

**California Kiwifruit Commission**  
**Mexico Monthly Report**  
**November 19, 2009**  
**Reported by Grupo PM**



**A. CURRENT MARKET CONDITIONS**

**Mexico City**

California Kiwifruits have a 98% market share in this city. Their sale volume is good considering the tough alternative competition from local products that offer lower prices like apples and grapes. The quality of the fruit is very good, presenting firm pulps and good shelf life. The trade expects to receive more arrivals soon, expecting the prices to drop. Available sizes are 25 and 27 in quality grades CAT 1 and CAT 2.

Direct competition remains from New Zealand, but at this time their availability is really low – only 2% of market share. In general terms their quality is good, and their highest availability is at retail stores. According to the trade, this origin will be out of the market in the next 2 weeks.

In terms of availability this city presents the following (from highest to lowest):

1. Apples (WA)	6. Kiwifruit (CA, NZ)
2. Apples (local)	7. Strawberries (local)
3. Grapes (CA)	8. Plums (CA)
4. Grapes (local)	9. Peaches (CA, local)
5. Pears (USA, CA)	

**Guadalajara**

The availability of California Kiwifruits has been increasing, reaching 97% of the market. On average, warehouses have been receiving 1 load per week. Sale volume is good, mainly at retail stores who have been transshipping them to nearby cities as a result of their good shelf life. Their prices were stable and available sizes are 20 to 30 with the highest availability from 25 to 30. Quality grades available are CAT 1 and CAT 2, with CAT 1 presenting the highest demand. New Zealand is only available at the retail sector.



In terms of availability this city presents the following scenario:

1. Washington apples	6. Local strawberries
2. Local apples	7. California plums
3. USA pears	8. California peaches
4. California Kiwifruit	9. California pears
5. California grapes	10. New Zealand Kiwifruit

### **Monterrey**

In this city Tito warehouse has California Kiwifruits available; they received 2 loads and are expecting more in the coming days. Their availability continues being limited as a result of the high competition that New Zealand continues presenting in this city. On the other hand, the sizes that California offers are smaller than New Zealand's, making our fruit less attractive to retailers. According to the importers, New Zealand will still be in the market in the next 20 days. The available size is 30 and their quality grade is CAT 1.

There are no new arrivals from New Zealand but there is still a lot of product in cold storage. Their sales volume is good as a result of their good prices. However, their quality can be considered as fair with an advanced ripe grade.

1. California grapes	6. California Kiwifruit
2. Local apples	7. Local Strawberries
3. USA pears	8. New Zealand Kiwifruit
4. California plums	
5. Washington apples	

### **RETAIL LEVEL**

#### **Mexico City**

California Kiwifruit has increased in availability, having presence in all retail chains. Their exhibitions are between 2 to 4 boxes per week/per store and their sales are strong. According to the produce department's staff, CKC's sale volume is good as a result of their good prices and quality.

New Zealand continues being available in most stores with mixed origin exhibitions with California fruit, except in Soriana. At the traditional channels California presented the highest availability.



**GRUPO PM**



## Guadalajara

California Kiwifruits are available in all the retail stores and traditional channels. Their exhibitions are between 2 to 3 boxes per store and their sales volume is around 4 to 12 boxes per week. Their quality is considered good while the availability of New Zealand fruit continues to drop along with their quality.

## Monterrey

California Kiwifruits are only available in Walmart with exhibitions of 3 boxes per store on average with sales of 3 to 4 boxes per week. Their quality is good, presenting firm pulps. California Kiwifruits presented more competitive prices than New Zealand. According to the produce staff, their sales volume is low as a result of their small sizes.

The availability of New Zealand continues to decrease and it being between 2 to 3 boxes with sale volumes of 3 boxes per week. Their quality is fair, presenting an advanced ripe grade.

