



**幸福正当红<sup>®</sup>**  
新鲜维生素活力助成长



**Asamblea Comité Cerezas ASOEX**

**10.11.21**



## Agenda Asamblea Cerezas 10 noviembre 2021

- 1 Plan Estratégico 2021-2025
- 2 Nuevos Socios
- 3 Fortalecer la Industria
- 4 Defender la Fitosanidad
- 5 Campañas Mercados
- 6 Estimación del Comité
- 7 Otros temas





# **1. Plan Estratégico 2021-2025**



# Plan 2021-2022: 1. Fortalecer la Industria

Fortalecer  
la Industria  
(1.731K)

Estructura  
Comité

\$712 K

Calidad

\$50 K

Campaña  
Interna

\$100 K

Plan China

\$173 K

Fondo  
Emergencia

\$697 K

# Plan 2021-2022: 2. Defender Fitosanidad

Defender  
Fitosanidad  
(546K)

SAG: Producto  
Estratégico

\$68 K

Mesa SAG –  
Aduanas: Nuevo  
Protocolo

\$40 K

Laboratorio Comité

\$84 K

Plan Fitosanitario

\$160 K

Capacitación Comité  
Técnico

\$20 K

Otros Programas  
Comité Técnico

\$174 K

# Plan 2021-2022: 3. Construir Nuevos Países

Construir  
Nuevos Países  
(825K)

Aumentar India

\$200 K

Aumentar Vietnam

\$200 K

Aumentar Tailandia

\$200 K

Nuevos Mercados  
Fase 2: Rusia

\$100 K

Nuevos Mercados  
Fase 1: Canadá y  
Taiwan

\$80 K

Ferias

\$45 K



# Plan 2021-2022: 4. Profundizar Países Actuales

Profundizar Países Actuales  
(6.671K)

Adaptar China

\$5.871K

Aumentar EE.UU.

\$500K

Aumentar  
Corea del Sur

\$300K

Detener Brasil

\$0K

# 2020-2021: Ingresos aprobados Directorio Anterior

Plan Estrategico

Variable	Año	2016	2017	2018	2019	2020	2021	g% 2020	g% 2021
Exportación					45.718	70.557	70.557	54%	0%
Ingresos					72%	76%	79%	6%	4%
Ingresos					0,1690	0,1550	0,1690	-8%	9%
Ingresos					32.690	53.681	55.740	64%	4%
Ingresos					5.518	8.321	9.420	51%	13%
Ingresos					304	0	440	-100%	0%
					5.822	8.321	9.860	43%	19%
					276	38			
					5.546	8.282			
Comercio Exterior					4.310	6.851			
Comercio Exterior					354	220			
Exportación					61	60			
Exportación					51	57			
Exportación					0	0			
Exportación					160	301			
Exportación					100	0			
Exportación					0	0			
Exportación					54	0			
Exportación					281	520			
Fitosanitario	Total	76	76	135	176	274			

- Misma Cuota 0,169 por caja 5kg
- Supuestos Conservadores:
- Mismo Volumen Exportado Total Industria
- Participación en el Comité pasar de 76% a 79%, meta 85%
- 1ra Cuota se cobrará esta semana:
- USD 0,10 x caja 5 kg de la temporada pasada.



# 2020-2021: Propuesta de Presupuesto

\* Corea se mantendrá en 300K

Variable	Año	2016	2017	2018	2019	2020	2021	2021
Exportación	Cajas Exportadas (miles 5 kg)	19.078	37.028	36.071	45.718	70.557	70.557	0
Ingresos	Participación Comité	80%	80%	80%	72%	76%	79%	3%
Ingresos	Cuota Comité (USD / Caja 5 kg)	0,3319	0,1702	0,1775	0,1690	0,1550	0,1690	0,0140
Ingresos	Volumen Comité (K Cajas)	15.065	29.377	28.172	32.690	53.681	55.740	2.059
Ingresos	Privado (USD K)	5.000	5.000	5.000	5.518	8.321	9.420	1.099
Ingresos	ProChile	324	614	541	304	0	440	440
<b>Total Ingresos (USD)</b>		<b>5.324</b>	<b>5.614</b>	<b>5.541</b>	<b>5.822</b>	<b>8.321</b>	<b>9.860</b>	<b>1.539</b>
<b>Saldo (USD)</b>		<b>0</b>	<b>-30</b>	<b>-1</b>	<b>276</b>	<b>38</b>	<b>87</b>	<b>48</b>
<b>Total Gastos (USD)</b>		<b>5.324</b>	<b>5.644</b>	<b>5.542</b>	<b>5.546</b>	<b>8.282</b>	<b>9.773</b>	<b>1.491</b>
China	Promoción	4.942	5.014	4.566	4.310	6.851	5.871	-980
China	Profundización	0	0	0	0	0	173	173
General	Fondo Emergencia	0	0	0	0	0	697	697
Corea del Sur	Promoción	72	284	299	354	220	300	80
EEUU	Promoción	44	55	63	61	60	500	440
Brasil	Promoción	48	48	55	51	57	0	-57
Otros Mercados	Total Otros Mercados	5	0	40	160	301	780	479
Fortalecimiento	Campaña Interna - WCC	0	0	0	100	0	100	100
Calidad	Calidad	0	0	0	0	0	50	50
Ferias	Ferias	48	59	97	54	0	45	45
Administración	Total	89	108	288	281	520	712	192
Fitosanitario	Total	76	76	135	176	274	546	272

# Nuevo Foco: 2021-2026

\* Incluye Fondo de Emergencia

Ppto 2021-2022  
\$9.773K +19% +1.548K

Fortalecer  
la Industria

\$1.731K\*  
(18%, +233%)

Defender  
Fitosanidad

\$546K  
(6%, +100%)

Construir  
Nuevos  
Países

\$825K  
(8%, +174%)

Profundizar  
Países  
Actuales

\$6.671  
(68%, -6%)

Concepto Estratégico:

“Juntos, lograremos sustentar la Calidad de las  
cerezas”

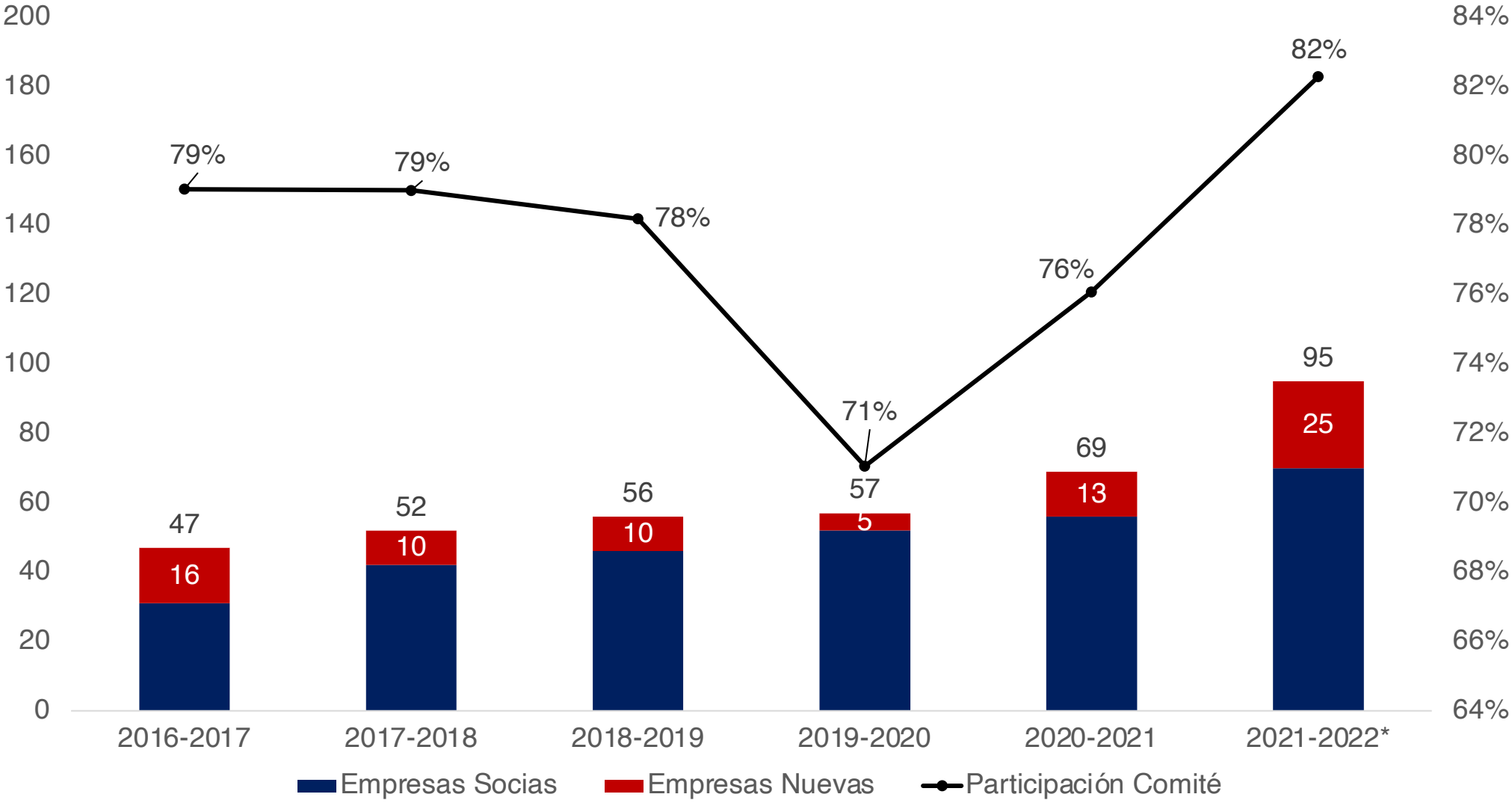




## ***2. Nuevos Socios***



# Comité de Cerezas ASOEX 2021-2022: 95 Empresas Socios (82,3%), 27 empresas nuevas = Meta 85%.



# Comité de Cerezas ASOEX 2021-2022:

95 Empresas Socios (82,3%), 27 empresas nuevas (\*), 2 por contestar.

#	EXPORTADORES	PART
1	LO GARCES SPA	10,5%
2	COPEFRUT S.A.	6,3%
3	DOLE-CHILE S.A.	5,4%
4	FRUSAN S.A.	5,0%
5	PRIZE S.A.	3,6%
6	EXP.RANCAGUA	3,0%
7	GEOFRUT LTDA.	2,7%
8	UNIFRUTTI SPA	2,7%
9	CERASUS S.A.	2,6%
10	DAVID DEL CURTO	2,5%
11	EXP.RIO KING	2,1%
12	AURORA AUSTRALI	1,8%
13	CHERRY GROUP	1,7%
15	EXPAFRUIT SPA	1,4%
16	NATURE SOUTH EX	1,3%
17	TUNICHE FRUITS	1,3%
18	EXP.DEL SUR	1,2%
19	GREENEX SPA	1,2%
20	RUCARAY S.A.	1,2%
21	VERFRUT SPA	1,1%
23	GESEX S.A.	1,0%
25	DELIPACK S.A.	0,9%
26	POMPEIA*	0,9%
27	MAGNA TRADING S	0,9%
28	FRUTTITA SPA	0,9%
29	EL CISNE LTDA.	0,9%
31	AGRICOM LTDA.	0,9%
32	EXP.LOS OLMOS L*	0,8%
33	EXP.FRUGAL S.A.	0,8%
34	MEYER LTDA.*	0,8%
35	EXP.QUELEN SPA	0,8%

#	EXPORTADORES	PART
36	SOC.C & L FRUT	0,8%
37	GREENVIC	0,8%
38	EXP.SUBSOLE	0,8%
39	AGROFRUTA FRESH	0,7%
40	LQ FRUIT LTDA.	0,6%
41	SNLUISE YAQUIL	0,5%
42	HORTIFRUT CHILE	0,5%
43	MACE S.A.	0,5%
44	QUALITY F.GROWE*	0,5%
45	CHISA S.A.	0,5%
46	FRUTLAND S.A.	0,4%
47	PANAGRO S.A.*	0,4%
49	AGR.MONFRUT LT	0,4%
50	AGROEX CHILE*	0,4%
51	EXP.LOS LIRIOS	0,4%
52	RIO BLANCO SPA	0,4%
53	POLAR FRUIT INT	0,4%
54	VICTORIA FRUITS*	0,3%
57	ALMAHUE EXPORT	0,3%
59	OLIVAR EXPORT S	0,3%
60	FISTUR.*	0,3%
62	EL PARQUE LTDA.	0,3%
63	LA VIÑA*	0,3%
67	SFC COM.CHILE S	0,3%
68	TERRAFRUT S.A.*	0,3%
69	EXP.TRUMAO SPA	0,2%
70	AISIEN SPA*	0,2%
72	EXP.AGUA SANTA	0,2%
76	COLLIP RED SOIL	0,2%
78	DEL MONTE FRESH	0,2%
82	ALLEGRIA FOODS*	0,2%
83	TYT EXPORT S.A.*	0,2%

#	EXPORTADORES	PART
87	ALMAFRUIT SPA	0,2%
91	EXP.GONZAGRI SA*	0,2%
95	CHILFRESH S.A.	0,2%
104	MEREX LTDA.	0,1%
105	FIB EXPORT SPA	0,1%
106	TRIOFRUT LTDA.	0,1%
108	C Y D S.A.	0,1%
116	EXP.BLOSSOM SP	0,1%
124	ZURGROUP S.A.	0,1%
125	FRUKA SPA	0,1%
128	VALLE MAULE S.A.*	0,1%
129	EL MOLINO LTDA.*	0,1%
137	POLCURA EXP.S.A*	0,1%
140	NEWDAYFRUITS S.	0,1%
143	SOL DEL MAULE*	0,1%
144	FRUCENTRO S.A.	0,1%
150	VOLCAN FOODS LT*	0,1%
157	GREEN AGRO LTDA	0,1%
172	CEXPORT LTDA.	0,0%
174	RUKAN FRUIT*	0,0%
193	OPPENHEIMER	0,0%
198	FRUTEXSA	0,0%
200	FRUTISIMA LTDA.	0,0%
232	EXP.SANTA ELENA*	0,0%
285	CIA CHILENA FRU	0,0%
NA	HUAQUEN EXPORT*	0,0%
NA	TEJAS VERDES LT	0,0%
NA	EL ALAMO FOODS*	0,0%
NA	AGROVIC*	0,0%
NA	CORE-EXPORT*	0,0%
NA	H EXPORT*	0,0%
NA	ANDES RIDGE*	0,0%



