GRUPO PM

CALIFORNIA Kiwifruit Commission

California Kiwifruit Commission
Mexico Monthly Report
October 1, 2009
Reported by Grupo PM

A. CURRENT MARKET CONDITIONS

Market behavior continues presenting moderate sales; however, according to the trade this situation is improving each week, albeit slowly. Some retailers mentioned that fine fruits are presenting high prices in general keeping sale volumes lower.

Mexico City

According to the trade, California Kiwifruits will be available in this market soon, some estimate between 20-30 more days. New Zealand and Chile are currently available in this market, presenting good sales, volume and offering higher weight per box than California. New Zealand currently has a market share of 75% and its quality can be considered as good and its prices are high. The remaining 25% is for Chilean kiwifruits that offer more accessible prices, although that their quality can be considered as fair. Availability in this city is as follows:

1. Washington apples	6. California strawberries
2. Local apples	7. Chilean grapes
3. California grapes	8. Argentina pears
4. California peaches	9. Chilean kiwifruit
5. New Zealand kiwifruit	10. Chilean apples

Guadalajara

There are still no California Kiwifruits available in this city. The highest availability is from Chile which is offering accessible prices, although that sizes are small. This origin has a 90% market share with constant arrivals to 3 warehouses – Dubacano, Tarahumara and Maynekman –; other warehouses prefer to buy kiwis from these importers. The remaining 10% is for New Zealand that is only available at Maynekman warehouse; according to Mr. Humberto Ibarra, this origin presents good sales volume. Availability in this city is as follows:

1. Washington apples	6. California plums
2. Local grapes	7. California nectarines
3. California pears	8. California strawberries
4. California peaches	9. Chilean kiwifruit
5. USA Pears	10. Local peaches

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Monterrey

At this time, California Kiwifruits are still not available at the wholesale sector, while New Zealand continues presenting good availability, appearance and a higher weigh per box than California. New Zealand has 100% market share at this time. Tito warehouse received one load and sold 50% of it in 10 days. Their quality can be considered as good and their prices went down this week. On the other hand, Chilean kiwifruit are only available at traditional channels – public/street markets & fruit stores –. Availability in this city is as follows:

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

RETAIL LEVEL

Mexico City

The availability of California Kiwifruits in this sector is null and New Zealand presents the highest availability, mainly at retail stores where it is available through attractive exhibitions and presenting constant sales, despite of its high prices. On the other hand, Chilean kiwifruits are mainly available at the traditional channels, as a result of their competitive prices.

Guadalajara

At this moment there are no California Kiwifruits available and the main availability is from Chile that offers higher prices than other products. Their demand is moderate, with sales that go from 5 to 10 boxes per week/store. Their quality can be considered as fair, presenting an advanced ripe grade. Talking about New Zealand kiwifruits, their availability continues decreasing and it is almost none in this city.

Monterrey

California kiwis are still not available at the retail sector of this city. The highest availability is from New Zealand that can be found in all the retail stores with moderate exhibitions. Its quality is good, presenting firm pulps, although prices are high. On the other hand, Chilean kiwis are only available at Walmart stores with small exhibitions and fair quality.

A.2. PRICES

Exchange rate: $ 13.45 Second Fortnight

WHOLESALE LEVEL (US$/BOX)

California Kiwifruit

		Mexico City		Guadalajara		Monterrey	
Size	**Weight**	**1st F**	**2nd F**	**1st F**	**2nd F**	**1st F**	**2nd F**
--	--	--	--	--	--	--	--

Competition Zespri

		Mexico City		Guadalajara		Monterrey	
Size	**Weight**	**1st F**	**2nd F**	**1st F**	**2nd F**	**1st F**	**2nd F**
22	22lb		22.30		--		23.79
25	22lb		--		22.30		23.79
27	22lb		--		--		23.79
30	--		--		--		--

Competition Chile

		Mexico City		Guadalajara		Monterrey	
Size	**Weight**	**1st F**	**2nd F**	**1st F**	**2nd F**	**1st F**	**2nd F**
20	22lb		16.35		--		--
22	22lb		14.86		--		--
23	22lb		--		16.36		--
25	22lb		--		15.61		--
27	22lb		--		14.87		--

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Other Fruits

PRODUCT	ORIGIN	Mexico City 1st F	Mexico City 2nd F	Guadalajara 1st F	Guadalajara 2nd F	Monterrey 1st F	Monterrey 2nd F
Apples	California		--		--		--
	Chile		--		24.54		--
	Local		14.12		20.82		15.24
	Washington		25.27		24.54		22.67
Grapes	California		19.33		14.13		16.35
	Chile		--		--		--
	Local		9.66		13.38		9.66
Kiwis	California		--		--		--
	Chile		16.36		15.61		--
	New Zealand		23.79		22.30		23.79
Nectarines	California		22.30		20.82		20.81
	Chile		---		--		--
	Local		--		--		--
Peaches	California		23.79		17.47		21.93
	Chile		--		--		--
	Local		20.81		20.82		--
Pears	Argentina		26.76		--		31.22
	California		14.86		13.38		21.18
	Northwest USA		29.73		23.79		28.99
Plums	California		21.56		21.56		22.30
	Chile		--		--		
	Local		8.17		--		
Strawberries	California		12.64		13.75		14.12
	Local		4.46		8.18		--

