

First steps in the construction of a market of oil of Sacha Inchi in Japan

Jim Krigbaum, North American manager and international consultant, it was hired by the project PRA to identify market niches for the oil of Sacha Inchi, a first positive result has been the entrance from a first order of test of 1 Tm to the demanding Japanese market, the perspectives are promising, however even there is a lot of work to carry out to develop the market of oil of Sacha Inchi in the world

Sacha Inchi, the peanut of the Inca

The Sacha Inchi whose name scientist is *Plukenetia volubilis* L., is an euphorbiaceae that is known as peanut of the mount, sachá peanut or peanut of the Inca. It is a plant that adapts to loamy floors and acids and it is developed better in warm climates. Their production begins to the 6,5 months of the transplant, being obtained in the first year yields averages from 0,7 to 2,0 t/ha. It is developed in association and with covering cultivations, reaching ages until of 10 years. In the Peru he/she is found in wild state in diverse places of San Martín, Ucayali, Huánuco, Amazonas, Mother of God and Loreto.

Oil of Sacha Inchi, an excellent product but with a market to develop

Inside the components of the Sacha Inchi is mainly proteins, amino acids, acids fatty essentials (omegas 3, 6, and 9) and vitamin AND (tocoferoles and tocotrienoles) in significantly high contents regarding seeds of other oleaginous ones (peanut, palm, soya, corn, colza and sunflower). recent Investigations carried out with oils omegas and vitamin AND they indicate the nutritional importance and therapy of its consumption for the control of free radicals and a series of illnesses that these they originate in the human organism. For their nutritional characteristics, the oil of Sacha Inchi has an enormous potential among the consumers, however it is necessary to even invest more time and effort to develop this market.

Following our command of identifying buyers with name and last name for our clients, we decide to carry out an international consultancy directed to identify buyers of the product Oil of Sacha Inchi. As a result of this consultancy, in charge to the manager Jim Krigbaum, the Japanese importer Norio Ide of the company "Health Net Japan" it showed their interest in the product

Health Ingredient Trades in Tokyo

In October of the 2006 it was carried out in Tokyo the Fair "Health Ingredients" that allowed to the company of Mr. Ide to introduce the product and their characteristics to other Japanese buyers and to know their reactions and their future interest in the product. He/she took advantage this audience to carry out a conference presenting the kindness of the product and their characteristics as vegetable source of Omega 3, 6 and 9, since still it is abroad a not very well-known product and with big

contributions for the human health. As a result of this effort the company "Health Net Japan" of Mr. Ide he/she made a first order of 1 Tm of oil to go introducing it among the Japanese consumers in different presentations gradually.

The North American market and the GRAS

GRAS is an acrónimo that means "Generally Recognized Ace Safe" ("Generally Grateful as Sure"). Any substance that is added to a food intentionally a nutritious preservative is considered and it is subject to a previous revision to its sale in the market and approval for the FDA of the United States, unless the substance is generally grateful, among qualified experts, of having shown to be safe for the use type that he/she wants himself to give. To achieve this implies to take to end studies and publications that prove the security for the human consumption of the oil of Sacha Inchi for grateful scientific experts. Once the studies and respective scientific tests are had and of being these positive ones, a communication is sent to the FDA and it is expected that in the lapse of 180 days the FDA recognizes that a substance is GRAS. The American companies refuse to care products without having the security that they didn't affect the health of the consumers, the GRAS is a tool that he/she would open the doors to all the producing of oil of Sacha Inchi in the North American market.

In the month of our May consultant Jim Krigbaum exposed these aspects from the GRAS to the national companies producing of oil of Sacha Inchi in the auditory of PROMPEX, and the idea is to summon the support of the State and the concurrence of the private sector to take I finish these studies and to achieve the qualification of the GRAS for the oil of Sacha Inchi, that which would facilitate its entrance vastly to such a big market as that of the United States.

He/she interviews Mr. Norio Ide, President of Health Net Japan, Japanese company that has begun the penetration of the oil of Sacha Inchi in different presentations in the demanding Japanese market

Can he/she give us a description of their marketing channel?

At the present time I have two types of presentation of the oil of Sacha Inchi, bottled and in capsules. Each one has their own marketing channel.

In the case of the bottled oil of Sacha Inchi, my first market objective has been the supermarkets of high level of revenues and the department stores. The second market objective is the cooperatives of consumers. The third market objective is by mail the direct sales and for Internet.

In the case of the capsules, these are selling through a company that takes medicines directly to the homes (delivery) and in the markets specialized in healthy food. Another objective market is the pharmacies.

Do you believe that their success will reside in its personalized system of sales?

In the case of the oil of Sacha Inchi, newly we have begun the marketing in April, and a small percentage of the product has only been placed.

Do you see a promising future for the Sacha Inchi in Japan?

The Japanese consumers are conservative, but on the other hand they are particularly very interested in products or services that improve the health. For such a reason the oil of Sacha Inchi has a great potential to increase the volume of its sales in the near future in Japan, provided the price is compatible with the housewife's demand.

Do we know that it is interested in other Peruvian products, what factors they made him look at the Peruvian quinoa?

According to the analysis of their chemical compounds, the quinoa is one from the best foods to be included in the diet, and the quinoa it can be used as main food instead of the rice in case it can be a good form of preparing it.

Are there other products of Peru that you this looking for to add to their variety of products?

We need more investigation for the tropical forest of the Amazons and the mountain of the Peru. It is as well as we will be able to discover some new unknown product for us. I think that if the PRA wanted to increase the business with Japan, they should invite some Japanese scientist that works in the world of the traditional medicine and to investigate the food so much typical as traditional of the Peru.

