



Foreign Agricultural Service

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# **Ecuador**

## **Exporter Guide**

### **1999**

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#### **Report Highlights:**

Ecuador is mainly an agricultural country and the Retail Food Sector offers the best opportunities for imported consumer oriented products.

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Quito [EC1]

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## **SECTION I. MARKET OVERVIEW**

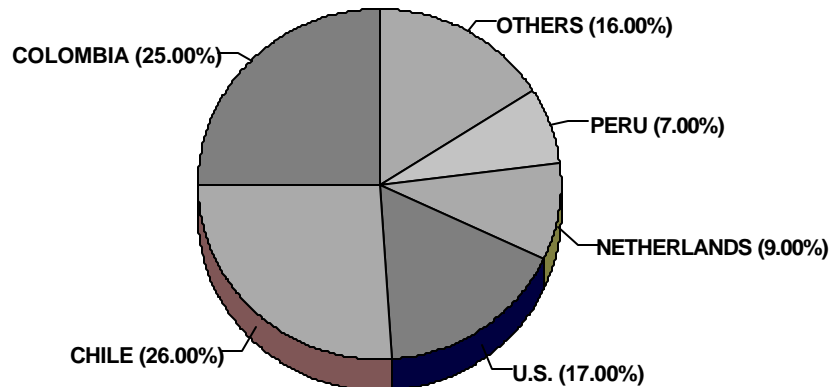
From January thru June of this year, Ecuador has experienced significant trauma in its economic sector. When the government attempted to revive the economy while cleansing the financial system, in the context of a program with the IMF seal of approval, a fairly high rate of inflation and a depreciation of the Sucre (Ecuador's currency) occurred. Ecuador's GDP for 1998 was \$10,742 million dollars, an increase of 4% compare to the previous year. However, it is expected that, for 1999, Ecuador's GDP will decrease around 7%. The Sucre depreciated 70% in the first 9 months of 1999, while inflation increased for an accumulated rate of 37.3% in the first nine months of 1999.

Inflation has slowed due to a freeze on current and saving account deposits, as well as financial investments. As a result, there has been a severe lack of liquidity, a reduction of credit, loss in purchasing power, an increase in the price of goods and services (especially imported goods) and a decreased of 40% in imports in the first half of 1999.

During this period (July- September 1999) Ecuador has restructured and strengthened its banking sector and a pending agreement with the International Monetary Fund should result in economic growth and an increase in national and international investment. Also, starting in September, the Government begun to unfreeze deposits, at the rate of 10% every other week.

- In 1998 total imports of consumer oriented products were \$189 millions of which \$31 millions were imported from the U.S.
- U.S. market share of total consumer oriented products for 1998 was 16.5%.
- In 1998 the total imports of edible fishery products were \$13 millions of which \$79 millions were imported from the U.S.
- U.S. market share of edible fishery products for 1998 was 0.6%.
- Ecuador's 5 top suppliers of consumer oriented foods in 1998 were: Chile (\$50 millions), Colombia (\$40 millions), U.S. (\$31 millions), Netherlands (\$15 millions) and Peru (\$11 millions).
- Ecuador's 5 top suppliers of edible fishery products in 1998 were: Colombia (\$7 millions), Panama (\$2 millions), Thailand (\$2 millions), Peru (\$1 million) and Chile (\$0,4 million).

**ECUADOR'S TOP 5 SUPPLIERS OF CONSUMER FOODS (1998)  
AND EDIBLE FISHERY PRODUCTS**



Source: Central Bank of Ecuador  
Markop

Some demographic developments impacting on consumer buying habits in Ecuador include:

- The entry of women into the labor market is increasing the purchasing power of families, and leaving less time at home to prepare meals. For every 100 new jobs created, 38 are occupied by women.
- There has been a change in the working day from double shifts to single shifts, which has increased the demand for good food and clean restaurants where the service is fast and professional.
- 42% of the total population is between 15 and 39 years old. This group is the major consuming group of consumer ready products.
- Quito, Guayaquil and Cuenca are the cities with the greatest consumer consumption, due to the above average percentage of middle and upper class consumers, which represents 37% of Ecuador's population.

