



PERÚ

Ministerio
del Ambiente



Viceministerio de Desarrollo Estratégico de Recursos Naturales
Dirección General de Diversidad Biológica

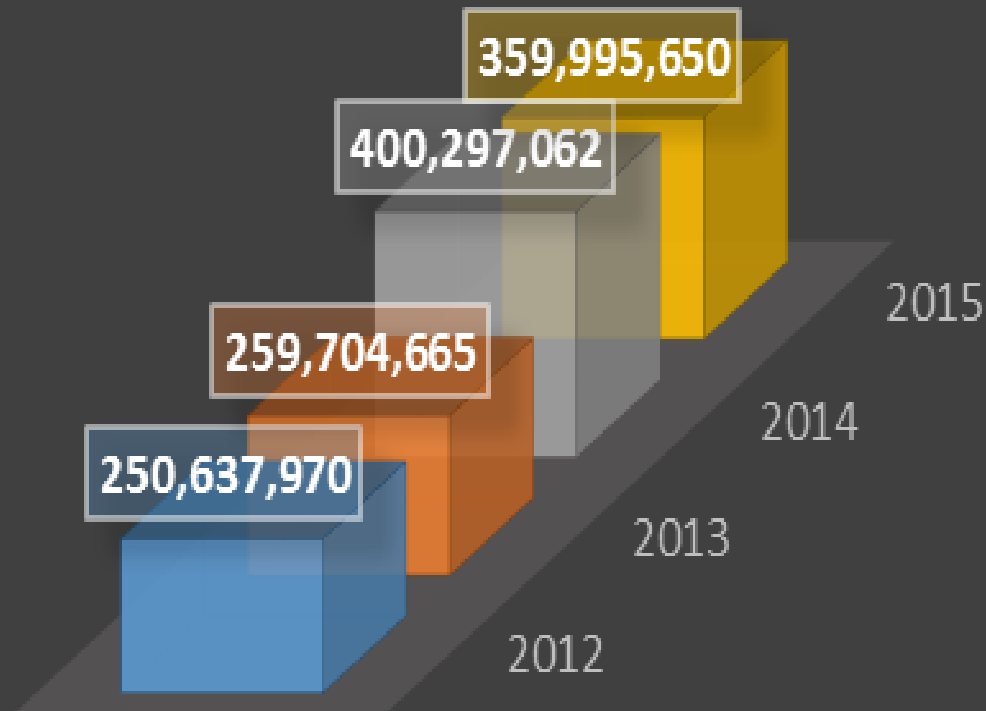
Addressing trade challenges for biodiversity-based products

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PERUVIAN BIODIVERSITY - BASED PRODUCTS EXPORTS (FOB Value US \$)

- Achiote
- Cochinilla
- Kiwicha
- Lúcuma
- Maca
- Maiz
- Nuez del Brasil
- Quinua
- Sacha Inchi
- Tara





BioTrade as a tool for mainstreaming biodiversity

Ministry of Environment
Biodiversity conservation
Work Group on BioTrade

PROMPERU
Exports promotion
Selection of main biodiversity based products

Ministry of Environment
Launch of National BioTrade Programme
National Strategy on Biodiversity

Trade and Tourism Ministry
National Commission for BioTrade Promotion
National Strategy on BioTrade

Trade Policy



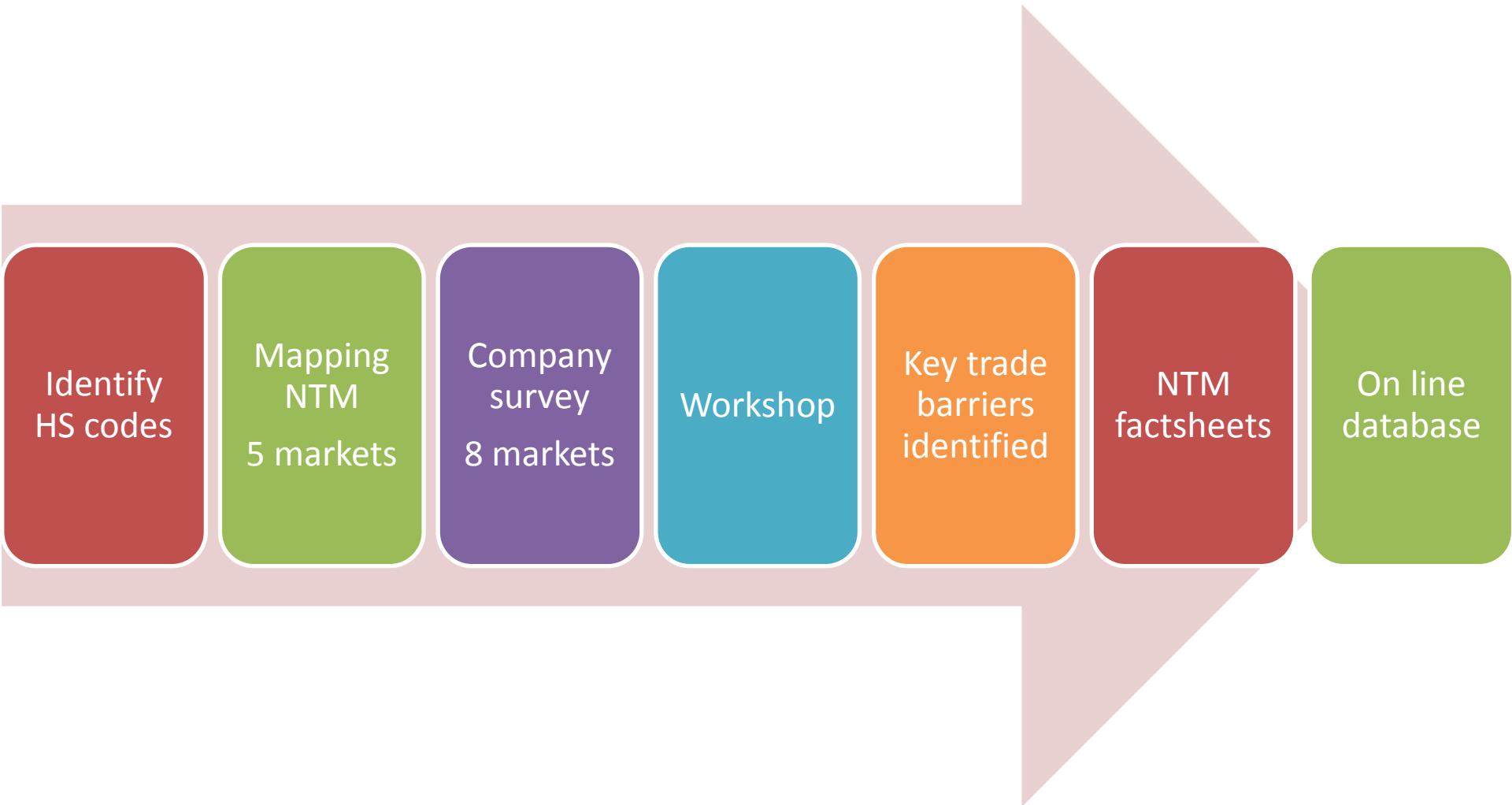
Accessing markets, a collaborative effort



