

Ministry of Agriculture, Livestock and Food Supply

© 2009 by Ministry of Agriculture, Livestock and Food Supply.

All rights reserved. It is authorized the partial or total reproduction of this material, on condition that the source be identified, without sale purpose or any commercial end.

The copyright responsibility of the texts and images of this work belongs to the author.

Year: 2009 Printed: 1.500

Production, distribution, information:

MINISTRY OF AGRICULTURE, LIVESTOCK AND FOOD SUPPLY Secretariat of Agribusiness International Relations

Esplanada dos Ministérios, Bloco D, 3º andar, sala 300

CEP: 70043-900, Brasília - DF

Telefones: 0055 (61) 3218-2510 and 3225-4497

Fax: 0055 (61) 3225-4738 www.agricultura.gov.br dpi@agricultura.gov.br

Editorial Coordination: Social Communication Departament

Printed in Brazil

Source Indexing National Library of Agriculture – BINAGRI

Brasil. Ministry of Agriculture, Livestock and Food Supply.

Brasil - Brazilian Companies at SAITEX/Africa's Big Seven 2009. Johannesburg - South Africa / Ministry of Agriculture, Livestock and Food Supply. Secretariat of Agribusiness International Relations. – Brasília :

Mapa/ACS, 2009.

28 p. il. Color. ; 21 cm.

ISBN 978-85-99851-67-8

1. Commercialization. 2. Agribusiness. I. Secretariat of Agribusiness International Relations. II. Título. III. Título: Brasil - Brazilian Companies at SAITEX/Africa's Big Seven 2009. Johannesburg - South Africa.

AGRIS E70 CDU 339.56

Ministry of Agriculture, Livestock and Food Supply

Secretariat of Agribusiness International Relations



Brazilian Companies at SAITEX / Africa's Big Seven 2009

Johannesburg – South Africa

Mission

To "promote the sustainable development and the agribusiness competitiveness in benefit of the Brazilian society".

Brazil

2009



Dear Visitor,

It is a pleasure to welcome you to the Brazilian Pavilion at SAITEX / Africa Big Seven 2009.

The Brazilian Ministry of Agriculture, Livestock and Food Supply is delighted to present a sample of the Brazilian food industry.

The high quality of the Brazilian products is guaranteed by its numerous certifications, making our products available, accepted and recognized in over 200 markets worldwide. This is thanks to the policies developed by the Ministry of Agriculture, institutions in the sector, as well as the constant pursue of Brazilian companies in offering products observing all international health and hygiene standards that protect consumers.

The presence of Brazilian products at SAITEX/ Africa Big Seven 2009 has the objective to show a sample of Brazilian agribusiness to potential commercial partners of Africa region. There you will find rice, beans, cheese, dairy products, chocolate, biscuits, as well as sweets, confectionery, meat, ethanol, soft drink, juices, coconut water, ice tea, soybeans and its derivatives, sugar and cachaça.

We are certain that you will find here the products that satisfy your demands.

We wish you successful business!

Secretariat of Agribusiness International Relations Ministry of Agriculture, Livestock and Food Supply



Ministry of Agriculture, Livestock and Food Supply

The Brazilian Ministry of Agriculture, Livestock and Food Supply mission is to promote the sustainable development and the agribusiness competitiveness in benefit of the Brazilian society.

The Ministry establishes and executes policies for the development of agribusiness by integrating technological, scientific, organizational, market, and environmental aspects, in order to serve the Brazilian consumers as well as the international market. It operates in the quest for animal and vegetal health, organization of the productive chains, modernization of agricultural policies, incentive to exports, sustainable use of the natural resources, and social welfare.



Inácio Afonso Kroetz
Secretary of Animal
and Plant Health and
Inspection



Danilo Gennari Policy Advisor <u>danilo.gennari@agricultura.gov.br</u>

Secretariat of Agribusiness International Relations

Esplanada dos Ministérios, Bloco D, 3° andar 70043-900 – Brasília/DF – Brazil + 55 61 3218 2510 + 55 61 3225 3847 www.agricultura.gov.br dpi@agricultura.gov.br



Luiz Cláudio Caruso Foreign Trade Analyst uiz.caruso@agricultura.gov.br



Itambé - Serlac

Itambé (CCPR) is a central cooperative formed by 30 affiliated cooperatives, constituting a system with more than 8,000 milk producers. After the partnership with Itambé, SERLAC became a benchmark in dairy products international trade. Nowadays we are the biggest Brazilian dairy products exporters, as well the second biggest at the Brazilian dairy market.