ADVANTAGES	CHALLENGES
Ecuadoreans love American culture (language, music, fashions and especially American food).	The current economic crisis has significantly restricted imports.
U.S. fast food and major restaurant chains are popular and familiar to Ecuadorean consumers.	Exchange rate fluctuation makes U.S. products more expensive.
U.S. suppliers are able to supply large volumes of consistently high quality food products, and on a regular basis.	Ecuadorean import requirements and food regulations result in import delays and additional costs.
Growing retail industry and consumer sophistication and purchasing power command the introduction of new imported food products.	Importers and retailers lack of knowledge and training in purchasing, handling and merchandising U.S. products.
Growth of demand of specialized food ingredients for prepared fruit, vegetables and fish for export.	Retailers do not effectively promote products not represented by an agent.
Ecuadorean consumers prefer to buy food ready for consumption in self-service establishments.	U.S. products face higher tariffs than products from Chile, and other Andean countries.
Ecuador's market is too small to justify local production of many niche products.	A large low income population with low purchasing power.
The consumers are demanding the convenience and hygiene that supermarkets offer.	Importers, retailers and consumers lack of brand awareness.
	Bureaucratic procedures for import registration approval can cause delays of months and even years.

**SECTION II: EXPORTER BUSINESS TIPS**

- There is a tendency towards “Americanization”, which means that U.S. language, music, fashions and foods are desired by Ecuadorians.
- Ecuador is becoming more nutrition conscious, thus looking for healthy, fat free, cholesterol free and safe food.
- Middle and upper income consumer value quality more than price.
- Ecuadorian’s manner of negotiation is personal, friendly and informal due to Latin culture.
- It is recommended that U.S. exporters have a representative agent in order to manage marketing strategies, publicity, promotions, training and reporting on market conditions. This will help U.S. exporters to be aware of business opportunities within the country.
- During special holidays in Ecuador's consumers like to buy nice packaged imported products, especially sweets, snacks, liquors, sausage, etc.
- The importer is required to obtain a license (Documento Unico de Importación DUI), which is issued through any of the banks registered with the Central Bank of Ecuador.
- Before shipping, the importer should prepare import permits/licenses, which are valid for six months and are renewable for the same period.
- Importers must obtain a sanitary registration for any high value food products imported into the country. The product has to pass a health and sanitary registration approval submitted by Izquieta Pérez Institute (Department of the Ministry of Health).

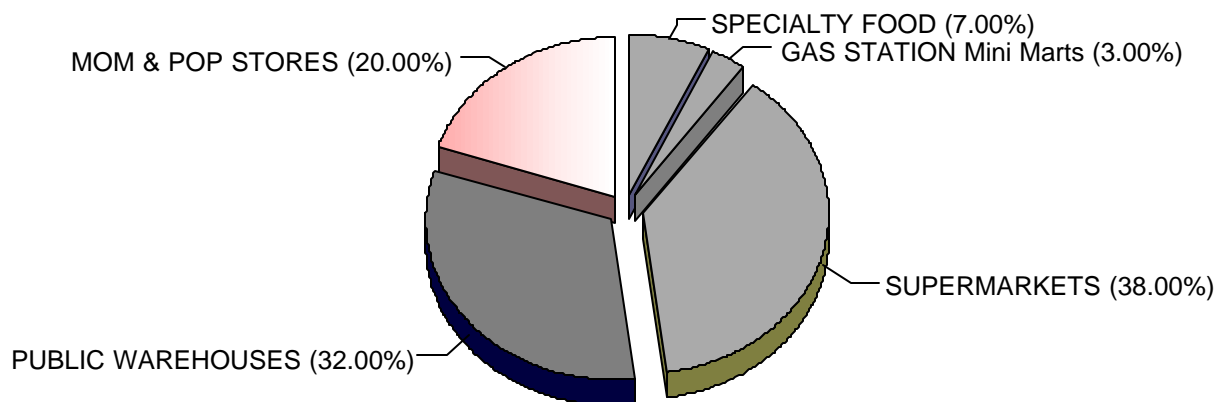
**SECTION III: MARKET SECTOR STRUCTURE AND TRENDS****Retail Food Sector:**

- Ecuador’s retail food sector can be divided into 5 categories (market share in parentheses): supermarkets and commissaries (38%), public warehouses and small shops of imported products like wetmarkets (32%), mom & pop stores (20%), specialty food stores (7%) and gas station mini marts (3%).
- In 1998 the retail food sector represented two billions dollars. However, in 1999 due to the Ecuador's economy crisis, the value of this sector is expected to fall 11.7%.
- 33.8% of Ecuadorians buy fruits, vegetables, meat and processed food in supermarkets and specialty food stores. The remaining population buys fruits and vegetables in public warehouses and processed

foods in small stores.