- Sacha Inchi experience in the EU market
- Novel Food regulation
- To access EU market, we needed joint efforts
 - BioTrade companies
 - Government advocacy: trade, agriculture mainly
 - Academia
 - International cooperation: PeruBiodiverso, PeruBioInnova



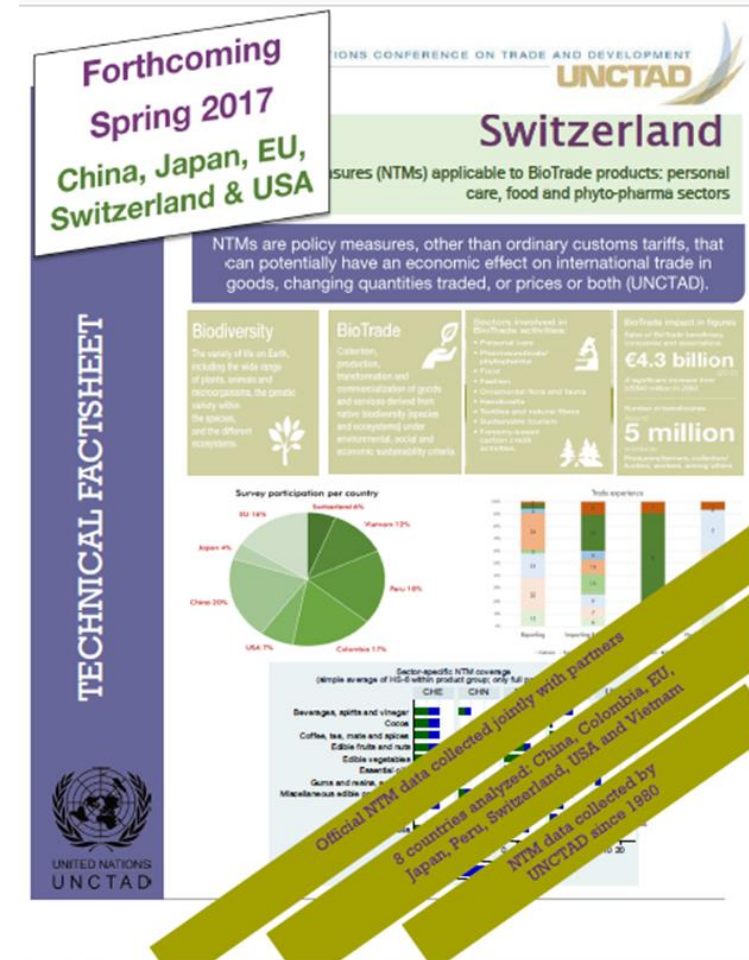
Integral approach for market access of biodiversity-based products





Lessons learned

- Market access implies quality standards, information and documentation required from the field to the consumer, among other topics
- Biodiversity-based products do not have these kind of information.
- From the exercise in Peru, we have established a scheme to identify and develop “trade friendly” measures focused on biodiversity conservation
- We have identified which gaps need to be fulfilled and may cause problems
- This information was build based on national and international companies demands.





Final remarks

- Potential trade barriers for BioTrade products includes sanitary and phytosanitary issues, research and development, implementation of international agreements on biodiversity conservation, among others
- Trade policy plays an important role in taking value chains towards biodiversity conservation through BioTrade model.



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THANK YOU FOR YOUR ATTENTION

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