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Ecuador

Exporter Guide

Notwithstanding Trade Restrictive Measures, Opportunities Remain for U.S. Food Product Exports

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Report Highlights:

Despite slower growth forecast for 2015 and measures to restrict imports, Ecuador offers U.S. food and agricultural product exporters a number of trade possibilities. Younger, lower and middle-income consumers' purchasing power and appetite for imports continues to strengthen. Ecuador's economy during the next five years is forecast to grow at an average rate of 4.3 percent. Domestic production cannot meet consumer demand, necessitating continued imports of food and other essential goods imports. U.S. exports of food and agricultural products to Ecuador in CY 2014 (through September) at \$326 million are up \$17 million or 6 percent compared to the same period last year. FAS Quito estimates that U.S. exports in 2014 will reach \$460 million.

SECTION I. MARKET OVERVIEW

Ecuador's economic growth in 2015 is forecast to slow to around 4.0 percent, down from 4.3 percent in 2014. The country continues to offer U.S. food and agricultural product exporters a number of good possibilities. Ecuador's population of 15.6 million inhabitants (Central Intelligence Agency, July 2014 estimate) with a median age of 26.7 years continues growing at just under 1.4 percent per annum.

The younger and lower to middle-income consumers' purchasing power and appetite for imports continue to strengthen. Economic growth during 2015 to 2019 is forecast to grow at an average rate of 4 percent. Although unemployment in 2014 is estimated at about 5 percent, and forecast to dip slightly to 4.8 percent in 2015, Ecuador's underemployment rate hovers at 40 percent. High underemployment in a workforce numbering close to 7 million is a key factor limiting further consumption. The government aims to improve consumption through private and public-sector salary increases and cash transfer programs.

While Ecuador remains dependent on petroleum extraction, the country is preparing for the post-oil era. In the short-term however its state-led economic model, characterized by high public spending and investment, will be constrained by softer oil prices through 2015. Oil revenues account for about half of the country's export earnings and quarter of its public sector revenues. A drop in oil income may prod President Rafael Correa's administration to boost incentives for private sector and foreign direct investment in the manufacturing and service sectors, as well as in the mining sector. Fiscal laxity, low government savings, and policymaking uncertainty will however likely limit foreign direct investment (currently estimated at 0.8 percent of GDP on average in 2015-19).

Short of a sharp, sustained drop in oil prices, Ecuador's economy will remain dollarized. Ecuadorian crude trades at around a 10 percent discount compared to benchmark West Texas Intermediate (WTI). With Ecuador's 2015 budget based on \$79.70/ barrel oil price (international), every one dollar decline in the price of Ecuadorian crude results in \$70 million in lost revenues for the government. While the dollarization regime requires a strong fiscal and external balance, both of which remain weak, sources indicate that President Correa's permanence in office is strongly linked to the dollarization regime. Dollarization since 2000 has brought Ecuador economic stability.

In June 2014 Ecuador returned to international capital markets for the first time since its \$3.2 billion bond default. In the interim, China has provided additional loans, making it Ecuador's main creditor; Ecuador is servicing its Chinese debt through future oil shipments. Ecuador's access to bilateral and multilateral lending, along with relatively supportive oil prices, similarly limits the likelihood of de-dollarization in the short to medium-term.

By dollarizing, Ecuador has given up an independent monetary policy. National monetary growth is now dependent on foreign exchange inflows and domestic lenders confidence. The dollarization regime also imposes a constraint on the country's export-oriented sectors since competitiveness is now dependent on productivity gains and not through local currency devaluations.

Household consumption will remain moderate in the short to medium-term, benefitting from improvements in labor market conditions and greater access to credit. Local production is not keeping up with domestic demand, necessitating continued imports. Despite measures to restrict import growth, and thus control the outflow of dollars, Ecuador remains dependent on food and other essential goods

imports. We forecast this demand to continue expanding in real terms, making Ecuador vulnerable to external price fluctuations.

Table 1: Main Economic Indicators, Ecuador, Expenditure of GDP (Percentage)

	2012 Actual	2013 Actual	2014 Estimate	2015 Forecast
Nominal GDP (\$ billions)	87.6	94.5	102	109
Real GDP Growth	5.2	4.6	4.3	3.9
Consumer Price Inflation	4.2	2.8	3.6	4.0
Imports of Goods and Services (\$ billions FOB)	24.5	25.8	26.4	27.5
Private Consumption (% real change)	2.7	3.2	3.7	4.2
Public Sector Consumption (% real change)	11.1	7.7	4.0	4.5
Exports of Goods and Services (\$ billions FOB)	24.6	25.6	27.3	28.2
Unemployment Rate	4.9	4.7	5.0	4.8
Short-term Interest Rate	8.2	8.7	8.5	8.8

Sources: Economist Intelligence Unit, Central Intelligence Agency, FAS Quito office research.

