



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



EXPORTS 2016¹

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.