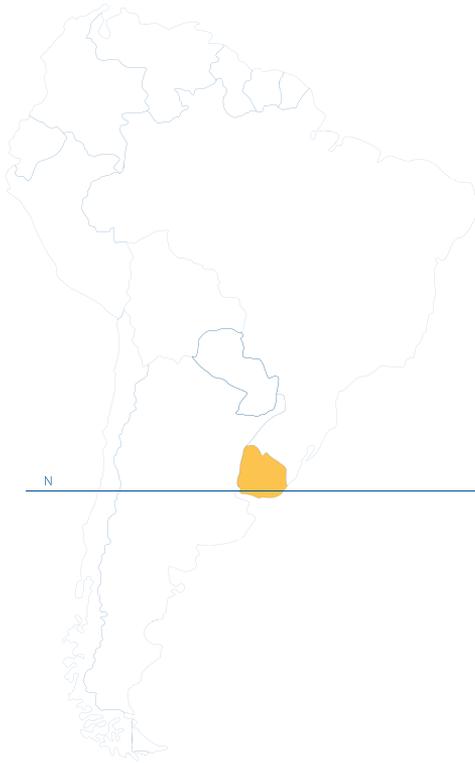


FLAVORS OF URUGUAY



UruguayNatural



Uruguay, the best kept secret

Uruguay is part of one of the most fruitful and productive regions of the planet, as well as the gateway to the south of the Americas. Leaning against the Atlantic Ocean and lined by great rivers, Uruguay's prairies and soft hills give life to nature's most precious flavors.



It's natural, it's Uruguay

Pleasant, natural, reliable. Uruguayan products are the best representatives and evidence of our country's nature.

Its vast prairies, majestic gorges, and the great ocean are the setting for the production of food in Uruguay, known around the world for its quality, delicious taste, and safe origin.

Nowadays, Uruguay produces food for almost 30 million people, with the potential to feed 50 million: over 10 times its population. Some of the natural factors that facilitate the development of the Uruguayan food industry are its mild weather and the quality and vastness of its land.

Uruguay has prime lands for agriculture and favorable for open-air cattle breeding, the main source of wealth for the country and an activity that combines tradition and innovation. In Uruguay, cattle spend the day out in the field, eating fresh pasture. On top of these qualities, we have a mandatory traceability policy that has been applied to 100% of bovine cattle for more than 10 years. The system of individual electronic earrings makes it possible to identify and track the production.

Uruguayan meat is delicious and healthy, which is why it's sought after and recognized by the most demanding consumers in the world.

Uruguay's vast experience in agricultural intelligence is also an added value of the production of honey, citrus, and caviar, bred naturally in the rivers.



Traceability also reaches the wine production of the country, which takes responsibility for the food safety of its wines, from vine to bottle.

Uruguay stands out as well due to the quality and variety of its rice, a sector in which production makes it an outstanding exporter.

To produce today protecting its future, the country implemented effective policies to preserve natural resources, which include crop rotation, sustainable production plans, and soil protection.

Uruguay is the regional leader in renewable energy: 98% of its energy mix comes from hydraulic, wind, biomass, and solar energy.

The beauty and diversity of Uruguay's landscapes unfold along kilometers of beaches with white sand on the Ocean and on the banks of the Río de la Plata (River Plate), and spread out in its vast green and sunny countryside. This context and these characteristics and values, in addition to the quality of living and the warmth of the people, make Uruguay a place in the world that you'll always want to come back to or that you'll want to enjoy through its products.



Some of Uruguay's special products

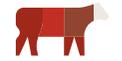
Blueberries 

Caviar 

Citrus 

Honey 

Dairy products 

Meat 

Olive oil 

Rice 

Water 

Wines 



BLUEBERRIES

Uruguay offers great advantages for blueberry plantations.

Its fruitful land, the right weather, and a responsible production come together to generate tasty, fresh, and reliable fruits. Its geographic location with the opposite seasons from markets in Europe and the United States make it a strategic supplier for these countries, which have become its main export destinations.

In Uruguay, fruit production is done in an absolute balance with nature, pursuant to practices that ensure the safety of its food, as well as the protection of natural resources and people.



Despite being a recent activity, blueberry growth in Uruguay has shown great dynamism. Over the last decade, it was the fruit with the greatest development in terms of produced and exported volumes.

The main varieties grown in the country are Misty, O'Neal, Milenia, Georgia, Blue Crisp, Start, Yewell, and Emmerald.



