

MAGAZINE

TRADE ASSOCIATION OF PRUNES PROCESSORS AND EXPORTERS OF CHILE

2024 IPA Congress, a not to be missed event for the Chilean and global prune sector

On November the 4th, 5th and 6th in Mendoza, Argentina, the new version of The Prune World Congress organized by the International Prune Association (IPA) will take place; this is the most important event of the sector in the global agenda.



During three days 15 speakers will be heard. They will address the current and the future state of the prunes, consumption tendencies, international markets, better practices among other subjects. In addition, there will be group works and visits to orchards, processing and drying plants which will result in endless possibilities of increasing each participant network.

Pedro Acuña, executive director of Chile Prunes, says that this is a highly recommended event for the Chilean prune industry and for the producers, processors and exporters as well.

"It is a unique opportunity to be with all the countries that are members of IPA and to talk in depth during three days about the present and future of the prune, about global markets, their differences and contrasts and about the new opportunities in Asia gathering in that way valuable information and strengthening their networks", he continues.

For more details visit <https://ipa.events/en/>

The country members of IPA are: Chile, Argentina, France, USA (California),

Italy, South Africa and Australia.

The IPA was created to promote the prunes international industry and to represent the interests of producers and processors globally. Since its creation, IPA has been at the forefront encouraging the consumption of prunes promoting the information exchange and generating an integrated platform for its members and interested parties which is key for investigating and promoting of prunes.

Promoting our prune in India, from social media to tastings and influencers

From the moment Chileprunes announced in EXPO Prunes 2023 that one of the big strategic targets of the sector was to export to India and a few months after it was announced that the Chilean prune could enter that country after a hard work done by the public and private sectors and led by this trade union, some important things regarding the Asian giant have happened during the first semester of 2024.

During June we informed abundantly about the large agenda of a commercial delegation from India in Chile organized by Chileprunes that included visits to plants, meetings, breakfasts with various Chilean exporters and some meetings with ProChile and Sofofa, among others.

But this has been only a part of the actions and accomplishments of the first six months of the year.

ProChile, thanks to a grant fund, has started executing projects to promote prunes in India. Since the beginning of this year we started promoting our product in Indian social networks. This task was made together with SS Associates, a local agency whose professional profile is one of technical specialization in agricultural matters.

The message was centered in the various nutritious and health benefits of the prunes, characteristics highly appreciated by the Indian consumer when



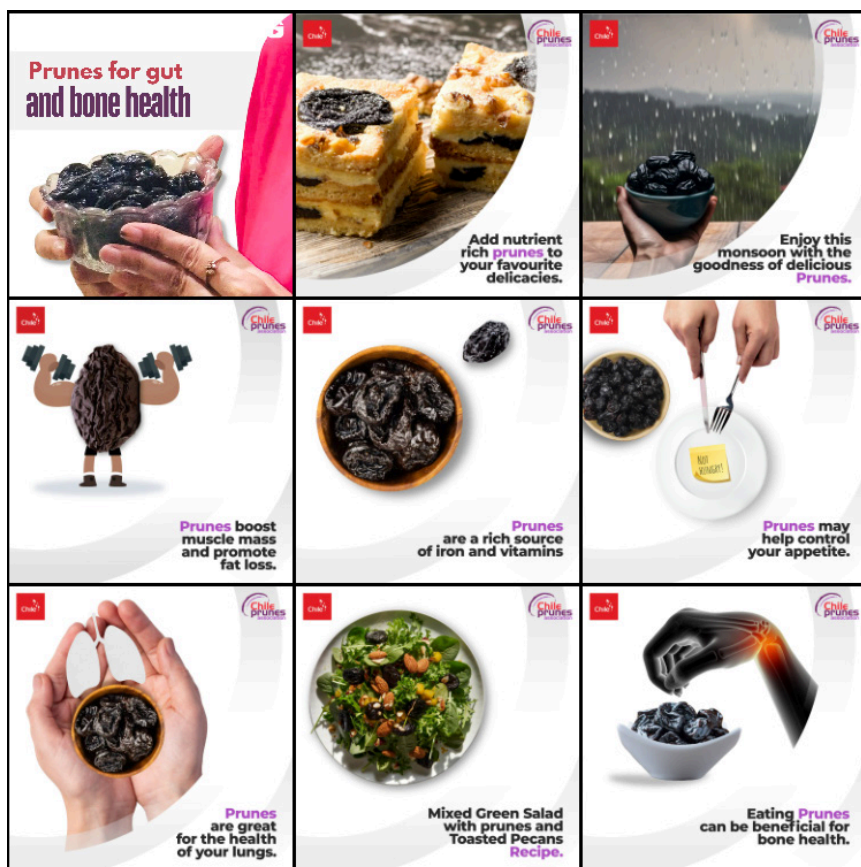
**INTERNATIONAL
PRUNE
ASSOCIATION
CONGRESS 2024**
SAN RAFAEL - ARGENTINA

choosing his food.

