1999 that affected all the economy did not imply a reduction of the sales and the increase of the production costs experienced in the last years did not cause a deceleration in the sector.[2]

That evolution with constant growth that contrasts with the volatileness of the oil and traditional exports has allowed that the nontraditional ones gain space within the exports of the country.

While in 1990 the nontraditional participation in the total exports was hardly of 6.8%, in 2003 it surpassed 30%, although for 2005 it was located in 21,6%.

When excluding the exports from petroleum and derivatives, the growth of the participation of the nontraditional ones is constant. In 1990 they contributed with 14.3% of the nonoil exports and for 2005 that contribution it was located in 53,3%.

That is to say, the maintained growth of these products causes that every time they are more representative for the currency generation of the country, which reduces the vulnerability of the economy before exogenous shocks that affect on sale of traditional goods. In addition, its production less implies a creation of wealth concentrated and a greater diffusion of knowledge to traverse of the application of techniques deproducción for a greater variety of products.

The industrialized ones, to the vanguard To differentiate between primary and

Industrialized nontraditional products are indispensable factor. Within first it excels the export of flowers, wood, cereals and fruits; between the seconds, most important they are:

Canning of fish, metal vehicles, manufactures, juice and conserves of fruits.

On the other hand, it is necessary to emphasize the greater importance of the industrialized products that represent more of 70% of the total. That greater presence

[2] http://www.wsws.org/articles/2000/jan2000/ecua-j13.shtml

explains, in first place, because the industrialized ones are products that add value to the raw materials and, therefore, enjoy better prices and minors oscillations of these. Also, the industrialized products diverse and simultaneously less are concentrated than the primary ones.

Although the fish canning represented 27% of the industrialized nontraditional exports between 1990 and 2005, the natural flowers concentrated 51% of the primary ones in he himself period.[3]

That is to say, primary the nontraditional exports considerably more are concentrated than the industrialized ones; they are very employees of the evolution of the florícola sector, that has been most dynamic, which obvious is beneficial for the country, nevertheless, counting on several mighty products would disperse the exports in this sector.

The main markets the greater Ecuadorian nontraditional product buyers between 1990 and 2005 were EE.UU.(26.3%), Colombia (22.5%) and Holland (4.6%), which demonstrates that, to the equal one that in the case of the total exports, the nontraditional ones turn out to be concentrated as far as the destiny markets.

In the case of the greater buyer, EE.UU., can be appreciated an increase of the nontraditional exports to start off of the use of the Andean Tariff Preferences, ATPA, and their extension for ATPDEA (Andean Trade Promotion and Drug Eadication), in 2002, evolution that like in the added case, it does that the participation of the nontraditional ones in the total and nonoil exports follows a tendency increasing.

The main exported nontraditional products to EE.UU. in 2005 they were the natural flowers (41.2%) and the canning of fish (11.3%). Once a noticeable concentration is appraised more.

Opportunities at sight the dynamism that have presented/displayed the nontraditional exports in the last years causes that a growth to equal future of or greater magnitude is expected. Nevertheless, one is due to have well-taken care of with the concentration that presents/displays these simply, because the strategy of

[3] INP Instituto Nacional de Pesca, Guayaquil (Ecuador)

the country cannot be to stay like exporter of few goods, changing the products of which she is employee.

The suitable way must be to maintain a diversification of the foreign trade that allows to reduce to the external vulnerability of the economy by means of the search of new markets and products, the success obtained in the last years must be an incentive to continue working in that sense.

It is necessary to also consider a very important aspect in the development of the nontraditional sector: the concession of tariff preferences to the country.

In this sense, he is vital to maintain and to extend the preferred access from our products to different countries to promote the article development different from export, in special of those industrialized that, as it were seen, have been most important in the last years.

The enormous amount of resources whereupon counts the country, together with a suitable strategy of commercial opening that is fruit of the joint work of the sectors public and prevailed, will allow to increase and to diversify the exports.

The options are several that can be considered:

processes of enterprise asociatividad, promotion of exports and investments, missions commercial, among others. Actions that have in the last been applied years, but that need greater emphasis, in special in nontraditional products

The enormous amount of resources whereupon counts the country, along with a suitable strategy of commercial opening, will allow to increase and to diversify the exports

1.1. Background

Although it is certain that at the present time we lived in an economic current of the Globalization we do not leave class it oligarch benefits but from our sacrifice and work badly remunerated and in deplorable conditions of all that we make our dear Ecuador.

Let us generate use independent creating cooperative, promoting the construction of schools, fomenting agriculture fishes and cattle ranch, exporting nontraditional products that have a great potential in different markets from the world but not trusting us of the Departament that are not but that a corrupt being and of benefit and that always has its directors to multimillionaires of our country who the only thing that they want is the oppression of our town, also thinks about the creation of sanitary centers organized by our own communities, creates microcompanies that develop and advise viable and profitable projects for our better days.

1.2. General information about the Ecuador

1.2.1. Introduction of Ecuador

The Ecuador is a sovereign, independent, democratic and unitary State. Its government is republican, presidential, elective, representative, responsible and alternative. The sovereignty resides in the town that exercises it for the organs of public power.

The official language is the Spanish, the Quichua, the Shuar and the other ancestral languages are used officially by the indigenous towns. The official currency is the North American Dollar from January of the year 2000.[4]

1.2.2. Ecuador Geography

Straddling the equator in western South America, Ecuador has territories in both the Northern and the Southern hemispheres. It borders Colombia in the north and shares a border with Peru to the south and to the east. The Pacific Ocean is Ecuador's

[4] http://www.bartleby.com/65/ec/Ecuador.html

western border. Ecuador has 256,370 square kilometres in size, is geographically divided into four regions (the Amazon, the Highlands, the Coast, and the Galapagos Islands) and is politically split into 22 provinces, which are split into 205 cantons. The coastal provinces (from north to south) are Esmeraldas, Manabí, Los Ríos, Guayas, and El Oro. Highlands's provinces are Imbabura, Pichincha, Cotopaxi, Tungurahua and Chimborazo, in the north, and Bolívar, Cañar, Azuay and Loja, in the south. The Amazon is composed by the provinces (from north to south) of Sucumbíos, Napo, Pastaza, Orellana, Morona-Santiago and Zamora-Chinchipe. Ecuador's 22nd province the Galapagos Islands.[5]

1.2.3. Climatic conditions

Due to geographic differences in altitude, longitude and latitude, and the climatic effects of the Pacific Ocean, the Amazon, and the Andes, the various regions and sub regions of Ecuador have very different climates and microclimates. The Pacific coast has a rainy season between December and May and a dry one from June to November. The temperature oscillates

between 23 and 26 degrees centigrade. The Highlands, on the other hand, have a rainy, cold climate from November to April and a dry one from May to October. The temperature there is between 13 and 18 degrees centigrade. In the Amazon, the climate is rainy and humid between January and September, with temperatures between 23 and 36 degrees centigrade, and it is dry between October and December. The Galapagos have a temperate climate with temperatures ranging between 22 and 32 degrees centigrade.

1.2.4. Ecuador Nature

In all the corners of Ecuador, national parks such as Cotopaxi, Sangay, and Machalilla abound. Mountains, snow capped peaks, lakes, lagoons, and beaches are all found within 24 areas protected by the State, including dozens of vast green forest belts, marked here and there with terracotta patches resulting from the variety

[5] http://www.bartleby.com/65/ec/Ecuador.html

of colors present in the foliage. In order to reach some of the ecological reserves, national parks, and recreation areas, it is often necessary to hike long distances, often crossing paramount and rivers. The spectacular settings of the different zones reveal themselves in an impressive demonstration of rich flora and fauna[6]

[6] http://www.bartleby.com/65/ec/Ecuador.html

1.2.5. Ecosystems

The ecosystems which exist in the country go from sea level to an altitude of around 6400 metres. Its total area is 14,583,227 hectares, including the highlands, the coast and the Amazon region. There are 46 ecosystems which are made up of paramount, woods, valleys and the Pacific Ocean, located in different climate zones. One of the ecosystems which is richest in biodiversity is the tropical rain forest, which large trees of different and numerous species and an abundance of plants, flowers, mammals, reptiles, birds, invertebrates, fish and amphibians.[7]

According to the climatic situation and the fertile soil and environment in Ecuador, a mainly agriculturally based infrastructure and economy developed in Ecuador.

Since Ecuador changed into a democracy in 1979 industries could be put up because the military dictatorship and the Spanish conquerors before suppressed and avoided the development of an Industrialization process to keep the population dependend.

1.2.6 Ecuador Culture and Society

Ecuador is a multiethnic and pluricultural nation. It has a population of more than 13.2 million. From these, five and a half million live in the highlands.

Six and a half million of Ecuador's inhabitants live on the Pacific coast. The Amazon region is home to more than six hundred thousand inhabitants and nearly seventeen thousand live in the Galapagos Islands. [8]

More than 14 Indian groups live on the Ecuadorian mainland, maintaining their own traditions and ways of life. The following are the principal indigenous groups of the Amazon region: Huaoranis, Achuar, Shuar, Cofán, Siona-Secoya, Shiwiar and Záparo.

1.2.7. Important Cities

With a well-developed tourist infrastructure, Ecuador's major cities offer lodging in the world's best international hotel chains and dining in some of Latin America's

[7] http://www.bartleby.com/65/ec/Ecuador.html
[8] http://www.vivecuador.com/html2/eng/culture.htm

finest restaurants. Quito is the political heart of Ecuador, Guayaquil the financial pulse and principle port, Cuenca the cultural soul, and Manta an important seaside port city.[9]

[9] http://www.goecuador.com/ecuador-general-info/ecuador-economy2.html

2. Definition

2.1. The non traditional products

The nontraditional products are divided into primary products and industrialised products. But in order to understand the difference between them, we have to understand what the meaning of a non-traditional product stands for.

A non-traditional product is a product which has an added value, taken from some agricultural products that were already produced, changing their appearance and keeping the essence of the product the same.

For example, we can see that Ecuador produces bananas, the green ones. So, these green (not sweet) bananas could be cut into pieces, be fried and then packed as Green Bananas. Also known as Banana-Chips or Patacones, this is an example of a non-traditional product because we had to change the body of the banana and put it into some industrial processes but we keep the flavour.[10]

Other big case of a non-traditional products is the one coming from the flowers. The flowers are cultivated in the soil being controlled by experts who decide until what moment should the rose be in the soil and then be cut to be prepared and packed to sell. That's the added value of the flowers: The care that we have to take with them to make them resistant to different environment changes. For example, the flowers coming from the mountains are the most expensive ones because they are really well-cared by the farmers and in addition to this service, the mountains make the flower stronger to weather changes, which allow them to remain more time in storage containers and then be sold to the public.

The non-traditional or new products land exports fulfill a series of characteristics for example standards of quality and the international norms of environmental protection (especially organic foods). They are new products in the basket of exports of a country. They are products that take care of a new demand of the international markets; that means fresh products, which they are fresh products or of easy preparation.

[10] http://www.eclac.org/cgi-bin/getProd.asp?xml=/publicaciones/xml/9/4979/P4979.xml&xsl=/comercio/tpl/p9f.xsl&base=/comercio/tpl/top-bottom.xsl

Exportacion of non traditional products.

The non traditional products (or new agricultural export products) main characteristics are:

1. They are new products within the exports' basket of a country,
2. These products represent a new demand of international markets, i.e., fresh, and easy-to-prepare products,
3. These commodities demand more and more exigent requirements, as people look for higher quality and international environment protection standards; the so-called organic foods.[11]

The non traditional products market is growing very fast in most countries of West Europe, North America, Japan and Australia, as well as in many other developed countries. As organic products ratio is still small, forecasts indicate great long-term possibilities within all markets. Growth possibilities increase not only through a consumer awareness of health and environmental problems, but also through an active and oriented promotion towards concrete objectives, developed by major minority groups. Development of products and canned/bottled innovative systems, introduced by food producers and manufacturers, as well as a sound official policy supported by many countries, will also help to increase the world demand.

The fundamental problem, in the short- and long-term, is that there will not be a lack of organic products demand but an organic products insufficient supply. In France, for example, domestic production is quickly growing, but it seems that demand increases faster, which could give great commercial opportunities to suppliers, including exporters from developing countries. Actually these coutries succesfully produce large sort of organic commodities.

However, producers deal with several problems, i.e., lack of organic agriculture technical knowledge and production methods; lack of information about market, for instance, which products they should cultivate, which markets and distibution outlets they must chose; competition, and access to the market, among others. Major problem, shared with developed countries, is the certification system,

[11] http://www.sica.gov.ec/agronegocios/nuevas%20agroexportaciones/panorama/panorama_nt.htm

being this a technical problem that rise production costs, which, in the long run, should be paid by consumers. Notwithstanding, importers, food manufacturers, retailer organizations, and consumers will always like to know the organic origin. Fresh and processed organic citrus fruits have find a place in the market, and if all goes well, in the short- and long-term, sales will be highly increased. It is necessary, however, to keep on developing crop, processing, trade and distribution mechanisms.[12]

2.2. Introduction to Ecuador's Economy

Ecuador is the world's largest exporter of bananas US$1,040 million in 2005), and also a major exporter of shrimp (US$446 million in 2005). Exports of non traditional products are also significant: fresh cut flowers represented US$370 million; tuna fish, fish and fishery products US$551 million; and fruit juices and concentrates US$97 million in 2005. There is a wide variety of agricultural products, which is largely oriented to domestic market and other portion for export, percentage that is in a constant growth. Tourism also plays an increasingly important role in the Ecuadorian economy, and is considered as the fourth-largest source of foreign exchange (after petroleum, bananas, and shrimp).[13]

Production and Industry

Petroleum has been the main source of foreign currency to the country for the past 25 years. Oil exploration began in Ecuador on the Santa Elena Peninsula in the first quarter of the 20th century. However, it was not until the seventies, when exploration was begun in the Amazon region and the oil production began turning Ecuador into one of the world's most important exporters of this natural resource. Other products of economic importance to the country are bananas, coffee, cocoa, shrimp, timber, tuna, and, more recently, flowers. Ecuador has a vast array of natural riches.

