

UNA CONOCIDA REVISTA INDIA PUBLICÓ UN ARTÍCULO ESCRITO POR
AGREGADO AGRÍCOLA SOBRE LA OFERTA ALIMENTARIA CHILENA

June 2017 | Rs. 100/-

SMART AGRI POST

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BIG DATA FOR SMART AGRICULTURE



 Shobhana K Pattanayak,
Secretary, Department of
Agriculture, Cooperation and
Farmers' Welfare
Over 4 per cent Agricultural
Growth Sustainable

 Purnendu Basu, Minister-
in-Charge, Department of
Agriculture, West Bengal
Will not Support GM Mustard

INTERNATIONAL



Figure 1: Some of the food offer from Chile to India

The Sound Foundations of the Chilean Food Offer



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Having a high climatic diversity, Chile can offer a wide range of food; in fact, with the exception of tropical jungle, virtually all climates are present. Nevertheless, in spite of the immense possibilities given by the environmental diversity, the apt areas to develop agriculture for export are not that large. Hence, Chile cannot compete in terms of high volumes but prefers to focus on excellence and quality.

In a nutshell, the food offer from Chile to India includes many species of fresh and dry fruits, such as apples, kiwis, table grapes,

cherries, blueberries, avocados, walnuts and so forth. Remarkably, Chilean seafood can boast a well-earned worldwide recognition and certainly, we can't speak about Chile without mentioning its famous wines and spirits, like the renowned Pisco.

It is said that there's nothing like fresh fruits for vitamins, but the benefits don't stop there. These days, lot of attention is put on anti-oxidants mainly because of their anti-aging properties and to fight LDL cholesterol (commonly known as the "bad" cholesterol).

Now if you match this with delicious taste it becomes like sort of golden dream for the ones who love both: health and taste. We invite you to indulge yourself with exotic and delicious flavors, while having a healthy diet.

The national spirit from Chile, "Pisco" deserves a paragraph apart. Northern Chile has the clearer skies in the southern hemisphere, that's why most of the astronomic observatories have chosen it as the perfect place to observe the universe. That unique combination of hot and dry conditions, sunny days and pristine

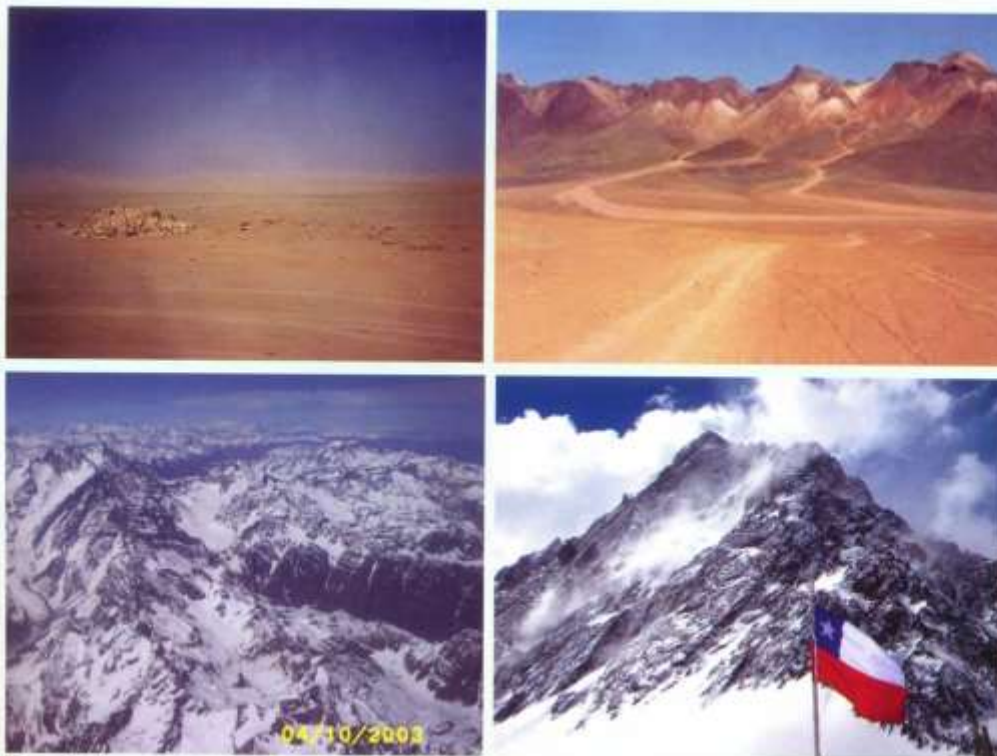


Figure 2: Sources of isolation, Los Andes Range and the Atacama Desert

waters create ideal conditions to produce a pure spirit, with hints of mysticism and a touch of ancient stars. Many believe that after one sip you can picture yourself observing the mysterious universe and feeling its many wonders.

