

Press release

Protein-rich nutrition in vogue: variety of legumes at Anuga

Import Promotion Desk brings large supply of beans and peas from Ethiopia and Kyrgyzstan to this year's Anuga

Bonn/Berlin, 14.08.2019 - Kidney, Mungo and Soybeans - the demand for pulses is increasing. They are valued for their high natural protein content, among other things. The Import Promotion Desk (IPD) is taking advantage of the trend and is offering a wide variety of pulses at its booth at Anuga (Hall 4.1, booth B90-B96). Five companies from Ethiopia and Kyrgyzstan will present their product range at the world's largest trade fair for food, which takes place from 5 to 9 October in Cologne.

Beans and peas are popular on the European market. Its high protein content makes it an ideal meat substitute for vegetarians. Legumes also serve a second trend: they are also playing an increasingly important role in gluten-free nutrition. The range of meat substitutes and the variety of pasta products, for example lentils and chickpeas, is growing accordingly. Producers from Ethiopia and Kyrgyzstan present their range of pulses at Anuga: They bring red kidney beans, white beans, mungo- and soybeans as well as various varieties of chickpeas and shrunken peas.

"Ethiopia and Kyrgyzstan have a long tradition in the production of pulses," says Dr. Julia Hoffmann, Head of IPD. "Both countries offer very good conditions for cultivation, and at the same time we want to meet the growing demand. The export of pulses therefore offers great opportunities for developing and emerging countries. We support producers in seizing these opportunities and gaining a foothold in the European market."

The German partner for import promotion will also be presenting exporters from Egypt, Ecuador, Ghana, Colombia, Mozambique, Peru, Sri Lanka, Tunisia and Ukraine at Anuga. They bring with them a varied range of natural ingredients - a few examples:

Egypt: Different spices, dates in all variations - with chocolate, as syrup, spread and powder as well as in the form of a date energy bar

Ecuador: fruit pulp and dried fruits, such as bananas, mango, physalis

Ghana: coconut chips and dried fruits, such as mangos, pineapples and bananas

Colombia: Macadamia nuts and quinoa pops - caramelised or with chocolate

Sponsored by

Performed by

Mozambique: Cashew nuts in various flavours

Peru: Superfoods, including Maca, Camu Camu, Sacha Inchi and Lucuma

Sri Lanka: dried fruit and pickled fruit, coconut water and spices such as black and white pepper

Tunisia: Aloe Vera and Spirulina Algae Products

Ukraine: rich supply of processed fruit and vegetables, including pickled vegetables, sauces and chutney, jams and fruit compote

Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an **initiative for import promotion** in Germany.

The IPD fulfils a hinge function between small and medium-sized enterprises in selected emerging markets and developing countries on the one hand and European importers on the other.

The objective is to integrate the partner countries into global trade, thereby contributing towards sustainable economic development in these countries.

The IPD introduces exporters from its partner countries to the EU market and assists them in setting up trading relations. For European importers, the IPD opens up new supply sources in the partner countries and assists them in the procurement process for specific products.

The IPD is currently active in 13 countries: Egypt, Ethiopia, Ecuador, Ivory Coast, Ghana, Indonesia, Kyrgyzstan, Colombia, Nepal, Peru, Sri Lanka, Tunisia, and Ukraine.

The IPD focusses on specific product groups: fresh fruit and vegetables, natural ingredients for foods, pharmaceuticals and cosmetics, technical wood, cut flowers and sustainable tourism.

The IPD has been established and implemented by sequa gGmbH – the globally operating development organisation of German industry. It collaborates closely with the Federation of German Wholesale, Foreign Trade and Services (BGA.). The IPD is funded by the Federal Ministry for Economic Cooperation and Development (BMZ).

Further information at www.importpromotiondesk.de.

Please contact us for further information:

Import Promotion Desk (IPD)

Tabea Mack
IPD Expert Sourcing + Markets
Phone: + 49 (0) 228 684 779 79
E-mail: mack@importpromotiondesk.de

Press contact

Annegret Winegrower
w communications
Phone: +49 (0) 30 23 99 72 14
Mobile: +49 (0) 179 11 21 387
E-mail: a.winzer@w-communications.de

Sponsored by

Performed by