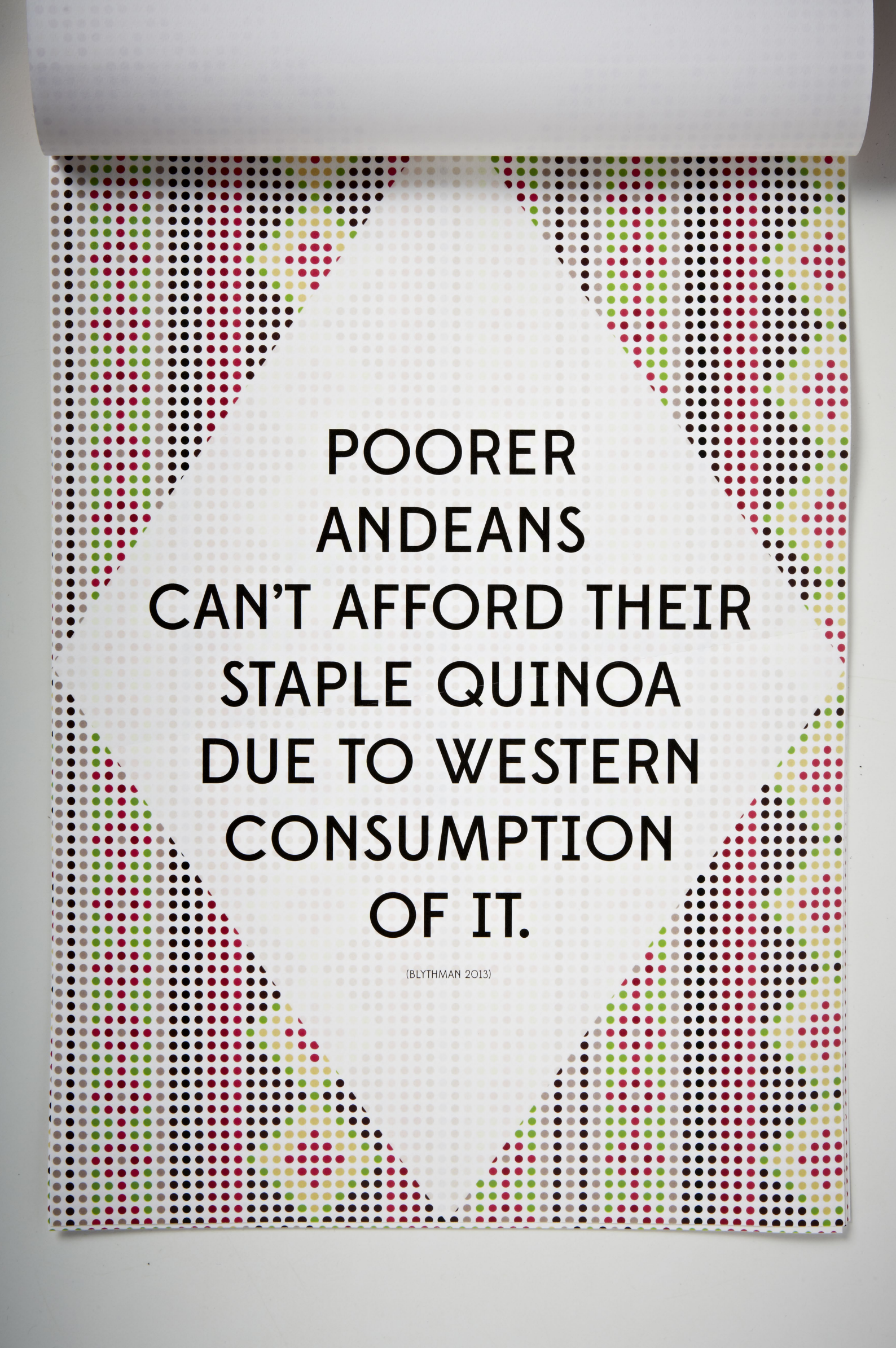


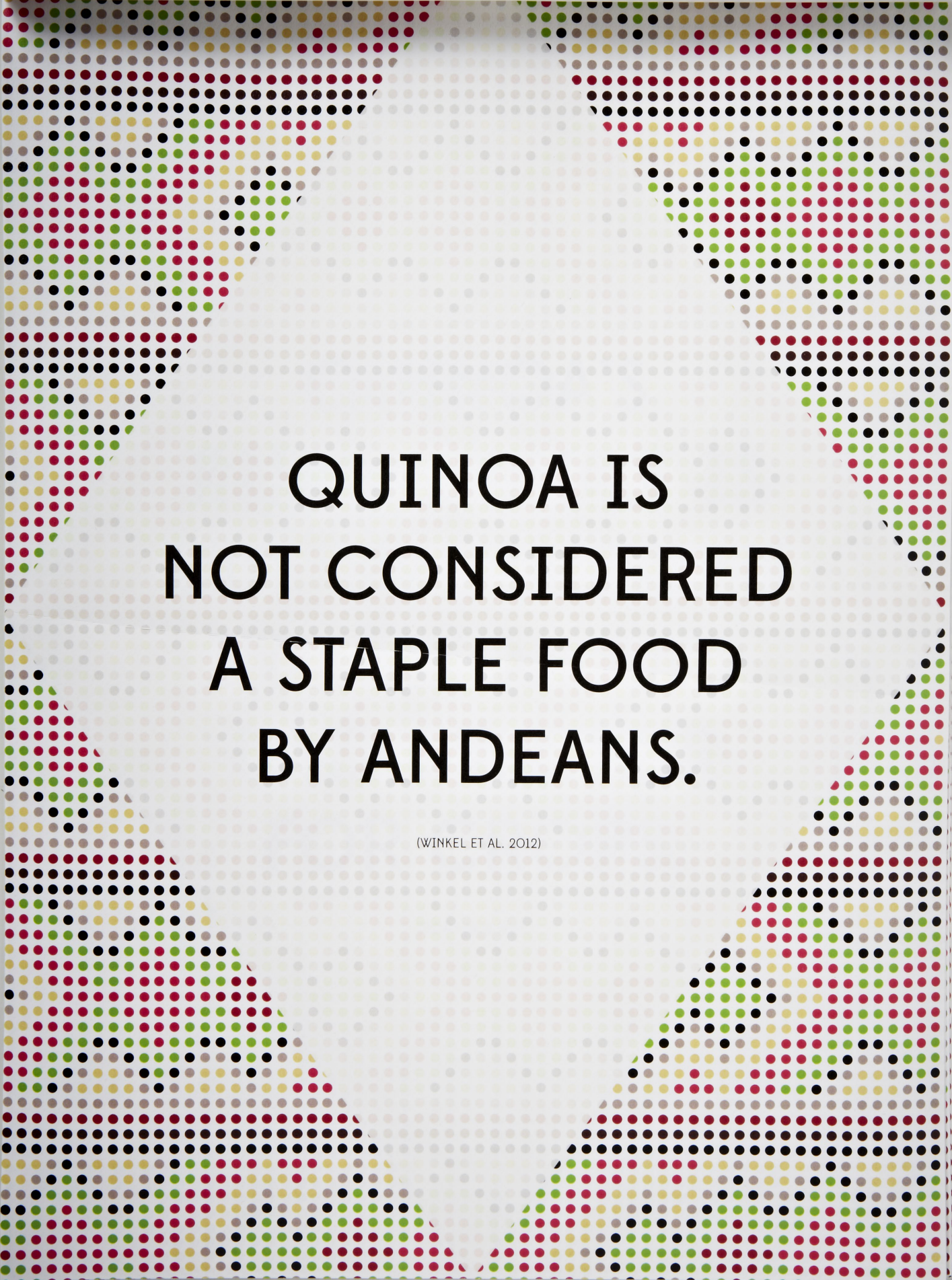
• TEAR SLOWLY AND SEE •

**WHAT DO  
WE KNOW  
ABOUT THE  
ANDEAN  
QUINOA  
INDUSTRY  
