



## **STEP - Agriculture**

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**Pulse Trade Mission to Peru and Colombia  
December 2 - 6, 2019  
Lima, Peru, Bogota and Medellin, Colombia**

# **TRIP REPORT**



## **Overview/Mission Description**

In search for a new market for Saskatchewan pulses and special crops, Saskatchewan Trade & Export Partnership (STEP) decided to explore the South American market. Given the current market trend, we have identified Colombia as a growth market and have decided to explore the regional countries. We partnered with the Trade Commissioner Services in Peru and Colombia to help us identify and short list the companies that we would meet during the trade mission. A consultant was engaged who set up the B2B meeting for our members. This mission started with a trip to Lima, Peru on Dec 2, and then to Bogota and Medellin in Colombia on Dec 4 and 5. In both Chile and Colombia, a visit to the market, B2B meetings and a visit to a pulse processing facility was organized as part of the mission.

The B2B meetings were primarily targeted for pulses, canary seed and commodity importers. The primary objective of the mission was pulses and the commodity supply opportunity to the market. This is our second consecutive visit to Colombia part of our three year market development initiative.

## **Summarized Agenda**

***Sunday, December 1, 2019***

***Saskatchewan to Peru***

Members travel from Saskatchewan to Lima

***Monday, December 2, 2019***

***Saskatchewan / Peru***

Arrive early morning in Lima, Peru. Check-in to hotel INNSiDE Lima Miraflores

08:30 Breakfast at hotel

09:30 Rest Day. Free Evening

14:00 Visit the sea side

***Tuesday, December 3, 2019***

***Lima, Peru***

- 07:30–08:30 Breakfast at hotel
- 08:30–09:00 B2Bs Registrations
- 09:00–13:30 B2Bs with companies in Lima      INNSiDE Miraflores  
Avenida Ernesto Diez Canseco 344
- 13:30–14:30 Quick lunch
- 14:30 Visit to plant in Lima      Izam Group  
IMPORT & EXPORT IZAM SAC
- 18:00 Back from plant to hotel (transport provided)
- 19:00 Dinner

***Wednesday, December 4, 2019***

***Bogotá, Columbia***

- 5:00 Depart from hotel to airport (transport provided)
- 08:10–11:18 Travel from Lima to Bogotá (airport pick-up provided)
- 12:00 Lunch and check-in at hotel Holiday Inn Express Bogotá
- 13:30–14:00 Travel to plant in Bogotá (transport provided)
- 14:00–16:00 Plant visit – Granos su despensa      Granos su Despensa  
Uriel Zarragan Y CIA. LTDA      Uriel Zarragan Y CIA. LTDA
- 16:00–17:30 Back from plant to hotel (transport provided)



## CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD

19:00 Dinner

### ***Thursday, December 5, 2019***

### ***Bogotá, Columbia***

06:30–07:30 Breakfast at hotel

07:30–08:30 Hotel checkout and travel to Canadian Embassy for B2B meetings (transport provided)

8:30–13:30 B2Bs with companies in Bogotá Canada Embassy

14:00 To airport (transport provided)

16:15–17:15 Flight from Bogotá to Medellin

18:00 Pickup from airport (transport provided) and check in hotel Four Points by Sheraton

19:00 Dinner

### ***Friday, December 6, 2019***

### ***Medellin, Columbia***

6:30–07:15 Breakfast at hotel

7:15–8:00 Check out from hotel and travel for B2B meeting (transport provided)

8:00–8:30 Welcome and Registrations for B2B

8:30–13:00 B2Bs with companies Central Mayorista

- 13:00–14:00 Quick lunch
- 14:00–14:30 Travel to plant Aburrá (transport provided)
- 14:30–16:30 Aburrá plant visit
- 17:00 Travel to airport for departures back to Canada (transport provided)

## Market Information

Every Monday Peruvians consume lentils to secure wealth for their home. This tradition is called “Lunes de lentejas” (Monday of Lentils) and is widespread among the Peruvian population. Peru is one of Latin American’s top pulse market. Pulses are a staple of the Peruvian diet, this high consumption is driven by well-rooted tradition, recognized health benefits, and affordability as a protein source. Peru is a solid and stable market for Canadian pulses namely, lentils, green peas and chickpeas.

Colombia is the leading destination for Canadian agricultural exports in South America. Colombian Gross Domestic Product (GDP) grew at 1.8% in 2017, slower than previous year growth rates, but still higher than other Latin American economies. Millions of Colombians have moved out of poverty and into the low- and middle-income classes. These income adjustments have resulted in more household disposable income and changes in eating patterns. The growing lower and middle-income population, specifically youth and working women of Colombia are stimulating new food consumer trends and a growth in healthy and natural foods.

## Results

A total of 9 STEP member companies joined the mission. STEP represented 2 members during the visit. Our mission was solely focused on special crops and provided our members a great introduction to the special crops commodity buyers. The visit to several plants and the pulse market provided an insight of the industry and how things work in both of these countries.

### Quantitative Results

Trade Leads: 85

# of Companies Participating: 9

# of Companies Represented: 2

## **Recommendations**

In general the mission program went well. There were plant visits, market visit and B2B meetings. This was the first pulses and special crops focused Saskatchewan trade mission to both Peru and Colombia in the recent past. All the buyers were identified based on the commercial profile and their product focus specified by them in advance. All meetings were organized based on the commercial profile and focus specified by each of the participating companies. The meetings took place the Ininside Miraflores by Melia Hotel on the 3rd December, the Canadian Embassy in Bogota, Colombia on the 5thth of December and in Central Mayorista in Medellin, Colombia on the 6th of December. A total of 194 meetings were held across the two countries; 45 in Peru and 149 in Colombia.

The buyers were welcoming and the meetings were cordial. Members reported they had some successful meetings and believed they have made some serious business leads and useful contacts. Both the markets provide great potential for growth. Members made new contacts in Peru and Colombia and reconnected with former contacts and believe some of these would lead to a business agreement.

I would therefore recommend that we continue to visit the market and keep up the momentum.

## **STEP Contact for Further Information**

For further information, please contact:

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## Pictures





CONNECTING **SASKATCHEWAN**  
BUSINESS WITH THE WORLD

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