Products

- » Milk Powder
- » Condensed Milk
- » Evaporated Milk
- » Butter
- » AMF (Anhydrous Milk Fat)
- » Sterilized cream
- » UHT Milk

Contacts



André Campos Export Manager andre.campos@serlac.com.br Languages: English, Spanish, French and Portuguese

Tirolez



Family owned industry founded in 1980, with 4 factories manufacturing about 360 000 liters of natural milk daily with a production line of about 44 different types of cheeses, within the highest international quality standards, producing commodities such as Mozzarella, Prato and Edam/Gouda as well as special cheeses like Parmesan, Smoked Provolone, Edam Ball, Gruyère, etc. The factories operate in conformity with HACCP parameters, having the qualification for export issued by the Brazilian Ministry of Agriculture, with a spare capacity and flexibility to adjust its recipes to each international market specifications, exporting to subSaharan African Countries, Libya, Middle East, Japan, Taiwan, USA and South American countries, willing to expand to the northern African countries.

Products

- » Prato Cheese (European Gouda)
- » Prato Ball Cheese (European Edam)
- » Mozzarella Cheese
- » Provolone Cheese
- » Parmesan Cheese
- » Cream Cheese
- » Minas Padrão Cheese



Paulo Hegg Export Manager paulo.hegg@tirolez.com.br Languages: English, Spanish, French and Portuguese



Alliance

Alliance Commodities is a Brazilian trading company specialist in dairy products and food ingredients. Acting as the export arm of Alibra Ingredientes and Bela Vista Dairy (Piracajuba Brand), we deliver quality products to customers in over 40 countries. Our main products are: milk powders, whey powders, lactose, cheese, milk powder blends and milk replacers, for food processing, repacking, distribution, governmental programs and food aid.

Products

- » Full Cream Milk Powder
- » Skimmed Milk Powder
- » Condensed Milk

Contacts



Marcos Goulart
Director
m.goulart@alliance-commodities.com.br
Languages: English, Spanish,
and Portuguese

Mococa

Mococa S/A is a traditional Brazilian company that has been dedicating to the production of dairy products since 1919. Our mission is to provide our customers the best quality in products and services.

Products

- » Sweetened Condensed Milk;
- » Milk Cream;
- » Instant Cereals;
- » Dairy Desserts (Chocolate Cream, Peanut Cream, Coconut Cream and Milk Spread);
- » UHT Chocolate Flavored Milk;
- » Butter;
- » White Sauce.



Sandro da Conceição Foreign Trade Manager sandro@mocoa.com.br Languages: English, Spanish, French and Portuguese



Schreiber Brasil

With all the expertise of our headquarters, Schreiber Brasil offers a broad line of products for all customers' needs. From processed cheese (casted and singles) to processed cheese sauce, we are a global supplier of dairy products, and became an international leader providing high-quality products and superior service at competitive costs to several countries.

Products

Casted Sliced Process cheese (loaf):

- » Gouda Gouda Light
- » Cheddar Cheddar Light
- » Mozzarella Mozzarella Light
- » Emmental
- » Provolone
- » Provolone with Oregano
- » Parmesan

Individual Wrapped Singles (slices):

- » Gouda Gouda Light
- » Cheddar Cheddar Light
- » Mozzarella
- » Emmental
- » Provolone

Cheese sauces:

» Cheddar

Contacts



Elio Urdaneta Morgado Director elio.morgado@schreiberfoods.com Languages: English, Spanish, and Portuguese

Alibra



Alibra Ingredientes Ltda produces and sells fat filled milk replacers, dairy blends and food preparations to the retail market as well as ingredients and milk replacers to food processing industries. One of its focuses is the export of LaNutre product line to the retail market: LaNutre Infant Wheat Cereal with Milk, LaNutre Infant Rice Cereal, LaNutre Infant Corn Cereal and LaNutre Chocolate Drink Mix.