## A.2. PRICES

Exchange rate: \$1 = 13.45 pesos

### WHOLESALE LEVEL

#### California Kiwifruit

Size	Weight	Mexico City		Guadalajara		Monterrey	
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F
20	20lb		---	19.32	---	---	---
22	20lb		---	---	---	---	---
23	20lb		---	18.94	---	---	---
25	20lb	20.45	---	18.94	---	---	---
27	20lb	20.45	---	18.56	---	---	---
30	20lb		---	17.42	---	21.59	---

#### Competition Zespri

Size	Weight	Mexico City		Guadalajara		Monterrey	
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F
22	22lb	---	---	---	--	---	--
25	22lb	22.72	--	---	--	18.93	--
27	--	--	--	--	--	--	--
30	--	--	--	--	--	--	--

## Other Fruits



PRODUCT	ORIGIN	Mexico City		Guadalajara		Monterrey	
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F
Apples	California	---	---	---	---	--	---
	Chile	---	---	---	---	--	---
	Local	13.63	---	26.52	---	14.01	---
Grapes	Washington	26.51	---	28.79	---	30.30	---
	California	27.27	---	30.30	---	29.92	---
	Chile	---	---	---	---	--	---
Kiwis	Local	16.66	---	16.66	---	17.04	---
	California	20.45	---	18.64	---	21.59	---
	Chile	---	---	---	---	--	---
Nectarines	New Zealand	22.72	---	---	---	18.93	---
	California	---	---	---	---	--	---
	Chile	---	---	---	---	---	---
Peaches	Local	---	---	---	---	---	---
	California	34.09	---	36.36	---	--	---
	Chile	---	---	---	---	--	---
Pears	Local	---	---	---	---	--	---
	Argentina	---	---	---	---	--	---
	California	17.42	---	15.91	---	--	---
Plums	Northwest USA	27.27	---	25.00	---	23.86	---
	California	31.81	---	26.52	---	23.86	---
	Chile	---	---	---	---	--	---
Strawberries	Local	---	---	---	---	--	---
	California	-----	---	---	---	--	---
	Local	15.15	---	9.09	---	13.63	---

## RETAIL LEVEL (US\$/lb)

### Supermarket Chains

#### Mexico City

Origin	Variety	Walmart		Superama		Soriana		Com. Mex		Average
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	
California	Hayward	1.54	--	1.72	--	1.30	--	1.13	--	1.42
Chile	Hayward	---	---	---	---	---	---	---	---	---
New Zealand	Hayward	1.54	---	1.66	---	1.19	---	1.13	--	1.38



## Guadalajara

Origin	Variety	Com. Mex.		Walmart		Soriana		Aurrera		Average
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	
California	Hayward	1.63	---	1.68	---	1.65	---	1.68	---	1.66
Chile	Hayward	---	---	---	---	---	---	---	---	---
New Zealand	Hayward	---	---	1.68	---	---	---	---	---	1.68

## Monterrey

Origin	Variety	HEB		Walmart		Soriana		Sam's		Average
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	
California	Hayward	---	---	1.37	---	---	---	---	---	1.37
Chile	Hayward	---	---	---	---	---	---	---	---	---
New Zealand	Hayward	1.71	---	1.71	---	---	---	---	---	1.71

## Other Fruits

PRODUCT	ORIGIN	Mexico City		Guadalajara		Monterrey	
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F
Apples	California	---	---	---	---	--	---
	Chile	---	---	---	---	--	---
	Local	0.61	---	0.86	---	0.61	---
Grapes	Washington	0.75	---	1.13	---	1.16	---
	California	1.34	---	1.48	---	3.09	---
	Chile	---	---	---	---	--	---
Kiwis	local	1.10	---	1.37	---	2.06	---
	California	1.30	---	---	---	1.37	---
	Chile	---	---	---	---	--	---
Nectarines	New Zealand	1.30	---	1.68	---	1.71	---
	California	---	---	---	---	--	---
	Chile	---	---	---	---	--	---
Peaches	Local	---	---	---	---	--	---
	California	1.54	---	1.37	---	1.80	---
	Chile	---	---	---	---	--	---
Pears	Local	0.96	---	---	---	--	---
	Argentina	---	---	---	---	--	---
	California	---	---	0.79	---	1.39	---
Plums	Northwest USA	0.82	---	1.24	---	1.51	---
	California	1.44	---	1.61	---	1.63	---
	Chile	---	---	---	---	--	---
Strawberries	Local	---	---	---	---	--	---
	California	---	---	---	---	--	---
	Local	0.86	---	1.54	---	1.54	---



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Public Markets



Mexico City

Origin	Variety	Coyoacan		Mixcoac		Average
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	
California	Hayward	1.54	--	2.06	--	1.80
Chile	Hayward	----	--	---	--	-----
NZ	Hayward	----	--	-----	--	----

