

PROCESSOR OF GOLDENBERRIES, PULPS, AND OTHER FOOD PROCESSES GREEN FRUIT

EXECUTIVE SUMMARY

In order to support the implementation of a Fruit Production Project that meets international quality standards, the following execution agreement is proposed:

- **PRODUCTIVE DEVELOPMENT:** Production and industrialization of golden-berries in the Central Highlands.
- **REDUCE AGRICULTURAL WASTE:** By industrializing rejected golden-berries into high-value-added products, losses will be prevented.
- **ADD VALUE:** Obtaining products that significantly surpass the value of non-industrialized goods.
- **COMMERCIALIZATION:** Establish a commercial network for the processed goods.
- **TRAINING:** Techniques for collection, transformation, and business management.

The total cost of the project is seven million one hundred fifty-five thousand six hundred seventy-three dollars and thirty-eight cents (\$7,155,673.38), covering the aforementioned points.

To fund working capital, it will be necessary to cover the costs of approximately 60 employees, basic services, and connectivity. Additionally, maintenance controls and logistics costs, which are included in the budget, will be required.

LOCATION

The project will be situated in Quito, Province of Pichincha.

JUSTIFICATION

In Ecuador, [food waste costs annually \\$334 million](#), as food rots or is not integrated into any type of production or industrialization process. One of the international policies is the responsible use of resources and having a green seal for production, characteristics that few industrial companies in Ecuador possess. It is a state policy to ensure food security and protect the genetic reserves of our country, which aligns with one of the key international interests that must be promoted.

Public policy emphasizes reducing waste and responsibly managing solid waste through qualified managers, with whom we have contacts.

For Ecuador, it is crucial to generate productive activities and create direct and indirect employment across various value chains.

Another state policy is to promote the commercialization and export of national products to consumer markets in the region and other parts of the world.

OBJECTIVES

General Objective:

Promote agricultural and agro-industrial production in the Central Highlands by fostering cultivation, industrialization, and commercialization.

Develop a fruit processing company at various levels in a clean manner, with different fields of action such as internal and external trade, by rescuing clean national products through a systematic process in organic production.

Specific Objectives:

- Safeguard ancestral territories and intangible heritage, strengthen community organizational capacities, promote self-development visions, and ensure the sustainability of food resources while fostering new green economies.
- Conserve, recover, and regulate the use of natural and social heritage rural, urban, continental, and coastal to ensure and protect the rights of present and future generations, including traditional sweets like Jucho and desserts made from Zambo pumpkin, Orange Pumpkin and Figs, among other flavors from my land.
- Promote best practices that contribute to reducing pollution, conservation, mitigation, and adaptation to the effects of climate change, while encouraging new green industries with varying levels of impact, as well as the transformation of organic agriculture with added-value resources and bio-economy.
- Foster the generation of bio-knowledge as alternative to primary-export production of green products.
- Utilize alternative sweeteners such as stevia and promote ancestral recipes or lesser-known products for flavor diversification and the rescue of identity and biodiversity.
- Encourage long-term national and foreign private investment that generates employment and technology transfer, emphasizing national components and clean production for the GREEN FRUIT processing plant.

INVESTMENT

The investment required for the physical implementation of the plant is as follows:

YEAR	BUDGET
0	6.150.000
1	750.000*
2	255.673,38*
Total	\$ 7.155.673,38

*Reinvestment to optimize production and plant capacity.

PROJECT COMPONENTS

COMPONENTE	PRESUPUESTO
Inversiones Previas y AFN	193.000
Terreno	150.000
Construcción	355.000
Equipamiento	1.481.122
Capital Inicial de trabajo	4.409.699
Imprevistos	566.852
Total	\$ 7.155.673,38

BENEFITS

The economic benefits are reflected in its financial projection calculated over 10 years as follows:

- Internal Rate of Return (IRR):
- Net Present Value (NPV):
- Return on Investment (ROI):

NET PRESENT VALUE (NPV): The Net Present Value is calculated at a discount rate of 12% and demonstrates to be an economically viable initiative, reaching \$51,781,872.

INTERNAL RATE OF RETURN (IRR): The project's Internal Rate of Return over a 20-year period is 55.4%.

PAYBACK PERIOD: The investment is recovered within 5 years of the plant's operation, with a payback period of 4 years.

TOTAL INVESTMENT: \$7,155,673.38

Additionally, this project will create at least 8,000 direct jobs and more than 2,000 indirect jobs.