

# MAGAZINE

ASOCIACIÓN GREMIAL DE PROCESADORES Y EXPORTADORES DE CIRUELAS SECAS DE CHILE

## Chilean prunes shipments totaled nearly US\$250 million as of October

In comparative terms for the first 10 months of the year, these figures are higher than those for 2023 and 2024, both in terms of volume and returns.

Exports of Prunes; January – October 2025			
Nº	Country	Volume (Kg)	FOB in US\$
1	China	24.008.514	67.078.959
2	Poland	7.755.582	23.430.578
3	México	7.531.127	23.427.780
4	Germany	5.153.395	17.836.534
5	USA	2.846.966	17.522.031
6	Spain	2.633.128	11.919.583
7	Italy	2.573.145	9.305.956
8	Turkey	2.492.053	8.145.535
9	UK	2.714.235	7.574.698
10	Australia	2.714.235	7.574.698
Source: Aduanas	Total Exports 80 countries	75.803.708	247.221.456

In the first 10 months of 2025, Chilean exports of prunes reached 75,800 metric tons (MT), equivalent to US\$247.2 million.

This is according to information provided by Customs, a Chilean government agency, which shows that China is by far the main importer of our fruit, accounting for almost a third of the volume (24,000 tons) and a quarter of the value (US\$67 million).

Next in the ranking in terms of volume are Poland with 7,755 tons, Mexico with 7,531 tons, Germany with 5,153 tons, and the United States with 2,846 tons. Further down the ranking are Spain, Italy, Turkey, United Kingdom, and Australia. To establish a comparison for the period, the figures for October 2023 and 2024 were exceeded. While in 2023 the volume of exports reached 57,815 MT and US\$ 220 million, last year the figures for shipments were 73,863 MT and US\$ 209.9 million, respectively.

Exports of Chilean prunes throughout 2024 reached 78 countries and totaled 88,897 MT, equivalent to US\$255,119.7 million. With two months left in the year, we are on track to exceed the figures recorded for all of 2024.

What has already been surpassed are the destinations: 80 in total, including such exotic countries as Cyprus, Algeria, El Salvador, and the Netherlands Antilles, neighbors such as Bolivia, and considering Hong Kong as a special administrative region of China (counted separately).



## Two perspectives on the orchards, for a season that looks promising in 2026

Agricultural engineer Rosario Larráin, agricultural manager at Prunesco, and Óscar Astorga, member of the Chileprunes Committee and general manager of Superfruit, talk to us in the field about how the plum trees are developing.

The first explains that, in general terms, flowering was good. The rains in September in the Colchagua area—which accounts for the largest number of hectares—were in an advanced stage of pollination. “Everything indicates that there will be a similar amount of fruit to previous years.”

This uneven flowering occurs at all levels: within the same region, province, or even between vineyards just a few kilometers apart, she points out. “For example, between Colchagua and Pirque, there is up to a 10-day difference in the start of flowering, which means that rain affects two stages with different sensitivities,” says the specialist.

There are even disparities within the same tree. First, the lower 50% of the tree blooms, followed by the upper part. “There is a disparity within the same tree, which, depending on the weather at the time, can result in up to a week’s difference in fruit formation, a gap that shortens as the harvest date approaches (which under normal conditions is between February 8th and 10th).”

However, in the most important areas of Colchagua—Chépica, Santa Cruz, Peralillo, among others—there were high concentrations of fruit, which required some mechanical thinning. Moving towards the coast, yields were lower than average. As for the Metropolitan Region, lower and irregular yields were observed in the eastern mountain range, while further inland, for example in the Melipilla area, normal yields were seen.

With regard to irrigation, the season has begun with good water availability. “At this moment, the concern is to irrigate properly in light of the high temperatures of recent days,” although there is uncertainty about how the water season will end.

### Perspective from Superfruit

In a brief summary of the winter, it should be noted that the pruning process was fairly normal, with the necessary labor available for the job.

During those months, there was a satisfactory accumulation of cold hours for the species. A plum tree needs 45 cold hours during the season. “For the field where I am (Ranguil area in the province of Colchagua, VI Region), the record was 60.5 cold hours,” says Óscar Astorga, member of the Chileprunes Committee and general manager of Superfruit.



However, comparing this season with the previous one for the coastal area, there has been lower accumulation, with a record of 11% less, he says. Thanks to the accumulated cold spells, spring sprouting or blooming underwent a normal process. However, there were a few millimeters of rain during flowering; therefore, preventive applications of fungicides were relevant. "Cyanamide has become an important tool for many species, providing us with uniformity in sprouting and allowing us to get a little ahead of certain stages of the plant. Ultimately, it is being used in concentrations determined by each producer."

