

# KIWIFRUIT, NEW FRUIT IN WESTERN CULTURE.

*Mr. Carlos Cruzat  
President  
Chilean Kiwifruit Committee*

*Cesena Italia, September 24, 2013*



# WHAT TYPE OF FRUIT?



- It has much more nutritional qualities than other fruit.
- It is a functional fruit.
- It is a new fruit in the west of the world; 40 years in the market.
- It is not in western DNA.
- There are no traditional recipes, we have to build them.
- The consumer must be educated how to recognize the quality and learn how to consume it.
- The kiwi must be ripened; natural ripening process is imperfect not all the times fruit comes be well ripe.

# CONSUMER EXPERIENCE



## Pleasant experiences consuming fruit:

- ✓ Juicy watermelon
- ✓ Ripe melons
- ✓ Sweet apricots
- ✓ Yellow Pineapples
- ✓ Kiwis ..... Kiwis.....?

What positive experiences do we remember having with kiwi?

Where have we eaten a good kiwi ?

- In a supermarket tasting?
- In hotels and restaurants?
- At home?

# GLOBAL CHALLENGES



We must work towards offering a kiwi that:

- ✓ Competes with summer fruits.
- ✓ Is capable of being permanently added to the family food basket.
- ✓ Develops:
  - Satisfaction and consumption in the consumer.
  - Demand and profitability in the market.

We must provide conditioned and ripened fruit, similar to bananas and mangos.

# CHILEAN EXPERIENCE

*A modest and personal experience*



Chilean Kiwi travels long distances, sometimes over 40 days; when it is shipped it is unknown how the target market will be. Slow? Hot? Good or bad prices?

Chile always offered a firm fruit thinking in possible long storage times and in the importer and seller demands (> 10 pounds + 12°Brix).

But consumers were not satisfied. So the Chilean kiwi industry decided to change, to satisfy the consumer by offering a delicious product during the entire season.

# CHILEAN EXPERIENCE

*A modest and personal experience*



**First, we had to organize ourselves**, to satisfy the international consumer from the perspective of a fruit supplying country, not just as a company strategy.

The Kiwi Committee was founded in 2009. It was created as a **joint effort** between growers and exporters (marketing companies).

**Secondly, we had to define objectives**, based on the factors which determine customer satisfaction, **and then develop a strategy** to implement the changes which ensure success of the mission.

**Thirdly**, we had to **consolidate the project** to transform the Chilean kiwi industry.

# CHILEAN EXPERIENCE

*A modest and personal experience*



## The image of a country:

- Is slowly built with everyone gaining trust through the product offered, and
- Is destroyed very quickly by a few.

Generosity and commitment is required to participate in a country project, with clear objectives to be quantified, with leaders who are respected and tenacious.

# CHILEAN EXPERIENCE

*A modest and personal experience*



## Overall guidelines:

- Satisfy the consumer based on excellent **consumption experience**.
- Standardize the **quality parameters**.
- Improve product **homogeneity**.
- Increase parameters such as Dry Matter + Soluble Solids, which are the ones that **determine the potential** of soluble solids for the final consumer.
- Pre-condition and **Ripen** the fruit.
- The right product do the **best promotion by it self**.





# CHILEAN KIWIFRUIT INDUSTRY INFORMATION

Un esfuerzo conjunto entre Productores y Exportadores

**Fedefruta**  
FEDERACION DE PRODUCTORES DE FRUTAS DE CHILE

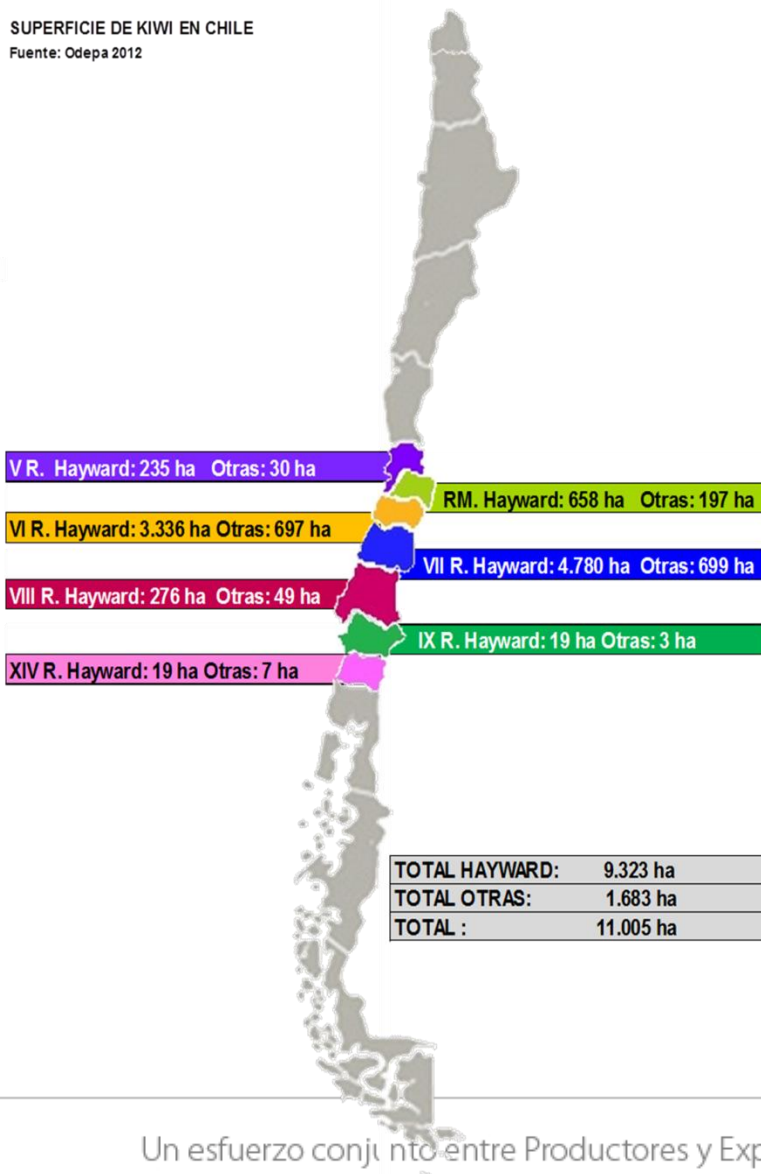
**ASOEX**  
ASOCIACION DE EXPORTADORES DE FRUTAS DE CHILE A.S.  
"Juntos, nuestra fruta vale más"

