Chilean
Table Grapes
in North America

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Chilean Fresh Fruit Association

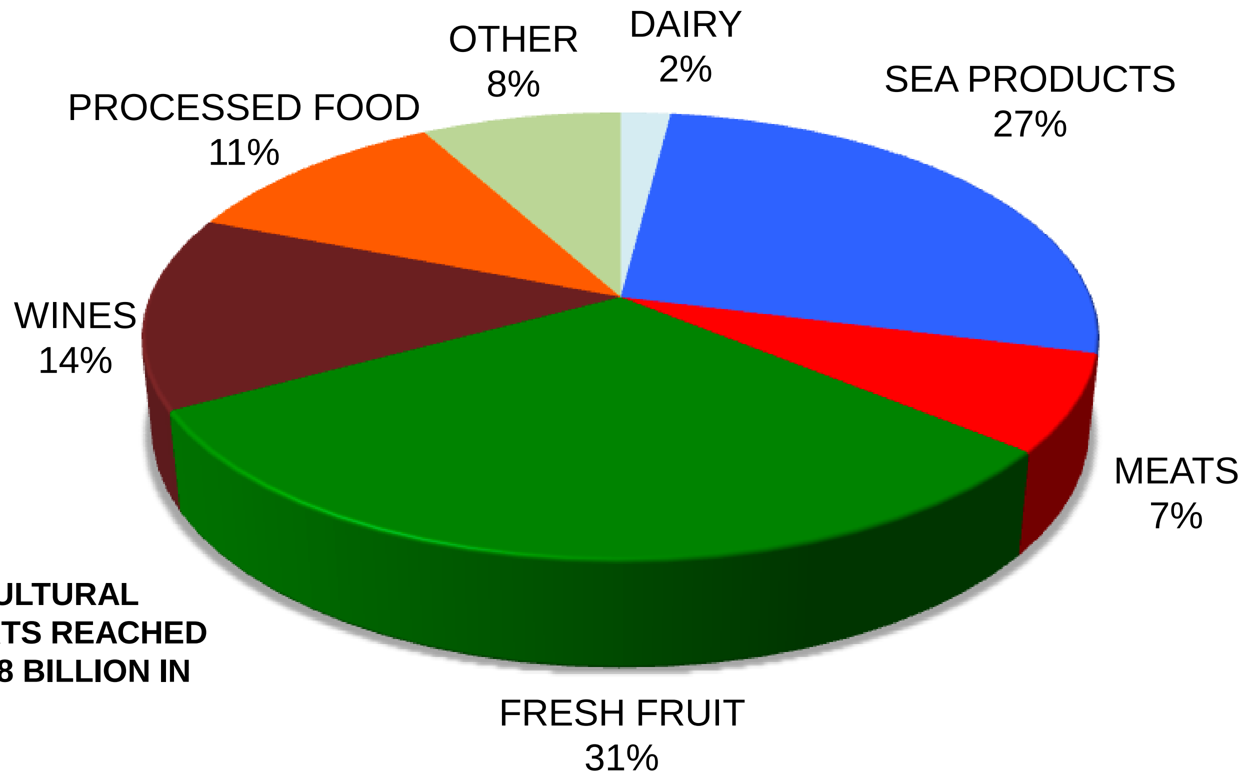
Chilean Table Grapes in North America

Agenda

- Background on the Table Grape Market
- North America Retail Environment
- Challenges and Opportunities
- Promotion Programs
- Summary