Guadalajara

Origin	Variety	Calle 3		San Juan de Dios		Average
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	
California	Hayward	1.55	---	1.62	---	1.58
Chile	Hayward	---	---	---	---	---
NZ	Hayward	---	---	---	---	---

Monterrey

Origin	Variety	San Luis		Juárez		Average
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	
California	Hayward	-	-	--	0.85	0.85
Chile	Hayward	--	--	--	--	--
NZ	Hayward	--	--	--	0.85	0.85

Other Fruits

PRODUCT	ORIGIN	Mexico City		Guadalajara		Monterrey	
		1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F	1 <sup>st</sup> F	2 <sup>nd</sup> F
Apple	California	---	---	---	---	--	---
	Chile	---	---	---	---	--	---
	Local	0.55	---	0.96	---	0.68	---
Grapes	Washington	0.86	---	1.10	---	0.85	---
	California	----	---	1.38	---	--	---
	Chile	--	---	---	---	--	---
Kiwis	local	0.96	---	1.03	---	0.68	---
	California	---	---	1.55	---	0.85	---
	Chile	----	---	---	---	--	---
Nectarines	New Zealand	-----	---	---	---	0.85	---
	California	1.80	---	---	---	--	---
	Chile	--	---	---	---	--	---
Peaches	Local	--	---	---	---	--	---
	California	----	---	1.38	---	1.03	---
	Chile	--	---	---	---	--	---
Pears	Local	0.86	---	---	---	--	---
	Argentina	---	---	---	---	--	---
	California	-----	---	0.69	---	--	---
Plums	Northwest USA	0.82	---	1.17	---	1.03	---
	California	1.37	---	1.38	---	--	---
	Chile	--	---	---	---	--	---
Strawberries	Local	---	---	---	---	1.03	---
	California	----	---	---	---	--	---
	Local	1.20	---	1.86	---	1.54	---

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## C. LIST OF TRADE CONTACTS

### Mexico City

#### **Wholesale Level**

Martín García, Warehouse K-69  
Jesús Mena, Warehouse K  
Juan Luis García Sámano, Warehouse L-113

Javier García, Warehouse Q-178  
Jaime Jiménez, Warehouse L-84

#### **Retail Level**

Germán Guzmán, Mega  
Justino Gómez, Aurrera  
Porfirio Ramírez, Superama  
Tomás García, Walmart

Gerardo Guzmán, Mixcoac Public Market  
Aurelia Hernández, Mixcoac Public Market  
Gregoria Campos, Coyoacan Public Market  
Graciela Vivanco, Coyoacan Public Market

### Guadalajara

#### **Wholesale Level**

Juan Gallardo, Warehouse #409  
Arturo Delgadillo, Warehouse #423  
Carlos Camarena, Warehouse #427

Juan Navarro, Warehouse #431

#### **Retail Level**

Víctor Rojas, Comex  
Faustino López, Soriana  
Carlos Corona, Alcalde Market  
José Luis Zamudio, Calle 3 Public Market

### Monterrey

#### **Wholesale Level**

Héctor Rodríguez, Warehouse L351-338

Carlos García, Warehouse L-255

#### **Retail Level**

Ernesto Garza, HEB  
Federico García, Soriana

## Activities

### Merchandising

City	Public market	Stalls	Street Market	Stalls	Warehouses	Fruit stores	Stores Supermarket	Comments
Mexico City	48	192	38	152	20	48	49	Good availability and quality
Guadalajara	20	79	15	58	12	18	21	Good sales volume, quality and prices
Monterrey	3	13	3	9	6	19	36	The trade expects that their availability increases by the end of the month

### Technical Support

2 seminars were carried out with 7 attendees; additionally, 28 audits and 28 technical visits were also performed.

### Road Show:

Up to date, we have reached 93 promotional days in Mexico City, Puebla, Celaya, Irapuato, León, Guadalajara and Monterrey through this activity, reaching 80,195 contacts.

#### Mr. Carlos Martín

##### Walmart Valle Oriente – Monterrey

*“Very good event, consumers’ participation in this event was really good. The nutritional advices were excellent as well as all the different recipes. Our clients were very satisfied with this promotion”.*



**Company Road Show** – Up to date, we have reached 27 promotional days in Mexico City and Guadalajara, reaching 7,950 contacts.