- Supermarkets and commissaries input 18% to 20% of their items, of which 90% are food and beverages.
- Supermarkets and commissaries are expected to grow in sales volumes and numbers over the next five years.

### MARKET SECTOR STRUCTURE



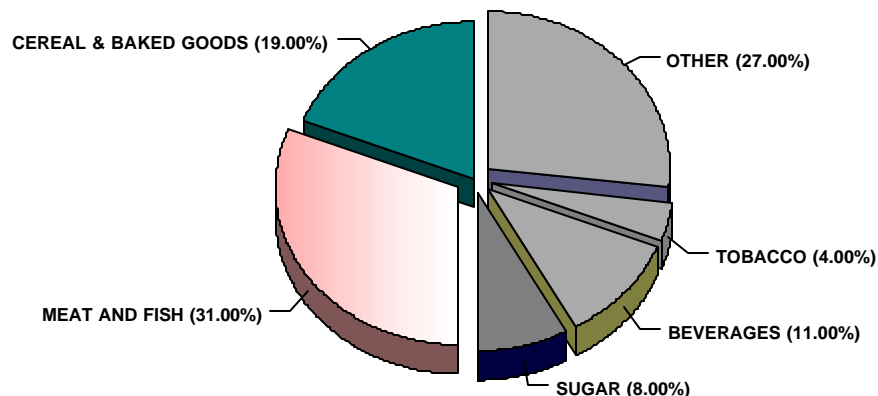
- Gas station mini-marts tend to offer mostly imported products since they sell specialized products such as cigarettes, liquors, snacks, sweets and soft beverages.
- The best way to enter this sector is through direct contact with supermarkets and commissaries or with local importers and distributors.
- Public warehouses and small shops carry a complete range of both foreign and domestic products. However, they are the main suppliers of smuggled products, thus consumers can purchase imported canned foods, processed foods, snacks, alcoholic beverages, and hygiene products at significantly lower prices.
- Sales usually increase during special holidays such as Mother's day, Christmas, Carnival, San Valentine's day, Father's day, Day of the dead, and Independence day. Imported products are most desired principally because of their unique packaging.
- There is an emerging supermarket chain called "AQUÍ" (meaning "Here"), targeted at middle and lower income consumer. They are strategically located in lower socioeconomic neighborhoods; therefore, they sell products of primary necessity such as sugar, rice, flour, noodles, etc.

- If the product to be exported to Ecuador is for widespread consumption, it is important to consider price as the purchase determinant factor, since these items reach high, medium and low economic incomes.
- The number of supermarkets and self-service stores are increasing in the Ecuadorean market. People are turning to stores, which offer variety of products in an organized and clean manner. These stores offer the best sales opportunities for imported products.
- Supermarkets, commissaries, specialty food stores and gas station mini marts are the primary ways to reach the target market for imported products, which is mainly composed by middle and upper urban classes.
- Specialty food stores are emerging into Ecuadorean markets and offer strong future prospects for new imported products. The same is happening with gas station mini-marts, which day after day are bringing into Ecuador not only new ways of shopping but also quality in products and services.
- The Retail food Sector provides the opportunity to develop new marketing and publicity strategies in order to get Ecuadorean consumers to know the products. This can be accomplished by conducting promotional activities, product tasting and training in purchasing, handling and merchandising U.S. products.

### **Food Processing Sector:**

- The size of the processed food market in Ecuador was \$2.3 billion in 1998.
- It is expected that in 1999 this sector will decrease 9.2%.
- Some industries are improving their procedures with new technologies and are selling quality products. This is the case of Nestlé (processed foods), Pronaca (meat, poultry), Don Diego (delicatessen), Snob (canned and processed food), Danec (oils) and others.

