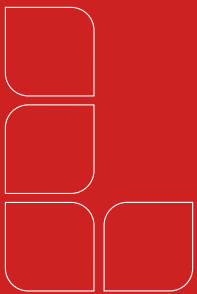




Chilean Fresh Fruit Association Promotional Activities



Promotional Activities



TABLE OF CONTENTS

page. 3	Introduction
4	Geographic reach of the promotions of Chilean fresh fruit
4	Target group
4	Funding
5	Promotional activities
5	USA
6	Europe
7	Mexico
7	Panama
7	Japan
7	South Korea
8	Industry Website
8	SIM-ASOEX
8	Participation in trade fairs
9	Promotional material
10	Market research
13	Advantages and benefits of contributing to Chilean fresh fruit promotion

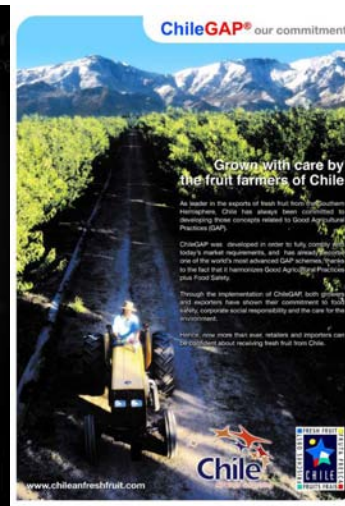
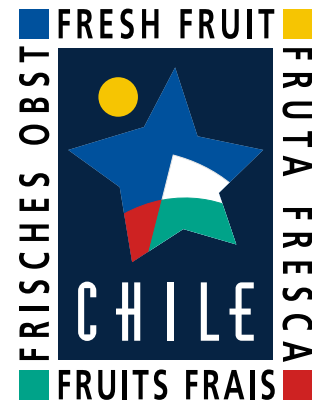
Promotional Activities

Introduction

The Chilean Exporters Association (ASOEX), together with the Federation of Fruit Producers (Fedefruta), develops and manages promotional activities across the globe thank to the important contribution of the Fund for the Promotion of Forestry and Agricultural Exports of the Ministry of Agriculture, as well as the support of ProChile the Chilean export promotional bureau.

General objectives

To position Chile as reliable fresh fruit supply partner to the world.



Geographic reach of the promotions

- Europe 
- USA 
- Mexico 
- Panama 
- Colombia 
- Japan 
- South Korea 

Target group:

Trade:

- Importers
- Retail buyers
- Fruit distribution centers
- Fruit sector journalists
- Fruit sector opinion leaders

Consumers:

Housewife between 25 - 55 years of age, who generally take the decision for purchasing of food products in their homes.

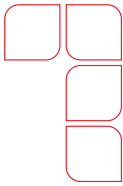
Funding

Promotional Campaigns*

	USA	Tv Spot USA	Europa	Europa (Berries)	Japon	S. Korea	Colombia	Mexico	Total
Contribution ProChile	1.290.214	192.500	756.254	44.000	30.643	42.044	9.828	120.640	2.515.962
Private contribution	2.619.526	82.500	594.200	44.000	45.965	75.193	55.693	58.045	3.604.959
Total	3.909.740	275.000	1.350.454	88.000	76.608	117.237	65.521	178.685	6.120.921

* Corresponds with level of investment in 2007





Promotional activities:

The promotional programs developed in different international markets are based on common elements related to:

- Advertising in TV
- Promotional actions at points of sale (supermarkets)
- Distribution of advertising material
- Participation in international exhibitions and seminars
- Visits to Chile of specialized buyers and foreign journalists
- Market research
- Development of seminars and specialized workshops
- Missions road-shows and market penetration

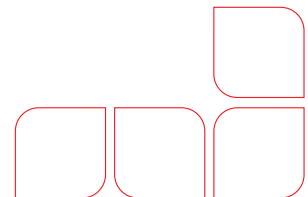
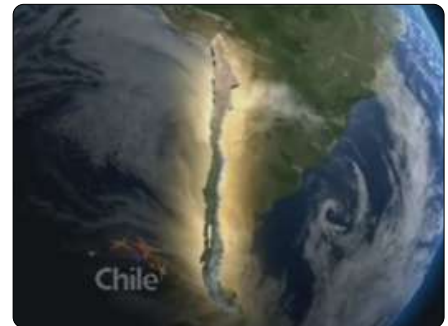
USA: Between 1983 and 1994 the Chilean fruit industry started its first promotional activities in the United States of America, giving rise to campaigns advertising on Chile's agricultural experience and tradition and the quality of its fruit varieties, by using communications means such as the radio and TV.