?**



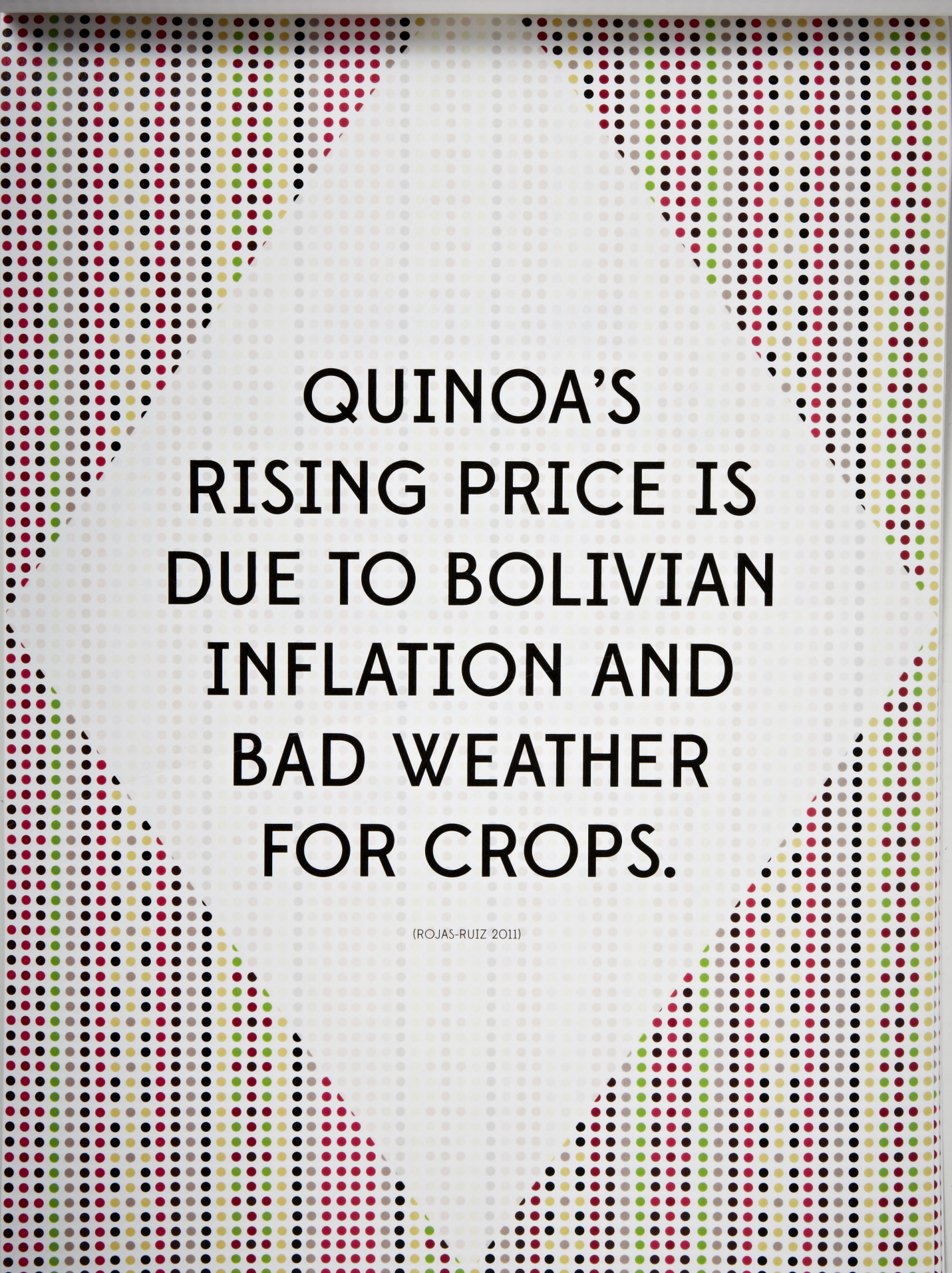
**POORER  
ANDEANS  
CAN'T AFFORD THEIR  
STAPLE QUINOA  
DUE TO WESTERN  
CONSUMPTION  
OF IT.**

(BLYTHMAN 2013)