# CHILEAN KIWIFRUIT



SUPERFICIE DE KIWI EN CHILE

Fuente: Odepa 2012



Chile is the third largest exporter of kiwifruit in the world, characterized by being grown in a large 600-kilometer long geographical area.

Chile has more than 11,000 hectares planted with kiwifruit.

In which 35% are young plantations and where 5% of the total amount planted correspond to new yellow and green varieties.

# NEW VARIETIES

## Gold

Jintao : Jingold<sup>®</sup>: 400 he

Kiwi Kiss<sup>®</sup>: 175 he

ENZA Gold<sup>®</sup>: 35 he

Soreli<sup>®</sup>: 1 he

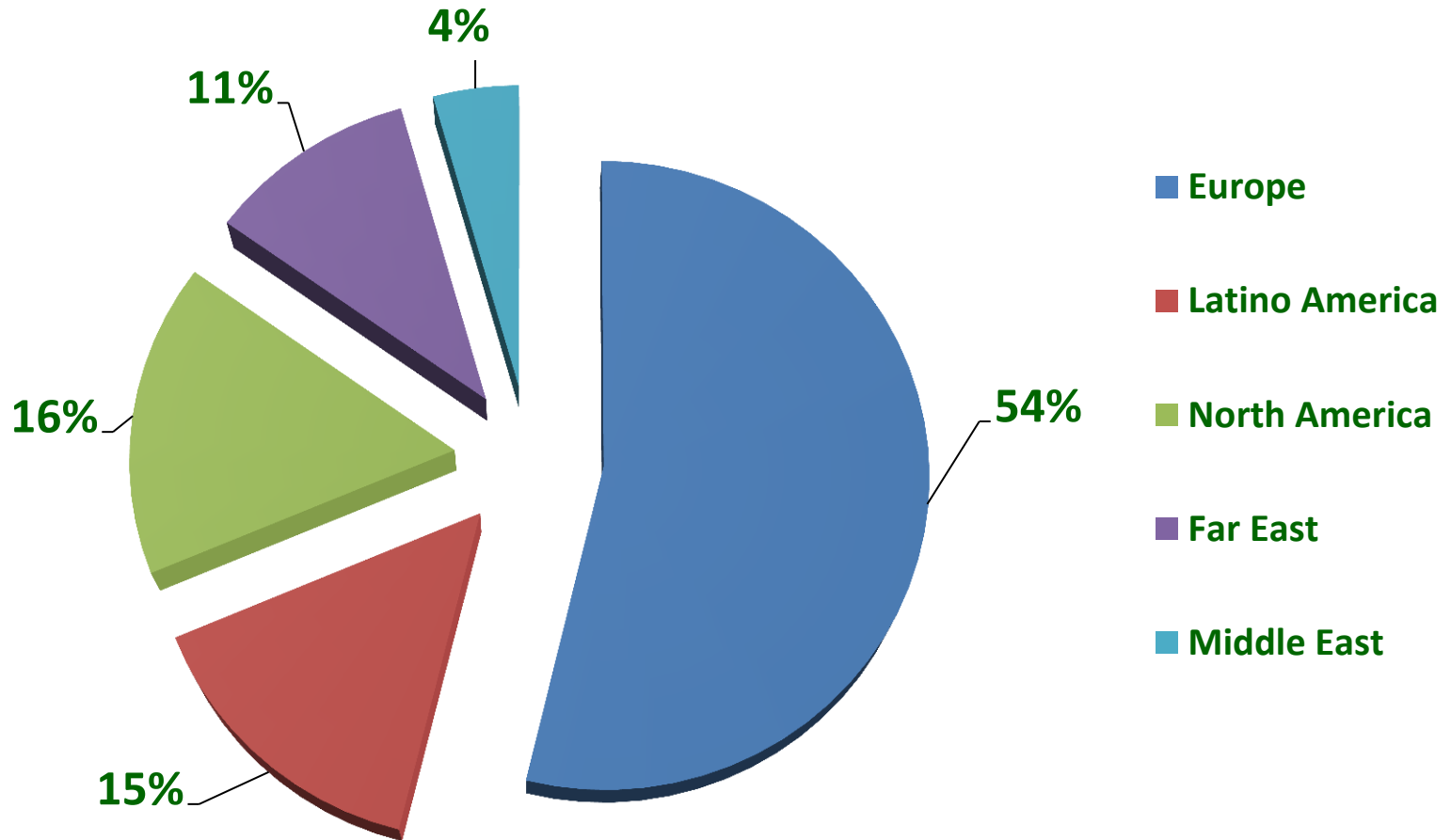
Other Gold varieties: 25 he

