

PROMOTIONAL CAMPAIGN OF HASS AVOCADOS IN THE CHILEAN MARKET

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Nowadays, Chile has approximately 28,500 ha planted with Hass avocados. Considering the total production generated in those hectares, approximately 70% is exported, and the other 30% is sold in the local market. This scenario makes Chile our second market in importance after the USA market; therefore, the Committee has implemented over the last 6 years important promotional campaigns in the local market.

As productions have grown, the campaigns have done it as well. Thereby, the actions were at first based on the execution of direct merchandising in supermarkets, with a total of 20 places only in Santiago, as well as merchandising in public spaces and press. In the campaign that we have just finished, we covered 86 supermarkets (64 in Santiago and 22 in other cities from provinces, covering around 65% of total population¹), besides sampling in TV stations, appearances in the press, publicity in public spaces, radio stations, etc.

The results of these campaigns in supermarkets have been very successful with increased sales between 100% and 250% average during the period they were carried out. In addition, a gradual increase in the consumption has been observed, ranging from 0.9 kg/capita in 2000/01 season to 3.6 kg/capita in 2006/07 season³⁻⁴.

The Committee takes part in promotional campaigns in Chile as well in England, Spain and Argentina, during the last two and last year respectively. As reference, the amounts invested in Chile over the last three seasons have been USD\$400,000, USD \$800,000 and USD\$200.000, respectively.

¹ NATIONAL STATISTICS INSTITUTE (2007)

⁴ CHILEAN AVOCADO COMMITTEE (2007)