Products

- » Wheat Cereal with Milk
- » Infant Rice Cereal
- » Infant Corn Cereal
- » Vitamin with Fruits

- » Chocolate Drink Mix
- » Chocolate Drink Mix with Coconut
- » Fat Filled Milk Repacer

Contacts



Marcos Goulart
Director
m.goulart@alliance-commodities.com.br
Languages: English, Spanish,
and Portuguese



João Bosco Dias Pinheiro Managing Director jbosco@alibra.com.br alibra@alibra.com.br Languages: English, Spanish and Portuguese

Av. Manoel Ribas, 720, Rio Azul, Paraná - Brazil +55 42 3463 1213 / +55 11 9655 6237 www.schreiber.com.br Rua Pedro Stancato , 320, Amarais - 13082 050 - Campinas/SP - Brazil +55 19 3716 8888 / +55 11 3089 4933 www.alibra.com.br



Perdix

ABEF



Perdigão is one of the largest food companies in Latin America as well as one of the most important meat processors and exporters in the world. Since 2008, through the acquisition of Eleva with its leading Avipal and Elegê brands, Perdigao has a complete range of products offering a premium food for those who appreciate the taste of homemade meals and care about the wellness of the family

The Brazilian Chicken Producers and Exporters Association gathers the main chicken meat producing and exporting companies of the Brazilian market, which represent around 90% of the production destined for foreign trade. ABEF works to optimize exports development, access new markets, and assure the highest quality of the world's most exported chicken.

Products

- » Poultry
- » Processed Food
- » Beef Cuts
- » Dairy

Contacts



Guilherme Johansen
Esteves
Account Manager
guilherme.esteves@perdigao.com.br
Languages: English
,Spanish, French and
Portuguese



Fabricio Pereira Leite
Africa General Manager
fabricio.leite@perdigao.com.br
Languages: English ,Spanish
and Portuguese



Francisco Turra
Executive President
tura@abef.com.br
abef@abef.com.br
Languages: Spanish, Italian
and Portuauese



ABIPECS

ABIPECS' mission is to congregate, coordinate, represent and defend the interests of the pork exporter, the pork producer and the pork products industry, promoting studies and finding solutions for the problems of the group attached to private and public entities. It also aims at cooperating with competent authorities in everything which is related to production and internal and external trade of pork and its deriveds.

Products

- » Other Frozen Meat of Swine
- » Frozen Carcasses and Half-Carcasses of Swine
- » Frozen Hams, Shoulders and Cuts Thereof, With Bone In
- » Frozen Swine Offals
- » Frozen, Chilled and Fresh Swine Casings

Contacts



Pedro de Camargo Neto
Executive President
pedro@abipecs.org.br
Languages: English ,Spanish,
French and Portuguese

Big Frango



In the last 50 years Brazil became the leading exporter, the leading producer and ranks among the leading consumers of chicken in the world. Big Frango is part of this history. We have been in the broilers' segment for 28 years, and we rank among the leading poultry companies in Brazil. The company is growing fast, and its current daily production at the processing plant located in Rolândia, in the north of the state of Paraná, is of 360 thousand broilers, and scheduled to slaughter 400 thousand by the end of 2008. There are two other plants under construction, and the target is to achieve 1,5 million broilers a day.

Products

- » Frozen Chicken Parts
- » Frozen Chicken Griller
- » Frozen Chicken Salted Breast
- » Frozen Chicken Seasoned Parts



Alexandre Rainato
Genta
Director
genta@bigfrango.com.br
Languages: English,
Spanish and Portuguese



Lícia Dias Campos Manager licia@bigfrango.com.br Languages: English, Spanish and Portuguese



Cargill

Cargill is an international provider of food, agricultural and risk management products and services. With 170,000 employees in 67 countries, the company is committed on using its knowledge and experience to help their customers to succeed. The Brazilian operation is key to the group, accounting for approximately 10% of its overall size. One of the businesses held in Brazil consists of producing vegetable oils, shortenings, mayonnaises, dressings and sauces. Cargill Brazil produces world quality food products and brings to the region its domestic brands, recognized by many Brazilian generations.

