



SMEs export

Argentine technology and innovation

7th Edition • December 2020



Exporting potential

- **MAMUSCHKA**, from the cocoa bean to the chocolate bar _____ page 1
- **TRUFAS DEL NUEVO MUNDO**, fresh delights for export _____ page 3
- **COOPSOL**, organic honey from the Great American Chaco _____ page 4



International cooperation _____ page 6



MAMUSCHKA, from cocoa bean to chocolate bar



Founded 21 years ago, Mamuschka is a SME established in San Carlos de Bariloche, Province of Rio Negro. Their mission is producing the best chocolate. In order to achieve it, the firm has an excellent team of chocolatiers devoted to **designing high quality products. Mamuschka is the only chocolate manufacturer in the country that produces its entire line following the “Bean-to-Bar” principles.**

At present Mamuschka commercializes over 110 types of chocolates, bakery products, patisserie, beans roasting, coffee and ice-cream, all craft produced with the highest quality standards.

INTI provided the company with assistance on raw materials laboratory analysis (gluten and microbiology), as well as technical advisory on production-related aspects, processing of raw materials, packaging systems and nutritional information tables.

In order to shape the personality of its chocolates, Mamuschka selects beans with the desired profiles. To do this, the firm chocolatiers travel to the Amazon regions of Ecuador and Venezuela, where the Criollo and Trinitario varieties, characterized by their exquisite aroma are grown. These varieties account for only 8% of the global cocoa production and are highly appreciated because of their exceptional aroma and flavor. All of our chocolates

with a high percentage of cocoa are made from these beans. ***Cocoa then travels to Patagonia to be roasted, and then used as raw materials with a unique care and quality imprint that is reflected in the palate***”, states Juan Carlos Carzalo, founding partner of the firm.

Mamuschka is prepared to export a line of products which have all permits and certifications required by the United States of America and Europe.

The export line comprises chocolate bars manufactured from the Criollo, Trinitario varieties and combinations. These can be: Dark 70 to 100 percent cocoa tablets, with nuts, milk, white chocolate, with a MamuschCream filling, with a milk jam filling or a submarine shape for children, with sugar, milk and 100 percent cocoa.

Also, its organic chocolates are made from certified cocoa beans according to Organic Production Standards approved by Canada, the United States of America, Japan and the European Union.

Every year the company renews its certifications to guarantee the level of care applied and the quality of its manufacturing process. All of its products are gluten-free and soy lecithin is not used in its compositions, thus avoiding the indirect incorporation of pesticides and at the same time guaranteeing that its final products are apt for soy-intolerant consumers.

Throughout its history, Mamuschka has been awarded many recognitions, including the International Chocolate Awards silver and bronze medals, having competed with winning countries from the Americas, and the Academy of Chocolate Awards, selected among chocolate makers from Asia, America, Oceania and Europe. In 2017 and 2018 Mamuschka`s chocolates with high percentages of cocoa from Ecuador, Peru and Venezuela received international prizes, as well as its milk chocolate, MamuschCream, a chocolate spread cream, and its pure white chocolate.

Matias Carzalo, managing director of Mamushka, concludes: ***“Our core values are quality, creativity and innovation.*** Mamuschka is distinguished by the high quality of its products in different niches like gourmets, based on our cocoa with denomination of origin; celiacs, because of our gluten-free products, and other collectives as a result of the international awards we have received... and consumers at large, because ours is the best tasting chocolate.”

• **HS Code (NCM)**

- 1806.31.10 / Cream-filled chocolates in blocks, tablets or bars.
- 1806.32.10 / Solid chocolates with cereals, nuts or dried fruit, in blocks, tablets or bars
- 1806.90.00 / Chocolate-covered hazelnuts, almonds, raisins and other fruit.
- 1806.90.00.210N / Filled chocolate candies.
- 1806.90.00.410Z / Covered nougat.
- 1806.90.00.619E / Chocolate figures and eggs.
- 1806.90.00.700M / Spread cream.
- 1806.90.00.990C / Other chocolate products.
- 1905.90.90. / Pastry (Alfajores)- Chocolate cones.