[12] http://www.sica.gov.ec/agronegocios/nuevas%20agroexportaciones/panorama/panorama_nt.htm
[13] http://www.workmall.com/wfb2001/ecuador/ecuador_history_introduction.html

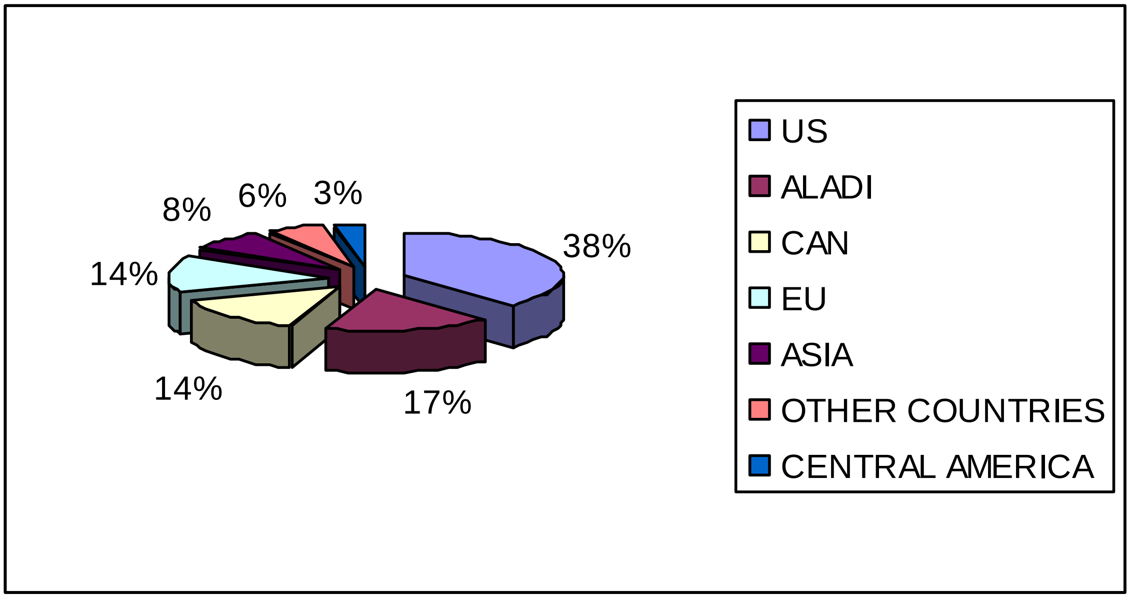
It has been calculated that there are gas reserves of 300,000 million cubic feet in the Gulf of Guayaquil. Tourism is Ecuador's fourth most important export in terms of income[14].

[14] http://www.dlh.lahora.com.ec/paginas/debate/paginas/debate745.htm

National and International Fairs

The Main directorate of Promotion of Exports and Bilateral Investments spreads and promotes the Ecuadorian participation in week events of tourism, gastronomy, crafts, and commerce in general; for which it counts on an ample data base.

Export Destination (2005)

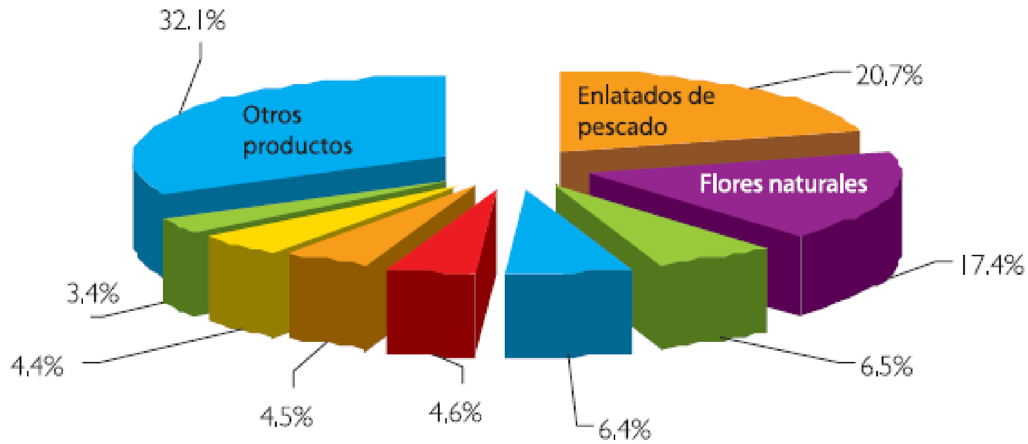


Exportations

Year	TOTAL EXPORT	Traditional's	Non Tradicional
1996	3,123,973	2,012,433	1,111,540
1997	3,707,098	2,565,201	1,141,897
1998	3,280,104	2,177,119	1,102,985
1999	2,971,402	1,815,337	1,156,065
2000	2,484,204	1,301,955	1,182,249
2001	2,778,442	1,363,914	1,414,528
2002	2,981,134	1,480,751	1,500,383
2003	3,615,874	1,737,367	1,878,507
2004	3,518,899	1,673,874	1,845,025
2005	4,230,181	1,925,283	2,304,898

Main products of export nontraditional

Percentage of the total FOB in 2005



2.3. Clases

A) Primary products

A primary, non-traditional product is the one who does not have a big industrial process and almost no labour force to be produced, but comes out mostly directed from the source that produces it. They are easier to produce compared to the industrial ones. And one example of this type of products are the flowers, followed by the production of wood and mining products. They come from the earth's soil, mostly being sowed by the farmers and to be sold, they to not require a big industry to be developed. [15]

Some characteristics of the primary products are the following:

- Are generally made in the changing process of natural resources.

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15 http://www.bce.fin.ec/docs.php?path=./documentos/PublicacionesNotas/Catalogo/Apuntes/ae25.pdf

- Most of them coming from this sector are considered raw materials for other industries. Major businesses in this sector include agriculture, agribusiness, fishing, forestry and all mining and quarrying industries.[16]
    - Natural flowers
    - Mining Products
    - Wood
    - Fruits
    - Tobacco in branch

[16] http://www.ccq.org.ec/documents/RC93.pdf

Period		TOTAL NOT TRADITIONAL	PRIMARY NOT TRADITIONAL							
			Total Primary	Natural flowers	Sweet basil	Wood	Mining products	Fruits	Tobacco in branch	Primary others
2000		1.182.249	314.705	194.650	8.304	20.474	9.408	15.681	8.156	58.031
2001		1.414.529	406.248	238.050	6.669	24.028	6.285	20.163	9.766	101.286
2002		1.500.383	475.668	290.326	7.943	30.887	12.283	29.311	14.601	90.317
2003		1.878.507	533.774	308.738	8.909	42.127	11.879	46.219	14.912	100.990
2004		1.845.025	573.050	354.817	9.388	48.115	12.461	49.110	19.225	79.935
2005		2.304.899	655.161	397.907	7.765	53.680	15.936	55.687	25.429	98.757
2006		2.983.557	790.796	435.842	7.921	64.805	36.166	65.889	26.104	154.070
2007	January-october **(2)**	2.676.356	715.864	374.977	6.984	72.279	53.240	37.812	26.780	143.791
	January	235.921	67.222	38.532	615	5.261	4.221	5.513	2.052	11.026
	February	271.981	94.783	69.138	705	5.848	4.342	3.599	2.571	8.579
	March	275.961	75.252	43.807	709	7.373	6.089	4.340	3.775	9.158
	April	258.597	72.065	39.518	618	6.762	5.758	3.105	1.191	15.114
	May	290.223	83.239	43.512	563	5.932	5.483	2.987	3.589	21.172
	June	273.797	64.125	23.669	634	7.259	7.988	2.710	3.954	17.911
	July	293.572	74.037	25.482	322	7.817	7.361	3.022	2.097	27.936
	Augost	275.285	61.337	25.899	1.116	9.416	6.329	4.463	2.362	11.753
	September	270.128	59.197	32.135	826	7.911	1.924	3.584	2.854	9.963
	October	230.891	64.607	33.283	876	8.700	3.745	4.489	2.335	11.179

17

[17] http://www.bce.fin.ec/docs.php?path=/documentos/PublicacionesNotas/Catalogo/IEMensual/Indices/m1872022008.htm

B) Industrialised products:

They are basically products which come from different sources and suffer production processes and sometimes other prime products are used to work along this industrialised ones to get the final products.

One example of these products are the leather ones. When the cows are sacrificed to get the meat out of them, the industry of leather needs the skin of the cow to produce the leather. So, the farmers sell the skin of the leather to one client and the meat to another one. To make the famous leather bags and wallets, the skin of the cow must be processed with heat and other elements to finally obtain what we know as leather. There are a lot of animals used to produce leather, but the same thing happens to their skin: The skin goes to processes to be modified.[18]

These are some characteristics of the industrialised products:

- Made in a process of manufacturing and construction;
- Are produced by a second sector of industry which generally takes the output of the primary sector and manufactures finished goods or products to a point where they are suitable for use by other businesses, to export, or sale to domestic consumers.[19]
    - Juices and cons. of fruits
    - Fishmeal
    - They canned of fish
    - Other elaborate of the sea
    - Chemical and medicines
    - Vehicles
    - Other manufacture. of metals
    - Textiles fibers articles of clothing
    - Other manufacture. of textiles
    - Manufacture. of leather, plastic and rubber
    - Plywood's and pressed
    - Extracts and vegetable oils

[18] http://www.ccq.org.ec/documents/RC93.pdf
[19] http://www.bce.fin.ec/docs.php?path=./documentos/PublicacionesNotas/Catalogo/Apuntes/ae25.pdf

- Elaborate of banana
- Manufacture. of role and cardboard

Period		INDUSTRIALIZED NOT TRADITIONAL							
		Total Industrialized	Juices and conserves of fruits	Fish flour	Canning of fish	Elaborated others of the sea	Chemistries and drugs	Vehicles	Other metal manufactures
2000		867.545	62.768	19.246	231.664	2.904	61.197	67.265	68.294
2001		1.008.281	57.515	22.262	268.782	3.563	68.181	99.675	88.274
2002		1.024.715	54.607	11.913	343.490	2.561	72.466	52.845	90.201
2003		1.344.733	81.412	19.152	405.848	6.448	93.997	126.221	159.948
2004		1.271.975	80.581	20.402	362.294	10.458	88.718	78.962	129.995
2005		1.649.737	100.678	22.052	489.642	8.142	77.599	168.511	183.160
2006		2.192.761	132.383	39.943	567.566	7.501	129.081	343.288	249.433
2007	January-october (2)	1.960.493	121.744	50.517	503.449	11.714	91.089	233.634	224.294
	January	168.699	13.645	2.942	48.702	972	11.600	21.035	14.477
	February	177.198	11.737	4.069	57.211	954	6.454	20.785	15.373
	March	200.709	12.561	6.622	50.987	864	17.861	29.821	20.525
	April	186.532	11.176	4.050	47.830	1.025	6.265	30.359	13.963
	May	206.984	11.720	5.269	50.476	1.334	8.491	25.814	18.032
	June	209.672	11.849	5.342	55.171	1.413	11.853	25.203	21.048
	July	219.535	9.551	5.834	57.101	957	7.536	24.797	29.575
	Augost	213.947	12.595	3.402	54.091	1.292	6.206	22.948	37.772
	September	210.932	14.577	5.971	47.354	1.821	7.870	29.614	28.104
	October	166.284	12.334	7.015	34.528	1.082	6.954	3.259	25.426

[20]

[20] http://www.bce.fin.ec/docs.php?path=/documentos/PublicacionesNotas/Catalogo/IEMensual/Indices/m1872022008.htm

