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## Chilean Cherry Best Practice Guide



Cherry  
Committee





## Table of Contents

1. Chilean Fruit Industry Overview	1
About Frutas de Chile	1
The Chilean Cherry Committee of Frutas de Chile	1
The Chilean Cherry Committee’s Mission	1
The Committee’s Strategy and Pillars	1
2. Global Cherry Industry	2
Global Cherry Production and Exports	2
China’s Cherry Imports	3
Chilean Cherry Industry Overview	4
3. Chilean Cherry Cultivation	5
Cherry-Growing Administrative Regions of Chile	5
Key Chilean Cherry Varieties	7
Chilean Cherry Sizing Guidelines	9
4. Chilean Cherry Quality Advantage	10
Understanding Chile’s World-Class Post-Harvest Processes for Cherries	10
5. Chilean Cherry Handling Best Practices	13
Storage Conditions Before and During Shipping	13
Distribution and Wholesaling Best Practices After Arrival	14
Merchandizing Best Practices for Retailers After Shipping	15
6. Chilean Cherry Consumption Insights for China	17
Share of Cherry Spending Among All Channels	17
Cherry Selection Factors	18
Cherry Purchase Occasions	18
7. Chilean Cherry Marketing and Promotion	19
Cherry Promotion in China	19
Chilean Cherry Promotion in Other Markets	21

## Chilean Fruit Industry Overview



With rich volcanic soil and some of the purest waters in the world, Chile produces a bounty of delicious, premium fruits throughout the year. Apples, blueberries, cherries, citrus, grapes, kiwifruit, pears, stone fruit, and more! As the Southern Hemisphere’s largest fruit exporter, Chile grows the key fruits available in the Northern Hemisphere, but during the opposite season, enabling year-round supply of many of the world’s favorite fruits.

### About Frutas de Chile

Formerly known as ASOEX, Frutas de Chile is a non-profit, private entity representing Chile’s fresh fruit growers and exporters. Its membership consists of exporters who produce their own fruit as well as traders of fruit from third parties. Together, the members represent more than 90% of all fresh fruit exported from Chile.



Ivan Marambio  
Chairman  
Frutas de Chile



Claudia Soler  
Executive Director  
Chilean Cherry Committee  
Frutas de Chile

#### Key values for Frutas de Chile and its fruit-specific sub-committees include:

<b>People-Centric</b>	<b>Service-Focused</b>	<b>Inclusive</b>
<b>Cooperation and Dialogue</b>	<b>Transparency</b>	<b>Free Competition</b>

### The Chilean Cherry Committee of Frutas de Chile

The Chilean Cherry Committee’s members account for 83% of Chile’s cherry exports. The committee takes the lead in promoting Chilean cherries, including an annual Cherries from Chile campaign in China and other key global markets.

#### The Chilean Cherry Committee’s Mission

- Strengthen the positioning of Chile as a reliable and quality producer of fresh cherries.
- Promote the consumption of Chilean cherries in major export markets.
- Build ties with local industry partners and government entities in key export markets.

#### The Committee’s Strategy and Pillars

- Continuously strengthen food safety and phytosanitary compliance.
- Champion the Chilean cherry industry.
- Increase cherry consumption in destination markets by:
  - ✓ Developing new markets.
  - ✓ Deepening current markets.

# Global Cherry Industry



The global cherry industry has experienced significant growth and transformation in recent years. Cherries have become a highly sought-after fruit in international markets, with China emerging as the world's largest importer. Major cherry-producing countries, such as Chile and the United States, play a crucial role in supplying cherries to global markets. Chile in particular stands out as the dominant supplier, accounting for a substantial portion of the world's cherry exports. The cherry market operates on a seasonal basis, with both hemispheres contributing to the nearly year-round availability of this popular fruit.

## Global Cherry Production and Exports

While Northern Hemisphere producers account for 90.5% of the global annual cherry production of 5.07 million metric tons, Southern Hemisphere producers contribute 57% to the export of fresh cherries, totaling more than 428,000 metric tons. These cherries are mainly sent to northern markets to meet counter-seasonal demand. More than 80% of the production from most Southern Hemisphere countries is exported, with Chile emerging as a clear market leader. Chile is the world's third-largest producer, the largest in the Southern Hemisphere, and the leading global exporter, accounting for 55% of worldwide cherry exports. China, in addition to being a major producer, is the world's largest importer of cherries, with over 99% supplied by Chile during the winter season.



## China's Cherry Imports

According to the Frutas de Chile 2023-2024 Cherry Trade Statistics Handbook, China has become the world's largest importer of fresh cherries, growing at a five-year compounded annual rate of 14.1% to reach 390,550 metric tons for 2023-24. Cherries make up 18% of China's total fresh fruit imports by value. Chile is the dominant supplier, accounting for 96.5% of imports, concentrated in the period leading up to the Lunar New Year holiday. Other contributors include New Zealand, Australia, Argentina, the United States, Canada, and Turkey, the world's largest cherry producer, which has supplied China in past years.

