



Chilean Kiwifruit Committee



Why Chile?



› #1 exporter of fruit in the Southern Hemisphere

Largest fresh fruit supplier of China and largest exporter of cherries, table grapes and plums in the world.

› Diversity, all year long!

Chile grows and exports over 30 species of fruit to the world from January to December. Our unique mediterranean climate allows us to supply the Northern Hemisphere off-season, because our winter is your summer!

› Unique natural barriers

Our fruit grows in a land at the end of the world, blessed by natural borders such as the Atacama Desert to the North, the Pacific Ocean to the West, the Andes mountains to the East and Patagonia ice fields to the south, turning Chile into a phytosanitary island!

› World-class fruit supplier

In terms of reliability and compliance with international food safety regulations (Global-Chile GAP certification).

The Best Chilean Kiwi Growers Are Members of the Chilean Kiwifruit Committee

Benefits of working with our members:

- Shared promotions and contents for social networks
- Differentiated product, member logo and QR
- Support in postharvest and ripening technologies



To Work With a Member of the Chilean Kiwifruit Committee Ensures:



- Certification of harvest parameters
- Cooperative work responds to the market requirements
- 10 years of collaborative experience for developing your market
- Ongoing improvement of fruit quality

Chilean Kiwifruit Committee

➤ The Kiwifruit Committee is an organization of Voluntary Participation. It was founded in 2009 by the joint effort of Growers, Exporters and their associations: **FEDEFRUTA** and **ASOEX**. We work together to improve the positioning of the Chilean Kiwifruit.

➤ It represents **60% of the national production** 70% of growers and exporters: 32 exporting company partners and 460 grower partners.



Assurance Maturity Program (PAM)

Nine years ago we started with the PAM program certifying harvested fruit with the minimum appropriate sugar level (maturity) and the appropriate ripeness.

Ripening Program (PM)

The PM program enables fruit to express its maximum consumption potential, ensuring a delicious and ripe Kiwifruit to the final consumer. A ripe kiwi increases the satisfaction of its consumption and increases repeat sales.

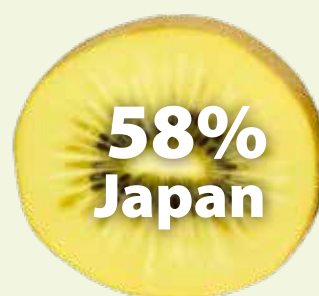
Chile in Far East



➤ Far East is an important market for Chile, which is expressed by the significant increase in Kiwifruit exports during seasons 2015 to 2019, where we **grew 59%**.

➤ **New navigation routes** have been set up reducing travelling times, allowing to arrive with an even **fresher fruit**.

Increase from 2015 to 2019 (tons)



Chilean Kiwifruit Exports to Far East (tons)

