



# GUAYUSA (ILEX GUAYUSA)



## COMPETITIVE ADVANTAGE

It's a small tree that grows in the Ecuadorian rainforest which is mainly used to make herbal infusions from its leaves. Guayusa is a natural energizer with a balanced content of caffeine and with twice the antioxidants of green tea.

Approximately, 95% of the global production of Guayusa is located in Ecuador which helps the development of thousands of indigenous families from the Ecuadorian Amazon in the provinces of Napo, Orellana and Pastaza.



## CERTIFICATIONS



## CHARACTERISTICS

The consumption of Guayusa provides benefits because it contains:

- Natural Caffeine
- Essential amino acids for humans
- Antioxidants that prevent premature aging
- L-Theanine that helps to reduce stress and fatigue
- Ferulic acid that helps to improve blood circulation
- Chlorogenic acid that regulates body weight, reduces high blood pressure and contributes to cardiovascular health.



## VARIETIES



Traditional  
Guayusa



Green  
Guayusa



## SEASONALITY



■ Production months

It can be harvested all year.



## LOGISTICS



Seafreight 92%



Airfreight 8%



## IMPORT TARIFFS



USA 0%



EU 0%



## PRODUCTION

- Guayusa is grown almost exclusively in the upper region of the Ecuadorian Amazon in plantations from 6 - 10 m high.
- There are about 625 plants per hectare cultivated, with a production of 72 tons per year.



## PACKAGING



Tea bags



Loose leaf  
bags



Loose leaf tea  
tin



In Bulk



Extracts

The product can be found in its traditional version or in blends of Guayusa with cocoa, cinnamon, orange, mint, lemongrass, moringa, roses, and others.



## EXPORTS 2016<sup>1</sup>

FOB USD  
578 thousand

TON  
80



97% USA



## 6 EXPORTERS



100%  
MSME

1. BCE data for HS Code 0903.00.00 Yerba mate, where most of the exports registered belong to Guayusa.