### ***3. Fortalecer la Industria***



# Plan 2021-2022: 1. Fortalecer la Industria

Fortalecer  
la Industria  
(1.731K)

Estructura  
Comité

\$712 K

Calidad

\$50 K

Campaña  
Interna

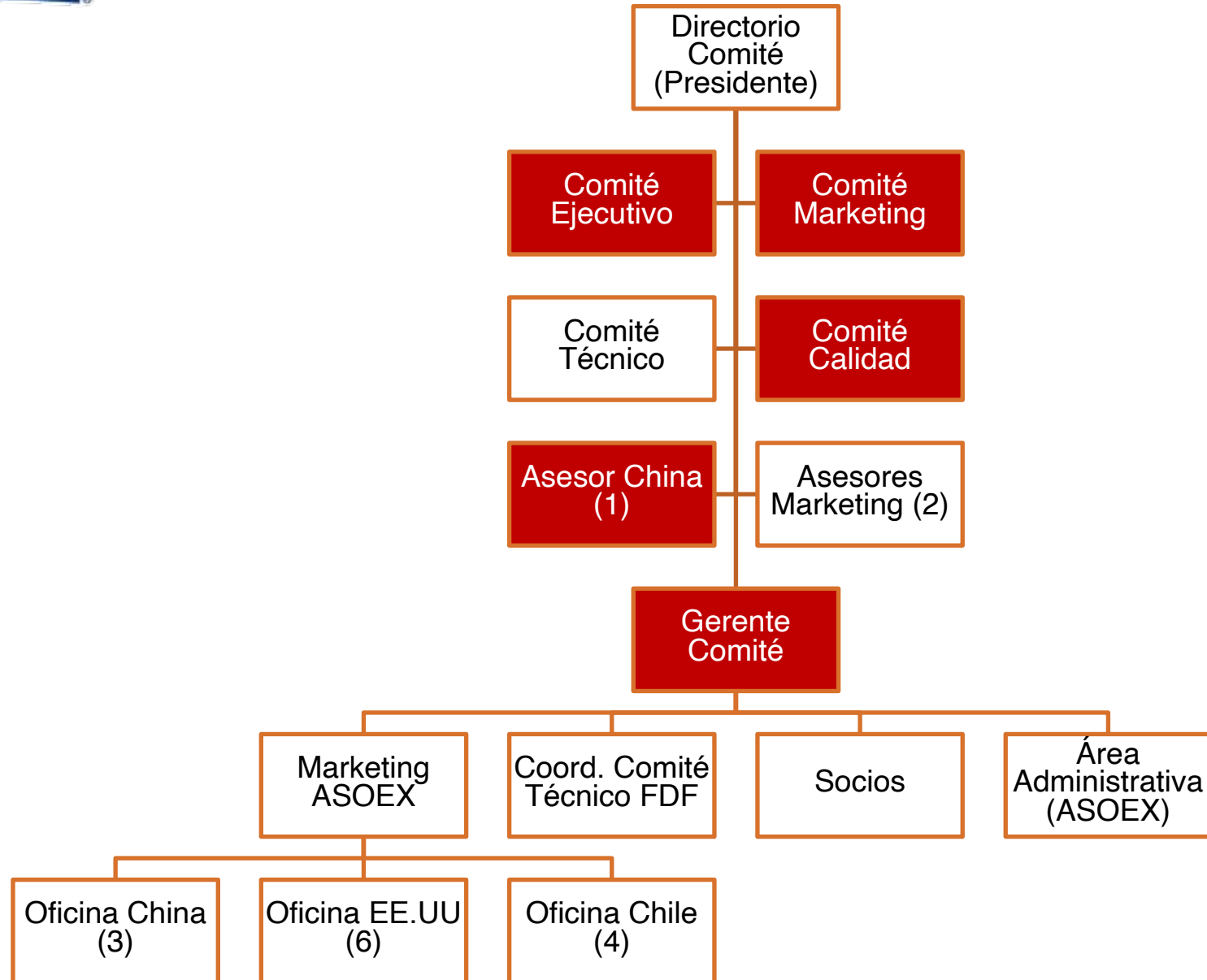
\$100 K

Plan China

\$173 K

Fondo  
Emergencia

\$697 K





# Directorio 2021 – 2022 (24 empresas)

(75% Asistencia)

#	NOMBRE	EMPRESA	Tipo Empresa
1	Cristián Tagle A. (Presidente)	Garcés Fruits	Grande
2	Felipe Casanova	Copefrut	Grande
3	Orieta Ramírez	Frusan	Grande
4	Rodrigo Estevez	Dole-Chile	Grande
5	Rodrigo Aspillaga	Prize	Grande
6	Cristián Echeverría	Geofrut	Grande
7	Eugenio Eguiguren	Unifrutti	Grande
8	Nicolás Troncoso	David el Curto	Grande
9	Gabriel Undurraga	Rio King	Grande
10	Claudio Vial	Ranco	Grande
11	Ramón Arrau	Cerasus	Grande
12	Juan Pablo Edwards/A.Navajas	Rucaray	Grande
13	Sergio Zamorano	Gesex	Mediana/Pequeña
14	Miguel Vial	Magna Trading	Mediana/Pequeña
15	Patricio Toro	Exportadora del Sur	Mediana/Pequeña
16	Diego Palacios	Delipack	Mediana/Pequeña
17	Nicolás Michelin	Agrícola Quelén	Mediana/Pequeña
18	Víctor Maroto	Fruttita	Mediana/Pequeña
19	Mario Edwards	Agrofruta	Mediana/Pequeña
20	Juan Ignacio Tagle	LQ Frut	Mediana/Pequeña
21	Alex Strodthoff	Collipulli Red Soil	Mediana/Pequeña
22	Luis Sandoval	Chilfresh	Mediana/Pequeña
23	José Francisco Silva	Fruka	Mediana/Pequeña
24	Alfonso Frias	Blossom	Mediana/Pequeña



# 1ERA RECOMENDACIÓN DE CALIDAD PUBLICADA (RdeC 25/10)

## RECOMENDACIONES DE CALIDAD COMITÉ DE CEREZAS ASOEX



### Guía de Calidad para Cerezas de Exportación

#### Curva Calibre Objetivo

Calibre	L	XL	J	2J	3J	4J
Rango mm	22 - 23,9	24 - 25,9	26 - 27,9	28 - 29,9	30 - 31,9	> 32
%	0	15	32	32	15	6

**Concentración de Sólidos Mínima:** 16° Brix.

**Firmeza Mínima:** 65 UD ó 200g/mm

**Fruta sin Pedicelo:** <10%

**Descalibre en Caja Terminada:** 5% hacia abajo  
10% hacia arriba.

**Período Máximo de Cosecha por Cuartel:** 7 días.

**Horario Máximo Cosecha:** Asociado a temperatura de pulpa <28°C. (14:00 hrs.)

## RECOMENDACIONES DE CALIDAD COMITÉ DE CEREZAS ASOEX



### Acuerdos de Exportación

#### Correcto Etiquetado de Variedades

Se ACUERDA etiquetar la variedad real.

- No se podrá utilizar los siguientes nombres en combinación con números, letras o símbolos:

**SANTINA, BING, LAPINS, KORDIA, REGINA, SWEETHEART**

- En caso que no se pueda utilizar un único nombre de variedad, se acuerda utilizar uno de los siguientes nombres genéricos:

**DARK SWEET CHERRIES** (Para Variedades Rojas)

**LIGHT SWEET CHERRIES** (Para Variedades de otro color)

#### Calibre Mínimo de Exportación a China: XL

- Calibre L se define como Fuera de Norma.

- Las empresas del Comité de Cerezas acuerdan no embalar calibre L a China desde 1 diciembre en adelante.

#### No Exportar CAT2 a China

- Las empresas del Comité de Cerezas acuerdan NO exportar CAT2 a China.

- CAT2: Cajas con descalibre >4mm (SOBRE 25%) y frutos con deformidad SOBRE 20%.

#### Nomenclatura Única de Calibres\* y Fruta oscura.

\*Se acuerda desde la temporada 2021/22 en adelante a usar una nomenclatura única para los miembros del Comité de Cerezas ASOEX a objeto de promover un mejor entendimiento en toda la cadena de distribución desde productores a consumidor final. El nuevo rotulo de calibres deberá ser implementado a la brevedad posible, atendiendo las realidades de cada empresa.

Rango MM	Etiquetado	Nombre
22 - 23,9	L	Large
24 - 25,9	XL	Extra Large
26 - 27,9	J	Jumbo
28 - 29,9	2J	Double Jumbo
30 - 31,9	3J	Triple Jumbo
32 - 33,9	4J	Tetra Jumbo
> 34	5J	Penta Jumbo

Concepto	Etiquetado	Ejemplo
Claro	"cal"	2J
Oscuro	"cal" + D	2JD

## Medición de Calidad de la Industria (I)

- El Comité de Calidad ha determinado que se realizarán reportes al final de la temporada, para medir el nivel de cumplimiento de las principales Recomendaciones de Calidad aquí publicadas.
- Se realizarán las siguientes medidas:

# Medición de Calidad de la Industria (II)

RECOMENDACIONES DE CALIDAD  
COMITÉ DE CEREZAS ASOEX



## Guía de Calidad para Cerezas de Exportación

### Curva Calibre Objetivo

Calibre	L	XL	J	2J	3J	4J
Rango mm	22 - 23,9	24 - 25,9	26 - 27,9	28 - 29,9	30 - 31,9	> 32
%	0	15	32	32	15	6

**Concentración de Sólidos Mínima:** 16° Brix.

**Firmeza Mínima:** 65 UD ó 200g/mm

**Fruta sin Pedicelo:** <10%

**Descalibre en Caja Terminada:** 5% hacia abajo  
10% hacia arriba.

**Período Máximo de Cosecha por Cuartel:** 7 días.

**Horario Máximo Cosecha:** Asociado a temperatura de pulpa <28°C. (14:00 hrs.)

Objetivo mejorar la Calidad y la Percepción de la misma en destino

Se evaluarán preguntas en el estudio a consumidores e importadores en China, utilizando las respuestas de temporadas pasadas

### IN/AFTER Chilean Cherry Season

	2020-Post	2019-Post			
		Gap vs. 2020-Post			
Quality	81 ▼	82 ▼	-1	90	-9
Freshness	81 ▼	84 ▼	-3	91	-10
Safety	81	-	-	-	-

It offers the fruits with the best tastes  
It offers the fruits with the best color and shape

Tastes sweet

Offers juicy fruits



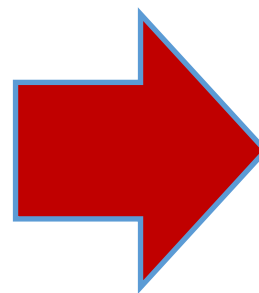
## Medición de Calidad de la Industria (III)

### Correcto Etiquetado de Variedades

Se ACUERDA etiquetar la variedad real.

- No se podrá utilizar los siguientes nombres en combinación con números, letras o símbolos:

**SANTINA, BING, LAPINS, KORDIA, REGINA, SWEETHEART**

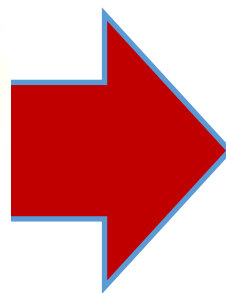


Se hará un reporte al final de la temporada, para levantar la cantidad de volumen que NO cumplió, se comparará con las 2 temporadas anteriores.

## Medición de Calidad de la Industria (III)

### Calibre Mínimo de Exportación a China: XL

- Calibre L se define como Fuera de Norma.
- Las empresas del Comité de Cerezas acuerdan no embalar calibre L a China desde 1 diciembre en adelante.



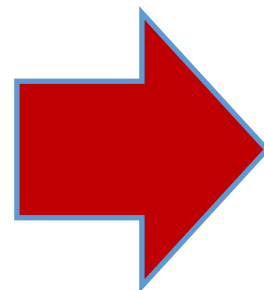
Se construirá un reporte con la información de los mercados mayoristas de Guangzhou + Shanghai, para levantar la cantidad de fruta “L” que aparezca en los mercados desde enero en adelante.

## Medición de Calidad de la Industria (IV)

### Nomenclatura Única de Calibres\* y Fruta oscura.

\*Se acuerda desde la temporada 2021/22 en adelante a usar una nomenclatura única para los miembros del Comité de Cerezas ASOEX a objeto de promover un mejor entendimiento en toda la cadena de distribución desde productores a consumidor final. El nuevo rotulo de calibres deberá ser implementado a la brevedad posible, atendiendo las realidades de cada empresa.

Rango MM	Etiquetado	Nombre
22 - 23,9	L	Large
24 - 25,9	XL	Extra Large
26 - 27,9	J	Jumbo
28 - 29,9	2J	Double Jumbo
30 - 31,9	3J	Triple Jumbo
32 - 33,9	4J	Tetra Jumbo
> 34	5J	Penta Jumbo



Se levantará con todos los socios quienes cumplirán la nueva nomenclatura esta temporada y quienes la próxima, para tener transparencia en la información.

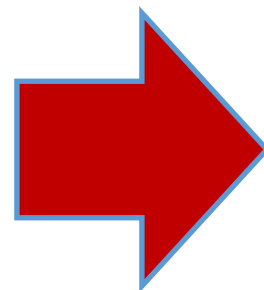


## Medición de Calidad de la Industria (IV)

### Nomenclatura Única de Calibres\* y Fruta oscura.

\*Se acuerda desde la temporada 2021/22 en adelante a usar una nomenclatura única para los miembros del Comité de Cerezas ASOEX a objeto de promover un mejor entendimiento en toda la cadena de distribución desde productores a consumidor final. El nuevo rotulo de calibres deberá ser implementado a la brevedad posible, atendiendo las realidades de cada empresa.

