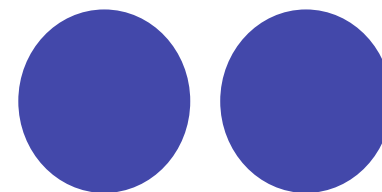
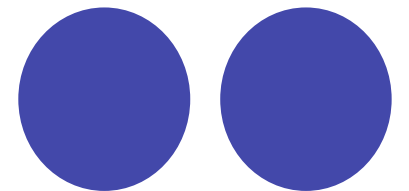


# **PROMOTING BLUEBERRIES FROM THE SOUTH**





**Who Are We?**



# Facts and Figures



- We are a group of exporters and growers from Argentina, Chile and Uruguay dedicated to promoting the exports of Blueberries from the South
- The growers and exporters grouped together under the banner of Blueberries from the South represents 20% of the world's farmed blueberries\* - 18.500 hectares planted
- Our growers and exporters represent 80% of total exports from the Southern Hemisphere (Argentina, Chile and Uruguay) – 60,000 tonnes exported
- Our members include:
  - 32 different export / grower companies
  - 2 Trade Associations

\*Based on USDA Blueberry report - 2007



# General Country Facts



- Season: September –December
- Main production areas:
  - Tucuman
  - Salta
  - Concordia
  - Buenos Aires
- Total exported volumes (2009 – 10):
  - 10.447 tons
- Projected volumes year 2014: **19.500 tons**



# General Country Facts



- Season: October-May
- Main production areas:
  - VI region - Rancagua
  - VII region - Maule
  - VIII region - Bío Bío
  - IX region - Araucanía
  - X region - Los Lagos
- Total exported volumes (2009 – 10):
  - 48.988 tons
- Projected volumes year 2014: **90.000 tons**