GENERAL DEVELOPMENTS IN CHILE

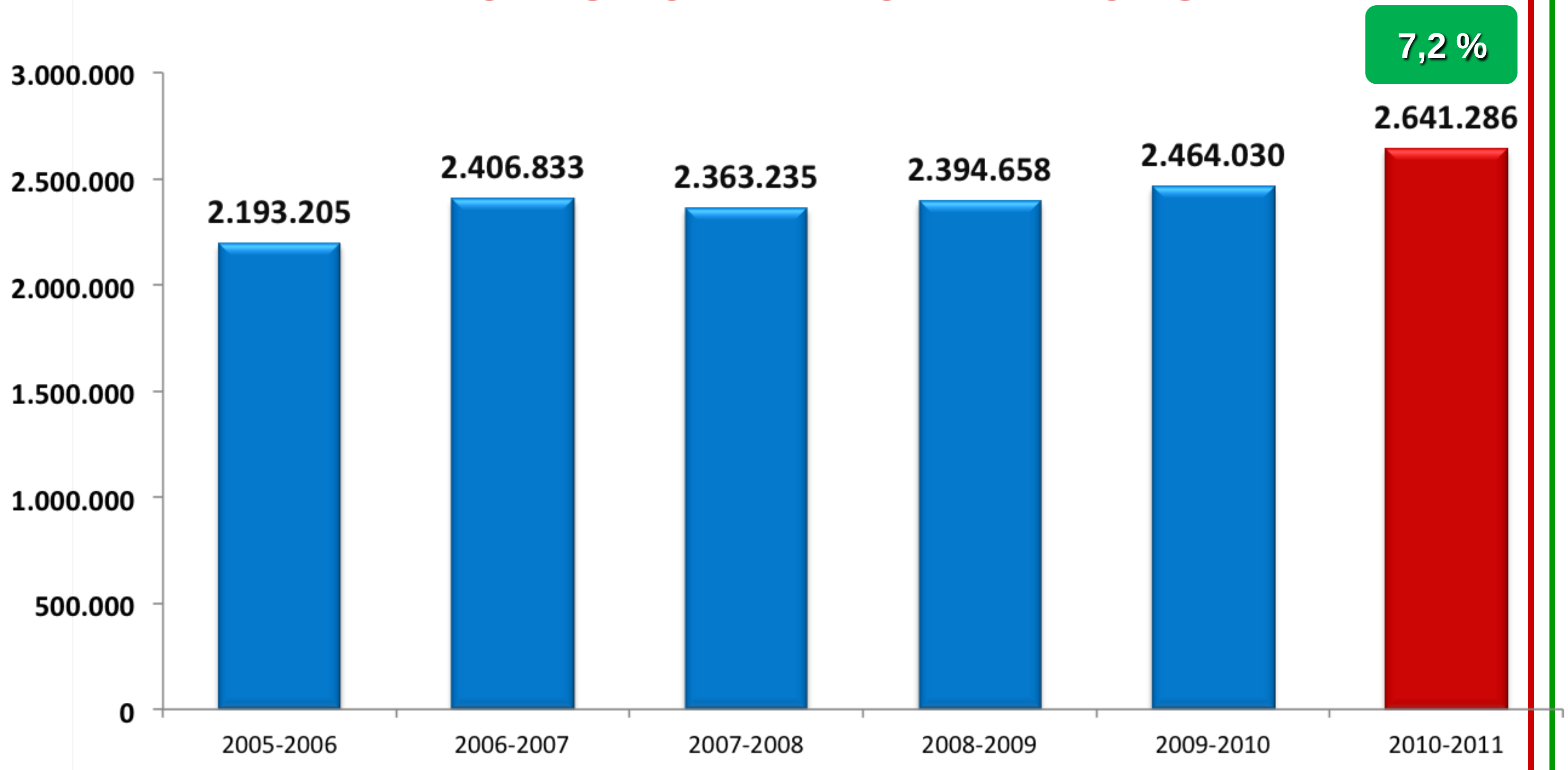
FRESH FRUIT: CHILE'S LARGEST AGRIFOOD INDUSTRY



Source: Central Bank 2011

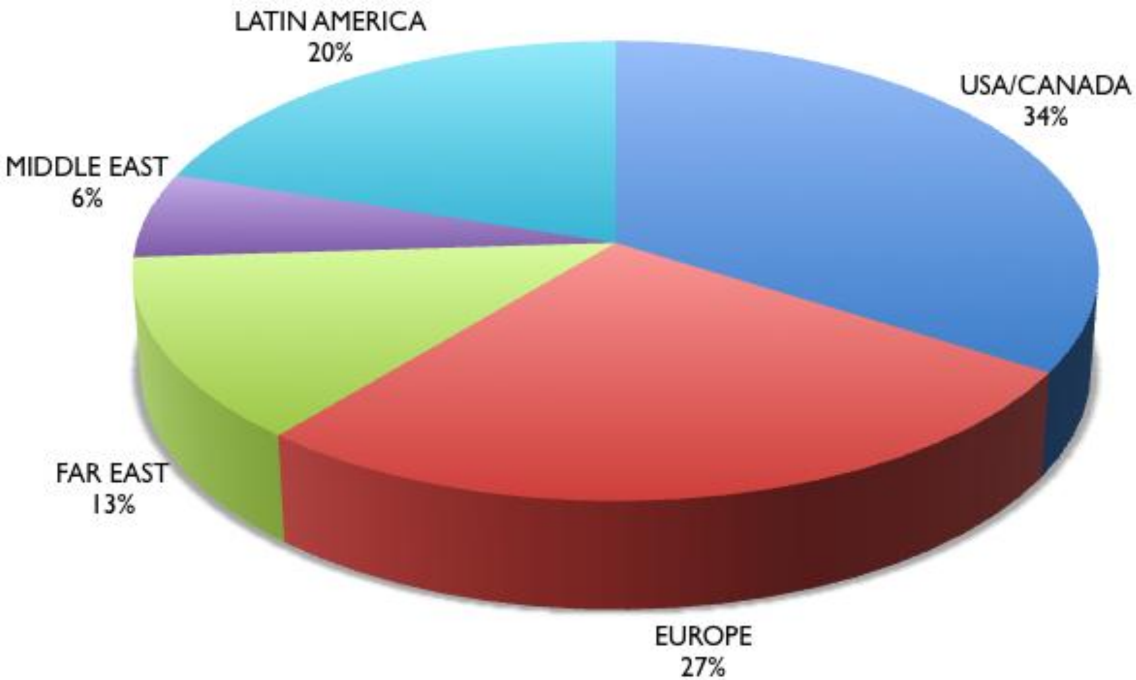
- **AGRICULTURAL EXPORTS REACHED US$10.8 BILLION IN 2010**
- **FRESH FRUIT IS THE LARGEST FOOD EXPORTING SECTOR (31%)**

EVOLUTION OF FRESH FRUIT EXPORTS TO THE WORLD – TONS



SOURCE: AGRICULTURE AND LIVESTOCK GOVERNMENTAL SERVICE (SAG) / ASOEX – DATA PREPARED BY THE CHILEAN EXPORTERS ASSOCIATION (ASOEX) FROM THE INSPECTION RECORDS DEVELOPED BY THE EXPORT COMPANIES FOR SUBMISSION TO THE SAG

MAIN DESTINATION MARKETS 2010-11



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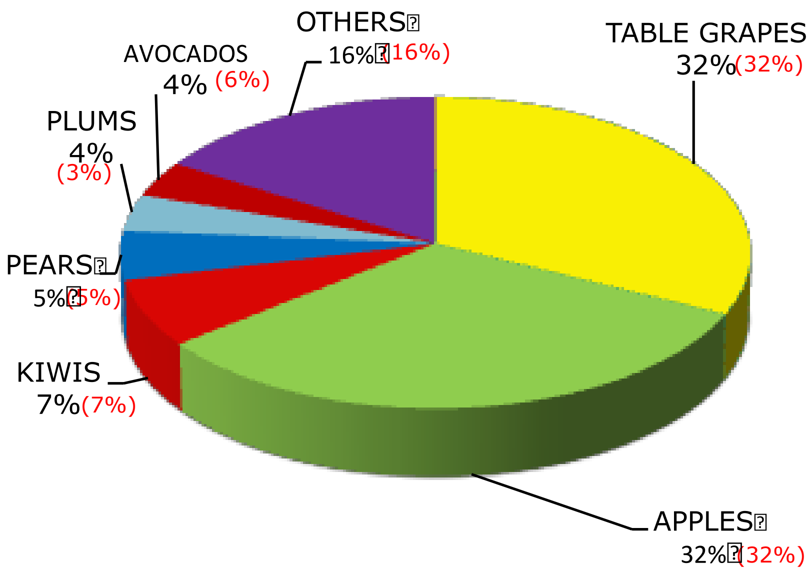
MAIN EXPORTED SPECIES 2010-11 - TONS

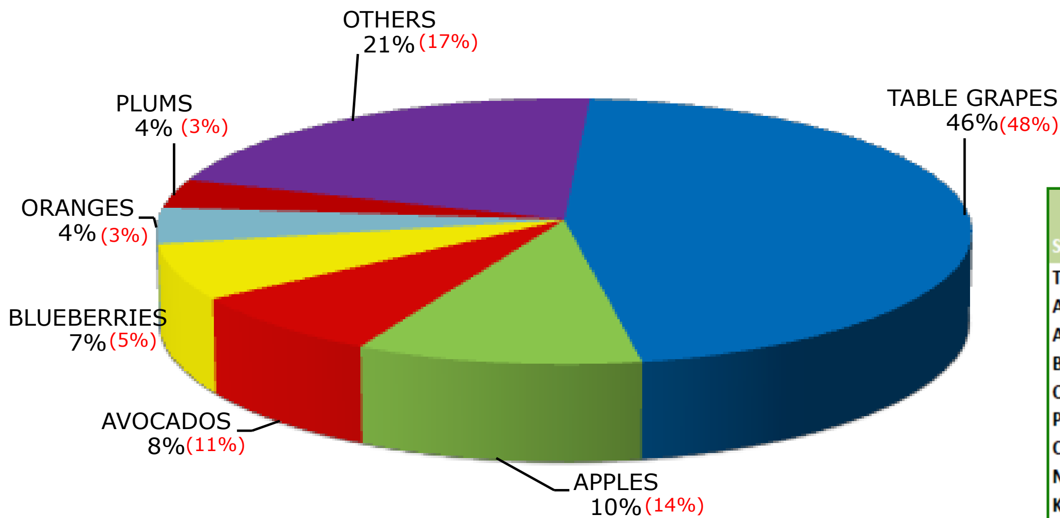


( ) 2009-2010 Season Percentage Represented

	SEASONS		%
SPECIES	2009-2010	2010-2011	VAR
TABLE GRAPES	798,994	852,591	6.7
APPLES	797,722	847,097	6.2
KIWIS	178,914	183,140	2.4
PEARS	111,705	133,691	19.7
PLUMS	73,965	101,155	36.8
AVOCADOS	153,904	98,360	-36.1
BLUEBERRIES	49,928	69,704	39.6
NECTARINES	54,697	62,445	14.2
CHERRIES	33,482	57,986	73.2
ORANGES	47,640	53,517	12.3
LEMONS	50,205	45,894	-8.6
PEACHES	35,462	38,119	7.5
CLEMENTINES	29,381	31,940	8.7
WALNUTS	19,392	26,300	35.6
TANGERINES	5,928	11,429	92.8
OTHERS	22,710	27,917	22.9
TOTAL	2,464,030	2,641,286	7.2

