

REPORT
—France

Prim'land turns to Chile following PGI kiwifruit deal

CHILE—The French marketer has high expectations for this year's Chilean kiwifruit harvest, which follows the company's successful marketing campaign for newly certified PGI Kiwi de l'Adour.

by Tom Joyce

Around mid-April, French kiwifruit marketer Prim'land was preparing to ship its first Chilean kiwifruit volumes of the season, with the company's Jean-Baptiste Pinel expressing his delight at the quality of this year's harvest, in spite of unfavourable weather conditions. "The quality is very high this

season," he says, "and sizes are looking good. The climate has been difficult due to the lack of water, so we are extremely pleased."

Volumes are also up significantly, in stark contrast to most of the country's crop. "Generally in Chile, volumes have decreased by around 15 per cent this season," says Pinel. "We have some new growers producing for us, so we expect volumes to rise by approximately 30 per cent compared with last year."

Prim'land cultivates the Hayward variety in Chile, exporting it in roughly equal volumes to the Americas, Asia and Europe. Within Europe, the company sends kiwifruit to Spain, Poland and Belgium, in addition to its home market. "The French market is stable at the moment," says Pinel. "In eastern Europe, there is more growth, but volumes are still low. It is one for the future though."

This year, the company will not be involved in any major marketing campaigns for its Chilean offer-

ing. Instead the focus has been on French-grown fruit, specifically the new PGI label. The Kiwi de l'Adour Marketing Association has used the first harvest of PGI-certified product to launch its global campaign promoting the Kiwi de l'Adour. In France, a total of 175 days of marketing activities were in the pipeline.

"We have done a number of in-store promotions to highlight the PGI label for the Kiwi de l'Adour," says Prim'land's Pierre Aguerre. "We have had tastings and handed out information leaflets, including recipe ideas. These have been a big success with consumers."

To emphasise the significance of the soils and climate of the Adour Valley, responsible for the kiwifruit's high quality, the Association erected a giant model of a kiwifruit, the work of artist Ydan Sarciat, at a roundabout in the area. The French postal service also contributed, featuring an image of the Kiwi de l'Adour on its new 'My France' series of stamps. **E**

OSCAR
Kiwi Fruits

We cultivate flavour with passion

Oscar kiwifruit is grown in the south of France; on selected plots in orchards which are managed by following principles of integrated agriculture

PRIM'LAND
Nous cultivons les saveurs

www.primland.fr

Kiwi de l'Adour

Labels: ORGANIC FARMING, Label Rouge, INDICATION GÉOGRAPHIQUE PROTÉGÉE