### CHINA FRESH CHERRY IMPORTS VOLUME (TONNES) AND VALUE (USD MILLION)

	APR-MAR 24	1 YR CHANGE	5 YR TREND*	SHARE	APR-MAR 24	UNIT VALUE
SOUTHERN SEASON	TONNES	%	%		USD MILLION CIF	USD/KG
Chile	377,051	2.1%	16.20%	96.5%	2,802	\$7.43
New Zealand	731	3.1%	14.00%	0.2%	13	\$17.62
Australia	591	152.4%	-20.50%	0.2%	11	\$18.79
Argentina	1,750	17.1%	2.20%	0.4%	14	\$8.25
<b>TOTAL SOUTHERN</b>	<b>380,123</b>	<b>2.3%</b>	<b>16.00%</b>	<b>97.3%</b>	<b>2,841</b>	<b>\$7.47</b>
NORTHERN SEASON						
United States	8,688	154.8%	-11.40%	2.2%	59	\$6.74
Canada	1,512	-43.2%	-23.30%	0.4%	9.9	\$6.53
Kyrgyzstan	118		-9.00%	0.0%	0.5	\$3.98
Other	109	3447.9%	-48.70%		1	\$4.63
<b>TOTAL NORTHERN</b>	<b>10,427</b>	<b>71.7%</b>	<b>-15.30%</b>	<b>2.7%</b>	<b>69</b>	<b>\$6.65</b>
<b>TOTAL CHERRIES</b>	<b>390,550</b>	<b>3.4%</b>	<b>14.10%</b>	<b>100.0%</b>	<b>2,909</b>	<b>\$7.45</b>

Sources: ITC TradeMap, CIA World Factbook, FAOSTAT, World Bank; Fresh Intelligence analysis \*CAGR Compound Annual Growth Rate

	PRODUCTION	SHARE	EXPORTS	1 YR GROWTH	SHARE	EXPORT SHARE OF PRODUCTION
SOUTHERN PRODUCERS	TONNES		TONNES			
Chile	445,500	8.8%	413,979	-0.3%	55.0%	93%
Australia	20,000	0.4%	4,044	41.3%	0.5%	20%
Argentina	7,000	0.1%	6,168	29.9%	0.8%	88%
New Zealand	6,000	0.1%	3,832	3.5%	0.5%	64%
South Africa	1,132	0.0%	928	5.8%	0.1%	82%
<b>SUB TOTAL SOUTHERN</b>	<b>479,632</b>	<b>9.5%</b>	<b>428,951</b>	<b>0.3%</b>	<b>57.0%</b>	<b>89%</b>
NORTHERN PRODUCERS						
Turkey	832,811	16.4%	83,452	44.0%	11.1%	10%
China	750,000	14.8%	17	109.0%	0.0%	0%
United States	320,960	6.3%	82,925	95.7%	11.0%	26%
Spain	116,610	2.3%	37,023	38.0%	4.9%	32%
Other	2,572,708	50.7%	120,045	-10.5%	16.0%	5%
<b>SUB TOTAL NORTHERN</b>	<b>4,593,089</b>	<b>90.5%</b>	<b>323,461</b>	<b>23.8%</b>	<b>43.0%</b>	<b>7%</b>
<b>GLOBAL</b>	<b>5,072,721</b>	<b>100.0%</b>	<b>752,411</b>	<b>100.0%</b>	<b>100.0%</b>	<b>15%</b>

Sources: FAOSTAT, USDA, ITC TradeMap; Fresh Intelligence analysis



## Chilean Cherry Industry Overview

# Did you know ?

- Chile accounts for 97% of cherry exports from the Southern Hemisphere and 55% of global exports.
- Chile is the world's #1 exporter of fresh cherries and consistently supplies 90% or more of China's annual fresh cherry imports.
- Chile's cherry plantation area in 2024 was 74,148 hectares (1.1 million Chinese mu).
- Only 67% of the plantation area is under production. Consequently, Chile's Cherry production is expected to continue increasing in coming seasons.
- Cherries account for 43% of Chilean fruit exports by value and 17% by volume.



### Chilean Fresh Cherry Production and Exports (metric tons)

Season	Production (T)	Exports (T)
2021-22	419,213	356,331
2022-23	488,602	415,312
2023-24	487,036	413,981
2024-25 (e)	770,588	655,000

Source: Data provided by Frutas de Chile

## Chilean Cherry Cultivation



Extending more than 4,500 kilometers, from 625 kilometers north of the Tropic of Capricorn to 1,400 kilometers north of the Antarctic Circle, the long, thin country of Chile contains a remarkable diversity of climates and landscapes. Among these are many areas perfectly suited to cherry cultivation, with dry, temperate conditions, sufficient annual chill days, and deep, well-drained loamy soils.

### Cherry-Growing Administrative Regions of Chile

Chile is divided into 16 administrative regions. These regions were formerly officially accompanied by roman numerals, starting from I (1) in the north to XVI (16) in the south (the capital region of Santiago was abbreviated as RM).