In 1998, the first TV commercial was filmed inspired on the natural beauties of the Chilean Central Valley and mainly on its experience in the production of excellent quality fruit. This first TV commercial spot, called "Centuries", has been transmitted during the last four seasons in a total of 39 cities of the United States of America and Canada. The production was also successfully shown in European cinemas.

Later on, in 2001, the industry ordered the production of two other commercials: "Natural Wonders" and "Chilean Summer". The three TV commercials include the logotype of the supermarket chains distributing Chilean fruit. The commercials have reached more than 60 million North American homes and have permitted to multiply 3.7 times the profitability of the marketing budget thanks to agreements with supermarkets.

Today we have the new publicity spot called "Cornucopia" (2007). This commercial strongly highlights Chile's geographic location, its condition as a reliable supplier from the southern hemisphere and above all the abundance and the variety of products, showing the most relevant food offered by our exporter sector.

The "Centuries" commercial spot has received acknowledgements, such as Midsummer Awards 1999, Mercury Awards 1999, Questar 2000 and The Mobius Advertising Awards 1999; while "Natural Wonders" obtained the Tely Awards 2000. This commercial also supports the fruit consumption campaign developed by the Produce for Better Health Foundation (Five a Day), which sponsors the journalistic article "5 a day" that includes recipe books based on Chilean fruits.





Europe: Promotional activities related to the Chilean fruit started in 1994 in the markets of Germany, England, France, Belgium and Holland. This initiative included promotional support for the main exported fruit products at points of sale and advertising on national radio broadcasting. By 1998, the Chilean Fruit Industry officially launched its logo and started a generic promotional campaign for its main products in Europe. It included the organization and coordination of the first visits to Chile of journalists and European buyers.

A specific web page for the European market was created in 1999, promotional activities were also undertaken into schools in England, encouraging the consumption of fresh fruit among children.



In 2000, the "GAP - Good Agricultural Practices" began to be advertised. This initiative was reinforced by positioning the slogan "Chile: a Reliable Supplier", the central message of which was the safe nature of Chilean fruit and the country's compliance with Good Agriculture Practices, care for the environment and the permanent concern for the welfare and labor conditions of industry workers and the end consumer.

During 2001 and 2002 the commercial "Centuries" was shown in England and Germany, exhibiting the logo of the retail chain which adhered to the campaign.

In 2002, promotional activities began in points of sale in Sweden. Two years later, the first joint promotional campaign for Chilean wine and salmon was organized in a leading retail chain in England.



In 2004, the magazine "Fruchthandel" granted an award to the Chilean Fruit Industry for its leadership and enterprising spirit in the German market. In 2005, the Chilean Fresh Fruit Association (ASOEX) celebrated its 70 years of history. Chile organized an important event during the Fruit Logistica Exhibition (Berlin, Germany), which was attended by more than 200 leaders of the European fruit industry.

The industry consolidated its promotional activities in Europe during 2006 by developing a mini series called "Flavours of Chile", which were later shown in Europe and Asia through the prestigious global TV chain - Travel Channel of the Discovery Channel. In the same year a new office of the Chilean Fresh Fruit Association - Europe was opened in the United Kingdom. The launch of promotional activities supporting the growing exports of blueberries was one of the main promotional actions implemented during the 2007 season.

During the same period, a pilot plan was organized through the main wholesale distribution markets in Spain - Mercabarna, MercaMadrid and MercaValencia, using the industries mobile information center.