## Green

Summer Kiwi<sup>®</sup>: 230 he

Green Light: 34 he

# Chilean Kiwifruit exports by region



### CHILEAN KIWIFRUIT EXPORTS BY DESTINATION MARKET

Figures in Tons

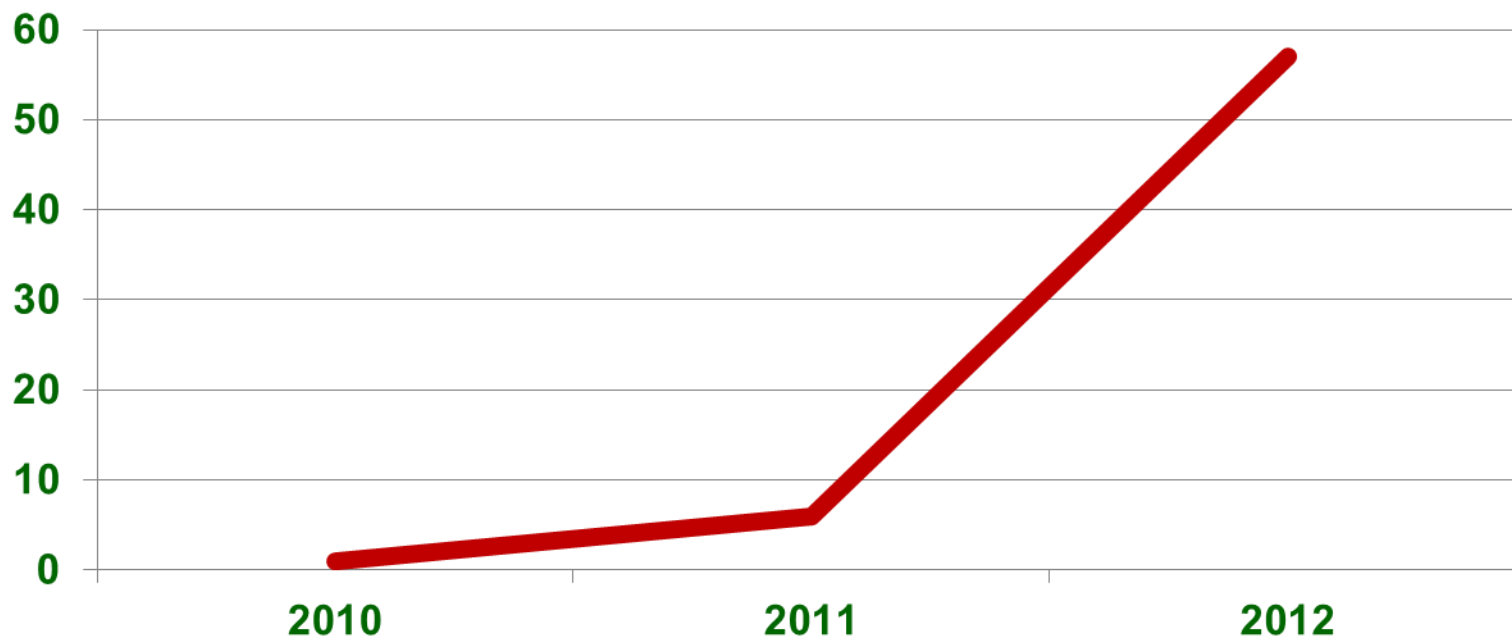
Market	2009	2010	2011	2012	V. 2011/12	Part. 2012
Europe	108.467	104.011	95.983	102.278	7%	50%
Latin America	25.431	30.020	31.536	41.946	33%	20%
America	22.545	25.729	24.387	31.995	31%	16%
Far East	11.581	12.472	13.677	21.649	58%	10%
Middle East	5.630	7.405	9.011	8.429	-6%	4%
Subtotal s45	173.654	179.637	174.593	206.394	18%	100%
<b>SEASON TOTAL</b>	<b>174.356</b>	<b>180.539</b>	<b>174.828</b>	-	-	-
% Progress to s45	99,6%	99,5%	99,90%	-	-	-