General and Agricultural Export-Import Trade Situation

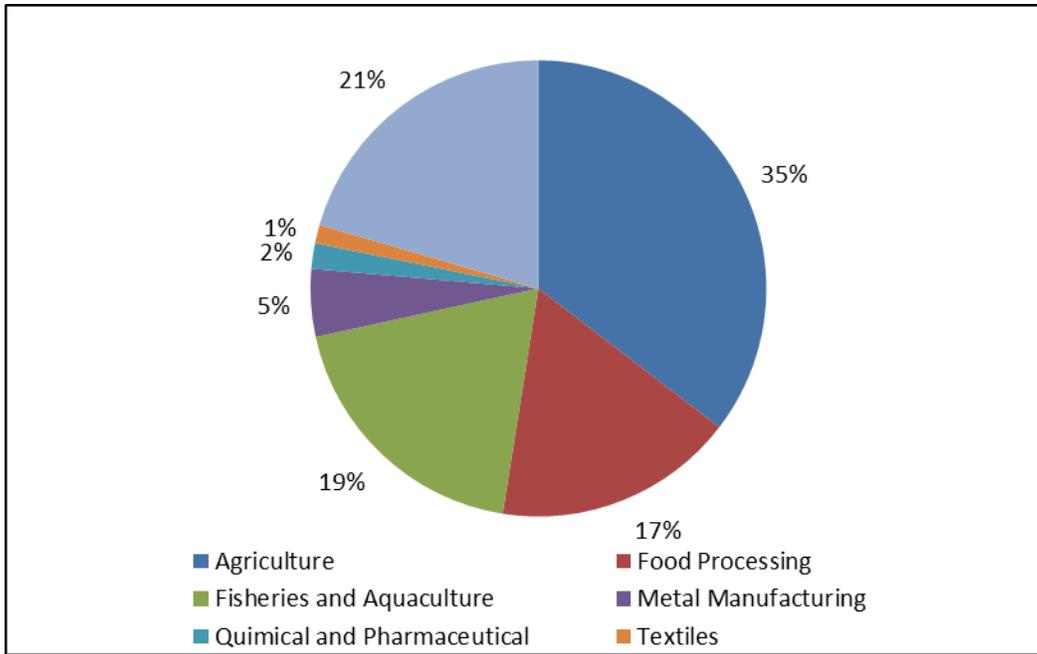
U.S.-Ecuador agricultural trade in calendar (CY) 2014 (Jan-Sept) reached \$2 billion, an increase of \$278 million or 16 percent. The United States is running a \$1.4 billion agricultural trade deficit with Ecuador, up \$243 million or 21 percent compared to same period in 2013.

U.S. exports of food and agricultural products to Ecuador in CY 2014 (through September) were \$326 million, up \$17 million or 6 percent compared to the same period last year. At FAS Quito, we estimate that U.S. exports to Ecuador in CY 2014 will reach \$460 million, driven by Ecuadorian demand for U.S. bulk (e.g., wheat) and intermediate products (e.g., soybean meal). These levels are an accomplishment given Ecuador's implementation of import restrictive measures used to turn its 2013 global trade deficit of \$1.2 billion into a \$172 million trade surplus by the first half of 2014.

Ecuador is a major exporter of agricultural and fishery products. Exports include bananas, shrimp, cut flowers, and cacao. Exports of food and agricultural products to the United States in CY 2014 (through September) are over \$1.7 billion, up \$262 million or nearly 18 percent compared to the same period last year. At FAS Quito, we estimate that Ecuador's exports to the United States will likely reach close to \$2.3 billion mark, another record.