SOURCE: ASOEX

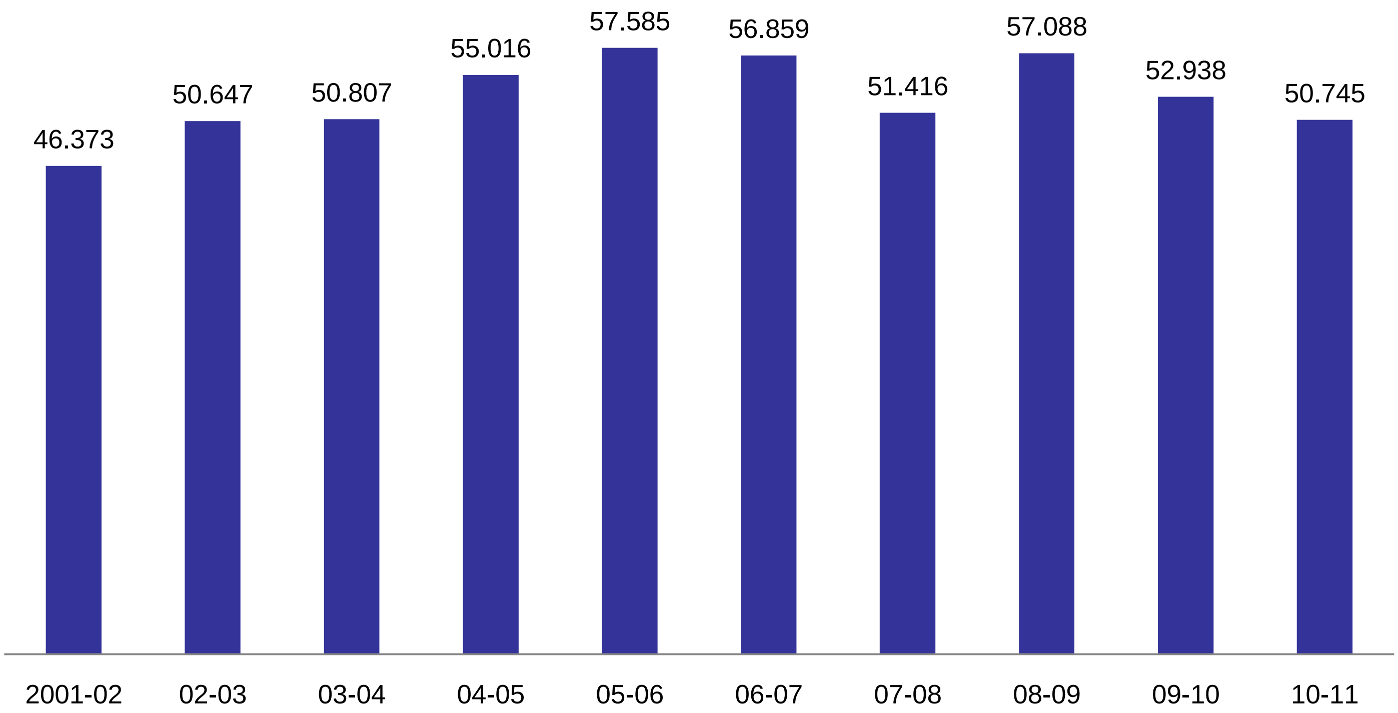
FRESH-FRUIT EXPORTS TO THE US - TONS



	SEASONS		%
SPECIES	2009-2010	2010-2011	VAR
TABLE GRAPES	425,941	397,270	-6.7
APPLES	122,526	90,419	-26.2
AVOCADOS	100,165	66,120	-34.0
BLUEBERRIES	40,842	58,386	43.0
ORANGES	28,220	38,059	34.9
PLUMS	27,237	30,476	11.9
CLEMENTINES	26,122	29,392	12.5
NECTARINES	27,022	27,975	3.5
KIWIS	21,901	22,894	4.5
PEACHES	21,473	22,584	5.2
LEMONS	17,526	20,669	17.9
CHERRIES	11,036	20,125	82.3
PEARS	14,772	17,985	21.8
TANGERINES	5,424	10,665	96.6
POMEGRANATES	270	2,102	677.7
OTHERS	5,605	7,107	26.8
TOTAL	896,082	862,228	-3.8

SOURCE: ASOEX

North America Shipments of Fresh Grapes From Chile (1,000s of Cases)



SOURCE: ASOEX

Sales Trends
Contributing Factors

Negative

Sales Trends
Contributing Factors

Negative

Economic Meltdown

- Unemployment continues to rise (in spite of ObamaCare).
- Stock Market continues to fall.
- Belief the country is headed in the wrong direction continues to rise.
- Same store sales versus prior year continue to fall.
- Food and gasoline prices continue to rise
- Value of dollar against other currencies continues to fall.

Sales Trends
Contributing Factors

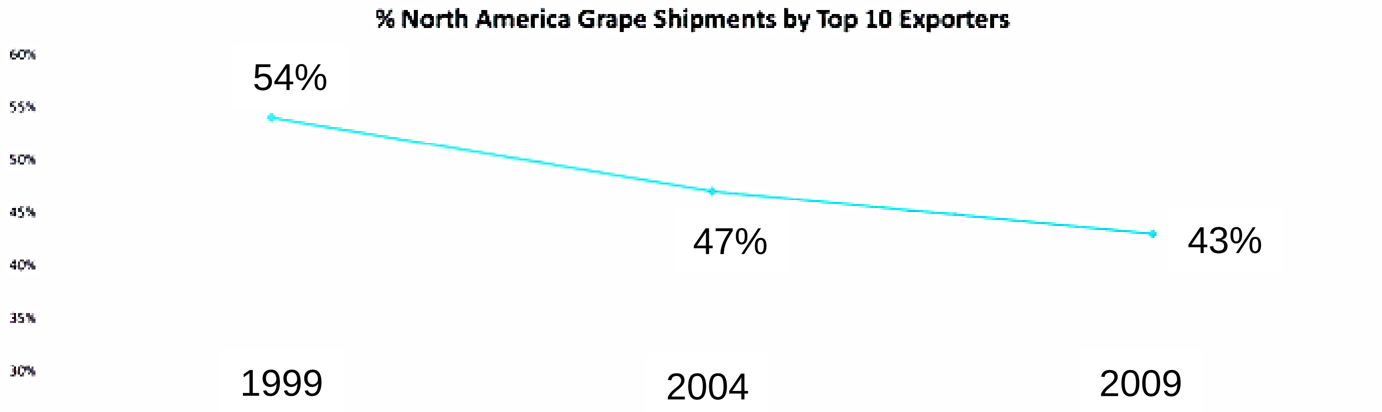
Negative

Increasing Global Demand

The U.S. is increasingly competing for Chilean grapes with other buyers around the world.