**INCREASING CHILEAN VOLUMES AGAINST FLAT OR REDUCING DEMAND**

# CURRENT SITUATION



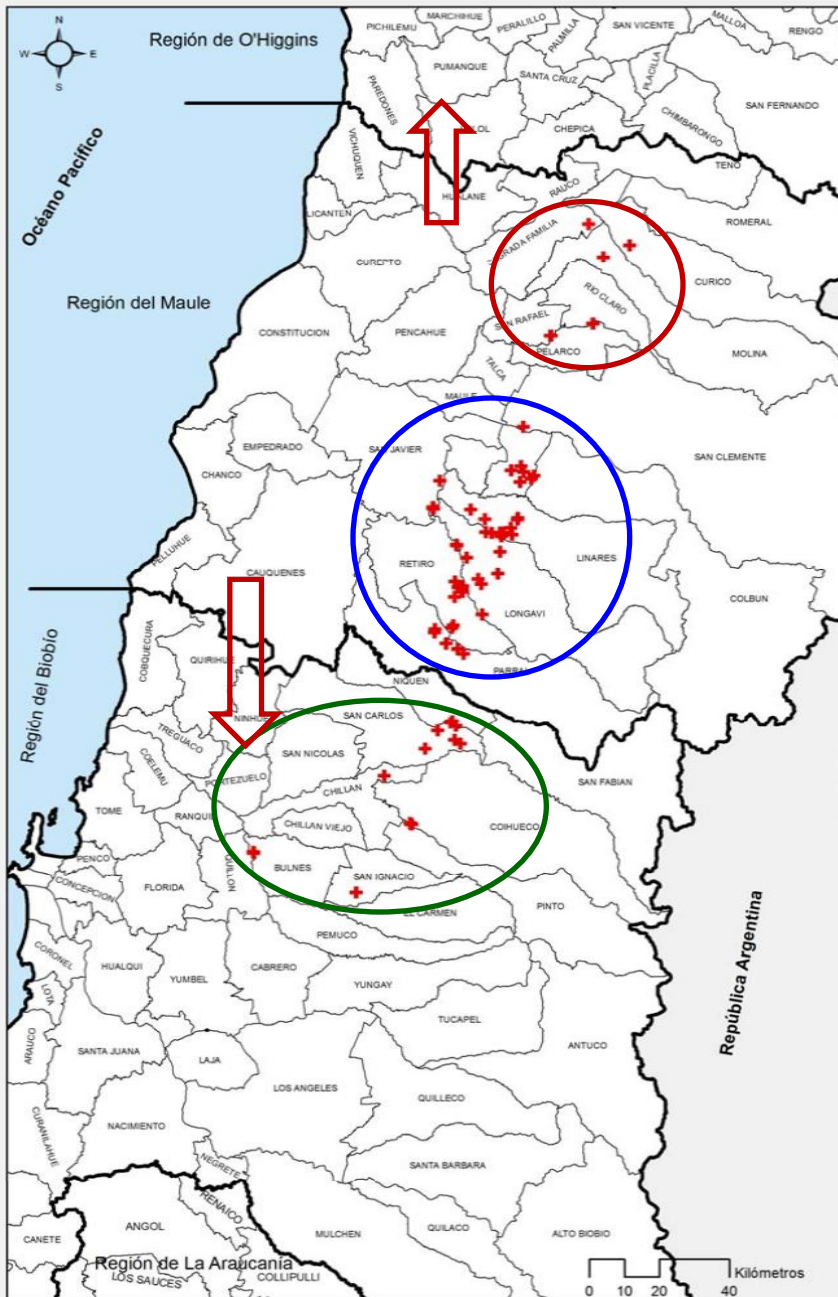
## Psa + ORCHARDS



Un esfuerzo conjunto entre Productores y Exportadores

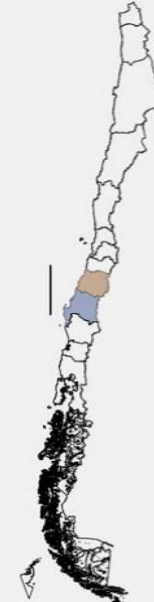
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"Juntos, nuestra fruta vale más"



Programa Control Oficial  
*Pseudomonas syringae* pv.  
*actinidiae*- PSA

Prospección 2011-2012



### Legenda

#### Prospección PSA

- + Positivos PSA al 2012
- Comunas
- Límite Regiones

Elaboración:  
División Protección Agrícola y Forestal  
SubDepto. Sanidad Vegetal  
Sección Vigilancia Fitosanitaria Agr. y For.  
Área Vigilancia y Control Oficial Forestal

Proyección UTM  
Datum: WGS84  
Huso: 19S

Fecha: 15/01/2013  
AOP/Ref. ITF-69 v1.1



# CHALLENGES FACING CHILE TODAY REGARDING PSA



- Early determination of Psa is very relevant, for which laboratories with real-time PCR are absolutely necessary in the industry.
- It is necessary to maintain Psa-free zones when planting yellow varieties as well as reduce costs in the Hayward variety, which means having regional prevention plans.
- Growers and Exporters must play a major role. Growers must be informed and involved. The exporters should implement a rapid transfer of information to growers.
- The Ministry of Agriculture should give a boost to the transfer of applied research and coordinated measures, and empower SAG to act promptly and efficiently in policy-making.
- Research and local validations:
  - Epidemiology
  - Products and application dates
- Leadership and coordination of the industry to enhance the initiatives, where the roles of the Ministry of Agriculture and the Kiwifruit Committee is essential.





# CHILEAN KIWI COMMITTEE

Un esfuerzo conjunto entre Productores y Exportadores

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# CHILEAN KIWI COMMITTEE



THE KIWIFRUIT COMMITTEE IS AN ORGANIZATION OF **VOLUNTARY ADHESION** FOUNDED IN 2009 BY **GROWERS AND EXPORTERS** AND REPRESENTED BY THEIR ORGANIZATIONS, *FEDEFRUTA* AND *ASOEX*. WE WORK TOGETHER TO IMPROVE THE POSITIONING OF THE CHILEAN KIWI.

***OBTAIN A DELICIOUS KIWI FROM MARCH TO OCTOBER !***

## **MAIN OBJECTIVES OF THE COMMITTEE:**

- ✓ IMPROVE THE **QUALITY AND CONDITION** OF THE KIWIFRUIT PRODUCED UNDER ENVIRONMENTALLY FRIENDLY AND SOCIALLY RESPONSIBLE CONDITIONS.
- ✓ IMPROVE THE **CONSISTENCY AND HOMOGENEITY**
- ✓ IMPROVE THE **PERCEPTION OF THE CHILEAN KIWIFRUIT** AND DEVELOP A BETTER IDENTIFICATION OF THE PRODUCT
- ✓ **ENSURE A PLEASANT EXPERIENCE FOR THE FINAL CONSUMER**

# CHILEAN KIWI COMMITTEE



## REPRESENTATIVITY OF THE KIWI COMMITTEE:

- 80% OF GROWERS AND EXPORTERS
- 44 EXPORTERS
- 650 GROWERS (about 8.500 hectares)

**ALL THESE ACTIVITIES ARE FOCUS AT INCREASING COMPETITIVENESS, QUALITY AND FLAVOR OF THE CHILEAN KIWI**



## WE ARE COMMITTED TO ALLOW AND PROMOTE

- **Fair trade** in to the markets,
- **Consumers rights**, to have alternatives suppliers and varieties, at a competitive value.
- **Global Cooperation** as focus to improve the quality, and health benefits of the kiwifruit.

