

SMEs EXPORT

Argentine Technology and Innovation



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Exporting Potential

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LIPA HUE S.R.L., non-traditional products with exporting potential



Located in Balcarce (Buenos Aires Province) and with a track record of over twenty years, Lipa Hue specializes in the manufacture of buckwheat products, among others, peeled buckwheat grains, two types of flours, textured buckwheat grains, and cookies. All of them are marketed under the brand name “Olienka”.

The two flours are produced from partially hulled and whole buckwheat grains respectively. The company also manufactures textured buckwheat and has a product line of cookies and crackers.

Buckwheat is known for its high nutritional value consisting of proteins, amino acids (not found in many cereals), carbohydrates, vitamins (including vitamin P, which is very beneficial to the circulatory system), magnesium, potassium, phosphorus, and iron, among other properties.

This cereal can be used for all the preparations usually made with wheat, except that buckwheat is gluten-free, which offers people with coeliac disease more options for a varied and healthy diet.

INTI helped develop the company's industrialization processes to meet the qualities required by the international market, enabling it to open up to foreign markets. At the same time, INTI assisted the company in the development of its products, adding value to its primary production.

Certified as gluten-free products, Lipa Hue's production for the domestic market stands at 70%, while the remaining 30% **is exported to countries such as Uruguay, Colombia, Costa Rica, Ecuador, and Chile. The company is currently planning to expand its presence in Latin America and Europe.**

Miguel Potocnik, managing partner, explains, "We are an Argentine SME that started as an agricultural commodity producer and has diversified its activities by producing value-added specialty grains through industrialization. For example, textured buckwheat is a key innovation on a large scale since it is easy to prepare, it is ideal for breakfast, and the grain's properties remain intact".

"In line with new global trends, our goal is to consolidate our position as an exporter of healthy and nutritious foods, maximizing local value-added and differentiating ourselves from our competitors", Mr. Potocnik concludes.

• **HS CODE (NCM):**

- 1104.20.00 / Gluten-free hulled buckwheat grains
- 1102.90.00 / Gluten-free buckwheat flours
- 1905.31.00 / Gluten-free cookies
- 1904.90.00 / Flakes

Legustar S.A.S., innovative, healthy, and delicious bean foods



From the province of Salta, Legustar S.A.S. specializes in the production of bean flour and blends of pre-cooked and native bean flours, as well as in the elaboration of a variety of pasta with added **beans, quinoa, corn-buckwheat, or spinach.**

Bean flour is the company's flagship product, as it stands out for its flavor, color, and protein properties: fiber, magnesium, and calcium.

Company director Francisco Lemos points out, “We reckon our commercial brand Mundo Alubia is unique in the market, both nationally and internationally, because to date, no one has developed a flour with added value based on beans, tapping into its merits nutritionally and flavorwise.

“We define ourselves as a company whose goal is to make the sale of legumes more attractive through innovative consumption patterns, developing new and enticing products that are rich in nutritional properties”.

INTI assisted in the development of all its kinds of pasta and flours, allowing the company to enter the market with innovative products that are tailored to the new global demands in terms of nutrition.

Under the certification of gluten-free products, it has a production capacity of approximately 500 tons per year of different kinds of flour and 500,000 units of pasta (marketed in 250g packages).

Legustar S.A.S. aims to enter the markets of Brazil, Algeria, Spain, Portugal, and Italy, since their populations are among the largest bean consumers.

“We are chosen because of our pasta and flour flavor, and because consumers are looking for natural, healthy, but also tasty foods. And our products offer both possibilities”, Mr. Lemos concludes.

• HS CODE (NCM):

- 1106.10.00.500T / Flour made of legumes
- 1901.20.00.190Z / Legume premixes
- 1902.20.00.119L / Legume based gluten-free pasta



Morixe Hermanos S.A.C.I., premium quality and innovation in foodstuffs



With more than one hundred years in the Argentine market, Morixe Hermanos S.A.C.I. makes a wide range of food products.