Concepto	Etiquetado	Ejemplo
Claro	"cal"	2J
Oscuro	"cal" + D	2JD



Se aclara que esta definición buscaba eliminar la letra "L" o "R" para la fruta clara, y NO estandarizar a toda la industria en 2 colores, ya que podrían haber más de 2.

# Plan China: Construir Redes en China

Advisory Board +  
Consejo Cerezas

Asesores China

Monitoreo de  
Crisis:  
Inteligencia de  
Mercados

Evento en Chile:  
- Cherry Blossom  
- Encuentro Nov.

Plan Autoridades  
en Chile

Webinar Sobre  
China

# Plan China: Construir Redes en China

Actividad	USD	%
Webinar China	1.500	1%
Asesores China	25.000	14%
Eventos en Chile	30.000	17%
Advisory Board	10.000	6%
Monitoreo Crisis	80.000*	46%
Otros	26.000	15%
<b>TOTAL</b>	<b>172.500</b>	<b>43%</b>
Fondo Emergencia	227.500	57%
<b>TOTAL</b>	<b>400.000</b>	<b>100%</b>



## Fondo de Emergencia: USD 700K

Se está trabajando en tener un Plan armado para China en caso que se requiera como la temporada pasada.

En caso que ocurran hechos que requieran su implementación se citará a Directorio para aprobarse, informando a todos los Socios lo que se realizará.

A large, semi-transparent red circle is centered on the page. Inside this circle is a smaller, solid black circle. The text '4. Defender la Fitosanidad' is written in white, bold, italicized font within the black circle. The background of the entire slide is a dark red color with a pattern of dark red cherries scattered across it.

## ***4. Defender la Fitosanidad***

# Plan 2021-2022: 2. Defender Fitosanidad

**Defender  
Fitosanidad  
(546K)**

SAG: Producto  
Estratégico

\$68 K

Mesa SAG –  
Aduanas: Nuevo  
Protocolo

\$40 K

Laboratorio Comité

\$84 K

Plan Fitosanitario

\$160 K

Capacitación Comité  
Técnico

\$20 K

Otros Programas  
Comité Técnico

\$174 K



# Nuevo Protocolo China

Video Webinar  
31/8, 20/9, 13/10

Sitio Web

Distribución  
Nuevos  
Lineamientos y  
documentos SAG

Q&Av3 SAG

Capacitaciones

Sistema en Línea

Laboratorio  
Comité - FDF

Poster Prunus  
Necrotic

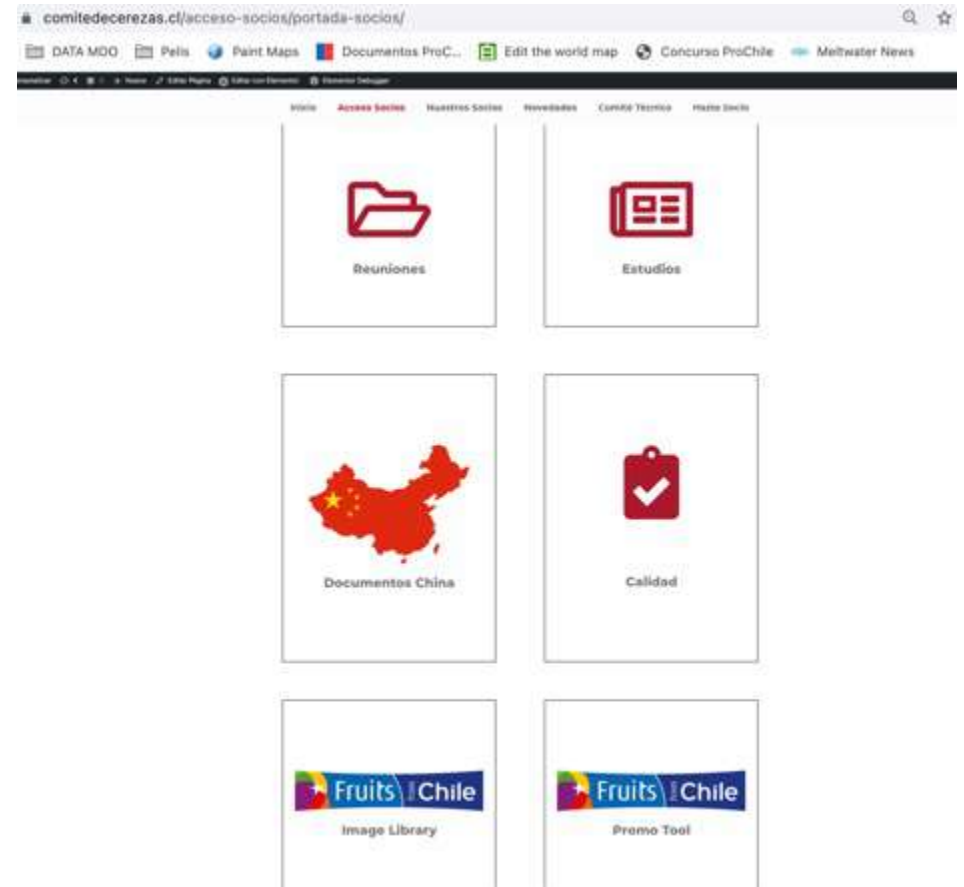
Tema Guantes

Auditorias  
Nuevos CSG y  
CSP



# comitedecerezas.cl

## Su correo y clave "asoex"



## Consulta

Ingrese los Códigos CSG a consultar:

87402,87424,151140,876664,91108,87828

(Separe por comas si desea consultar más de uno a la vez)

[Consultar](#)

[Salir](#)

Ultima Actualización: 10/11/2021 01:00

CSG	Resultado Laboratorio			Monitoreo Visual	
	Status CSG	Muestreo Huerto	Muestreo Packing (Acumulativo)	Entre Brotación y Floración	Previo Cosecha
87402	HABILITADO	POSITIVO	NEGATIVO	SIN INFORMACION	
87424	RECHAZADO	POSITIVO	POSITIVO	SIN INFORMACION	
876664	RECHAZADO	POSITIVO	SIN INFORMACION	SIN INFORMACION	
91108	HABILITADO	NEGATIVO	POSITIVO	SI	NO
87828	HABILITADO	NEGATIVO	NEGATIVO	SI	SI





## **OTROS TEMAS**

- **CHARTER BODEGA NAVE**
- **TRÁNSITO EE.UU**
- **TEMA GUANTES**



## LABORATORIO

- CHARTER BODEGA NAVE
- TRÁNSITO EE.UU
- TEMA GUANTES



# Implementación y operación del Laboratorio de PNRSV (exclusivo para el Comité de cerezos) 70 Muestras por socio, costo CLP 5.000

## Inscripción Laboratorios PNRSV

### Exclusivo Socios del Comité de Cerezas ASOEX

¿Utilizará el Laboratorio del Comité de Cerezas ASOEX para realizar Test Elisa?

En caso de NO, sus muestras serán distribuidas a los otros socios del Comité, agradecemos su respuesta.

Nombre Empresa Exportadora

Email

RUT Empresa

Razón Social

Dirección Comercial

Nombre, dirección, región y comuna de cada planta que sea de la exportadora, o que la exportadora utilice:

Nombre y e-mail de la persona en cada planta a quién enviar los resultados:

Enviar



## Programa Fitosanitario

- Capacitación
- Monitoreo y Vigilancia Plagas
- Reportes
- Visita a Plantas

Pardeamiento

Transferencia  
Tecnológica

Manual de Prevención  
de Plagas

Estudio Fosetyl AI

Pudrición Negra

Actualización Guía  
Covid

Informe Bibliografico  
Prunus



## Presupuesto Defender Fitosanidad (nueva versión)

USD	2020-21	P2021-22 v1	P2021-22 v2	21-22 DIF	g% vT40
<b>Total</b>	<b>\$318.261</b>	<b>\$416.736</b>	<b>\$536.011</b>	<b>\$119.275</b>	<b>68%</b>
P1. Programa Fitosanitario FDF	\$177.375	\$157.493	\$160.000	\$2.507	-10%
Inspectores Japón + Vietnam	\$10.500	\$10.500	\$10.500	\$0	0%
PTEC	\$12.321	\$13.143	\$13.143	\$0	7%
Mesa SAG-Aduanas	\$30.000	\$20.000	\$68.000	\$48.000	127%
Auditorias Virtuales	\$40.000	\$40.000	\$40.000	\$0	0%
Laboratorio PNRSV	\$0	\$0	\$84.340	\$84.340	0%
P1: Adicional Capacitac.	\$0	\$0	\$10.000	\$10.000	0%
P2: Pardeamiento FDF	\$0	\$45.000	\$45.000	\$0	0%
P3-4: Transferencia Tecnol y Manual	\$0	\$20.000	\$40.000	\$20.000	0%
P5-6 Fosetyl y Pudrición negra	\$10.000	\$30.000	\$33.000	\$3.000	230%
P7. Inocuidad - COVID	\$3.823	\$5.000	\$5.000	\$0	31%
P8. Revisión Bibliog PNRSV	\$0	\$0	\$1.429	\$1.429	0%
Alternaria FDF*	\$10.000	\$10.000	\$0	-\$10.000	-100%
Inteligencia Artificial*	\$0	\$40.000	\$0	-\$40.000	0%
Administración	\$24.242	\$25.600	\$25.600	\$0	6%



## ***5. Campaña Mercados***

# 2020-2021: Propuestas por Mercado Actualizado










Nueva Propuesta:

1. Aumentar Países en Fase 1: Canadá y Taiwán (40K c/u)
2. Aumentar inversión en los mejores prospectos: Vietnam, India y Tailandia a 200K, Rusia (Fase 2)
3. Mercados descartados por ahora: Brasil, Japón, UK, Alemania, Ecuador e **Indonesia**
4. Regularizar Mercados con Desfase: EE.UU (500K – Fase 4) y Corea del Sur (300K – Fase 3)
5. **Adaptar el Ppto en China: 200K Prof, 5,871K Campaña y F.Emerg 700K**





## 2020-2021: Avances Mercados

MERCADO	FASE	AGENCIAS	CAMPAÑA (c/Est. Mdo)	ESTUDIO MERCADO
	FASE 4	PLTFRM HAVAS DAYMON MCMZ	5.850K	200K
	FASE 4	CFFA	500K	50K
	FASE 3	IntNet (Mantener)	300K	30K
	FASE 2	SS Associates (Mantener)	200K	20-30K
	FASE 2	THIENAN	200K	20-30K
	FASE 2	T&S (Mantener)	200K	20-30K
	FASE 2	Crisp Consulting	100K	20K
	FASE 1	Maren Marcoux*	40K	40K
	FASE 1	IPSOS	40K	40K
TOTAL			7.430K	470K



## ***5.1 Campaña China***



# Calendario China



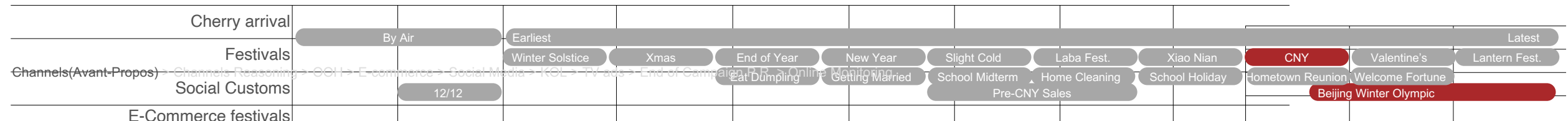
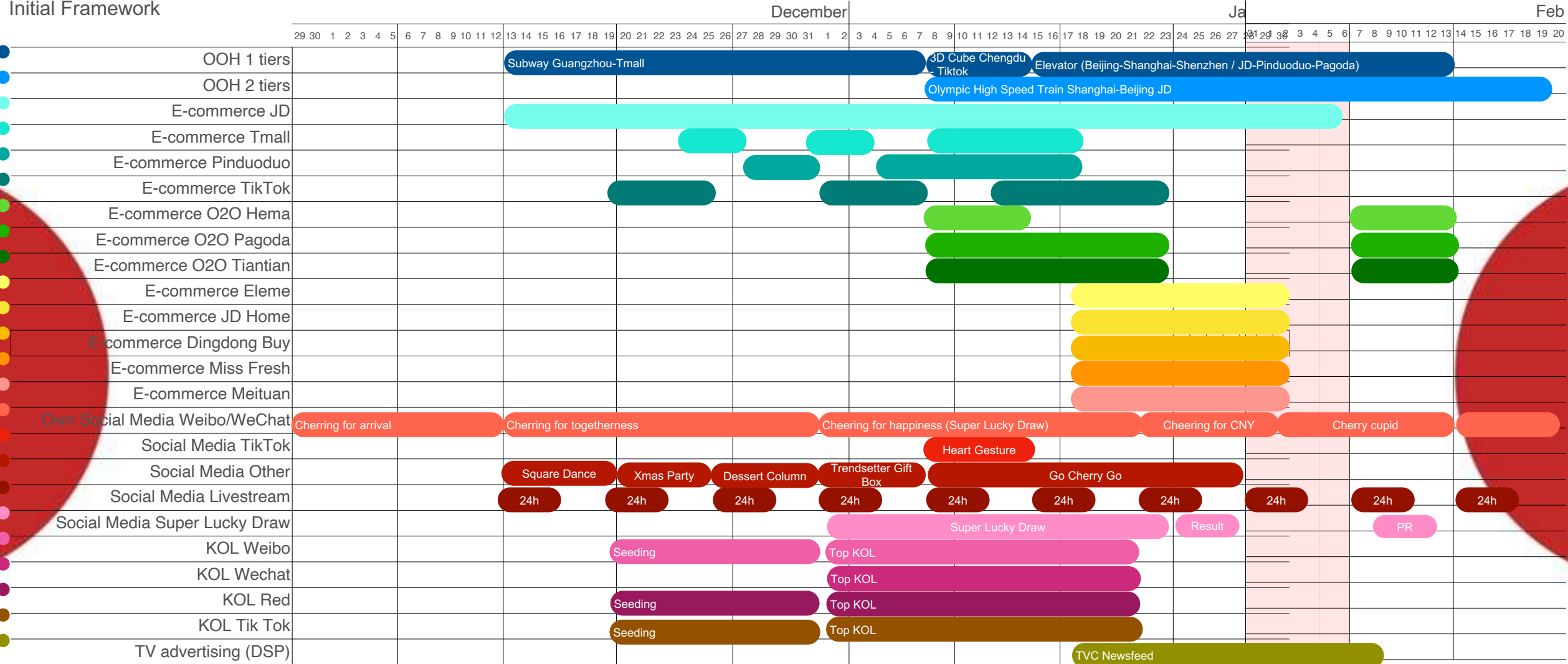
PHASE 1	PHASE 2	PHASE 3
<b>Build Credibility</b>	<b>Build Confidence</b>	<b>Build Relevancy</b>
<b>SAFETY/TRUST</b>	<b>QUALITY &amp; NUTRITION</b>	<b>INDULGENCE</b>
<b>GUARD YOUR HEALTH, EAT CHERRIES AT EASE WITH MORE HAPPINESS</b>	<b>Creative + Media - Daily Occasion Communication</b>	<b>Creative - CNY Campaign</b>
	<b>PLAN B: LUCKY DRAW + KOL</b>	<b>PLAN B: MAKE CHERRIES LUCKY FRUIT</b>
<b>PR Social listening</b>		
<b>PR - Press release</b>	<b>PR - Instant News</b>	<b>PR - KOL</b>
<b>PR - SEO</b>		



# MEDIA EXECUTION

## Initial Framework

Campaign starting    Peaking    Peak    Pre-CNY    CNY    Ending    Post-Camp.