## MAIN ACTIVITIES



### PRODUCTION, QUALITY, AND POST-HARVEST

- ❖ RESEARCH PROGRAMS
- ❖ TECHNOLOGY TRANSFERENCE
- ❖ MATURITY ASSURANCE PROGRAM (PAM)
- ❖ QUALITY ASSURANCE PROGRAM (PAC)
- ❖ RIPENING PROTOCOLS

### PROMOTION AND MARKETING

- ❖ MARKET STUDIES AND RESEARCH
- ❖ PARTICIPATION IN FAIRS
- ❖ INTERNATIONAL DIFFUSION OF COMMITTEE ACTIVITIES
- ❖ SENSORY EVALUATIONS

### DEFENSE AND DEVELOPMENT

- ❖ MARKET DEFENSE
- ❖ DEVELOPMENT OF PHYTOSANITARY PROTOCOLS
- ❖ Psa PROTECTION PLAN
- ❖ RESEARCH AND DEVELOPMENT
- ❖ INCORPORATION OF NEW VARIETIES

# CHALLENGES OF THE INDUSTRY



**Production**

**Post Harvest**

**Business Development**



**Production  
Commission**

**Post Harvest  
Commission**

**Promotion and Marketing  
Commission**

**GROWERS**

**MARKETING  
COMPANIES**

**IMPORTERS + RETAILERS**

Un esfuerzo conjunto entre Productores y Exportadores





# QUALITY ASSURANCE PROGRAM (PAC)

## ASSURANCE QUALITY PROGRAM (PAC)

ASSURANCE QUALITY PROGRAM (PAC)		
PRODUCTION	FACILITIES PACKING + COLD STORAGE	POST HARVEST PROCEDURES
<p><b>PROCEDURE MANUALS</b> Good Production Practices</p> <p>Global GAP Certification (or equivalent)</p>	<p><b>PROCEDURE MANUALS</b> Good Manufacturing Practices</p> <p>HACCP (or equivalent)</p>	<p><b>PROCEDURE MANUALS</b> Good Postharvest Practices</p>
<p><b>STANDARIZATION PROCEDURES</b></p> <p><b>PERMANENT AUDITING PROCESS</b></p>		



## QUALITY ASSURANCE PROGRAM (PAC)

"THE ASSURANCE QUALITY PROGRAM IS A COMMITMENT OF THE CHILEAN KIWI INDUSTRY, IT IS FOCUSED IN TO ESTABLISH A STANDARDIZED METHODOLOGY QUALITY TO ENSURE TO CONSUMERS A SWEET AND CONSISTENT KIWIFRUIT"

FIVE YEARS AGO WE STARTED WITH THE ASSURANCE MATURITY PROGRAM (PAM) CERTIFYING HARVESTED FRUIT WITH THE APPROPRIATE SUGAR (MATURITY) LEVEL AND ENSURING AN APPROPRIATE RIPENESS.

EVERY SINGLE ORCHARD IT IS CHECKED BY THE COMMITTEE.





# ORCHARD AND CANOPY MANAGEMENT



**Light, High Dry Matter=Quality, conservation and TASTE!**



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# SEGREGATION AS A KEY TOOL



Segregation is an important part of a market strategy, conservation strategy, uniformity and taste!



Non destructive segregation system “ NIR”



Quality, History and Nutrition

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ASOEX  
ASOCIACION DE EXPORTADORES DE FRUTAS DE CHILE S.C.  
"Juntos, nuestra fruta vale más"



# INTERNAL DIFFUSION PROGRAM



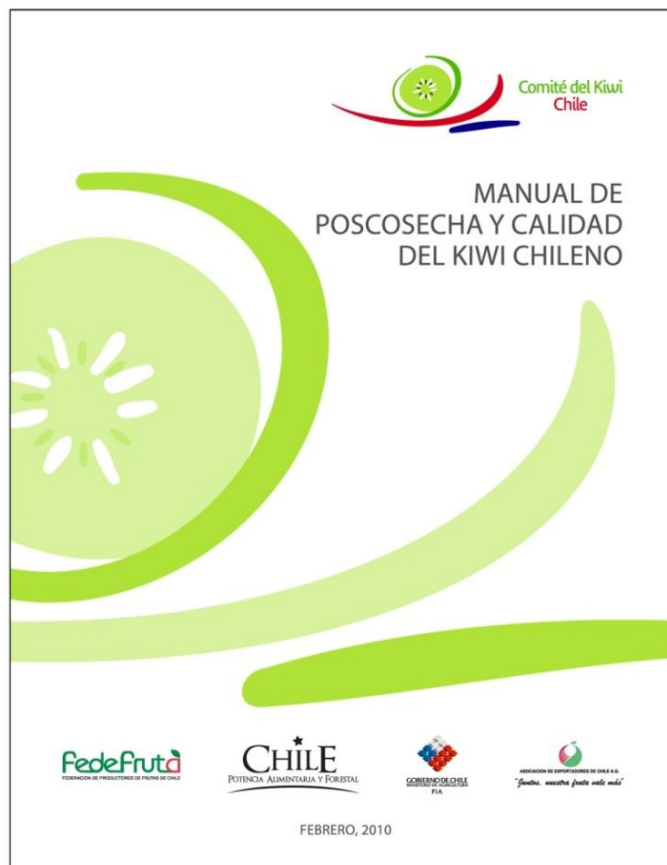
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# INTERNAL DIFFUSION PROGRAM