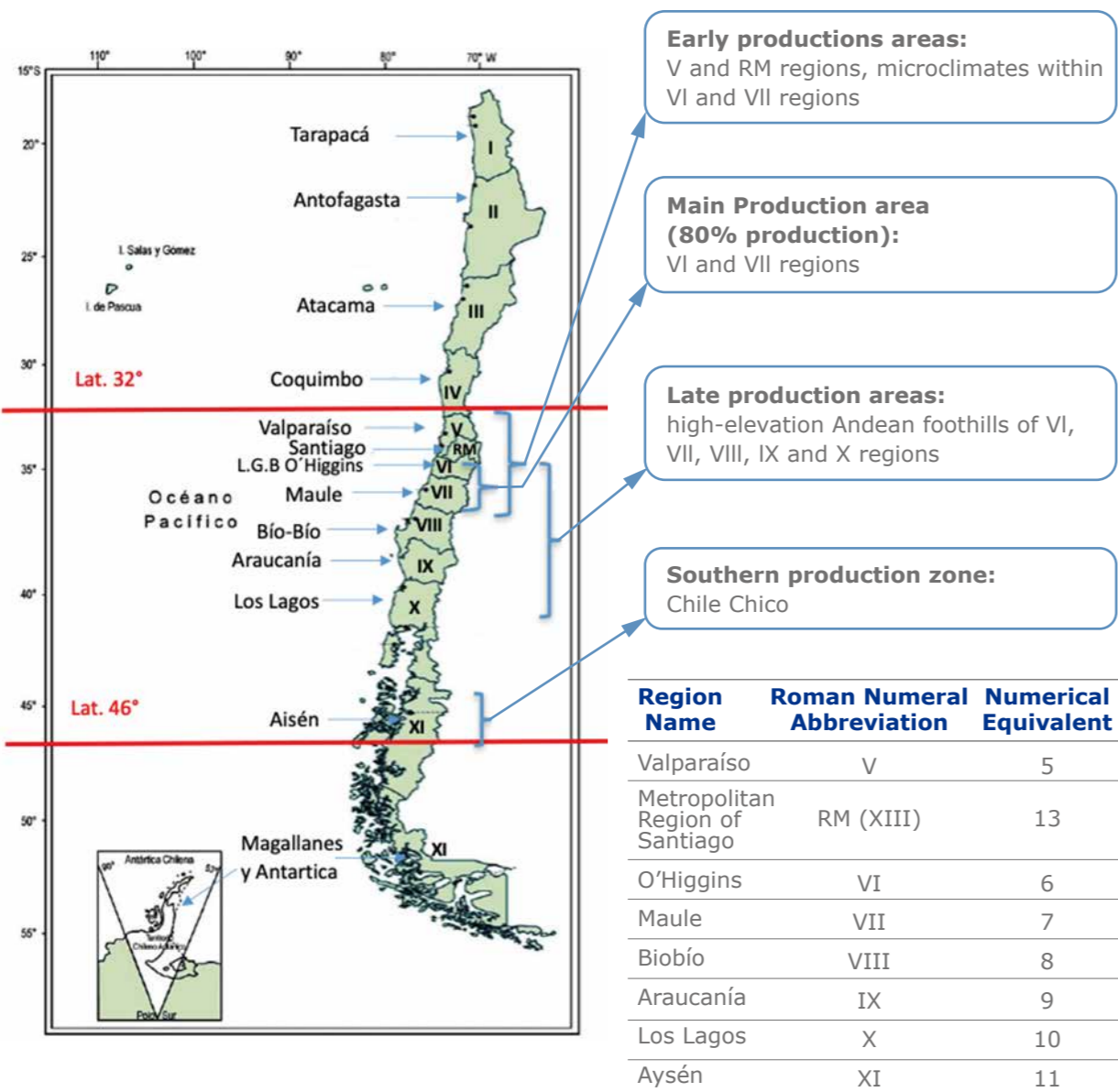
Chile has customarily been divided into five larger "natural areas" based on the prevailing climate and geography in each region. Cherry production is focused in the Central Zone (Zona Central in Spanish), known for its high mountain ranges and rich glacial meltwater. Central Chile encompasses the southern portion of the Valparaíso Region (V), the northern portion of the Biobío Region (VIII), and the entirety of the Santiago Metropolitan Region (RM), O'Higgins Region (VI), and Maule Region (VII).

Approximately 80% of Chile's cherry production takes place in the Central Valley and Andean Foothills (or precordillera) of the Central Zone, mostly concentrated in O'Higgins and Maule. The remaining production takes place in suitable microclimates located between latitudes of 32° and 46° south.



As with other fruits, cherries planted at lower elevations and closer to the equator will generally ripen earlier, while those at higher elevations and further from the equator will typically ripen later. Amid the continuing expansion of hectareage under cherry plantation in Chile, much of the newer production is situated further north and south of the traditional growing regions. This trend is expected to benefit Chilean cherry customers in the coming years, by making more supply available at the beginning and tail end of the season, thus smoothing the seasonal supply curve.

