

MAGAZINE

ASOCIACIÓN GREMIAL DE PROCESADORES Y EXPORTADORES DE CIRUELAS SECAS DE CHILE

One year after its implementation, The steering committee that designs the sustainability standard for the dehydrated plum industry meets.

After the first 12 months out of a total of 28 to be able to install a sustainability certification, it has been possible to develop a sectoral standard that is unique in the world in this industry, and now it is entering the Audit, Training and Certification stages.



In July 2022, various institutions in Chile, led by Chileprunes, came together with the objective of developing and implementing a sustainability standard for the agro-industrial sector of dehydrated plums, and that would have a broad validation of the interest groups of the sector. One year after that milestone, all the actors of the Steering Committee met at the Ministry of Agriculture to show the degrees of progress that the project has had, as well as the next steps that are coming. Among the attendees were representatives of ProChile, the Foundation for Agrarian Innovation (FIA), the Inter-American Institute for Cooperation on Agriculture (IICA), the Office of Agrarian Studies and Policies (ODEPA), the Agency for Sustainability and Climate Change (ASCC), Ciruelas Chile and the ministry itself.

On the occasion, progress was made known regarding the development of a sectoral standard that is unique in the world for this industry, with the establishment of work, diagnosis and benchmark committees. preparation of a list of good practices and a validated sectoral standard. Likewise, the next steps were announced: The first one, Audit -4 months-, considers piloting at the company level, identification of gaps and design of a training program based



on the gaps detected. Then comes a Training -6 months-, which considers courses, training, webinars and seminars, among others. Finally, the Certification implies ensuring that this standard is validated at an international level and an accompaniment in the certification process for all partners. What is a sustainability certification required for? "It is necessary to recognize what is done well, to have a clear direction regarding where we should go and to be proactive in an adverse and changing communication environment regarding the environment and the agro-industrial sector," says Pedro Acuña, executive director of Chileprunes. The milk and poultry and pork sectors already have this seal, so the dehydrated plum industry is at the forefront in terms of sustainability worldwide. An impact of more than 300 companies of different sizes is estimated, including partners and, mainly, suppliers of the dried plum industry. Of course, there is no mandatory action, each producer must define what actions he wishes to include in his certification process.

"Dried plums have positioned themselves in the world as a fruit that brings multiple health benefits, and now they need to be associated with a pleasant product that is concerned about the environment," says Marcela Samarotto, from FIA, while Loreto Sepúlveda from ProChile highlights the importance of public-private work to maintain the world leadership of this fruit.

First semester 2023: China, Germany and Mexico are the main buyers of Chilean prunes.

This superfood is imported to about 70 countries of the world.



In the first half of 2023, China, Germany, and Mexico became the three main destinations for Chilean dried plums, which, as a whole, considering 67 countries, reached 25,616 metric tons (MT) that reached a value of US\$ 104, 4 millions. Regarding the three countries on the podium, shipments to China reached 5,816 metric tons (MT) of dehydrated plums, equivalent to US\$19 million, while to Germany they were 3,455 MT, equivalent to US\$15.9 million, and to Mexico the volume reached 2,359 MT and US\$ 8.7 million. The following destinations were Poland, Spain, the United Kingdom, Russia, the United States, Italy and Australia. The rapid return to normality of the Russian market, a historic buyer of this Chilean fruit, is

striking, a location that was diminished in 2022 by the start and development of the war with Ukraine. The information is provided by the Office of Agrarian Studies and Policies (Odepa), an agency under the Chilean Ministry of Agriculture, referring to one of the most complete foods on the planet, since it provides cardiovascular, bone, and nutritional benefits, among many others. Chile is the main global exporter of this fruit. Chilean dried plum shipments, during 2022, reached US\$ 256 million, equivalent to 67,000 metric tons. Thanks to a cultivated area with European plum that reaches 12,550 hectares, Chile is capable of a total plum production of around 100,000 Annual MT, of which 2/3 are destined to dehydrated, which after the drying process go to a tenderization process, after their natural condition, in containers according to the client's requirements, direct to retail or in bulk, delivering a diversified and constant quality final product over time, indicate in Chileprunes, Association of Processors and Exporters of Dried Prunes from Chile, a union that now brings together more than 70% of dried plum exports.

