Peru: Organic quinoa Puno and Junin Golden pineapple have their own brand

With the use of the collective trademark of the organic quinoa, "Aynok'a" more than 800 producers from seven organizations in the Puno region, who exported about 400 tons to Europe and the United States will benefit, while the use of the mark "Tibana" benefit the "Piñeros Pangoa Vraem Association", which involves more than 80 producers pangoa district, province of Satipo (Junin), which exported 120 tons mainly Chile and the United States. Both brands positioning allow the export of both products, according to the MINCETUR.

The head of the Ministry of Foreign Trade and Tourism (Mincetur), Magali Silva, announced the creation of two marks, one for organic quinoa Puno, called "Aynok'a" Altiplano quinoa ancestral Puno-Peru, and one for the Golden pineapple Satipo, Junin, named "Tibana" taste the sun.

"Aynok'a" ancestral quinoa from the Altiplano Puno-Peru, was developed by the Ministry of Foreign Trade and Tourism, after identifying the need to create a distinctive sign, in coordination with the Technical Committee of Quinoa.

"Tibana" flavor del Sol pineapple Pangoa in Satipo, was also created by MINCETUR in working together with the Association of Piñeros the Vraem Pangoa, after identifying the need for a distinctive sign to strengthen export this product.

"In this way the producers organized Puno and Satipo in Junin, exported under his own brand, duly registered at the National Institute for the Defense of Competition and Protection of Intellectual Property (Indecopi), positioning the quality and origin of both products in the international market, "said Magali Silva.

With the use of the collective trademark of the organic quinoa, "Aynok'a" more than 800 producers from seven organizations in the Puno region, who exported about 400 tons to Europe and the United States will benefit.
As is known, Puno is the leading producer of organic quinoa in Peru, with an approximate volume of 36,000 tons, which represents 32% of national production.

On the other hand, the use of the trademark "Tibana" benefit the "Association Vraem Piñeros Pangoa" which involves more than 80 producers pangoa district, province of Satipo, Junin. Golden fresh pineapple variety with its own brand and will be exported directly to major supermarkets in

Chile and the United States.

The production area of ??this association Golden Pineapple is 50 hectares, with a monthly export offer of more than 120 tonnes, the same that have Global Gap certification and organoleptic (taste and aroma perceived), meeting the requirements international demand.

The next challenge to meet as export sector is to achieve the positioning of both products in the market, thus contributing to the goals set in the National Strategic Exports Plan (PENX) 2025.

Meaning of the terms and registration Indecopi

"Aynok'a" is an Afrikaans word meaning ancient system management and sustainable land use seed which preserves the soil, crops and biodiversity.

The mark has been registered at the National Institute for the Defense of Competition and Protection of Intellectual Property (Indecopi) through Resolution No. 019840-2015 / DSD-Indecopi, the October 22, 2015.

Meanwhile, the term "Tibana" belongs to dialect meaning Asháninca pineapple. The brand has also been registered at the National Institute for the Defense of Competition and Protection of Intellectual Property (Indecopi) through Resolution No. 017166-2015 / DSD-Indecopi, on 4 September last.

Source: Agraria.pe