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Welcome to SBF Global's

# **SBF-LABG Brazilian Fruits, Nuts & Pulses Webinar / B2B Meetings**

21 October 2021, Thursday | 9.00 - 10.00 am (SG-time)

CORE PARTNERS



PARTICIPATING COMPANIES





## PROGRAMME LINE UP

**9.00 - 9.05 am**

**Opening remarks by Singapore  
Business Federation**

Prasoon Mukherjee, Chairman, Latin American Business Group and Chairman and Founder of Universal Success Enterprises

**9.05 - 9.10 am**

**Remarks on Brazil by Embassy of  
Brazil in Singapore**

H.E. Eugenia, Barthelmess, Ambassador

**9.10 - 9.15 am**

**Remarks on Brazil by Agricultural  
Attaché of Brazil in Singapore**

Leandro Antunes, Agricultural Attaché of Brazil

**9.15 - 9.25 am**

**Profile of Brazilian Fruit Industry by  
Brazilian Association of Producers  
and Exporters of Fruits and  
Derivatives (ABRAFRUTAS)**

Jorge de Souza, Manager

**9.25 - 9.35 am**

**Profile of Brazilian Beans and Pulses  
Industry by Brazilian Institute of  
Beans and Pulses  
(IBRAFE)**

Rodrigo Madeira, Pulses Specialist Consultant

**9.35 - 9.45 am**

**Profile of Brazilian Pecanculture  
Industry by Brazilian Institute  
of Pecanculture (IBPECAN)**

Daniel Basso, Vice President



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## COURTESY POINTS



**By default, you would be muted when you joined the webinar .  
Otherwise, please mute your microphone throughout the session.**



**Have a question? Type your questions into the Question & Answer  
Panel and we will read it out later or contact you after the webinar**



## **DISCLAIMER**

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**All efforts have been taken to ensure the information provided in this webinar is accurate as of publication date.**

**The organiser and speakers reserve all rights in the material provided.**

**This webinar is being recorded and will be posted on SBF's YouTube Channel.**

## **Learn** with us

- About markets
- About new customers
- About Free Trade Agreements

**Because knowledge is power.**

## **Land** with us

- Dedicated digital spaces
- Established networks
- Hands-on advice and facilitation

**Scale and grow *smartly*.**

## **Localise** with us

- Trusted relationships abroad
- Deepen market presence
- Secure long-term sustainability

**Because network is net worth.**

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Opening Remarks  
**Mr Prasoon Mukherjee**  
**Chairman Latin American Business Group**

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## Remarks on Brazil **H.E. Eugenia Barthelmess** **Ambassador of Brazil to Singapore**

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Remarks on Brazil

**Mr Leandro Antunes**  
**Agricultural Attaché of Brazil to Singapore**

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Profile of Brazilian Fruit Industry  
**Mr Jorge de Souza**  
**Technical Manager of Projects**  
**Brazilian Association of Producers and**  
**Exporters of Fruits and Derivatives**  
**(ABRAFRUTAS)**

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# Overview on the Brazilian Fresh Fruit and Derivatives Supply Chain.

**Jorge de Souza**

Technical & Project Manager

ABRAFRUTAS







- Founded in 2014, ABRAFRUTAS' mission is to improve the performance of Brazilian fruit exports by understanding the customer's expectations, by supporting the development of the best products and services in order to achieve those expectations and by coordinating the promotion strategies within the supply chain, generating profits to everyone involved in the business.





