



## COUNTRY REPORT **CHILE**



INTERNATIONAL  
PRUNE ASSOCIATION

### IPA CONGRESS AUSTRALIA 2013




## AGENDA

- 🍷 Prune production in Chile – season 2013/2014
- 🍷 Frost in Chile and its impact in 2014 crop
- 🍷 Promotion of Chilean Prunes in domestic market and overseas
- 🍷 Challenges for 2014/2015





# Prune production in Chile Season 2013/2014

 **Prune production Season 2013/2014**

	<b>2012/2013 Season</b>	<b>2013/2014 Season</b>	<b>%</b>
Carry-over	6.000	2.774	-54%
Crop	75.000	50.000	-33%
Available	81.000	52.774	-35%
Domestic Market	- 1.500	- 1.500	0%
Exports	- 76.726	- 51.000	-34%
Final stock	2.774	274	-90%

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



## Prune production Season 2013/2014

Main reasons for decrease in 2013 crop:

- 🍷 lack of cold hours during winter
- 🍷 high temperatures during bloom period




## Prune production Season 2013/2014

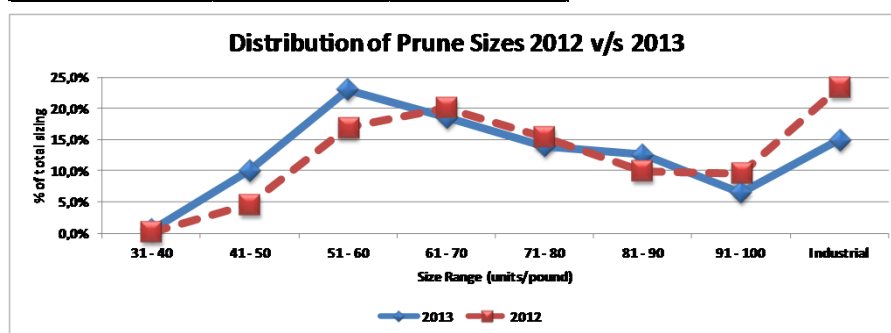
Decrease in main areas:

Production Zone	Towns	2013 crop decrease	% in total Production
Norte	Lampa	13%	8,4%
Central	Buin - Paine - Calera de Tango - Isla de Maipo - Talagante	-6%	21,1%
Pirque	Pirque	13%	18,9%
Melipilla	Curacavi - Melipilla - Pomaire - Rapel	-13%	11,2%
Rancagua	Graneros - Rancagua - Requinoa	-38%	5,0%
Colchagua	Nancagua - Chepica - Santa Cruz - Lolol - Peralillo	-63%	32,7%
San Vicente TT	San Vicente de TaguaTagua	-63%	2,3%
Sur	Talca - Chillan	-56%	0,3%
<b>Total</b>		<b>-33%</b>	<b>100%</b>



## Prune size curve 2013

Crop	2012 Crop	2013 Crop
Average size	78	70



## Current prune hectares

Year/ Hectares	6+	0-5 years old	Total
Y2013	12.150	2.000	14.150
Y2018	13.500	1.000	14.500



# Frost in Chile and its impact in 2014 crop



## Frost in Chile – Impact in 2014 crop

Chile had 2 frosts during bloom, that affected some production areas in different grade.

Initial analysis indicates:

Macrozone	Region	Locations considered in macrozone	Grade of Impact
1	RM	Buín, Calera de Tango, El Monte, Isla de Maipo, Maipú, Padre Hurtado, Paine, Peñaflo, San Bernardo, Talagante	Medium Impact
2	RM	Alhué, Curacaví, María Pinto, Melipilla, San Pedro	Medium Impact
3	RM	Pirque	Medium Impact
4	RM	Colina, Lampa, Til Til	Medium Impact
5	V	Cabildo, Hijuelas, Llay-Llay, Nogales, Panquehue, Putaendo, San Esteban, Santa María	Low Impact
6	VI	Chépica, Nancagua, Palmilla, Peralillo, Placilla, San Fernando, Santa Cruz	Low Impact
7	VI VII	Chimbarongo, Colbún, Curicó, Molina, Rauco, Sagrada Familia, San Clemente, Teno	Low Impact
8	VI	Codegua, Coltauco, Doñihue, Graneros, Machalí, Malloa, Mostazal, Olivar, Quinta de Tilcoco, Rancagua, Rengo, Requinoa	Medium-High Impact
9	VI	Marchigüe, Navidad, Peumo, Pichidegua, San Vicente, La Estrella, Las Cabras	Medium Impact (Marchigüe affected , but Peumo low impact)
10	VII	Curepto, Hualañe	Low Impact
11	VII	Linares, Yervas Buenas, Chillán, Bulnes	Low Impact
12	VI	Lolol, Pumanque	Medium Impact (Nilahue high impact but Lolol low impact)
13	VII	Pencahue, Río Claro, San Javier, Talca, Villa Alegre	Low Impact



## Frost in Chile – Impact in 2014 crop

- Accurate forecast for impact in 2014 crop will be undertaken in november.
- 2014 crop in normal conditions was expecting app 85.000 tons. With the first analysis of the frost impact, estimate a crop in a range of 65.000 to 75.000 tons.



# Promotion of Chilean Prunes in domestic market and overseas

**Prunes from Chile Promotion of Chilean Prunes**

🍷 Campaign in Chile:

- 🍷 Elige Vivir Sano
- 🍷 Endorsement of one of the most important sportsmen in Chile: Francisco Lopez



**Prunes from Chile Promotion of Chilean Prunes**

🍷 Campaign in Mexico:

- 🍷 Promotion support in wholesale market
- 🍷 PR
- 🍷 POS Promotion



## Prunes from Chile Promotion of Chilean Prunes

🍇 Campaign in China:

🍇 POS Promotion

🍇 PR



## Prunes from Chile Promotion of Chilean Prunes

🍇 Campaign in Europe:

🍇 Anuga/Sial

🍇 Participation in Flavors of Chile - Europe

🍇 PR







# Promotion of Chilean Prunes

## Social Media and PR



# Challenges for 2014/2015



## Challenges for 2014/2015

- Less availability of product worldwide
- Good Prices, but P x Q???
- Challenge of keeping presence in the markets
- Building a profitable bussiness



## Thanks

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