U.S. Grocery Environment

Broader range of fresh produce available

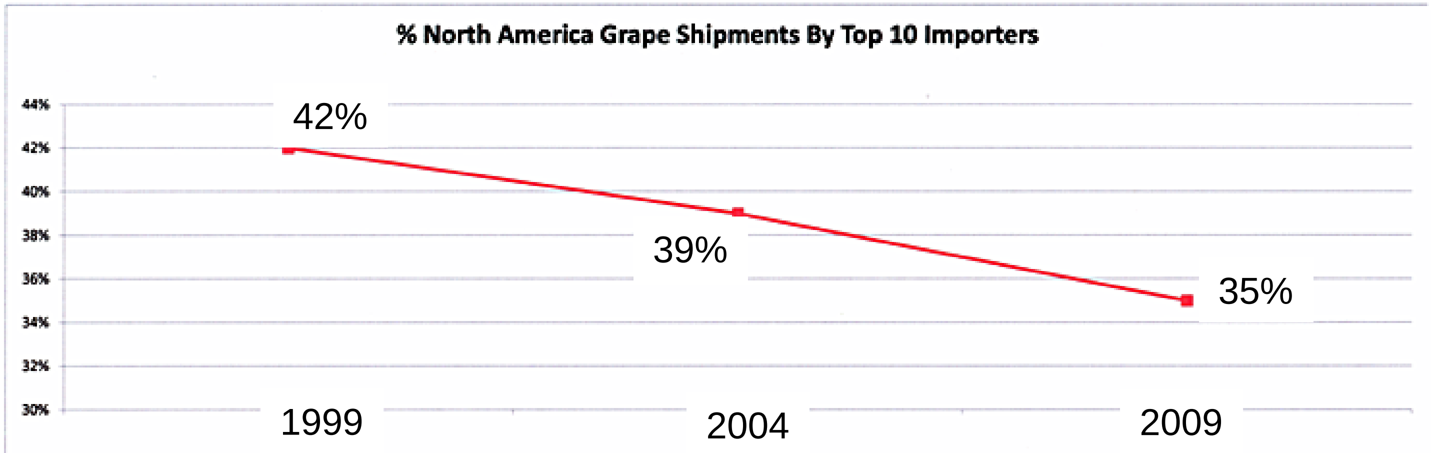


1999-2000 (Thousand Cases)		
Dole Chile S.A.	7498.8	10%
David Del Curto S.A.	6329.8	8%
Del Monte Fresh Produce	6182.8	8%
Unnifrutti Traders LTDA	5079.3	7%
Rio Blanco LTDA	4594.2	6%
Chiquita ENZA Chile	4553.2	6%
Agro Frio S.A.	1939.9	3%
Subsole S.A.	1931.1	3%
EXSER LTDA	1710.4	2%
A concagua LTDA	1557.8	2%
		54%
100% Shipment	76164.0	100%

2004-05 (Thousand Cases)		
Rio Blanco Ltda	7725.0	8%
Dole Chile S.A.	7476.9	8%
Del Monte Fresh Produce (Chile)	6499.7	7%
Unnifrutti Traders Ltda	5027.6	5%
Chiquita Chile LTDA	4592.9	5%
David Del Curto S.A.	4091.8	4%
Subsole S.A.	3960.0	4%
Exser LTDA	2169.5	2%
Rucaray S.A.	2070.6	2%
A concagua LTDA	1998.7	2%
		47%
100% Shipment	98064.0	100%

2009-10 (Thousand Cases)		
Rio Blanco LTDA, Exportdata	6786.1	7%
Del Monte fresh Produce	5669.9	6%
Subsole S.A.	5197.4	5%
Dole Chile S.A.	4343.7	4%
Exser Ltda	4303.8	4%
Unnifruiti traders	3427.3	3%
Scramble Ltda	3202.9	3%
David del curto	3172.9	3%
A concagua LTDA	3161.3	3%
Gestion de exp	2636.5	3%
		41%
100% shipment	102193.0	100%

SOURCE: ASOEX

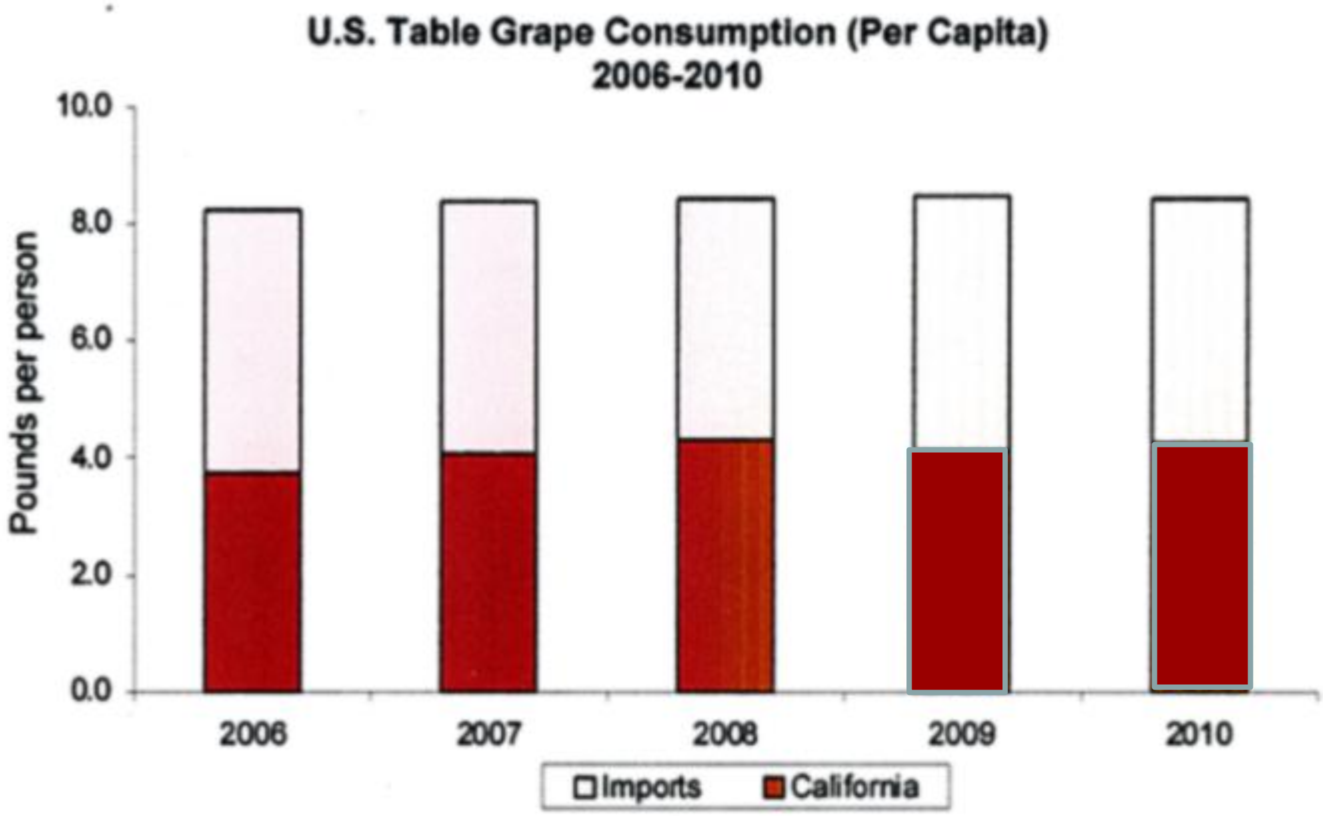


1999-2000 (Thousand Cases)		
Dole Fresh Fruit Co.	4647.5	6%
William h. Kopke Jr. Inc	4641.6	6%
Del Monte Fresh Produce	4109.9	5%
Giumarra bros Fruit Co. Inc	3628.8	5%
Chiquita Frupac	3202.0	4%
Jac Vandenberg Inc.	3174.6	4%
David Oppenheimer	2897.2	4%
Pandol Bros Inc.	1857.0	2%
Unifruitti of America	1796.9	2%
Nash De Camp Company	1653.9	2%
		42%
	76164.0	100%