Trufas del Nuevo Mundo, fresh delights certified for export



Founded in 2011 by a group of Argentine entrepreneurs, *Trufas del Nuevo Mundo is a company devoted to the production of worldwide recognized fresh truffles.*

Its 50-hectares farm, located a few kilometers away from the town of Espartillar, near Sierra de la Ventana in the Province of Buenos Aires, has the soil with the specific PH and the ideal calcareous quality to grow the highly appreciated black truffles of the Perigord (tuber melanosporum), the most appreciated edible mushrooms worldwide.

The harvest season starts at mid-May and lasts until mid-September. As truffles grow underground, the help of specially trained dogs is essential to find them. This is how, year after year, the dogs Lola, Soria, Marilyn, Sandro and Sancho **detect the truffles hidden amidst the roots of over 20 thousand oak, holm oak and hazelnut trees growing in our farm.** Once found, the truffles are cut out with a machete, a special axe, and then brushed one by one under water to finally be dried and sorted into the following categories:

- **Extra:** Truffles of excellent quality. Homogeneous, rounded shape. Intense aroma.
- **First quality:** In terms of maturation and aroma they are the same as extra truffles, what changes is the minimum weight that may be from 10 grams upward and their shape is not so homogeneous.
- **First quality, in pieces:** Selected pieces that meet all the flavor and aroma characteristics of a first quality truffle.
- **Second quality:** These truffles usually have an irregular shape and minimal peels on the surface produced as they grow under the soil surface.

Truffles have a shelf life of no more than 10 days, this is why, once classified, they are stored under refrigerated conditions, at temperatures ranging from 1 to 4 °C to prolong their shelf life and maintain their properties.

INTI has contributed microbiological analysis of the products and has provided technical assistance for obtaining the nutritional quality certificate in order to register the product with the National Registry of Food Products (RNPA). INTI also collaborated in the elaboration of its nutritional labeling and in the layout of its production plant. At present, there is an ongoing project to develop freeze-dried truffles, that is, applying a cold-dehydration process used to preserve a perishable product. **Truffles for export are packaged under partial vacuum, with absorbent paper, in refrigerated boxes validated by INTI that maintain the temperature for 72 hours.**

The company has already exported products to Spain and France. Faustino Terradas, one of the founding partners, states: “On the week of our first export it rained heavily during the whole week, so our dogs Tomás, Lola and Sancho had to dig in the mud, under the heavy rain, but we could happily make it to fulfill our shipment”. Terrada stresses that it is possible to get to Europe faster than to other markets thanks to existing direct flights, which lets them guarantee the freshness of the products.

Trufas del Nuevo Mundo wishes to add the United States and the United Kingdom as part of their destinations, most particularly due to the tariff advantages of such markets, and also the Asian market.

“We define ourselves as a company that thinks in the long term with its first generation of investors, and as an innovative enterprise in the region. We offer safe, high-quality products, difficult to find in the market given the required treatment and freshness of the truffles when they reach the client”, adds Terrada.

It is worth noting that they are the only company in the country that offers certified truffles, with the quality certification granted by INTECH (Technological Institute of Chascomus), a research center under the structure of the Nacional Scientific and Technical Research Council (CONICET) and the National University of San Martin (UNSAM).

- HS Code (NCM)
- 0709.59/ Truffles.



COOPSOL, organic honey from the Great American Chaco



COOPSOL, Ltd. a work cooperative established in 1992 and formed by 14 members, is a social enterprise ***devoted to the production and commercialization at local and international level of high quality and value-added bee products.*** At present COOPSOL operates 1300 hives under Bio certification and for the last ten years has distributed its honey observing the “Fair Trade” principle. ***Its development strategy consists in consolidating the value chain on the basis of quality and product differentiation, making advantage of natural resources found in the Great American Chaco eco-region.***

COOPSOL produces a variety of organic honeys; the most classical product is a blend of native forest wildflowers honeys. They also produce monofloral and Atamisqui flower organic honey and fresh and dry pollen. **All of its products have Organic, Fair Trade, HSCP, ISO 9001 and Gluten-Free certification.**

The innovative feature of the products is found in the native flowers, for example the Atamisqui flower, which grows in the Argentine Northeast, has an exquisite aroma and numerous health benefits. The company also applies an on-line blockchain traceability system that provides hive-to-shelf traceability.