**A LARGE AND TASTY  
FRUIT SALAD !**





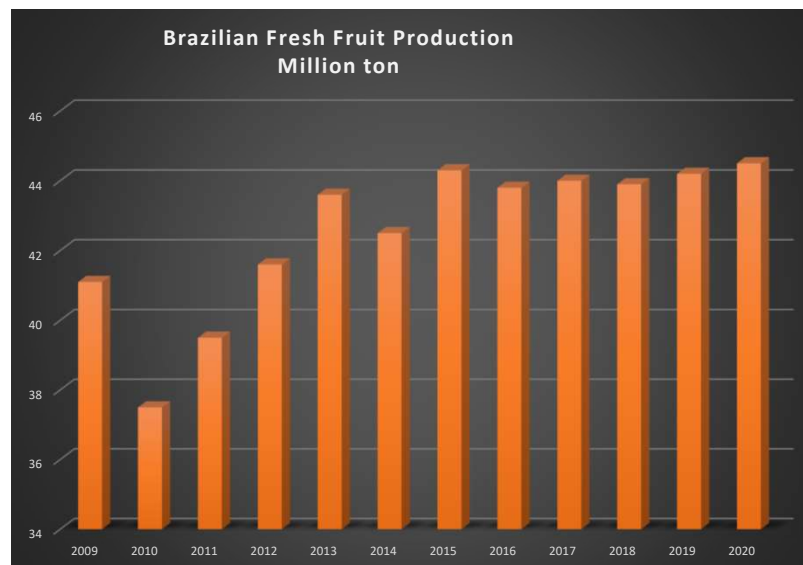


**CLIMATE + TECHNOLOGY +  
+ FARMING GOOD PRACTICES  
= RELIABLE SUPPLIER**

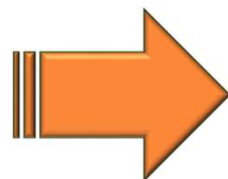
**DIVERSITY  
QUALITY  
PRODUCTION ALL  
YEAR ROUND**



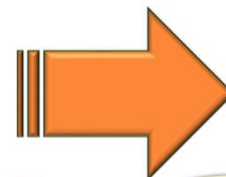




**3º LARGER  
PRODUCER**



**23 º  
EXPORTER**

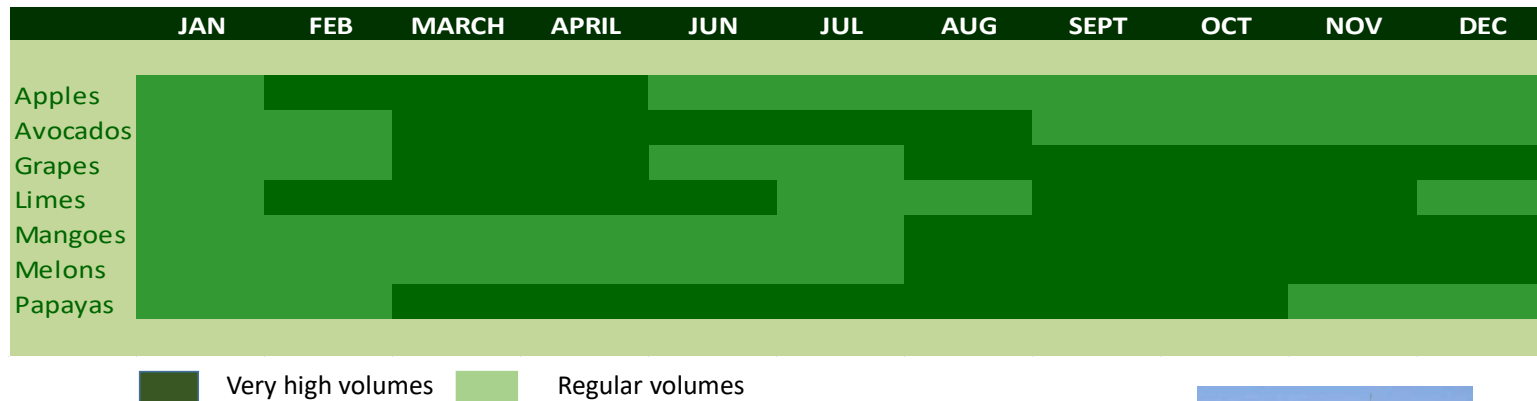


**AMONGST  
TOP 10 IN  
10 YEARS**





# PRODUCTION / SUPPLY CALENDAR



+



+



**All year round supplier!**







### MAPA DA AMAZÔNIA LEGAL

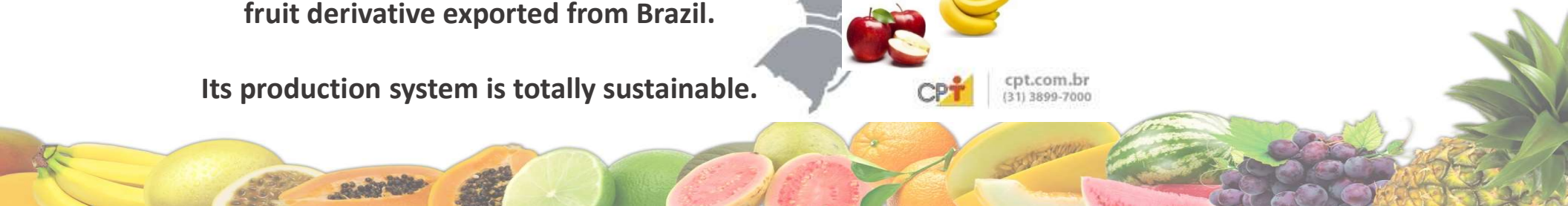


**Açaí Pulp is the unique Amazonian fruit derivative exported from Brazil.**

**Its production system is totally sustainable.**



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# INTERNATIONAL CERTIFICATIONS AND TRACEABILITY







**Thank you very much!**

**Jorge de Souza**

[jorge.souza@frutasdobrasil.org](mailto:jorge.souza@frutasdobrasil.org)

+55 38 99962-8450



**Frutas do Brasil**

**GIFTED BY THE SUN**





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Profile of Brazilian Beans and Pulses Industry  
**Mr Rodrigo Madeira**  
**Pulses Specialist Consultant**  
**Brazilian Institute of Beans and Pulses**  
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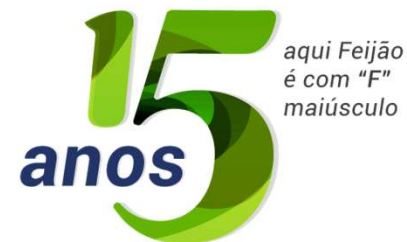
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**IBRAFE**

Instituto Brasileiro de Feijão e Pulses



**SPECIAL TO:**

***SINGAPORE MEETING***





# WHAT IS IBRAFE

Brazilian Institute of Beans and Pulses – IBRAFE – develops the interests of the Pulses and Special Crops Productive Chain.

## PURPOSE

- Stimulate and disseminate science and technology to the growers;
- Facilitate the access of exporters to the world market;
