

For fresh fruit and vegetable marketing and distribution in Asia



By Maura
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Chile launches first cherry campaign in Thailand



Campaign will run from December through January across diverse sales channels

Chile has launched its first-ever promotional campaign for fresh cherries in Thailand as it continues efforts to diversify its export markets.

With another record crop expected in 2020/21, the Chilean Cherry Committees said the marketing activities would be tailored to the needs of both importer-distributors and consumers.

Earlier this month, the committee held a Zoom workshop with the top 10 fruit importers and distributors in Bangkok to present the marketing campaign and update the trade on Chilean cherry production and exports, as well as the safety protocols implemented in order to safeguard the supply chain.

Consumer promotions will begin in Thailand and Vietnam in December and run through January across all retail segments. In-store activities will roll out at leading retailers, as well as at

wholesale markets and via outdoor media, including advertising on digital screens at metro stations.

The e-commerce channel will also be targeted by the committee, which will work with influencers or Key Opinion Leaders (KOLs) to promote the various usage occasions and health benefits of cherries.

According to Asoex chairman Ronald Bown, an evaluation study of emerging markets had identified Thailand's potential as a key future export market for Chilean cherries.

"According to our initial 2020/21 season estimates, we are forecasting an almost 36 per cent growth in Chilean cherry exports to the world, hence it makes sense to continue facilitating and promoting our offer in this market as well as South East Asia in general," he said.

Charif Christian Carvajal, marketing director of Asoex, added: "Thailand so far, has not been severely impacted by strict quarantine measures introduced in response to the coronavirus (COVID-19) pandemic. Compared with much of the rest of the world, it's a very different situation currently, where infection levels are at a low level.

"Consequently, consumer demand across multiple sales channels from retail and e-commerce right through to wholesale and wet markets have picked up in the last few months. This is good news for our industry as our exporters and growers can expect to deliver to a market where consumers are open to consuming fresh, safe and healthy cherries from Chile."

The committee said it would evaluate the results of the campaign in order to shape future promotional programmes.

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