

Ecuador launches campaign to promote shrimp in the Chinese market

In order to show the nutritional advantages and a renewed image of Ecuadorian shrimp, the Embassy of Ecuador in China together with the National Chamber of Aquaculture of Ecuador (CNA) announced the launch of the promotion campaign "Shrimp from Ecuador".

The initiative seeks to present to Chinese distributors and consumers all the nutritional contribution, flavor and the strict production process behind the crustacean, says a statement issued by the CNA..

In the first phase of the campaign, advertising will be carried out on multiple platforms and media. In addition, an event starring renowned chefs, will be held to present the main cooking styles in China using shrimp from Ecuador as the main product

Carlos Larrea, Ecuador's Ambassador in China, mentioned that the Ecuadorian shrimp is recognized worldwide. "The most important thing is that our shrimp producers and exporters are committed to excellence, they value the quality and safety of the products. There are strict controls at every step of the production process to ensure this. We want to show our Chinese consumers that they can be sure that Ecuador's shrimp is farmed in the best way," said Larrea.

Font: El Universo Newspaper



Ecuador shows a clear downward trend in covid-19 cases



In Ecuador the trend of cases has consolidated and the authorities are saying that the numbers are showing a decline in cases, this information was confirmed by the Vice Minister of Health, José Ruales, during the presentation of the Pandemic Situation to Emergency Operations Center in Ecuador (COE).

According to figures from the Ministry of Health, 47,719 cases were registered in the second week of January, 43,805 in the third

week, and 33,772 in the last week.

The Vice Minister pointed out that this trend of declining infections is more pronounced on the Coast due to the fact that Ómicron infections began earlier there. In the case of Guayaquil, a daily average of 150 cases was registered in the last two weeks.

Regarding mortality on a national scale, we can notice a slight decrease. According to epidemiological data from the Ministry of Health, during the second week of January 112 deaths related to COVID-19 were confirmed and at the end of January, authorities only have confirmed 87 deaths.

Shipping companies

At the beginning of February, Ecuador and The United States continued to see an increase the cost of reefer containers. This lack of containers is aggravating the situation of the shipping costs and the availability of space on boats (driving some consignees to want to pay a higher freight).

Companies like MSC, Sealand and CMA, CGM have started to extend the life of their containers so that they can counter current shortages. Thousands of containers are held in ports around the world, mainly China, India and the United States, which continues to cause a global shortage.

Shortage of cardboard boxes hinders the supply chain

Tim Nicholls, International Paper's chief financial officer, said in an interview that the supply chain is "very stretched" and manufacturing and shipping of high-demand packaging materials to customers is expected to remain difficult in the first quarter of 2022

However, Ecuador shows a picture that improves day by day, Carton companies are receiving raw material on a constant basis (despite receiving lower amounts compared to 2020). In fact, cardboard factories in the country estimate to start the production of white paper packa-

ging used for these boxes in mid-February and thus be able to satisfy the demand of their clients in greater numbers (the processing capacity was limited to 10-30% due to shortage of raw material)