



CHILE – COUNTRY REPORT

IPA CONGRESS
DAVIS, MAY 2012




Chilean Prune Industry General Outlook



Growing industry:

- More than 800 growers Over 70 export companies Approximately 15.000 hectares planted.





Chilean Prune Industry General Outlook




What happened in 2011

Export shipments	Domestic Market	Total shipments
57.966	3.000	60.966

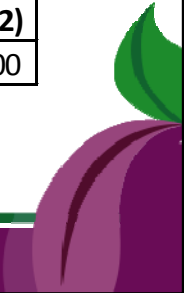



Chilean Prune Industry General Outlook



2012 Crop - Volumes

Beginning stocks (1)	Marketeable crop (2)	Total stocks (1+2)
8.000	78.000	86.000





Chilean Prune Industry General Outlook

2012 Crop - Sizes

p/lb	p/500g	tonnes	%
60+	66+	25.750	33%
62-80	68-88	25.750	33%
82-100	90-110	15.500	20%
102+ ind	112+ ind	11.000	14%
Total		78.000	100%



Chilean Prune Industry General Outlook

Orchard ages – Current and forecast

Year	Aged less than 6	Aged 6 and more
2012	2.500	13.500
2017	1.000	16.000



Chilean Prune Industry General Outlook

Production – Current and forecast

Year	Production
2012	78.000
2017	100.000



WHAT IS THE CHILEAN
PRUNE INDUSTRY
DOING TODAY



What is the Chilean Prune Industry Doing Today

Our scope can be summarized in:

- Technical improvement
- Chilean Industry Information (internal use)
- Marketing
- Public Relations
- Government Affairs(Phytosanitary Agency, nationwide and overseas)



TECHNICAL IMPROVEMENT



Technical Improvement

Main projects in this area:

- Best Practices Manual for Drying and Harvest in Prune Industry.
- Pesticides Residual Requirements Monitoring Worldwide.
- Phytosanitary agenda



CHILEAN INDUSTRY INFORMATION



Chilean industry Information

Market Intelligence System:

Chile has come up with its own Marketing Intelligence System, which monitors monthly the volumes, prices, stocks available and markets (For internal use).



MARKETING





Marketing

New Generic Brand: Prunes from Chile



Marketing

New campaign promotional video:



 Marketing

Main marketing activities:

- Direct marketing (Customized Marketing Pieces)
- PR and communications (Newsletter and Press Release)
- Trade shows
- Seminars
- Trade Missions



 Marketing

Main markets where we are having marketing activities:

- Asia :
 - Trade Show : FOODEX Japan, FH Korea and FHC China
 - Public Relations
 - Seminar (Japan, Korea and China)
 - Direct Marketing
- Europe:
 - Tradeshow : Anuga (Germany) and Sial (Paris)
 - Seminar and networking events: Germany and France





Main markets where we are having marketing activities:

•Middle East:

- Seminar (Food Leaders Summit) and networking event at Gulfood Dubai
- Event with Foodservice Segment
- Trade Mission
- Public relations



Domestic Market:

- Participation in Government Program to encourage healthy eating "Elige Vivir Sano" (Choose Healthy Life Style)
- Supporting with Prunes samples for different activities that the Program supports : Public School Sampling, Marathon, Healthy days.
- Supporting with marketing material to improve the consumption of Prunes as a Healthy and nutritious product.





Prunes from Chile

Public Relations



Prunes from Chile Public Relations

Main PR Activities:

- Constant relationship with Specialized Media, Government, Phytosanitary Agency, and other institutions nationwide and overseas.
- Press releases
- Newsletters



NOTICIAS

Palabras de Bienvenida
La fuerza productiva de los Prunes de Chile...

APRECS invita a una Nueva Sesión
La Asociación de Productores y Exportadores de Cereales Bases de Chile...

APRECS y CHIVIC, desarrollando datos de industria
Chilean National Commission and the Association of Producers and Exporters of Cereals Bases of Chile A.S. APRECS...

Soledad Castro, jefa de la División de Protección Agrícola y Forestal del SAG: "Con APRECS se está desarrollando un importante trabajo"

INDUSTRY NEWS FOODNEWS

Chile prune shipments aided by new Far East export destination

BY BENJAMIN WILKES-JONES

THE 19th Chilean prune harvest has set a record for the industry, with exports to the Far East...



Advertising Manager: Tony Ford
Tel: +56 21 241 1111
Email: tony.ford@prunesfromchile.com

新闻简讯

智利李子出口量创新高...

智利李子出口量创新高，得益于新的远东出口目的地...



Association Image

New Trade Association Image for
Apecs:

From now on we are



THANKS