KEY VISUAL

CONSTRUIR CONFIANZA: EN CASO DE CRISIS DE AUMENTARÁ SU USO

守护健康 幸福加倍



智利 櫻桃

幸福 正当红

一口新鲜 营养满溢

FOODS FROM 智利

→ Enjoy the red moment

GUARD YOUR HEALTH, EAT CHERRIES AT EASE WITH MORE HAPPINESS





VIDEO

## CONSTRUIR CONFIANZA: EN CASO DE CRISIS DE AUMENTARÁ SU USO







# 2 KEY VISUALS y 2 VIDEOS – FAMILY + COUPLE



Enjoy the red moment

A bite of freshness  
Full of nutrition

Happiness, is right at this moment





## TVC – 15 sec. Family

Winter time, a family is having dinner in the dining room, a little girl is staring out of the window of the snow, looking a bit sad and bored.

She **picks up a cherry from a bowl of cherries on the table.**

A close-up shot when the girl's facial expression of satisfying.

Camera quickly zoom-in to her head

Quick flashes in girl's mind

Cherries drop into the water, Girls was playing water with friends in swimming pool

Cherries flying in the sky,

Girl was playing water balloons with summer clothes on grass

Camera pan down from cherry stem to cherry

Girl was playing swinging with mom and dad

Super / VO: Each cherry connects to the best moments.

As good memories flashing by The girl is enjoying happy moments

Super / VO: Happiness is right at this moment.

Cut back to the family shot

Mom and dad take cherries from the plate too

They take a bite, camera quick to zoom-in to their forehead, cut.

Cut to the ending shot, a bowl of cherries on dining table

Ending Cut: logo

Super: Cherries from Chile, enjoy the red moment.







## TVC – 15 sec. - Couple

A woman is talking phone with her boyfriend while holding a bowl of cherries. She looks sad of not being able to meet her boy, saying: When can we meet again?

[Look-down shot]: **She put a cheery into her mouth.**

[Close-up shot]: Focus on women's facial expression of satisfaction

Quick zoom in to women's mind

### **Closed up shot of Cherry surface**

Cut Woman is wearing red lipstick on her lips with lips close up shot. She happily enjoys the date with her boy

### **Cherries fall onto the plate**

Cuts to she is playing red balls with her boy.

Super / VO: Each cherry connects to the best moments.

As good memories flashing by

The woman is filled by love

Super / VO: Happiness is right at this moment.

Cut to the boy talking on the phone, he is also eating cherries, he puts 1 cherry in his month, quick zoom in to his mind, cut.

Cut to the ending shot, a bowl of cherries on the table

Ending Cut: logo

Super: Cherries from Chile, enjoy the red moment.





TENDREMOS OTRO KV PARA CNY Y POST CNY:  
EL MARTES TENDREMOS LA PROPUESTA

# 红运樱桃开年红

(Start a year of good luck with lucky red cherries )

We give the dish (Chilean Cherries) a good name, and make it become a must in CNY Eve's meal



Use on POSM material

Use on KOL material

Social posters for CNY,  
red lantern festival and  
valentines day

Use of Ecommerce /  
social and digital  
platforms

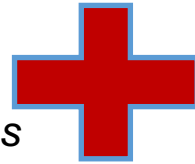
Use on restaurant  
cooperarion





# En vez de la Celebridad se propone Plan B

NUEVO LUCKY DRAW, TIPO LO REALIZADO AÑO PASADO CON KOLs



## CAMPAÑA "MAKE CHERRIES A LUCKY FRUITS"

(1 week before CNY and 2 weeks after CNY)

The key message - 红运樱桃开年红 (Start a year of good luck with lucky red cherries)



EDUCATION

EMBED

ENGAGEMENT

# 100 Millones Impresiones USD 400K

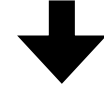
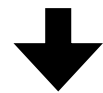
Engage audiences for actions and leads to sales

Digital Activation

Game Endorsement

(recommendation)  
KOL/KOC

Douyin Challenge (TIKTOK)



Offline/Trade Channels

E-commerce Channels

Drive traffics to omni channels

Keep Lucky Cherries Lock Up (红运樱桃) in all communications during the phase



# Awareness – OOH: 192 M impresiones

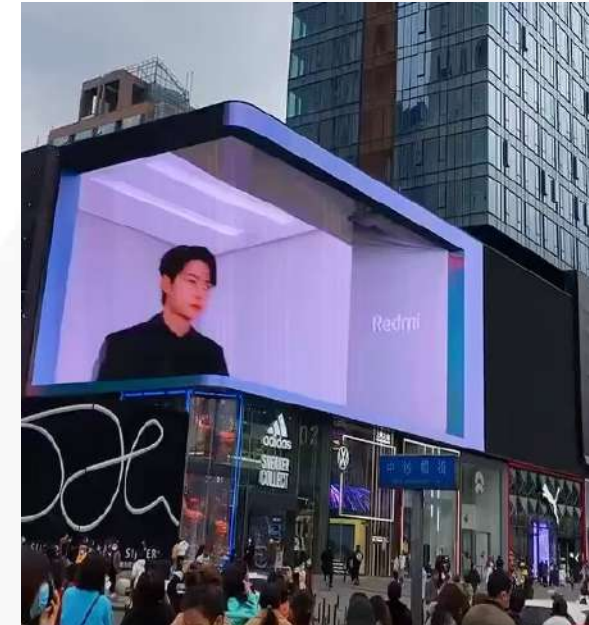
Cobertura 50 ciudades, foco en 5 (Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu)

OOH High Speed Train

OOH Subway

OOH Elevator

OOH 3D Cube

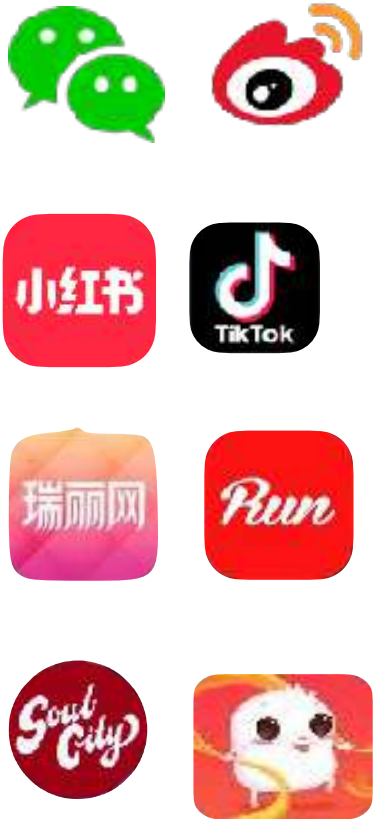






# Awareness – Social Media 8 RRSS – 108 M imp.

Nuestras propias cuentas + Hand Drawing Challenge + Square Dance + Otros



Example of post with video banners.  
(Click to play)

## CHERRY HAND DRAWING CHALLENGE



Preview of hand gesture animation.

## THE FIRST CHERRY SQUARE DANCE

Social apps Tangdou

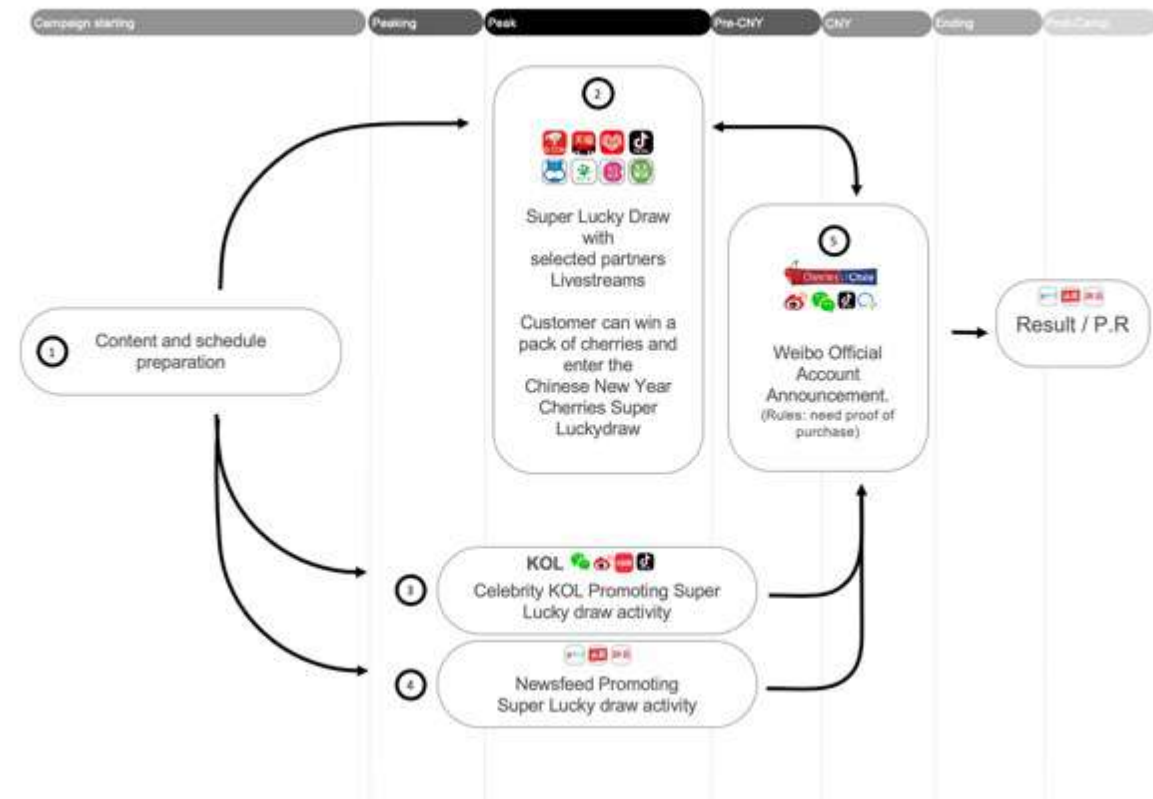


Example of home page with dance selection.



# Awareness: KOLs 325 M Impresiones KOL 89 y Lucky Draw Foco 15 ciudades

Platform	Campaign Starting 12.13-1.2	Campaign Peak 1.3-1.23	Campaign CNY 1.24-2.6	TTL
WeChat	9	24	5	38
Weibo	1	2		3
RED	9	22	5	36
Tik Tok	2	10		12
<b>Total</b>	<b>21</b>	<b>58</b>	<b>10</b>	<b>89</b>





# Awareness – Pay Ads 181,5 M impresiones

Foco 15 ciudades TV Advertising - 3 Apps







# Conversión – Ecommerce

## 12 partners, 1,293 M impresiones

### E-commerce (All)

We lock budget per platform to generate package deal in the coming months. Actual plan based on previous year experiences (see timeline).



Expected partners: 12.  
(8 in 2021)



Specialised and O2O stores

Delivery platform.



Livestream Traffic support

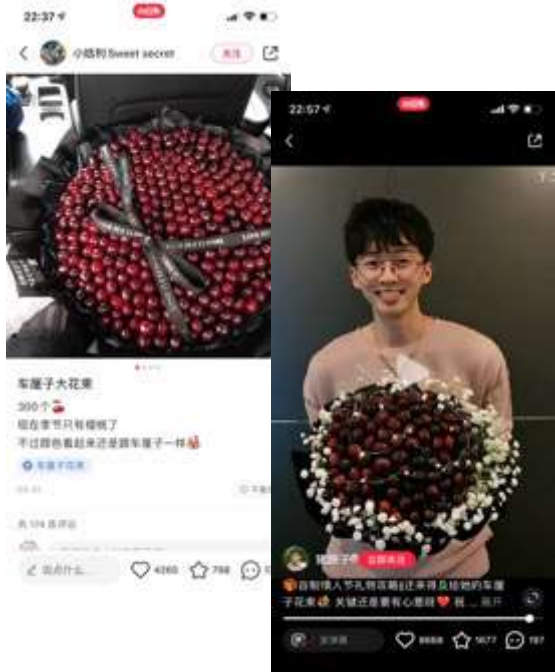






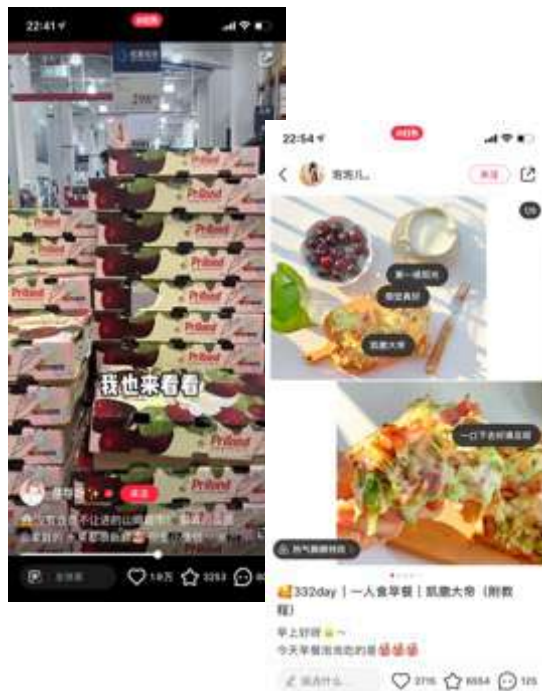
# Post CNY: Plan B + Valentines + Lantern + Other

## COUPLE



Cherry gifting for Valentine's Day

## LIFESTYLE



Purchase habit of imported cherry is a symbol of high life quality & consumption power

Cross promotion between Chilean Cherry & Wine:



Cherry DIY Lantern (Gift with purchase):



Example of banner with our mascot.