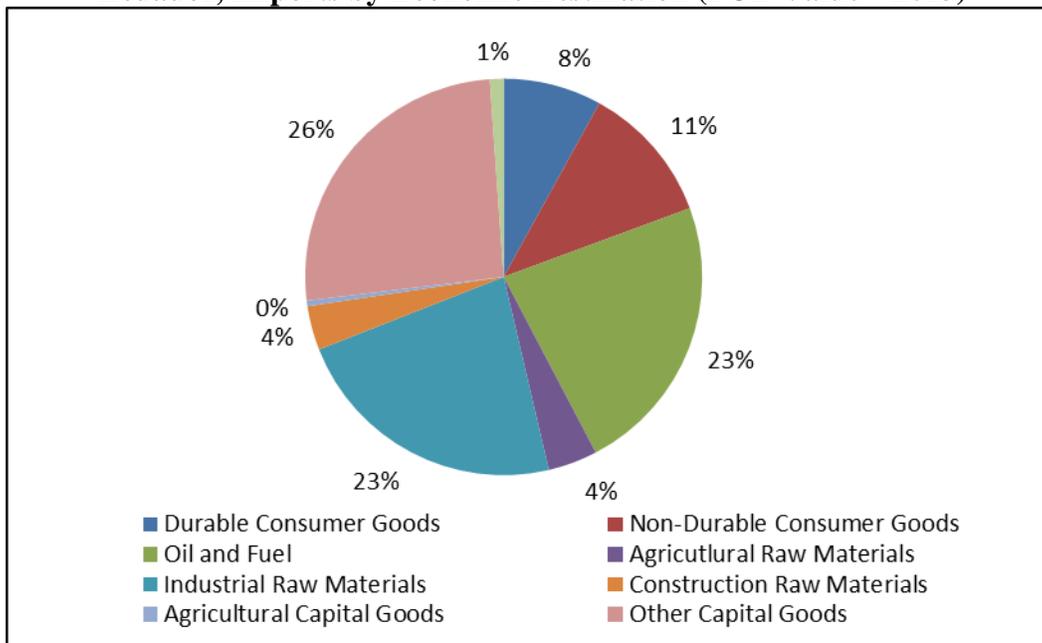
Noteworthy are Ecuadorian exports to the United States of cocoa paste and cocoa butter at \$17 million (up 97 percent); similarly exports of cocoa beans at \$160 million are up 62 percent. U.S. imports of Ecuadorian shrimp at \$720 million (up 40 percent) are at a record high (highest level since 1970) and nursery products at \$148 million (up 3 percent) are doing well. U.S. imports of bananas and plantains at \$307 million are however down 2 percent compared to last year.

Ecuador, Non-Oil Exports by Industry (FOB Value – 2013)



Source: Central Bank of Ecuador (Banco Central del Ecuador).

Ecuador, Imports by Economic Destination (FOB Value – 2013)



Source: Central Bank of Ecuador (Banco Central del Ecuador).

The Central Bank of Ecuador reports that 2013 consumer-oriented goods imports are up nearly 5 percent compared to 2012. Similarly imports of capital goods increased almost 6 percent. Oil and fuel imports also increased nearly 12 percent and imports of raw materials increased by about 7.5 percent compared to 2012 levels.

Table 2: Ecuador's Imports (Value, Quantity and Unit Price) 2012-13

Percent Market Share Totals		Increase (+) / Decrease (-)		
		Value	Volume	Unit Value
20.1%	Consumer Goods	4.7%	-5.2%	10.6%
11.3%	Non-Durable Consumer Goods	4.7%	-8.5%	14.4%
7.9%	Durable Consumer Goods	2.2%	2.2%	-0.02%

Source: Central Bank of Ecuador (Banco Central del Ecuador), Monthly Statistics.

Table 3: U.S. Supplier Advantages and Challenges

ADVANTAGES	CHALLENGES
<ul style="list-style-type: none"> • Appreciation for U.S. food quality and culture. 	<ul style="list-style-type: none"> • Import tariffs have increased for several consumer-oriented food products.
<ul style="list-style-type: none"> • Dollarization has brought a measure of economic stability for importers and improved consumer purchasing power. 	<ul style="list-style-type: none"> • President Correa's economic policies will continue to create distortions, leading to the risk of upward price pressures. Consumption of more expensive imported food and beverage products may slow.
<ul style="list-style-type: none"> • Local food processing industry is challenged to offer competitive market prices. 	<ul style="list-style-type: none"> • The Ecuadorian is a relatively small market, a constraining factor for U.S. exporters seeking large volume contracts.
<ul style="list-style-type: none"> • Consumers are increasing fast foods and grocery store purchases. 	<ul style="list-style-type: none"> • Import restrictive measures.
<ul style="list-style-type: none"> • Ecuadorians often adopt foreign tastes while residing overseas. Products are introduced to families back in Ecuador, creating niche markets for imported (U.S.) food products. 	<ul style="list-style-type: none"> • U.S. exports are losing market share to Peru, Colombia and Chile, due to more favorable exchange rates and trade agreements
<ul style="list-style-type: none"> • The tourism sector is growing, creating HRI opportunities for U.S. food products. 	<ul style="list-style-type: none"> • Food product smuggling.