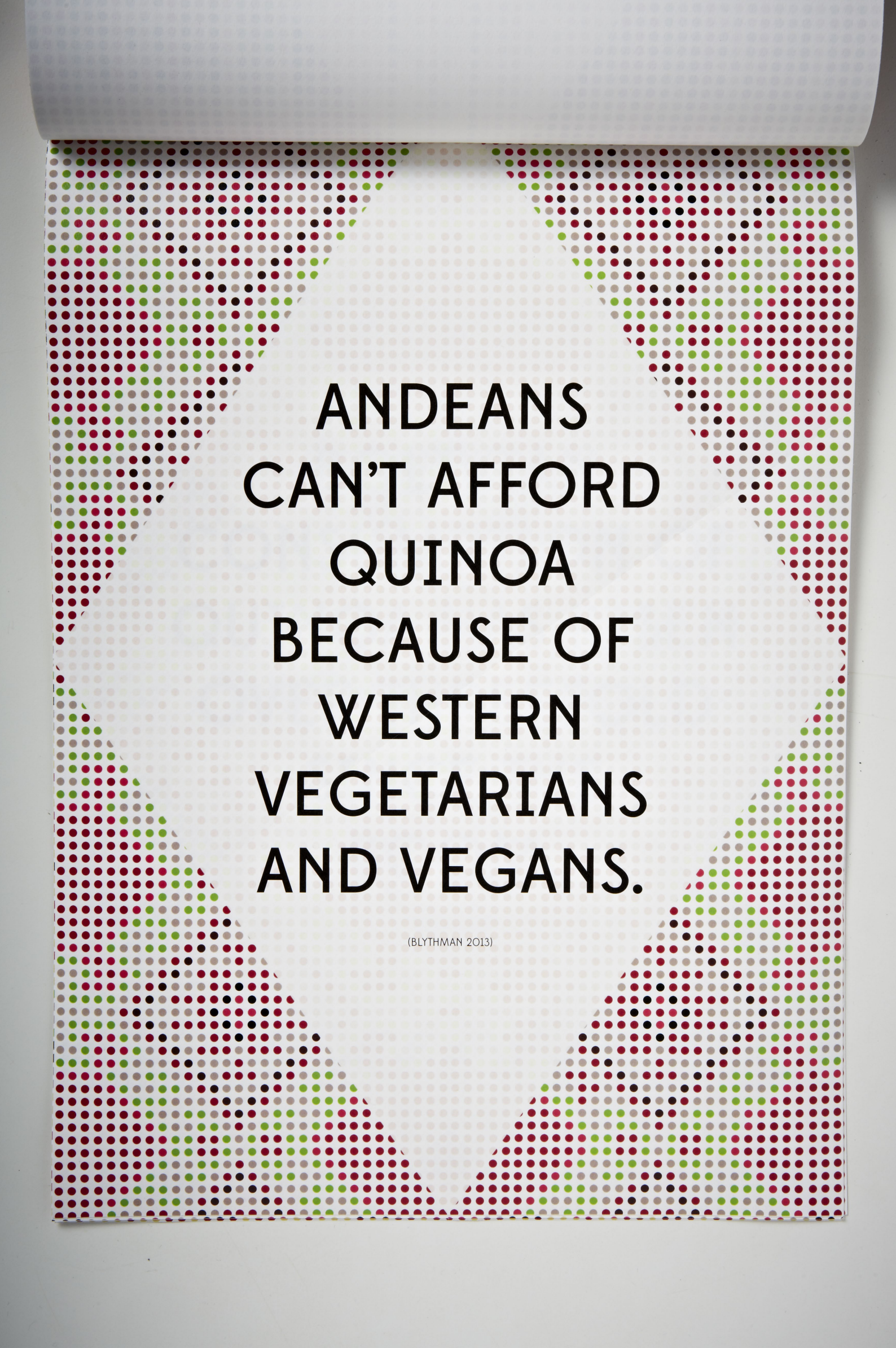
**QUINOA IS  
NOT CONSIDERED  
A STAPLE FOOD  
BY ANDEANS.**

(WINKEL ET AL. 2012)