- On 8<sup>th</sup> Brazilian Forum of Beans, Pulses and Special Crops **March 2022 in Cuiabá, the capital of Pulses of Brazil;**
- We can connect Singapore importers to Brazilian biggest exporters.

*Through IBRAFE is only way to get security business with  
Brazilian Pulses and Special Crops Sector*



## **WE ARE CHANGING THE HISTORY**

Until 2010 the largest bean production was Carioca Beans variety, only Brazil produced and consumed.

IBRAFE INSTITUTE started in 2006 to encourage the production of different varieties of Dry Beans studying a foreign market, in the case of production surpluses.

**2010 4.453 MT**



**2021 177.000 MT PULSES EXPORTED**



# WHAT WE CAN OFFER

**BROWN EYE JUMBO**



**BROWN EYE POLISHED**



**BLACK EYE**



**LIGHT SPECKLED**



**CRANBERRY BEANS**



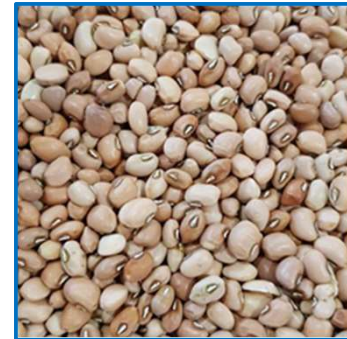
**DARK RED KIDNEY**



**GREEN MUNG BEANS**



**COWPEA BEANS**



# WHAT WE CAN OFFER

**CARIOCA BEANS**



**RED BAMBOO BEANS**



**BLACK BEANS**



**POP CORN**



**BRAZILIAN SESAME**





DESCRIPTION	Brazilian Export to Singapore	Singapore Import from the World	Total Brazilian Exp.
Peanuts	2,35	11.718,00	264.050,06
Sesame	252,06	5.689,00	72.000,04
Green Mung Beans	0,81	4.222,00	56.419,50
Chickpeas	0,59	4.078,00	336,25
Brown Eye, Black Eye and Cowpeas	24,88	2.162,00	13.350,97
Light Speckled, Cranberry , Dark Red Kidney	1,00	1.401,00	33.684,05
Chia Seeds	0,00	1.115,00	498,15
Adzuki Beans	125,09	1.038,00	33.436,16
Peas	0,41	912,00	229,63
Pigeon Pea	0,32	834,00	6,46
Line Seed	0,01	268,00	2,97
Buckwheat	0,04	43,00	2.827,29
Brown Eye Beans	0,50	25,00	34.079,82
TOTAL	408,05	33.505,00	510.921,35



## INFORMATION ABOUT BRAZILIAN MARKET

IBRAFE is a source of information on planting conditions as well as export possibilities.