### **FOOD PROCESSING SECTOR**





- This sector can be divided into 6 sub-sectors (in thousand dollars): meat and fish (\$ 428), cereals and baked goods (\$279), sugar (\$122), beverages (\$157), tobacco (\$65) and others (including cacao, chocolate, confectionary, noodles, etc) (\$396).
- From these sub-sectors, the sugar industry has grown 19.5% from 1997 to 1998. The sub-sector of beverages has grown 2.8%, while the remaining sub-sectors have grown 0.9% from 1997 to 1998. It is expected that for 1999 all sub-sectors will suffer a decrease of 4%.
- The Ecuadorean food processing sector is mainly supplied by Chile, Colombia, United States, Germany, United Kingdom and Holland.
- According to import statistics (1998), the products with the greatest demand include: sugar and sugar products, juices mixtures, colorants, flour, cereals, ferments, emulsions, and extracts.

Products of greatest demand in 1998

PRODUCT	TONS	CIF (thousand)
<b>Sugar and maple</b>	<b>7.3</b>	<b>\$ 13</b>
Sugars chemically pures	9.2	\$ 149
Special sugar for sugar industry	64.5	\$ 611
Juices mixtures	41.2	\$ 84
Colorants	205.5	\$ 1,797
Corn Flour	30.1	\$ 11
Products based on cereals	823.5	\$ 2,817
Artificial ferments (for baking)	0.2	\$ 3
Emulsions	21.6	\$ 49
Extracts, essences and concentrates	688.2	\$ 6,475

Source: Central Bank of Ecuador

### HRI Food Service Sector:

- The size of the HRI Food Service Sector is \$170 millions.
- It is expected that for 1999 this sector will decrease 8%.
- There are several International Hotel chains such as: Hilton, Marriott, Sheraton, Swiss Hotel, Radisson and others, which has resulted in an increase of imported food and beverages.
- The highest demanded for imported products are: meat, lamb, oysters, shell-fish, salmon, mussels, squid, wine, beer, liquor, olive oil, truffles, canned tomatoes, confectioneries, sausages, pre-cooked frozen potatoes, mozzarella cheese, parmesan cheese, and mushrooms.

- Most Ecuadorean restaurants are supplied by local producers and importers, thus they do not import directly. However, some restaurants such as Cocina Vasca are willing to import directly (especially meat and wines), while Pavarotti restaurant imports 90% of their products (from U.S., Italy Chile and Canada).
- At the present time some of the most important franchises in Ecuador are: Pizza Hut, Burger King, McDonald's, Dunkin Donuts, Domino's Pizza, KFC, Miami Sub Grill, Baskin 31 Robbins, Subway, Taco Bell, TGI Fridays, Kenny Rogers Roasters, Pollo Campero, American Deli, Crepes & Waffles and Tropi Burger.
- The majority of products used by the franchises are imported. Some of these products are: mayonnaise, ketchup, mustard, beef, poultry, spices, special formulas, cheese, pepperoni, bacon, olives, corn oil, potatoes, prepared ice-cream and yogurt. However, most of these products are purchased by each franchisee's world supplier.
- Imported consumer oriented products and edible fishery products are most easily sold in the HRI sector.

#### **SECTION IV: BEST HIGH-VALUE PRODUCT PROSPECTS**

Products, which offer outstanding U.S. export opportunities, have been identified according with import statistics and market share percentages. Also taken into consideration has been consumer preferences and Ecuadorean market trend.

The 15 consumer food products are:

- Milk and milk products
- Fresh fruit, especially apples and grapes
- Nursery products
- Other dairy products
- Snack foods (sweet snacks)
- Pet foods (dog and cat food)
- Poultry
- Wine and beer
- Processed food and vegetables (prepared or preserved vegetables)
- Breakfast cereals and pancake mixes
- Fresh fruit (citrus)
- Nuts
- Processed fruit and vegetables (frozen vegetables)
- Red meat, prepared/preserved (meat products, prepared/preserved)
- Fruit and vegetable bases
- Extracts, essences and concentrates

Sources: Central Bank of Ecuador  
Markop (Marketing and Public Opinion)  
Private companies

## **SECTION V: KEY CONTACTS AND FURTHER INFORMATION**

### **FOREIGN AGRICULTURAL SERVICE U.S. DEPARTMENT OF AGRICULTURE**

Av. Colombia # 1573 y Queseras del Medio  
Quito, Ecuador  
Tel.: 593-2-529-088  
Fax: 593-2-506-283  
E-mail: [AgQuito@fas.usda.gov](mailto:AgQuito@fas.usda.gov)  
Internet: <http://www.fas.usda.gov>