To top it all off, a few words on seafood, with 4000 kilometers of coastline Chile has a lot to offer. Let's tempt ourselves with mouth-watering pieces of salmon, seabass, mussels and many other.

Being able to come up with premium quality products requires to pay attention to several factors and challenges; the following paragraphs provide a brief description of some of the most important ones:

Differentiating and Becoming Unique :

If we think for instance in technology, it might be easier to find differences among origins and brands and actually most companies put emphasis in the unique traits of their products. On the other hand, if we imagine those products given by nature, the task becomes harder. For example, we can think of an apple and concepts like "fresh", "delicious", "nutritious" may come to our mind, but that is common to different origins and not an exclusive characteristic anyone can claim.

Having this challenge in mind, the Chilean industry started to find things it can guarantee and would provide a certain differentiation and a distinctive feature a consumer can find in a consistent way, in order to identify the Chilean origin while enjoying a nice piece

of food. Finally, five attributes identified and ascertained as a common guarantee to all Chilean food, a sort of basic commitment, which will always be there. These attributes are:

- Innocuity (food safety)
- Traceability
- International guarantee
- Quality
- Natural flavor

Also, as part of the effort to differentiate, the industry in Chile looks after sustainability and good working conditions. The CHILEGAP program takes care of Good Agricultural Practices as well as Good Manufacturing Practices. Nowadays, with an increasing awareness and concerns from the consumers, it is necessary to look

after concepts like "Fair Trade"; "Carbon Footprints", "Organic Produce" and so forth.

The former, in complement with modern post-harvest techniques, allows Chile to provide with fresh, healthy and delicious food to nurture the present and future generations.

The Concept of 'Phytosanitary Island'

Mother Nature gave to Chile a very tight isolation in the form of natural barriers, giving the idea of an island. These barriers can thwart the natural entry of any living organism and provide such an effective protection that the only way a pest can find to sneak into Chile is through passive spread, i.e. a sort of "hitchhiker". Those barriers are:

- North: one thousand kilometers of one of the most arid deserts in the world
- South: The polar climate of the Antarctica
- East: Los Andes range
- West: the Pacific ocean

A few of the feared pests and diseases which do not occur in Chile are fruit flies (family Tephritidae), Khapra beetle, FMD (foot and mouth disease), grape phylloxera (an emblematic one for wine makers) and many others. One important thing that not always comes to our mind is the simple fact that less pests means



less pesticides, therefore, pests are not only a problem for the farmers; they can also affect the innocuousness of the food. We strongly believe that this is another factor that contributes to support the food safety program in Chile.

Strong Animal and Plant Quarantine System

In the previous section it was mentioned that the only way for a pest to enter in Chile is through passive spread, this means as uninvited guest in trade shipments or passenger baggage. Precisely because of this, Chile has in place a robust sanitary system which operates year round and has expression at three levels:

- Pre border: This level operates before entering in Chile and consists in joint work with neighboring countries to reduce the biological pressure of pests to Chile. Highly remarkable

are the bi national programs run with Peru and Argentina to control fruit flies, wood wasps and other.

- At the border: This is the most visible stage for a common person, unaware of all the efforts done by Chile in the sanitary field. Especially trained dog brigades, X ray machines and careful inspection are the main components right at the border.
- Post border: Once within Chile, the efforts are put together in surveillance, aimed to early detect the entry of pests, facilitating the eradication. Response Plans are in place to have the actions pre-determined in case an eradication plan is triggered.

Summing it up, it is worth emphasizing that Chile does not put its efforts in big volumes, it couldn't possibly compete with the much bigger areas that many countries have. Instead, Chile focuses in quality and reliability, as distinctive marks of the Chilean food that proudly we are offering to the increasingly aware Indian consumers.

(Views expressed by the author are personal.)