Because of this, we have been considered a **reliable guidance** as well as Brazilian export **trusted** information for someone who is interested to import these products from Brazil.





## PLANS TO THE FUTURE

With the APEX - Export Promotion from Brazilian government, Brazilian Embassy and attachés all around the World to expand the participation open markets where Brazil did not yet operate.



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Profile of Brazilian Pecanculture Industry  
**Mr Daniel Basso**  
**Vice President**  
**Brazilian Institute of Pecanculture (IBPECAN)**

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**IBP**Pecan

INSTITUTO BRASILEIRO DE PECANICULTURA

Mr. Daniel Basso, Vice President

# Profile of Brazilian Pecanculture Industry

October 21<sup>th</sup>, 2021



# BRAZILIAN INSTITUTE OF PECANCULTURE

Created in October 2018, IBPecan is an association of Pecan Growers, Pecan Industry (Nurseries and Shellers), Educational and Research Institutions.



## About us

### Our main goals:

- Promote consumption and **acknowledgment** of Pecans;
- Contribute to Brazilian Pecan Orchard improvement of:
  - It's technical level;
  - It's quality level;
  - It's yields.

### Our Actions:

- Educational courses;
- Public events;
- Partnership with State, Federal and International Institutions;
- Local digital marketing;
- Developing new markets.

[www.ibpecan.org](http://www.ibpecan.org)

