



ASIA FRESH LTDA. / CHILE

Fresh & dried fruit specialists

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CHILE - DRIED FRUITS SECTOR - ADJUSTING TO COVID – 19

Date: 01112020

The whole food production, processing and distribution has changed for ever, COVID 19 pandemic modified the way food business and trading have been done so far.

Enjoy healthy, nutrition, family, home cooking, social media, food safety, online shopping, e - commerce, new sales formats, delivery, home teleworking, second wave, consumer behaviour, market uncertainties are words or concepts fully present.

Demand is always present for premium healthy food categories, consumers do care about quality issues, natural healthy and fun way to stay in balance.

Consumers nowadays are strongly demanding a nutritious than ever buying experience, being much more informed through social media, exchanging tips and data with family and friends.

New consumer trends were formed and accelerated over the pandemic period, a whole new scenario.

Procurement must go under technical screening all though the production cycle, a more scientific and sustainable approach, reaching a premium product.

Dried fruit international business is moving from a commodity trading to a brand and packaging creation environment, as an aspirational product.

Branding achieves consumers to feel the product is part of their particular healthy lifestyle or identity.

On post pandemic scenario consumers want to understand the product backstory, the production values, the philosophy, the inspiration of suppliers even if it's produced on a remote and unknown place.

Consumers demand sustainability, traceability, natural production advantages and pure environments.

Chile is now progressing to a new dried fruit season, so far, we have seen good growth and fruit load on various areas and species (grapes, walnuts and almonds), this means volume and the matching pressure to sell.

The industry is working on the implementation of new scenario's related cultivation, harvest and processing protocols, being able to comply with health and safety regulations

Facility's sanitation, providing personal protective equipment (PPE), lowering staff numbers and implementing social distancing measures.

Retail packaging and online selling through specialized platforms are part of the efforts to be present in modern and healthy living families at our core markets.

So far, new challenges and opportunities are being seen on the horizon, we are working on them.

TECHNICALLY CARED !