

Sustained export support: Organic tea from Colombia

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Many high-quality products from developing and emerging countries are in great demand on the German and European markets, but importers face major obstacles when it comes to market introduction. Inadequate knowledge of the market and lack of contacts to European trading partners impede their access to the EU market. The Import Promotion Desk (IPD) helps exporters overcome these obstacles. For the Colombian export company Agrícola Himalaya S.A. the IPD has provided comprehensive advice on marketing their high-quality organically grown teas and helped in successfully matchmaking the Colombian enterprise with German importer J.T. Ronnefeldt KG.

The IPD has been advising the Colombian trade company Agrícola Himalaya S.A. on export trading since 2015 – including guidance on the company’s presentation at the world’s largest food exhibition, Anuga in Cologne. It was here that Agrícola Himalaya first presented its new product Bitaco®-Unique Colombian Tea to the German market. The IPD was able to introduce the Colombian company to a new trading partner: the teahouse Ronnefeldt.

**HIGH-QUALITY
ORGANICALLY FARMED TEAS**

Ronnefeldt is one of the oldest teahouses in Europe. This family firm based in Frankfurt supplies exclusive premium teas to first-class hotels and restaurants around the world. In order to guarantee the best possible quality, Ronnefeldt selects only teas produced according to traditional methods.



In Colombia too the art of tea production is prized. Agrícola Himalaya S.A. has been growing top quality black and green tea varieties for 55 years and is well established as market leader on the Colombian market with the brand “Hindú”. The teas from Agrícola Himalaya are produced using 100 percent natural ingredients and contain no artificial aromas.

At Anuga, the company presented its new highlands tea Bitaco. This is cultivated in the Andes region La Cumbre in the Colombian cloud forest at heights of between 1,800 and 2,050 metres. The prevailing microclimate and the mineral-rich soil of the cloud forest lend this tea its unique aroma. The tea bears the EU organic certification label and is also UTZ certified. But although the Colombian teas conform to the highest quality standards, the company has up to now only exported to Latin America countries and the USA. The Import Promotion Desk has supported →



Further information about the IPD and its services at www.importpromotiondesk.com



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»The IPD has opened the door to the EU market for us. Our cooperation with the IPD and the direct feedback from German trade partners are helping us in the continual process of improving the quality of our export products. The IPD has given us valuable market know-how and promising contacts.«

Andrés Velasco Sardi, CEO of Agrícola Himalaya S.A.



Agrícola Himalaya is expanding its export trade to the European market and has worked intensively with the company to prepare its trade exhibition presentation. In advance of Anuga the IPD held a workshop to give the Colombian exporters detailed insights into the requirements of the EU market as regards import stipulations, regulations and quality standards.

Following the successful matchmaking at Anuga, Agrícola Himalaya visited the firm Ronnefeldt in Frankfurt. Based on a range of samples from the new harvest, Ronnefeldt was able to confirm the quality of the Colombian tea and placed its first order.

Jan-Berend Holzapfel, owner of J.T. Ronnefeldt KG says, "The customers confirm our opinion of the excellent quality and full-bodied aroma of this Colombian tea. We can well imagine that we will expand our business with Agrícola Himalaya in the future."

**EXPORT SUPPORT
ENCOURAGES SUSTAINABLE
CORPORATE DEVELOPMENT**



Through its cooperation with IPD, the exporter Agrícola Himalaya has opened up new perspectives for sustainable corporate development: "The IPD has encouraged us to invest in improving the harvesting and production processes for our organic teas," says Andrés Velasco Sardi, CEO of Agrícola Himalaya. Since Anuga the company has already taken on two new employees for the export business and four new workers for the tea harvest. If exports to the EU continue to increase, greater investment will follow in the next few years. The company is planning to expand the plantations for green tea and optimise the process for refining the tea. Velasco Sardi estimates that progression of the value chains in production and sales has resulted in the creation of 15 new jobs. The aim, he says, is to increase the volume harvested from the organic plantations to 60 tonnes of tea per annum. Besides green and black tea, Agrícola Himalaya also cultivates camomile, cedron and other medicinal plants and uses them to produce high-quality herbal teas. In the future Agrícola Himalaya intends to tailor its product range more specifically to the demands of the EU market.

Information about Agrícola Himalaya S.A.: www.bitacotea.com

Information about J.T. Ronnefeldt KG: www.ronnefeldt.com

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