SECTION II. EXPORTER BUSINESS TIPS

Supermarket chains are the main channel for imported food products. These target mainly middle and upper-income consumers. FAS Quito recommends that exporters of U.S. food and agricultural products

contact large importers, wholesalers/distributors or supermarkets directly. The main supermarket chains, accounting for 60 percent of total food sales, include La Favorita (SuperMaxi) and El Rosado (Mi Comisariato). Tiendas Industriales Asociadas, Mega Santa Maria, and Supermercados Coral are rapidly expanding medium-sized supermarket chains.

Importers require that the exporter obtains all necessary export permits and licenses, as well as arrange for logistics to the U.S. shipping port. Imports in Ecuador are handled at the individual level or by a company. An import permit (DUI or Unique Document for Imports) is required. Certain imports require Ministries of Agriculture or the Ministry of Public Health import authorization.

Importers purchase based on price and quality. There exist however niche markets for many high-value products for upper-income consumers, where pricing is not necessarily a concern. The use of point-of-purchase (POP) material is recommended as well as promotional campaigns and samplings.

Ecuadorian eating habits have changed dramatically in recent years. With more women working outside of the home and commute times/distances getting longer, consumers are increasingly turning to fast foods and processed food products. Strategic alliances with producers are allowing local supermarkets to carry a growing number of store branded products. Competition is fierce; to seize market share, distributors will often place new products in discount stores at a 10 to 20 percent discount to build product awareness and demand.

Road Map for Market Entry

FAS Quito recommends that U.S. exporters consider the following steps:

- Identify the channel of distribution that will best fit the company's market strategy.
- Depending on the channel chosen, identify a strategic partner that will import the product.
- Obtain the sanitary registration either directly or through a local partner.
- Request import permits when required.
- Forward to the importer copies of customs clearance documentation prior to shipment.
- Provide ongoing support to the importer to help build consumer demand.

Sanitary/ Phyto-Sanitary (SPS) Regulations

Sanitary inspection, food registration, packaging and control regulations for food and beverages are regulated by the Ministry of Health and the National Sanitary Control and Regulation Agency (ARCOSA). The latter is Ecuador's version of the Food and Drug Administration (FDA) regarding sanitary supervision and registration of food and beverages. AGROCALIDAD forms part of the Ministry of Agriculture. Like specialized agencies within the U.S. Department of Agriculture (USDA), AGROCALIDAD oversees the development of sanitary/ phyto-sanitary regulations and the inspection of animal and plant origin products. The National Institute for Standardization and Norms (INEN) is the agency responsible for labeling standards, labeling control, and trademarks.

Import and Inspection Procedures and Documentation

Ecuador's Customs Authority (SENAE) requires that food and agricultural product imports to be accompanied by the following documents:

- Unique Customs Declaration (DAU) form
- Commercial invoice
- An airway bill or bill of lading
- Packing list
- Insurance letter
- Certificate of origin
- An ARCSA food sanitary registry for processed food products or a health certificate for animals, plants or their by-products that meets AGROCALIDAD's import requirements.

Once the customs agent transmits the DAU, SENAE assigns an inspection control channel. Control channel inspections range from simple documentation review to the physical inspection of products. Any discrepancies between the DAU and shipment will lead to delays and possible shipment confiscation. SENAE does permit the re-export of products. FAS Quito cautions exporters not to send samples or extra promotional items not included on the DAU.

Food and Beverage Sanitary Registration

All imported food products need a sanitary registration number prior to entry into the country. This is a complicated, time consuming procedure. The sanitary registration for imported products is granted by confirmation (or equivalence). The sanitary registration petition can either be filed by the manufacturer or by its Ecuadorian legal representative. In either case, the registration belongs to and is issued on behalf of the manufacturer unless specifically requested otherwise. The sanitary registration is valid for five years from the date of issue

Applications must be electronically filed with the ECUPASS system and include: 1) the name and address of the person or entity under whose name the sanitary registration is requested; 2) name, phone, and full address of the manufacturer; 3) product name in full, including brand name 4) product description; 5) an ingredient list or composition formula (in percentages) used in the product (including additives) declared by the manufacturer in descending order; 6) production code interpretation; 7) shelf life; 8) packaging information declaring the type of container and content expressed in International Measurement System (SI) units and conservation conditions, and; 9) the signatures of legal representative of the company and technical expert.

Additional documentation includes:

- A (sworn) statement signed by a technical expert attesting that the product meets relevant national technical standards. In the absence of national technical norm, the importer must declare that the product meets international standards or manufacturer specifications.
- The manufacturer's certification or the product owner's authorization granting the importer permission to register the product.