Mexico : The industry started its promotional activities in Mexico in 2002 under the program called “Discover Chilean Tastes”, which in 2004 added a TV advertising pilot test of the “Centuries” commercial spot in the market of Guadalajara, Mexico. Today, this campaign's message is directed both at end consumers and the commercial sector, which includes importers, traditional retailers (public markets and street markets) and supermarket chains.

Panama: At the end of 2007, a new promotional campaign was launched for the Panamanian market, including public relations activities and distribution of promotional material through the main distribution centers and supermarkets of the country.

Japan: In Japan, promotional activities in points of sale began between 1993 and 1994 for the Chilean kiwi. Table grapes were added in 1995. In 2000 the entry of Chilean cherries to the Japanese market was authorized. This required a new campaign called “Chilean cherries: a Christmas present”. Aimed at positioning the Chilean cherry as a good present alternative for end-of-year parties. A specific campaign was conducted during 2002 leading to inform the specialized importers and distributors on the entry of the Chilean lemon to Japan. Promotional material was distributed emphasizing the comparative advantages of the national lemon in terms of quality, freshness and harmlessness. From 2006 the Japanese campaign was complemented with specialized workshops addressed to fruit importers and journalists. These workshops included presentations conducted by representatives of the national industry related to the development of the fruit season. This activity has been expanded and consolidated to this date.



South Korea: The picture of the Humboldt penguin has been used since 1996 to attract the attention of the infant public and encourage the consumption of Chilean fresh fruit. This initiative was centered in table grapes and kiwis, in advertising the website and in the management of media articles and advertising. From 2002 until now, different Korean TV channels as well as public sector representatives, private producers and importers have come to Chile in order to know and spread the specific characteristics of our industry and its products.



Industry website: This website has been created in order to deliver information on Chilean fresh fruit: availability, product characteristics, production regions, database of producers and exporters and statistics on production and exports. At present this information is in English, Spanish, Hindi, Chinese, Russian, French, Italian and German.



www.chileanfreshfruit.com

SIM-ASOEX : This website was created to provide producers/exporters with updated information on the European fresh fruit market. It is a valuable strategic tool for timely decision-making in this area. From 2009 on it has been replaced by SIMFRUIT (www.simfruit.cl).



www.sim-asoex.cl



Participation in exhibitions: In order to spread and strengthen the position of the Chilean fruit industry, both companies and entities devoted to promote the image of the country have taken part in the most important exhibitions that gather the leaders of the fresh fruit industry.

Among the most relevant exhibitions where the Chilean industry is regularly present are: Fruit Logistica (Europe); PMA Fresh Summit (United States), United Fresh Fruits and Vegetables Association Expo Conference and Convention (United States); Expo-ANTAD (Mexico) and Asia Fruit Congress (Asia); Fresh y Re:Fresh (Europe), CPMA (Canada) and Foodservice PMA (United States)

Printed backup material

Printed Material: Catalogues and brochures are an important part of promotional activities in external markets.

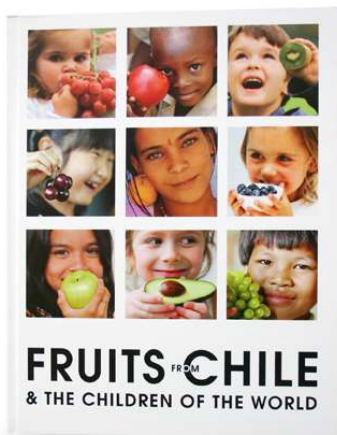
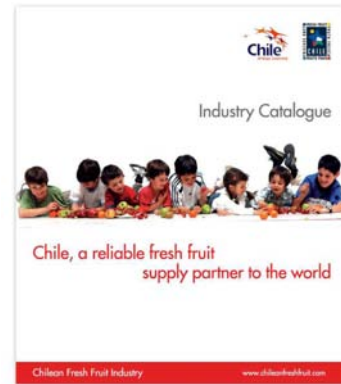
Chilean Fruits Catalogue:

- Asoex/ProChile Catalogue 1984
- Nature at it's Best (1994), Re-edition Nature at it's Best (1997)
- Millennium (2000)
- Fruits from Chile (2003)
- Fruits of Chile and the Children of the World (2007)

ChileNews: This is a newsletter that is available online and is sent to the main importers and supermarket's clients.