Exp. Prunes from Chile; Jan-Jun 2023

N°	Country	Volume (Kg)	FOB en US\$
1	China	5.816.853	19.042.411
2	Germany	3.455.094	15.861.489
3	México	2.359.609	8.691.641
4	Poland	2.049.070	7.669.752
5	Spain	1.336.396	6.071.732
6	UK	949.345	3.761.104
7	Russia	936.864	3.760.671
8	USA	928.815	8.908.786
9	Italy	810.152	3.615.587
10	Australia	713.672	3.271.911
	Accumulated	25.616.823	104.438.137

"This 2023 is seeing a balance between the global supply and demand of prunes"

José Tomás Quezada, commercial manager of Pacific Nut Company Chile and who recently led the workshop on prunes at the INC XL World Nut & Dried Fruit Congress, reinforces the idea that Chile has the capacity to supply all markets.



These are some of the conclusions of several Chileprunes partners, who attended the International Nut & Dried Fruit Council (INC) event, held in London. In recent years, in the world industry of prunes, specific phenomena have been seen in both hemispheres, which have made it possible to clean up stocks that had been dragging along for some time. This is a correction, rather than a change in trend, which has led to 2023 with a healthy balance between supply and demand and where Chile will be able to serve its customers in different markets, meeting their requirements, without having to maintain stocks that bother from one season to the next. After talking with different players in the world industry of prunes, with producers from California and France, as well as with large international buyers, José Tomás Quezada,

commercial manager of Pacific Nut Company Chile and The person who led the workshop on prunes, is one of those who returned with that strong idea that he already envisioned before the trip: that healthy balance between global supply and demand due to the absence of overstocks or shortages of the product. "The world has a capacity of consumption of prunes around 200-220 thousand tons, a distribution that varies from year to year between the markets, but the total in the end remains the same. And on the world supply side, we have a productive potential of around the same number, which gives us the security of being in a healthy and balanced industry", the executive reinforces. The main producers of prunes in the world are Chile, California and France. With a California strongly focused on its internal market, it allows Chile, several years ago, to be the main exporter and, lately, the world's leading producer of this fruit.

José Tomás Quezada highlights the stability achieved by shipments to China, a country that already led the export ranking in 2022 and has multiplied its imports from Chile by 20 in the last 10 years. In the first 5 months of 2023, Germany and China became the two main destinations for Chilean prunes, leading the first in foreign exchange returns (FOB dollars), while the Asian giant is the first in export volume. Destinations to China reached 3,623 tons, equivalent to US\$11.7 million, while shipments to Germany of dried plums were 2,808 tons, equivalent to US\$12.8 million. For both countries, the difference in exports with respect to the period January - May 2022 is striking, where China and Germany did not exceed 1,000 imported tons each, with amounts that fluctuated around US\$ 3 million. Only in the second half of last year did its Chilean imports of prunes "explode."

The Pacific Nut executive also makes a separate mention of Russia, which this year is more open and very interested in receiving the Chilean product. According to data from Chileprunes, the industry already has 70% progress in its sales compared to the total volume available, with a very limited quantity of some calibres. Total Chilean exports of this fruit in 2022 reached 67 thousand tons and US\$ 256 million.



Chileprunes tours India together with ProChile and Sofofa.

For a few days now, Chileprunes, led by its president, Pedro Pablo Díaz, has been part of the official tour and prospective mission of our country to India, which was organized by ProChile and Sofofa.



It is the first trip with these characteristics to the Asian country in the last 5 years. The objective is to promote national exports, seek formulas to increase trade with Chile and discuss opportunities to negotiate a free trade agreement (FTA) between both countries. Chile and India have a Partial Scope Agreement (PAA) that entered into force in August 2007. Following the signing, Chile was the first country in Latin America to sign a bilateral agreement with India. On the side of Chileprunes, the specific objective is to make the Chilean dried plum industry visible and increase its consumption in the most populous market in the world -starting this year-, and where as a country, we are the main global exporters. Already in our last EXPO Ciruelas Secas 2023, held at the end of March, we had pointed out the idea of continuing to work intensely jointly, publicly and privately, to take care of the markets that have opened up (China, Mexico and Europe), and return to one that is of great interest: India.