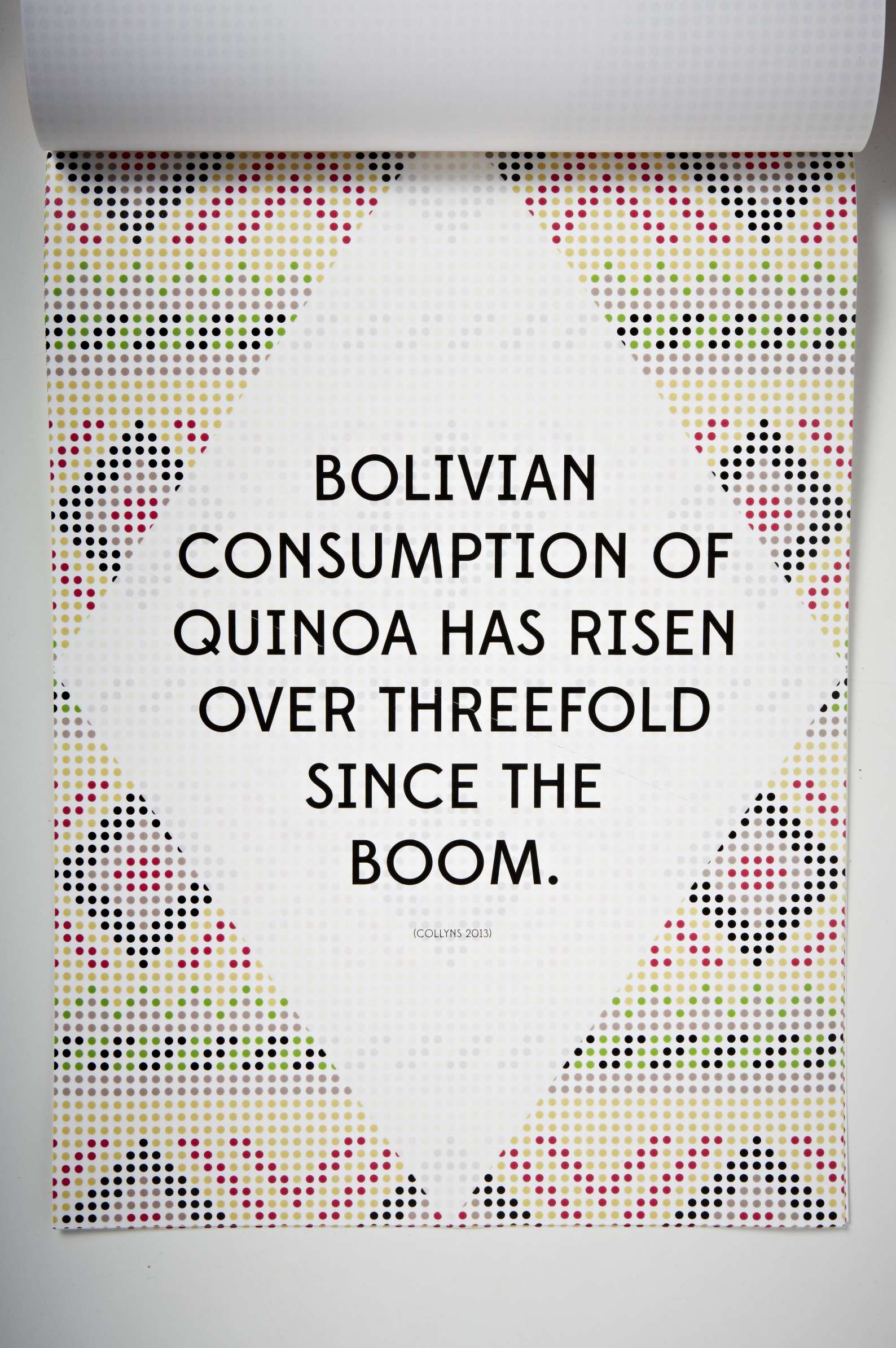
**QUINOA'S  
RISING PRICE IS  
DUE TO BOLIVIAN  
INFLATION AND  
BAD WEATHER  
FOR CROPS.**