## KIWIFRUIT GROWING HANDBOOK SECOND VERSION



## KIWIFRUIT POSTHARVEST HANDBOOK SECOND VERSION



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# INTERNAL DIFFUSION PROGRAM



## MONTHLY NEWS REPORTS

## BIWEEKLY WORLD MARKET NEWS REPORTS



# infokiwi

Boletín Informativo Comité del Kiwi

Nro. 4 Semana 8 Jueves, 09 Junio 2011



# kiwi report

Informe de Mercado y Cosecha

Nº8

### Antonio Walker, presidente de Fedefruta: "Hay que fortalecer al Comité del Kiwi, esto nos dará la identidad como país que hoy no tenemos"

Antonio Walker, presidente de la Federación de Productores de Fruta, productor de la empresa frutícola San Ignacio y director del Comité del Kiwi, se refirió a los motivos de la formación del Comité y ahondó en los objetivos de éste, haciendo hincapié en que su accionar trasciende las fronteras de la industria del kiwi.

Leer más

### Multitudinaria participación del sector frutícola en acto de Requinoá-VI Región

El acto masivo convocado por Asoex y Fedefruta reunió a cerca de 8 mil personas quienes se manifestaron de forma pacífica. Los dirigentes de ambos gremios hicieron un llamado a poner fin a la indiferencia que existe hacia la agricultura y solicitaron al gobierno una mesa de trabajo que busque reimpulsar la agricultura chilena.

Leer más

¿De qué deben ocuparse los productores de kiwi en este momento del

### Situación Chilena Información correspondiente a las semanas 28-29/2011

#### SITUACIÓN GLOBAL

Luego que disminuyera el volumen de exportación de kiwi chileno en la semana 28, durante la semana 29 se recuperaron los volúmenes de envíos registrados durante el mes de julio, embarcándose un total de 4.941 toneladas de kiwi, de las cuales, casi el 100% correspondió a la variedad Hayward (4.910 toneladas), a las que se sumaron sólo 20 toneladas de Jintao y 11 toneladas de otras variedades. El total exportado de kiwi chileno durante este año alcanza las 140.267 toneladas, lo que representa un volumen sólo 1% menor respecto a igual periodo del 2010. Respecto a la variedad Hayward, sus envíos totales a la fecha alcanzan 136.673 toneladas, un 1% menos que el año pasado.

Destaca la disminución de los envíos de Hayward chileno a Europa durante esta temporada (sin considerar Rusia), en torno a un -9% respecto al año anterior. Esta disminución es muy similar a la registrada en Estados Unidos (-8%), en tanto los envíos a los demás mercados cuentan con considerables aumentos este año, que van desde +8% para Latinoamérica, hasta +26% en el caso de Medio Oriente.

Variedades	Destino	Semana				ACUMULADO SEMANA 29		% Var.
		26	27	28	29	2011	2010	
Hayward	Norteamérica	677	592	494	1.388	21.249	23.164	-8%
	Europa	1.687	1.795	1.118	1.577	69.151	73.567	-9%
	Rusia	371	385	256	407	15.483	13.971	13%
	Lejano Oriente	324	458	233	437	12.288	9.918	24%
	Medio Oriente	764	397	330	-	7.236	5.816	26%
Latinoamérica	665	1.047	518	700	15.167	13.982	8%	
<b>Sub-Total Hayward</b>		<b>4.488</b>	<b>4.665</b>	<b>2.940</b>	<b>4.910</b>	<b>136.673</b>	<b>138.417</b>	<b>-1%</b>
Summer Kiwi	Norteamérica	-	-	-	-	673	573	17%
	Europa	-	-	-	-	-	59	-100%
	Rusia	-	-	-	-	171	40	332%
	Lejano Oriente	-	-	-	-	613	70	782%
	Medio Oriente	-	-	-	-	-	-	-
Latinoamérica	-	-	-	-	218	85	259%	
<b>Sub-Total Summer Kiwi</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1.675</b>	<b>786</b>	<b>110%</b>
Jintao	Norteamérica	-	-	-	-	85	23	273%
	Europa	40	40	20	-	215	-	100%
	Rusia	-	-	-	20	85	-	100%
	Lejano Oriente	21	18	6	20	215	-	100%
	Medio Oriente	-	-	-	-	-	-	-
Latinoamérica	-	-	-	-	18	-	100%	
<b>Sub-Total Jintao</b>		<b>60</b>	<b>58</b>	<b>26</b>	<b>20</b>	<b>919</b>	<b>23</b>	<b>3920%</b>
Otras (Wakai, Sweet Kiwi, Green Light, i/e)	Norteamérica	0,1	0,1	-	11	328	220	49%
	Europa	-	-	-	-	57	1453	-90%
	Rusia	-	-	-	-	22	215	-90%
	Lejano Oriente	-	-	-	-	76	146	54%
	Medio Oriente	-	-	-	-	65	-	100%
Latinoamérica	-	-	-	-	517	608	-15%	
<b>Sub-Total Otras</b>		<b>0,1</b>	<b>0,1</b>	<b>-</b>	<b>11</b>	<b>1.001</b>	<b>2.728</b>	<b>-63%</b>
<b>TOTAL</b>		<b>4.548</b>	<b>4.723</b>	<b>2.966</b>	<b>4.941</b>	<b>140.267</b>	<b>141.961</b>	<b>-1%</b>

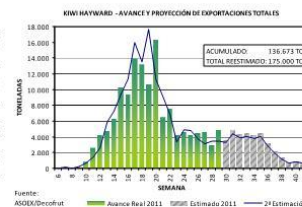
Fuente: ASOEX

### Situación Internacional

Información correspondiente a las semanas 28-29/2011

#### SITUACIÓN GLOBAL

Bajos volúmenes de arribo se han observado durante las últimas semanas en todos los mercados, con resultados variables que van desde incrementos en los precios para Europa, Lejano Oriente y en menor medida Norteamérica, a disminuciones de precios en Latinoamérica, muy dependiente de la situación local de cada mercado. Ha aumentado la participación del kiwi Hayward chileno de Atmósfera Controlada en todos los destinos, de los cuales se comenta su buena calidad/condición de arribo, la que a juicio de muchos recibidores sería superior a la de la temporada anterior. Por último, es destacable que en la mayoría de los mercados, salvo la excepción de Lejano Oriente, el Hayward chileno alcanza precios mayores a los de la temporada 2010.



