



Chile



DISCOVER
THE TASTE OF
PATAGONIA





CHILE



SANTIAGO

CHILEAN PATAGONIA

CHILE OFFERS A PRIVILEGED CLIMATE AND BEAUTIFUL LANDSCAPES

Chile is a long and thin strip of land located in the Southwest of South America. The country boasts a privileged and very diverse climate, and landscapes of great beauty and contrast. Its coasts –stretching along the country’s 4,300 km– are bathed by the Pacific Ocean and to the South it borders on the Antarctic. Protected by the Andes mountain range to the East, the country offers the most varied landscapes: the North’s desertic pampa, the South’s impenetrable forests and the beautiful valleys of the Zona Central.

THE PRISTINE WATERS OF PATAGONIA



Patagonia is recognized throughout the entire world for its extraordinary and natural beauty. Each year, the region welcomes thousands of tourists attracted by its pristine landscapes, glaciers and native forests. They practice outdoor sports and enjoy the Chilean gastronomy. Patagonia is the most southern region of the country and one of the least inhabited. There are thus many more places to discover. Chilean Patagonia's also stands out for the quality and purity of its cold

waters, which allow for the presence of a rich variety of marine flora and fauna, specifically in terms of fish and shellfish. The region provides Chile with great quantities of resources for industrial and local fishing.

These cold and clean waters of Patagonia are free of pollution, especially in the Humboldt Current, which is generated by the rising of deep, cold water flowing from the Antarctic towards the Chilean coasts.



CHILE, A COUNTRY RICH WITH MARINE RESOURCES

Chile possesses a rich variety of marine flora and fauna, specifically in terms of fish and shellfish. Its diverse marine ecosystem provides Chile with great quantities of resources for industrial and local fishing.

+US\$5.000

million exported by the country in fishing products, in 2015.

1.160

mussel cultivation centers

66

mussel seedbeds

+283

thousand tons of mussel process capacity

+20

important companies on their way to becoming great corporations

+60

countries mussel exportation



positioned as one of the world's major mussel exporters



SHELLFISH WITH INTERNATIONAL PRESTIGE



The Patagonia Mussel brand was created in order to highlight the distinctive attributes of the Chilean mussel in the most consistent manner. The brand pools the main mussel exporting companies in the country. The creation of this brand also aims at giving the product a unique identity, based on its main features: cultivation in cold and pure water, great taste, quality and texture, and nutritional richness.



UNMATCHED TASTE AND TEXTURE



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PROTEIN AND OMEGA-3-RICH FOOD



The 100%-natural farming process complies with the country's strictest environmental and sanitary standards, as regulated by the country's authorities. The mussel is a healthy and nutritive product, offering great quantities of proteins, vitamins and Omega 3 as well as folic acid and vitamin E. The Chilean mussel is low in cholesterol levels and high phospholipids levels. It is ideal for weight control diets and to fight high blood pressure.



FARMED IN THE BEST NATURAL CONDITIONS



The Chilean mussel is farmed in the South Pacific's cold and clean waters, in America's most southern region, and in the cold currents coming from the Antarctic: the Humboldt Current which is generated by the rising of deep and cold water – between 5°C and 10°C (40°F –50°F), rich in nitrates and phosphates. As they reach the surface and through the action of solar energy, they assist in the proliferation of microscopic seaweed that forms the phytoplankton: the mussel's base diet.

A STABLE AND WELCOMING COUNTRY



Chile is a serious, trustworthy, stable and welcoming country, with friendly and serious people. The country is open to international markets and boasts a great exporting experience. Chile's economy is one of the most stable and thriving in the world.

The Chilean mussel-culture industry is deemed as competitive, open to the world and capable of producing in line with the highest quality, technology and sanitary control standards.



FOR ALL TASTES AND COOKING PREPARATIONS

WORLD-CLASS TECHNOLOGY

The industrial plants where the mussels are processed and packaged are located in Chiloé and in the surroundings of Puerto Montt. They rely on the most modern technology in the world to comply with the highest quality standards and sanitary regulations. The production capacity of the largest plants exceeds 160 tons of fresh mussels per day. These plants employ over 400 people in the most dynamic seasons.

The plants receive the fresh mussels and then group them according to their features. Generally, the whole product goes through a thermal process and is then frozen at temperatures as low as -27°C (-17°F). Only the canned mussels do not go through that process. This ensures the best quality, presentation and innocuousness for the product, which the domestic industry can then export to the most demanding markets in the world.



The mussels produced by Chilean processing plants are delivered in four basic formats:

1. IQF Meat

Mussel meat cooked and frozen individually, without shell. Its glazing treatment ensures the best conditions of preservation for a long period of time with a line of cold of -18°C .

2. Half shell IQF

Mussel meat cooked and frozen individually, presented on one of its shells. This format has a higher value due to its labor-intensive process. It is a highly valued product by consumers.

3. Whole mussel

Mussel cooked and frozen preserved in vacuum packages, preserving its juice between the two shells that comprise it. This product is packed in vacuum packages for the final consumer, to which can be added a variety of sauces that are very attractive to consumers.

4. Canned products

This product is delivered in cans of the most diverse sizes, depending on the market for which it will be exported. On the other hand, this format allows a wide variety of preparations, such as mussels in water, oil, smoked.



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USA: A RISING MARKET FOR THE CHILEAN MUSSEL

The market of the United States offers great opportunities for Chilean seafood and Chilean mussels in particular. Each year, more and more American consumers are demanding healthy and delicious protein options that are nutritious and sustainably sourced.

Chilean producers and exporters are aiming to increase Chilean mussel export volumes to the demanding U.S. market by enhancing product marketing efforts in partnership with American seafood importers and distributors, retailers and food-service providers.

As a premier destination for Chilean fish, seafood and wine exports, the association of mussel

producers and the government of Chile have committed resources to the "Patagonia Mussel" brand development campaign in the United States. The activities will include working with importers and wholesalers to support education efforts of retail and food service customers about the competitive advantages of this unique shellfish with origins in the pristine waters of Patagonia. In the second stage, the program will reach final consumers through promotion campaigns at the point of purchase, social media and off line media.

American importers and distributors agree, the Chilean Mussel industry is a mature market made up of consistent and reliable suppliers with sustainable farm

cultivation practices that allow for a year-round supply. The Monterey Bay Aquarium's Seafood WATCH rates Chilean mussels as a "Best Choice" for their low impact on the environment and strict protections from the government.

The Patagonia Mussel project was launched in Russia in 2012, followed by Brazil and China. In the United States, the project will first focus on California to enhance West Coast consumers' familiarity with the Chilean mussel and work with importers, distributors, retailers and food-service providers to enrich their engagement with their customers about the Chilean mussel, a product distinguished by unmatched flavor and quality.



PATAGONIA MUSSEL EXPORTING COMPANIES



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