Season 2019



Chilean Kiwifruit Industry



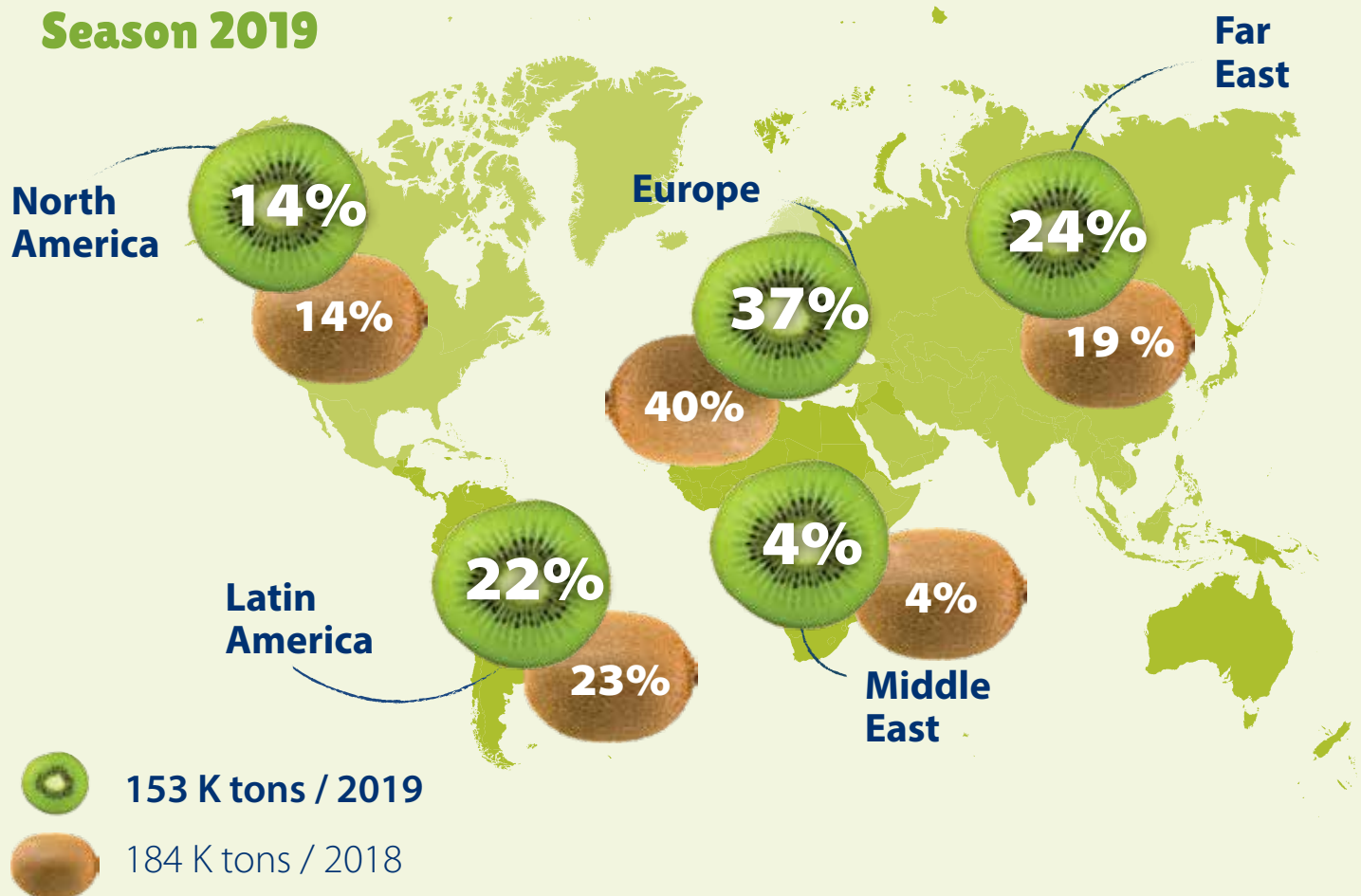
worldwide



A joint effort between Growers and Exporters

Chilean Kiwifruits Exports by Regions

Season 2019



Chilean Kiwi exports by destination market

Figure in Tons

Market	2016	2017	2018	2019	Part.2019	Var.2019/18
Europe	63,824	69,684	73,182	56,083	37%	-23%
Far East	39,212	33,905	34,562	36,792	24%	6%
Latin America	42,162	36,585	42,631	33,724	22%	-21%
North America	27,826	27,694	26,681	20,655	14%	-23%
Middle East	7,038	6,535	7,264	5,731	4%	-21%
Total Season	180,062	174,403	184,290	152,985	100%	-17%

Why Kiwifruit from Chile?

- Chile is the third largest kiwifruit exporter in the world
- It arrives counter-season to the Northern Hemisphere
- Available from March to October
- 32 alternatives of exporting partners
- Wide range of packaging formats
- We have the technology to provide a product that satisfies the needs of the consumer, a flavorful and healthy kiwifruit

Production by Region

Valparaíso (V)	2%
Metropolitan (XIII)	5%
O'Higgins (VI)	41%
Maule (VII)	47%
Ñuble (XVI)	4%
Bio Bio (VIII)	0,6%
Others	0,7%
Total	100%





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