NOVEMBER 2021

IMPORTERS REPORT N°3

WEEKS 8-43

EDITORIAL

CHILEAN KIWI SEASON ENDS WITH SLIGHT INCREASE OVER ESTIMATED VOLUMES. ONLY SHIPMENTS BOUND FOR LATIN AMERICA ARE DUE TO FINISH IN NOVEMBER.

For the second consecutive year, we saw healthy global demand further strengthened by consumers across the globe looking to boost their immune systems in light of Covid-19. Sales were strong throughout the season, with positive returns for growers.

Although most markets show good forecasts for kiwi throughout the year thanks to the current demand for healthy foods, there is cause for concern during the approaching Northern Hemisphere season. Increased shipping costs, as well as charges for labor, materials, and services, could potentially have a negative impact on the market.

It is also worth mentioning that the start of the Northern Hemisphere kiwi season is marked by stable supply from Greece, but lower production in Italy. Considering the increase in global kiwi demand due to its vitamin C content, the European market is expected to be strong. Overseas shipments from Italy and Greece to destinations like the USA and Canada will likely face strong competition from the European market, which will also have lower dispatch costs than those seen for shipments by sea.

There are many factors at stake, but some are clearly defined, including: global increase in kiwi demand, lower production for export from Europe, rise in production and marketing costs worldwide, and the ceiling effect that markets may have according to their local economies or substitute goods.

WORLD PRODUCTION

CHILE

Taking advantage of the good results growers have had after several difficult years, many believe it is time to reinvest in orchards and renew them with new plantations, which is becoming a trend in Chile. This is complemented by the fact that Chilean growers and exporters have been investing in promoting and consolidating the origin and quality of the Chilean kiwi. This is especially true in some markets, which have seen consistent increases in sales and demand, such as the USA, Mexico, and India.

SOUTHERN HEMISPHERE

A significant increase in the production of yellow kiwi has been recorded in New Zealand, whereas that of green kiwi has decreased in an effort to make room for the production of red kiwi. In the case of Australia, Argentina, and Brazil, their production is destined only for their local markets, with few exports so far. South Africa is basically growing limited volumes of yellow kiwi, which would be destined for the European market in an early stage of the season.

NORTHERN HEMISPHERE

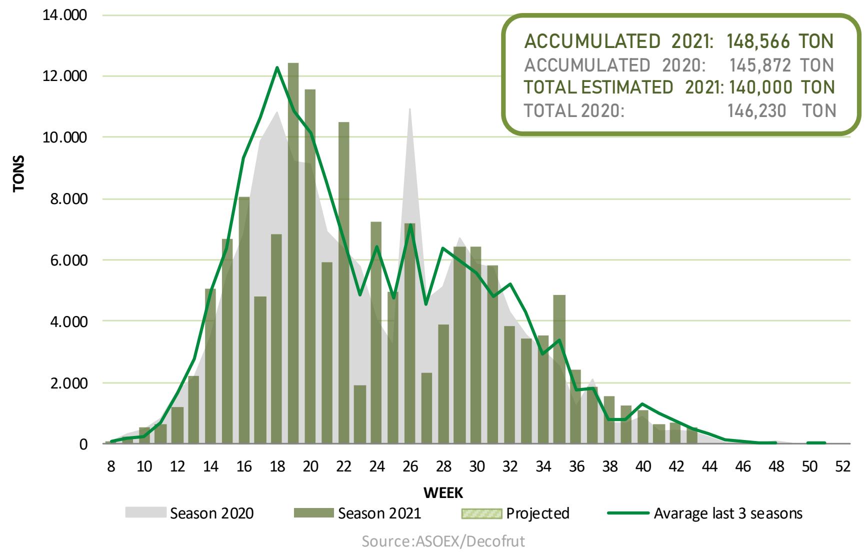
Marked in recent years by a significant decrease in supply due to the uprooting of orchards caused by the PSA effect and some events related to climate change, kiwi volumes will take 4 to 5 years to recover.

Italy, the most affected yet historically significant kiwi growing and exporting country, has suffered a decrease of 50% in the volume of green kiwi, while making a good effort to boost its volume of yellow kiwi. Meanwhile, Greece, which has planted green kiwi, has seen its better quality and production doubling in 5 years; however, its volume is still not high enough to compensate for the lower Italian production and increased demand.

Other countries, whose volumes do not have a significant impact on the supply equation of the Northern Hemisphere, are France, the supply of which has tended to stabilize at less than 20% of its level 5 years ago; Spain and Portugal, which have grown good fruit, but with insignificant volumes for now; and Turkey, which is getting ready to export despite experiencing a steady increase in demand from its domestic market.

Two interesting cases are Iran and China. Iran's exports are limited by its political situation, with a significant expansion in green kiwi, and with its volumes currently focusing on Russia, Arab countries, the Middle East, and India. China has exceeded all growth expectations for green, yellow, and red varieties. Many of them have very limited post-harvest, and very small exports, amounting to around 5 thousand tons sent mainly to neighboring countries.