(ROJAS-RUIZ 2011)



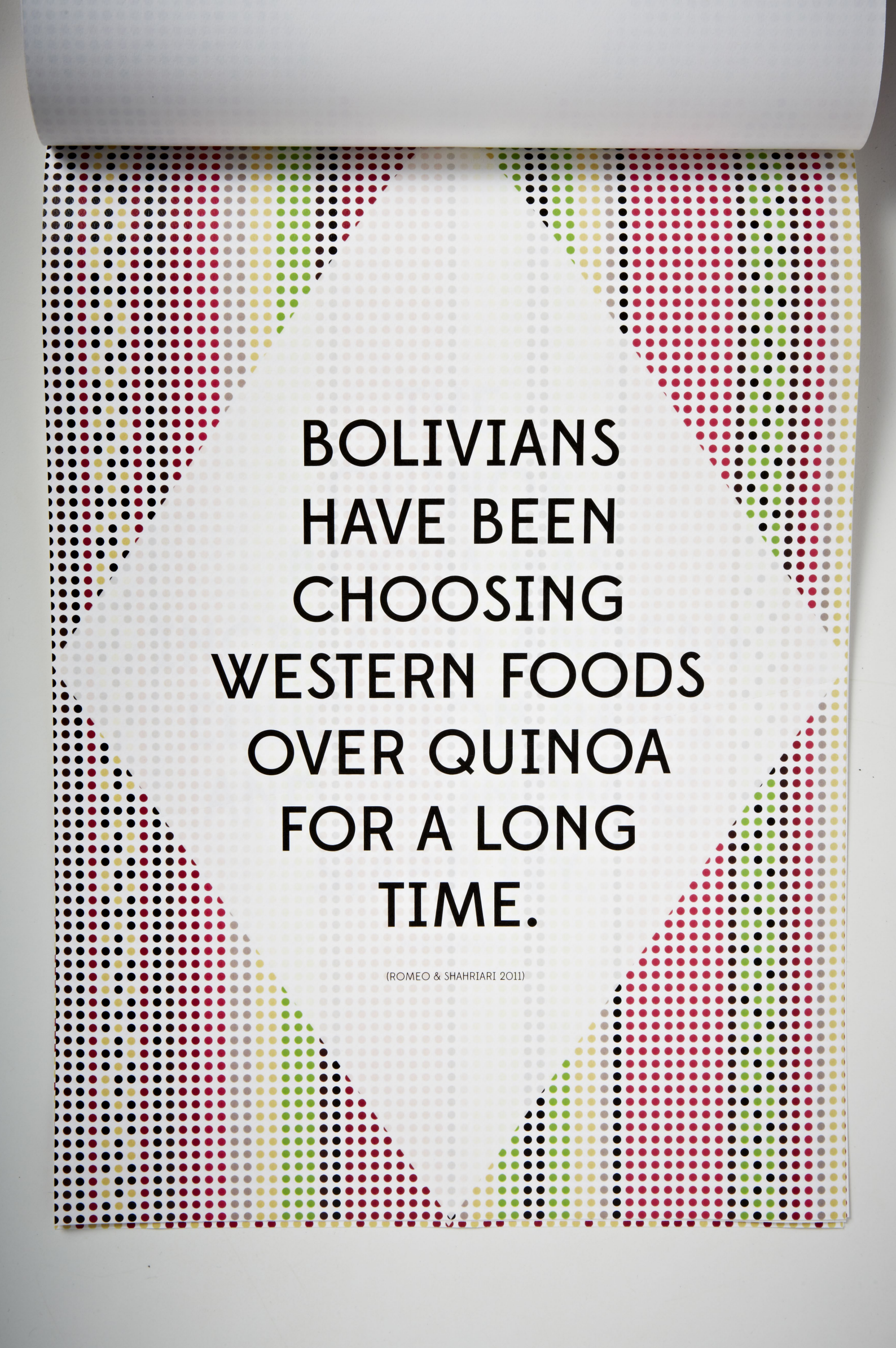
**ANDEANS  
CAN'T AFFORD  
QUINOA  
BECAUSE OF  
WESTERN  
VEGETARIANS  
AND VEGANS.**

