

SMEs EXPORT

Argentine Technology and Innovation



18th Edition • November-December 2021



Exporting Potential

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AHUMADERO USHUAIA PATAGÓNICA S.R.L., exclusive flavors from the end of the world



This family business is located in the city of Ushuaia, province of Tierra del Fuego. **It has been producing canned and frozen fish products from the Beagle Channel for ten years, and it stands out for its canned spider crabs in natural-flavored brine and smoked-flavored olive oil.**

INTI provided assistance in the installation of an autoclave, which meant modernizing and improving the quality of the canned food sterilization process.

Spider crab is a food rich in protein and low in fat and carbohydrates. Thus, it can be consumed by people following weight-loss diets. It also contains a high level of potassium, which helps the nervous system to function properly.

The company has a production capacity of 30,000 units, **and it has been certified with the Tierra del Fuego - Fin del Mundo Quality Seal since 2012.**

Initially, the company plans to sell its products to Mercosur countries, for which it already has the relevant authorization.

It was awarded the first prize for “Provincial Quality 2016”, and in TDF INNOVA 2021 it was awarded de first prize for “Product Innovation” at provincial level.

“Our raw materials are unique at a national level. We are privileged to source locally; the spider crab is an exclusive, unique in flavor product of the Beagle Channel. In the world, spider crabs are only harvested in the seas of Alaska and Russia, so it is a very scarce and highly valued product for its unique and distinctive flavor,” states Sergio Amaya, managing partner.

Spider crabs are smoked using peat as a smoke generator. Practically 100% of the world's smokehouses use sawdust from different hardwoods, but in Ushuaia this raw material is not easily obtained. Peat was found as a smoke generator that lends the product a distinct profile due to its soft intensity, pleasant aroma, and subtle delicate smoky flavor. It delivers a very characteristic Fuegian stamp that distinguishes these products from the rest of the smoked products available in the international market.

“We are an artisanal company that works in all the productive links, that is, fishing, processing, and elaborating a final product that is ready to be consumed, for which we make a considerable use of local resources. Our smoked spider crab is handmade. It is an exclusive boutique product, and the originality of its elaboration and the Fuegian flavor make it unique in the world,” concludes Sergio Amaya.

• HS CODE (NCM):

- 1605.10.00.900D / Crabs, except macro crabs. Crustaceans, mollusks, and other aquatic invertebrates, prepared or preserved. Preparations of meat, fish or crustaceans, mollusks, or other aquatic invertebrates.



ASOCIACIÓN HINAJ, ancestral carob flour



From Paraje Lote 8, in the department of Ramón Lista, in the northwest of the province of Formosa, a group of women artisans from the Wichi ethnic group belong to the Hinaj Association, which has been set up to empower and train women who are in a vulnerable situation. Today they produce handicrafts and carob flour, a star product that they intend to sell abroad.

This carob flour is made entirely by women. Production is seasonal, since the carob tree (the native tree that produces the fruit from which the flour is made) bears fruit once a year and the fruit is available from November to February, when harvesting, conditioning, milling, and flour storage are intensified.

Currently, production capacity is of 10 tons, but for next season the milling plant will be operational and a production capacity of 60 tons is foreseen.

One of their goals is to export and, to this end, they are creating links with companies from several countries; among others, **they aim to enter the European market and to the United States, Paraguay, and Bolivia.**

Specialists from INTI's headquarters in Formosa have assisted the Association in the development of the whole production chain, both in the production of fibers and dyes for handicrafts and in the carob flour milling circuit; this meant a quantum leap in production and the start of marketing both nationally and internationally.

The Association has received several national and international awards for its work empowering indigenous women and revaluing ancestral knowledge as well as their handicraft design worth.

The nutritional qualities of this carob flour are hardly comparable to any other flour since, in addition to containing many macro and micronutrients, it also has a high content of vitamins, iron and calcium. Likewise, it can also have up to 14% protein, **which makes it a highly nutritious food that can be used in special diets and as a substitute for some foods that provide essential nutrients.**

It contains lower percentages of carbohydrates and fats than whole wheat flour, as well as a higher percentage of fiber, which results in the slow passage of glucose into the blood. This is beneficial for the health of people in general and particularly for those suffering from diabetes. Also, the consumption of fiber regulates and collaborates with the intestinal transit.

