

SMEs EXPORT

Argentine Technology and Innovation

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Exporting Potential

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CAUPOLICAN S.R.L., legitimate organic rice



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

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

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

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

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

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

• HS CODE (NCM)

- 1006.30.21.290 / Long fine brown rice



HAUSBROT, pioneer in producing 100% whole foods



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

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

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

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

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

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

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

• **HS CODE (NCM)**

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



COOPERATIVA APÍCOLA PATAGONIA LTDA, original purity honey



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

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

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

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

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

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

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

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

• HS CODE (NCM)
- 0409.00.00 / Honey



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



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

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

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

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

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

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

• **HS CODE (NCM)**

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



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• International Technical Cooperation

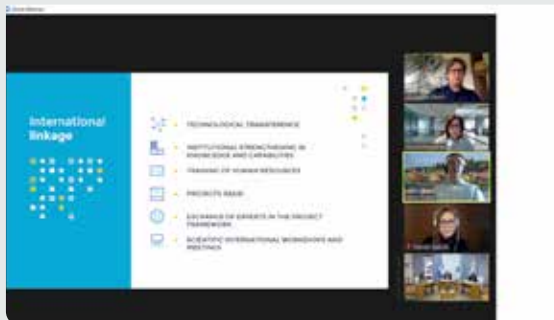


Many times, INTI relates to peer organizations in the region to generate joint developments that can be capitalized by both countries. An example of this was the Project **"Development and obtaining functional meat foods with lactic bacteria"**, carried out together with the Autonomous Metropolitan University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

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

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

• Capabilities of the INTI for International Markets



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

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

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

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

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

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

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