- A certificate of free sale, sanitary/phyto-sanitary certificate, or an export certificate issued by the competent authority in the country of export.
- Certificates of good manufacturing practices, HAACP, and or of quality or safety.
- A signed technical report describing the product's processing procedures.
- Physical and chemical specification of the packaging/container material.
- A product label affixed with a Spanish-language sticker that meets INEN technical standards. Nutrition table statements must be supported by a signed technical report issued by the manufacturer's quality control lab or by an Ecuadorian Accreditation Agency accredited lab.
- Along with a stability study/card, a signed technical declaration of the product's shelf life or its maximum consumption time, as well as preservation and storage conditions is required.
- A phyto-sanitary certificate is required for: 1) walnuts without shell; 2) almonds; 3) hazelnuts; 4) raisins; 5) prunes, and; 6) pine nuts for human consumption that have not undergone a transformation process.
- Organic products must count with corresponding organic certification.

Prior to requesting a sanitary registration, an importer/distributor will need to obtain from the Ministry of Health a sanitary certificate for the storage facility where imports will be warehoused. A new sanitary registration permit is needed when a product's composition, conservation process, nature of its container or manufacturer changes. A new permit is also required whenever there is a substantial modification of: 1) colorings; 2) flavorings; 3) sweeteners; 4) conservation agents, and; 5) nutritional additives. Non-Spanish language documents must be translated. Foreign documentation must be authenticated/ legalized by the Ecuadorian consulate of jurisdiction or have an [*apostille*](#) affixed.

At FAS Quito, we understand that the sanitary registration regulation provides a registration exemption for food products and ingredients that are utilized by local food manufacturers in final products that count with their own sanitary registration. To be eligible to import product under this provision, the product must count with prior authorization from the Office of the Director of General Health. Obtaining approval is highly cumbersome, requiring proof that the product or ingredient will not be commercialized prior to undergoing substantive transformation.

Certificates for Animals, Plants, and their By-Products

The importer must request prior to shipment an import permit from AGROCALIDAD. The exporter must provide the importer with the official country of origin health certificate. For U.S.-origin animal and plants, and their derived products, Ecuador only accept health certificates issued by USDA's Animal and Plant Health Inspection Service (APHIS). It only accepts USDA's Food Safety and Inspection Service (FSIS) certification for meat and meat products.

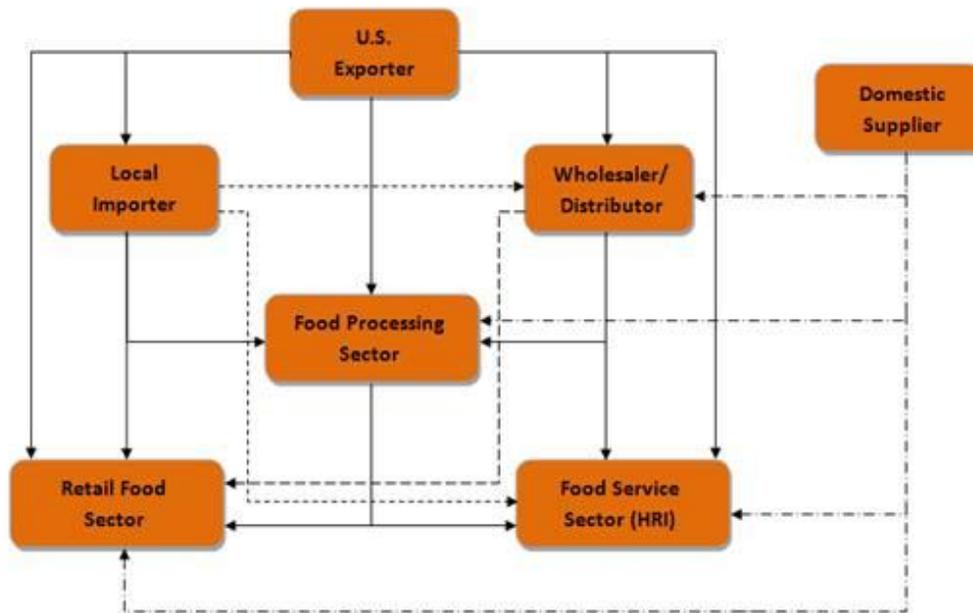
Labeling Requirements

Imported packaged foods must carry a separate adhesive label before reaching the point of sale. A Spanish language translation of the label must include all information required by technical standard norms [NTE INEN 1334-1:2011](#), [NTE INEN 1334-2:2011](#), and [NTE INEN 1334-3:2011](#), as well as meet the requirements of the Ministry of Health's (Executive Agreement 4522) food labeling regulation. The latter requires that all processed foods need to include a clearly visible traffic light

symbol for sugar, fat and salt on each individual packaging label. See FAS Quito's FAIRS Narrative 2014 for additional information on current labeling requirement.