### CHILE: CHERRY-PRODUCING AREAS



### Key Chilean Cherry Varieties



#### Lapins

This variety was obtained by crossing Van with Stella. It produces fruit of medium to large size and good flavor. It is a mid-season to late-season variety, available from the second or third week of December in the Maule Region.



#### Santina

An early-ripening variety resulting from crossing Stella and Summit. The fruit is medium to large in size, with good flavor and good firmness. It is heart-shaped, and its pedicel (stem) is medium to long. It is harvested from the second week of November in the Metropolitan Region and the third week of November in the O'Higgins Region.



#### Regina

This is a mid-season to late-season variety. Its fruit is medium to large in size, and it has excellent flavor, firmness, and crunchiness. Regina is marked by a good balance between sweetness and acidity and was specifically bred to be resistant to splitting.



#### Bing

Bing is one of the oldest and most popular varieties of sweet cherry grown today. It was named after a Chinese orchard foreman who worked in the U.S. state of Oregon during the mid-to-late 1800s. It produces a medium-sized fruit that is firm and crisp with a very good flavor and acidity ratio. Bing is a mid-season variety often used as a benchmark for the ripening dates of other varieties. Bing is harvested from the last week of November in the O'Higgins Region and the first or second week of December in the Maule Region.



#### Sweetheart

This variety is the product of crossing Van and Newstar. The fruit is of medium to large size, with good flavor and firmness. Sweetheart is a late variety, available from the third week of December in areas of the O'Higgins Region and from the fourth week of December in the Maule Region.



## Royal Dawn

Royal Dawn is an early-ripening variety with medium to large fruit size, good flavor, and deep color relative to other early varieties. Its popularity is heightened by its ability to hold firm on the tree for up to 14 days after maturity and its good post-harvest storage life. It ripens approximately 10–11 days earlier than Bing.



## Skeena

This late-season variety is the result of multiple hybridizations between the Stella, Van, and Bing varieties. It ripens approximately 12–15 days after Bing. Skeena produces large and very firm cherries with dark coloration, good sweetness-to-acid ratio, and high resistance to splitting.



## Kordia

This mid- to late-ripening variety is notable for its large size and very dark color, as well as excellent eating experience and crisp texture. It is moderately resistant to splitting.



## Rainier

Rainier's red-blushed golden-yellow skin distinguishes it from most other cherries on the market. A cross between the Van and Bing varieties, Rainier is known as one of the sweetest cherry varieties, with Brix values reaching as high as 17–20°. Rainier's distinctive coloring and high sweetness make it popular with consumers.



The above-mentioned eight red cherry varieties have been the backbone of Chilean cherry production during the last 20 years. In the coming years, it is expected that Chilean producers will continue to take advantage of cutting-edge breeding programs to introduce more new cherry varieties and increase plantation areas. The first new cherry variety bred entirely in Chile is expected to be commercialized in the near future.

New varieties will increase the early- and late-season volume, as well as offer benefits such as better storage performance and enhanced consumer experience.

### Chilean cherry cultivation by variety (2023-24):

Variety	Total hectares planted	% of all cherries planted	Hectares under production	% in production	Exports (mt)	Share of total exports	Yield (mt/ha.)
Santina	24,809	33%	14,035	57%	86,537	21%	6.2
Lapins	18,660	25%	14,706	79%	176,878	43%	12.0
Regina	11,367	15%	8,414	74%	79,222	19%	9.4
New Varieties	3,025	4%	282	9%	663	0%	2.4
Others	16,287	22%	12,473	77%	70,681	17%	5.7
<b>Total</b>	<b>74,148</b>	<b>100%</b>	<b>49,910</b>	<b>67%</b>	<b>413,981</b>	<b>100%</b>	<b>8.3</b>

Source: Data provided by Frutas de Chile

### Chilean Cherry Sizing Guidelines

Quality Guide for Members of the Chilean Cherry Committee - Frutas de Chile Quality Recommendations

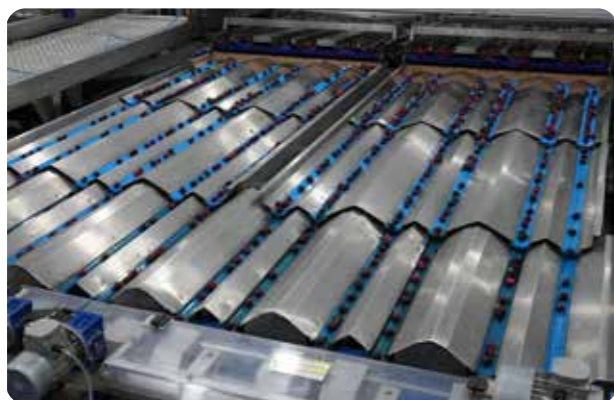
Range MM	Label	Name
22-23,9	L	Large
24-25,9	XL	Extra Large
26-27,9	J	Jumbo
28-29,9	2J	Double Jumbo
30-31,9	3J	Triple Jumbo
32-33,9	4J	Tetra Jumbo
>34	5J	Penta Jumbo
Concept	Label	Example
Light	"cal"	2J
Dark	"cal"+D	2JD

# Chilean Cherry Quality Advantage



From the orchard to the port of arrival, Chile's cherry growers and exporters are committed to quality the whole way through.