Due to the presence of carbohydrates, such as sucrose, glucose and fructose, it has a sweetening power; this gives the flour a characteristic aroma and sweet flavor, allowing its use in various recipes and reducing the amount of added sugar. Additionally, in the case of people with dietary restrictions, such as celiacs, it completes the triad of gluten-free flours (chickpea, rice and carob), being the only sweet component.

The food industry is incorporating it in different products such as cakes, desserts, creams, alfajores, sponge cakes, puddings, cookies and even candies. It can also be used as a chocolate substitute in various preparations because it provides a similar color and aroma with a lower content of fats and simple sugars.

“The first approach to the Association was very technical, but when I began to get involved and learn about their attachment and love for their work, I took on the flour project with a greater degree of commitment, beyond the professional aspect. When they started the activity, **the women produced the flour manually by means of mortars. Respecting their culture and ancestral values, it was decided that the best way to bolster them was by providing the know-how and the tools to help them make a quantum leap in scale and in the production system.** Today, they produce volumes to comfortably trade in the domestic market and they have the vision of being able to start exporting soon,” reflects Gonzalo Robledo, technical assistant of the Association.

• **HS CODE (NCM)**

- 1212.92.00.00 / Carob beans



ENRIQUE NIEVES S.R.L., pure water from the American continent to the world



From the city of Monte Caseros, province of Corrientes, and with the Guarani aquifer below its feet, Enrique Nieves S.R.L. produces premium well water under the Aqua Well brand. The product is qualified by the U.S. Food and Drug Administration (FDA) as artesian water, which positions it at a better level compared to mineral water and makes it one of the highest quality water in the American continent.

This water comes from the Guarani aquifer, classified by the World Health Organization as one of the largest freshwater reservoirs in the world. It is soft, fresh, crystalline, and of the highest quality.

The plant has a monthly production capacity of 15 containers of 50,000 half-liter bottles. That is, 9 million bottles a year. It reaches the shelves in 330 ml, 500 ml, 750 ml, and 1-liter bottles.

INTI provided assistance in both GMP and HACCP, and prepared the company to comply with the requirements of the U.S. Food Safety Modernization Act (FSMA). This made it necessary to upgrade the plant in accordance with the highest quality standards to enter the U.S. market, where the company is associated with Patagonia Interprise INC, a distributor located in Riverside, California.

In the United States, the company has exceptionally good distribution logistics. It will soon export to Qatar and wishes to expand to the rest of the world, particularly to Saudi Arabia and China.

“Our product is unique because there is practically no water of this quality in the world. We are a family company, small but with a great capacity to grow and develop, taking care of the environment and ecology, always thinking of the consumer. Climate change is a reality, so we believe in an eco-sustainable company,” says Marcelo Clossa, the company’s general manager.

Certified in HACCP, this water has a pH of 7, which allows the assimilation of its minerals immediately after drinking it. This is an important differential, because if the pH is higher or lower, the body must make an additional process to assimilate its minerals.

Also, it is freshwater with a TDS level of 94 mg/liter, which qualifies it as artesian. If it had more than 100 g/liter, the FDA would classify it as mineral.

“When consumers try our product, they are more satisfied than they imagined,” concludes Marcelo Clossa

• **HS CODE (NCM)**

- 2201.10 / Mineral and aerated water
- 2201.10.00.110 / Containers equal to or less than 0.5 l
- 2201.10.00.120A / Containers larger than 0.5 l but less than 2 l



PESQUERA VERAZ S.A., export shrimps



The company is part of an integrated group in the fishing and naval industries value chain that specializes in the extraction, production, and commercialization of products from the Argentine Sea, mainly shrimp and hake. It has been carrying out this activity for more than 30 years and it harvests and processes the fish in its own vessels, thus ensuring a final product for commercialization and export. Pesquera Veraz has 4 production facilities, which include cold storage, processing, and canning plants. It operates mainly from Puerto Deseado (province of Santa Cruz), the port of Mar del Plata (province of Buenos Aires), and Puerto Rawson (province of Chubut).

