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# COUNTRY REPORT 2016

# CHILE

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Chairman



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## 1. Orchards (Hectares) and 5-year forecast

### CURRENT SITUATION

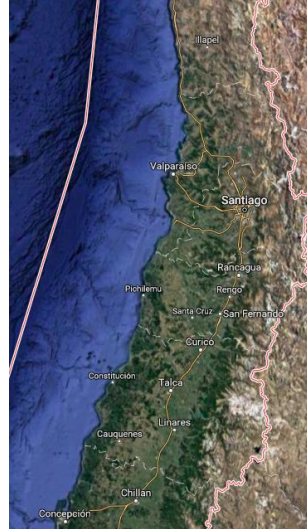
2016 aged 0-5	500
2016 aged 6+	11.280
<b>2016 total</b>	<b>11.780</b>

### 5 YEAR FORECAST

2021 aged 0-5	500
2021 aged 6+	12.000
<b>2021 total</b>	<b>12.500</b>

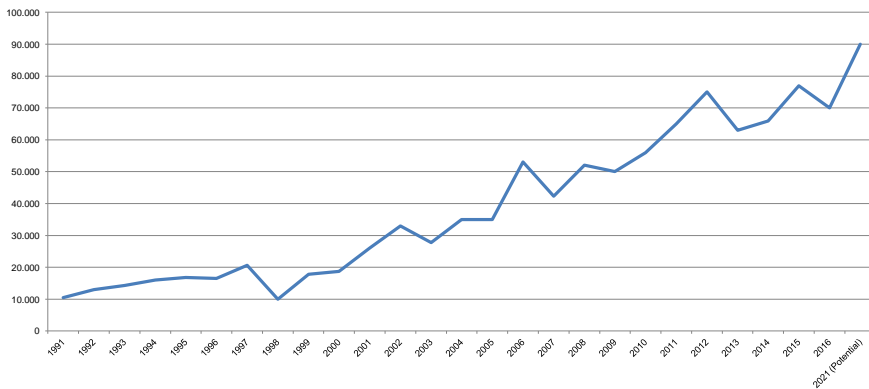
### % Hectares by Region:

- 🍷 IV: 0,4%
- 🍷 V: 1%
- 🍷 RM: 26%
- 🍷 VI: 63%
- 🍷 VII: 9%
- 🍷 VIII: 0,6%



## 2. 2016 production and 5-year forecast

- 🍷 2016 Production: 70.000 marketeable tons
- 🍷 5 year forecast: 90.000 tons (potential)





Prunes from Chile

### 3. Size and quality of 2016 crop

#### • Sizes:

Crop Year	60+	61-80	81-100	100 + ind
2012	33%	33%	20%	14%
2013	34%	32%	19%	15%
2014	52%	23%	12%	12%
2015	38%	28%	17%	19%
2016	24%	29%	21%	26%

#### • Climate Factors for 2016 Crop

- 13% less Growing – Degree Days.
- Delayed Blossom and Harvest (“long spring”).



Prunes from Chile

### 4. Evolution of 2016 sales versus previous year.

Crop Year	Carry-in	Production	Imports	Supply	Exports
2015	10.690	76.945	2.959	90.594	71.411
2016	17.853	70.000	1.265	89.118	83.589

- Chile is mainly focused on exports and nowadays we are the #1 exporter worldwide.
- 20 years ago Chile exported to 32 countries, today we reach 77 countries in 5 continents.





## 5. Marketing efforts

Private-Public effort between Chile Prunes and ProChile:

- Trade missions – seminars to importers (Asia, North of Africa, Scandinavia, etc)
- Trade shows (Anuga, Sial, Gulf Food Dubai, IFE UK, etc)
- POS Promotion (up to 150% of sales increase in shops with POS)
- Direct Marketing (70% of Chinese importers reached)
- Social Media (17.051 Facebook followers, more than 4MM reached via with WeChat)
- Public Relations (press coverage: USD100.000 equivalency)
- Domestic Market (Elige Vivir Sano, category development in retail, PR through food&health magazines)



## 6. Quality Efforts

- Multi Residual Limits Monitoring.
- Phytosanitary program.
- Harvest & Drying Good Practices.
- Size & Brix improvement program through our Technical Committee.



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THANKS