In the orchard, cherry cultivation in Chile has undergone a revolution of modernization and sustainability in recent decades. With the introduction of dwarfing rootstocks, modern pruning systems, and advanced covering and irrigation technologies, Chile's cherry producers can now be considered world class, producing high-quality fruit with good yields and lower inputs. They are continuing to improve every season with support from the country's network of esteemed university agricultural programs.



Post-harvest technology has also improved significantly. Today, Chilean cherries are cooled to remove orchard heat faster than ever. The cherries are largely sorted by computerized optical sorting machines that can even see defects inside of the fruit. This sorting technology helps to ensure that the cherries selected for export reach a high level of quality and consistency.

## Understanding Chile's World-Class Post-Harvest Processes for Cherries

### 1. Harvest and Precooling

Post-harvest rapid pre-cooling is crucial for preserving cherry freshness. After harvesting, the cherries are covered with sponges or pads soaked in water to be loaded onto trucks and transported to the packing facility. Upon reaching the packing facility, the cherry temperature is reduced to 6–7°C using 0°C water before moving the fruit to cold storage.



### 2. Cold Holding Area

Upon reaching the cold storage, the cherry temperature will be further lowered to 0°C through the use of chilled air systems. Here, the cherries are temporarily stored and the process of grading and packing is completed within 24 hours.

### 3.1 Washing and Selection

Cherries are conveyed to the splitting area through water transport, with soft padding at various transfer points to prevent mechanical damage to the fruits. The splitting equipment separates clustered cherries into individual fruits while removing any attached leaves.

Cherries undergo pre-cooling/washing and sorting with advanced computer-controlled machinery that can detect both external and internal flaws in the fruit. The computer analyzes the data and classifies the cherries based on size, color, firmness, defects, etc., through optical grading according to preset values.

After the optical grading, manual sorting is undertaken. Cherries rejected by the automatic grading equipment undergo manual inspection and sorting. The final decision is then made on whether a cherry should be classified as a premium fruit for packing or removed as a lower-grade fruit.



### 3.2 Sampling and Lab Testing

Fruit samples are taken for laboratory quality analysis and Brix measurements.



#### 4. Packing

The cherries are sealed in advanced modified atmosphere packaging (MAP). The packed cartons are then placed in fully automated palletization machines, labeled with barcodes, and then transported to the cold storage facility for final processing.



#### 5. Before Shipping

The cherries on the pallets are transported by forklift to the cold storage area of the packing plant, which is maintained at a temperature of 0–1°C. After tunnel cooling, the cherries are uniformly chilled to 0.5°C. Next, the cherries are loaded into refrigerated trucks for transportation or temporarily stored in a refrigerated warehouse.



## Chilean Cherry Handling Best Practices



Cherries are non-climacteric, meaning that they do not continue to ripen after harvesting. Therefore, the main goal of storage, handling, and merchandizing fresh cherries is slowing down senescence by inhibiting processes such as metabolism and respiration.

The storage life of fresh cherries varies depending on the variety, ripeness at harvest, and various environmental factors. However, temperature is the most important parameter. The higher the temperature, the faster the decline in quality and shorter the storage life. Thus, the top priority for downstream handlers of imported cherries is controlling temperature by maintaining the cold chain and avoiding exposure of the fruit to heat and temperature fluctuations whenever possible.

Maintaining the cold chain and using refrigeration to keep cherries cool is beneficial for traders and retailers of Chilean cherries in China because it can ultimately increase shelf life and eventually rotation and sales of the product.

### Storage Conditions Before and During Shipping

#### Temperature and Humidity in Storage\*

Cherries maintain their freshness best when stored at temperatures near 0°C and high humidity. During containerized ocean shipment, cherries are kept at temperatures as low as -0.5°C to +0.5°C, because they do not freeze until approximately -1.8°C to -2.5°C depending on the sugar content.

For general fresh cherry distribution purposes, a temperature and humidity target of 0–2°C and 90–95% is optimal.

#### Atmosphere

Optimal cherry storage involves low O<sub>2</sub> and high CO<sub>2</sub> to extend shelf life and prevent issues such as stem browning. Caution is needed to avoid excessively low O<sub>2</sub> or high CO<sub>2</sub> levels during prolonged storage. Modified atmosphere technologies require finding the right gas levels, tailored to the cherry variety and storage duration.

#### Ethylene Sensitivity and Production

Cherries release very little ethylene and are considered a low-ethylene-sensitive fruit. Therefore, if necessary, cherries sealed in intact modified atmosphere packaging (MAP) can be stored or transported alongside other fruits in a 0°C environment. However, if there are holes in the cherry packaging or they cannot be stored at 0°C, storing cherries together with fruits that release large quantities of ethylene should be avoided.

\* The above-mentioned temperatures may vary slightly among different cherry varieties. They are provided for reference only.