Its vessels carry out the extraction activity through selective fishing gears, a method that is used to avoid catching juveniles and contributes to the sustainability of this resource.

The varieties extracted are hake (*Merluccius hubbsi*), anchovy (*Engraulis anchoita*), chub mackerel (*Scomber japonicus*), and shrimp (*Pleoticus muelleri*). **The brand's specialty is shrimps of assured quality, both frozen on board and processed on land. It should be noted that the wild Argentine shrimp has a very delicate and tasty meat that distinguishes it from other species, especially from farmed shrimps.** It is exported in 2 kg packages or in bulk, as well as in 1 kg packages for supermarkets.

Hake is a lean species; its meat is white, with a delicate texture and slightly sweet flavor. This product is packaged and marketed under the Centauro S.A. and Pesquera Veraz S.A. brands.

INTI worked on the construction and start-up of an affluent plant at its Rawson headquarters, which represented a qualitative leap in the production process and helped comply with provincial and environmental standards. The plants are certified under the BRCGS standard for food quality and safety. A total of 50 tons of frozen fish and seafood are processed daily.

“We are the most important producer of Argentine shrimp for the United States; we also export to Spain, Japan, Italy, China, Korea, Brazil, Portugal, and Russia. At present, we wish to enter the markets of Northern Europe, Norway, Sweden, and Finland, regions where the size and meatiness of our shrimp is significantly different from the local species,” Federico Angeleri, the company’s CEO, comments.

“Pesquera Veraz S.A. is the only family company in Argentina that is vertically integrated in the fishing value chain. Our parent company is Astillero Naval Federico Contessi y Cia. We have the largest number of fishing vessels in the country. It was the company that started our history, positioning us in a particular place regarding the competition, since we build the vessels, we fish, we have factories where we process and finally we fully commercialize the product, so we control the entire value chain of the fishing industry. We are committed to producing processed products with export awareness to meet our goal: taking Argentina to the world,” Federico Angeleri concludes.

• **HS CODE (NCM)**

- 0306.17.10 / Whole shrimp
- 0306.17.90 / Shrimp tail (without head) and peeled and deveined
- 0304.74.00 / Fillets of hubbsi hake
- 0303.66.00 / Hubbsi hake body (HGT - without head, guts and tail)





SCHEBYE S.A., unique flavors in chickpea hummus



Located in the city of San Miguel de Tucumán, province of Tucumán, the company is dedicated to the production of chickpea-based hummus, with Kosher and gluten-free certifications. It is a product made with traditional recipes in its four distinctive flavors: the classic with peanut paste, sesame and garlic, parsley and paprika, and sesame with black olives, among others.

Together with INTI, the company worked on the development of its main product, chickpea hummus, which led Schebye to become the first Argentine company to enter the domestic market with a competitive product and with flavors adapted to the different palates of the world.

Today there is a trend towards the consumption of healthy and fortified products. This is a consequence of a greater awareness and education regarding health and how food helps to improve life quality.

Chickpea-based hummus is a natural and healthy product because it contains an amino acid called “tryptophan”, which, when consumed in good quantities, produces serotonin, also known as the “happiness hormone”. Additionally, it provides omega-3, which among other qualities sharpens intelligence, helps fight hunger, and maintains blood sugar levels, thanks to its low caloric value.

“We are a young company that hopes to continue developing healthy and nutritious products based on legumes, as well as introducing new flavors to the world's markets,” says Fernando Caracotche, the company's commercial manager. “We plan to grow in response to the demand for food in the world. To this end, we continue to incorporate the latest agricultural technology and add new fields to extend our crops,” he adds.

The product reaches the shelves fresh with preservatives, is vacuum-packed in 250 g, 430 g and 3 kg pots, and has a refrigerated shelf life of 5 months.