RETAIL LEVEL (US$/lb)

Supermarket Chains

Mexico City

Origin	Variety	Walmart 1st F	Walmart 2nd F	Superama 1st F	Superama 2nd F	Soriana 1st F	Soriana 2nd F	Com. Mex 1st F	Com. Mex 2nd F	Average
California	Hayward		--		--		--		--	--
NZ	Hayward		1.27		1.28		1.21		1.28	1.26

Guadalajara

Origin	Variety	Com. Mex. 1st F	Com. Mex. 2nd F	Walmart 1st F	Walmart 2nd F	Soriana 1st F	Soriana 2nd F	Aurrera 1st F	Aurrera 2nd F	Average
California	Hayward		--		--		--		--	--
Chile	Hayward		1.27		1.28		1.21		1.28	1.24
NZ	Hayward		--		--		--		--	--

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Monterrey

		HEB		Walmart		Soriana		Sam's		Average
Origin	**Variety**	**1st F**	**2nd F**	**1st F**	**2nd F**	**1st F**	**2nd F**	**1st F**	**2nd F**	
California	Hayward		--		--		--		--	--
Chile	Hayward		--		1.63		--		--	1.63
NZ	Hayward		1.34		1.63		1.61		--	1.52

Other Fruits

		Mexico City		Guadalajara		Monterrey	
PRODUCT	**ORIGIN**	**1st F**	**2nd F**	**1st F**	**2nd F**	**1st F**	**2nd F**
Apples	California		--		--		---
	Chile		--		--		---
	Local		0.64		0.84		0.67
	Washington		0.81		0.97		0.95
Grapes	California		1.14		0.90		1.34
	Chile		--		--		----
	local		1.14		084		0.67
Kiwis	California		--		--		---
	Chile		--		1.28		1.63
	New Zealand		1.28		--		1.62
Nectarines	California		1.18		1.18		1.43
	Chile		--		--		---
	Local		--		--		---
Peaches	California		1.18		1.11		1.31
	Chile		--		--		---
	Local		0.94		0.98		---
Pears	Argentina		0.90		--		----
	California		0.74		0.98		1.34
	Northwest USA		1.05		1.14		1.05
Plums	California		1.14		1.125		1.51
	Chile		--		--		---
	Local		--		--		---
Strawberries	California		2.98		2.40		3.34
	Local		--		--		---

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Public Markets

Mexico City

		Coyoacan		Mixcoac		Average
Origin	Variety	1st F	2nd F	1st F	2nd F	
California	Hayward		--		--	--
Chile	Hayward		--		1.39	1.39
NZ	Hayward		1.45		1.39	1.42

Guadalajara

		Calle 3		San Juan de Dios		Average
Origin	Variety	1st F	2nd F	1st F	2nd F	
California	Hayward		--		--	--
Chile	Hayward		1.35		1.42	1.38
NZ	Hayward		--		--	--

Monterrey

		San Luis		Juárez		Average
Origin	Variety	1st F	2nd F	1st F	2nd F	
California	Hayward		-		--	--
Chile	Hayward		--		1.35	1.35
NZ	Hayward		--		--	

Other Fruits

		Mexico City		Guadalajara		Monterrey	
PRODUCT	ORIGIN	1st F	2nd F	1st F	2nd F	1st F	2nd F
Apples	California		--		--		---
	Chile		--		--		---
	Local		0.84		0.72		0.50
	Washington		0.81		0.97		0.67
Grapes	California		0.90		0.90		---
	Chile		--		--		---
	local		0.90		0.92		0.67
Kiwis	California		--		--		---
	Chile		--		1.28		---
	New Zealand		1.28		--		1.18
Nectarines	California		1.24		1.18		---
	Chile		--		--		---
	Local		--		--		---
Peaches	California		1.09		1.07		0.84
	Chile		--		--		---
	Local		0.94		0.98		0.84
Pears	Argentina		0.85		--		---
	California		0.80		0.98		0.67
	Northwest USA		1.18		1.18		1.01
Plums	California		1.28		1.125		0.84
	Chile		--		--		---
	Local		--		--		---
Strawberries	California		2.36		2.40		2.23
	Local		1.18		--		--

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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, Wal-Mart
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	20	77	15	154	19	10	22	There are no California Kiwifruits available at this moment, but they could be available in 20 more days
Guadalajara	25	99	20	86	10	15	20	There are no California Kiwifruits available yet
Monterrey	2	1	6	4	12	6	18	There are no California Kiwifruits available yet

Road Show

Up to date, we have reached 51 promotional days in Mexico City, Puebla, Celaya, Irapuato and Leon through this activity, reaching 53,908 contacts.

Testimonials:

Mr. Eduardo Martínez Hernández
Explanada Delegación Miguel Hidalgo
"The Road Show is the best, beautiful atmosphere. The activities are great to learn how to feed the family".

Mr. Manuel Moro Valdéz
Centro Educativo Anglo Mexicano
"Teachers and students like this kind of activities, specially with healthy products like fruits. We received good comments from the parents as well".

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