# [ Tips ]

## How does MAP work?

- Modified atmosphere packaging (MAP) employs a microperforated polymer film, such as a plastic carton liner. By holding in some of the CO<sub>2</sub> and water vapor released by the fruit during natural respiration and preventing oxygen from entering, this packaging creates an atmosphere that is humid and relatively high in CO<sub>2</sub> and low in oxygen compared with Earth's atmosphere.
- **Benefits of MAP for cherries include:**
  - ✓ Maintaining firmness, skin gloss, color, and flavor.
  - ✓ Extending storage life.
  - ✓ Reducing dehydration.
  - ✓ Keeping stems green for longer.
  - ✓ Decreasing the potential for the development of mold and bacteria.
- **Important note for importers and other receivers:** Due to the high humidity inside MAP, it is important to open the packaging if the cherries are removed from the cold chain. Humid air inside the liner can condense into water droplets as it warms, leading to mold or other rot damage.<sup>1</sup> (MAP itself does not cause these issues. Rather, mold or bacterial growth issues arise from excessive moisture and temperature.)
- **Important recommendation for wholesalers:** Cherries purchased in bulk from the wholesale market should ideally be kept within the cold chain and under proper storage conditions. If this is not possible, remove the fruit from the MAP as soon as possible and repack it. If neither a continuous cold chain nor repacking is possible, keep the fruit in its original packaging and try to get it back into the cold chain at the earliest possible opportunity.



## Distribution and Wholesaling Best Practices After Arrival

### 1. Cold Storage

In addition to the cherry-specific conditions and characteristics outlined above, maximizing cherry quality and profitability also depends on following general cold chain management best practices for fresh produce. For example:

- At the distribution center level, consider implementing discrete temperature and humidity zones for different types of fresh produce.
- Keep storage area or reefer container doors closed.
- Avoid overcrowding/overstacking in cold storage facilities and keep space between stacks of product to allow for air circulation and a consistent temperature.
- Use physical devices such as pallets and racks to raise product off the floor to keep it dry and allow for air circulation underneath.
- Precool trucks or reefer containers before reloading.
- Use mobile temperature-monitoring devices to check for breaks in the cold chain during transportation.
- Avoid temperature changes to the maximum extent possible during unloading and repacking.



### 2. Repacking

- Maintain sanitary conditions for all equipment, work surfaces, and workers throughout to ensure fruit quality and safety.
  - ✓ Implement procedures to make sure repacking areas are free of pests (insects, birds, and rodents).
  - ✓ Enforce mandatory handwashing for workers, encourage sick workers to stay home, and do not allow eating or drinking inside of repacking areas.
  - ✓ Consider implementing HACCP or another food-safety-related quality assurance program to comprehensively manage risk and raise quality.

## Merchandizing Best Practices for Retailers After Shipping

### 1. Handling and Stock Keeping

- Use refrigerated display cases where possible.
- If whole cases are displayed at ambient temperature, when possible, use empty cases on the bottom layers and rotate fresh stock in from refrigerated storage.
- Employ sound merchandizing practices, especially by rotating older stock to the front when reshelving (first in, first out principle).
- Remove cherries from MAP export packaging when taken out of the cold chain (see the previous section on distribution best practices for more detail).
- Monitor fruit quality frequently. Check the bottoms of packages for liquid and remove any fruits that show signs of rot, softening, leakage, or cracking. Repackage as necessary.
- Cherries have a shorter storage life than other everyday fruit products such as apples and citrus: use promotions and demand forecasting to rotate stock quickly and avoid excessive inventory.
- E-commerce and offline retailers must be mindful of the time and high temperatures that cherries may experience during shipping. Cold packs or dry ice can be useful for maintaining a low temperature during on-demand deliveries. Use a high-quality shipping service and consider limiting the geographic area in which you will service e-commerce customers to avoid negative customer feedback due to quality loss during shipping.



<sup>1</sup> <https://www.cargohandbook.com/Cherries>  
Zoffoli J.P., Toivonen P. and Wang Y. (2017) Postharvest biology and handling for fresh markets. In 'Cherries: botany, production and uses' Eds. Quero-García J., Lezzoni A., Puławska J. and Lang G. Chapter 19. CAB International, Cambridge, USA pp 460-484. pp 461-485.

## 2. Offline Display

- Cherries have a high ratio of sales to floor space, meaning they deserve a prime location inside retail stores. For maximum success, place them prominently at the entrance of the fresh produce section in a dedicated display with eye-catching signage. Some supermarkets report that increasing the size of the special cherry display drives a disproportionate increase in sales volume. This display could also incorporate other Chilean fruits to make a themed display.
- Cherries are often an impulse purchase. Consider creating multiple displays and cross-merchandizing with other food items (for example yogurt), or placing a fresh cherry display near the checkout area.
- Use signage to highlight premium characteristics such as air freight status, size designation (J-number), and variety. These both draw attention to the product and help the consumer understand premium pricing rationales.