The company has its own manufacturing facilities and also produces several categories of food products in third-party plants. In addition to the flour mill in Benito Juárez (Buenos Aires Province), Morixe has a farm in the province of La Rioja, where canned olives and olive oil are produced under international quality certifications.

This renowned company has a proven track record in the export of wheat flour, frozen potatoes, olive oil, and white corn flour, among other foods.

The combinations of these products depend on the demands of the countries of destination, which today include Brazil, Uruguay, Paraguay, Bolivia, and Chile.

Its next target markets are those of Peru and the NAFTA (North American Free Trade Agreement) countries.

In 2021, the company received the ICBC Foreign Trade award (premio ICBC Comercio Exterior) in recognition of its product exports.

With the assistance of INTI specialists in food R&D, **Morixe developed a protein flour made from wheat, different legume flours, eggs, and milk, offering a high nutritional value for consumers.** One kilogram of this “super flour” provides the same amount of protein as one kilogram of beef and 20% more than a kilogram of chicken, but at a much lower cost. With this innovative product, the company expects to increase its exports of value-added flour.

Commercial director Rafael Caderosso points out, “Our value proposition is unique. We offer products of equal or better quality than the leaders in each category, with high perceived value in product design and at competitive prices. This enabled us to rank among the top three in six categories in only four years”.

Regarding the competitive advantages of Morixe foods, Mr. Caderosso underscores, “Our goal is to supply top-quality food at affordable prices”.

“We aim to become the first choice over the leading brands in each category and it is already happening”.



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• International Technical Cooperation



The Global Cluster AgNet (an association of German chambers in Argentina, Brazil, Colombia, Paraguay, Uruguay, and the United States) invited INTI to join a regional round table discussion on the Challenges and Opportunities for a Sustainable Food Industry, together with ABIA (Brazil), ANDI (Colombia),

• INTI's capabilities for international markets



INTI promotes food development projects, supporting the national industry to adapt to consumers' demands. We prioritize the valorization of native raw materials to conduct production tests on animal and vegetable foods at a pilot scale. As a result, we develop functional foods, assessing how each ingredient behaves.

and ALAIAB as a regional Latin American alliance.

INTI underscored the need to change the way the sector looks at the processes. This includes leaving behind the linear concept of demand and product to focus on an innovative effort in order to achieve a full use of them and reduce losses and waste. It is about better understanding the food industry ecosystem through a circular systemic approach. Against this background, biomass becomes a vital source for the development of new products, by-products, or ingredients.

One of the cases that have been referenced is the work that is being conducted with legumes in the province of Salta. In Argentina, their consumption is limited and so are value-added products. However, INTI has detected rarely known species associated with small producers, which are being valued and allow the development of new products or by-products, separating proteins, fibers, and starches.

Regarding the opportunities for the sector, all the parties involved agreed on the need to set up collaborative networks to improve the use of resources. Also, they believe in sharing knowledge to end regional problems such as famine, overweight, and malnutrition. Countries such as Brazil, Argentina, and Colombia are more advanced concerning collaborative systems. What a country discards, another takes and process it. Building ecosystems and alliances can help make circularity a reality.

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Our work experience has helped generate and add value to the production and commercialization chains of legumes as an alternative source of proteins, which are free of allergens, lactose, and gluten, and low in saturated fats. In Argentina, legumes are mainly consumed as dry grains. Given their nutritional profile as a functional ingredient, they offer an excellent opportunity as inputs for different food industries. The list encompasses bakery products, pasta, batter, fresh and cooked sausages, snacks, instant sauces and soups, and nutritional bars.

As part of the joint project with the government of Salta, the bean value chain is being revamped. New functional foods and ingredients are being developed, as well as precooked and textured raw flours used to produce gluten-free dry pasta and bakery products, and plant-based products.

Legumes are a noteworthy raw material, since they can be useful ingredients to meet the challenges of the food industry from a nutritional point of view.

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