



COUNTRY REPORT CHILE



IPA CONGRESS
SIRMIONE, ITALY
MAY 2015



AGENDA

- 🍷 Prune production in Chile & Sales – season 2014/2015
- 🍷 Prune production in Chile – season 2015/2016
- 🍷 Prune production in Argentina – season 2015/2016
- 🍷 Promotion of Chilean Prunes
- 🍷 Challenges for 2015/2016





Prune production & Sales of Chile Season 2014/2015



Prune production & Sales Season 2014/2015

	Raw Material	Finished Product
Initial stock	10.043	9.295
Production	65.899	60.992
Imports	1.686	1.561
Available	77.628	71.848
Domestic sales	901	834
Exports	69.889	64.685
Final Stock	6.838	6.329

- Figures are in metric tons of processed product
- Chilean Prune season is considered from March to February



2014/2015 Season Chilean Prune Exports

Destination Market	2013/2014	2014/2015	%
Mexico	8.940	6.624	-26%
USA	732	6.470	784%
Russia	8.348	6.092	-27%
Brazil	2.338	5.314	127%
UK	3.348	3.942	18%
Spain	1.720	3.886	126%
Poland	4.509	3.876	-14%
Italy	2.306	3.842	67%
Germany	4.430	3.687	-17%
Vietnam	1.106	2.949	167%
Holland	2.064	1.671	-19%
Denmark	1.227	1.237	1%
Egypt	940	1.062	13%
Peru	1.459	1.020	-30%
Canada	195	960	392%
Venezuela	2.922	815	-72%
Colombia	1.199	778	-35%
Slovakia	826	682	-17%
Australia	266	643	142%
Finland	770	642	-17%
Sweden	698	642	-8%
China	646	537	-17%
Lituania	966	517	-46%
Ecuador	617	509	-18%
Hong Kong	318	484	52%
Czech Republic	771	423	-45%
Norway	505	385	-24%
Guatemala	281	313	11%
Letonia	687	308	-55%
Austria	321	307	-4%
Portugal	184	306	66%
Taiwan	204	281	38%
Hungary	266	256	-4%
Slovenia	210	181	-14%
Estonia	220	100	-55%
Ukraine	246	72	-71%
Turkey	223	62	-72%
Others	1.461	2.813	93%
TOTAL	58.468	64.685	11%