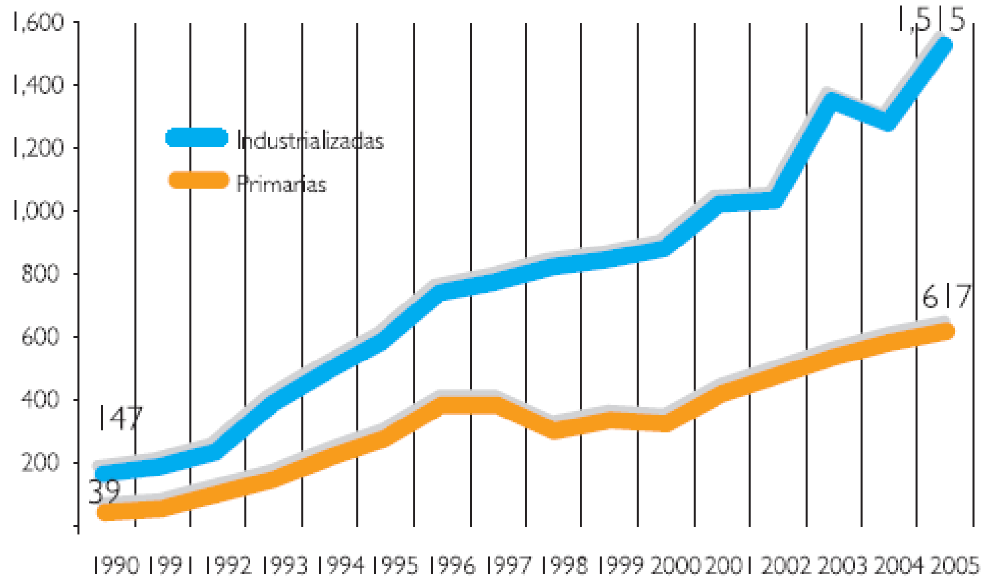
Period	INDUSTRIALIZED NONTRADITIONAL							
	Articles of vestrir of textile fibers	Other manufactures of textiles	Manufactures of leather, plastic and rubber	Slanting and pressed wood	Vegetal extracts and oils	Elaborated of banana tree	Manufactures of paper and cardboard	Industrialized others
2000	19.377	39.461	67.341	38.921	19.776	16.076	16.827	136.428
2001	23.546	42.256	67.858	38.531	22.951	20.178	18.974	165.736
2002	20.985	37.012	71.029	23.706	29.921	21.520	19.271	173.188
2003	27.681	40.393	66.445	39.002	48.183	20.075	26.785	183.143
2004	28.234	49.941	83.906	36.753	57.464	23.287	31.119	189.860
2005	27.760	47.997	98.647	44.376	77.701	26.114	39.334	238.026
2006	22.207	51.385	116.352	47.602	79.122	34.409	39.283	333.205
2007 January-october **(2)**	18.235	40.728	116.403	45.519	122.516	35.074	34.472	311.106
January	1.755	3.946	10.348	2.856	5.897	3.008	5.550	21.967
February	1.951	3.632	9.025	4.396	10.145	3.619	2.050	25.798
March	1.942	4.199	10.910	4.150	7.040	3.833	3.277	26.118
April	1.822	4.196	10.989	4.194	11.067	3.870	2.165	33.562
May	2.005	4.209	12.196	4.568	23.854	3.938	4.089	30.990
June	1.605	4.447	12.900	3.923	15.296	4.331	3.525	31.767
July	1.710	4.120	13.777	4.433	22.683	3.323	3.178	30.960
Augost	1.671	3.889	11.987	4.388	10.277	3.655	4.659	35.114
Septiembre	2.270	4.014	12.438	4.750	5.563	2.536	3.291	40.758
October	1.503	4.076	11.833	7.861	10.694	2.961	2.688	34.072

[21]

[21] http://www.bce.fin.ec/docs.php?path=/documentos/PublicacionesNotas/Catalogo/IEMensual/Indices/m1872022008.htm

Industrialized and primary

nontraditional exports



22

22 http://www.ccq.org.ec/documents/RC93.pdf, in this table we can watch the maintained increase of the industrialized nontraditional product exports

2.4. Market of Ecuador

Non traditional agricultural exports presentation

Ecuador was hit by a major financial crisis that had political and social repercussions very serious, forcing the country to take a measure perhaps more viable and that is the dollarization of the economy, in an attempt to reduce inflation and curb the devaluation.

Dollarization has resulted in fact fundamental changes in the country's economy, which has become dependent on foreign exchange earnings generated exports of products, goods and services, as well as the possibilities of foreign investment.

This information allows us to confirm the importance of the agricultural sector in foreign trade and the potential for increased export volumes and items.

The Ministry of Agriculture and Livestock (MAG) aware of the implications that this means radical economic change, has set as one of its main political support for the production and export to generate foreign exchange. There are few viable alternatives to increase the current export of non-traditional products, promote the growth of new crops and replace imports of agricultural products to meet domestic demand and generate exportable surpluses. [23]

For non-traditional crops has been regarded as a focus on international demand. We have identified the main international markets with prospects for positioning products Ecuadorians, as well as possible links commercial and institutional involved in its promotion.. Established on market potential have been developed guidelines and production techniques have been identified investment opportunities for selected product.

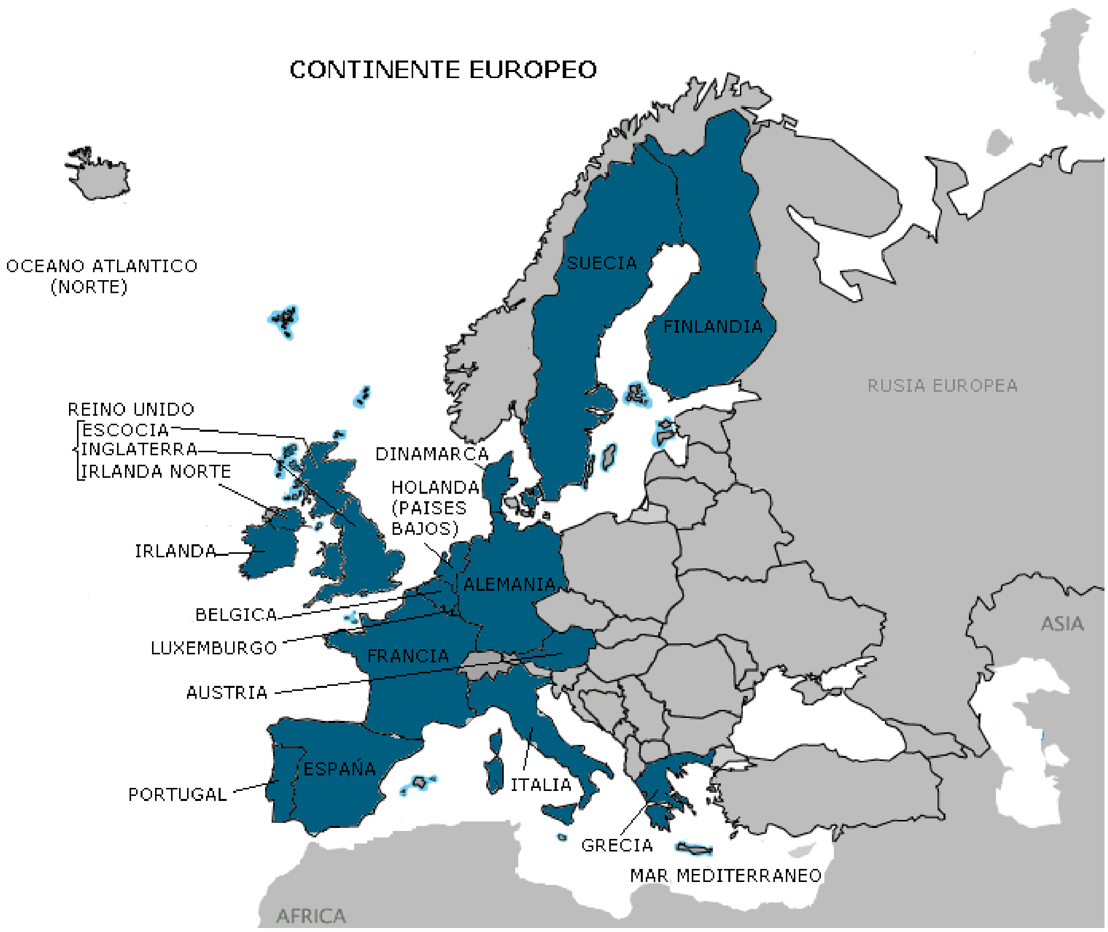
For traditional crops study has focused on the identification and analysis of current constraints to production and productivity, post-harvest handling, processing and marketing, considering the entire food chain. On this basis are presented technical guides for the efficient production and policy guidelines for its sustainable development. Addition, we have identified possible areas for investment.

[23] http://www.sica.gov.ec/ingles/

In short, these guides market, technological and investment opportunities, they intend to open a path toward efficient production, identify new investment opportunities considering factors of competitiveness, environmental considerations and suggestions to the public sector in decision-making for the formulation of development policies. 24

Market of Ecuador

EUROPEAN UNION (EU) - 2007 (January-December)



[24] http: //www.bce.fin.ec/documentos/PublicacionesNotas/Competitividad/Estudios/EstComerInter006072007.pdf

2.5. Review of the product and the importance for the country

Non traditional export products are those primary and processed exportable commodities,under a "exportable" level before 1980. According to the Central Bank of Ecuador (BCE) data, during 1987-1997 the Ecuadorian non traditional export products have increased a 22.83% (FOB U.S. values). Major primary non traditional export products are: fresh flowers, heart of palm, onion, watermelons, mango; and some non traditional processed commodities are: canned juices, fruits and vegetables, fish meal, canned fish, and chemicals and medicines.

According to a "Cordes" (Survey and Development Corporation, of Ecuador) General Director press statements, non traditional commodities sales during 1996 were of about double average than 1980 exports' average, i.e., 22.7% of whole country's exports only during 1996. The 1998 agribusiness exports represented more than 50% of whole country's exports, 10% of which are related to new agricultural export products.[25]

25

3. Objectives

3.1. Aims

Twenty-five years ago, the Ecuadorian agriculturists, as much of the Coast as of the Mountain range, bet by the product culture that until then had little exit to the outside. Ten years later, the production of the nontraditional ones had increased, then we have to become it is to increase the production and thus we will be able to use in for the consumption of the internal market and exporting it

One of the priorities contemplated in the National Exports Program is to depend less on the export of primary goods, by providing technical assistance to increase the value of exportable goods, facilitate the development of investigation by sectors and to identify, gather and disseminate all technical investigation that benefits each one of the productive sectors.

3.2. Objectives:

- Promote the Nation's social and economic development
- Generate an exporting culture
- Generate products and services that contain a greater added value and high quality.
- Increase the productivity and competitiveness of products and services

3.3. Goals :

- That is, to generate an average annual
- Increase the basket of goods and services that can be exported by the country through diversification.
- And finally, to increase the number of foreign markets by adding at least one new market per year.[26]

[26] The Importance of public-private organizations which plan and develop an image and country brand"

Opening of Markets and access improvement of the exportable offer

This action is related to the definition and execution of a trade negotiations program. It enhances internal consensus to determine national positions at international trade negotiations.

3.4. Ecuador country-product brande.

Country image

To be able to generate the Credibility of Ecuador in the world, it is imperative to build, with the collaboration of every citizen, a reliable Country Image; sustainable in time and compatible with our realities and led by the Private Sector. Faced with a series of difficulties that appeared during the development of our plans[27]

General Objectives

- Determine the opinion of the different stakeholders in Ecuador linked to exports.
- Create a mechanism for the participation of sectors in the various stages of the preparation of the different stages for the design of the Ecuador Country/Brand Plan.

Specific objectives

- With the objective of transforming important information into positive contributions for the diagnosis that will be prepared in the First Phase of the Ecuador Country/Brand Plan, we will concentrate in obtaining the opinion from participants, relative to the problems that each sector presently faces, as well as their vision regarding the threats and opportunities of the international context that affect Ecuadorian exports or that may affect it in the future.
- Likewise, and since it is important to have the opinion of various sectors as a summation of the opinions of the representatives of the different commissions, there is the intention of holding these meetings by sectors.

[27] The Importance of public-private organizations which plan and develop an image and country brand"
A paper prepared by Mr. Diego Mosquera Manager, Quito Office Corporation for the Promotion of Export and Investment (CORPEI)

4. Situation non traditional products

In the course of last the three decades, several countries of Latin America have developed nontraditional the basic product exports, term that use so much the investigators as mass media. Nevertheless, the definitions of this concept differ very many between countries and also between experts, since they are based on practical approaches, whereas others plead for certain logical criteria.

From the establishment of some criteria, I want to show revelantes products like the exports of shrimps, cut flowers, soluble coffee are approached and came. These products have been - and some continue being “nontraditional exports” in some countries of the region. Its production and external sale are related to the advantage of comparative advantages that have elevated their competitiveness and thus allowed to establish and to fortify their niches in the international markets.[28]

Some products of nontraditional export (shrimps in Ecuador, flowers cut in Colombia, came in Chile), have modified the exporting structure of the respective countries, whereas in other cases (soluble coffee in Brazil, came in Argentina) those changes have been hardly perceivable. Almost all these exports are destined to the markets of the United States, the European Union, Japan and some other countries, the access which is limited mainly by tariffs. On the other hand, a characteristic in common of these merchandise is that they are end items and they practically do not admit increases of the degree of transformation and the added value. The perspective of the nontraditional exports mainly depend on their world-wide demand and its competitiveness; in the case of those of shrimp, they are in favor conditional to a great extent of the offer, since the capture of this crustacean has its limits because the resources of the marine biomass are finite, like the ribereños spaces apt for its raising.

Occasionally, in the exports of the countries appears new products of very dynamic behavior, or the external sales of some exportable product grow to high rates, it changes his importance in the respective economy, and the structure of exports of the

[28] El Estado y la Agricultura no Tradicional deExportación en América Latina:Resultados y Lecciones de Tres Estudios de Casos Octavio Damiani

country is even modified. Those external sales have been denominated “nontraditional exports” and, in several economies of the region, they have carried out and they continue playing a very important role as work and currency sources. Nevertheless, several interpretations of the same concept of nontraditional export exist, which, sometimes, are sales.

4.1. Ecuador

In second half of the decade of 1970, as well as during the Eighties and ninety, the dynamism of the world-wide exports of congealed shrimps was spectacular Its increase has been based, on the one hand, in the increasing captures registered in the producing countries and, by the other, in the fact that these countries are resorting widely to the system of deposits to increase the production of shrimps and thus to print greater dynamism to this branch of their economies. In 1997, Latin America contributed approximately one fifth part of the world-wide exports of this product. Ecuador and Mexico appear between the five greater exporter of congealed shrimps (the other three are Thailand, Indonesia and India).[29]

4.1.1. Offer

The capture of shrimps is limited by the natural reproductive capacity of the ecosystems where this aquatic species lives. It is important to emphasize that the volume of the captures has stayed stationary from principles of the Seventies. Another factor that lead to the reduction of the yield was the contamination of the coastal zones in which these crustaceans remain during a period of their cycle of life. Therefore, the supply of shrimps captured in the sea has its limits and it does not hope that their captures and their supply increase beyond the levels already reached. By the end of the Eighties and during the ninety, the regional supply of captured shrimps underwent the consequences of the North American legislation that prohibited the import of shrimps extracted with trawls which they later did not have a device called,

[29] Exportaciones no tradicionales latinoamericanas.Un enfoque no tradicional
Valentine Kouzmine

that problem - that in addition was debated in the World-wide Organization of trade- was solved by means of the purchase and installation of such devices in the trawls. In sum, this American norm hit the income obtained by the fishermen of shrimps of the tropical zones.