EXPORTS FROM CHILE



SHIPMENTS OF KIWI BY VARIETY. SEASON 2021.
Figures in Tons

Variety	Destination	Month					Total Season (S43)		Total Season	% Var.	% Share
		Jun	Jul	Aug	Sept	Oct	2021	2020	2020	2021-20	2021
HAYWARD	North America	6.354	3.974	3.712	1.715	33	26.466	20.951	20.951	26%	18,2%
	Europe	11.357	5.559	4.958	2.571	24	50.929	53.097	53.097	-4%	35,1%
	Russia	1.331	750	261	67	-	5.882	6.403	6.403	-8%	4,1%
	Latin America	4.935	5.085	5.827	7.087	2.868	35.654	32.163	32.521	11%	24,6%
	Far East	5.348	2.683	1.369	400	-	20.077	23.106	23.106	-13%	13,8%
	Middle East	1.767	1.061	448	83	-	6.040	6.733	6.733	-10%	4,2%
Sub-total Hayward		**31.092**	**19.112**	**16.575**	**11.922**	**2.924**	**145.047**	**142.452**	**142.810**	**2%**	**98%**
JINTAO	All Markets	682	5	-	-	-	1.890	1.853	1.853	2%	1,3%
SUMMER KIWI		-	-	-	-	-	46	214	214	-79%	0,0%
SORELI		-	-	-	-	-	448	462	462	-3%	0,3%
ENZA GOLD		-	-	-	-	-	-	-	-	-	0,0%
DORI		-	-	-	-	-	664	500	500	33%	0,4%
GREEN LIGHT		-	-	-	-	-	382	219	219	74%	0,3%
KISS		-	-	-	-	-	68	59	59	15%	0,0%
SWEET KIWI		20	-	-	-	-	20	45	45	-55%	0,0%
Otras		-	-	-	-	-	0	45	45	-99%	0,0%
Sub-total No Hayward		**703**	**5**	**0**	**0**	**0**	**3.518**	**3.398**	**3.398**	**4%**	**2%**
Total		**31.795**	**19.117**	**16.575**	**11.922**	**2.924**	**148.566**	**145.850**	**146.230**	**2%**	**100%**

Season 2020 and 2021 from week 8.
Source: Expordata-ASOEX, Prepared by Decofrut.

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EXPORTS FROM CHILE

EXPORTS OF CHILEAN KIWI TO THE MAIN COUNTRIES PER MARKET.
Figures in tons

Market	Country	Month					Accum. Season (W43)		Total Season	% Var.	% Share
		Jun	Jul	Aug	Sept	Oct	2021	2020	2020	2021-20	
North America	U.S.A.	5.567	3.585	3.605	1.599	-	23.680	18.593	18.593	27%	89%
	Canada	797	389	107	116	33	2.918	2.504	2.504	17%	11%
Total North America		**6.365**	**3.974**	**3.712**	**1.715**	**33**	**26.598**	**21.096**	**21.096**	**26%**	**18%**
Europe	Italia	2.835	1.281	824	216	-	12.297	13.854	13.854	-11%	24%
	Holland	3.067	1.240	1.531	1.206	-	16.885	11.161	11.161	51%	32%
	Spain	1.498	635	565	168	-	6.451	7.017	7.017	-8%	12%
	England	2.263	1.572	1.526	838	24	9.907	9.638	9.638	3%	19%
	France	969	185	104	-	-	3.031	6.390	6.390	-53%	6%
	Germany	48	44	72	24	-	413	910	910	-55%	1%
	Other	895	607	335	119	-	3.177	5.205	5.205	-39%	6%
Total Europe		**11.575**	**5.564**	**4.958**	**2.571**	**24**	**52.160**	**54.174**	**54.174**	**-4%**	**35%**
Russia	Russia	1.331	750	261	67	-	5.970	6.417	6.417	-7%	100%
Total Russia		**1.331**	**750**	**261**	**67**	**-**	**5.970**	**6.417**	**6.417**	**-7%**	**4%**
Latin America	Brasil	1.601	1.689	2.050	2.789	1.203	12.150	11.430	11.488	6%	34%
	Mexico	903	858	1.517	1.313	408	6.968	4.614	4.614	51%	19%
	Argentina	790	564	459	812	711	4.094	3.499	3.605	17%	11%
	Colombia	361	759	547	547	116	3.486	3.538	3.566	-1%	10%
	Other	1.296	1.216	1.255	1.626	430	9.463	9.588	9.755	-1%	26%
Total Latinoamérica		**4.952**	**5.085**	**5.827**	**7.087**	**2.868**	**36.241**	**32.669**	**33.028**	**11%**	**24%**
Far East	China (Incluyed HK)	661	24	-	-	-	4.280	9.737	9.737	-56%	20%
	South Korea	-	-	-	-	-	266	616	616	-57%	1%
	India	4.279	2.295	1.006	168	-	13.856	11.036	11.036	26%	64%
	Taiwán	-	-	-	-	-	-	70	70	-100%	0%
	Japan	631	317	295	232	-	2.501	2.417	2.417	4%	12%
	Other	236	47	69	-	-	645	894	894	-28%	3%
Total Far East		**5.806**	**2.683**	**1.369**	**400**	**-**	**21.548**	**24.770**	**24.770**	**-13%**	**15%**
Middle East	Arab Emirates	629	277	108	-	-	1.836	1.703	1.703	8%	30%
	Saudi Arabia	770	512	272	83	-	2.683	3.185	3.185	-16%	44%
	Other	368	271	69	-	-	1.528	-	-	-	25%
Total Middle East		**1.767**	**1.061**	**448**	**83**	**-**	**6.048**	**6.745**	**6.745**	**-10%**	**4%**
Total		**31.795**	**19.117**	**16.575**	**11.922**	**2.924**	**148.566**	**145.872**	**146.230**	**2%**	**100%**

Period from week 8.
Source: Expordata / ASOEX

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PROMOTIONS

Campaigns have had to consider the restrictions and opportunities associated to the pandemic, meaning a greater number of online promotions, while still addressing the other seg-ments, formats, and channels.

U.S.A

INDIA

MEXICO