Schebye produces its own brand, Cuisine & Co, for Cencosud chains, which enables it to export to Chile, Brazil, Peru, and Colombia. They also wish to enter the rest of Latin American markets with their other brand, Kamar.

“Our packaging is a great differential in the shelves compared to similar products. However, we are not only chosen for our quality and flavor, **but also because we produce with organic raw materials and we are gluten-free certified; this makes us unique in the market**, granting the consumer greater safety when consuming our products”, concludes Fernando Caracotche.

- HS CODE (NCM)
- 2005.99.00 / Hummus



LA BELLA S.A., premium olive oil



Finca La Bella S.A. is a family-owned agro-industrial olive growing SME with 400 hectares in production. Founded in 1996, it is located in the Andes foothills, 900 meters above sea level, in the department of Pomán, province of Catamarca.

Its main activity is the production of olives for the elaboration of extra virgin olive oil in its processing plant. The olives are sold in bulk, both in the local market and abroad.

Thanks to its location, the farm has a microclimate suitable for growing olives. The significant amount of sunlight during most of the year, the great thermal amplitude, and the usually low ambient humidity contribute to the development of the olive grove with less proliferation of pests that affect the crop, high yields and accumulation of oil in the fruit.

It has a drip irrigation system controlled by extracting water from abundant subway aquifers, which provides the necessary water and nutrient requirements

throughout the annual crop cycle, optimizing yields in an efficient and sustainable manner.

Its intensive agronomic model of 325-417 plants per hectare combined with mechanized annual pruning and harvesting, reduces agricultural tasks and brings in certain advantages, such as managing early harvesting times and deadlines to obtain top quality oils.

It has a processing capacity of 150 tons/day of olives and a storage capacity of 350 tons in stainless steel tanks of different volumes, with HACCP certification that allows the oil to be extracted in the shortest possible time once the fruit has been harvested from the trees, which is a crucial factor in the quality of the product obtained.

INTI trained its personnel through the official FSPCA course aimed at training Preventive Controls Qualified Individuals (PCQI) in Food for Human Consumption, in accordance with the FDA Food Safety Modernization Act (FSMA) training requirements, to develop, implement, and manage the plant's Food Safety Plan.

La Bella currently exports to the United States and Italy and wishes to expand its market to Canada, the United Kingdom, and the Nordic countries.

It won the “Gran Olivo de Oro” award at the international competition Cuyo Oliva 2017. The same year it was awarded **the “D.F. Sarmiento” prize** at the VII Encuentro Olivícola Internacional, held in the province of San Juan. **In 2020, it ranked among the top 6 oils in the sensory rating at the End of Harvest Presentation.**

“La Bella is innovative in the application and incorporation of new technologies, both in the production and industrial process. In Argentina, we were pioneers in harvest mechanization. We stand out for pruning the olive trees to give them the shape that ensures an optimum result through mechanized harvesting. The 400 hectares of olive trees in our farm ensures a reasonable volume and scale of production for our vertical integration and, at the same time, satisfies the volumes demanded by large customers. This surface area makes it easier to maintain order and control of the production and industrial process to give it our own stamp and thus be able to obtain premium oils,” reflects Nicolás Schwanek, president of the company.

• **HS CODE (NCM)**

-1509.10.00 / Virgin Olive Oil 5



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• **International technical cooperation**



INTI, through the Department of Composite Materials - Advanced Materials Directorate, is currently developing the project “Valorization of agro-industrial waste for the production of chipboards”, whose main purpose is to replace the components with others more sustainable and environmentally friendly.

Thus, for example, through the different stages of the project, sawdust -the main raw material- has been replaced by ground rubber from rubber or tanned leather. Also, the adhesive currently used in the sector (urea-formaldehyde, which is of petrochemical origin) has been replaced by another sustainable adhesive based on soy protein, thus adding value to a primary product such as soybean meal.

The development of these boards containing sustainable raw materials would have a double benefit: on the one hand, to reduce the felling of trees, with the consequent environmental impact that this means; and, on the other hand, to find a functionality to what today are wastes from the food agroindustry and other industries, such as the petrochemical or tannery.