# Conversión - POS

14.370 sesiones, USD 70,8 x session (-3%), 15% Post CNY

Total **POS KPI** will be 57,966,369 USD with the sum up of the estimation sales for both Pre-CNY & Post CNY.

Items	Original Budget(USD)	Unit Price(USD)	Sessions	Estimated Budget 2021 (USD)	KPI 2021-22 (USD)	ROI 2021-22	ROI 2020-21
POS Sessions (include free trial + Gift)	14,370	71	14,370	\$1,016,954	\$57,966,369	See the attach below	55
Fruit Stores	230,769	171,140	1	\$171,140	\$59,899,135	350	327
Wholesale Event (Luncheon Party)	13,538	13,538	8	\$108,308			
GZ Wholesale Weekly Event (9 weeks)	13,538	17,231	1	\$17,231			
Retail Event	13,846	13,846	1	\$13,846			
Travel Fee	24,615	24,615	1	\$24,615			
Original ELEME (Change to POS)	30,769	-	0	\$0			
Savings for ELEME (online ex-changes) (HEMA Coop)	46,154	-	1	\$0			
Extra Cooperation (Community Group buy)	44,205	-	1	\$0			
Wholesale Market Wechat Group Set-up Program	20,000	20,000	1	\$20,000			
Retail Live Streaming	-	-	0	\$0			
Sub-Total (Tax included)				\$1,465,808	\$117,865,504		
AVG Agency Fee				\$117,265			
Total				\$1,583,072			

Season Campaign Period	2020-21			2021-2022		
	Pre- CNY	Post - CNY	Total Sessions	Pre- CNY	Post - CNY	Total Sessions
Sessions	13,993	357	14,350	13,970	400	14,370
Ratio	98%	2%	100%	97%	3%	
Total Sales (USD)	65,884,351	1,226,376	67,110,727	59,318,769	1,132,308	60,451,077
ROI (2020 Data.)	67	49	66			
ROI (2021 Estimation.)				60	40	
Sessions (15% post-CNY)				12,215	2,156	14,370
Ratio				85%	15%	
ROI (2021 Estimation.)				60	40	
Estimation of Sales (USD)				51,864,646	6,101,723	57,966,369



# Conversión - POS

## 75 ciudades (4 nuevas)

New Cities compared to last year.

Totally cover **75** Cities

**Top 15 cities** (as labeled on the map) will be selected according to the well performed stores' located cities in the Golden Ranking List;

**Other cities** will try to have at least 5 stores coverage for each cities...

Tier 1 & 2 Cities Shanghai, Beijing, Guangzhou, Shenzhen, Chongqing; Hangzhou, Nanjing, Suzhou, Hefei, Kunming, Nanning, Shenyang, Changchun, Xi'an, Wuhan, Fuzhou, Chengdu, Changsha, Taiyuan, Dalian, Qingdao, Tianjin, Nanchang, Zhengzhou

Tier 3-5 Cities

Yantai, Langfang, Changzhou, Wuxi, Deqing, Kunshan, Lin'an, Ningbo, Fuqing, Jinjiang, Zhangzhou, Xiamen, Dongguan, Foshan, Zhuhai, Guiyang,



***\*The final city list will be updated according to retailer negotiation.***



# Conversión - POS Retailer Partners 26 (vs 23)

## Hypermarkets : 16

(13 for last season. Newly added : BHG, Century Mart, Golden Eagle)



## Premium Supermarket : 3

(4 for last season)



## Specialty Fruit Store : 7

(Newly added : Fresh Bridge)





# Conversión – Mayoristas (6 mercados)

## 6 Wholesales, 2 workshop + Plan GZ (9 Encuentros semanales y 1 Cena)

### Wholesale Market Promotion Format

- Wholesale Workshop for new visited markets:

- City<sup>1</sup>: Qingdao
- City<sup>2</sup>: Nanjing

- Standard Wholesale Event (Interaction Game)

- City: Guangzhou, Jiaxing, Huizhan, Chengdu, Kunming(New City)

- Weekly Wholesale Event

- City: Guangzhou Only

- Loyalty dinner in Guangzhou

Calendar	Total 8 Sessions (6 Wholesale Event + 2 Wholesale Workshop) + 9 GZ weekly event						
	MON	TUE	WED	THUR	FRI	SAT	SUN
Dec. 2021	Dec.13	Dec.14	Dec.15	Dec.16	Dec.17	Dec.18	Dec.19
				Dinner	Wholesale Event @ GZ		
	12/20	12/21	12/22	12/23	12/24	12/25	12/26
	GZ Weekly Event	Wholesale Event @ Jiaxing		Wholesale Event @ Huizhan	X'mas		
	Dec.27	Dec.28	Dec.29	Dec.30	Dec.31	Jan.1	Jan.2
	GZ Weekly Event					New Year	
Jan. 2022	Jan.3	Jan.4	Jan.5	Jan.6	Jan.7	Jan.8	Jan.9
	Wholesale Workshop			Wholesale Workshop @ Nan Jing			
	GZ Weekly Event						
	Jan.10	Jan.11	Jan.12	Jan.13	Jan.14	Jan.15	Jan.16
	GZ Weekly Event	Wholesale Event @ Chengdu					
	Jan.17	Jan.18	Jan.19	Jan.20	Jan.21	Jan.22	Jan.23
	GZ Weekly Event	Wholesale Event @Kunming					
	Jan.24	Jan.25	Jan.26	Jan.27	Jan.28	Jan.29	Jan.30
	GZ Weekly Event				Wholesale Event @ GZ		
Feb. 2022	Jan.31	Feb.1	Feb.2	Feb.3	Feb.4	Feb.5	Feb.6
	CNY						
	Feb.7	Feb.8	Feb.9	Feb.10	Feb.11	Feb.12	Feb.13
	GZ Weekly Event						
	Feb.14	Feb.15	Feb.16	Feb.17	Feb.18	Feb.19	Feb.20
	GZ Weekly Event						
	Feb.21	Feb.22	Feb.23	Feb.24	Feb.25	Feb.26	Feb.27
	GZ Weekly Event						

Wholesale Event(Interaction)

Wholesale Workshop

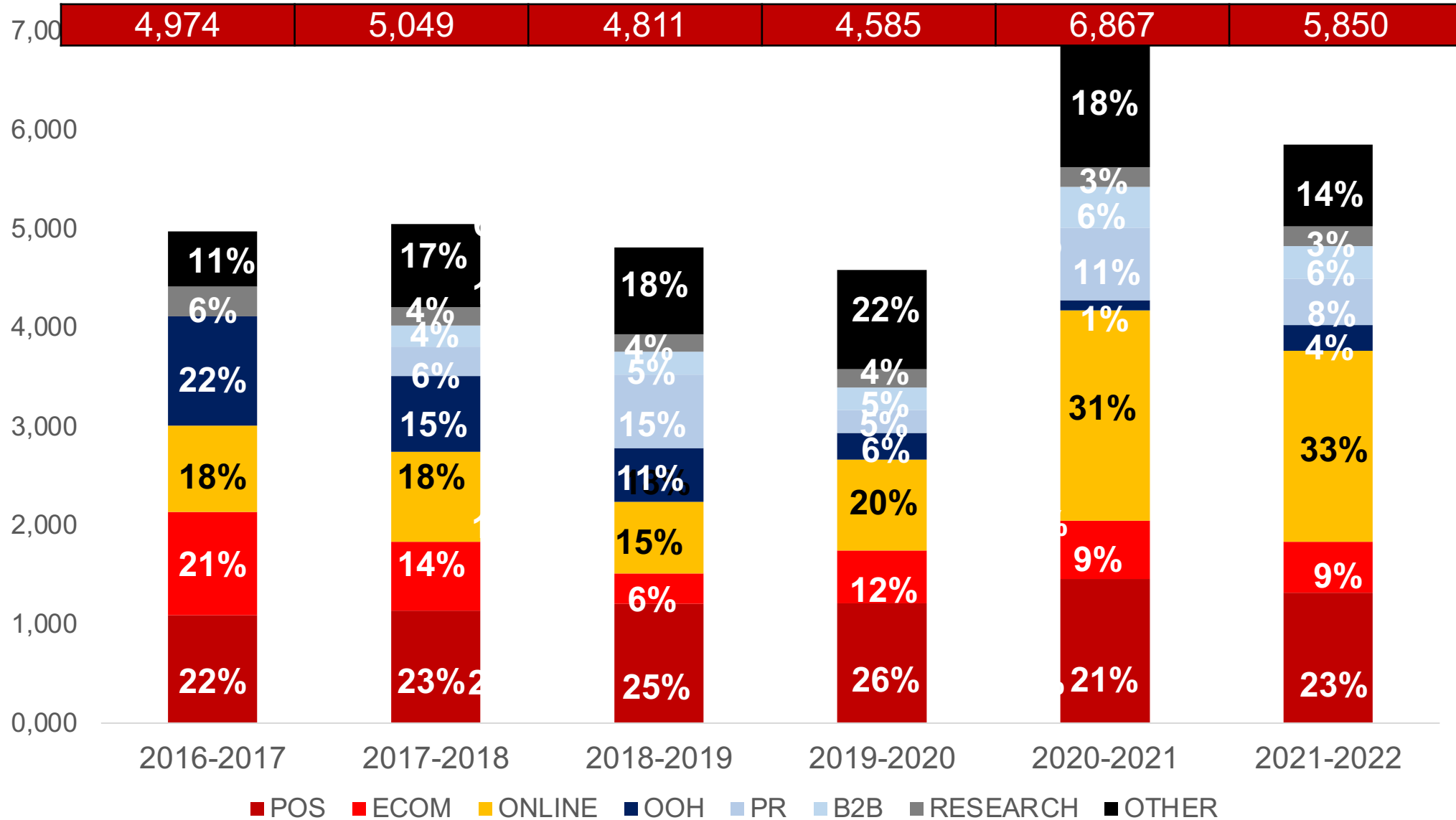
GZ Weekly Event

Holiday



# Mktg Mix China (% Gtos)

Mix China





# KPI (Gtos)

	CHINA	CHINA	EE.UU.	Corea	Corea	India	India	Vietnam	Vietnam	Tailandia	Tailandia	Rusia
KPI	2020-21	2021-22	2021-22	2020-21	2021-22	2020-21	2021-22	2020-21	2021-22	2020-21	2021-22	2021-22
Inversión (USD K)	6.860	5.850	500	220	300	100	200	100	200	100	200	100
Exportación (Ton)**	321.287	321.287	12.635	5.533	9.314	255	1.009	259	1.157	1.032	1.572	561
Costo por Tonelada (USD)	21,35	18,21	39,57	39,76	32,21	392,46	198,23	385,64	172,86	96,91	127,20	178,32
Impresiones (M)	3.437	2.252	12	54	82	35	58	48	26	12	39	2
Sesiones Totales	14.350	14.370	57.361	7.620	7.500	996	2.320	2	600	660	9.747	1.000
Degustaciones	14.350	14.370	0	0	0	0	0	0	0	0	0	0
Ciudades con Promo*	81	81	20	2	2	7	10	2	2	1	2	2
KOL	295	89	20	70	100	3	10	35	35	16	20	5
Mayoristas Eventos / Ciudades	11 / 9	19 / 9	0	0 / 0	0 / 0	7 / 7	10 / 10	2 / 2	1 / 1	1 / 1	1 / 1	0 / 0
Retail / Tiendas	17 / 282	19 / 300	20 / 12.000	2 / 254	2 / 250	5 / 0	0 / 0	2 / 2	2 / 25	2 / 22	7 / 131	10 / 1.417
Retail Ventas (USD M)	67,0	60,4	9,2	0,0	0,0	1,2	6,5	0,0	0,0	0,0	0,0	0,5
Fruterías Locales	6	7	0	0	0	10	10	0	0	0	0	0
Ecommerce (Sales USD M)	186,0	180,0	0,1	0,9	2,0	1,2	0,4	0,0	0,0	0,0	0,0	0,0
Costo por Sesión	69,7	69,9	3,5	2,4	4,0	24,1	6,5	0,0	89,8	39,9	5,4	22,7
Costo por Impresión CPM	0,62	0,86	10,17	0,90	0,61	0,28	0,34	2,73	0,98	2,00	8,18	0,62





## Temas por Afinar

Definición Inversión Post CNY: Se evaluará en base a datos, de retorno de la inversión considerando la estimación del Comité. >10%



***5.2 Campañas  
EE.UU y  
Corea del Sur***



# KV: Imagen y Mensajes alineados

- Enjoy Red Moment



- Cherrish Every Moment



The sweetest way to a healthy start.