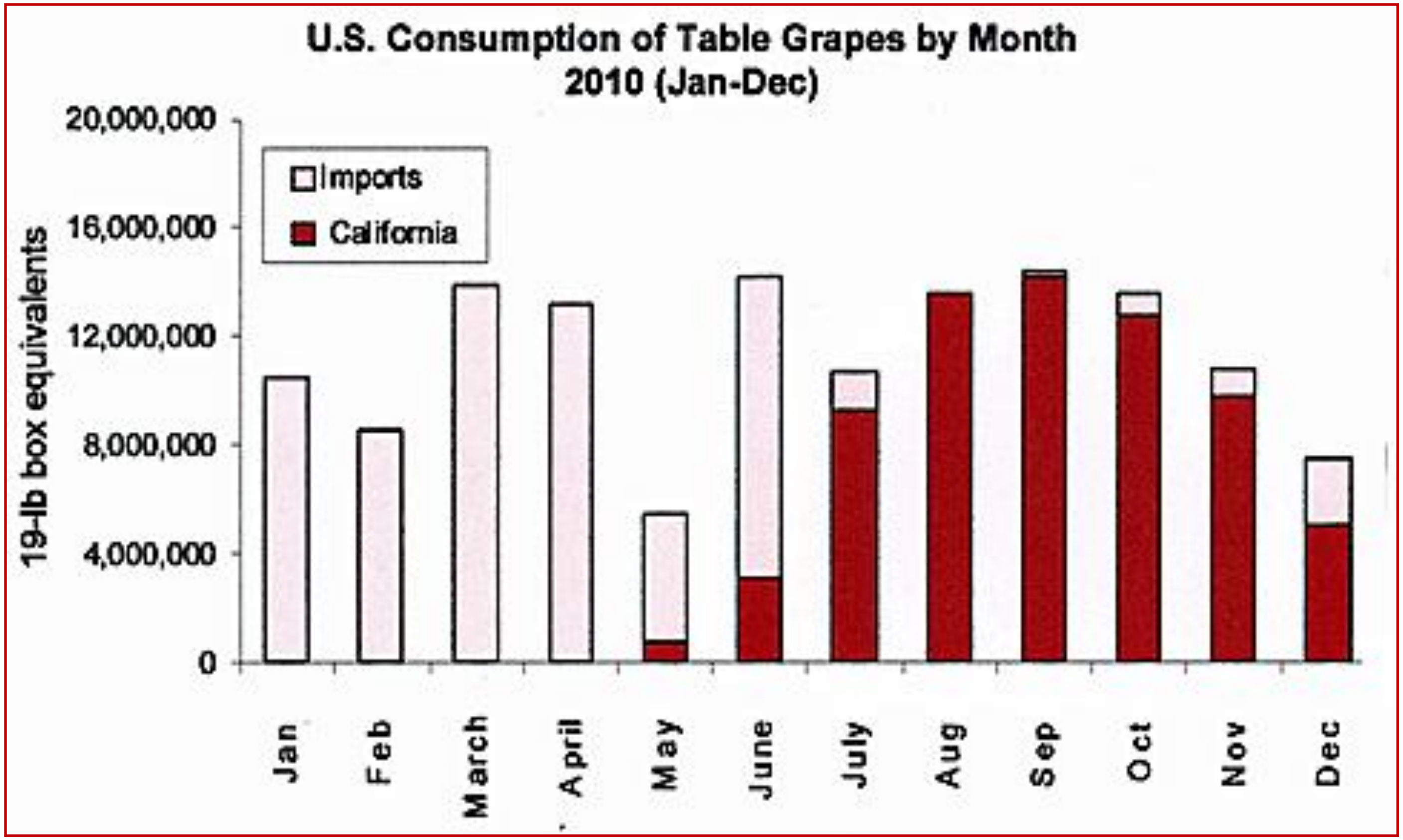
2004-05 (Thousand Cases)		
Kopke Jr. Inc, William H.	6450.4	7%
Jac Vandenberg	4254.0	4%
Dole Fresh Fruit Co.	4244.5	4%
Del Monte Fresh Produce	4209.2	4%
The oppenheimer Group	4041.4	4%
Giumarra Bros. Fruit Company	3460.5	4%
Pandol Bros. Inc	3275.5	3%
Chiquita Fresh North America	2779.5	3%
Unifruitti of North America	2583.3	3%
Rio Vista Limitada	1951.5	2%
		39%
	96064.0	100%

2009-10 (Thousand Cases)		
Kopke Jr. Inc., William H.	8194.2	8%
Jac Vanderberg	4472.9	4%
Wal-Mart Store	4416.9	4%
The Oppenheimer	3865.3	4%
Del Monte Fresh Produce	3453.3	3%
Giumarra Bros Fruit Co.	3014.0	3%
Sierra Produce	2341.1	2%
Chiquita Fresh North America	2223.6	2%
Dakya & Hackett LLC	2133.8	2%
Dole Fresh Fruit Co.	1895.1	2%
		35%
100% Shipment	102193.0	100%

SOURCE: ASOEX



SOURCE: CALIFORNIA TABLE GRAPE COMMISSION



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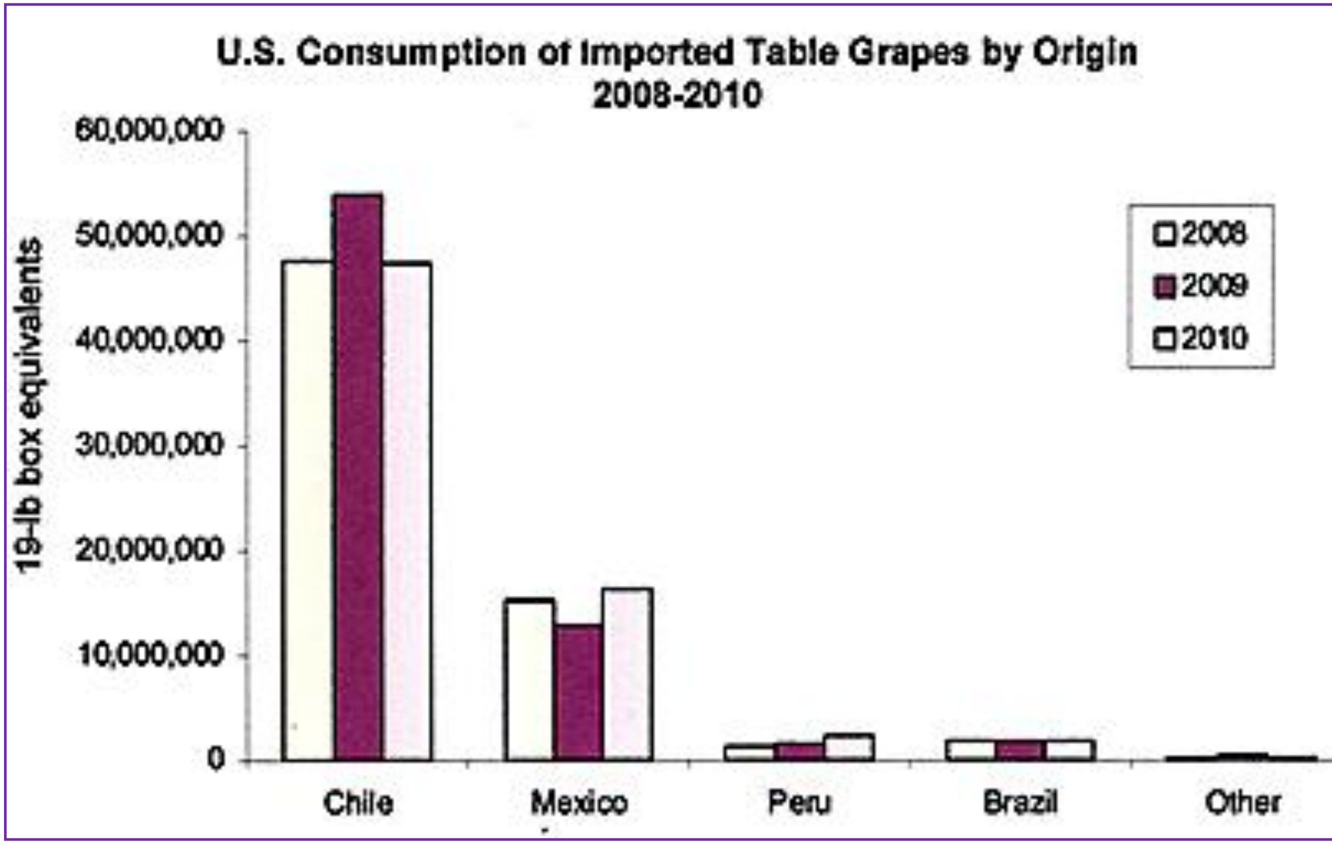