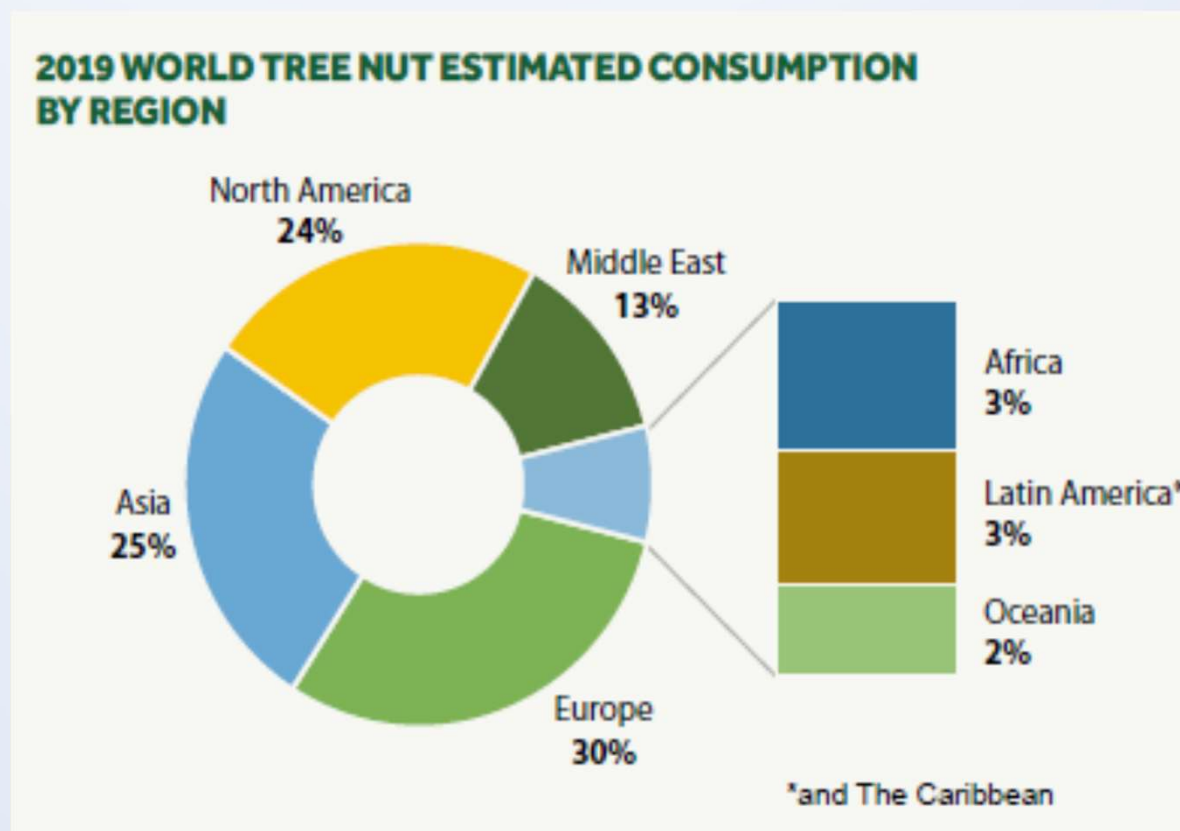




# WORLD TREE NUT MARKET

Asia is the second tree nut consumer region in the world.

Pecan represents **only 3%** of global tree nuts production, having **tremendous growth potencial.**

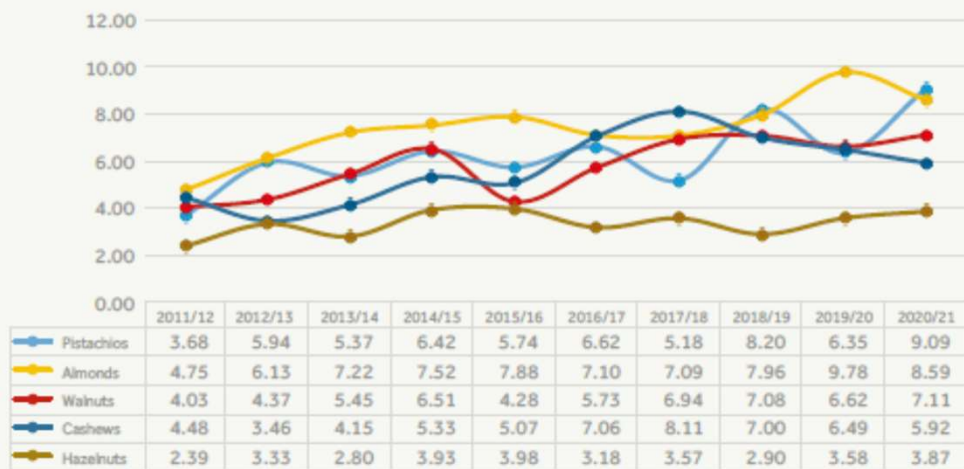


*source: INC 2021 Statistic Yearbook.*

# World Tree Nut Supply Value



**TREE NUT SUPPLY VALUE (Billion \$)**  
Kernel basis, except pistachios in-shell



**TREE NUT SUPPLY VALUE (Billion \$)**  
Kernel basis



Pecan had one of the biggest value increases of the tree nuts in the last 10 years (93%).

source: INC 2021 Statistic Yearbook.



# Food Trends moving Pecan Consumption



- **Plant-Based:** the plant-based food market is valued at \$5 billion and is growing 29% year over year.
- **Vegan:** A 2019 survey by Ipsos Mori, found that the number of vegans in Great Britain quadrupled between 2014 and 2019;
- **Health Promoting Foods:** Within several qualities, Pecans are free of cholesterol and help in lowering LDL cholesterol levels, also are good sources of oleic acid that prevent the proliferation of cancer cells.



# Profile of Brazilian Pecan Industry



- We have an average area of 5 hectares per orchard in Brazil, with more than 2.000 farmers.
- Mostly are family owned and handled.
- The Shelling and Handlyng industry are located in South Brazil, near the production áreas, with a capacity of shelling 4.000 tons of in the shell pecans and growing.





# Why Brazil may become an excellent supplier?

- Fresh Pecans in Summer, our harvest goes from April to July.
- Total planted area is surpassing 10.000 hectares.
- Half the stablished orchard area isn't producing yet, which means that until 2.025 we can double the production's volume to approximately 12.000 tons.
- Brazilian Pecan growers are planting between 700 to 1.000 hectares per year.

[www.ibpecan.org](http://www.ibpecan.org)

Photo by [www.theseasonedmom.com/](http://www.theseasonedmom.com/)



(51) 3103-5299 / (51) 99873-1551

**Thank you and enjoy a tasty and  
healthy superfood!**



**IBP**ecan

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**Thank you!**

Questions? Comments?  
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