Cherry-sh Every Moment



STRONG IMMUNE SYSTEM FOR A HEALTHY BEAUTY TO ENJOY LIFE TO THE FULLEST STARTING NEW NORMAL LIFE WITH CLEAN CHERRIES - EXCELLENT SOURCE OF NATURAL NUTRIENTS














# 1ra Estimación del Comité Cerezas ASOEX (26/10/21)

## NUEVOS DESTINOS (USO INTERNO)

	NUEVOS MERCADOS	REAL 2020-21	ENCUESTA MDOS	ESTIM 1	g%
	CHINA	64.239.322		67.117.210	4%
	EE.UU	1.314.393	2.527.000	2.796.325	113%
	COREA DEL SUR	1.106.511	1.862.806	2.303.512	108%
	THAILANDIA	206.367	314.456	452.504	119%
	VIETNAM	51.892	231.406	296.782	472%
	INDIA	50.960	201.790	217.452	327%
	RUSIA	31.187	112.155	112.849	262%
	TOTAL EUROPA	985.200		1.547.587	57%
	OTROS MDOS	2.509.043		2.609.405	4%
	<b>OTROS NO CHINA</b>	<b>6.255.553</b>	<b>5.249.614</b>	<b>10.336.416</b>	<b>65%</b>
	<b>TOTAL</b>	<b>70.494.875</b>	<b>5.249.614</b>	<b>77.453.626</b>	<b>9,9%</b>



# EE.UU: Concepto – 6 KV



## Cherrish Every Moment

- An evolution of “Enjoy the red moment” – it’s created specifically to resonate better with the U.S. market
- By adding an extra “r” to the word cherish, it combines together the two words cherry and cherish. It’s a fun and playful line that reminds us to enjoy and hold dear the simple everyday moments in life, and that by adding cherries to the mix they become even more special.

**Cherries from Chile. Cherrish Every Moment.**



The  
sweetest  
way to a  
healthy  
start.



The  
cherrier  
the  
merrier.



Even  
sweeter  
when  
they're  
shared.



Produced KV

- Family making cherry tarts for the holidays
- Woman eating cherries after a workout
- Woman indulging in cherries
- Man and woman enjoying cherries

Stock Images

- Kid alone
- Chinese Family







# Awareness – Social Media



Tactics	Spend	Impressions
Social Media Targeted Ads in Facebook and Instagram		
• During Xmas (Last week of Dec)	\$ 5,000	4,000,000
• During New Year (First week of Jan)	\$ 5,000	4,000,000
• During Chinese New Year (Last week of Jan)	\$ 5,000	4,000,000
Influencers Program (Work for 4-5 influencers)	\$ 16,000	1,000,000
Contest	\$ 10,000	2,000,000
Social Media Posts (Organic reach)		1,000,000
Retailers' Shares		2,000,000
Newsletter	\$ 1,000	35,000
	<b>\$ 42,000</b>	<b>18,035,000</b>





# Awareness - Media Buy

## 5 spots per market over 2 weeks; 110 spotsΣ



Will utilize the Annessa Chumbley Video



CITY	SHOW	AIR TIME	IMPRESSIONS
Boston	News 6-7AM	6-7AM	100,000
Buffalo	Western NY Living	6:30 AM	155,000
Charlotte	Charlotte Today	11:00 AM	110,000
Cleveland	Live on Lakeside	6-10AM	140,000
DC	Great Day DC	9:00 AM	150,000
Ft Myers	6am News/WZVM-TV	6:00 AM	170,000
Hartford	Good Morning CT	7-9AM	115,000
Jacksonville	First Coast Living	10:00 AM	60,000
Los Angeles	Today in LA	6:00 AM	237,000
Los Angeles	NBC4 News 11AM	11:00 AM	160,500
Miami/Ft Lauderdale	6 in the Mix	11:00 AM	125,000
New York	Today in NY	6-7AM	459,000
New York	News 4 NY at 11AM	11:00 AM	160,500
New York	Access Daily		126,500
Philadelphia	Maury	3:00 PM	5,500,000
Raleigh	My Carolina	1:00 PM	110,000
Rochester, NY	Good Day Rochester	6:00 AM	65,000
San Francisco	Today in the Bay	7-9AM	117,000
San Francisco	NBC Bay News 11AM	11:00 AM	119,000
Tampa	Morning Blend	1:00 PM	90,000
West Palm/Ft Pierce	WPTV 11AM News	11:00 AM	106,500
Atlanta	CBS:People Magazine	7:00 PM	125,000
<b>Total</b>			<b>8,501,000</b>



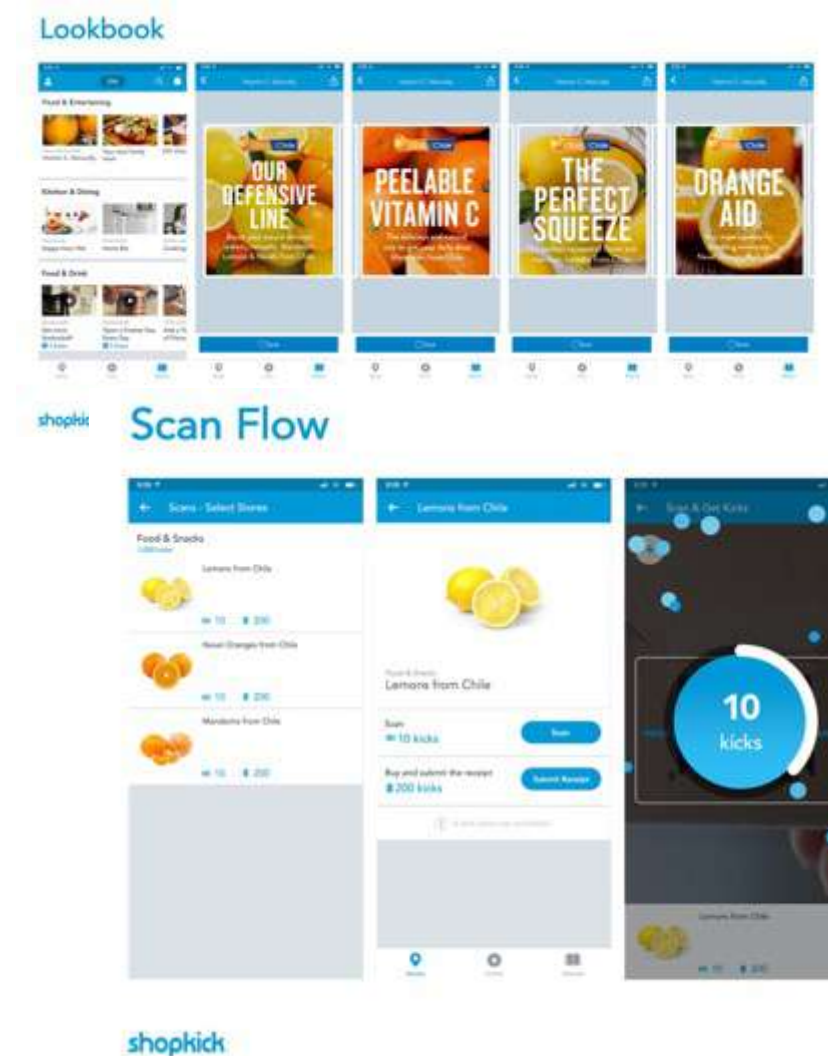
# Awareness + Conversión - ShopKick



## Shopkick

Shopkick is an app that rewards shopping behaviors across the entire shopping journey, using rewards NOT discounts. Shoppers get “kicks” for shopping activities both online and in-stores such as walking into stores, scanning items, making in-app or in-store purchases and submitting receipts. Kicks can be redeemed for gift certificates.

Currently running for Citrus at Walmart, HEB, Food Lion and other major retail chains.



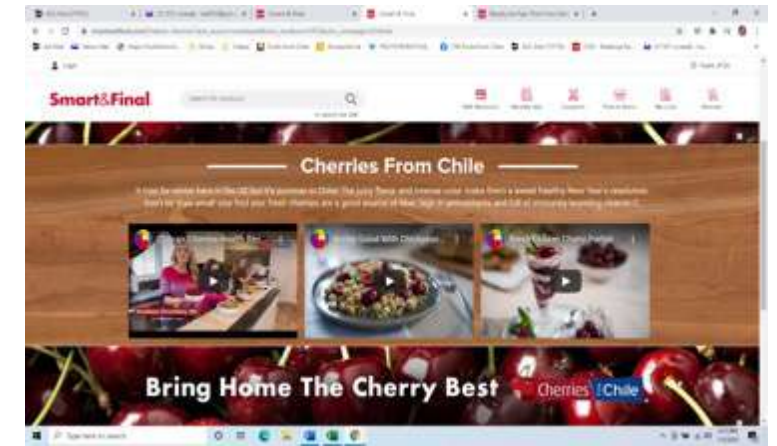




# Conversión – POS: USD 9 millones ventas, 57,3K sesiones, 12 M imp, 19 retail chains,



Campaign Category	No. Of Promotions	Investment by Channel	Expected Impressions	Projected Sales	Projected POS days
<b>RETAIL PROMOTIONS</b>	<b>19</b>	<b>\$222,000</b>	<b>12 Million</b>	<b>\$9,210,000</b>	<b>44,361</b>
Digital Coupons	5	\$20,000	4 million	\$200,000	X
Digital Awareness Campaign	3	\$40,000	7 million	X	2,800
In-Store Instant Savings	2	\$35,000	X	\$210,000	1,832
In-store Merchandising	4	\$65,000	X	\$5,500,000	38,686
Ads & Sales Contest	5	\$37,000	X	\$3,200,000	X
Asian Promotion	3	\$25,000	1 million	\$100,000	1,043





## Conversión – Tras el Comunicado de mayor volumen a EE.UU hemos logramo cerrar 25 programas (I)

Retailer	Number of Stores	Program Description
99 Ranch	54 Stores (Asian Retailer)	Web banner, online app feature and You Tube segment
Albertsons Portland Division	140 Stores	Online 4-week Book of Savings
Albertsons Seattle Division	220 Stores	Online 4-week Book of Savings
Albertsons/Vons Southern California	390 stores	Digital coupon
Associated Wholesale Grocers (AWG)	over 4000 independent retailers	Web blast
BJ's	229 club stores based in MA	Instant savings
Costco	558 Stores,	\$1.00-off instant savings
Food Lion	1103 stores based in NC	Digital marketing program that includes tile ads and possibly a coupon
H Mart	84 Stores (Asian Retailer)	Ad program, checking into TV screen video in stores
Hannaford	183 stores based in ME	Digital Coupon
Harris Teeter	250 stores based in NC	Contest with ad support
Jewel-Osco	188 stores based in Chicago	Just4u offer, t-shirts for produce managers, sales contest (ran 6 ads last year between Dec. 16 and Jan. 27)



## Conversión – Tras el Comunicado de mayor volumen a EE.UU hemos logramo cerrar 25 programas (II)

Retailer	Number of Stores	Program Description
Kroger	+2800 Stores	Have talked with the category manager about a digital program for targeted onsite ads, or a possible coupon in select regions.
Lunds/Byerly's	28 stores based in Minneapolis	Digital marketing and social media support along with a sales contest and custom signage
Market Basket	90 stores based in MA	Ad support with logo inclusion; possible demo support
Meijer	225 stores based in MI	Digital coupon
Publix	1281 stores based in FL	Developing custom danglers; possible blog to educate shoppers about their air program
Safeway Northern California Division	288 stores	Online 4-week book of savings feature
Sam's Clubs	based in AR with about 600 clubs	Demos for possibly Dec. 18; looking for a partner to stretch the budget from about 55 stores to 95 stores
Smart and Final	255 Stores	Web banner, splash page, social media
Southeastern Grocers	based in FL with multiple banners including 495 Winn Dixie locations	Kiosk support at front of store with video
Stater Bros.	168 stores	Ad program, email blast
Tops	162 stores based in upstate NY	Possible digital coupon; will definitely have ad support; ran 3 ads last season
Wakefern (ShopRite)	based in NJ, serving 321 ShopRite locations	Digital coupon offer along with YouTube tagged media (last year ran ads on Dec. 13, Jan. 3 and 17 so hopeful for additional ads this season)
Weee	Online Asian retailer	Web banner, e-commerce features, multiple US regions





# Corea del Sur: Target - Concepto – KV

- Geographical target would be nationwide but focusing on Seoul and Kyoung-gi province

Population of Korea is around 52 million and around 22 million are located in Seoul and its Kyoung-gi province. On-line programs would be implemented nationwide whereas off-line programs would be concentrated in Seoul and Kyoung-gi province

- Primary Target Group : B2C, housewives in the 20s and 40s

Housewives are the main decision maker and purchaser of fruits and the 20s to 40s age group are most Ecommerce and social media friendly and thus should be our key target audience. Accordingly to IPSOS data, the correct purchase rate of families with children in elementary school of younger middle/high school showed an increase.

## Concept

### Chilean cherries, enjoy red moment







# Conversión – POS + E-commerce



## POSM – 15.00 sesiones

- Dec. 20<sup>th</sup> 2021 to Feb. 28<sup>th</sup> 2022
- **Partner :** Emart, Lotte Mart, Homeplus
- **Activity :**
  - Produce Chilean cherry POSMs and/or display bins using the Chilean cherry logo and campaign key visual
  - Place them in top retailers nationwide and a supermarket chain and department stores in the Seoul metropolitan area.
- **Expected KPI :**
  - Chilean cherry display bins are placed in over 200 major retailers nationwide over 30 days.
  - Chilean cherry POSM are displayed over 50 stores in the Seoul metropolitan area over 30 days. (1500 sesiones)

## ECOMMERCE – 70 M impresiones

- Jan. 10<sup>th</sup> - Feb. 4<sup>th</sup> 2022
- **Partner :** Coupang, Emart mall
- **Activity :**
  - Implement online sales promotions in partnership with leading e-commerce platforms.
  - Place e-banners on the partner platforms using the Chilean cherry key visual. Customers who click the banner would move to the Chilean cherry promotion page where they can be informed of benefits of Chilean cherries and purchase the produce







# Awareness – Redes Sociales y Kids Experience - 11 M impresiones



## Social Media – 5 M impresiones.

Dec. 20<sup>th</sup> 2021 - Feb. 4<sup>th</sup> 2022

### Challenge event

Conduct two challenge events that would create a series of contents involving Chilean cherries and hash tags on Instagram. Participants are required to post pictures taken with Chilean cherries at year-end parties, breakfast and/or snack times on their Instagram including hashtags “Chilean cherries” and tag two friends they want to share the happy moment with Chilean cherries. Chilean cherries are offered to winners

and their tagged friends as a prize. The event will be exposed to female Instagrammers in their 20s to 40s who are our key target to increase their awareness of Chilean cherries and participation.

### Instagram influencer collaboration

Generate posts (50 for option A / 100 for option B) featuring Chilean cherries and its promotion activities in collaboration with Instagram influencers, who are women in their 20s to 40s having interests in food, health, cooking, beauty and lifestyle.