4.1.2. Demand

Most (almost 90%) of the world-wide demand of congealed shrimps comes from Japan, the United States and the Europea.10 Union As already it has been seen, the thickness of the regional sales is destined to those countries industrialized with greater level of entrance per capita, where certain tradition as far as the pattern of the consumption has settled down, becoming east product an ingredient of the nutritional balance. Therefore, it is very little probable that the demand of shrimps is reduced the future in foreseeable. Still more, according to experts of several universities, as well as of the Departments of Commerce and Agriculture of the United States, the industry shrimp fisher worldwide is on the eve of registering a great expansion in the future near.

This only can happen if it increases the demand in the import countries. The tariffs applied by the main import countries differ remarkably in their impact in the demand of shrimps. In the United States, those tariffs are null, in Japan reach to 3%, whereas in the European Union they fluctuate between 12% and 18%, according to the concerned species.

4.2. Latin America

4.2.1. Ecuador Colombia

The flower growing has specialized in the production of , roses,carnation , and orchid, having used modern technologies to produce numerous varieties and new species with forms and colors different, as well as more resistant to the diseases. The factors that influence more in the international trade of cut flowers are the fytosanitory production costs, tariffs, controls in the import countries and the technological advances, specially in the matter of means of transport and more effective methods of conservation and the culture of new varieties.[30]

4.2.1.1 Offer

The determining factors of the supply are the conservation and transport, production costs. In Latin America, first of them he is relatively low, because the semi-skilled manual labour is cheap and to that the climate of the producing countries allows to throughout harvest flowers the year with no need of conservatories or in plastic conservatories and, therefore, without the expenses that suppose the heating and the artificial illumination. The low production costs allow that the Latin American flowers are very competitive in the outer market.

4.2.1.2 Demand

The high quality of the Colombian and Ecuadorian cut flowers is well-known anywhere in the world, where they enjoy good reputation. In Colombia demanding norms of production are applied and all the main producers deal most of the varieties of flowers with preserving to prolong their duration in the vases. On the other hand, "a generalized consensus exists in which the roses of long stem of Ecuador are those of greater quality of the world"

4.2.2. Brazil

The soluble coffee is a basic product and, at the same time, an end item that contains greater added value than the grain coffee and is destined directly to the consumption. It is almost impossible to increase his added value, if it is considered that this product arrives at the commerce already packaged for the sale to by minor. European. must be mentioned soon that their production in commercial volumes, their consumption and its commercialization was developed after World War II, first in the United States and in other countries.

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[30] Exportaciones no tradicionales latinoamericanas.Un enfoque no tradicional
Valentine Kouzmine

Brazil and Colombia, being the greater producers and exporter of grain coffee, at the beginning of the decade of 1960 stimulated the local capital, by means of tributary exemptions, so that they settled you make of soluble coffee. Also, the government of Ecuador promoted the production of soluble coffee in the country by the route to offer credits to the industralists so that they concerned machinery. Of that way, the Brazilian and Colombian producers of soluble coffee began to orient themselves towards the outer markets.[31]

The tendency of the exports of soluble coffee is determined by the factors of the supply and the demand at world-wide level, which are subject to natural variations, economic and political. Bond to stress that in the competition to as much transnational companies and their branchs like national companies of the Latin American countries participate.

4.2.2.1 Offer

The exporting countries of the region of soluble coffee that contribute a proportion of the world-wide supply, in as much producing of grain coffee, have several competitive advantages: smaller costs of manual labor, transport and insurances, as well as absence of tariffs. This product, by being packaged hermetically, is long play and not predictable, which implies that the impact of the bad harvests of the grain coffee (is by droughts or frosts) affects little. This means that a variation of the price of the grain is not reflected correlatively in the one of the soluble coffee.

4.2.2.2 Demand

The world-wide demand of soluble coffee is generated in numerous countries and regions of the world. Its evolution at global level is the resultant of the originating demands of many and very different countries, conditional as well by the effects of the cyclical behavior of the world-wide economy on the respective economies. This nutritional product has gotten to be from traditional consumption, phenomenon that causes that its demand is characterized by a low elasticity based on the entrance.

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[31] Exportaciones no tradicionales latinoamericanas.Un enfoque no tradicional
Valentine Kouzmine

However, this elasticity is more sensible in the countries and the social layers with smaller levels of entrance.

The world-wide demand of soluble coffee registered certain growth during the Nineties due to modifications of the happened pattern of consumption in the countries of central and Eastern Europe as a result of the transition towards the socioeconomic system of market. In these countries, the demand of this type of coffee partially replaced the one of other drinks, phenomenon that lead to satisfy the implicit demand that existed in those countries and that unsatisfied in greater or smaller proportion was left. But this process still does not finish, since at the present time the demand of soluble coffee still is limited by the lack of spending power. Therefore, the potential of those markets is very great and promissory.

4.2.3. Argentina and Chile

The grape wine takes place mainly in the countries that cultivate the grapevine and they are located in the appropriate regions from the point of view of the climate and grounds. The wine exports packaging in bulk and, adding itself to this last must, 23 concentrated of grape that statistically comprises of the wine exports in bulk.
Argentina and Chile contribute near 80% of the regional production and around 95% of the wine exports.

The value of the world-wide wine exports exhibited a very dynamic and even growth in the second period of the sixty and during the Seventies. In the two following decades, the rates of growth of those exports were remarkable, but between 2,5 and 3 times smaller than the registered ones previously, which denotes the saturation of the market and the change of the consumption habits.

The resultant of the offer and the demand of wine in the international market express in volumes and values exported, as well as in their rates of growth during a specific period. The external wine sales have increased in value and volume, although the world-wide production has tended to be reduced during last the two decenios24 due to the performance of some European countries. At the same time, the exported proportion of the world-wide production happened of 16% in 1990 to 25% in 1997 (in physical volumes). This phenomenon contrasts with the loss of the wine consumption in the main countries that produce it and export in the world.

4.2.3.1 Offer

The world-wide supply of wine comes mainly from the producing countries, is to say, of France, Italy, Spain, Portugal, Germany, Bulgaria and some others of Europe, thus like of the United States. By the end of the Eighties and principles of the ninety, the world-wide supply grew due to the contribution of Argentina, Chile and Australia. Both Latin American countries have deepened their penetration, acquired presence in new external markets and strengthened their positions in the traditional markets.[32]

[32] Exportaciones no tradicionales latinoamericanas.Un enfoque no tradicional
Valentine Kouzmine

4.2.3.2. Demand

Most of the world-wide demand of wine is originated in Europe, whose part in the world-wide imports surpassed both third in 1997. Nevertheless, for Chile and Argentina the demand coming from the European Union has greater importance, the United States, Latin American Japan, and some countries, that is to say, the external markets where the regional wines are sold in greater proportion.[33]

The demand of this product responds to traditions that are created in the countries and cannot increase abruptly in a short period. On the other hand, the tendencies to the loss of their prices can result in greater demand and consumption. Meanwhile, the considerable increase of the demand of Chilean and Argentine wines in the markets of the import countries supposes that they are competing successful with other suppliers, first of all in terms of the correlation price/quality.

Spent some years, the nontraditional exports establish a tradition and the use of that provisional title loses sense. Nevertheless, it is continued applying by a prolonged period, although no longer there are reasons logics that they justify to do it. Therefore, although in the beginning of a new and dynamic phenomenon of export it is possible to use this term, after some years must be eliminated.[34]

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[33] Exportaciones no tradicionales latinoamericanas.Un enfoque no tradicional Valentine Kouzmine

[34] http://www.corpei.org/

4.3. Exportations

Period		TOTAL EXPORTS	OIL		
			Total	Crude petroleum	Derivatives (2)
		a=b+e	b=c+d	c	d
2000		4.926.627	2.442.423	2.144.009	298.415
2001		4.678.436	1.899.994	1.722.332	177.662
2002		5.036.121	2.054.988	1.839.024	215.964
2003		6.222.693	2.606.819	2.372.314	234.505
2004		7.752.891	4.233.993	3.898.508	335.484
2005		10.100.031	5.869.850	5.396.840	473.010
2006		12.728.243	7.544.510	6.934.010	610.500
2007	January-october **(3)**	11.138.872	6.509.544	5.865.149	644.395
	January	883.628	446.347	414.450	31.896
	February	926.446	456.674	426.370	30.304
	March	1.034.998	537.301	498.449	38.852
	May	1.035.281	568.236	488.132	80.104
	Mayo	1.048.244	566.526	496.088	70.438
	June	1.166.783	714.920	674.245	40.675
	July	1.346.734	874.855	779.967	94.888
	Augost	1.158.981	700.085	625.046	75.039
	September	1.246.300	783.384	705.681	77.703
	October	1.291.477	861.217	756.720	104.496

35

[35] http://www.aduana.gov.ec/contenido/procExportar.html

Period		NONOIL							
		Total	Tradicionales						Nontraditional
			Total	Banana	Coffee and elaborated	Shrimp	Cacao and elaborated	Tuna and fish	
		e=f+l	f=g+h+i+j+k	g	h	i	j	k	l
2000		2.484.203	1.301.954	821.374	45.584	285.434	77.361	72.202	1.182.249
2001		2.778.442	1.363.914	864.515	44.104	281.386	86.610	87.299	1.414.528
2002		2.981.133	1.480.750	969.340	41.689	252.718	129.057	87.947	1.500.383
2003		3.615.874	1.737.367	1.100.800	70.423	298.964	169.641	97.539	1.878.507
2004		3.518.899	1.673.874	1.023.610	84.136	329.793	154.235	82.100	1.845.025
2005		4.230.181	1.925.283	1.084.394	92.249	457.539	176.126	114.975	2.304.898
2006		5.183.733	2.200.175	1.213.489	99.423	588.160	171.088	128.015	2.983.557
2007	January-october **(3)**	4.629.328	1.952.972	1.059.733	96.911	489.538	189.221	117.569	2.676.356
	January	437.282	201.361	116.889	8.062	39.301	23.186	13.922	235.921
	February	469.772	197.791	98.943	8.382	52.229	23.697	14.539	271.981
	March	497.696	221.736	113.596	9.314	49.510	35.096	14.220	275.961
	April	467.045	208.447	111.708	8.042	48.759	26.658	13.281	258.597
	May	481.718	191.495	111.201	8.136	46.073	15.691	10.394	290.223
	June	451.864	178.067	97.037	8.870	49.359	12.026	10.775	273.797
	July	471.879	178.308	103.146	7.391	43.058	12.646	12.066	293.572
	Augost	458.896	183.611	96.984	15.059	46.864	15.356	9.349	275.285
	September	462.916	192.788	107.201	11.119	53.782	10.250	10.436	270.128
	October	430.260	199.369	103.029	12.535	60.603	14.615	8.587	230.891

[36]

[36] http://www.aduana.gov.ec/contenido/procExportar.html

5.1. Status Quo

5.1.1. Introduction

Within the process of export of non-traditional agricultural products, to be followed a sequence methodological including:

- **Identification of production alternatives**
- **Product Selection**
- **Hierarchy**
- **Testing Pilot Field**
- **Analysis, identification and promotion of market**
- **Marketing**

It should be noted that agriculture in the broader concept, including: animal husbandry, agriculture, aquaculture, fishing, forestry, hence the breadth of options available. [37]

Meanwhile, the country, despite its small size, has varied types of weather, caused mainly by geographical location, the mountain range of the Andes and the ocean currents, leading to the formation of different height levels or areas Life. indicated What makes our area offers a wide biological variability that allows a wide range of opportunities for agricultural production, not only benefits but also climatic cycles and time of production.

5.1.2. National Agricultural Production

It is aimed primarily toward the generation of the following types of products:

- Foodstuffs and implementation of agribusiness, ornamental, domestic consumption.
- Agricultural export. These include the economic importance they have had and still have to Ecuador so-called traditional products, such as banana, plantain, coffee, cocoa, African palm, shrimp, fish in general, mainly. Sin however, in recent decades, has expanded the supply of non-traditional

[37] www.ecuadorexporta.org

products such as the case of fruit, vegetables, spices, flowers, etc.. Clearly many of the products destined mainly for export, also supply the needs of the domestic market.[38]

The concept of diversification, export-oriented agriculture has always been a national concern, which has not yet reached the level of significance expected. Here are vitally important research programs and agricultural markets necessary.

5.1.3. Scope General Products.

In the wider aspect can fit them:

- Agricultural export fresh;
- Industrial Agricultural of plant origin (eg estropajo, palm hearts, canned fruits and vegetables, frozen, infusions, etc.).
- Agroindustrial animal (eg honey, silk, alpaca, etc.).
- Product export of animal origin (example: trout, or escargot snail, frogs, shrimp, tropical fish, pearls, butterflies, etc.).
- Handicrafts (example: tissues, trays, cutlery, wooden statues, tagua, etc..).

5.1.4. Process

5.1.4.1. Preliminary identification

The methods of identification, we can note the following:

- Historic analysis, based on statistics on production, exports, imports.
- Paradigm, compared with what has happened in other countries or regions.
- Induction / Deduction logical method, siembro cane and I get alcohol.
- Delphi Method, counseling or advice from experts or promoters linked to domestic or international issue.