In the communications it is also underlined the big versatility that the prune has. It can be used in starters, main courses and desserts and offers many possibilities for vegetarian and vegan population.

Moreover, promotion activities have been done in points of purchase (POP) and points of sale (POS) with graphics and tastings.

Even more, we have been working with important Indian nutrition experts influencers, physicians and chefs, people with a technical and highly specialize profile. These people have taken part in seminars, exhibitions and webinars related to the area and in all this has given a special meaning to this Chilean fruit in the most populate market in the world.



First Semester 2024: more than US\$ 100 million in Chilean prunes were sent all over the world

This Chilean fruit was sent to 70 countries- China being the main destination- with a total volume of 34,026 metric tons (MT), which amounts to US\$ 104 million, the same amount registered on the first semester of 2023.

Exports of Prunes; January – June 2024

Nº	Country	Volume (Kg)	FOB in US\$
1	China	10.463.483	23.000.354
2	Poland	3.200.148	8.969.813
3	México	2.240.308	6.583.759
4	USA	2.012.056	11.472.001
5	Germany	1.836.279	7.148.148
6	UK	1.581.092	4.940.856
7	Spain	1.424.403	6.147.297
8	Italy	1.396.398	5.209.965
9	Turkey	1.396.243	4.156.677
10	Australia	1.215.217	4.320.705
Source: Aduanas de Chile	Accumulated Total Exports First Semester	34.026.263	104.796.353

During the first semester of 2024, China has become by far the main destination of the Chilean prunes in volume and return: 10,463 metric tons, (MT) which amounts to US\$ 23,000 million.

Following are Poland and Mexico with 3,200 TM and 2,240 TM in that order.

The other countries that are within the top ten of the destinations of Chilean prunes to the world are: The United States, Germany, The United Kingdom, Spain, Italy, Turkey and Australia.

The Chinese peak sets also a difference in relation to last year when the shipments to this country amounted to 5,816 metric tons (TM) of prunes, that is to say US\$ 19 million. Among the top 10 of the countries, 9 out of 10 still continue in comparison to the same period of 2023; Turkey entered in the place of Russia. This Chilean fruit, during the first six months of the year was sent to 70 countries with a total volume of 34,046 TM, that is to say US\$ 104 million, the same amount registered during the first semester or 2023.

Chile is the main global exporter of this fruit. The Chilean prunes shipments during 2023 amounted to a total of US\$ 268.4 million (which is 4.7% more than 2022); this represents 72,000 metric tons.

This information was given by Chilean Customs (Aduanas de Chile) and it refers to one of the most complete food of the planet due to its cardiovascular, bone, nutritional benefits among others.

After a good weather season now, we have to be careful with possible frosts

Due to announcement of the arrival of The Niña phenomenon associated with fewer rains and low temperatures.



During this year, 2024, the weather has been good for Chile and his farmers. The rains have provided the water needs for this year, not with a great surplus, but enough to have no worries during this season; on the other side the hours of cold accumulated have been suitable. Regarding this last thing, a PIT like D'Agen, ideally, needs over 700 hours of cold weather, under 7o C to obtain a good even, uniform blooming. This year, according to Sebastián Aguilera, chief of producers of South 365, we have over 700 hours

in all the important areas of prune production.

We have to remember that last year there were areas where only 370 to 400 hours of cold were reached and others with 500 to 600 hours which is clearly insufficient. This produced extremely uneven buds and blooming. Following this we had a cold and humid spring.

But we cannot count our chickens before they hatch. So far, the forecasts have been accurate: "the estimations of few rainy days with a lot of rainfall were accurate" and now it has been forecasted the arrival of the Niña phenomenon during the end of winter and beginning of spring which is associated to low temperatures and little rain.

A strong frost, 1o C or 2o C during September or October can burn the fruit and destroy a year of work, says Sebastián Aguilera. "Of course, it depends a lot on the phenological state of the plum at the time of frost: at the beginning, (swollen bud) the tolerance can reach -5o C, but with set fruits -1o C is enough to damage the fruit".

This is the reason why "given the possibilities of frosts in South 365 we are waiting until the end of October to make estimations of production volumes for 2025."

Given these conditions, the expert gives some recommendations:

First, to be aware if you are in an area that has historically experimented frosts; if this is so, it is recommended to have defined strategies to control or diminish the impact the frosts could have.

Second, it is NOT recommended to try to move the sprouting ahead in areas where frosts have been known to happen before because if it is done a possible frost can catch the fruit in a more delicate state of sprouting. Ideally frost should happen when the buds are starting to swell; in this moment they resist better the frosts; but as the development of the fruit progresses, the fruit is more delicate.