(BLYTHMAN 2013)



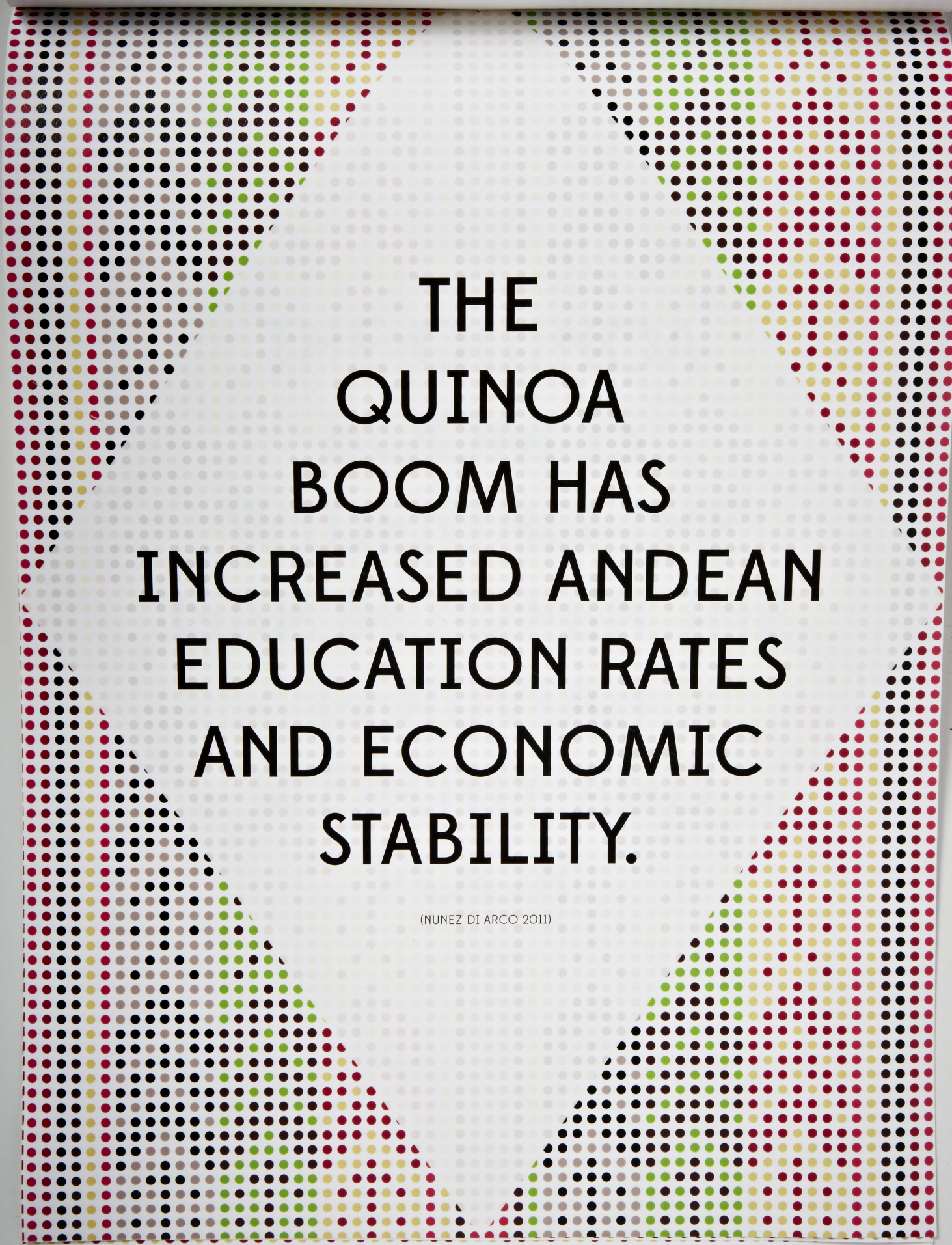
**BOLIVIAN  
CONSUMPTION OF  
QUINOA HAS RISEN  
OVER THREEFOLD  
SINCE THE  
BOOM.**