[38] http://www.sica.gov.ec/ingles/agro%20oportunidades/docs/business_op/panorama/panorama_nt.htm

5.1.4.2. Selection and prioritization of opportunities

In the previous step will be achieved by obtaining a portfolio of ideas for productive projects to be selected and hierarchy, to select the most viable. This can be done forming a matrix of opportunities, which will attempt to quantify the importance of each of the following items, for each of the selected products:

- Feasibility agroecological (suitable sites; habitats)
- Technical feasibility of production (technologies, cost)
- Market Viability
- Feasibility marketing
- Generating adequate income in relation to costs (C / B), determination attempt
- Activity sustainable (respectful of the environment)
- Value added (national components of investment income, utilities)
- Use of raw materials and inputs nationals
- Socioeconomic Benefits in rural areas (employment generation, avoiding migrations, etc.).
- Currency Savings
- Access to funding depending on the size least profitable
- Period maturation of the project
- Increased diversification
- Satisfaction of food needs
- Interaction with other productive activities

5.1.4.3. Test Pilot

That is, exploratory experiences, sowing the field, to confirm the possibility of production technology choice, the minimum technology and inputs required, as well as other components associated with the activity in the selected area. It is also important to verify the degree of quality the products obtained.

5.1.4.4. Promoting market

Type locally and externally. We have to realize that not every production of goods for export will be shipped overseas. Part must be marketed locally. In this instance evaluates broadly the feasibility of the market, trying to visualize better, the destination to be given to the products obtained.[39]

5.1.4.5. Marketing

Establish specific and direct links with brokers and buyers. Send samples will be relevant, to establish contacts, to specify prices, define transportation, launch business.

As a general rule recommended faithful compliance: volumes, dates, prices and quality.

5.1.5. Mention of Case Studies

Based on field experiences, here are some products that have a good potential agroexportable. The following case studies have been analyzed in the INIAP, with the collaboration of CFN: [40]

- Amaranth / Quinoa
- Arazá
- Baby corn (experience in the Costa)
- Bromelias / Guaycunos (experience in Bolivar, low greenhouse).
- Cinnamon
- Cochineal of carmine (experiences in Pichincha, Loja and Imbabura)
- Escargot / Caracol (experience in Puerto Cayo and Guayllabamba).
- White and green asparagus (experience in the Santa Elena Peninsula, where increased productivity is evident also in Guayllabamba).
- Bean gandul
- Fréjol mungo

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[39] http://www.sica.gov.ec/ingles/agro%20oportunidades/docs/business_op/panorama/panorama_nt.htm

[40] http://www.iniap-ecuador.gov.ec/

- Vegetables hydroponic and semihidropónicas: Cucumber and Tomato (Pomasqui experience); big Pepper and Gherkins (Machachi experience); Vainitas and melons (Salcedo experience); Garlic (Puembo experience).
- Macadamia (experience in Harmony).
- Maranon
- Palmito
- Pitahaya (experience in the Noroccidente).
- Herbs (experiences in the Sierra).
- Black Pepper
- Ornamental fish (Puembo experience).
- Tomato tree
- Trout (Nono - Pichincha experience).
- Tuna (experiences in Pichincha, Loja and Imbabura)
- Uvilla (Puembo experience).

6. Is Ecuador making money?

6.1. Demand situation

The demand has the following characteristics: the consumers show a greater preference by fresh foods, little greasy and sweet, congruentes with a healthy, aesthetic nutrition and ecologically he cleans, as well as an increasing interest in proving foods whose flavors and textures are specific or new; exotic foods look for, as a result of the demonstration effect; a greater product availability exists outside season in the markets; the loss of the relative competitiveness in the traditional producing countries has given rise to the appearance of a space in the international demand.

The supply is characterized by the following characteristics: it recently includes built-in products to the export currents (red relatively secondary whose exporting potential has begun to be developed); products that have waked up interest in beginning to export them (those whose internal demand is reduced); the agriculturists have the capacity and the disposition to carry out investments and to adopt technologies outposts to obtain products of export of high unitary value; the possibility exists of taking advantage of the unfavorable conjunctures and losses of competitiveness in the international markets of the industrialized countries that concentrate the world-wide exports of their pairs.[41]

As official statistics on non traditional commodities' trade are not available, it is not possible to get a complete vision of world trade. It is clear, however, that Europe (basically the UE), the U.S., and Japan are major markets, although there are few small interesting countries, including many developing countries. Germany, as main market in Europe, representing approximately third part of European market, followed by France, UK, Netherlands and many other small markets. Other countries, i.e., Italy and Spain, are important producers (specially of fruits, including citrus and cereals), of non traditional products. Most European markets represent less than 1 percent of whole food market. In certain countries, however, like Germany, Austria, Denmark, Sweden, and Switzerland, rate seems to be two to three percent. Initial research shows that organic products' demand is increasing within great markets. Trade forecasts pointed out that towards the end of century, organic commodities could represent approximately 5-10 percent within total food market. Following a brief description of some countries:[42]

a) Denmark

With a population scarcely higher than 5 million inhabitants, this country's market has small food and beverages demand. Organic products sales, however, during 1997 were of about 300 U.S. million dollars, which represents 2-2.5 percent of total retail market for food products. During 1998, sales rose 3 percent.

In this country the non traditional products market growth is expected to be rapid during next years, basically due to (1) Consumer interest for healthy foods and products which do not damage environment is increasing day by day. (2) Main

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[41] www.ecuadorexporta.org

[42] www.ecuadorinvest.org

retailer agents are activelly developing non traditional products sales through great advertising campaigns, and competitive prices. For example, the Denmark Cooperative has fixed ambitious sales objectives for specific non traditional products, which should be reached within a determined year. (3) Farmers and food producers more and more meet market opportunities, i.e., if these satisfy non traditional products consumers necessities. Finally, present governmental policy consists of non traditional products consumption and production promotion. Organic products sales is forecast to reach 10 percent of whole food sales for the year 2000, according to trade sources and industrial experts.

b) France

In 1996, non traditional products retailer market was of 650 million dollars, i.e., approximately 0.5 percent of food total market, according to professional sources. During 1997 amount was estimated at 770 million dollars. Present growth is forecast at 20 percent. France, a large food producing country and an important food and beverage exporter, has low organic agriculture culture, as it accounted for just 0.4 percent of whole agricultural sales during 1995. Germany's and Switzerland's 1995 organic production was estimated at 1.9 percent, and 3.8 percent respectively. However, an official policy is actually in force which supports and promotes a fast development within this sector. For example, for the year 2005 it is foreseen an aggressive increase of farmers in charge of organic agriculture, i.e., from 4,500 to 25,000. Moreover, major food manufacturers and main retailer organizations are entering in the non traditional products business, which probably will have a positive effect for general sales.

Due to a small organic food production, France imports great amounts of organic food and beverages, much of which could be locally produced. It is hardly likely to satisfy local demand, which grows rapidly, with internal production; thus, this country will continue to be an exporting country, especially to developing countries[43].

[43]http://www.sica.gov.ec/ingles/comercio/index.html

c) The Netherlands

Netherlands non traditional products consumption represents a very small part of food total expenses. Unofficial statistics for 1997 were estimated at 350-400 million dollars (retail level), i.e., 1 percent of food products total market, smaller than most neighbour markets. Main limitative factors are:

- Higher prices; Dutch consumers spend much less money in organic food than other European countries, and
- Low participation level of mayor food trade within the organic products distribution. Recently most supermarkets offered small range or organic vegetables.

However 1996 was a critical year for non traditional products trade, retail sales increased at a 3-5 percent during that year, and most estimations show a 10-15 increment for 1997. This market growth will greatly depend upon supermarkets' enlargement of its products range as well as providers hability to offer cheap organic products to consumers. Netherlands is a great importer as it plays an important rol as non traditional products and beverages reelaborator, canner and reexporter country. Most organic foods imported from developing countries passes through Dutch trade firms.

d) United Kingdom

During 1997 the United Kingdom's non traditional products market was estimated at 400-450 million dollars, duplicating its figures from last two years; 60-70 percent of which is imported, although percentages differ according to products' group. High exports level is because the United Kingdom organic production is small probably less than 1.000 farms of a total of 100.000. Major group involves fruits and vegetables, i.e., 45 percent of total production, followed by cereals (15 percent), meat (1 percent), and dairy products (8 percent).

Future seems to be promising, as retail market trade is estimated at 10.000 million dollars within a 10-years period, i.e., up to 10 percent from present 0,3-0,4 percentage of non traditional products whole market in the UK. All depends upon a permanent product supply and a sound support governmental policy, as well as a gradual decrement of prices' difference in front of traditional commodities. Distribution channels should be taken into account, specially supermarkets. Major retailer organizations increase day by day their non traditional products and food range, and their sales.

e) Other major markets

According to a survey for 1996 the non traditional commodities' German market was estimated at 1,400 million dollars, with a 1 percent rate of the whole market. The 1997 percentage was estimated at 1.5. The United States organic food and beverages market was estimated at 2,800 million dollars for 1995. According to trade sources, since 1995, market has increased approximately 20 percent per year, which means that, for 1997, the U.S. market accounted for approximately 4,000 million dollars. According to the Japanese Organization for Foreign Trade, during 1997, the Japanese market for non traditional commodities was estimated at 200 million dollars; other opinions forecast that this could increased to 1,000 millions dollars. The ITC survey will give accurate figures about these and other markets.[44]

6.2. The offer situation in developing countries

All major studied markets offer providers with great perspectives of non-domestic production organic commodities, such as: coffee, tea, cacao, spices, tropical fruits, vegetables, and citrus, among others. However, many local-produced commodities not only out-of-season products, i.e., fruits and vegetables, but grains, cereals, pulses, and seeds have great opportunities; this, because many markets can not satisfy the short- and med-term consumers demand.[45]

ITC researches demonstrate that at least 100 countries have a tradable organic commodities production:

Africa (27 developing coutries), Asia (15, including 12 developing countries), Latin America and the Caribbean (25 developing countries), Australia and the Pacific (3,

[44] http://www.sica.gov.ec/ingles/comercio/index.html

[45] El Estado y la Agricultura no Tradicional deExportación en América Latina:Resultados y Lecciones de Tres Estudios de Casos Octavio Damiani

including 1 developing country), Europe (approximately 20 countries, and 7 transition economies), and the U.S. and Canada. Main internationally tradable organic commodities are: fresh fruits and vegetables; dried fruits and nuts; prepared fruits and vegetables; coffee, tea, and cacao; spices and herbs; oleaginous crops and by-products; sweeteners; cereals, dry pulses; meat, dairy products, and eggs; alcoholic beberages; prepared foods.

Many other products should be taking into account: feed, seed grains, and cotton.

The ITC survey will provide a detailed information on each product group within certain products and provider countries. Developed countries, for example, are important exporters of many of these commodities, i.e., fresh fruits and pulses, spices and herbs, coffee, tea and cacao. On the other hand, they are small providers of meat and dairy products, alcoholic beberages and prepared products.

Suppliers

However, it is apparent that the export markets for non traditional fruits and vegetables are dominated by just a handful of developing country suppliers. More than 40 percent of world developing country fruit exports by value are shipped by just four suppliers: Mexico, Chile, Ecuador and Costa Rica.

Export trade in vegetables is similarly concentrated, although the regional bias is less marked: Mexico is a leading supplier of tomatoes, asparagus,aubergines and onions: Zimbabwe and Guatemala dominate the world market for green peas, whilst Kenya supplies 25 percent of world trade in green beans. Mexico alone, with its proximity to the huge United States market, accounts for two-thirds of developing country vegetable exports.

The concentration is also marked in the case ofspeciality NTAEs. Mexico accounts for more than 40 percent of world trade in chillies, China for 45 percent, 33 percent and 21 percent of world trade in ginger, garlic and medicinal herbs, respectively, and Colombia for 14 percent of world trade in cut flowers.

The processed products category is also similarly controlled by just a handful of developing country exporters: China accounts for more than half of world trade in both dried mushrooms and canned mushrooms; Thailand has nearly half of world trade in canned pineapple; Chile and Argentina account for one quarter of world trade in concentrated apple juice; Turkey, Chile and China for more than a third of world trade in tomato paste.

In contrast to the performance of leading developing country exporters of NTAEs, LDCs exports of NTAEs can be measured in thousands of dollars and hundreds of metric tonnes. Exports are typically small-scale with considerable variability in the volumes shipped year-on-year. Overall, the LDCs are significant exporters of only one product — green beans — with a 12 percent share in world trade.[46]

Unlike values of traditional agricultural exports, the unit values of non traditional fruits and vegetables have held up fairly well during the past 10 years despite strong underlying growth in export availability. Unit values of tomatoes have risen over the period, reflecting the trend towards the export of speciality lines such as vine and baby tomatoes. A similar trend is apparent for chillies and peppers, also reflecting innovations in the range and value of products available in this category. The empirical evidence indicates that producers and exporters of non traditional fruits and vegetables must innovate continuously in order to retain their market share and maintain unit values. Hence, exporters are developing new product lines which include high care products (trimmed and packed beans, ready prepared salads, pre-prepared stir fry mixes, prepared fruits); speciality products (baby vegetables, purple carrots, smaller-sized watermelons) and exotics (cape gooseberries, Chinese vegetables,

fresh hearts of palm, tropical peppers). Unlike the fresh produce sector, there has been comparatively little innovation in the presentation.

[46] http://www.p2pays.org/ref/22/21996.pdf

7. Rules

Obstacles to the commerce in the developed countries: tariffs the high level of the agricultural protection in the countries as much developed as developing and the high level of the internal aid in first have prevented the growth of the agricultural exports of the countries developing. With the Agreement on the Agriculture of the OMC, Ronda Uruguay of commercial negotiations it initiated the process of reduction of the obstacles to the agricultural commerce. In any case, the protection level continues being high.