CAVIAR

Uruguay is one of the best environments in the planet to breed sturgeons. In the calm waters of the Río Negro (Black River), which runs across the whole country, sturgeons have found the perfect habitat to have a natural life.



Uruguayan caviar is obtained in this natural environment that allows us to breed sturgeons with techniques which replicate wildlife conditions. Fish are fed naturally and bred in the river, free from pollutants.

The strict sanitary protocol and the animals' traceability system since they are born until they are ready for consumption make Uruguayan caviar a premium product.

The competitive advantages of organic breeding, supported by teams with robust technical knowledge, have put Uruguay on the map as a high quality caviar producer.





CITRUS

International inclusion, certification programs, research and development, and social sustainability are the foundations of Uruguay's citrus production.

Seeking to produce reliable food products, Uruguay has developed advanced traceability systems that guarantee the natural and safe origin of what's produced in its land.

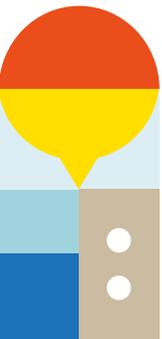
Nowadays, 100% of citrus plantations are georeferenced. Citrus traceability is present in all the stages of the chain: from the moment the plant is formed, to when the fruit develops, to the time it reaches the export destination.



The introduction of agriculturally intelligent technology to Uruguayan citrus production allows customers to access information about how the fruit was handled in the field regarding aspects such as phytosanitary elements, nutrition and irrigation, thus strengthening the idea of the food's safety.

Oranges, mandarins, lemons, and grapefruits grow under the sun in the north of the country. Uruguay's mild weather favors an early ripening of citrus fruits, resulting in high-quality and very tasty fruit, which allows Uruguay to enter European markets living in the opposite season.

The main export destinations for Uruguayan citrus are the United States, the Russian Federation, the Netherlands, Spain, Brazil, and Saudi Arabia. Uruguay exports citrus to the United States since 2013 when an agreement was signed by both countries, and they have been more than welcomed.





HONEY

Uruguay offers delicious, natural, top-quality honey. It's produced using sustainable practices: no repellents, toxic residue, or pollutants of any kind are applied.

The product's traceability, together with a longstanding export tradition, are competitive advantages that give global prestige to the Uruguayan beekeeping sector, which exports 80% of its products.

The country's favorable weather, large extensions of fertile land, river basins, prairies and natural forests, enriched by large areas with honey flora, make it possible to produce honey naturally while protecting the environment.

Uruguay's location between parallels 30 and 35 S is beneficial for the development of apiculture, an activity that has been developed since 1963. Over the last year, Uruguay has increased its exports of natural honey, reaching markets such as Germany, Spain, the United States, France, the Czech Republic, Belgium, Israel, Italy, and Switzerland, among other destinations.



Different types of honey are produced in Uruguay, each with unique characteristics and unchanging quality.

During the spring we obtain citrus honey, well-known because of its amber color, and its soft, fresh taste. Honeys from prairies and native forests are darker and have a stronger, more complex taste.

The blooming of native plants, fragrant and healthy, begins during the summer in Uruguay, which results in clearer, more delicious honeys. Fall brings honey from eucalyptus forests, well-known because of their strong smell and taste.

Uruguay meets all the requirements of the European Union and the United States. Mandatory registration for all beekeepers in Uruguay makes it possible to know the location of all apiaries, achieving 100% traceability.





DAIRY PRODUCTS

Uruguayan dairy products have great international prestige thanks to their efficiency and quality. Uruguayan milk is healthy, pure, and natural, and it is produced pursuant to the strictest international standards.

Milk production is related to Uruguay's history, with a strong tradition of association by milk producers, which allows for sustained development, high productivity, and well-known quality.

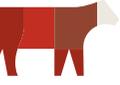
Uruguayan dairy products reach more than 60 markets around the world. Uruguay is the greatest milk producer per capita in Latin America with 660 liters per inhabitant.



Healthy and safe, Uruguayan dairy products are the result of a production process that respects nature and follows the strictest animal welfare standards.

In Uruguay, cattle are fed all year round in the open air with pastures from natural prairies.

Thanks to our local conditions and productive efficiency, milk prices in Uruguay are among the most competitive in the world.