## 3. Marketing and Promotion Best Practices

- Consumer research has shown that Chilean cherries enjoy a strong reputation in China and are viewed as fresh, delicious, and attractive-looking. It is therefore encouraged to emphasize the origin when promoting Chilean cherries by identifying them as "Chilean Cherries" or "Cherries from Chile." The unique beauty of Chile's natural environment, the suitability of the climate for fruit production, and world-class production techniques can also be used to promote our fruits.
- During the winter season, with multiple holidays, there is an emphasis on the gifting aspect of Chilean Cherries. Their plump, ruby-red appearance symbolizes happiness and good fortune, making them an excellent choice for gifting to bring more joy and luck to family and friends. In addition to the Spring Festival, do not forget Christmas, the Western New Year, and Valentine's Day as occasions to run cherry promotions.
- When using photos or video footage of cherries, use high-quality images and make sure the fruits are displayed in good condition with green stems. Green stems are a sign of freshness to discerning consumers.



# Chilean Cherry Consumption Insights for China



According to IPSOS's 2022-2023 Chilean Cherry Campaign Evaluation Consumer Behavior, cherries have truly developed into one of China's most popular fruits. As of 2023, approximately 80% of all urban consumers surveyed had purchased or consumed cherries in the past year. Chilean cherries continue to be popular with the key consumer demographic of women in high-income households in first-tier cities. In recent years, this demographic group has shifted more toward enjoying Chilean cherries as an everyday fruit, irrespective of occasion. Meanwhile, more consumers in regional cities are buying cherries for the first time. The Chilean Cherry Committee has therefore shifted its promotional strategy to continue nurturing the mature markets in first-tier cities while accelerating market development in regional cities and among new demographic target groups.

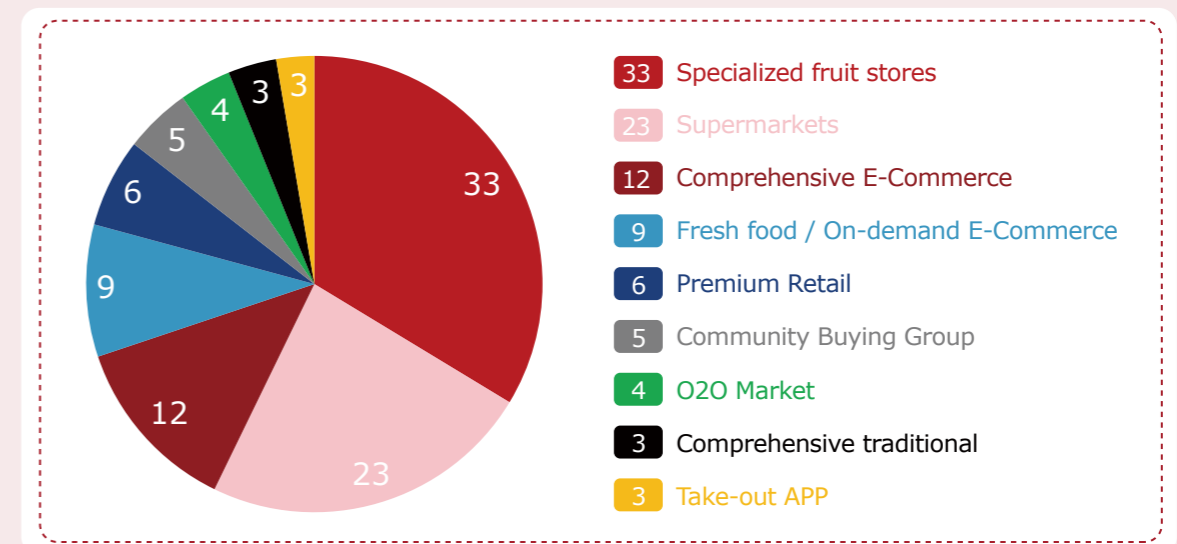


### Top cherry-spending demographic:

- Female
- High household income
- 24-45 years old

## Share of Cherry Spending Among All Channels

(Based on consumer survey, weighted according to share of cherry sales volume for each channel.\*)



Source: 2022-2023 Chilean Cherry Campaign Evaluation Consumer Behavior by IPSOS

\* Consumer insights in this section are courtesy of Ipsos: "2022-2023 Chilean Cherry Campaign Evaluation Consumer Behavior by IPSOS" March 2023 (n=2977). Note that consumer behavior or purchase occasions vary widely across different demographic groups, city types, and sales channels. The information given here is generalized and provided for reference only. Each retailer should develop a tailored selling strategy based on its understanding of its customers' preferences and habits.

## Cherry Selection Factors

Freshness, safety, and quality are key factors for consumers when selecting cherries. For the product itself, sweetness, mouth feel, and juiciness are even more significant considerations to consumers surveyed than visual cues such as color and size.