Since we are still pruning some orchards, one option is to prune less so as to



SOUTH 365
• DRIED FRUITS & NUTS •

allow for a bigger number of fruits in the trees. In this way if a frost hits us we have more alternatives. If it does not frost, you can thin the tree.
“I want to emphasize that every year the number of orchards that return the pruning leftovers to the soil increases; this is one of the practices aligned with sustainability policies that we are pushing forward in Chileprunes” says the expert.
Regarding tools to control frosts, the first thing that comes to my mind is a frost control

tower; it is expensive but can be an alternative. The other thing are dragons or control machines that with flames and turbines make hot air flow through the orchard. It is key to calculate the time the tractor takes moving around the orchard and the number of tractors you need to have a good control. Moreover, the tractors have to be 100% ready to be used in case they are needed. Another alternative is sprinkling control which consists in simulating rain in the exact moment; but you have to be completely sure to have the precise system and the amount of water needed to sprinkle during the whole time the frost lasts because if something goes wrong during the frost it is even more risky than the frost itself.

Regarding the producers area, Sebastián Aguilera says that with a mark in service “we are in charge of going down our producer’s orchards and keeping them connected with the progress of the season from a productive as well as commercial point of view”.

About South 365 Company

South 365 is a company that was born in 2017 and offers dried plums, walnuts, almonds and other dried fruits to the most demanding palates in the world. With a central office in Vitacura, Santiago de Chile, its business model is via consignment, providing a complete service that ranges from support in the harvest, with sessions with the producers, to the drying, packaging and subsequent sale of the product, including all marketing, plus international certifications.
“We work with more than 50 producers from the central valley of Chile, located between the Valparaíso Region and the Ñuble Region, in the south. Of them, over 30 are linked exclusively to prunes, our main product in terms of volume and FOB sales,” its partners point out. In fact, of the total volume exported, among all nuts, 3,500 tons of nearly 5,000 are dehydrated plums, being among the 10 main Chilean brands in this category.

South365 exports to more than 45 markets on 5 continents, with a strong presence in European countries for dried plums, although Asia has been growing strongly in recent years as an attractive continent for prunes consumption.

Pacific Nut, highly betting high on sustainability

The Chilean company Pacific Nut -from the Sutil corporate group- is one of the biggest dried fruit producers in the world.



They offer prunes, almonds, nuts and raisins. In relation to the first ones, they export 5,500 tons per year; this amount will be more or less the same this year regarding 2023 amounts.

With this safety net, Cristián Infante, general manager of Pacific Nut, underlines the work done in the company in relation to sustainability, “which has allowed, for example, to reduce the use of water in 60% in relation to the previous year in the process of pitting the prunes”.

Their goal is to advance faster than the industry and they have been releasing



sustainability reports for 3 years even though it was not an obligation for the industry. Moreover, they joined the NetZero 2030 challenge which is a compromise whose objective is to reach zero net emissions of greenhouse gases for that year.

“We know that we are in the right direction. Sustainability is not key to every country that we export, but as time passes it is becoming

more important to our global consumers”, he says.

With that in mind, since 2019, Pacific Nut is a certified B company and it is part of a global movement whose goal is to redefine the meaning of success in economy, using the strength of the market to solve environmental and social problems searching for the triple impact, that is to say: economic, environmental and with the community. Since 2018 they have the certification Footprint Quantification Chile. This is the national program for the management program for emissions of greenhouse gases in little, medium and big institutions. Also, they measure the water footprint in all its process so as to improve with every season.

In addition, Pacific Nut is certified in SMETA 4P since 2020 and for this reason it is a member of Sedex, a collaborative platform aimed at sharing information about ethics, social practices, security and environment along the entire supply chain.

Other news

Cristián Infante - sometimes with Domingo Calvo, recently appointed commercial manager - has not stopped participating in international encounters of the sector this 2024.

Gulfood Fair in Dubai, the World Congress of Dried and Dehydrated Fruits INC and the Mewa Fair in India are some examples. He has confirmed directly the interest in prunes. Even more, he has seen the same interest in different markets as China and also other countries in Asia and Europe.

“The Indian case is interesting. It is a market with a lot of potential where we have to convince the Indian consumer, make him acquainted with the product, specially its health benefits and properties for a healthy nutrition. On the other hand, it is also interesting what is happening in Europe whose stocks have moved a lot recently”, he says.

On another subject, Cristián Infante underlines the advance in productive process which “are very established in the company. Regarding pitting we have an electronic selection which is giving us products of a higher quality”.

Pacific Nuts only works with D’agen plums from their own plantations or from producers who meet high requirements of quality. Once in the factory, the prune is calibrated, tenderized and pitted with state-of-the-art machines. Prunes in natural condition, tenderized with its pit and pitted by Ascot or Elliot machines are offered.

Chilean industry indicators during 2024