Support material for importers: To request promotional material, please visit:

http://www.chileanfreshfruit.com/retailer_support.shtml or contact info@chileanfreshfruit.com.





Market Research: An important part of the promotional activities include the development of strategic studies with the objective of exploring commercial opportunities of our fresh fruit in the main destination markets.

Recent studies include:

North America:

- Foodservice Study (2006)
- US Fresh Fruit Market Analysis (2004)
- Reports on the Retail Publicity Activity (Leemis, since 1999)
- Studies of Uses and Attitudes of Consumers/TV Acknowledgement Report (Associated Marketing, since 1999).
- Data on Retail Sales (Freshlook Marketing, since 1999)

Europe:

- Evaluation and Development of the Chilean Fresh Fruit Association (Europe) - Market Strategy - The Produce Studies Group (1997).
- Study on commerce and retail sales conducted for the Chilean Fresh Fruit Association.
- European Consumer Products Limited (1998)
- Awareness of Chile as a fruit producer country (in Holland, France, Germany and the United Kingdom - TrendBox 1998)
- Market study in European countries - Dataview (from 1999)
- Fresh fruit audit for the Chilean Fresh Fruit Association - ECP (1999 and 2003)
- Opportunities for Chilean fruits and vegetables in Spain (2003)
- Audit of the European Union market for the Chilean Fresh Fruit Association (Europe) PROMAR (2004)
- The fresh fruit market in the Russian Federation (2005)
- The fresh fruit market in Poland (2006/2007)
- The fresh fruit market in Hungary (2006/2007)

The Chilean Fruit Export Industry

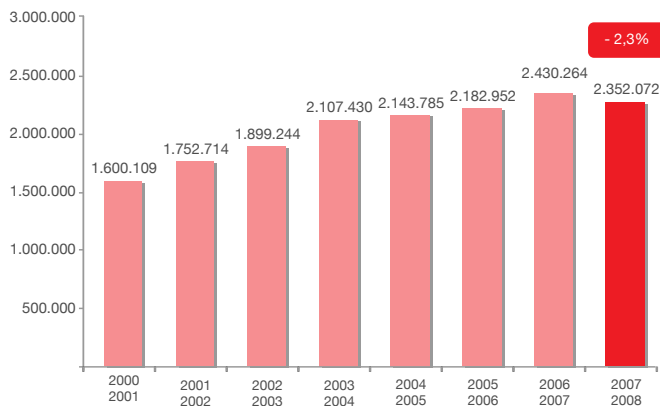
At present, Chile represents 49.9% of the fruit exported from the Southern Hemisphere (grapes, apples, kiwis and pears). This positions us as leaders among exporting countries, such as New Zealand, Australia, Argentina and South Africa.

Fruit Exports Chile and the Southern Hemisphere

	Chile	Total S.H.	% Chile
1961	18.452	468.915	3,9%
1964	35.225	601.566	5,9%
1970	45.427	704.459	6,4%
1980	266.832	1.062.586	25,1%
1990	1.016.787	2.263.724	44,9%
1998	1.616.953	3.465.542	46,7%
2001	1.781.413	3.569.109	49,9%
2003	2.070.468	4.222.968	49,0%

Source: FAO Index (United Nations) 2003

Chilean Fresh Fruit Export Evolution (Tons)



Source: ASOEX

Main Chilean Fresh Fruit Exported during 2006/08 (Tons)

Species	2006-07	2007-08	% Var.
Table grapes	801.024	819.125	2,3
Apple	774.364	740.996	-4,3
Kiwis	159.656	157.431	-1,4
Pears	112.441	125.125	11,3
Avocados	167.820	108.490	-35,4
Plums	105.181	88.906	-15,5
Nectarines	55.921	60.581	8,3
Peaches	49.606	47.308	-4,6
Lemons	44.853	43.568	-2,9
Others	135.840	160.542	18,2
Total	2.406.706	2.352.072	-2,3