Reporte elaborado por Decofrut en forma exclusiva y en conjunto con el Comité del Kiwi de Chile

www.comitedelkiwi.cl

FedeFruta

ASOEX

Un esfuerzo conjunto entre Productores y Exportadores

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"Juntos, nuestra fruta vale más"



# GROWERS TRAINING – FIELD DAYS



Comité del Kiwi



dores



Juntos, nuestra fruta vale más

# INTERNAL DIFFUSION PROGRAM



## TRAINING VIDEOS

PRUNING AND MOORING, PACKING AND STORAGE, KIWIFRUIT HARVEST, MATURITY ANALYSIS, TECHNICAL EQUIPMENTS REGULATIONS.

*Control de equipos e instrumentos de medición*



Comité del Kiwi Chile

Video de capacitación para el control de equipos e instrumentos de medición.

Marzo, 2011.

*Cosecha de Kiwi*



Comité del Kiwi Chile

Video de capacitación para la cosecha de kiwi

Marzo, 2011.

*Metodología de Análisis para madurez de Kiwi*



Comité del Kiwi Chile

Video de capacitación para la metodología de análisis para madurez de Kiwi.

Marzo, 2011.

*Proceso y embalaje de Kiwi*



Comité del Kiwi Chile

Video de capacitación para proceso y embalaje de Kiwi

Marzo, 2011.

*Poda y amarra invernal Para producción de Kiwi De buena calidad*



Comité del Kiwi Chile

Video de capacitación para Poda y Amarra invernal para producción de kiwi de buena calidad

Marzo, 2011.



# TRADE SHOW PARTICIPATION



## \*Asia Fruit Logistica - HONG KONG



## •Fruit Logistica BERLIN



## \* PMA -USA

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## INTERNAL PROMOTION



### ELIGE VIVIR SANO "Choose a Healthy Lifestyle"



First Lady of Chile at ONU



INTERNAL CONSUMPTION PROGRAM IN  
COLABORATION WITH ASOEX AND THE  
CHILEAN GOVERNMENT

# INTERNAL PROMOTION

## PUBLIC ADVERTISING

“We are committed to the Chilean Kiwifruit”



loyalty of members



ortadores



# INTERNATIONAL DIFFUSION PROGRAM



**THIS LOGO IS USED IN BOXES AND CARTONS EXPORTED FROM CHILE AND IDENTIFIES COMPANIES ADHERED TO THE QUALITY COMMITMENT OF THE CHILEAN KIWIFRUIT COMMITTEE.**



# INDUSTRY: PROTECTION AND DEFENSE

Un esfuerzo conjunto entre Productores y Exportadores

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# PHYTOSANITARY PROTECTION

*Pseudomonas syringae* pv. *Actinidiae* (Psa)



**KIWIFRUIT INDUSTRY**



**CHILEAN GOVERNMENT**

**MESA DEL KIWI**  
**(KIWIFRUIT ROUNDTABLE)**  
2010, November 15th

**INDUSTRY ADVISORY STAFF**

# INDUSTRY DEFENSE AND DEVELOPMENT



KIWIFRUIT INDUSTRY



*"Juntos, nuestra fruta vale más"*

FRUIT EXPORTERS ASOCIATION



- ✓ FREE TRADE AGREEMENT
- ✓ PHYTOSANITARY ISSUES
- ✓ FAIR TRADE COMMISSIONS
- ✓ WORLD TRADE ORGANIZATION



CHILEAN GOVERNMENT

Un esfuerzo conjunto entre Productores y Exportadores





# Competitiveness model

*“Conditioning in Origen and Pre-Ripening at the Destination”*



Un esfuerzo conjunto entre Productores y Exportadores



## Considerations / Challenges

- Objectives:
  - ✓ Provide a kiwi suitable for consumption to the consumer, with optimal expression of flavor, which generates a good experience.
  - ✓ Reach the ripening potential for consumption of the fruit through the implementation of conditioning and pre-ripening technologies that allow the expression of all its organoleptic characteristics.
  - ✓ Increase sales by means of an increase in the rotation of the shelf (gondola) allowing higher profitability per square meter.



# TARGET : TASTE AND VALUE ADDED KIWIFRUIT



## TASTE!

- HIGH SUGAR, SWEET.
- LOW ACIDITY
- SOFT CORE AND PULP
- FRUIT RIPE AND UNIFORM
- HIGH CONTENT OF VITAMINE "C", CALCIUM AND POTASIAM.