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

Market Structure



- Supermarket chains are the main means for reaching middle- and high-income consumers.
- Exporters should directly contact importers, wholesalers/distributors or supermarkets.
- U.S. exporters can approach Gas Marts, grocery and convenience stores through major local suppliers (wholesalers/distributors).
- Be diligent when selecting a partner (an agent or a representative). Personal visits/meetings are highly recommended. Conduct a background check of the prospective partner before signing permanent contractual arrangements.
- The local partner will provide updated information on consumer trends, as well as identify niche markets, possible market development activities, and business practices.
- Major supermarket chains are forceful negotiators.
- Supermarket suppliers supply a wide range of products.
- Major food importers/distributors supply all major supermarket chains and provincial retailers. Major supermarket chains will request product exclusivity.
- Food products are often imported in consolidated containers.
- Major supermarket chains import high-end products directly to earn higher margins.
- Distributors and wholesalers conduct frequent in-store promotional activities, assigning their own support personnel in each store.

Ecuador's retail food sector is divided into five main categories: supermarket chains, open or wet markets, independent groceries, small food stores, and convenience stores (i.e., mini-marts). Retailers are known to request from suppliers lower prices, in order obtain higher sales margins. Alternatively retailers can be enticed with offers of promotional cost sharing.

Distribution channels can vary between locally sourced products and imports. Retail food companies will often seek to import directly to bypass brokers and lower costs. Retailers nonetheless continue to purchase significant volumes from local importers/distributors, especially for high demand items. The local food processing companies usually have their own distribution chain which will contain wholesalers, self-service, traditional retailers and to a lesser extent HRI caterers.

Retail Food Sector



Forty-eight percent of Ecuadorians are reported to purchase their food and grocery items at local grocery stores. Monthly food expenditures are roughly \$250 on average. Most middle to high-income consumers, about 36 percent of Ecuadorians, make their purchases in modern supermarkets (namely at SuperMaxi and Mi Comisariato). Supermarket store sales are trending upwards in part to the stores' cleaner, more organized format and greater imported product availability.

While supermarkets on average allocate about 18 percent of store shelf space to imports (e.g., fruits and vegetables, beverages, snacks, and frozen foods), mini-marts specialize in supplying items such as liquors, snacks, and soft drinks.

Stores sales spike during holidays, especially Christmas, Valentine's Day, carnival, and also Mother's and Father's Days. Demand for consumer-ready products also peaks during the tourist season (June-September).

Food Processing Sector

Ecuadorian food processors tend to favor sourcing food ingredients from Chile and Mexico, as well as neighboring Colombia due to favorable exchange rates. Importers remain keen on importing processed sugar, concentrated ingredient flavors, juice concentrates and mixes, colorants, cereals, meats, flour, and extracts.

At FAS Quito, we continue to see good opportunities for food ingredients, especially for seasonings used in the manufacture of pre-cooked and easy-to-prepare meals. Besides PRONACA, which has a well-diversified product line, other food processors are diversifying their product offerings. For example, TecnoPesca de Manta (a fishing company) is now manufacturing soups and seafood dishes.

HRI Food Service Sector

Although commencing from a low base, consumer spending in restaurants and eating out is expected to grow in the next couple of years. FAS Quito estimates that during 2012-15, restaurant spending will grow by about 8 percent. Most restaurants will continue to be supplied by a combination of local producers and importers. Large, international hotel chains will continue to import directly through their agents.

Tourism is driving HRI growth. Tourist numbers in 2013 are estimated at 1.4 million and anticipated to hit the 2 million mark in 2015. Products with the greatest demand include meat, shell-fish, salmon, mussels, squid, wine, beer, liquor, olive oil, truffles, canned tomatoes, confectioneries, sausages, pre-cooked frozen potatoes, cheese products, and spices.

Domestic demand for fast food is also growing. Most of the major US fast food chains are represented in Ecuador, although they are concentrated in the large urban centers. Franchises operating in Ecuador include KFC, Pizza Hut, Burger King, McDonald's, Dunkin Donuts, Domino's Pizza, Papa Johns, Baskin Robbins, Subway, Taco Bell, TGI Fridays, Tony Roma's, Chili's, American Deli, Crepes & Waffles, Tropi Burger, Pollo Tropical, and Little Caesars.