SOURCE: CALIFORNIA TABLE GRAPE COMMISSION

U.S. Grocery Environment

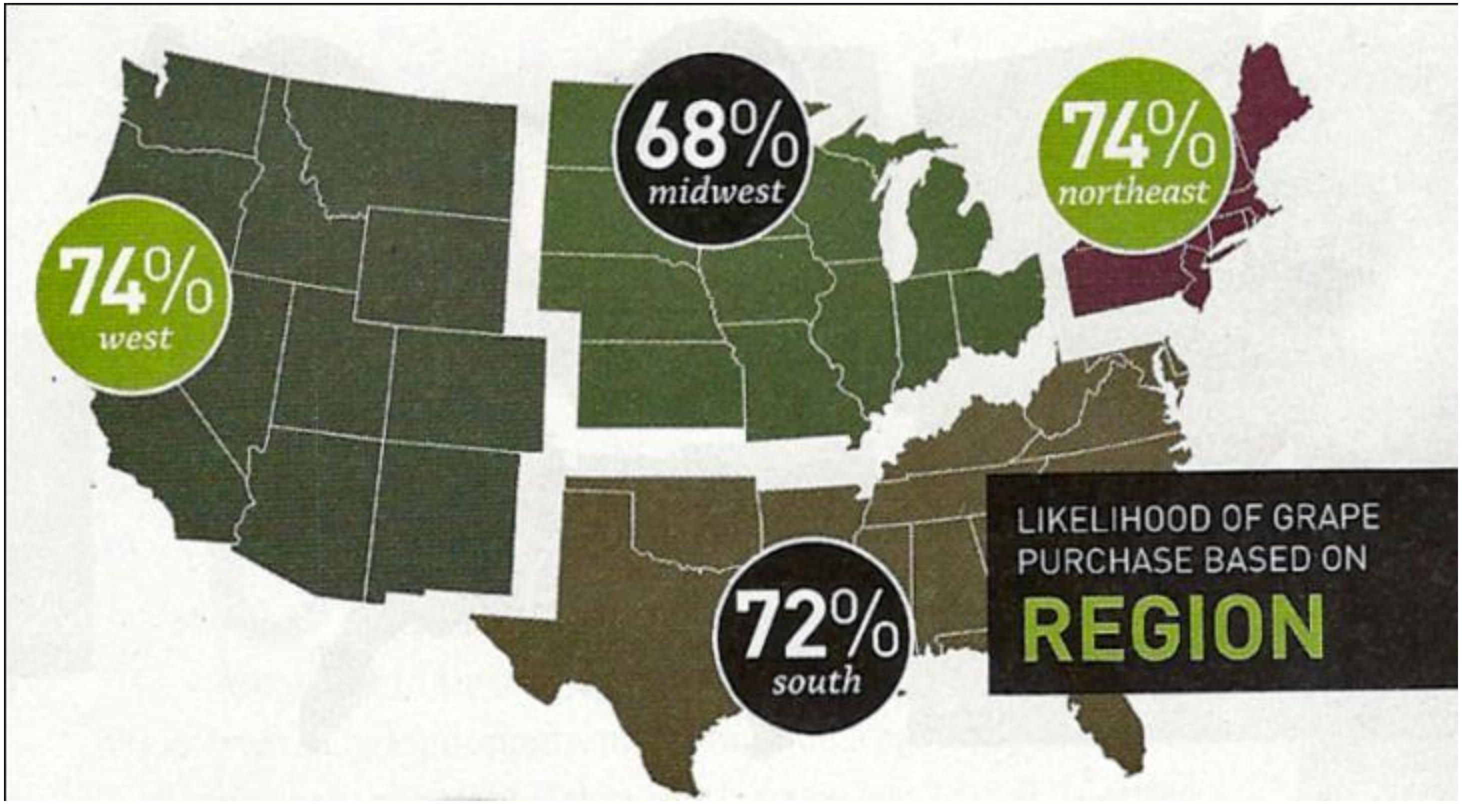
- 33,000 stores are doing more than $2 million a week
- Total Supermarket Sales 2010: $562.746 billion
- Total Produce Sales +17.6% in the past five years
- Increase in items carried in produce + 48% in the past five years.
- Total Fruit Sales in past 52 weeks: $18.3 billion
- Total Table Grape Sales in past 52 weeks: $2.3 billion
- Table Grapes as percentage of produce sales -2% in five years.

VARIETIES CONSUMERS PREFER TO PURCHASE

GREEN SEEDLESS	49%
RED SEEDLESS	37%
BLUE/BLACK SEEDLESS	9%
BLUE/BLACK WITH SEEDS	1%
GREEN WITH SEEDS	1%
RED WITH SEEDS	<1%
NO PREFERENCE	3%

WAYS CONSUMERS USE GRAPES

AS A SNACK	98%
AS A DESSERT	27%
AS A SALAD	20%
AS AN INGREDIENT IN A RECIPE	19%
AS A SIDE DISH	17%
AS AN APPETIZER	15%
AS A MAIN DISH	4%