### Important factors when purchasing cherry (% of 8-10 points)

Freshness	82
Safety	81
Quality	80
Health benefits	76
Visually attractive	75
Seasonality	72
Value for money	69
Variety	69
Price	65
Origin of the fruit	65
Promotional offers	64
Packaging	60

Note: Seasonality (in-season cherry)

### Important Product Factors when Purchasing Cherry (% of 8-10 points)

Sweetness	80
Mouth feeling	79
Juiciness	79
Flesh color	74
Smoothness of peel	74
Stalk appearance	70
Shape	66
Size	65

Source: 2022-2023 Chilean Cherry Campaign Evaluation Consumer Behavior by IPSOS

## Cherry Purchase Occasions

More and more consumers in China are reporting that they purchase cherries irrespective of occasion, rising to nearly half of those surveyed in 2023. However, festivals and special gifting occasions remain important drivers of cherry purchasing — especially the Spring Festival.

These statistics show the importance of taking a balanced approach to cherry promotion, allocating resources to both informal “daily” purchasers and those buying for gifting and special occasions.

### Cherry Purchase Occasions (%)



Special personal occasions	50
Stock up for festivals	32
Visiting friends/family members	31
To congratulate someone	18
Birthdays	17
Marriages	5
National fest. and celebration	49
Chinese New Year	40
Christmas/New Year	19
Moon Festival	18
Valentine's Day	17
Not care about the occasion	47

Source: 2022-2023 Chilean Cherry Campaign Evaluation Consumer Behavior by IPSOS

# Chilean Cherry Marketing and Promotion



## Cherry Promotion in China

China is the largest market for Chilean cherries, receiving approximately 91% of the export volume. As such, China is also the focal point for the Chilean Cherry Committee’s annual promotional investment.

The Cherries from Chile annual campaign in China is omni-channel and communicates to a range of stakeholders from consumers to members of the Chinese fruit industry. It includes online and offline events, digital and out-of-home advertising, social media, co-branding activities, PR, collaborations with influencers and key opinion leaders, in-store activities, and industry outreach.



OOH



Lucky Draw

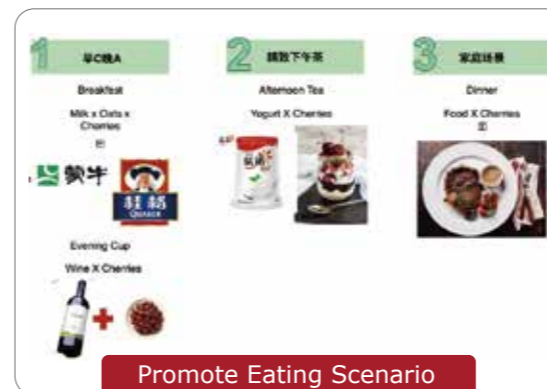
## Online Promotion



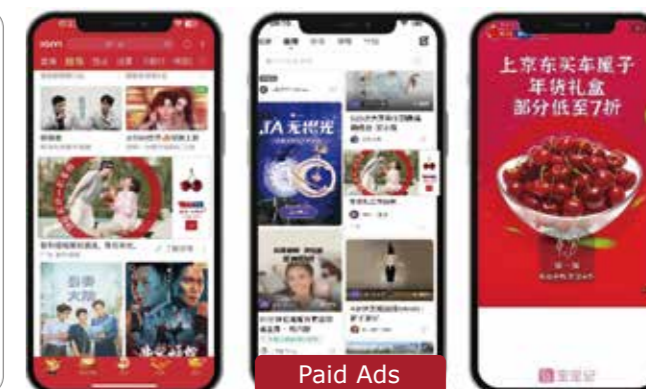
KOL Livestream



KOL



Promote Eating Scenario



Paid Ads

## Offline Promotion



Free Trial



Events



POSM Display



Workshop

The Cherries from Chile promotions in China have formed one of the most successful sectorial export promotional campaigns undertaken by any food or beverage from Chile. This success is a result of the combined efforts of the committee's growers and exporters and strong partnerships with the Chinese industry.

### Promotional Campaign Outlook in China

With China's projected growth in volumes of Chilean cherry arrivals, the committee is mindful of the need to both grow per-capita consumption among mature consumer audiences and reach out to new audiences.

### Mid-Term Strategy

- Diversified target city tiers: Penetrating second- and third-tier cities and collaborating with local distribution channels.
- Expanded target consumer groups: Expanding the age range of the target group in order to attract new consumers to Chilean cherries.
- Strengthen the consumer journey: Promoting Chilean cherries as a daily fruit choice, transcending their traditional association solely with holiday gifts.
- Active local industry participation: Collaborating with the local fruit industry and government to enhance communication and interaction within the industry.

### Positioning

Communicate diversified authentic lifestyles instead of one premium first-tier-city lifestyle by identifying authentic moments in consumers' real lives and showing how cherries provide both physical and emotional satisfaction.

### Messaging

Messaging for Chilean cherries revolves around the category proposition of "fruit makes us happy" and the Chilean cherry brand concept of "Get Hooked on Happiness." Each season these concepts are used as a basis for developing a tagline for the annual campaign.

## Chilean Cherry Promotion in Other Markets

In addition to China, other export markets of Chilean cherries include the United States, South Korea, India, Vietnam, and Thailand. The committee intends to continue expanding localized campaigns in these countries in the coming years as part of an overall strategy of diversifying the export markets for Chilean cherries.

### Retail Promotion in South Korea