Regarding rainfall, compared to last season, there was between 100 and 200 millimeters less, depending on the production area. This year's rainfall was lower than in 2024 and 2023, but higher than in 2022.

#### Was enough water collected in dams and reservoirs?

"The accumulation was delayed, but it was achieved. In our case, it took us two months longer to reach 100% capacity, assuming the electricity costs involved in pumping water. In any case, we had more water from direct precipitation into the reservoirs and from surface runoff from the streams. In short, we achieved our goal of accumulating the necessary cubic meters for this season."

#### Were there significant climatic disparities between one area and another within VI Region?

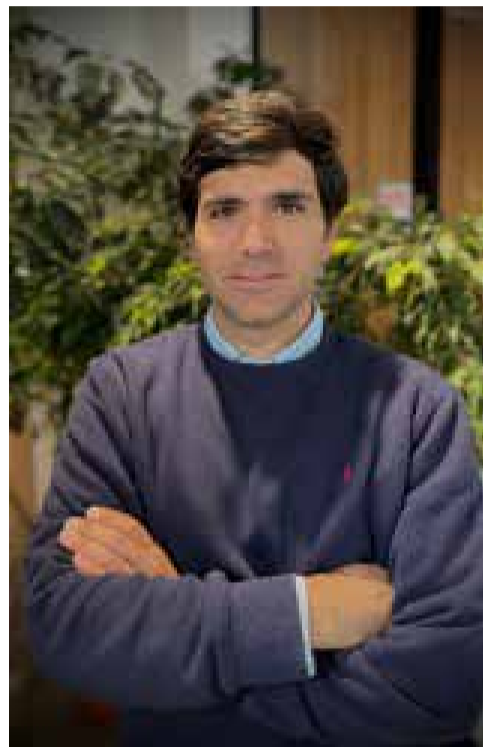
Yes, there were significant climatic disparities between areas within VI Region. There were differences in both precipitation and the accumulation of cold spells and temperatures of the days. The latter are especially important for fruit development and, to date, show higher values than last season.

This scenario has led to certain phenological stages occurring earlier than usual in some areas, such as stone hardening, which suggests that harvest could be a few days earlier than last year. However, there is still some of the season left, so it is necessary to continue monitoring how the crop develops, concludes Óscar Astorga.



## Closing out a successful 2025 and 'warming up engines' in the face of new competition on the horizon

With just a few weeks left until the end of the year, the Chilean prune industry can confidently say, "mission accomplished".



Both the export sector as a whole—represented by companies associated with Chileprunes—and Pacific Nut Company, part of the Sutil Group, have sold almost their entire production, with only a few containers remaining to be shipped mainly to Europe and China.

Domingo Calvo, commercial manager of the company, points out that "in 2025, we achieved a high average product quality, as well as good prices. Global demand was very active, especially in Europe, which accounts for approximately 60% of our prune sales, with Poland, England, and Turkey standing out. The predominant product is pitted, tenderized prunes, while China, our main destination, imports natural prunes," he says. The latter are dried plums with pits that have not undergone a "tenderizing" process (pitting and softening). "In this market, we have a

good diversification of customers and we are aiming to continue diversifying, including through sales channels," he adds.

The global supply of prunes was limited, and Chile has an important advantage: it is one of the world's leading producers and has no significant competition in the southern hemisphere, which makes us a very attractive supplier each season.

On the other hand, he comments, prunes from China and Uzbekistan are beginning to appear on international markets, the former mainly destined for the domestic market, while the latter competes in markets such as Russia, Eastern Europe, and even China, although with its own varieties and styles of drying, making it a very different product and, moreover, in the opposite season to the Chilean one.

The executive points out that a new round of talks and negotiations will soon begin, looking ahead to 2026, with buyers from various parts of the world, and that delegations from China and Europe are likely to visit.

In the specific case of Pacific Nut, Domingo Calvo says that they are constantly committed to diversifying their markets, ensuring "the importance of putting their eggs in different baskets," which makes Europe a priority destination within their range of 35 countries that receive their prunes. But diversification also occurs within a country, selecting customers through different sales channels, such as retail, distribution, processing, etc. Each customer has specific expertise and attributes, and we take that into account when selling.

Pacific Nut, a Chilean company that ranks as one of the world's largest exporters of nuts, offering prunes, almonds, walnuts, and raisins, ships approximately 7,000 tons of prunes annually, representing around 25% of its business in terms of volume.