Products

- » Liza Soybean Vegetable Oil
- » Purilev Canola Vegetable Oil
- » Olivia Traditional Vegetable Oil
- » Liza Caseiro Salad Dressing
- » Liza Mayonnaise

Contacts



Rene M. P. Barreto
Export Sales Manager - Foods
rene_barreto@cargill.com
Languages: English, Spanish
and Portuguese

SLC Alimentos

SLC Alimentos is ranked among the largest grain processing companies in Brazil, thanks to a strict raw material and production control that provides a constant high quality standard all year round. The company holds five industrial units in Brazil including one located close to Rio Grande Port. Today SLC Alimentos offers a complete and unique line of rice, beans and lentils. A constant search for the latest trends guarantees products that are

Products

- » Rice (long grain, short grain and other varieties)
- » Parboiled Rice
- » Beans (Black, White, Red, "Carioca" and "Jalo")

preferred even among the most demanding consumers.

Contacts



Patrícia Quadros Export Manager patricia quadros@slcalimentos.com.br export@slcalimentos.com.br Languages: English, Spanish and Portuguese

RADO

RADO

Alimentos



Extremo Sul

The Cooperativa Arrozeira Extremo Sul Ltda. was founded on March 17th, 1965. Nowadays, following the growth of agribusiness in the international market, the Cooperativa Arrozeira Extremo Sul has made its presence a remarkable one within the rice business, through top quality and high product standards.

Products

- » Parboiled Rice
- » White Rice
- » Brown Rice
- » Short Grain

Contacts



Jairton Russo President jairton@extremosul.com.br **Languages:** Portuguese



Silvia Hidalgo International Trade Analyst silvia@extremosul.com.br extremosul@extremosul.com.br **Languages:** English, Spanish and Portuguese

Nelson Wendt



Nelson Wendt

The story of Nelson Wendt Alimentos is largely the same as of Mr. Nelson Wendt. In 1965, at the age of 22, he began to process rice in a small mill. His enthusiasm and ireless search for new technology in the parboiling process were determining factors in the growth of his business. Currently still being run by its founder, Nelson Wend Alimentos has become one of Brazil's largest rice processing factories. The company is a market leader in parboiled rice sales in the country's Northeast, with its "Emoções" (Emotions) brand.



- » Parboiled Rice
 - » Parboiled Brown Rice
 - » White Rice



Jones Christh Wendt Manager jones@nelsonwendt.com.br **Languages:** Portuguese



Urbano

Emit Brasil



Urbano is one of the largest rice millers of Brazil – its leadership is due to quality and services provided to packers, distributors, wholesalers, retail chains and supermarkets.

The company exports to Africa, Eastern Europe, South and Central America.

Products

- » Parboiled Rice
- » White Rice
- » Rice Flour
- » Rice Pasta (with Eggs)
- » Rice Pasta (without Eggs)

Products

around the world.

- » Rice
- » Corn

Emit Brasil is a trading company focused on commodities such as rice, corn,

sugar and coffee. Besides offering good quality products, we coordinate

the whole export process, providing commercial, financial and logistics support. With great experience, Emit already supplies to different markets

- » Coffee
- » Soy
- » Sugar

Contacts



Valter Carlos Bordini Export Manager export@urbano.com.br Languages: Spanish, English, French and Portuguese



Bruno Borelli Export Director brunoborelli@emitbrasil.com.br Languages: English, Spanish and Portuguese



União

November 2002 marked the birth of Brinquedos União in Tapejara-RS. In May 2003, Brinquedos União moved to Londrina-PR and, shortly thereafter, due to its fast expansion, moved to Rolândia-PR, where it is presently situated and fully focused on confectionery manufacturing and distribution. Today Brinquedos União proudly manufactures its own toys and confectionery. The success of this young and dynamic company is, undoubtedly, due to the full co-operation of its workers and, above all, the quality offered to the consumer. Brinquedos União continues to research new product innovations and makes us proud to put thousands of smiles daily on children's faces.

Products

- » Candy Filled Novelties
- » Fruit Pastilles
- » Chocolates
- » Cereals
- » Biscuits
- » Traditional Honey Cakes
- » Ice Cream and
- » Cake Decorations

Contacts



Josue Posser Chief Executive Officer josue@brinquedosuniao.com Languages: Spanish and Portuguese



International Trader gustavo@lfmaia.com.br Languages: English, Spanish and Portuguese

Gustavo de Almeida

Latinex

Latinex International is a manufacturing and trading company specialized in Food and Beverage items. We are focused on providing tailor-made solutions for clients worldwide by offering in-depth knowledge of international markets and close service. The company is based in Brazil with supporting offices in Uruguay and Argentina to fully assist clients seeking quality products at competitive prices.