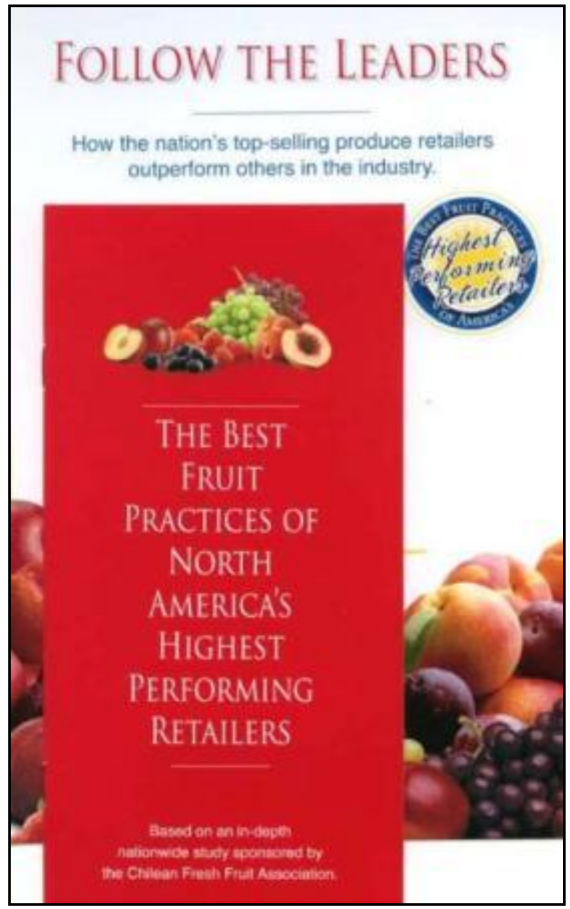


SOURCE: THE PACKER

Grape Consumption Indices By City

SOURCE: FRESH TRENDS

High Performing Retailers
+11% vs. Rest of U.S.



What We Learned About Grapes

High Performers:

- Offered at least 3 varieties
- Fixed weight results in higher profit
- 3 promotions per month best
- Promote -40% of retail price
- Use signs to call attention to display

Positive Trends

New Opportunities For Marketing Support, Increased Demand, and Sales Growth

New Channels of Distribution

In the year 2000, 83% of table grapes were sold through traditional retail channels.

In 2011, 72% are sold through traditional retail channels.

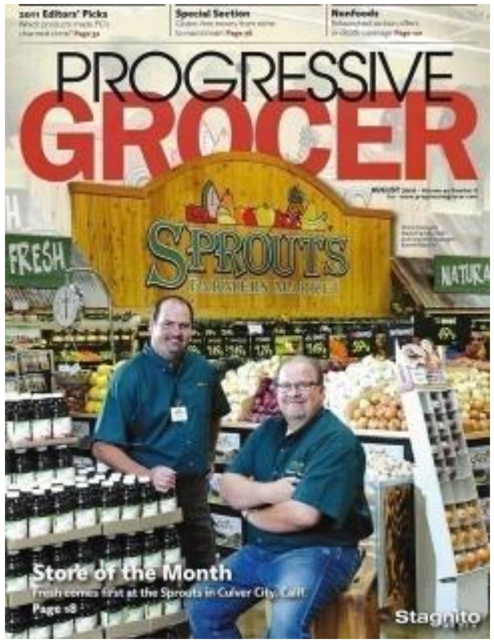
Where do the rest go?

New Channels of Distribution

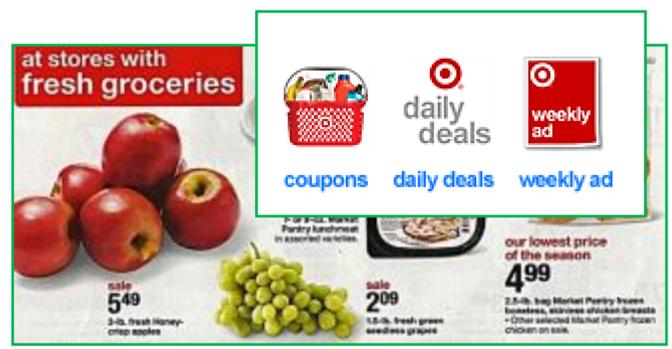
Clubs and Warehouse Outlets

Military Commissaries

New Channels of Distribution

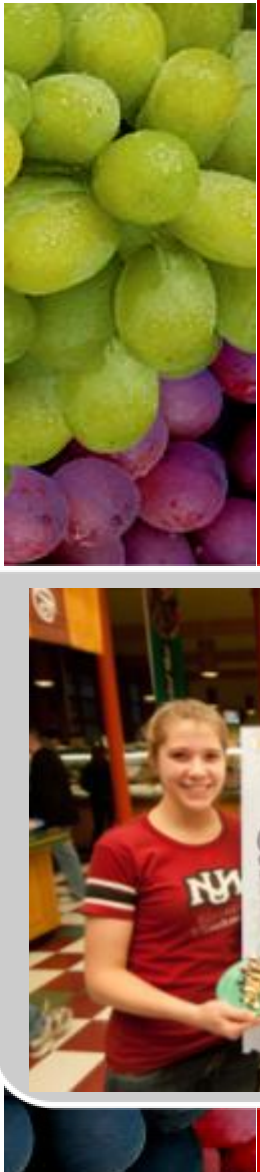


Non-traditional retailers



Retail v/s Foodservice

Produce sales in foodservice have increased at double the speed compared to retail over the past five years.



- Retail sales increased by 24,8% reaching US$63 billions.
- Foodservice sales increased by 42.5% reaching US$47,2 billons.
- Foodservice sales increase is mainly due to more produce being sold through new foodservice channels such as schools, hotels, universities, hospitals, among others.

“Estimates of Produce Sales through Retail, Foodservice, and Wholesale Channels” - USDA:

New Channels of Distribution

Fast Food / Catering / Schools & Colleges / Vending

New Varieties

New Packaging

New Levels of CFFA Marketing Support

- Point-of-Sale Aids
- Retail Advertising Kits
- Display Contests
- Merchandising Tips
- In-Store Demonstrations
- Care & Handling Tips

Marketing Support

Marketing Support

In-store P.O.S Materials:

Consumer Recipes Featuring Fresh Grapes

Care &
Handling Tips

Co-operative
Advertising

Retailer Display Contests

Media Updates

Marketing Support

The CFFA Foodservice Program

Commercial Restaurant and Hotel Promotions

Schools

Universities

Distributors

Marketing Support

The CFFA Foodservice Program

US FOODSERVICE | Your partner beyond the plate.
DETROIT

The Red, Green & Blue promotion

Promotion Period: April 5th – 30th, 2010
This promotion is for Street, District Major & Healthcare. The Top Three Sales Reps. who sell the highest quantity of fresh Chilean Blueberries & Grapes (see item list below) over their base during the promotional period will win:

1 st Place	**$1000**
2nd Place	**$750**
3rd Place	**$500**

The Sales Reps. who do not place in the Top 3 but, surpass their case sales from the same time period in 2008 will be put in a drawing for $250. We are paying out 11 Sales Reps.

Red Seedless Lunch Bunch	**18 lb**	**1010693**
Red Seedless Grapes	**18 lb**	**3039815**
Green Seedless Grapes	**18 lb**	**5016415**
Blueberries	**12 pt**	**2479855**

Results: Total regional sales +73% over prior season.