### **TRADE ASSOCIATIONS**

#### **CAMARA DE COMERCIO ECUATORIANA AMERICANA (Ecuadorean-American Chamber of Commerce)**

Av. 6 de Diciembre y la Niña  
Edificio Multicentro Piso 4.  
Quito - Ecuador  
Tel: 593-2-507453 / 507450 PBX  
Fax: 593-2-504571  
CONTACTS:  
Executive Director: Roque Miño  
Exterior Commerce Committee President: Estela Barrera  
President: Mr. Robert Moss

#### **CAMARA DE COMERCIO DE CUENCA (Cuenca's Chamber of Commerce)**

Av. Federico Malo 190  
P.O. Box 17-67  
Cuenca - Ecuador  
Tel: 593-7-827531 / 823008  
Fax: 593-7-833891  
E-Mail: [cccuencia@etapa.com.ec](mailto:cccuencia@etapa.com.ec)  
CONTACTS:  
President: Sr. Wilson Talbot C.

#### **CAMARA DE COMERCIO DE GUAYAQUIL (Guayaquil's Chamber of Commerce)**

Av. Olmedo 414  
P.O. Box N/A  
Guayaquil - Ecuador  
Tel: 593-4-323130 / 534411

Fax: 593-4-326152 / 323478  
CONTACTS:  
President: Ec. Joaquín Cevallos

**CAMARA DE COMERCIO DE QUITO (Quito's Chamber of Commerce)**

Av. Amazonas y República  
Edificio Las Cámaras, piso 5 y 6  
P.O. Box 17-01-202  
Quito - Ecuador  
Tel: 593-2-443-787 / 435863 / 435845  
Fax. 593-2-435862  
President: Sr. Andrés Pérez Espinoza

**CAMARA DE INDUSTRIALES DE PICHINCHA (Pichincha's Chamber of Industries)**

Av. Amazonas y República  
Edificio Las Cámaras, piso 11  
P.O. Box 17-01-2438  
Quito - Ecuador  
Tel: 593-2-452730 / 452500  
Fax. 593-2-448118  
CONTACTS:  
President: Ing Gustavo Pinto

**CAMARA DE LA PEQUEÑA INDUSTRIA DE AZUAY (Chamber of the Small Industries of Azuay)**

Edificio Administrativo del  
Parque Industrial de Cuenca  
P.O. Box 797  
Cuenca - Ecuador  
Tel: 593-7-800949 / 861578  
Fax. 593-7-809553  
CONTACTS:  
President: Arq. César Piedra Landivar  
Products:

**CAMARA DE LA PEQUEÑA INDUSTRIA DE PICHINCHA - CAPEIPI (Chamber of the Small Industries of Pichincha)**

Av. Amazonas y Atahualpa,  
Centro de Exposiciones Quito  
Piso 2  
P.O. Box 17-16-169 CQ  
Quito - Ecuador  
Tel: 593-2-263172

Fax. 593-2-443742

**CONTACTS:**

President: Ing. Raul Mendizabal

**CORPEI (Corporation of Export and Inversion - Guayaquil)**

9 de Octubre 100 y Malecón ,  
Edificio Banco la Previsora piso 29, oficina 5  
Guayaquil - Ecuador  
Tel: 593-4-568150 / 564852 / 566091

Fax: 593-4-566016

**CONTACTS:**

President: Ing. Ricardo Estrada

Directory President: Ing. Rodrigo Laniado

**CORPEI (Corporation of Export and Inversion - Quito)**

Av. 12 de Octubre y Cordero,  
Edificio "World Trade Center" Torre B, Piso 14, oficina 1408  
Quito - Ecuador  
Tel: 593-2-231971 / 231974 / 546350 / 231575 / 231576

Fax: 593-2-548005

E-Mail: corpeiq@interactive.net.ec

**CONTACTS:**

President: Ing. Ricardo Estrada

Regional President: Ec. Eulalia Andrade de Sancho

**FEDEXPORT (Federation of Ecuadorian Exporters - Guayaquil)**

Chimborazo 203 y Velez, piso 2  
P.O. Box 09-01-11820  
Guayaquil - Ecuador  
Tel: 593-4-327061 / 531273 / 531264

Fax: 593-4-328928

**E-mail: vdomingu@gye.satnet.net**

**CONTACTS:**

Regional Director: Ec. Verónica Sión

**FEDEXPORT (Federation of Ecuadorian Exporters - Quito)**

Japón 844 y Gaspar de Villaroel  
P.O. Box 17-1500187-B  
Quito - Ecuador  
Tel: 593-2-432353 / 254485 / 252426

Fax: 593-2-440574

**E-mail: fedexpor@accessinter.net**

**CONTACTS:**

Executive Director: Ec. Luis Luna Osirio

President: Lcdo. Luis Maldonado L.

