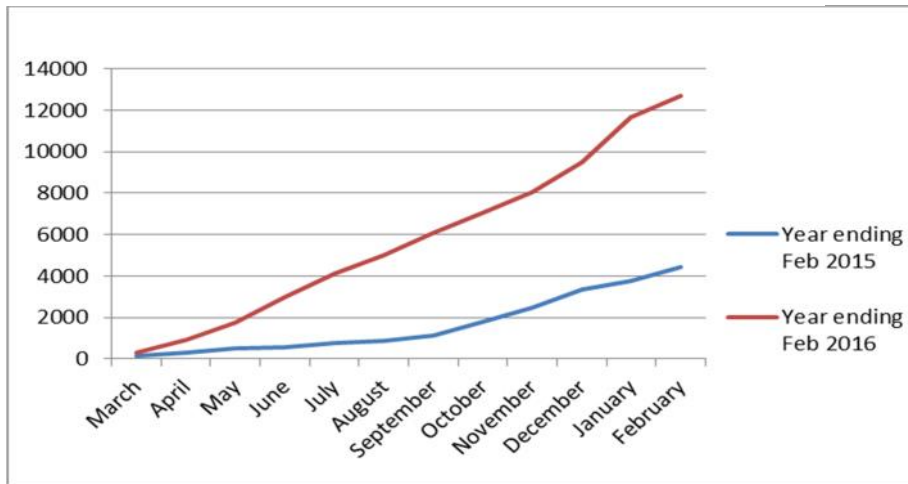


Chia imports into the European Union almost triple while prices recover slightly

Chia imports into the European Union increased by an amazing 185% in the year ending February 2016, as compared to a year before (Figure 1). The four main chia exporting countries in Latin America, Bolivia, Paraguay, Argentina and Mexico, exported a total of 12701 MT chia to EU countries.¹

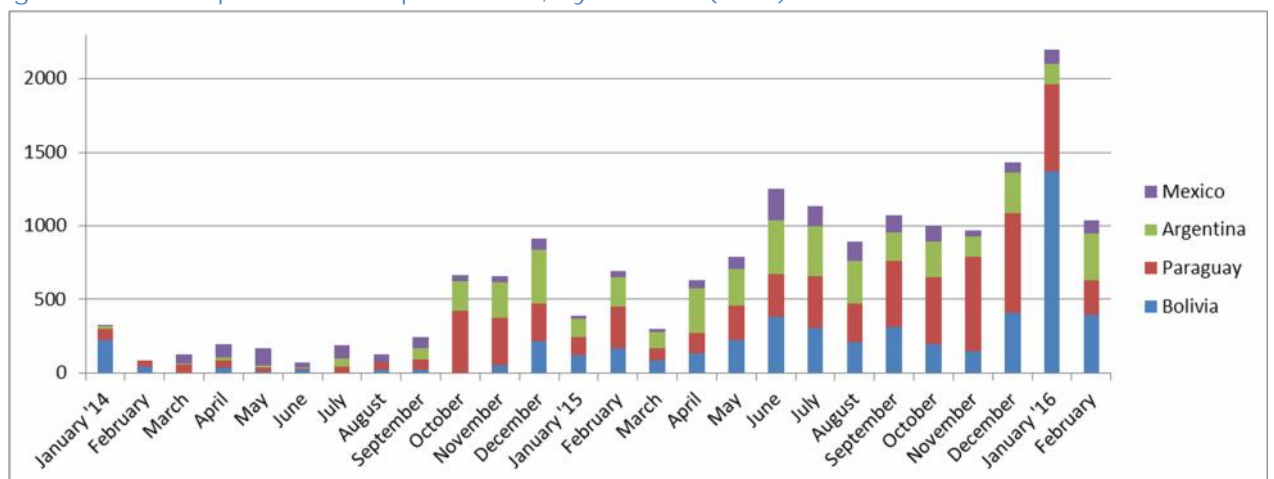
Figure 1 Cumulative chia imports into EU, by volume (tons)



Source: Eurostat

Imports peaked in January 2016 reaching 2201 MT, of which 1367 MT was imported from Bolivia (Figure 2).

Figure 2 Chia imports into EU per month, by volume (tons)



Source: Eurostat

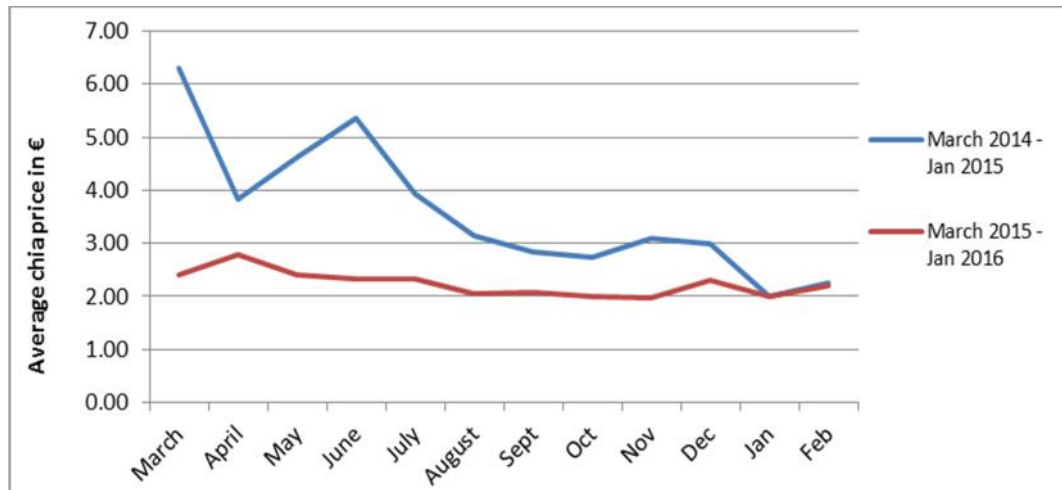
¹ There is no HS code solely for chia, therefore HS code 120799 is used for this analysis of trade figures; chia is the main product within this code for these countries (CBI, 2014).