Busy agenda With activities that began on Monday, June 19, meetings have been held with authorities from the Ministry of Commerce, Food Safety and Standards, the Indian Chamber of Commerce, and with importers and retail representatives.

The delegation met with the assistant secretary of the Ministry of Commerce, Rajesh Agrawal, with whom it was possible to talk about the bilateral relationship between the two countries. Likewise, Pedro Pablo Díaz, has established meetings with Ranjit Singh, director of International Cooperation of the Department of Agriculture of India; Juan Angulo, Chilean ambassador in that country; with Germán Ilabaca, president of the Chile India Business Council, from Sofofa; in addition to other Chilean leaders. From the retail area, the delegation met with DRB Foods to boost the shipment of walnuts and plums from Chile to India, and with Bigbasket, an online supermarket that processes some 15 million orders per month. With the latter, topics on the cold chain, logistics and how the presence of Chile can be strengthened in the largest e-commerce platform in India were addressed.

The relevance of India is the fifth largest economy in the world with a GDP of US\$2.5 trillion. With around 1.4 billion inhabitants, it is the most populous country in the world, surpassing China in a few months. The Asian nation has shown great dynamism in its economic growth in recent years and is

increasingly playing an important role in the economy and geopolitics at a global level. Currently, bilateral trade reached 1,513 million dollars last year. In this scenario, only 300 companies exported 220 products last year worth US\$754 million, including copper minerals and their concentrates, molybdenum, iodine, nuts, cellulose, lithium, gold, kiwis and apples, among others.

Currently, the investment of Indian companies in Chile is equivalent to around US\$ 220 million.



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Chileprunes- Zwischen weltweitem Angebot und Nachfrage nach Pflaumen besteht ein Gleichgewicht

23. Juni 2023

José Tomás Quezada, kaufmännischer Leiter der Pacific Nut Company Chile und jüngst Leiter des Workshops zu dem Thema Pflaumen bei dem 60. Nuss- & Trockenfrucht-Weltkongress (World Nut & Dried Fruit Congress) des International Nut & Dried Fruit Council (INC), bekräftigt die Idee, dass Chile über die Kapazitäten verfügt, alle Märkte zu beliefern.

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Trends in agronomic management in D'Agén plum production

2023-04-19 00:00 Source: Fruittoday.com

Pablo Campino, member of the Chileprunes Technical Committee and head of the Pacific Nut Company's D'Agén Plum Programme, refers to six major issues that must be addressed in order to achieve what the grower is looking for in terms of productivity, profitability, quality and sustainability of the fruit coming out of the orchard.

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La industria de las ciruelas secas chilenas pondrá mayor énfasis en la sostenibilidad

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Chile exported 67,000 tons of prunes in 2022

January 04, 2023

Primer semestre 2023: China, Alemania y México son los principales compradores de la ciruela deshidratada chilena

Bowl del sol

México, segundo importador de ciruelas secas chilenas durante 2022



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Liventus is a company specialized in controlled atmosphere technology that provides post-harvest solutions for different commodities, especially those that require preservation technologies to maintain their quality during transportation and storage. Liventus Controlled Atmosphere technology offers various benefits, such as reducing of the respiratory rate of the fruit and the delay in its senescence process. This contributes to maintaining optimal storage conditions and guaranteeing the quality and condition of the product for longer. The D'Agen plum is a commodity that has gained importance in fresh exports, especially in markets such as China. However, this plum variety presents some challenges that affect its quality and condition during long-term storage. With the use of Liventus Controlled Atmosphere technology in the D'Agen plum, specific benefits are obtained, such as the delay in the ripening process, which extends the shelf life of the product. It also helps reduce weight loss and maintain fruit firmness, as well as significantly reducing internal browning and translucent flesh. These factors are important in increasing both the price of D'Agen plums in the market and their shelf life at retail outlets. Liventus' controlled atmosphere technology ensures optimal storage conditions and can ensure export success, even in situations with longer transit times.



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Chilean industry indicators April 2023