Products

- » Fruit Powders Concentrates
- » Canned Food (Meat, Vegetables and Fruits)

LATINE

» Dairy Products



Eduardo Moraes
Director
eduardo@latinex.net
Languages: English , Spanish,
French and Portuguese.



Riclan

Riclan is a business venture in licensing, launching innovative modern products with current characters, which are a great success with the public. The company also owns other brands that hold high standards of quality such as Freegells, Buzzy, Pocket, Pop Mania, Gomutcho, Energy Mix and TNT. The company currently manufactures 240 tons of confectionery products per day, which are distributed throughout the country and to over 60 countries in all continents such as the United States of America, England, Germany, Belgium, South Africa, Australia and Argentina.

Products

- » Cough Drops
- » Lollipops
- » Jellies
- » Bubble Gums
- » Chewy Candies
- » Hard Candies
- » Cereal Bars

Contacts



Olavo Meira de Queiroz Trader

olavo.queiroz@riclan.com.br

Languages: English, Spanish and Portuguese

Pacific

Pacific Import and Export Ltda: Brazilian company which is in charge of the export and marketing department of four sweet manufactures. We are focused in confectionary and have been working in this marketing for more than 10 years, selling products all over the world.

Products

- » Cake
- » Lollipop
- » Candy
- » Toast
- » Biscuits
- » Panettones
- » Easter Egg
- » Chocolate sticks



Flávio Ferreira de Paula Foreign and Trade Manager flavio@pacificbr.com.br Languages: English, Spanish and Portuguese



Vertical





The industrial branch of Vertical Drums is located in Piracicaba-SP. It's one of the first sugarcane and ethyl alcohol plant established in Brazil. In this mill, Vertical Drums produces extra neutral ethyl alcohol, following the most demanding high quality international specifications. A combination of strategic alliances, long-term tankage contracts and market expertise has turned the group into one of the main players in the growing ethanol and biofuel markets, with offices in London, Geneva, Rio de Janeiro, São Paulo, Houston, Moscow, Singapore and Mumbai. In partnership with the Cosan group, the largest producer of sugar and ethanol in Brazil, Vertical Drums is a division focused on attending the needs of small and medium business clients.

Products

- » Neutral Ethyl Alcohol
- » Denatured Neutral Ethyl Alcohol
- » Hydrated Ethyl Alcohol
- » Anhydrous Ethyl Alcohol

Products

» Cachaça

Velho Barreiro Cachaça is one of the most traditional brands in Brazil. The

company produces almost 60 millions liters / year and already exports to 40

countries. Our Cachaça is made from the purest sugar cane juice harvested

in our own plantation. The fermentation and distillation are extremely

controlled, following our tradition of almost one century.

Contacts



Joeny Cremasco
International Trading
Manager
joeny@tatuzinho.com.br
Languages: English, Spanish
and Portuguese



Ana Carla Ferraz Operations Manager ac@verticalbr.com.br Languages: English, French and Portuguese



Bioclone

BioClone produces cloned seedlings with high genetic values staring at innovation tissue culture techniques, working in partnership with Embrapa. The company also has international quality certification stamps. Nowadays, we are the biggest producing company of fruitful and tropical flower seedlings in northeastern Brazil.

Products

- » Seedlings of Bananas
- » Seedlings of Pineapple
- » Seedlings of Papaya
- » Seedlings of Dragon Fruit (Pitaia)
- » Seedlings of Sugar Cane
- » Seedlings of Tropical and Ornamental Flowers (Species: Araceous, Orchidaceous, Bromeliaceous, Heliconaceous)
- » Arrangement Ornamental In Vitro



Roberto Caracas de A.
Lima
Director
robertocalima@terra.com.br
Languages: English, Spanish
and Portuguese

Halal Slaughtering Group



We are a subsidiary of the Islamic Dissemination Centre for Latin America and our mission is to benefit Halal foods and to institute our product in the world, garanteeing and suplying skilled labor for the process of production of these foods, turning them healthy and consumable for the Muslims in the world.

Products

» Halal Certificate



Ali Ahmad Saifi Executive Director halal@gah.com.br Languages: English, Arabic and Portuguese.