In the countries of the Organization of Economic Cooperation and Development (the OECD), the consolidated tariff average of agricultural products is of the 60 percent, in comparison with an average of the 5 percent in the case of industrial products. Esteem that the tariffs applied average for the agricultural imports of countries developing are of the 12 percent in the United States, of the 20 percent in the UE, of the 17.5 percent in Canada and of the 22 percent in Japan (naturally, these averages only can be given an approximated idea of relative the tariff incidence, and will depend on the combination of products and countries that take part in the commercial flows).

The desincentiva tariff progresividad the diversification the exports of the countries developing also undergoes the effects of the tariff progresividad, by virtue of which higher tariffs for the merchandise exported in advanced levels of elaboration are demanded more. This practical one is general in many agricultural nourishing product chains, understanding by such the sequences of phases of elaboration through which a basic product as the grain cacao is transformed into an end item, like the chocolate.[47]

7.2. Subventions in the developed countries

Although the tariffs in general have been diminishing, other policies that can limit the exports of the countries developing have not been modified substantially. For

[47] A paper prepared by Mr. Diego Mosquera Manager, Quito Office Corporation for the Promotion of Export and Investment (CORPEI)

example, although the value of this support has diminished in nominal and real terms, the subventions to the export and the internal aid in some developed countries has continued being elevated and has maintained the prices in the world-wide markets low, which has supposed a decrease for the income and the quota of market of the producers in the countries developing that do not offer subventions and has exhausted the currency reserves of many countries that depend strongly on the basic product export.

The total aid to the agriculturists in the countries of the extreme OECD more than 200 000 million dollars USA to the year. The aid specially has been elevated in the case of products like the rice, the sugar, milk, the wheat and the meat. Since it has observed the World Bank recently, perhaps “although the official subventions to the export are small and are in reduction, the effective subventions to the export created by the internal aid increase”. The measurement in which the internal aid repels in the prices of the world-wide agricultural product market depends obvious on the form that adopts this aid and on the measurement in which “it has been broken contact”.

7.3. Price

Many developing countries obtain a considerable part of their income of export thanks to a reduced number of agricultural products, and in some cases of a single product. This concentration causes that the countries are very vulnerable to the negative evolution of the markets or the atmospheric conditions. A drought or a fall of the prices in the international markets can exhaust their currency reserves quickly, to reduce their capacity to pay essential imports and to sink them in the debt

7.3.1. The high cost of the fall of the prices

Most of the agricultural products have experienced a descendent tendency of the real prices, and the forecasts in the long term are not encouraging. According to estimations of the World Bank for 2015, although it is anticipated that the real prices of most of agricultural products will be located over the present levels, would continue being below its maximums of half-full of the decade of 1990.

In the case of some countries developing, the collapse of the prices of basic products was traumatic, and gave rise to an increase of rural unemployment and to a strong declivity of the export income. The reduction of these income of export has put in danger its capacity to pay the food imports, mainly in the countries where the invoice of the food import represents a considerable part of the GDP.

If the prices of ten more important basic products agricultural (in terms of value of the exports) exported by the countries developing had raised he himself rate that the inflation from 1980, these exporter would have received in 2002 approximately 112 000 million dollars EE.UU. more of those than they perceived in fact. One is a number that is more of twice superior to the total amount of the distributed aid anywhere in the world.

7.3.2. The high cost of the instability of the prices

Although the degree of instability have diminished in the 20 last years, the prices of many agricultural basic products continue being very unstable. The ascents or falls of the prices can be result of a drought or an excellent harvest. They extend and they deepen because as much the supply as the demand of basic products, specially of the perennial cultures, responds to the changes of prices slowly.

When the existence is low and the high prices, the agriculturists can increase the surface seeded, but they cannot reduce the necessary time so that the cultures mature and they are possible to be harvested. In the case of the permanent cultures, like the coffee or the cacao, it can suppose years of delay. When the agriculturists are able finally to increase the production, the prices lower, since the provisions surpass quickly to the demand in the import countries, since the demand does not grow of significant form in answer to the fall of the prices. The result is a series of brief followed parentheses of prosperity of prolonged periods of recession.[48]

[48] A paper prepared by Mr. Diego Mosquera Manager, Quito Office Corporation for the Promotion of Export and Investment (CORPEI)

8. The WTO reform in the fruits and vegetable case

The fruits and vegetable sector reform is the most general part of the EU Common Agrarian Policy (CAP). Main reform's objective is to "develop a more competitive and estructured fruit and vegetable sector with a rapid reaction hability to market trends and situation, and assure that community expenditure level assigned, will favour mostly the long-term development instead of structural excedent outlets."

According to the EU former regime, most part of the EU budget for fruits and vegetables was assigned for intervention measures (300 million ECU) and for export reinbursement (200 million ECU). Through this reform the UE is partially modifying policies, going from adoption of market intervention measures to producers support through producers organizations and their recognized operative programs.

According to Regulation 2200/96 and taking into account the Uruguay Round Agreement, support intervention dicreases to approximately 100 million ECU. Export reimbursements will be financed up to approximately 80 million ECU; meanwhile, a new entry related to operation foliated will be provided with at least 300 million ECU.[49]

Common Market Organization main elements for fruits and vegetables are:

(a) products' classification per quality

(b) intervention arrangements

(c) producers organizations

(d) trade relations with third countries

8.1. Products' classification per quality

Once armonization process related to citrus in the EU --according to the United Nations Economic Commission for Europe (UN/ECE)-- have been established, they will be known as "trade standards", not as quality standards. Such a change have been implemented in order to favour the ECE standards, as the EU standards are straight and less detailed.

[49] http://www.sica.gov.ec/ingles/agro%20oportunidades/docs/business_op/panorama/comuneu.html

8.2. Intervtention arrangements

Before the reform, internal intervention was based mainly in production surpplus purchase and indemnization of voluntary retirements held by producers organizations. Threshold prices were warranted both for fresh fruits/vegetables, and prepared fruits/vegetables; technical assistance was provided in order to cooperate with commodities placement and preparation. Producers organizations were allowed to fix a price under which they wouldn't offer their products for sale. The EU, then, provided producers' groups with a retirement price indemnization.

Market's new organization has maintain the commodities-retirement-of-the-market by producers' groups system. Retirement prices concept both for basic retirements and for willing minimum income for producers, however, was removed. Under structural imbalance circumstances, and if important volumes are to be performed, it is possible to implement a threshold price a year before commodities trade time. Notwithstanding, such a practice could result in smaller intervention compensations during next commercialization years.[50]

8.3. Producers organizations

Former market internal regulations, which supported the fresh fruit/vegetable sector, included indemnization for fresh commodities retirement of the market. Member states intervention organizations were in charge of the system operation. Producers organizations promotion and development (including those specifically related with citrus) are still the main characteristic or the new organization. Main goal of this new regulation is to strength producers organizations and to provide incentives for new organizations' creation, providing financial assistance.

Commodities retired from the market will have, among other things, a free distribution among charity institutions, penal institutions, hospitals, old people's homes, etc.

[50] http://ec.europa.eu/agriculture/capreform/fruitveg/infopack_en.pdf

They could also be used for non-food purposes, such as animal food, or be send to food processing industries, provided that such system do not disturb production sectors' competition.

In order to access to the EU financial assistance, producers organizations must be recognized by the EU members states, which periodically will verify organizations' sound performance according to established market criterion, which includes an internal operative fund, financed by members' contributions. Financial assistance granted by the EU to producers organizations will pertain to those contributions made by the member to the operative fund; usually limited to a 50% of operative fund effective expenses.

8.4. Market retirements

Financing of retirements performed by producers organizations could be used as indemnization complement of retired commodities of the Community, or to permit retirement of commodities not included among products compensated by the EU. Member states can establish a maximum level for indemnization or suplement for products retirement. Notwithstanding, suplement quantity is equal to the EU indemnization retirement quantity, which can not exceed retirement maximum price level applied during trade year 1995/96. Operative fund portion --to be used in order to finance retirements can not exceed a 60 percent limit during the first year, which decreases yearly reaching 30 percent during sixth year, and remains unchanged from then on.

Programs should also exclude those methods which could result in a disorganized competence within other trade activity sectors performed by the producers organization (i.e., cross subvention).[51]

8.5. Trade relations with third countries

New regulation arrangements related to trade relations with third countries are almost the same as those established by the former Common Market Organization. Last

[51] http://ec.europa.eu/trade/issues/bilateral/index_en.htm

changes given in trade regulations (specially the entry price system) were mainly a result of the Uruguay Round application, examined during the tenth meeting. Shortly, the Uruguay Round trade commitments included tariff barriers transformation in a tariff equivalent, which should be decreased at least in a 15% --each commodity (and approximately 36% for agricultural commodities in general) throughout an application period, as well as a export subsidy reduction.

About citrus (including grapefruits and limes, for which there was not an import minimum price) the EU modified its imports minimum price system (or "reference price") in order to be compatible with the Uruguay Round. According to the modified system ("entry price"), if present entry price of a certain dispatch is lower than a minimum especified, a compensation tax is collected.

According to the new system methodology, compensation taxes are applied on a stage basis. If import prices oscillate between 92-100 percent of entry price, a duty equal to difference between import price and the minimum entry price will be collected. If import price drops down 92 percent, a maximum compensation tax or Maximum Tariff Equivalent (MTE) will be collected. The MTE should be also especified on tariff lists and, according to the Uruguay Round, it should be reduced throughout the 1995-2000 transition period; moreover, the minimum entry price will be reduced the same amount (ECUs) as the MTE is to be reduced.

Export reimbursement system is to be applied to orange and lemon exports, although limited by the Uruguay Round commitments at a subsidy level and subsidied exports volumes. According to the Uruguay Round Agreement, export subsidies for all products exports will be reduced, in approximately 36 percent, and subsidied export volume should be reduced approximtely 21 percent throughout the application period.[52]

[52] http://www.comunidadandina.org/ingles/normativa/D598e.htm

9. Main products of Ecuador

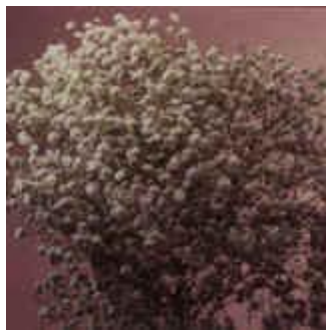
9.1. Ecuatorian flowers

Ecuadorian flowers are considered the world s best for their quality and unsurpassed beauty. The country s geographic situation allows it to have micro-climates and sunlight that provides unique characteristics to our flowers, such as the size of the bud, stem length, and the flower s color intensity.

Several types of flowers grow in our country, including more than 300 varieties of roses, red and in all other colors. Ecuador is the country with the largest number of planted hectares that produce the most variegated range of colors. Gypsophyla, which in a very short time has made of Ecuador the world's n°1 producer with the largest number of planted hectares; Limonium, Liatris, Aster and many other summer flowers. Long lasting carnations, with special features like colors and vertical stems in all their different varieties; chrysanthemums and pompons with unique sizes and colors; more than 100 varieties of tropical flowers renowned for their different shapes, colors, sizes, and long life after cutting. No refrigeration is needed and, because they are so strong, they resist handling.

Roses

Gypsophilla



Tropical Flowers

Summer Flowers

Carnations

Currently there are more than 2,500 hectares planted with flowers, available for export all year long.

9.1.1. Comparative and competitive advantages

Thanks to its weather, many different varieties of flowers can be grown in Ecuador. For this reason, Ecuadorian and foreign investors consider our country as an adequate place for the development of floriculture.

Warm days, cool nights, pure water, radiant sun and 12 hours of daily sunlight during the entire year ensure the growth of excellent flowers. The variety of the climate, without however sudden changes, is another factor which in turn allows to grow this surprising variety of flowers.

In addition to the natural advantages offered by Ecuador, adequate technological and infrastructure factors ensure a long life for the Ecuadorian floricultural industry at world level.

Ecuadorian exporters give primary importance to the environment and social aspects of flower farming. Many farms have the green certification that guarantees a good environmental and social management of the productive process.

9.1.2. Markets

The main markets of Ecuadorian flowers are the United States, the Netherlands, Germany, Russia, Italy and Canada. In minor quantities we also export flowers to countries like France, Switzerland, Spain, Argentina, etc.

Ecuadorian flowers are exported to various destinations by air, with an adequate temperature control to ensure optimum quality. Roses are gathered in 25-unit bunches and packed in boxes carrying 10 bunches each. Carnations are packed in boxes with an average of 35 bunches, each bunch having between 20-25 stems. Chrysanthemums are packed in boxes with 25 bunches having 10 stems each.[53]

[53] http://www.corpei.org/FrameCenter.asp?Ln=SP&Opcion

9.2. Shrimps

WHITE SHRIMPS OF ECUADOR

In 1968 Ecuador undertook in shrimp farming, starting up a successful industry which has kept active for over 30 years, shrimp exports have registered an annual growth of 20% in the last twenty years, despite production problems caused by plagues which affected this crustacean.

IMPORTANCE IN THE ECONOMY OF ECUADOR

Shrimp cultivation in Ecuador involves several activities along the coast, ranging from the most sophisticated such as shrimp hatcheries and genetic selection of breeders in special laboratories to uncomplicated such as shrimp larvae catching in the sea.

In social terms, this activity is of paramount importance in the economy of Ecuador since around 60% of employment is generated in the low income areas in the country. Allowing these people to obtain basic infrastructure and stable salaries. Moreover, more than 80% of workers in shrimp packaging factories corresponds to women, allowing a better income to their families.