Price

The average chia import price has been fairly stable since June 2015, moving between €1.98 and € 2.34 (Figure 3). This is an average price of all types of imported chia, black and white, organic as well as conventional. From April to November 2015 the price has been decreasing steadily, but in December the price increased to €2.29. This small upward reversal of the trend was confirmed in February with a price of €2.22 per kg.

Figure 3 Average import price of chia in EU, in €



Source: Eurostat

Market share

Germany is still the main importing country with 58% of total chia import volume to the EU (Figure 4 and 5). The Netherlands increased its share to 18%, from 6% in 2014. The import share of the United Kingdom went down from 16% to 10%, while Ireland as a new chia importing country now accounts for 3% of the total imports to the EU.

Figure 4 Share in chia imports, volume, March 14 – Feb 15

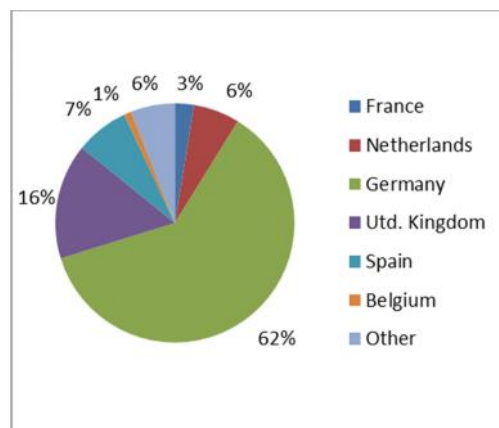
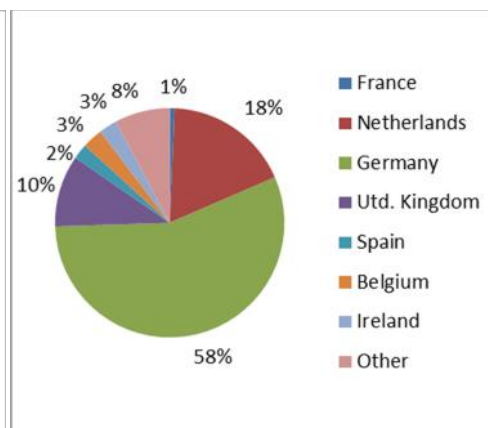


Figure 5 Share in chia imports, volume, March 15 – Feb 16



Paraguay continues to be the main supplier of chia to the EU (Figure 6 and 7). The market share of Bolivian chia increased to 33% in the year in review, from previously 15%. Figure 2 shows a peak of chia imports in January 2016, of which as much as 62% originated from Bolivia.

Figure 6 Share of import volume per exporting country, March 14 – Feb 15

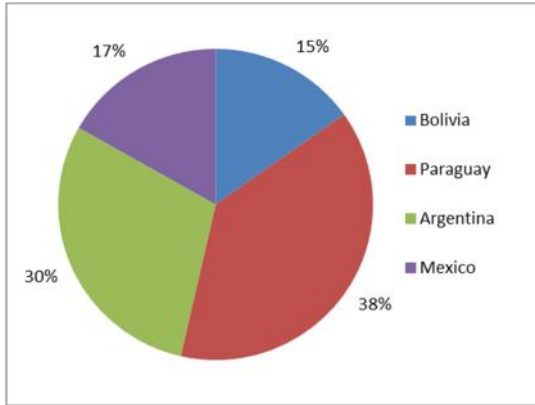
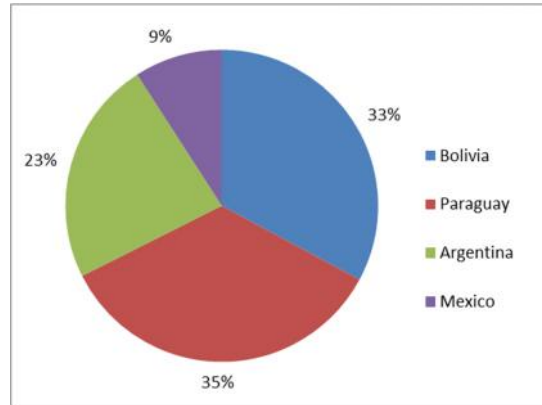


Figure 7 Share of import volume per exporting country, March 15 - Feb 16



Source: Eurostat

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