

## Brazil's BioBrasil Wishes to Become World Reference in Organics

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Cereal and organic bar maker Renk's Industrial, headquartered in São Paulo, in the Southeast of Brazil is after importers all over the world. After winning the United States, Mexico and several countries in the European continent, the Brazilian company would like to also sell in the Arab market.

"Our main contacts are in Dubai, in the United Arab Emirates. We are still researching the organic product market there, but we know that there is a great potential for our products in the region," added Leandro Farkuh, commercial director at the company.

The products made by the firm are under the umbrella brand BioBrasilProducts and there are also others: BioSanck, composed of fruit snacks and Brazilian nuts, eBar Organic, Brazilian fruit bars, BioPalm, an açaí bar and BiO2, a cereal bar with Brazilian fruit.

"Brand BioBrasilProducts was created to be a reference in organic food in Brazil and worldwide," stated Farkuh.

Exports already represent 50% of Renk's revenues. The company is certified by Ecocert. Cereal bar eBar Organic is the main product sold by the company and the main destination markets are the United States, England, France, Germany and Mexico.

The products in line eBar are packed using only ecologically correct material. "The line is a pioneer in the use of biodegradable film in food packages and all the boxes are made out of recycled paper," explained the director.

Another product that promises to make success on the foreign market is line eNergy, based on the high level of energy extracted from the fruit. This organic line is based on açaí, cupuassu, Barbados cherry and guaraná in all flavors. These flavors mixed with a fruit of dominant taste create the differentiated bars.

According to Farkuh, the Brazilian origin of the products is evident in the use of exotic fruit and nuts with low concentrations of calories. "The bars are natural or organic and receive no chemicals or sugar," pointed out the director.

There is also line eLements, inspired on the four elements that are essential to life: fire, water, earth and air. "This line includes the first organic bar of Brazil, the one we baptized Earth," stated Farkuh.

To guarantee the contact with new markets and to strengthen relations with the current importers, the company usually participates in trade missions and fairs like the Biofach, the largest organic sector trade fair in the world, which took place between February 21 and 24 this year, in Nuremberg, Germany.

"The fair was great. Each year we participate with a greater stand and return with further business negotiated," explained Farkuh.

Service

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