# General Country Facts



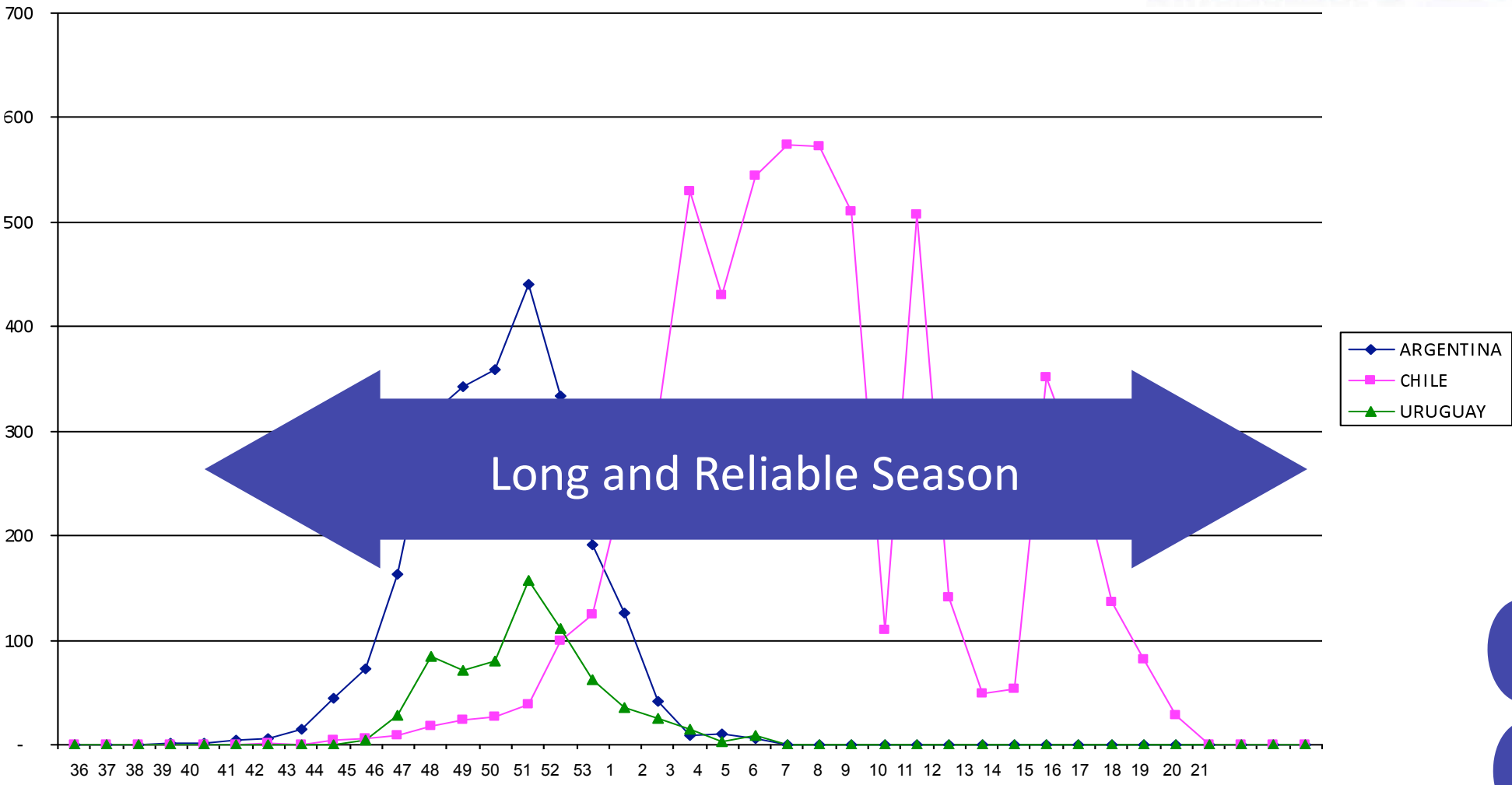
Uruguay



- Season: September – December
- Main production areas:
  - Paysandú
  - Salto
  - Montevideo
- Total exported volumes (2009 – 10):
  - 1190 Tons
- Projected volumes year 2014: **3.300 tons**



# Blueberries from the South Season - Arrival Curve(\*)



\* Corresponds to season 2009 – 10 Exports to Europe (Figures in tonnes)



# Our members – Argentina



COMPANY	NAME	SURNAME
AGROBERRIES S.A.	Juan Pablo	Vogt
BERRIES DEL PLATA S.A.	Fernando	Skiarski
HORTIFRUT S.A.	Mariano	Bermingham
SUNBELLE S.A.	Jorge	Pazos
TECNOVITAL S.A.	Federico	Bayá
	Felipe	Rodriguez



# Our members - Chile



COMPANY	NAME	SURNAME
AGRICOM	Bernardo	Lira
AGROBERRIES	Juan Pablo	Vogt
ALIFRUT - VITAFOODS	Jaime	Marín
ALPINE CHILE	Gian Paolo	Bassi
BLUE VALLEY	Carolina	Ortúzar
COMERCIAL FRUTÍCOLA	Mario	Garcés
DRISCOLLS CHILE	Sofía	Rebolledo
ENTRE RIOS TRADING	Andres	Ferrer
FRUX	Max	Emdem
HORTIFRUT	María Elena	Echeñique
MEREX LTDA.	Francisca	Pavez
PATAGONIA FOODS	Matías	Rodríguez
PRIMA AGROTRADING	Alberto	Allende
ROBSON BERRIES	Marcela	Jofré
SOF South Organic Fruits S.A	Claudia	Velasquez
SOUTH PACIFIC TRADING	Rodrigo	Zegers
SUN BELLE BERRIES	Manuel	Urmeneta
VALLE MAULE	Raúl	Dastres
VITAL BERRY MARKETING	Felipe	Juillerat



# Our members - Uruguay



COMPANY	NAME	SURNAME
UPEFRUY	Horacio	Ozer Ami
	Marta	Betancur
BERRIES DEL SUR S.A	Alberto	Peverelli
MADIFOX	Pablo	Sitjar Pizzorno
GAMOREL S.A	Matías	Notti
	Javier	Grassi
UNIVEG URUGUAYS.A	Jumil	Crouzet
AZUL SERENO	Diego	Arechavaleta
ARANDANOS DEL SUR S.A.	Heraldo	Mendez
TECNOVITAL URUGUAYS.A	Jorge	Pacheco
MIDGOLD S.A	Horacio	Ozer Ami
	Mariana Leal	Leal



# Our Commitment

- Promote our Blueberries by identifying long term growth areas and market development
- Support our retail and distributors in selling our products
- Exchange information in our region and with the entire chain
- Raise awareness of the fact that our business is becoming one long and reliable season
- Raise consciousness that increased volumes in the future will need the collaboration and support of the entire chain



# Our Commitment



- Generate a joint working collaboration between growers, exporters, importers and retailers
- Stimulate the need for all the members in the production chain, from top downwards, to actively involve themselves in promoting the consumption of blueberries
- We know we have a great product...but we must strive forward to work towards continuing its growth and development...this is our most important opportunity and we invite you to be part of it!





**THANKS**