Marketing Support

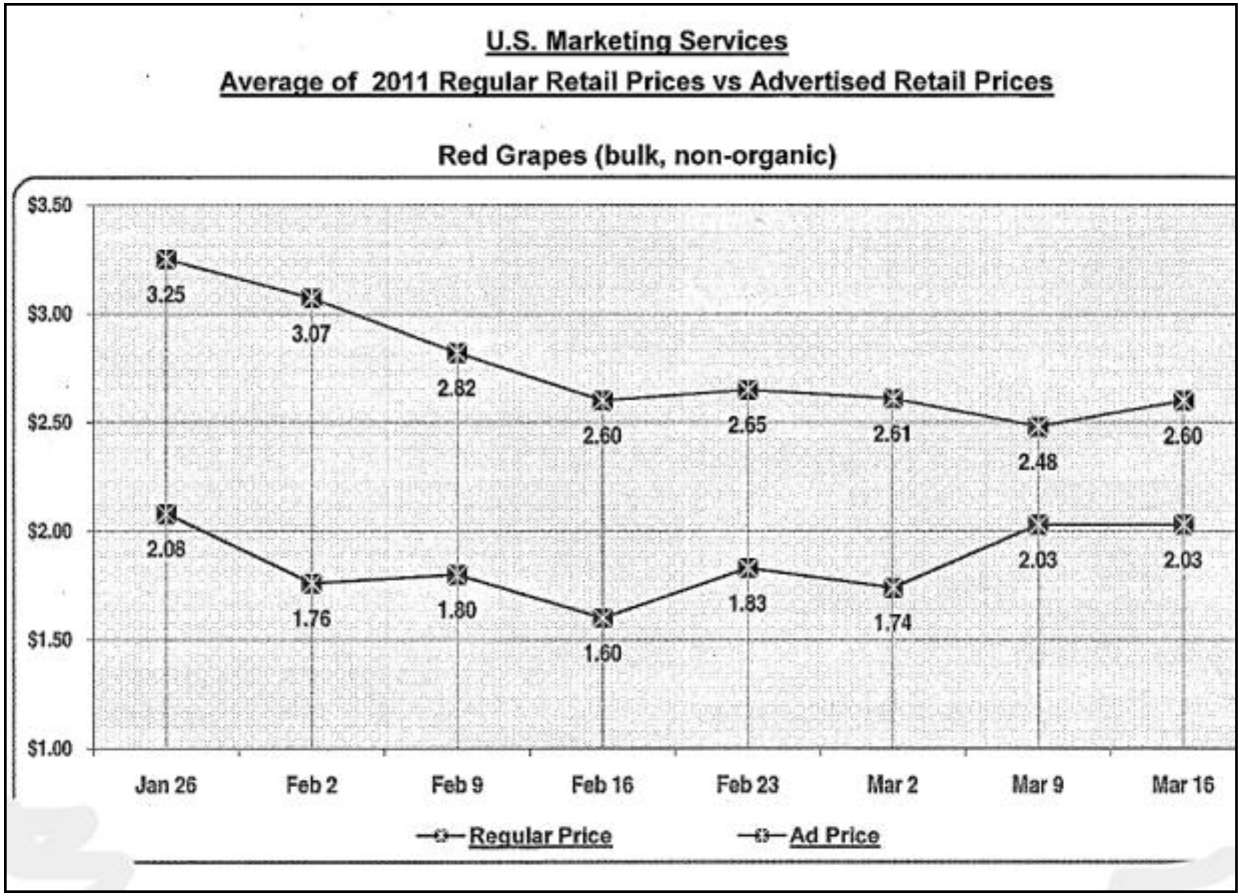
Trade Informational Updates & Orientations

FRESH FRUIT · FRISCHES OBST · FRUTA FRESCA · FRUITS FRAIS · CHILE · IN THE LOOP

Season Price Summary 2011																			
Grapes																			
REGION	8-Jan	15-Jan	22-Jan	29-Jan	5-Feb	12-Feb	19-Feb	26-Feb	5-Mar	12-Mar	19-Mar	26-Mar	2-Apr	9-Apr	16-Apr	23-Apr	30-Apr	7-May	14-May
SOUTHERN	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb	PRICE/lb
Ingles of Atlanta			1.98	1.88		2.28	1.48	1.98	1.68	1.68		1.68	1.68		1.68	1.68	1.27		
Kroger of Atlanta				1.79	1.69	1.38		1.38	1.69	1.69	1.28	1.88	1.88	1.68	1.88				
Publix of Atlanta		2.49			1.69	1.69	1.69	1.69	1.49		1.99	1.69	1.69		1.69	X	1.69		
Wal Mart Supercenter of Atlanta								X				X			X		X		
Bi Lo of Charlotte			2.49	1.99		1.99		1.99			1.99	1.99	1.29	1.69	1.29				0.99
Food Lion of Charlotte						1.69		0.99		1.79	1.79	0.99				1.79	1.69		
Harris Teeter of Charlotte						2.99	2.99	0.99							1.00	2.79		2.79	
Kroger of Dallas				1.00		1.48					1.00		0.99				0.99		
Tom Thumb of Dallas				2.49		0.99	0.99	2.49	2.50			1.28			1.28		1.28		2.49
Fiesta of Houston									1.49	1.29									X
HEB of Houston							1.88	1.00	1.97		1.86	1.00		1.86	0.98	1.86	1.77		
Kroger of Memphis					1.48	1.68	1.48	1.48	1.28	1.68	1.28	1.48	1.28	1.58	1.48	1.58			
Piggly Wigglyof Memphis			1.99	1.99	1.99	1.99	1.79	0.99		1.99	1.59	1.49		1.49					
Winn Dixie of Miami		2.69	2.49	1.99		1.79	1.99	1.49	1.99	1.99	1.99	1.29	1.99	0.99	1.69	1.69	1.49		1.69
Rouses of New Orleans							3.78												
Winn Dixie of New Orleans		2.69	2.49	1.99		1.79	1.99	1.49	1.99	1.99	1.99								
Martins Food Stores of Richmond	2.49	2.49		2.49	1.49	2.49	2.49	2.49	1.99	1.99		0.99	1.99	1.99	0.99	1.99	1.49	1.99	1.99
Kroger of Richmond				1.69	1.69	1.49	1.49	0.99	1.39	1.29				1.29					
Sweetbay of Tampa						1.99	1.99	1.79	1.79	1.79	1.79	1.49	1.89	1.49	1.99	1.99	1.99	1.79	1.99
AVERAGE	2.49	2.69	2.29	1.93	1.67	1.85	2.00	1.55	1.79	1.74	1.69	1.44	1.63	1.56	1.45	1.92	1.52	2.19	1.83

Marketing Support

Weekly Marketing Reports



Marketing Support

Monitoring Retail Advertising

U. S. Marketing Services

2011 Chilean Bulk Grapes

Count of Advertised Prices By Month By Price Range

	Black Grapes			Green Grapes			Red Grapes			Adv. Price Range Totals
	January (1 Wk)	February (4 Wks)	March (3 Wks)	January (1 Wk)	February (4 Wks)	March (3 Wks)	January (1 Wk)	February (4 Wks)	March (3 Wks)	
$.50 - $1.00		2	5	2	13	10	7	51	17	107
$1.01 - $1.50	1	5	8	3	26	24	5	49	25	146
$1.51 - $2.00		15	31	9	67	69	17	98	83	389
$2.01 - $2.50	1	12	8	9	41	19	9	43	32	174
$2.51 - $3.00	2	3	5	7	13	14	9	11	15	79
$3.01 +				2			1			3
Adv. Price Variety Totals	4	37	57	32	160	136	48	252	172	898

Summary

- Table Grapes continue to grow in importance in the North American market.

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- Retailers are increasingly using grape promotion as a traffic builder.

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- Table Grapes continue to grow in importance in the North American market.
- Retailers are increasingly using grape promotion as a traffic builder.
- The Foodservice industry is helping us to expand usage beyond snacking.
- Given the wide variation in grape consumption indices, we still have substantial room for growth.

Chilean Table Grapes in North America

Gracias!