Sustainability is an important issue for this company. That is why they seek to move faster than the industry and have been issuing sustainability reports for more than four years, even though it was not mandatory for the industry to do so. They are also part of the NetZero 2030 challenge, a commitment to achieve net zero greenhouse gas emissions by that year.

"Sustainability continues to be a growing issue. Every year, we see customers demanding higher production standards and quality and safety certifications, especially in markets such as Europe and in sales channels such as retail," says Pacific Nut. For this reason, since 2019, they have been a certified B Corporation, belonging to a global movement that hopes to redefine the meaning of success in the economy, using market forces to solve social and environmental problems. Since 2018, they have been certified by Cuantificación de Huella Chile (Footprint Accounting), the national program for greenhouse gas (GHG) emissions management in small, medium, and large institutions. In addition, they measure the water footprint of all their processes in order to improve each season.

## The 2026 Prune Expo is coming up. Don't miss it!!!

Mark your calendars: Wednesday, March 18, starting at 9 a.m. Save the Date!



The event that representatives of the dried fruit industry, especially prunes, cannot miss is coming: the 13th Expo Ciruelas Secas 2026. As always, this expo will provide an in-depth look at the national and international industry from a commercial and technical perspective, thanks to relevant, world-class speakers. On this occasion, Brad Schuler, President and Chief Executive Officer of SunSweet USA, will be there to offer an overview of the Californian industry, one of the four major global producers of this spectacular fruit, alongside Chile, France, and Argentina.

In addition, we cannot fail to mention figures who have left their mark on previous events and who, for this reason, are returning to this congress: business director Sebastián Valdés, who will discuss Chinese supply and demand; and Juan Pablo Sotomayor, production manager at Frutexsa, who will give his eagerly awaited presentation on "Seasonal production analysis."

Approximately 450 people are expected to attend, including producers, processors, and exporters, as well as suppliers and guests from the Argentine prunes sector.

Don't miss out on this event, which, as is tradition, will be held at the Monticello event center in San Francisco de Mostazal, VI Region, and hosted by the Chilean Association of Dried Plum Processors and Exporters, Chileprunes, currently led by its president Pedro Pablo Díaz.

Chileprunes invites you to take an active part in this new event that brings together the world of production, industry suppliers, logistics, and prune exporters. The aim of this activity is to raise awareness of new commercial and technical opportunities that facilitate the work of the industry, discovering new trends in a dynamic and fast-paced market.

If you want to register and have not yet done so, find out more and do so at <https://expociruelassecas.cl/>.

For sponsorship opportunities, please contact us at [congreso@chileprunes.cl](mailto:congreso@chileprunes.cl)

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## High interest in the sector in obtaining sustainability standard certification

Significant progress has been made in implementing the Sustainability Standard for the Prune Agro-Industrial Sector, an initiative that seeks to raise environmental, social, and economic standards throughout the industry's production chain.



The work carried out in recent months has made it possible to strengthen technical support for companies and consolidate a certification process that continues to attract new participants, according to Pedro Acuña, executive director of Chileprunes, the trade association in charge of promoting this initiative.

At this stage—following extensive public-private collaboration that began in 2021—the program has focused on providing specialized advice, clarifying doubts, and supplying support materials to participating companies.

As a result, there is a high level of interest and commitment from the sector: eight companies are currently advancing in their certification process and another four will begin their formal application in the audit cycle scheduled for April 2026.

As part of the technical support provided during the final audit process, the program team visited the plants and held bilateral meetings with each company to review progress, answer questions, and validate the means of verification required by the standard. In addition, the Sustainability Indicators that must be reported to the Agency for Sustainability and Climate Change (ASCC) will be completed during the month of November.

In terms of communication, Chileprunes is reinforcing the broadcasting of audit and certification deadlines, along with developing specific material for primary producers, with the aim of strengthening their adherence and preparation.

Looking ahead to the coming months, the program envisages a series of key actions: expanding the Pilot Group, coordinating and attending the Field Day with producers, continuing to provide support during audits, and submitting the corresponding reports to the ASCC, among others.

At the same time, support, guidance, and monitoring activities for companies will continue.

This progress represents a milestone for the Chilean prune industry, which continues to position itself as a global benchmark in responsible practices, traceability, and sustainable production. More information is available on the program's official website: [www.ciruelacertificada.cl](http://www.ciruelacertificada.cl)

## Indicators of Chilean industry first 10 months 2025