## **GOVERNMENT USEFUL AGENCIES**

### **MINISTERIO DE AGRICULTURA Y GANADERIA (Ministry of Agriculture and Livestock)**

Av. Amazonas y Eloy Alfaro  
Quito, Ecuador  
Tel: 593-2- 554122 / 504433 / 563622 / 552819  
Fax: 593-2- 500873  
Telex: 22291 MAG ED  
Contact:  
Mrs. María Eugenia de Arcos, Minister's Assistant.

### **MINISTERIO DE COMERCIO EXTERIOR, INDUSTRIALIZACION Y PESCA (Ministry of Exterior Commerce, Industrialization and Fishing)**

Av. Amazonas y Eloy Alfaro, Edificio MAG, Piso 1  
Quito, Ecuador.  
Tel: 593-2-529076 / 543893 / 505072  
Fax: 593-2-507549  
Contact:  
Mrs. Natalia Espinosa  
Minister's Assistant.

### **MINISTERIO DE SALUD PUBLICA (Ministry of Public Health)**

Juan Larrea 445  
Quito, Ecuador.  
Tel: 593-2-521411 / 521733 PBX / 528745 (Minister's Direct)  
Fax: 593-2-569786  
Telex: 22677 MINSAL ED  
Contact: Lic. Cecilia Rosas / Carlota Burgos  
Minister's Assistants

### **MINISTERIO DE RELACIONES EXTERIORES (Ministry of Exterior Relationships)**

Carrión y Av. 10 de Agosto  
Quito, Ecuador  
Tel: 593-2-561040 / 561215 / 503093 / 560545 Minister's Direct ( ext. 332)  
Fax: 593-2-564873  
Telex: 22142 MMRE ED  
Contacts:  
Emb. Mentor Villagómez  
Economics Under- Secretary  
Tel: 593-2-561032  
Fax: 593-2-569805  
Mrs. Verónica Peña / Elba Moscoso  
Minister's Assistants

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KEY TRADE & DEMOGRAPHIC INFORMATION		
Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%)	110	48%
Consumer Food Imports From All Countries (\$Mil) / U.S. Market Share (%)	36	18%
Edible Fishery Imports From All Countries (\$Mil) / U.S. Market Share (%)	3	0%
Total Population (Millions) / Annual Growth Rate (%)	12	2%
Urban Population (Millions) / Annual Growth Rate (%)	8	3%
Number of Major Metropolitan Areas	2	
Size of the Middle Class (Millions) / Growth Rate (%) 1/	3	2%
Per Capita Gross Domestic Product (U.S. Dollars)	1,630	
Unemployment Rate (%)	18%	
Per Capita Food Expenditures (U.S. Dollars)	\$49 per month	
Percent of Female Population Employed	30%	
Exchange Rate (US\$1 = XX local currency) 2/	14,000 SUCRES	
1/ Middle class defined as part of the population with an average income of U.S.\$ 1,000 to 3,000		
2/ 1998 Exchange rate (US\$1= 6,000 Sucres)		

