

# Reybanpac Unidad de Lácteos



“ Reybanpac helps combat malnutrition in Ecuador by providing affordable high-protein dairy drinks to people living at the base of the pyramid with milk purchased from smallholder farmers. ”

## COMPANY INFORMATION

### ★ Headquarters

Ecuador

### Countries of operation

Ecuador

### Year founded

2000

### Annual revenue

~US\$195 million

### Employees

101-1,000

### Sector

Agriculture

## COMPANY HISTORY

Reybanpac is incorporated under the law of the Republic of Ecuador. The company was founded in 1977 as a banana exporter and still owns 8,000 hectares of bananas, which are distributed in the coastal provinces of Los Rios, Guayas, and El Oro. Today, the company also produces dairy, forestry, and plastic packaging. The company employs more than 7,800 people and was the first company in South America to receive the Rainforest Alliance certification. In 2003, it received the EurepGAP (GlobalGap) certification for its banana and pineapple plantations.

## WHO THEY ARE

Reybanpac Unidad de Lácteos is a food company in Ecuador that collects raw milk from smallholder farmers and processes it into ultrapasteurized milk, cheese, yogurt, and dairy drinks, which it then distributes to supermarkets and small retailers.

## HOW THEY REACH THE BOP

Ecuador has one of the highest rates of malnutrition in Latin America. More than 78 percent of its people live at the base of the pyramid, and half do not work enough to meet their needs. Reybanpac improves their lives and their health by selling more than 50 million liters a year of nutritious dairy foods to BOP retailers and distributors who sell to BOP consumers. Reybanpac fortifies many of these foods with vitamins and minerals that combat malnutrition.

One of the main causes of malnutrition is inadequate protein, and Reybanpac's major innovation was to take advantage of whey by adding it to its dairy products. Whey is a high-quality protein that is harvested when milk is processed into cheese.

In Ecuador, whey is considered an undesirable waste product of the cheese production process, and it is dumped into rivers at a rate of 800,000 liters a day. Reybanpac not only harvests the whey from its own cheese production, but also buys unwanted whey from other small cheese producers.

## REYBANPAC'S IMPACT

Reybanpac's first whey product was a dairy beverage made with milk and whey. The company is now developing a yogurt for infants six to 24 months old, fortified with whey, vitamins, and minerals that contribute to brain development.

Reybanpac also improves the lives of smallholder farmers by providing a guaranteed market for their milk and creating economic opportunities in rural areas. The company works with more than 2,500 family dairy farms run by farmers in remote, rural regions with poor access roads. Reybanpac is able to reach them even in these remote areas, buying their raw milk and using cooling tanks to keep the temperature constant as the milk is transported. Once the milk is processed and packaged, Reybanpac uses hundreds of local distributors to deliver affordable dairy products to more than 45,000 microretailers.

## LINKS AND RESOURCES

|                        |   |
|------------------------|---|
| Official website       | <a href="http://www.reybanpac.com/">http://www.reybanpac.com/</a> (Spanish)                                     |
| Products offered       | <a href="http://www.reybanpac.com/html/productos.htm">http://www.reybanpac.com/html/productos.htm</a> (Spanish) |
| Certifications         | <a href="http://www.reybanpac.com/html/certifica.htm">http://www.reybanpac.com/html/certifica.htm</a> (Spanish) |
| Dairy business website | <a href="http://www.agr.ec">http://www.agr.ec</a> (Spanish)   |

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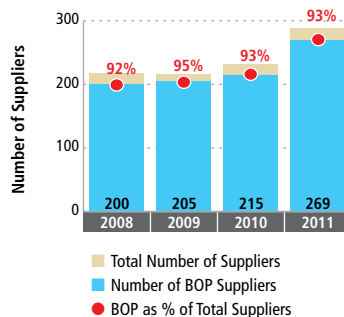
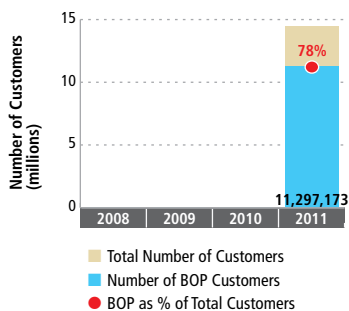
## GEOGRAPHY/EXPANSION

Reybanpac has expanded its operations, buying raw milk and supplying milk products in Coca, a state in the Amazon region, and expanding into the suburbs of major cities such as Guayaquil and Quito.



## KEY DEVELOPMENT RESULTS

Percentage of BOP customers is approximated from a percentage for all of Ecuador taken from a World Resources Institute publication. Reybanpac works with 269 direct suppliers and intermediaries to reach more than 2,500 family dairy farms.



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