(COLLYNS 2013)



**BOLIVIANS  
HAVE BEEN  
CHOOSING  
WESTERN FOODS  
OVER QUINOA  
FOR A LONG  
TIME.**

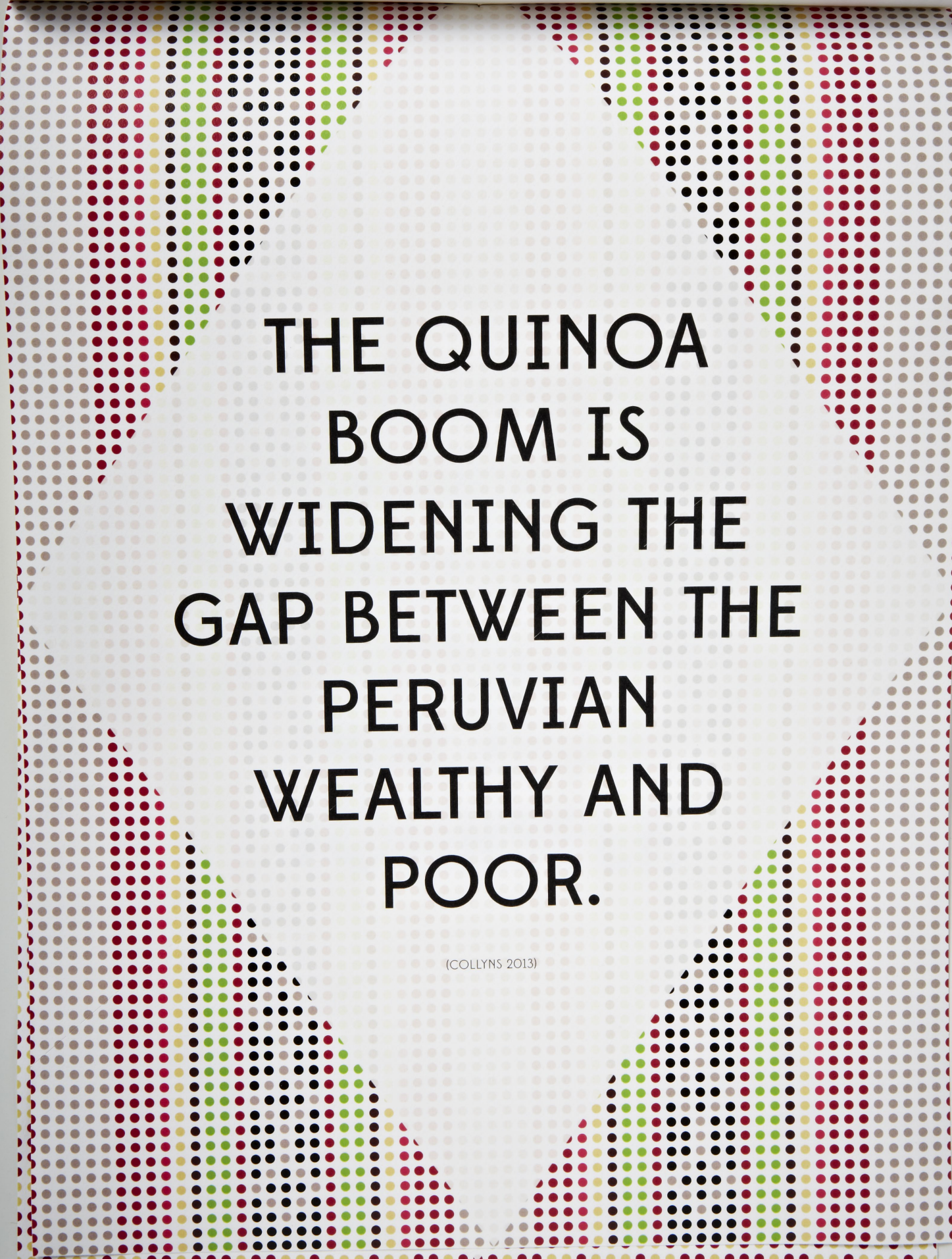
(ROMEO & SHAHRIARI 2011)