INTI worked on the development and improvement of internal processes. Along this line, the company received training on the 5S system and cost flow analysis. At the same time, the Institute provided assistance on equipment calibration, on the development of a honey-based spread product with natural additives, and also on another project designed to preserve the natural properties of pollen as when collected from the hive.

Coopsol has been awarded the ArgenINTA prize on several occasions and last year received the Exportar Prize granted by the Argentine Agency of Investments and International Trade (AAICI).

René Sayago, one of the founding members of the cooperative states that Coopsol is the largest organic honey production value chain in Argentina, part of a Cooperation Consortium called Wayra- Consorcio Bio del Norte Argentino, with headquarters in the province of Santiago del Estero. Its members are farmer families and small producers, most of them living in the native forests of Great Chaco. **Apart from taking care of the environment, the company promotes the active participation of members in decision-making and a fair distribution of profit. Based on these principles, their products are oriented to Fair Trade markets and responsible consumers.**

“Coopsol is a sustainable, social enterprise that adds value to the Great American Chaco products. We ensure sustainability and a natural approach based on the care we invest in the honeys we produce and on the organoleptic characteristic they offer. Our products are organic and have a unique flavor”, concludes Sayago.

Along the last twenty years Coopsol has exported to Europe, the United States, Bolivia and Brazil, and they are interested in entering the Asian and Japanese markets.

• HS Code (NCM)

- 0409.00.00.911X / Honey



CONTACT: institucionales@inti.gob.ar



• International technical cooperation



Technical cooperation activities with the Institute for the Promotion of Small and Medium Sized Enterprises (IPEME) of the Republic of Mozambique in the field of production management technologies continued in spite of the current pandemic context.

The South-South and Triangular cooperation project between INTI and IPEME, that counts with financial support of the Argentine Ministry of Foreign Relations and Japan International Cooperation Agency (JICA), invited over 80 Mozambican companies to participate of a cycle of 4 virtual seminars focused on training in tools to improve industrial productivity.

As a result, a significant number of companies will benefit from the technical assistance program that both agencies will implement during 2021 under cooperation missions in the said country.

• INTI capabilities for international markets



INTI has been promoting an exchange and education forum for the chemical industry since 2011, the Argentine Meeting on Detergency, Surfactants and related products – JADTA, a discussion and debate forum on the current status and challenges being faced by professionals in the household sanitation industry (i.e. substances or compounds used for cleaning, washing, odorization, deodorization, sanitation for household or commercial applications), cosmetics and related products.

These biannual meetings have been convened in response to the need to hold a regional event, following the example of the meeting led by the Spanish Committee of Detergency, Surfactants and related products (CED), that in 1970 pioneered the exchange and search for solutions to new challenges in the formulation, production, environmental aspects and regulations of the industry.

The 2020 edition, apart from the discussion on new technologies, alternative tests to the use of animals, regulatory framework and sustainability, dealt with the world emergency in light of the COVID-19 outbreak. For this reason, INTI organized a discussion panel with all stakeholders seeking consensus on technical, scientific and industrial approaches to cope with the pandemic and strengthen the industry.

INTI provides technical assistance for registration of household sanitation and cosmetic products with health authorities. By performing the relevant tests, the institute can ensure the quality, stability and efficacy of products under the declared use conditions. INTI also advises SMEs on the development of products and formulations and promotes public-private initiatives for the development of circular economy, thus benefitting all industries.

CONTACT: cooperacion@inti.gov.ar

INSTITUTIONAL RELATIONS AND COMMUNICATION

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