

Strong demand from China and Brazil boosts exports of tara powder.



In 2010 exports of tara powder grew 103.5% reaching \$ 27.1 million, it advanced 54.5% in volumen, attaining 21.6 thousand MT. The strong growth in tara powder exports is explained by the increased demand in Brazil (231.7% of growth in the export volume in 2010), Belgium (96.3% growth), Argentina (73.2 %), Italy (56.1%) and China (43.5%); it is worth noting that this last place contains 38.3% of the Peruvian tara powder supply. Three new markets have been ventured: Singapore, Dominican Republic and Russia, but the supply to those places is still small.

In 2010, the leading exporters of tara powder were: Silvateam Peru (26.9% of part. exported volume in 2010), Export The Sun (13.6% of part.) Exandal (13.1%), Mills Associates (12.8%) and Mills Chipoco (8.8%). While those that registered higher growth in exports were Tecnacorp (1.100,6% growth in the volume exported in 2010), gums and tannins (163.3% growth) Mills Associates (108.8%) and Exandal (101.5%). Major demand of tara powder comes from China, and Brazil will continue boosting exports of this product in the next few years.