**THE  
QUINOA  
BOOM HAS  
INCREASED ANDEAN  
EDUCATION RATES  
AND ECONOMIC  
STABILITY.**

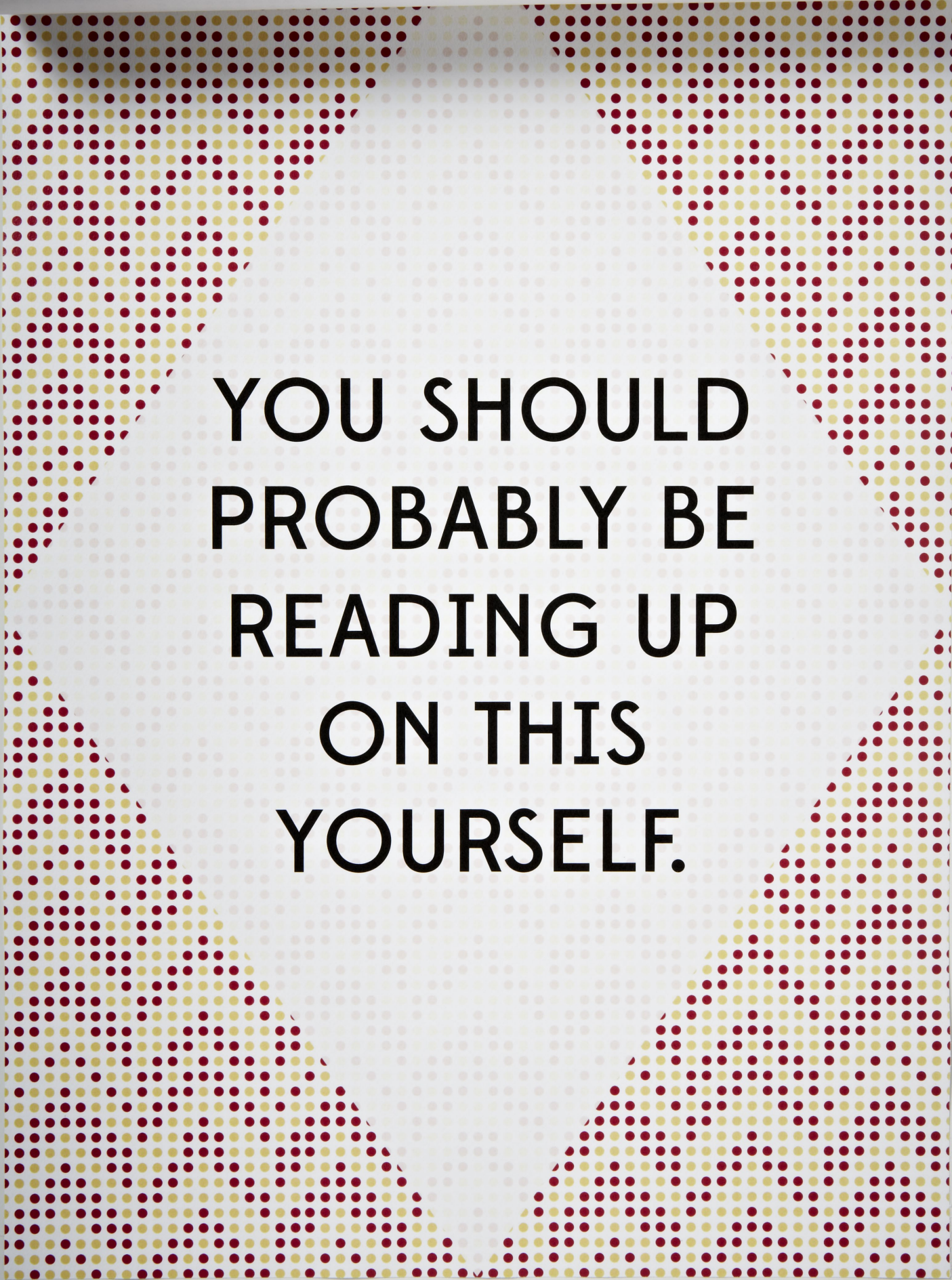
(NUNEZ DI ARCO 2011)





**THE QUINOA  
BOOM IS  
WIDENING THE  
GAP BETWEEN THE  
PERUVIAN  
WEALTHY AND  
POOR.**

(COLLYNS 2013)



**YOU SHOULD  
PROBABLY BE  
READING UP  
ON THIS  
YOURSELF.**