In economic terms, shrimp exports have represented over the last two decades an important component of Ecuadorean exports, reaching third place after oil and bananas.

International context

Shrimp farming takes place in 17 countries of America, from the USA to Brazil.

Production in America represents less than 30% of the shrimp farming world output, the 70% remainder is produced by Asian countries.

Litopenaus Vanamei: White shrimp of excellence

In Ecuador, around 90% of shrimp production is based on cultivation systems, the remainder is caught in our warm waters from the Pacific.

Thanks to weather conditions, geography location and coastline structure, the adaptability of the species Litopenaeus Vanamei in captitivy has become a success, besides all these factors along with demanding post-harvest control and packaging have resulted in a shrimp with excellent taste, color and texture, which has been acknowleged as the best white shrimp of the world.

In addition to quality, weather conditions in Ecuador contribute to the continuous supply of the produce, since Ecuador is one of the few countries of the world where the number of harvests range from 2 to 2.8 annually.

Innovative presentations

Aquaculture in Ecuador has grown with celerity in the manufacturing of value added products, becoming a leader of development in international markets with an assorted range of presentations. In technological terms Ecuador is sufficiently furnished with the necessary equipment for the manufacturing of industrialized products.

Ecuador offers all year around 21 presentations of shrimp using modern systems for processing and attractive hermetic packaging, thus satisfying the requirements of most demanding markets.

Markets

The United States is the main market destination, however the dynamism of this industry is reflected in the opening of the new markets gained in the last decade, taking the lead in shrimp imports in European countries such as France, Spain and Italy, not leaving unattended the Asian market where we have achieved a rapid share.

Environmental conscience

Since a balanced ecosystem is the foundation for the development of any sustainable activity, the shrimp sector endeavours to implement best-practice in farming to take care of it.

For this reason, the National Chamber of Aquaculture, association that gathers together most shrimp producers and exporters, signed an agreement with the Global Aquaculture Alliance, which includes an environmental diagnosis, good cultivation practices and an annual assesement of the implementation degree, in addition, it maintains agreements with Fundación Natura, which stands for as the main non governmental environmental organization in Ecuador to control mangrove devastation.

Another example of the environmental conscience which characterizes the entrepreneurs of this activiy is the reforestation carried out in protected areas such as the Environmental Reserve of Mangroves "Churute", allowing mangroves to be regenerated and maintained under the Ecuadorean government guarantee along with and support of the shrimp sector.

International standards of quality

Ecuador keeps a highly recognized quality control system, it has passed the requirements of the FDA, EU Department of Veterinary, consummer protection organizations in Japan and Inspection organizations from Canada.

A 100% of shrimp processing plants are in compliance with the national and international quality standards, with HACCP system (Hazard Analysis of Critical Control Points) and with all requirements of purchasers, consequently achieving competitiveness of Ecuadorean shrimp in international markets.

Ecuadorian shrimp is antibiotic-free, as producers strictly follow international food security regulations to guarantee a safe and healthy product.

Aquaculture in Ecuador…..a sector to invest

Ecuadorean shrimp industry posseses an infrastructure with a yet to be developed potential. The sector is intent on reaching all international markets with quality products.

The potential development that Ecuador possesses in aquaculture, opens the possibility to invite a selected group of local and foreign investors to unite efforts and benefits with Ecuadorean producers and jointly manufacture industrialized products, break into new markets with value added products, offer technical assistance and technology transfer, with the cooperation and support of CORPEI

Shrimp does not contain saturated fat, additionally it possesses a high percentage of Omega 3, which allows to lower the levels of cholesterol in blood [54]

10. Conclution

Considering the probability of which in the near future there should develop the production of some new basic goods and this exportation should begin as not traditionally, it is worth stressing that nowadays this phenomenon supposes a high level of quality. In addition, for the exporters there is very important the support of the governmental entities and of the pertinent trade policy in the initial stages of the production of these goods and of this penetration On the external markets, in order to support the competitive.

A nontraditional product cooperates in a good way to the activation and growth of Ecuadorian economy. American, European and Asiatic markets demands have been cover with high standards quality products recognized around the world for their beauty and characteristics.

Following this path, results in Ecuadorian economy will be recognized in a few years. The objective is clear for the country: to place Ecuadorian products in the taste and the preference of consumers all around the world.

[54] http://www.corpei.org/FrameCenter.asp?Ln=SP&Opcion

11. German Summary (einleitung)

Die ecuadorianische Wirtschaft hing vom XIX Jahrhundert bis zur Hälfte des XX Jahrhunderts vom Kakaobohnenexport ab. Anfang der 40er Jahre fing Ecuador mit dem Export von Bananenpflanzen an, welcher 50% des Totalexports bis Anfang der 60er Jahre ausmachte. Bis 1972 machten die Ölexporte den größten Anteil aus. Nach Zunahme des Erdölpreises sanken die Exporte auf 50% und erreichten im Jahre 2006 60%. Die Herabsetzung von internationalen Preisen und Plantagenkrankheiten schadeten dem Land und zeigen ihre Abhängigkeit von den Exporten. Während der 90er Jahre hatten die nichttraditionellen Exporte ihren Höhepunkt. Die nichttraditionellen Exporte werden in zwei Gruppen geteilt, in Primärerzeugnisse wie zum Beispiel Blumen, Holz, Cerealien und Früchte. Der zweite Teil besteht aus industriellen nichttraditionellen Produkten wie Konservenfisch, Konservenfrüchten und Metallwägen. Die industrialisierten Produkte machen 70% der Summe aus. Die Konzentration liegt mehr auf den Primärerzeugnissen als auf den industrialisierten Produkten. Die Hauptmärkte der nichttraditionellen Produkte sind die EU mit 26,3%, Kolumbien mit 22,5% und die Niederlande mit 4,6%.

Informationen über Ecuador

Ecuador ist ein unabhängiger, souveräner, demokratischer und einheitlicher Staat. Die Amtssprache ist Spanisch und die offizielle Währung ist der Nordamerikanische Dollar. Ecuador liegt im Nordwesten Südamerikas zwischen Kolumbien und Peru. Ecuador lässt sich in vier geographische Zonen aufteilen: dem Küstenbereich (Costa), der Andenregion (Sierra), dem Amazonas-Tiefland (Oriente) und den Galápagos-Inseln. Ecuador hat mehr als 13,2 Millionen Einwohner. Fünf Millionen leben in den Hochländern, 6,5 Millionen leben an der Küste, in den Amazonas leben ca. 600.000 Menschen und knapp 700.000 leben auf den Galápagos-Inseln. Quito ist der politische Mittelpunkt Ecuadors, Guayaquil ist das traditionelle Wirtschaftszentrum des Landes und Cuenca ist die kulturelle Seele. Ecuador ist stark abhängig von den Erdölprodukten. Andere wichtige Exportprodukte sind: Bananen, Kaffee, Kakao, Garnelen, Holz, Thunfisch und Blumen. Der vierte wichtigste Export ist der Tourismus.

Definitionen – Nichttraditioneller Produkte

Die nichttraditionellen Produkte sind geteilt in Primäre und industrialisierte Erzeugnisse. Um den Unterschied zu verstehen muss man aber erst die Bedeutung kennen. Ein nichttraditionelles Produkt wird verändert und übrig bleibt nur die Essenz. Zum Beispiel werden Bananen im grünen Zustand geerntet, danach gebraten und dann verpackt. Ein bekanntes Produkt sind Bananenchips. Die Banane wird einen Industrieprozess unterzogen behält aber ihren Geschmack bei. Ein anderes wichtiges nichttraditionelles Produkt ist die Blume. Die Blumen werden zum Beispiel in den bergen gezüchtet und sind somit resistenter und können länger transportiert werden. Die nichttraditionellen Produkte erfüllen eine Reihe von Eigenschaften wie zum Beispiel Qualitätsstandards, internationale Normen des Umweltschutzes. Diese Produkte sind angepasst auf die Nachfrage am internationalen Markt. Der Markt an nichttraditionellen wächst sehr schnell in Westeuropa, Nordamerika, Japan, Australien und anderen entwickelten Ländern. Ein primäres Erzeugnis ist ein naturbelassenes Produkt, das heißt es wurde keinem industriellen Prozess unterzogen. Hauptsächlich sind diese Erzeugnisse aus den Sektoren der Landwirtschaft, Fischereien, Forstwirtschaft und dem Bergbau wie zum Beispiel Blumen, Bergwerkprodukte, Holz, Früchte und Tabak. Industrialisierte Produkte werden verschiedenen Produktionsprozessen unterzogen um ein Enderzeugnis zu bekommen. Ein Beispiel hierfür die Leder. Die Kühe werden geschlachtet, das Fleisch und die Haut werden an verschiedene Kunden verkauft. Die haut wird durch verschiedene Prozesse verändert bis es zu Leder wird. Ecuador ist der weltweit größte Exporteur von Bananen (US$ 1.040 Millionen in 2005) und ebenso ein wichtiger Exporteur von Garnelen (US$ 446 Millionen in 2005). Der Export von nichttraditionellen Produkten ist ebenfalls sehr wichtig für Ecuador. Im Jahr 2005 machte der Export von Schnittblumen US$ 370 Millionen aus, Thunfisch, Fisch und Fischprodukte US$ 551 Millionen und Fruchtsäfte und –Konzentrate US$ 97 Millionen. Der Tourismus spielt auch eine immer wichtigere Rolle in der ecuadorianischen Wirtschaft und wird als viertgrößter Faktor betrachtet nach Erdöl, Bananen und Garnelen.

Nichttraditionelle Agrarprodukte

Nach der Dollarisierung veränderte das Landwirtschaftsministerium radikal den Agrarsektor, mit dem Ziel die Devisen zu erhöhen, den Export von nichttraditionellen Produkten zu erhöhen und den Import von Agrarprodukten zu senken. Die Saaten sollten erhöht werden um eine höhere Ernte zu erzielen um die Nachfrage im Inland sättigen zu können. Wenn im einen Land die Saat gesetzt wird muss man keine Agrarprodukte importieren und man kann nach der Sättigung im eigenen Land mit dem Export anfangen. Ziel war es die Ernte so zu erhöhen damit die Nachfrage gesättigt werden konnte und zeitgleich auch ein Export der Produkte zu ermöglichen. Um dies zu erreichen wurden Beobachtungen am internationalen Markt getätigt.

Bewertung der Produkte und ihre Wichtigkeit für das Land

Vor 1980 waren die nichttraditionellen Produkte unter einem „exportfähigen" Niveau. Von 1987 – 1997 wuchs der Export auf 22,83% an. Elementare nichttraditionelle Produkte sind Schnittblumen, Zwiebeln, Wassermelonen, Mangos und einige nicht traditionelle industrialisierte Produkte sind Saftkonzentrate, Dosenfrüchte, Fischkonserven, Fischmehl, Chemikalien und Medizin. Der Warenverkauf von nichttraditionellen Produkten war im Jahre 1996 ungefähr doppelt so hoch als der Exportdurchschnitt im Jahre 1980 das heißt 22,7% von Exporten des ganzen Landes. 1998 repräsentierte die Agrarindustrie mehr als 50% der Exporte des ganzen Landes.

Zielsetzung

Ziel ist es den Export von Rohstoffen zu reduzieren und stattdessen im eigenen Land Fertigwaren zu produzieren und diese dann zu exportieren. Weitere Ziele sind:

- Förderung der wirtschaftlichen Entwicklung
- Entwicklung einer Exportkultur

- Verbesserung der Produktqualität
- Produktivität und Wettbewerbsfähigkeit vergrößern
- Erschließung neuer Märkte

Um die Glaubwürdigkeit Ecuadors aufzubauen ist es wichtig ein zuverlässiges Landbild aufzubauen.

Situation nichttraditioneller Produkte

Im Laufe der letzten 3 Jahre haben mehrere Länder Lateinamerikas für nicht traditionelle Produktexporte den Begriff Massenprodukte gebraucht. Relevante Produkte für den Export sind Garnelen, Schnittblumen und wasserlöslicher Kaffee. Die Produktion und der Verkauf dieser Güter sind verbunden mit dem Vorteil die Nischen auf den internationalen Märkten zu kräftigen. Die Perspektive der nicht traditionellen Exporte hängt hauptsächlich von ihrer weltweiten Nachfrage und seiner Wettbewerbsfähigkeit ab.

Ecuador

Von 1970 bis in die Neunziger war der Export von gefrorenen Garnelen sensationell. Der Garnelenfang wird jedoch durch die natürliche reproduktive Kapazität des Ökosystems beschränkt. Aus diesem Grund hat der Export von aus dem Meer gefangenen Garnelen seine Grenzen. Um zu verhindern das zu große Mengen gefischt werden wurde es gesetzlich verboten mit Schleppnetzen zu fischen. Dieses hatte aber wiederum Auswirkung auf das Einkommen der Fischer. Die größte Nachfrage kommt aus Japan, den USA und Europa. Es ist nicht absehbar dass die Nachfrage nach Garnelen zurückgehen wird. Es wird eher eine Steigerung geben.

Ecuador und Kolumbien

Für die Züchtung von Schnittblumen werden moderne Technologien angewendet um zahlreiche neue Sorten, Formen und Farben zu erzielen und ebenso sie widerstandsfähig gegen Krankheiten zu züchten. In Lateinamerika sind die Produktionskosten relativ gering weil das Klima es erlaubt das ganze Jahr über

Blumen zu züchten ohne Wintergärten und die angelernten Arbeiter werden gering entlohnt. Die sehr gute Qualität der kolumbianischen und ecuadorianischen Schnittblumen ist weltweit bekannt.

