



ORANGEREPORT

FOOD INDUSTRY

Magnets Deliver Safer Product, Boost Sales for Bolivian Company



RE GRATE MAGNET

Problem:

[Andean Naturals](#), a company that bridges the gap between small Andean farms and the organic food market, produces 2.6 million pounds of quinoa per year. (Quinoa is a tall crop plant, cultivated in Bolivia, Peru and Ecuador for its small, ivory-colored seed, which is used as a food staple.) One of Andean's customers complained that the red quinoa they purchased contained some small pumice-type rocks.

Solution:

Andean found a method for eliminating these bothersome, iron bearing rocks: two powerful [Rare Earth \(RE\) Grate Magnets](#) from Eriez®. The magnets were custom-made for small seeds, with grates that are offset to ensure that each grain of quinoa touches a magnet. The equipment was installed at the end of Andean's production line in a chute after the gravity tables, sizers and optical selector. The iron rich rocks are effectively collected on the powerful magnetic tubes due to the magnetic nature of this rock.

Result:

The Eriez magnets are now an integral part of Andean Naturals' complex quinoa process flow. Today, Andean Naturals boasts an extremely high purity analysis. The presence of magnets in Andean's process flow has provided them with a competitive advantage over other quinoa wholesalers, boosting sales by 100 percent. Most importantly, the RE Magnets allow Andean Naturals to offer a safer, contaminant-free product to its valued customers.

Note: Some safety warning labels or guarding may have been removed before photographing this equipment.

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