



*Sembrando
el Progreso*

**OUR GROWTH
AND EVOLUTION**



Our Country



Located in Quito, Ecuador:

- Latitude 0° / Longitude 78°
- Population: 17.64 million
- Currency: American Dollar
- Yaruqui
 - ✓ 15 mins. from Quito's main airport.
 - ✓ 40 mins. from Quito's downtown.
 - ✓ 7 hours from Guayaquil's main port.
 - ✓ 2.500 masl / 8.200 fasl

Top tier export agricultural products:

- Shrimp - \$6,416 million - (233,000 ha.)
- Banana - \$3,475 million - (168,000 ha.)
- Cacao - \$3,021 million - (650,000 ha.)
- Roses - \$1,000 million - (6,050 ha. under greenhouse)
- **BlueBerries** - **Waiting for the best**

* 2024 data. El Comercio y Las Primicias.

Our Country



Advantages of producing in Ecuador:

- ✓ Production all year round, **52 weeks a year**.
- ✓ Premium quality, **High Altitude Blueberries**.
- ✓ Availability of unused land in the Ecuadorian highlands (*for lease or purchase*).
- ✓ Access to skilled labor.
- ✓ Reliable supply of quality irrigation water.



Meet our Team



Diego Paredes

Marketing & Finances

General Manager & Partner
SierraBlue & EcuaBlue



Esteban Alvarado

Agricultural Engineer

Technical Advisor & Partner
SierraBlue & EcuaBlue



Diego Tamariz

Industrial Engineer

President & Partner
SierraBlue



Fernando Paredes

Food Engineer

Partner
SierraBlue

EcuaBlue

Est. 2018



- ❖ In Vitro Propagation Lab
- ❖ Nursery
- ❖ Showroom
- ❖ 17 blueberries varieties



EcuaBlue



- Installed production capacity: 50 ha/year -----> 400K plants/year

Our beginnings...



2018

- We started testing blueberries in the Ecuadorian altitude
- **2.500 masl**
- ½ hectare
- Biloxi (*free variety from local producers*).



Our beginnings...



2020

- Introduction of **5 free varieties from USA** (*Biloxi, Emerald, Legacy, Star and Jewel*).
- We began testing which variety adapts best to our altitude.
- And started gaining a deeper understanding of the agricultural process.





2021

- We brought the exclusive rights of **MBO Genetics** for Ecuador during the pandemic, unable to travel or taste the fruit, relying just in references from industry contacts.



MOUNTAIN BLUE

FARMING • GENETICS • NURSERY • MARKETING



SHOT ON REDMI 9
AI QUAD CAMERA

Our Evolution...



2022

- Lease of 45 hectares property *(all or nothing)*.
- Creation of the **Agrocoworking** model for a rapid growth with the support of integrated producers.
- We currently have 37 hectares planted under green house.
- 80% women workforce.



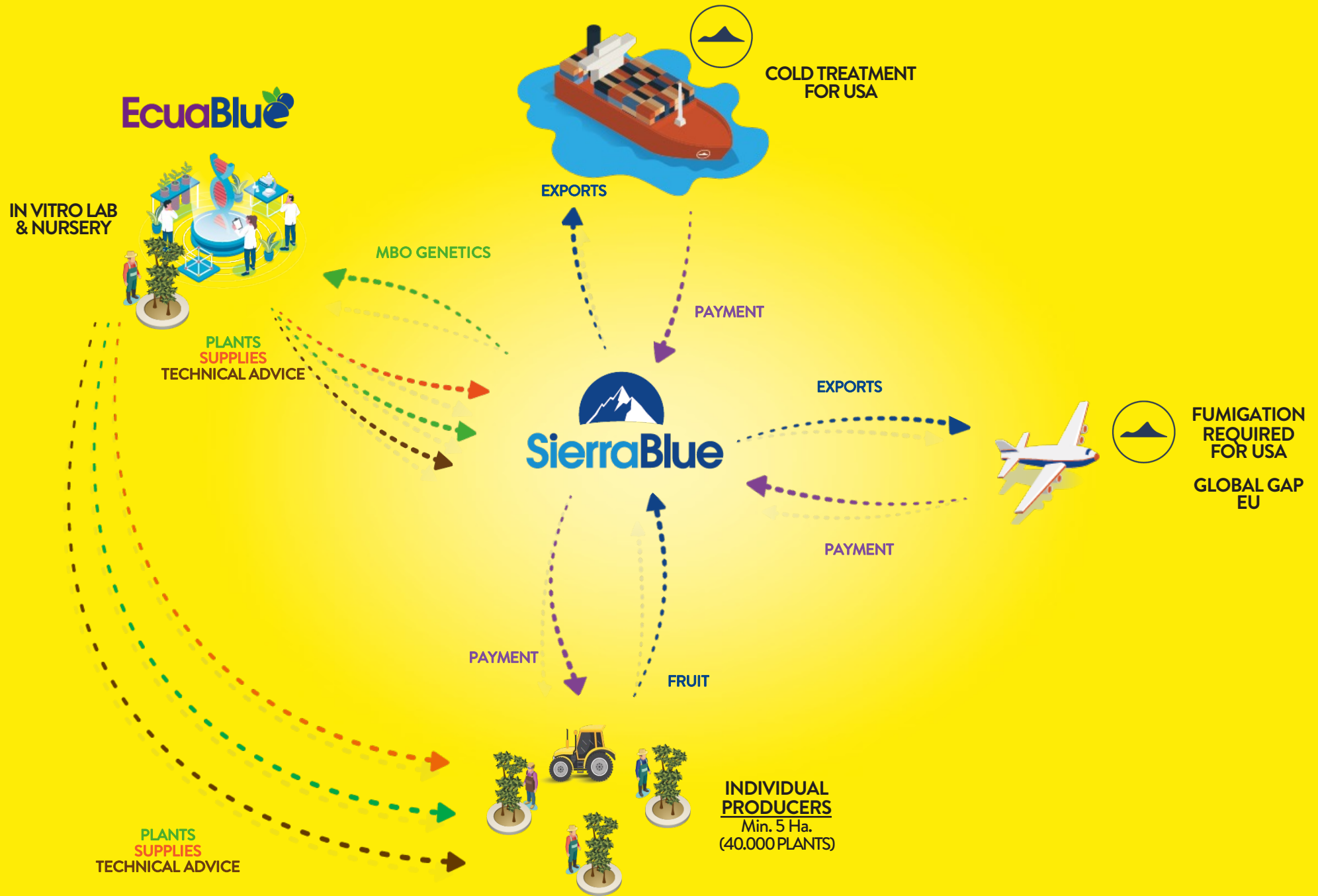
Our Evolution...



2024

- Investment in a optical and multi-format selection line and temperature controlled packaging facility to meet the Cold Treatment requirements for the US exports.
- Capacity to process 150 hectares
- Multi format from 65g to 1000g







Ecuador's Market



BerryBest – 125 g



Our Ecuadorian brand, fully prepared for English-language markets.





Let's Grow Together!

At SierraBlue, we believe in lasting partnerships built on trust and quality.

Our high-altitude blueberries and advanced post-harvest process are ready to meet your needs.

Let's bring the best Ecuadorian blueberries to your customers together.

Diego Paredes – General Manager

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