## Kids Experience Event – 6 M impresiones.

- **Period :** January 2022
- **Activity :**
- Conduct an experience group event in partnership with a Kidsnote, a local platform for communication between parents and daycare centers/kindergartens. It has more than 80% of daycare centers/kindergartens nationwide (about 50,000) registered and has 2 million monthly net users.







## KPI EE.UU y Corea del Sur (Gtos)

KPI	CHINA	CHINA	EE.UU.	Corea	Corea	India	India	Vietnam	Vietnam	Tailandia	Tailandia	Rusia
	2020-21	2021-22	2021-22	2020-21	2021-22	2020-21	2021-22	2020-21	2021-22	2020-21	2021-22	2021-22
Inversión (USD K)	6.860	5.850	500	220	300	100	200	100	200	100	200	100
Exportación (Ton)**	321.287	321.287	12.635	5.533	9.314	255	1.009	259	1.157	1.032	1.572	561
Costo por Tonelada (USD)	21,35	18,21	39,57	39,76	32,21	392,46	198,23	385,64	172,86	96,91	127,20	178,32
Impresiones (M)	3.437	2.252	12	54	82	35	58	48	26	12	39	2
Sesiones Totales	14.350	14.370	57.361	7.620	7.500	996	2.320	2	600	660	9.747	1.000
Degustaciones	14.350	14.370	0	0	0	0	0	0	0	0	0	0
Ciudades con Promo*	81	81	20	2	2	7	10	2	2	1	2	2
KOL	295	89	20	70	100	3	10	35	35	16	20	5
Mayoristas Eventos / Ciudades	11 / 9	19 / 9	0	0 / 0	0 / 0	7 / 7	10 / 10	2 / 2	1 / 1	1 / 1	1 / 1	0 / 0
Retail / Tiendas	17 / 282	19 / 300	20 / 12.000	2 / 254	2 / 250	5 / 0	0 / 0	2 / 2	2 / 25	2 / 22	7 / 131	10 / 1.417
Retail Ventas (USD M)	67,0	60,4	9,2	0,0	0,0	1,2	6,5	0,0	0,0	0,0	0,0	0,5
Fruterías Locales	6	7	0	0	0	10	10	0	0	0	0	0
Ecommerce (Sales USD M)	186,0	180,0	0,1	0,9	2,0	1,2	0,4	0,0	0,0	0,0	0,0	0,0
Costo por Sesión	69,7	69,9	3,5	2,4	4,0	24,1	6,5	0,0	89,8	39,9	5,4	22,7
Costo por Impresión CPM	0,62	0,86	10,17	0,90	0,61	0,28	0,34	2,73	0,98	2,00	8,18	0,62





## ***5.3 Campañas Otros Mercados***



# KV: Imagen y Mensajes alineados

- Enjoy Red Moment



- Cherrish Every Moment



The sweetest way to a healthy start.



Cherry-sh Every Moment










STRONG IMMUNE SYSTEM FOR A HEALTHY BEAUTY TO ENJOY LIFE TO THE FULLEST STARTING NEW NORMAL LIFE WITH CLEAN CHERRIES - EXCELLENT SOURCE OF NATURAL NUTRIENTS





# 1ra Estimación del Comité Cerezas ASOEX (26/10/21)

## NUEVOS DESTINOS (USO INTERNO)

	NUEVOS MERCADOS	REAL 2020-21	ENCUESTA MDOS	ESTIM 1	g%
	CHINA	64.239.322		67.117.210	4%
	EE.UU	1.314.393	2.527.000	2.796.325	113%
	COREA DEL SUR	1.106.511	1.862.806	2.303.512	108%
	THAILANDIA	206.367	314.456	452.504	119%
	VIETNAM	51.892	231.406	296.782	472%
	INDIA	50.960	201.790	217.452	327%
	RUSIA	31.187	112.155	112.849	262%
	TOTAL EUROPA	985.200		1.547.587	57%
	OTROS MDOS	2.509.043		2.609.405	4%
	<b>OTROS NO CHINA</b>	<b>6.255.553</b>	<b>5.249.614</b>	<b>10.336.416</b>	<b>65%</b>
	<b>TOTAL</b>	<b>70.494.875</b>	<b>5.249.614</b>	<b>77.453.626</b>	<b>9,9%</b>







# Awareness: RRSS + Digital Media Plan + Print Ads



Redes Sociales  
19 KOL

**Celebrity Chefs**

 <b>Chef Meghna Kamdar</b>  Followers: 2.1M <a href="#">MeghnaFoodMagic</a>  Followers: 1M <a href="#">meghnafoodmagic</a>	 <b>Chef Varun Inamdar</b>  Followers: 191K <a href="#">varuninamdarchef</a>  Followers: 105K <a href="#">varuninamdar</a>	 <b>Chef Kirti Bhoutika</b>  Followers: 604K <a href="#">chefkirtibhoutika</a>  Followers: 229K <a href="#">kirtibhoutika</a>	 <b>Chef Deeba Rajpal</b>  Followers: 19K <a href="#">passionateaboutbaking</a>  Followers: 211K <a href="#">passionateaboutbaking</a>	 <b>Sarah Todd</b>  Followers: 585K <a href="#">sarahtodd</a>  Followers: 404K <a href="#">sarahtodd</a>
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In addition, more macro and micro influencers will be used through the year

Digital Media Plan  
11 Medias

- 4.3 million impressions are envisaged

Portal	Media Format	Audience/Content	Web/Mobile	Targeting	Placement	Property	Days	Buy Type	Expected Deliveries			
									Est. Impressions	Est. Clicks	CTRS	Est. Reach
Food.NDTV.com, BBCGoodFood.com, Allrecipes.com, Boldsky.com, Cosmopolitan, Harpersbazaar.com, Vogue.com, GQIndia.com Etc	Static Banners	Food Section on Cosmopolitan Website	Web+ Mobile+App	1.Custom Targeting: Food Enthusiasts 2.Top Metros in India TG: M/F, 20-50 Yrs, Top Metros	ROS	Banners	30	CPM	2,000,000	1,600	0.1%	333,333
Facebook+Instagram	Image Ads	Users with Interest equal to Food and Fine Dining	Web+ Mobile+App		Newsfeed	Banners	30	CPE	1,333,333	1,333	0.1%	222,222
Contextual Ads on Multiple Websites	Static Banners	Web Pages/Content that have Keywords like Food, Fruit, Cherry, Dining, Eating	Web+ Mobile+App		ROS	Banners	30	CPM	1,000,000	1,000	0.1%	166,667
<b>Total</b>									<b>4,333,333</b>	<b>3,933</b>	<b>0</b>	<b>722,222</b>

Print Ads





# Conversión: POS (4) + Ecommerce (4) + Tradicional Retail (10) + Wholesaler (10)

## Retail Promotions:

- **In-store Promotion:** Cherries from Chile promotions will be conducted with 6 major retail chains
- **Online Promotion:** Online Promotions will be planned with 4 major E-commerce players
- **Traditional Retail:** 10 key traditional retailers each in the major markets of Delhi, Mumbai, Bangalore and Ahmedabad will be targeted
- Targeted sampling programs will be worked out with select retailers and distributors.

Retailers list is indicative and may change

**Key Deliverables**

- Promotions at 70 modern retail outlets (minimum 6 chains)
- Promotions with 4 major e-commerce platforms
- Promotions with 40 traditional retailers
- A minimum of 1,250 promotion days are envisaged

## Wholesale Market:

- **Signages:** Cherries from Chile signage will be put at the shops of importers/wholesalers who will be carrying the product in the key Metro and Tier I markets. This will help spread the word about product availability. Wholesalers will also be provided with small branded gift items that helps create brand recall.
- **Launch Event:** A small event at the key wholesale markets will also be created to announce the arrival of Cherries from Chile.
- **Merchandising:** Small premium retailers at all the major markets of Delhi, Mumbai, Bangalore, Chennai, Kolkata, Pune, Hyderabad, Ahmedabad, Surat and Chandigarh will be covered by merchandisers.





# Awareness: Google Adwords (SEM) + Youtube + Facebook + Social Influencer + PR Online



## GOOGLE

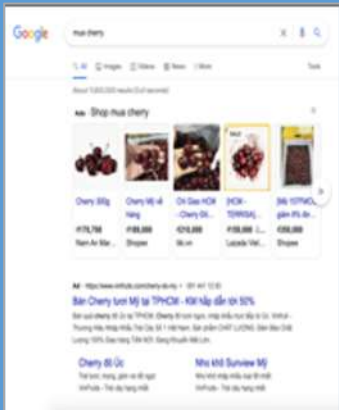
### SEM

Keyword: "cherry", "gift", "nutrition".

HCM, HN, Da Nang City

KPIs: 30,000 clicks, 300,000 impressions.

Duration: 11/2021 - 01/2022



## YOUTUBE

30s videopurchase through 6s Video Bumper Ads HCM, HN, DN City.

KPIs: 2.4 Million Views & 12 Million Imp.

Duration: 11 - 12/2021



## FACEBOOK

Banner Click To Web: remind and drive traffic HCM, HN, DN City.

KPIs: 3.6 Million View & 12 Million Impression.

Duration: 11 - 12/2021



## KOL (6)

Phase 1:

3 Macro influencers.

List: Actress Ninh Dương Lan Ngọc, Actress Diệu Nhi, Lâm Vĩ Dạ, Thuý Ngân,...

Phase 2:

3 Macro Unbox cherry & review about quality of cherry.

Encourage consumers to buy cherry chile at supermarket





# Conversión: POS + Trade convention + In line activation + Shop visit



## POS

OBJECTIVE:	<u>MAN POWER/ BOOTH/ VENUE</u>	PRODUCTION
<ul style="list-style-type: none"> <li>- Introduce Cherry Chile to customers</li> <li>- Sampling</li> <li>- Leafleting</li> </ul>	<ul style="list-style-type: none"> <li>- 1 Supervisor</li> <li>- 2PGs (1for leafleting, 1 for sampling)</li> <li>- Working time (3hours/shift/2 shift/day)</li> </ul>	<ul style="list-style-type: none"> <li>- 1 Mobile booth (0.8m x 1.8m)</li> <li>- 1 Standee (it's <u>belong</u> to supermarket if <u>they</u> allow)</li> <li>- 1TV to show TVC of brand (belong to brand and supermarket)</li> </ul>
<p>Estiamting for manpower</p> <p>HA NOI:10 VENUE X 24 DAY = 240 working days</p> <p>Supervisor: 240 working days</p> <p>PGS: 480 working days</p>		<p>Estiamting for manpower</p> <p>HA NOI:15 VENUE X 24 DAY = 360 working days</p> <p>Supervisor: 360 working days</p> <p>PGS: 720 working days</p>



# Calendario Tailandia



NOV 20

DEC 20

JAN 21

FEB 22

- 1 KV SHOOTING  
KV TO BE ADAPTED AND USED IN EVERY CHANNEL
- 2 PRE-SEASON IMPORTERS MEETING
- 3 SUPPORT TO IMPORTERS - CONFIRM CAMPAIGN  
PLAN EXECUTION
- 4 & 5 RETAIL PROGRAM (IN-STORE) & RETAILERS' DIGITAL ADVERTISING (SOCIAL MEDIA, WEBSITES, APPS)
- 6 KOLS & INFLUENCERS PARTNERSHIP
- 7 SOCIAL MEDIA COLLABORATIONS WITH ONLINE PLATFORMS
- 8 KOLS & INFLUENCERS PARTNERSHIP



## RETAIL DIGITAL ADVERTISING

- Utilise the traffic and popularity of the social media / shopping apps of 5 retailers to promote the products
- 2 banners on retailers' online shopping application
- 3 social media posts will be published on retailers' social media channels
- 1 Gift-with-Purchase promotion with goodie

## KOLS & INFLUENCERS PARTNERSHIP

- 5 high profile KOLs in different target categories (Beauty, Fitness, Family, Foodie, Lifestyle) will share about the new season of cherries from Chile coming
- 15 influencers who has strong voice within shopping/mom/beauty community who prefer imported product and high-end fruit lovers
- Use the KOL boxes to show the products and KV

## ONLINE PLATFORMS PARTNERSHIP

- Collaborate with 11 online platforms in different sectors (food, lifestyle, fitness etc) to create posts on social media

## OOH ADVERTISING

- A short video of 1.5 minutes displayed at 3 metro stations in Bangkok (2 screens at Siam, 1 screen at Asok, 1 screen at Stadium) during 3 months



★ KPI:

- 2,000,000 views
- 200,000 engagement
- 400 pcs of goodies

★ KPI:

- 3,000,000 impressions
- 30,000 engagements

★ KPI:

- 1,500,000 impressions
- 150,000 engagements

★ KPI:

- 1 short video created and displayed at 3 stations
- Duration: 3 months
- 20,000,000 impressions
- 360,000,000 views

## PRE-SEASON MEETING

- 1 pre-season meeting with importers to inform the communication plan
  - **Location:** The Okura Prestige Bangkok Hotel (same as last year)
  - Photographer, equipment setup (Zoom), 1 standee, inviting importers & distributors

## SUPPORT TO IMPORTERS

- Sales support via goodies and special promotions for general trade channels according to importers' needs
- 1900 goodies for (quantity to be finalised)
- Store display competitions in 22 stores

## RETAIL PROGRAM (IN-STORE)

- Working with **7 retailers for 171 days** of in-store promotions to encourage consumers to purchase the products, touching at least **57 stores**
- Sales support via goodies for modern trade channels
- Store display competition to boost sales and catch attention of consumers at 183 stores
- Note: Current situation still allows in-store promotions (without tasting) as long as the staffs undertake Covid test prior to work



★ KPI:

- 1 importer meeting hold
- 10-20 retailers, importers, distributors participated



★ KPI:

- Support to 4 importers
- 22 stores reached
- 100,000 views

★ KPI:

- 171 days of in-store promotions at 57 stores
- Store display competitions at 131 stores
- 604,000 views
- 60,000 engagement

# Calendario Rusia



	Oct	Nov	Dec	Jan	Feb	Mar
<b>B2B</b>						
Trade servicing preparatory stage	█	█				
Trade servicing season		█	█	█	█	█
B2B events		█	█			
Trade PR			█	█	█	
Banners wholesale zones						
Co-ops with distributors in wholesale			█	█	█	
Incentives for partners		█				
Travel expenses		█	█	█	█	
<b>B2C</b>						
POS retail			█	█	█	
Merchandising in nonchain retail			█	█	█	
Advertising in retail magazines			█	█	█	
Social media			█	█	█	
On-line promotions			█	█	█	
<b>Final reporting</b>						█





# Conversión B2B



## Premium retailers

- ◆ Azbuka Vkusa (170 stores)
- ◆ Vkusvill (1,200 stores)
- ◆ Green Perekriostok (14 stores)
- ◆ Okay (33 stores)

## Selected stores of federal retailer

- ◆ Magnit hypermarkets by Tander and Perekriostok stores by X5

## Specialized off-line and on-line produce stores

- ◆ FruktoVaya Lavka
- ◆ Fruit Post
- ◆ Edoque
- ◆ FruitOnline
- ◆ others

## FoodCity

The leading Russian agro-cluster with wholesale and retail produce stalls. FoodCity takes up to 15% of the Moscow grocery turnover. It is also a center of importer and distributor offices.