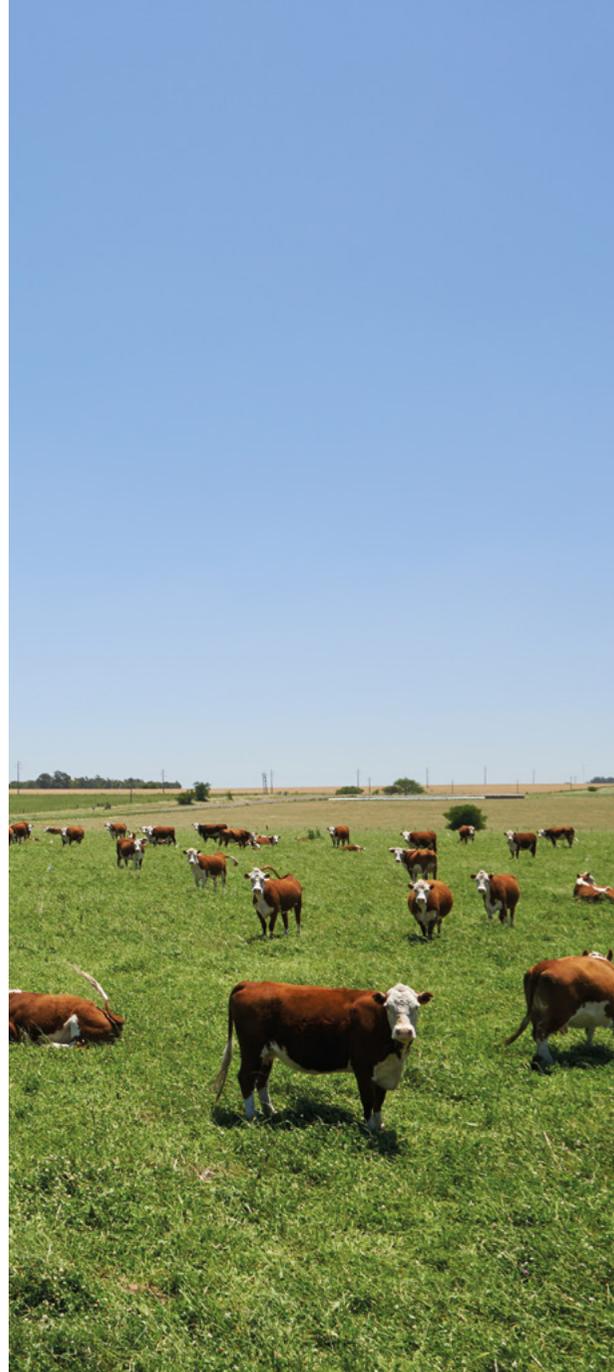


MEAT

Uruguay is well-known for its tradition to produce and export meat.

Uruguayan meat products can be found in the premium high-quality group. Nowadays, Uruguay exports nearly 70% of its production to over 60 markets, including China, the European Union, the United States, Brazil, and Canada.

In Uruguay, cattle are bred in the open air and fed with fresh pastures in natural prairies. Animals are raised using the modern extensive system, which allows Uruguay to produce high-quality food and care for biodiversity, all at the same time. No hormones or chemical treatments are used.



The country stands out for protecting and improving animal health, ensuring the safety of food products and contributing to public health and sustainable development.

Uruguay has significant initiatives related to food safety, including traceability, an experience that has been implemented in a mandatory manner for a decade in pursuit of public wellbeing, adding value to its production and making Uruguay a leading country worldwide.

Individual identification of bovines has been mandatory by law for more than 10 years, and 100% of Uruguayan cattle are traced, ensuring the quality of the product and processes, from farm to industry.

Uruguay's mandatory traceability project is considered innovative and revolutionary around the world: it empowered the consumer's decision to choose the delicious quality of Uruguayan meat, and incorporated technology into the process without altering the traditional cattle production system, which is still pasture-based and in the open air.



OLIVE OIL

Uruguayan olive oils are the best-kept secret of Latin America's gastronomy. Genuine, fresh, and 100% natural, they surprise even the most refined palates.

The diverse origins of the olive trees and the generosity of weather and land come together to make singular and complex blends possible. These blends are highlighted by experts, even among oils from countries with a longstanding olive growing tradition.

Even though olive oil production has only been developing for less than two decades, the fact that in Uruguay the sector is in its early stages has allowed it to build modern plantations with the latest technology in oil mills and processes. Uruguayan extra virgin oils are chemically analyzed and then evaluated by a certified tasting panel that follows the strictest parameters established by the International Olive Council.