To advance with the following stages, this project will make use of the technical collaboration of the Department of Chemical Engineering, Materials and Industrial Production of the University of Naples Federico II (UNINA), Italy.

The project aims at developing particle boards manufactured with a lower environmental

• **INTI's capabilities for international markets**



Since the pre-pandemic period, INTI and the Argentine Ministry of Foreign Affairs have been offering Technological Offer Workshops aimed at Latin American countries. These are spaces designed to provide information on Argentine products with export potential.

Almost two years after the beginning of the initiative, workshops have been held with Bolivia, Peru, Brazil, Panama, Costa Rica, Ecuador, El Salvador, Colombia, and Paraguay. In the latter countries, the main interest was focused on the dairy, fruit and vegetable, and meat industries.

Twenty-five companies participated in the activity aimed at El Salvador, which focused on the supply of the dairy chain, and as many others in the activity for the fruit and vegetable sector. INTI has been accompanying the dairy sector in different technical and commercial missions with the purpose of transferring Argentine technology equipment to various countries. The services offered include process improvement and product development, reference measurements for the industry and laboratories, and assistance for performance assessment through the Argentine Dairy Laboratory Network (REDELAC).

For the meat industry, a workshop was held on the exportable supply of machinery and equipment designed for this productive sector in Colombia, with the participation of 10 Argentine and many Colombian SMEs. Another workshop was held on machinery for food processing,

impact, achieving a paradigm shift in the local industry, and opening new markets that have more demanding environmental legislation, such as Europe, where the marketing of products containing formaldehyde is not allowed.

aimed at the Ecuadorian market to address aspects related to the production processes of slaughtering, quality, safety, and engineering in production plants.

INTI's contribution in these scenarios is of special interest since it has the capacity to meet the demands of each sector of activity or cluster, is aware of the local reality in each of the Argentine provinces, and can be the link for the technological updating of the companies.



With a view to achieving predictive shelf-life models for beef and pork, INTI has signed a memorandum of understanding with the Danish Meat Research Institute (DMRI) to validate the predictive software developed by DMRI to estimate the shelf life of vacuum-packed meat products, for its use by Argentine companies interested in predicting the shelf life of their cuts.

Nowadays, companies increasingly want to have better data on the shelf life of their products. Currently, in the meat sector, this assessment is carried out using software that does not accurately determine the deviation of the prediction.

DMRI and INTI will collaborate on this matter, as well as on other issues of interest to both institutions, such as the exchange of information on methodologies and technologies, and on the



A research team from INTA and INTI based in Córdoba, together with the meat packing plant Logros SA, from Río Segundo, received the award for Agricultural Excellence from La Nación-Banco Galicia, in the category "Best Research Work" for the analysis of the life cycle and carbon footprint of the meat industry.

The project was based on calculating the carbon footprint and analyzing the life cycle of vacuum-packed beef, from the production of raw materials to final distribution, including packaging, logistics and transport to Germany, the USA, and Chile.

The work included a total of eight indicators used to achieve an Environmental Product Declaration (EPD), a certification compatible with ISO ecolabelling standards. The result of the work was also compared with beef produced in Brazil and South Africa.

Danish experience to be applied in the Argentine meat industry.

In particular, the industrial formulations of the Argentine market will be reviewed in terms of salt and fat content in meat products in order to obtain reductions applicable to future regulations of the Argentine Republic.

The latter is part of the work being carried out by INTI to reduce salt content in meat products, seeking to determine the technological feasibility of preserving food safety without affecting the sensory properties of the products.

During the award ceremony, the president of INTI, Ruben Geneyro, pointed out that “complementing public-private capacities in strategic issues such as sustainable production is a central objective for the country and, in particular, with the expansion of our exports in mind.” And he added: “In this process, we highlight how important it is for INTI to provide the productive sectors with this new capacity of being a regional HUB for environmental certifications, an agreement with the international EPD System, from Sweden, signed last June.”

EPD International is the first environmental declaration program in accordance with ISO 14025, and the most widely recognized worldwide. It currently has a network of more than 400 certified companies in 50 countries.

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