Products used by franchise restaurants are largely imported. Key imports include mayonnaise, ketchup, mustard, beef, poultry, spices, special ingredients, cheese, pepperoni, bacon, olives, corn oil, frozen French fries, ice cream and yogurt mixes.

Wine is an increasingly important product for the HRI sector. Chile and Argentina, followed by the United States, the European Union, and Australia are Ecuador's major suppliers. Chilean and Argentine wines face lower import tariffs compared to wines from other origins.

SECTION IV: BEST HIGH-VALUE PRODUCT PROSPECTS

Best Consumer-Oriented Product Prospects

Product Category	2013 Market Size Volume	2013 Import Sales	5-Yr. Avg. Annual Import Growth base in Value	Import Tariff Rate	Key Constraints Over Market Development	Market Attractiveness for USA
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Fresh Fruits	2.5 million MT	\$118.9 million	13 % per annum	Apples = 17% Pears = 17%. Grapes = 15% Others = 25%	Chile benefits from lower tariffs and shipping proximity.	Demand for fresh fruits is rising. U.S. export window of opportunity during Chile's off season.
Dried Fruits and Nuts	4,500 MT	\$18.7 million	14%	15-25%	Chilean suppliers benefit from long established relationships with local importers.	Demand is growing. Importers are interested in different types of nuts.
Chocolate	12,500 MT	\$37.6 million	11% per annum	30%	Local production, especially of dark chocolate is up.	Unmet demand for product diversity. U.S. brands are well known.
Sugar Confectionery Products	65,000 MT	\$47.8 million	11% per annum	20%	Colombia benefits from competitive prices and shipping proximity.	Growing demand for elaborate confectionery products. Local sugar prices are high.
Bakery Products, noodles and pasta	170,000 MT	\$125 million	8% per annum	20-30%	Competitors include CAN and neighboring states; benefit from tariffs and shipping proximity.	Demand for specialized products that do not exist in the region.
Teas and infusions	3,000 MT	\$5.7 million	18% per annum	30%	Strong local and EU competition.	The United States is the traditional supplier of teas and infusions.
Frozen Produce	723 MT	\$1million	18% per annum. Immature Market	25%	Lack of cold chain infrastructure. Quality misperceptions.	Shipping proximity. Nascent demand.
Precooked, ready-to-eat frozen meals	N/A	N/A	Immature Market	No specific HS tariff code. 20% when listed as 2106.90.99.	Local production increasing. Quality misperceptions.	Demand for greater product diversity and shipping proximity. Nascent demand.
Specialty Beers	312 million liters	\$6.9 million	3%	Varies by alcohol content.	Local production. Government aims to limit consumption.	Strong importer interest for alternative, non-pilsner beer styles.
Spirits and Liqueurs	123 million liters	\$9.9 million	N/A	Varies by alcohol content.	UK brands are well established. Government aims to limit consumption.	Strong demand for spirits. Shipping proximity.

SECTION V: KEY CONTACTS AND FURTHER INFORMATION

U.S. Embassy Quito, Foreign Agricultural Service (FAS) Office of Agricultural Affairs
Physical Location: Avda. Avigiras E12-170 y Ave. Ely Alfaro, Quito, Ecuador
Mailing Address: FAS OAA Quito, Unit 3420, Box 200, DPO, AA 34039-0200
Phone: (593-2) 398-5323 • Fax: (593-2) 398-5031 • E-mail: agquito@fas.usda.gov

For additional information, see www.fas.usda.gov. See also to our Exporter Guide, Food and Agricultural Import Regulations and Standards (FAIRS), FAIRS Export Certificate, and Food Processing Ingredients Sector GAIN reports.

Central Bank of Ecuador (Banco Central del Ecuador)

Website: www.bce.fin.ec

Instituto Nacional de Estadísticas y Censo

Website: www.inec.gob.ec

Ministerio de Agricultura, Ganadería, Acuacultura y Pesca

Website: www.agricultura.gob.ec

AGROCALIDAD

Website: www.agrocalidad.gob.ec

APPENDIX - STATISTICS

Table A: Key Trade and Demographic Information

Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%) ^{1/}	\$2.0 billion/ 21.9%
Consumer Food Imports From All Countries (\$Mil) / U.S. Market Share (%) ^{1/}	\$777 million/ 10.6%