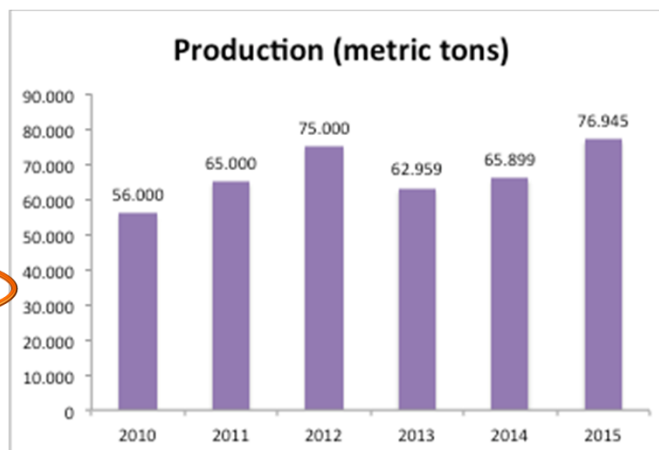


Prune production of Chile Season 2015/2016



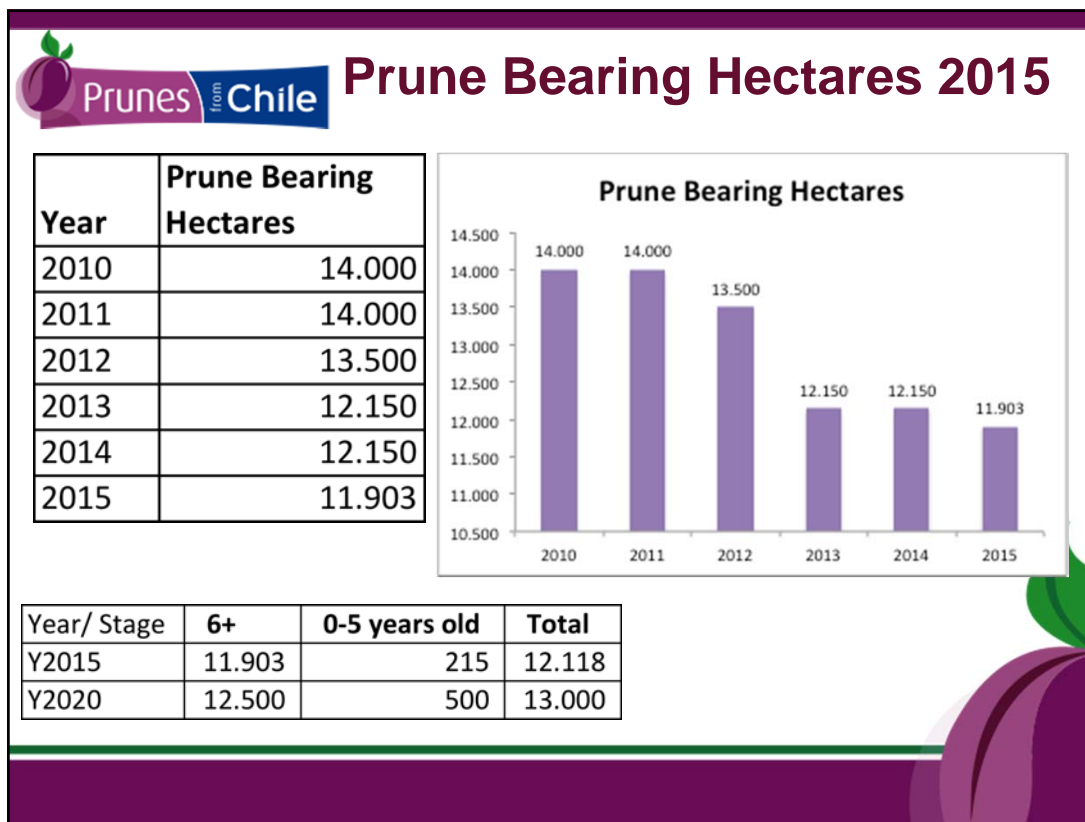
Prune production 2015

Year	Production (metric tons)
2010	56.000
2011	65.000
2012	75.000
2013	62.959
2014	65.899
2015	76.945




Prune size curve 2015

Counts/pound	tons	%
60+	29.358	38,15%
62-80	21.841	28,38%
82-100	13.322	17,31%
102+ ind	12.424	16,15%
Total	76.945	100,00%




 

Prune production in Argentina Season 2015/2016



**Prune production in Argentina
Season 2015/2016**

SEASON	CROP
2014 / 2015	10.000
2015 / 2016	35.000



**Promotion of
Chilean Prunes**





Prunes from Chile

- 🍷 Main Consumer Marketing Campaigns:
 - 🍷 China
 - 🍷 Mexico
 - 🍷 UK
- 🍷 Trade Missions (Europe, Asia)
- 🍷 Trade Shows (Europe)
- 🍷 Domestic Market (alliance with Government)

PROMOTION








Prunes from Chile

- 🍷 Social Media:
 - 🍷 Facebook (Global): 16.820 followers
 - 🍷 Twitter (Global): 1.520 followers
 - 🍷 We Chat (China): 14.856.456 views of our advertorial

PROMOTION













PR

Market	PR coverage USD equivalence
Mexico	10.000
China	29.000
UK	8.000
Global	10.600
Chile	9.000
TOTAL	66.600

FOOD news

Home Beverages Canned Frozen DPN Raw Material Tomato Products Analysis Data PDF Lib

Did you know? All the data in our coverage can be downloaded in Excel format from the Data Library. Click here to access it!

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DPN: DRIED FRUIT - PRUNES | CHILEAN PRUNE PRODUCERS KEEN TO PROMOTE EXPORTS

Chilean prune producers keen to promote exports

The Chile Prunes Association has seen significant export expansion over the last three years, under its marketing campaign designed to boost international sales.