# READY TO EAT OR READY TO RETAIL?

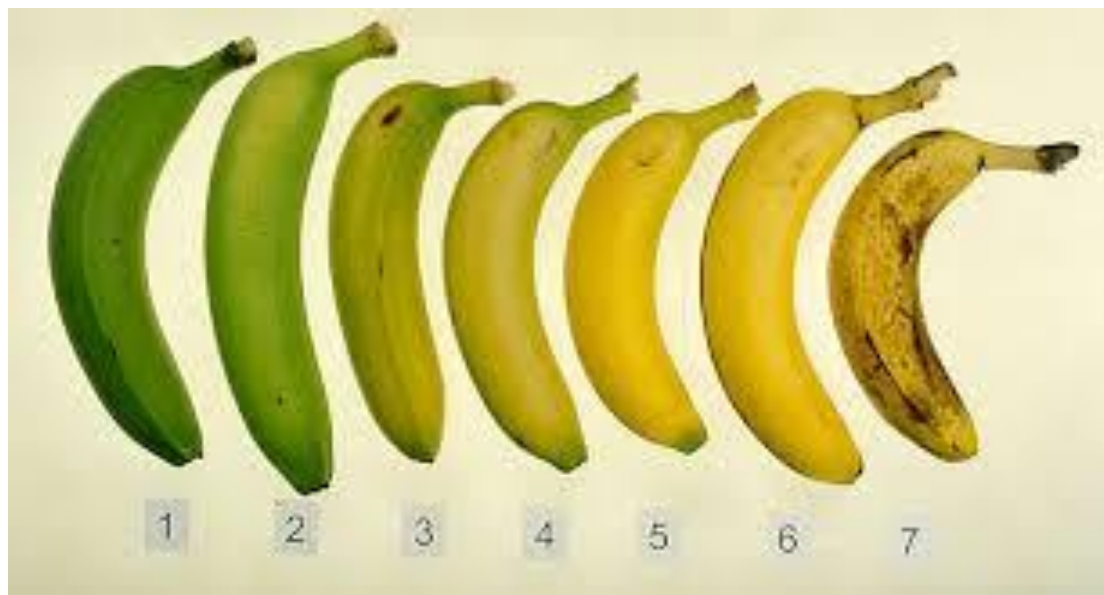
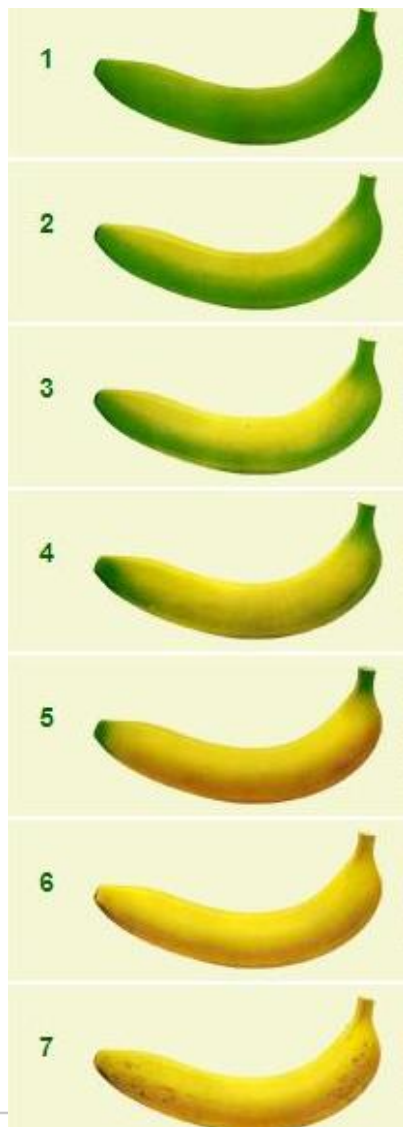


- SWEET, JUICY AND RIPE (4 A 2 Lbs. ).

# TALKING THE SAME



standards agreed



Un esfuerzo conjunto entre Productores y Exportadores





# Seminar in Rotterdam

## Asistencia:

- 50 asistentes
- 35 importadores y distribuidores
- 23 empresas
- 8 países (Alemania; Bélgica; Italia; Suecia; Francia; UK; Rusia; Holanda)



## Taller de Maduración en Europa

### 1.- Tránsito a socios del Comité (Frusan -Copefrut – Greenvic)

Lunes 08 y Martes 09 de Julio  
Frigorífico ADB Cool Company



Un esfuerzo conjunto entre Productores y Exportadores

FedeFruta  
FEDERACIÓN DE PRODUCTORES Y EXPORTADORES DE FRUTAS

ASOEX  
ASOCIACIÓN NACIONAL DE EXPORTADORES DE FRUTAS  
*Frutas, nuestro punto más allá*

## Taller de Maduración en Europa

### 1.- Tránsito a socios del Comité (Frusan -Copefrut – Greenvic)

Martes 09 de Julio  
Reunión con Equipo Copefrut Holanda + PIE



Un esfuerzo conjunto entre Productores y Exportadores

FedeFruta  
FEDERACIÓN DE PRODUCTORES Y EXPORTADORES DE FRUTAS

ASOEX  
ASOCIACIÓN NACIONAL DE EXPORTADORES DE FRUTAS  
*Frutas, nuestro punto más allá*

## Taller de Maduración en Europa ( Miércoles 10)



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## *What we need?*

- ✓ A close relationship with the Importers (Distributors, Category Managers, Services providers) /Supermarket.
- ✓ Supermarket and distributors need to agree with the firmness requirement associated to the sales strategy.
- ✓ Flexibility in Packaging as opportunity to sell more!
- ✓ Marketing and promotional activities together.

## ***A Global Challenge***

The consumer is not always able to distinguish the origin of the supplier, but if he has doubts regarding the product, he will choose a different fruit.

To build a product category such as the kiwi requires all growers and exporters from all countries to offer a homogenous product that allows having a delicious experience.

# GRAZIE!

**KIWI, NEW FRUIT IN WESTERN CULTURE.**

*Mr. Carlos Cruzat  
President  
Chilean Kiwifruit Committee*

*Cesena Italia, September 24, 2013*

