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Chile Is One of the Fastest Growing Food Exporters to Global Markets

Chilean Food Products Featured at the Food Marketing Institute Show in Chicago

Chicago, Illinois. May 6, 2007 – According to trend specialists, South American food products and exotic fruits are among the top food trends for 2007. Chile is one of the fastest growing food-exporters in the world. Currently ranked 17th amongst the world's leading food exporting countries, Chile has become a global food supplier. Chile supplies more than 150 countries around the globe with fresh and processed foods and beverages including fruits, vegetables, seafood, wine, meat and poultry, dairy products, olive and avocado oils, and other specialty items. At its current growth rate, Chile will be among the top 10 food exporters in the world by 2010. Chile is spotlighting a variety of top quality food products it currently exports at the Food Marketing Institute Show on May 6-8, 2007 in Chicago, Illinois.

“Chile has been able to combine blessed geographical conditions for agricultural production with state-of-the-art food processing technology, a solid economic foundation, a skilled labor force, an unwavering entrepreneurial spirit, and a commitment to excellence. These factors play a fundamental role in the significant growth rates and developments that have taken hold of the Chilean food export industry,” said Álvaro Rojas, the Chilean Minister of Agriculture.

Chile is currently ranked as:

- 1st World exporter of table grapes, plums, dehydrated bell peppers and dehydrated apples
- 2nd World exporter of salmon and kiwis
- 3rd World exporter of raspberries
- 1st Southern Hemisphere exporter of apples, peaches, nectarines, pears, blueberries, tomato paste, raisins, prunes, nuts, and frozen raspberries and strawberries
- 2nd Southern Hemisphere exporter of apple and grape juice, and canned peaches
- 5th largest exporter of wine

“The U.S. market is extremely important to the Chilean food industry; food exports already represent over 28% of our exports to this market, and we expect this share to grow as we develop more products tailored to the American consumer and develop a greater understanding of the diverse distribution channels and opportunities that exist at every level,” explained the honorable Mariano Fernández, Ambassador of Chile to the United States. “The successful implementation of the Free Trade Agreement between the U.S. and Chile has spurred a remarkable increase of 150% in trade flows between the two countries since the agreement’s inception in 2004.”

Chile's food industry is one of the most dynamic sectors of the Chilean economy. It represents around 24% of the Gross Domestic Product (GDP) and it is the second most important exporting sector. Much of Chile's success in the food sector is attributed to the country's rich diversity of climates, soils, and resources, including a perfect Mediterranean climate, and the natural barriers that effectively isolate the country from the rest of the world, preventing foreign pests and diseases from harming crops. Due to its dedicated efforts to maintain the highest quality standards, Chile is one of the safest, cleanest, and most reliable suppliers of agricultural products to the most demanding international markets.

At the basis of Chile's export development efforts is a new branding initiative entitled ***Chile, All Ways Surprising***. Chile is a country that captivates with its rich and diverse geography, its hospitable, industrious, and optimistic people, and its modern and efficient institutions - a blend of elements that we are confident will allow us exceed global expectations.

"We believe that every experience of Chile will be memorable," said Alicia Frohmann, Director of ProChile, Chile's Government Trade Promotion Bureau. "We are confident that the distinctive brand Chile initiative will help our country convey a consistent global message about its resources and will aid in the expansion of public and private export development efforts."

Chile at FMI

For the first time, the Chilean food industry - including the fresh produce industry, processed products, meat and poultry, seafood, specialty products, and wine - will be present at this year's FMI Trade Show in Chicago.

This year, the food industry will be represented by the Poultry Producers and Trade Association (APA), the Pork Producers and Trade Association (ASPROCER), the Chilean Fresh Fruit Association (CFFA), the Olive Oil Producers Association (ChileOliva), the Food Industry Association (Chilealimentos), the Dairy Exporters Association (ExporLac), the Meat Processors and Packers Association (Faenacar), the Fruit Growers Federation (Fedefruta), Sabores del Campo, SalmonChile, and Wines of Chile.

At the Chilean Pavilion, visitors will be able to meet with representatives of the various trade associations present at the show, and will be able to taste food prepared by Chef Pilar Rodriguez along with Chile's world class wines. Visitors are invited to enjoy the sounds, colors, and flavors of Chile.

In an effort to provide detailed information about Chile's participation, a dedicated Web page: www.chilenaturally.com was launched for the FMI Show, covering the various sectors of the industry, as well as the trade associations and companies displaying their products at the show.

About ProChile

ProChile, the Trade Commission of Chile, is part of the General Directorate of International Economic Affairs of Chile's Ministry of Foreign Affairs. It is responsible for implementing and enhancing Chile's trade policy. ProChile's mission is to provide support to small and medium-sized enterprises, helping to encourage and diversify exports of Chilean products and services by increasing the number of export markets and companies. It does so by providing the necessary tools to aid Chile's economy in its process of going international. ProChile's Trade Offices and Agencies are located in over 35 countries, covering 90 percent of the destination markets for Chilean exports. For more information please visit www.chileinfo.com or email info@prochile.us.

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