Brasilien

Brasilien und Kolumbien sind die größten Produzenten und Exporteure von löslichem Kaffee. Die Wertschöpfung ist größer als bei Bohnenkaffee und es ist fast unmöglich seine Wertschöpfung zu vergrößern. Die lateinamerikanischen Länder die löslichen Kaffee exportieren haben die Konkurrenzvorteile der geringeren Personalkosten, Versicherungskosten und Transportkosten. Dieses Produkt hat eine lange Lebensdauer und ist nicht wie Bohnenkaffee von dem Erntenverlauf abhängig und somit keinen Preisschwankungen ausgesetzt. Die weltweite Nachfrage ist im stetigen Wachstum.

Argentinien und Chile

Argentinien und Chile tragen nahezu 80% der Regionalproduktion und 90% der Weinexporte bei. Beide Länder haben ihre Penetration vertiefen können und konnten ihre Präsenz auf neuen Absatzmärkten und auch in den traditionellen Märkten stärken. Der europäische Markt spielt eine wichtige Rolle weil hier der größte Absatz erzielt wird. Die Nachfrage nach diesen Produkten reagiert auf Traditionen und kann somit nicht innerhalb einer kurzen Periode zunehmen.

Aktueller Stand

Vor dem Export nichttraditioneller Agrarprodukte müssen folgende Prozesse durchgeführt werden:

- Identifikation von Produktionsalternativen
- Produktauswahl
- Hierarchie
- Prüfung des Versuchsfeldes
- Analyse, Identifikation und Erhebung des Marktes
- Marketing

Im weitesten Sinne beinhaltet Landwirtschaft die Fischerei, Forstwirtschaft und tierische Landwirtschaft. Trotz der kleinen Größe von Ecuador gibt es hier sehr unterschiedliche Klimas aufgrund der geographischen Lage. Dadurch bietet es sich an eine Vielfalt an landwirtschaftlichen Produktionen zu tätigen.

Nationale Landwirtschaftliche Produktion

Landwirtschaftlicher Export ist ein wichtiger Teil Ecuadors. Der Anbau landwirtschaftlicher Produkte ist in erster Linie für den Export gedacht. Der Export von landwirtschaftlichen Produkten ist eine nationale Angelegenheit weil das zu erwartende Niveau noch nicht erreicht worden ist. Forschungsprogramme sind hier sehr wichtig. Die Hauptprodukte sind: Landwirtschaftliche Fischereierzeugnisse, Agrarprodukte aus dem Pflanzenursprung wie zum Beispiel Konservenfrüchte und Gemüse, Agrarprodukte von Tieren wie Honig und Seide und Handarbeiten wie Holzfiguren und Gewebe.

Prozesse zur Markterschließung

1. Kennzahlenermittlung mit Hilfe von historischen Analysen, Statistiken, Vergleichen was in anderen Ländern geschehen ist und der Delphi Methode.
2. Auswahl und Priorisierung der Möglichkeiten anhand der Durchführbarkeit in Hinblick auf Technologien, Kosten, Marktlebensfähigkeit, Wechselwirkung mit anderen Erzeugnissen und Sozioökonomische Vorteile.
3. Vorabforschung ob es die Möglichkeit gibt mit den vorhandenen Technologien das gewünschte Ziel zu erreichen.
4. Erfassung des Absatzmarktes
5. Marketing anhand von Kontaktknüpfung zu potentiellen Kunden und Zwischenhändler. Wichtig ist ob die Einhaltung von Ausgaben, Preisen und Qualität einzuhalten ist.

Fallstudien

Gestützt auf Erfahrungen in diesem Bereich sind hier einige Produkte die ein gutes Potenzial für den Agrarexport haben:

- Zimt
- weißer und grüner Spargel
- Gurken und Tomaten
- Melonen
- Knoblauch
- Forellen
- Thunfisch

Nachfrage Situation

Die Verbraucher zeigen eine Bevorzugung von frischen Nahrungsmitteln sowie das Interesse an neuen exotischen Geschmäckern. Es ist nicht möglich einen vollständigen Anblick auf den Welthandel zu bekommen aber es ist klar das Europa (hauptsächlich EU Mitgliedsstaaten), die Vereinigten Staaten und Japan die Hauptmärkte sind. Deutschland ist der Hauptmarkt in Europa gefolgt von Frankreich, Großbritannien und den Niederlande. Anfängliche Forschung zeigt, dass die Nachfrage nach organischen Produkten innerhalb großer Märkte zunimmt.

a) Dänemark

Mit einer Bevölkerung die kaum höher als 5 Millionen Einwohner beträgt ist hier die Nachfrage geringer als in anderen Ländern. Der Verkauf von organischen Produkten machte aber trotzdem 3% des Totalkleinmarktes aus im Jahre 1998. In diesem Land wird ein Marktwachstum nach nichttraditionellen Produkten erwartet. Gründe hierfür sind Verbraucherinteresse an gesunden Nahrungsmitteln die auch noch Umweltschonend produziert worden sind. Haupteinzelhändler betreiben viel Werbung um die Verkäufe von nichttraditionellen Produkten zu erhöhen.

b) Frankreich

Der Verkauf von nichttraditionellen Produkten nach Frankreich machte etwa 0,5% des Nahrungsmitteltotalmarktes aus im Jahre 1996. Voraussagend liegt der gegenwärtige Wachstumsanstieg bei 20%.

c) Niederlande

Der Verbrauch in den Niederlanden ist im Vergleich zu den Nachbarmärkten sehr gering. Grund dafür ist das der holländische Verbraucher weniger Geld für organische Nahrung ausgibt als andere europäische Länder. Die Niederlande ist ein großer Importeur von nichttraditionellen Produkten. Die meisten organischen von Entwicklungsländern exportierten Nahrungsmittel gehen durch holländische Unternehmen, diese Exportieren wiederum diese Produkte in andere Länder.

d) Großbritannien

Im Jahr 1997 wurde der Absatz von nichttraditionellen Produkten auf ca. 400 – 450 Millionen Dollar geschätzt, in den letzten zwei Jahren verdoppelte sich der Absatz. Großbritannien hat sehr wenige Bauernhöfe deswegen ist der Import von organischen Produkten sehr hoch.

e) Andere Hauptmärkte

Im Jahre 1996 lag der Anteil in Deutschland bei 1% vom Gesamtmarkt und erhöhte sich 1997 auf 1,5%. In den USA lag der Anteil bei 2.800 Millionen Dollar und wuchs ca. 20% an in jedem Jahr. Laut der japanischen Organisation für Außenhandel lag der Anteil Japans im Jahr 1997 bei 200 Millionen Dollar.

Liefersituation der Entwicklungsländer

Die Nachfrage nach Kaffee, Tee, Kakao, Gewürzen, tropischen Früchten und Gemüse ist sehr hoch deswegen ist es für die Entwicklungsländer sehr schwierig die Nachfrage zu sättigen. Dies ist aber ein Vorteil denn durch die hohe Nachfrage ist es erst möglich die Güter zu exportieren.

Lieferanten

Der Exportmarkt von nichttraditionellen Produkten wird von einer handvoll Entwicklungsländern beherrscht. Mehr als 40% von den weltweiten Exporten von Früchten werden von Mexiko, Chile, Ecuador und Costa Rica versendet. Der Exporthandel von Gemüse ist ähnlich konzentriert. Mexiko ist der Hauptlieferant von Tomaten, Spargel, Auberginen und Zwiebeln und ist duch die Nähe zu Nordamerika für zweidrittel von Entwicklungsland Gemüseexporten verantwortlich. China ist für mehr als die Hälfte des Welthandels mit getrockneten Pilzen sowie konservierten Pilzen verantwortlich. Thailand beherrscht den Export von Dosenananas und Chile mit Argentinien beherrscht den Handel mit Apfelsaftkonzentraten. Um den Marktanteil zu behalten müssen immer wieder Neuerungen eingeführt werden. Folglich entwickeln Exporteure neue Erzeugnisse wie zum Beispiel purpurrote Karotten, gebrauchsfertige Salate und Babygemüse.

Zölle

Durch das hohe Niveau des landwirtschaftlichen Schutz in den „modernen westlichen Ländern“ wird der Wachstum des landwirtschaftlichen Exports verhindert. In den Mitgliedsstaaten des OECD (Organisation für wirtschaftliche Zusammenarbeit und Entwicklung) liegt der durchschnittliche Zollsatz für landwirtschaftliche Produkte bei 60% im Vergleich dazu liegt der durchschnittliche Zollsatz für Industrieerzeugnisse bei 5%.

Subventionen in den westlichen Ländern

Um hohe Preise und niedrige Weltmarktpreise auszugleichen werden landwirtschaftliche Produkte subventioniert. Der Exporteur erhält somit den Weltmarktpreis und die Differenz zwischen Weltmarktpreis und beispielsweise dem EU Preis. Die ist allerdings für Agrarproduzenten aus Entwicklungsländern nachteilig. Der Agrarsektor wird deshalb reguliert, da europaweit große Strukturdefizite bestehen. Der Grundsatz ist, Schutz vor der Konkurrenz des Weltmarktes und Garantiepreise für die Erzeuger, in der Regel über den

Gleichgewichtspreis. Die Schutzpreise gelten insbesondere für Milchprodukte, Rind-, Schweinefleisch, einige Obst- und Gemüsesorten.

Preise

Viele Entwicklungsländer erlangen einen bedeutenden Teil ihres Einkommens durch den Export von landwirtschaftlichen Gütern und in manchen Fällen eines einzelnen Guts. Dies bedeutet aber, dass die Länder sehr verwundbar sind. Ein Dürre oder der Fall der Preise am Markt können ihre Währungsreserven schnell erschöpfen. Der Aufstieg oder der Fall der Preise kann abhängig sein von einer Dürre oder einer ausgezeichneten Ernte.

Ecuadorianische Schnittblumen

Ecuadorianische Schnittblumen sind weltweit die Besten in ihrer Qualität und Schönheit. Die geographische Lage Ecuadors trägt zu der Einzigartigkeit der Blumen bei. In Ecuador werden weltweit die meisten Blumen gezüchtet und die Blumen sind auch vielfältigsten in ihren Farben. Die Lebensdauer nach dem schneiden ist sehr lange und ebenso benötigen die Blumen keine Kühlung weil sie sehr resistent sind. Dank des Wetters in Ecuador können viel verschieden Blumenarten angebaut werden. Der Umweltfreundlichkeit beim Anbau von Schnittblumen wird eine große Aufmerksamkeit gegeben. Viele Anbauer haben eine so genannte „grüne Bescheinigung" die ein gutes Umweltmanagement des erzeugenden Prozesses garantiert. Die Hauptabsatzmärkte ecuadorianischer Schnittblumen sind die USA, die Niederlande, Deutschland, Russland, Italien und Kanada. Die Schnittblumen werden mit dem Flugzeug mit einer entsprechenden Temperaturkontrolle exportiert.

Weiße Garnelen Ecuadors

1968 begann Ecuador mit der Garnelenzucht. In den letzten 20 Jahren wuchs der Garnelenexport um 20% pro Jahr an. Von der Garnelenzucht leben ca. 60% der Menschen in den Niedrigeinkommensgebieten. In den Verpackungsfabriken arbeiten ca. 80% Frauen. Durch diese Tätigkeit haben sie und ihre Familien ein besseres Einkommen. In Ecuador beruht ca. 90% auf Garnelenzucht, der Rest wird im Pazifik gefangen. Ecuador hat moderne Systeme zur Verpackung der Garnelen und erfüllt damit die Anforderungen von den meisten anspruchvollen Abnehmermärkten. Die USA sind die Hauptabnehmer der ecuadorianischen Garnelen. Das Qualitätskontrollsystem erfüllt alle Anforderungen des FDA, der Veterinärabteilung der EU und die der Verbraucherschutzorganisationen. Um ein sicheres und gesundes Produkt zu garantieren sind ecuadorianische Garnelen frei von Antibiotikum und es wird nach den internationalen Nahrungsmittelsicherheitsregelungen gezüchtet.

Fazit

Obwohl es sicher ist, dass wir gegenwärtig in einem ökonomischen Strom der Globalisierung leben, arbeiten wir unter bedauernswerten Bedingungen zu einer schlechten Entlohnung. In Anbetracht der Wahrscheinlichkeit, dass in naher Zukunft die Produktion neuer Güter entwickelt werden soll muss die Qualität ebenso ein hohes Niveau mit sich bringen. Für die Exporteure ist die Unterstützung durch die Regierung und eine passende Geschäftspolitik sehr wichtig im Anfangsstadium um ein durchdringen auf den Außenmärkten zu erzielen. Ein nicht traditionelles Produkt trägt auf eine gute Weise dazu bei den Wachstum der ecuadorianischen Wirtschaft zu erhöhen. Ziel Ecuadors ist es, die Verbraucher sollen ecuadorianischen Produkten andren Produkten gegenüber den Vorzug geben.

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12. Abbreviations

United Nations Economic Commission for Europe (UN/ECE)

CAN: comunidad andina de naciones

ALADI: asociación latinoamericana de importación.

US: United States

FOB: Free On Board, an Incoterm used in commercial shipping

INIAP: Instituto Nacional Autónomo de Investigaciones Agropecuarias

CFN: Corporación Financiera Nacional

NTAEs: Non-traditional agricultural exports

ITC: International Trade Statistics

EU: European Union

IDB: Inter-American Development Bank

IICA: Instituto Interamericano de cooperación para la agricultura

MAG: Ministerio de agricultura, ganadería, acuacultura y pesca.

MTE: Ministerio de Trabajo y Empleo

CEPAL: Comisión Económica para América Latina y el Caribe

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