## Selected importers

- ◆ Exact list TBD

- ◆ Cooperate with target retailers in POS placements in retail outlets in Moscow (70%) and St. Petersburg (30%).  
**Goal:** highlight the availability of Chilean cherries in-store, stimulate impulse buying of Chilean cherries for oneself and as gifts for loved-ones.
- ◆ Coordinate POS placements in nonchain retail, including premium kiosks and markets through a team of merchandisers.
- ◆ Provide trade services.  
**Goal:** identify target traders, communication before and during season, address trade issues (partner search, updates), select co-op partners.
- ◆ Distribute two newsletters via email among the target audience.  
**Goal:** update managers about Chilean cherries crop and share other handy information.
- ◆ Coordinate B2B event/events in the format of on-line webinar between Chilean and Russian sides and/or off-line event in wholesale cluster with the presence of Chilean Embassy/ProChile, Russia.  
**Goal:** educate target trade audience about Chilean cherry industry, stimulate face-to-face communication, exchange first-hand information.
- ◆ Produce incentives for partners.  
**Goal:** produce branded merchandise for events and meetings, including leaflets, pens, notebooks, other depending on the format of events.
- ◆ Publish of series of articles in the leading on-line media portals: fruitnews.ru and east-fruit.com.  
**Goal:** educate target trade audience about Chilean cherry industry, provide updates.
- ◆ Encourage co-op partners to post information about Chilean cherries on their social media platforms.  
**Goal:** Draw attention of wholesale buyers to the availability of the product.
- ◆ Place banners in wholesale zones including leading zones: FoodCity and Sofiyskaya.  
**Goal:** Reach out to target trade audience right in their working environment. Stimulate immediate interest and sales.
- ◆ Co-ops with distributors in wholesale.  
**Goal:** Partner with major importers and distributors in wholesale promotions. Identify the most effective formats. Possible options: Produce branded posters for warehouse decoration, wobblers and flag lines for wholesale displays. Produce branded consumer boxes/bags (250 gr) and distribute those among merchants. Smaller, colorful packaging for Chilean cherries is expected to enforce the brand and origin, reduce handling by final consumers, attract attention to the product and smoothen the high price per kilo aspect.





# Awareness



- ◆ Collaborate with retailers on advertorials in their in-house magazines or company web-sites.  
**Goal:** increase the number of trustworthy marketing channels that reach out to target consumers, increase impressions in order to grow actual purchase.
- ◆ Enforce consumer campaign with social media marketing.  
**Goal:** Ensure presence of Chilean cherries visuals in retailer's social media, as well as partner with key opinion leaders in spreading the word about the product. KOL's sectors: nutrition, lifestyle.







## KPI Fase 1-2 (Gtos)

KPI	CHINA	CHINA	EE.UU.	Corea	Corea	India	India	Vietnam	Vietnam	Tailandia	Tailandia	Rusia
	2020-21	2021-22	2021-22	2020-21	2021-22	2020-21	2021-22	2020-21	2021-22	2020-21	2021-22	2021-22
Inversión (USD K)	6.860	5.850	500	220	300	100	200	100	200	100	200	100
Exportación (Ton)**	321.287	321.287	12.635	5.533	9.314	255	1.009	259	1.157	1.032	1.572	561
Costo por Tonelada (USD)	21,35	18,21	39,57	39,76	32,21	392,46	198,23	385,64	172,86	96,91	127,20	178,32
Impresiones (M)	3.437	2.252	12	54	82	35	58	48	26	12	39	2
Sesiones Totales	14.350	14.370	57.361	7.620	7.500	996	2.320	2	600	660	9.747	1.000
Degustaciones	14.350	14.370	0	0	0	0	0	0	0	0	0	0
Ciudades con Promo*	81	81	20	2	2	7	10	2	2	1	2	2
KOL	295	89	20	70	100	3	10	35	35	16	20	5
Mayoristas Eventos / Ciudades	11 / 9	19 / 9	0	0 / 0	0 / 0	7 / 7	10 / 10	2 / 2	1 / 1	1 / 1	1 / 1	0 / 0
Retail / Tiendas	17 / 282	19 / 300	20 / 12.000	2 / 254	2 / 250	5 / 0	0 / 0	2 / 2	2 / 25	2 / 22	7 / 131	10 / 1.417
Retail Ventas (USD M)	67,0	60,4	9,2	0,0	0,0	1,2	6,5	0,0	0,0	0,0	0,0	0,5
Fruterías Locales	6	7	0	0	0	10	10	0	0	0	0	0
Ecommerce (Sales USD M)	186,0	180,0	0,1	0,9	2,0	1,2	0,4	0,0	0,0	0,0	0,0	0,0
Costo por Sesión	69,7	69,9	3,5	2,4	4,0	24,1	6,5	0,0	89,8	39,9	5,4	22,7
Costo por Impresión CPM	0,62	0,86	10,17	0,90	0,61	0,28	0,34	2,73	0,98	2,00	8,18	0,62

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## ***6. Estimación del Comité***

# 1ra Estimación del Comité Cerezas ASOEX (26/10/21)

2021-2022 - En cajas 5 K equivalentes

1ra ESTIMACIÓN 26/10

91 EMPRESAS COMITÉ

**81,63%**

SEMANA EXPORTACIÓN	REAL 2020- 2021 (cajas 5 K)	2021 - 2022 26/10 (cajas 5 K) AJUS
41	0	0
42	0	0
43	481	0
44	6.626	6.496
45	78.720	56.881
46	341.385	831.067
47	1.455.092	3.406.098
48	4.488.836	6.607.656
49	3.702.688	9.231.734
50	7.684.923	11.875.404
51	11.959.486	13.640.345
52	9.301.856	12.319.047
1	7.243.724	9.124.535
2	2.229.861	5.783.763
3	9.774.966	2.562.023
4	9.452.321	1.269.175
5	1.485.176	494.877
6	472.351	166.039
7	332.398	74.555
8	497.893	3.932
<b>TOTALES</b>	<b>70.508.782</b>	<b>77.453.626</b>
<b>TON</b>	<b>352.544</b>	<b>387.268</b>
<b>Crecimiento</b>	<b>95,6%</b>	<b>9,8%</b>

Alta participación 91 empresas (81,6%) volumen

Se proyecta Total Industria: 77,5 millones de cajas (+9,8%)

Se proyecta una disminución en la concentración en China 91% - 87%.

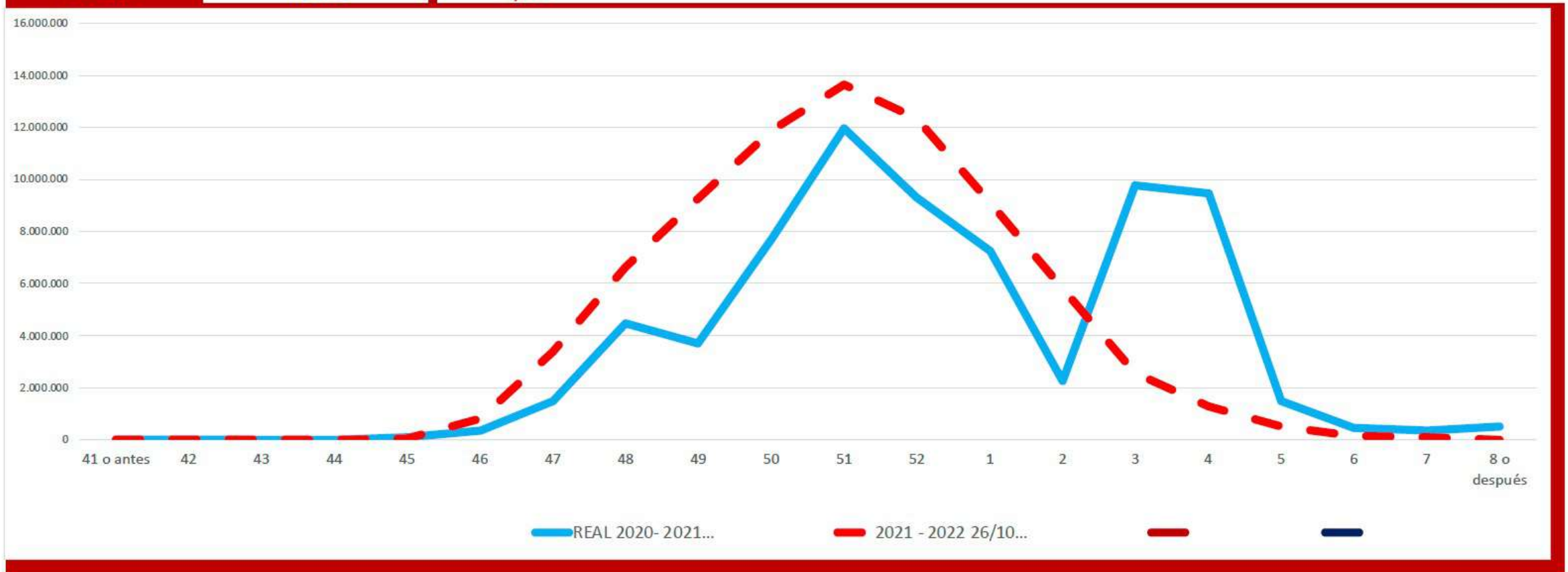


# 1ra Estimación del Comité Cerezas ASOEX (26/10/21)

1ra ESTIMACIÓN  
COMITÉ CEREZAS ASOEX  
TEMPORADA  
2021-2022

REAL 2020 - 2021  
70.508.782  
352.544  
TOTAL

EST. 1 2021-2022  
77.453.626  
387.268  
9,8%



# 1ra Estimación del Comité Cerezas ASOEX (26/10/21)

## NUEVOS DESTINOS (USO INTERNO)



NUEVOS MERCADOS	REAL 2020-21	ENCUESTA MDOS	ESTIM 1	g%
CHINA	64.239.322		67.117.210	4%
EE.UU	1.314.393	2.527.000	2.796.325	113%
COREA DEL SUR	1.106.511	1.862.806	2.303.512	108%
THAILANDIA	206.367	314.456	452.504	119%
VIETNAM	51.892	231.406	296.782	472%
INDIA	50.960	201.790	217.452	327%
RUSIA	31.187	112.155	112.849	262%
TOTAL EUROPA	985.200		1.547.587	57%
OTROS MDOS	2.509.043		2.609.405	4%
<b>OTROS NO CHINA</b>	<b>6.255.553</b>	<b>5.249.614</b>	<b>10.336.416</b>	<b>65%</b>
<b>TOTAL</b>	<b>70.494.875</b>	<b>5.249.614</b>	<b>77.453.626</b>	<b>9,9%</b>



## ***7. Otros Temas***



## Otros Temas

Comité Crisis

Grupo Whatsapp  
cambios.

Próximas Reuniones





## **COMITÉ CRISIS / OPORTUNIDADES**

### **HAY QUE CREAR UN COMITÉ CRISIS AL IGUAL QUE LA TEMPORADA PASADA**

- Las agencias monitorearan a diario las redes sociales y noticias de China
- A esto hay que sumarle el reporte de Inteligencia de Mercado.
- El objetivo es tener un grupo que se este informando a diario de este tema y en caso que algo se levante defina rápidamente si es necesario escalar el tema o no.
- Se mantendrá via Whatsapp:
- Orieta Ramirez, Victor Maroto, Cristián Tagle, Rodrigo Aspillaga, Asesores, ASOEX.



## GRUPO WHATSAPP

- SE HAN TOMADO 2 NUEVAS DEFINICIONES EN EL GRUPO DE WHATSAPP DEL COMITÉ: (AGRADECEMOS LA COMPRENSIÓN)
  1. ANTE EL RIESGO QUE SE PRODUZCAN COMUNICACIONES NO DESEADAS, DESDE MAÑANA EL GRUPO SÓLO PERMITIRÁ PUBLICAR A LOS ADMINISTRADORES DEL MISMO (ASOEX). EN CASO DE QUERER COMPARTIR O PREGUNTAR POR TEMAS HACERLO DIRECTAMENTE A ASOEX, Y NOSOTROS COMPARTIREMOS LO QUE NOS ENVIEN.
  2. LAMENTABLEMENTE LOS GRUPOS TIENEN UN MÁXIMO DE PARTICIPANTES DE **256 PERSONAS**, ES POR ESTO QUE SE HA TOMADO LA DECISIÓN QUE CADA EMPRESA PUEDA TENER **SÓLO 2 REPRESENTANTES** EN EL GRUPO, SE SOLICITA QUE LOS SOCIOS ENVIEN A IGNACIO CABALLERO QUIENES SERÁN LAS 2 PERSONAS DE SU EMPRESA EN EL GRUPO, EL DÍA LUNES 15/11, EN CASO DE NO RECIBIR INFORMACIÓN SE DEJARÁ A LAS 2 PERSONAS DE MAYOR CONTACTO DIARIO, SI SE QUIEREN MODIFICAR POSTERIORMENTE INFORMENNOS.



## Otros Temas

Comité Crisis

Grupo Whatsapp  
cambios.

Próximas Reuniones



***Juntos  
lograremos  
Sustentar la  
Calidad de las  
Cerezas***