Numerous international awards and recognitions certify the premium quality of Uruguayan olive oils, which nowadays are chosen by the most demanding markets: the United States, Brazil, Argentina, France, Japan, Spain, Belgium, and Canada.

The Olivinus International Extra Virgin Oil Competition, one of the top four competitions in the world, has repeatedly awarded Uruguayan extra virgin olive oils.

Also, many Uruguayan olive growing companies have successfully put our national oils in the prestigious rankings of World's Best Olive Oils.





RICE

Fragrant, varietal, delicious. Uruguay has the highest rice productivity per hectare in the world, and it can export tons while certifying the same quality from the first to the last grain.

Its moist subtropical weather with rain throughout the year, its fertile land, and the systematic application of agricultural technology and practices that are examples to the whole world are the reasons why this crop has had a fundamental development in the country.

Uruguay's the only country in the planet that faces the challenge of exporting 95% of the rice it produces.



Uruguay exports varietal rice, and its production is strictly controlled. It monitors the quality of the grain, as well as the status of the soil and water, to make sure the final product is excellent, meets the strictest phytosanitary requirements and is in harmony with the environment.

The main variety is long-grain rice, which competes with the largest global producers, but Uruguay also has medium-grain rice, as well as Asian or short-grain, and special rice (fragrant or glutinous).

Unlike transgenic production, Uruguay's rice production is based on pasture rotation and flood irrigation, combined with cattle production.





PREMIUM MINERAL WATER

Uruguay's mineral water springs up pure from nature itself. Its light transparency is protected, purified, and mineralized only by rocks and volcanic formations, until it's bottled straight from the source.

Located over one of the largest drinking water reservoirs in the planet, Uruguay's a country with a longstanding tradition in the production of mineral water.

However, over the last few years, Uruguay has conquered an important place in the market of top-quality mineral waters.



Water produced in Uruguay is untouched by human beings, purified by nature itself, and bottled without treatment using extremely pure processes.

Light, delicious, and fresh. Uruguay's premium mineral water still has the true virginity of the natural aquifers found deep under Uruguay's hills.

Spain, Paraguay, the United States, and Argentina are some of the export destinations Uruguay has reached with its purest natural product: water.





WINES

Uruguayan wines are born in the richest lands, overlooking the sea. Located between parallels 30 and 35 S, Uruguay is one of the finest wine-making regions in the world, together with Argentina, Chile, South Africa, Australia, and New Zealand. The weather is subtropical and humid, and the country's proximity to the Atlantic Ocean assists the production process, because it lowers the temperature during the hottest months. Calcareous, sandy, and clay soils, together with an undulating territory, make a good natural drainage possible.

Just like in Bordeaux, Galicia or Cape Town, the influence of the ocean is fundamental to the grape. You can find French varieties such as Sauvignon Blanc, Chandon, and Pinot Noir, and Spanish ones, such as Tempranillo and Albariño.

But within the group of wine-producing countries in South America, Uruguay's is identified by the Tannat variety, a wine with elegant intensity and character, which makes it a loyal partner to the meat it usually accompanies.

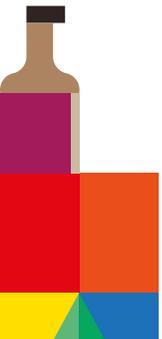


Uruguay is the first Latin American country to have all wine-producing facilities georeferenced, and it is currently implementing traceability in the wine-making process.

In addition to giving information about the origin and route of the wine from the bunch to the bottle, the system tells customers about the geographic location of the crop and the characteristics of the winery. This system adds value and technology to a product born from within nature, while ensuring its quality and safety.

Over the past few years, the increasingly well-known quality and personality of Uruguayan wines has been continuously recognized in international competitions.

Through the years, many gold medals have been granted to Uruguayan wines in international competitions certified by the International Organization of Vine and Wine.



Do you want to contact suppliers of gourmet products in Uruguay?

Uruguay XXI is the Uruguayan agency to promote exports, attract investors, and promote the country brand. One of its objectives is generating new business opportunities between Uruguayan companies and customers from all over the world.

Uruguay XXI is here to help you arrange meetings with local counterparts, free of charge and providing customized services, according to your company's needs and interests.

If you have any questions about services provided by Uruguay XXI, contact us:

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Uruguay XXI

INVESTMENT, EXPORT AND COUNTRY
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