**TABLE B.**  
**Ecuador's Imports of Agriculture, Fish & Forestry Products**

<b>CONSUMER FOOD &amp; EDIBLE FISHERY PRODUCT IMPORTS</b>									
<b>Ecuador's Imports of Agriculture, Fish &amp; Forestry Products</b>									
<b>Ecuador Imports (Millions of Dollars)</b>	<b>Imports from the World</b>			<b>Imports from the U.S.</b>			<b>U.S. Market Share</b>		
	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>
<b>CONSUMER-ORIENTED AGRICULTURAL TOTAL</b>	<b>195</b>	<b>188</b>	<b>36</b>	<b>36</b>	<b>31</b>	<b>6</b>	<b>18</b>	<b>16</b>	<b>17</b>
Snack Foods (Excl. Nuts)	25	30	7	3	3	0.4	12	9	7
Breakfast Cereals & Pancake Mix	4	3	0.5	1	1	0.2	23	35	42
Red Meats, Fresh/Chilled/Frozen	3	5	0.5	1	1	0.08	31	16	13
Red Meats, Prepared/Preserved	1	1	0.2	0.4	1	0.1	58	95	76
Poultry Meat	3	3	0.1	2	2	0.1	86	82	91
Dairy Products (Excl. Cheese)	20	27	6	3	6	2	15	24	33
Cheese	0.5	0.5	0.1	0.3	0.1	0.01	76	27	7
Eggs & Products	1	3	0.1	1	0.2	0.1	61	8	97
Fresh Fruit	24	43	5	5	4	0.4	22	9	8
Fresh Vegetables	0.3	3	1	0.2	0.3	0.05	60	11	4
Processed Fruit & Vegetables	15	15	3	3	4	1	22	23	25
Fruit & Vegetable Juices	3	1	0.2	2	1	0.02	65	42	14
Tree Nuts	1	1	0.1	1	1	0.01	64	60	11
Wine & Beer	9	9	1	2	2	0.2	20	20	13
Nursery Products & Cut Flowers	31	25	6	3	3	1	10	11	24
Pet Foods (Dog & Cat Food)	8	3	1	5	3	0.3	62	77	47
Other Consumer-Oriented Products	46	14	4	3	0.5	0.07	6	4	2
<b>FISH &amp; SEAFOOD PRODUCTS</b>	<b>2</b>	<b>13</b>	<b>2</b>	<b>0.07</b>	<b>0.08</b>	<b>0.01</b>	<b>3</b>	<b>1</b>	<b>0</b>
Salmon	0.01	0.2	0.004	0.003	0.001	0	30	0	0
Surimi	0	0	0	0	0	0	0	0	0
Crustaceans	0	3	0	0	3	0	0	100	0
Groundfish & Flatfish	0	0	0	0	0	0	0	0	0
Molluscs	0.2	0.4	0.1	0.01	0.03	0.005	7	7	7
Other Fishery Products	2	13	2	0.05	0.05	0.01	3	0	0
<b>Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office</b>									



TABLE C. TOP 15 SUPPLIERS OF CONSUMER FOODS

TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS			
<b>EDIBLE FISH</b>			
(THOUSANDS OF DOLLARS)			
<b>Reporting Country : Ecuador</b>		<b>IMPORT</b>	
<b>Top 15 Ranking</b>	1997	1998	1999 *
	(1000\$)	(1000\$)	(1000\$)
COLOMBIA	510	6,663	1,858
PANAMA	586	2,264	281
THAILAND	0	2,182	0
PERU	2	846	239
CHILE	288	370	15
NETHERLANDS	4	363	0
NORWAY	315	0	0
SPAIN	45	53	87
VENEZUELA	180	0	0
FRANCE	5	165	9
UNITED STATES	66	79	8
URUGUAY	0	52	25
ARGENTINA	0	70	0
INTERNATIONAL SEAS	0	34	0
SINGAPUR	8	0	0
OTHER	12	8	4
<b>WORLD</b>	<b>2,021</b>	<b>13,149</b>	<b>2,525</b>
(*) January - May/1999			
Source: Ecuador Central Bank			

TABLE C. TOP 15 SUPPLIERS OF EDIBLE FISHERY PRODUCTS

TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS			
<b>EDIBLE FISH</b>			
(THOUSANDS OF DOLLARS)			
Reporting Country : Ecuador Top 15 Ranking	IMPORT		
	1997 (1000\$)	1998 (1000\$)	1999 * (1000\$)
COLOMBIA	510	6,663	1,858
PANAMA	586	2,264	281
THAILAND	0	2,182	0
PERU	2	846	239
CHILE	288	370	15
NETHERLANDS	4	363	0
NORWAY	315	0	0
SPAIN	45	53	87
VENEZUELA	180	0	0
FRANCE	5	165	9
UNITED STATES	66	79	8
URUGUAY	0	52	25
ARGENTINA	0	70	0
INTERNATIONAL SEAS	0	34	0
SINGAPUR	8	0	0
OTHER	12	8	4
<b>WORLD</b>	<b>2,021</b>	<b>13,149</b>	<b>2,525</b>
(*) January - May/1999			
Source: Ecuador Central Bank			