Edible Fishery Imports From All Countries (\$Mil) / U.S. Market Share (%) ^{1/}	\$111 million/ 1.8%
Total Population (Millions) / Annual Growth Rate (%)	15.6 million/ 1.37%
Urban Population (Millions) / Annual Growth Rate (%)	67.5%
Number of Major Metropolitan Areas	Guayaquil 2.3 million Quito (capital) 2.2 million
Size of the Middle Class (Millions) / Growth Rate (%)	5.4 million/ 10%
Per Capita Gross Domestic Product (U.S. Dollars)	\$10,600 PPP
Unemployment Rate (%)	5%
Per Capita Food Expenditures (U.S. Dollars)	\$877
Percent of Female Population Employed	59%
Exchange Rate (US\$1 = US\$1)	\$1:00

Sources: (1) FAS – UNTrade. Economist Intelligence Unit, Gallup, Central Intelligence Agency, USDA-ERS, FAS Quito office research.

Table B: Agricultural, Consumer Food and Edible Fishery Product Imports (\$ million)

HS Code	Description	Imports from the world			Imports from the United States			U.S Share 2013
		2011	2012	2013	2011	2012	2013	
23	Food Industry Residues and Waste; Prep Animal Feed	383	420	504	121	216	230	45.5%

10	Cereals	429	369	319	108	64	68	21.2%
21	Miscellaneous Edible Preparations	164	188	206	24	24	25	12.3%
15	Animal Or Vegetable Fats, Oils etc., and Waxes	196	172	195	10	1	2	0.9%
08	Edible Fruit and Nuts; Citrus Fruit or Melon Peel	111	126	138	14	16	18	12.7%
19	Prep Cereal, Flour, Starch or Milk; Bakers Wares	101	110	125	4	3	6	4.7%
03	Fish, Crustaceans and Aquatic Invertebrates	280	183	111	1	3	2	1.7%
17	Sugars And Sugar Confectionary	101	84	63	3	4	3	5.0%
20	Prep Vegetables, Fruit, Nuts or Other Plant Parts	44	48	55	6	6	7	12.2%
22	Beverages, Spirits and Vinegar	60	67	50	4	6	3	6.8%
11	Milling Products; Malt; Starch; Inulin; Wheat Gluten	36	44	46	1	1	0	0.4%
07	Edible Vegetables and Certain Roots and Tubers	47	37	42	1	1	1	3.0%
18	Cocoa And Cocoa Preparations	27	33	38	3	4	4	10.6%
04	Dairy Prods; Birds Eggs; Honey; Ed Animal Prod NESOI	22	28	31	3	3	3	8.1%
02	Meat And Edible Meat Offal	33	31	26	8	6	9	34.6%
12	Oil Seeds etc.; Misc., Grain, Seed, Fruit, Plant Etc.	23	25	25	7	9	10	38.3%
05	Products of Animal Origin, NESOI	15	15	19	6	7	9	46.9%
01	Live Animals	17	17	18	2	2	2	8.7%
09	Coffee, Tea, Mate and Spices	30	18	15	0	0	0	2.3%
06	Live Trees, Plants, Bulbs etc. Cut Flowers etc.	13	12	15	1	1	1	4.1%
16	Edible Preparations of Meat, Fish, Crustaceans etc.	12	11	13	2	2	2	15.6%
13	Lac; Gums, Resins and Other Vegetable Sap and Extract	7	7	8	2	2	2	28.2%
14	Vegetable Plaiting Materials and Products NESOI	2	1	1	0	0	0	19.2%
	Grand Total	2,153	2,045	2,063	330	381	406	19.6%

Note: NESOI = Not Elsewhere Specified or Indicated.

Source: Global Trade Atlas (HS 2-digit).

Table C: Ecuador, Top 15 Suppliers, Consumer Foods (\$ millions) Partner Country

	2011	2012	2013	% Share 2013	% Change 2013/12
Chile	181	212	230	29.5%	8.4%
Colombia	124	124	137	17.6%	10.3%

Peru	99	100	107	13.7%	6.1%
United States	73	75	82	10.5%	10.1%
Mexico	28	32	36	4.6%	12.3%
Brazil	31	31	26	3.3%	-17.2%
China	16	14	23	2.9%	60.0%
Netherlands	10	13	18	2.3%	39.4%
Spain	8	10	17	2.2%	69.9%
Costa Rica	10	13	13	1.6%	-0.2%
Argentina	11	13	12	1.5%	-5.8%
Belgium	8	10	9	1.1%	-10.7%
Italy	4	6	6	0.8%	14.1%
Canada	3	2	6	0.7%	138.9%
Sri Lanka	5	4	6	0.7%	28.5%
Total top 15	611	659	727	93.5%	10.2%

Source: Global Trade Atlas (Consumer-Oriented Agricultural Total, Group 32).