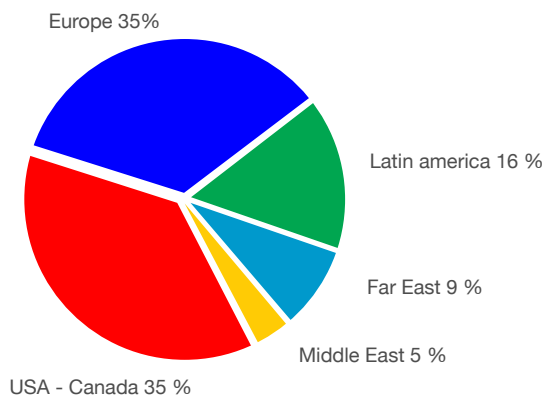
Source: ASOEX

Relative Position of Chilean Fruits Exports

	S. H.	World
Table grapes	N° 1	N° 1
Apples	N° 1	N° 5
Peaches/Nectarines	N° 1	N° 4
Raspberries	N° 1	N° 3
Avocados	N° 1	N° 2
Blueberries	N° 1	N° 5
Plums	N° 1	N° 1
Kiwis	N° 2	N° 3
Pears	N° 3	N° 9










Source: FAO Stats Book 2005

Main Destinations of Fruit in the 2007/08



Source: Agricultural and Livestock Governmental Service (SAG)/ASOEX

Fresh Fruit Consumption

Country	Consumption
 USA*	57 kg Per capita / per year
 UK**	34.5 kg Per capita / per year
 Germany**	60.5 kg Per capita / per year
 France**	34.7 kg Per capita / per year
 Italy**	73 kg Per capita / per year
 Spain**	102.8 kg Per capita / per year
 Mexico***	67 kg Per capita / per year
 Japan***	60 kg Per capita / per year
 Southern Korea***	45 kg Per capita / per year

Sources: *USDA ** Promar International 2004 *** FAO

Top Five "Retailers"



USA



UK



Germany



France



Italy



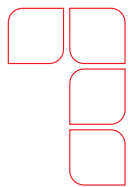
Japan



Southern Korea

1	Wal-Mart	Tesco	Metro Group	Carrefour	Coop Italia	AEON	Lotte
2	Kroger	Sainsburys	Rewe	Leclerc	Auchan	Ito-Yokado	Shinsegae
3	Target	Wal-Mart (ASDA)	Edeka	ITM	Carrefour	Uny	Tesco
4	Ahold	Morrisons	Aldi	Casino	Conad	Daiei	GS Reatil
5	Albertsons	Co-op	Schwarz Group	Auchan	Esselunga	Lawson	Carrefour

Source: Planet Retail, 2005 (www.planetretail.net)



Advantages and benefits

1. Publication and dissemination of the names of the companies and their contacts in the corporate brochures used in promotional activities and in the web page: www.chileanfreshfruit.com
2. First priority during visits of international journalists from fruit sector specialized media and potential direct or indirect buyers of fresh fruit.
3. Support in the participation in exhibitions and international activities.
4. Access to information of market intelligence.

For more information about producers/exporters supporting the promotion of Chilean fresh fruit abroad, please visit:

www.chileanfreshfruit.com

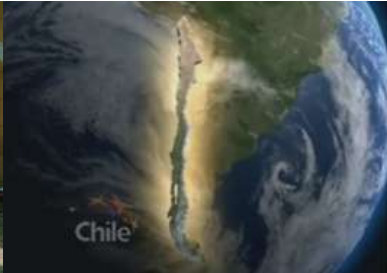
Contact:

Chilean Fresh Fruit Association

Cruz del Sur 133, Piso 2
Las Condes, Santiago, Chile
Tel: (56-2) 472 4700
Fax: (56-2) 206 4163
email: info@chileanfreshfruit.com

Chilean
Fresh
Fruit
Association





Chilean Fresh Fruit Association
Cruz del Sur 133, Piso 2
Las Condes, Santiago, Chile
Tel: (56-2) 472 4700
Fax: (56-2) 206 4163
email: info@chileanfreshfruit.com
www.chileanfreshfruit.com