By Julian Gale
Published: 24 March 2015 04:25 PM



PROMOTION



智利驻华商务参赞：2013年中智贸易额300亿美元



Portal del Campo
Prunes from Chile lanza una nueva fase de promoción en México



Informativo del Abasto
Prunes from Chile



14 | PUBLICIDAD | NUM. 538 | NOVIEMBRE 2013



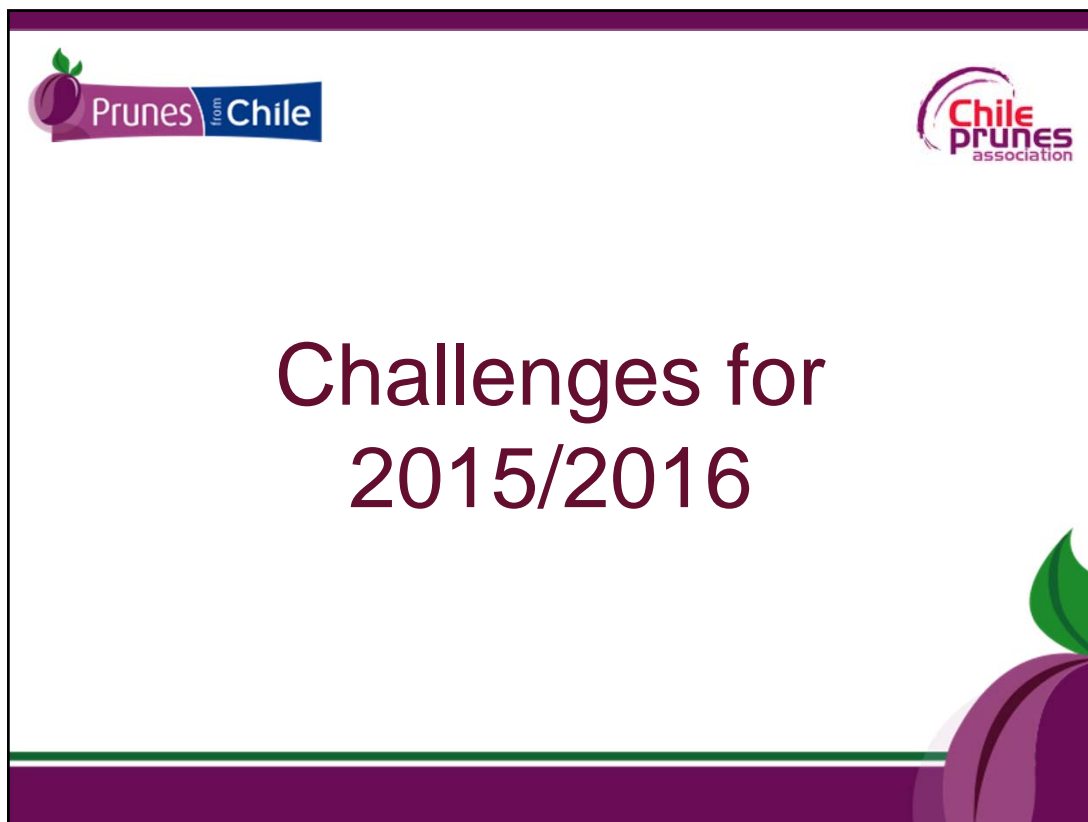
PUBLIC AFFAIRS

Private-Public efforts to enhance prune industry, with Government and main public and private organizations:

- Ministry of Agriculture
- SAG (Phytosanitary agency)
- Chilean embassies, Commercial Attaches, Agriculture Attaches
- Ministry of Foreign Affairs
- Pro Chile (Exports Promotion Bureau)
- Food Exporters Council (in SOFOFA)
- Nuts & Dried Fruit Council (in Ministry of Agriculture)
- ASOEX (Fruit Exporters Association)
- SNA (National Society of Agriculture)




NUEVO DIRECTORIO. — En primera fila de izquierda a derecha Recaredo Ossa, Patricio Crespo, y Mari Gracia Carola. Atras Andrés Rodríguez, Ricardo Ariztia Taglio, Eduardo Silva, Miguel Allamand, Mari Inés Figari, José Antonio Galilea, Horacio Carrasco, José Miguel Stengler, César Barros, Juan Enrique Hoffman y Juan Pablo Matte.





See you in IPA Congress, Chile 2016

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