

# Chile

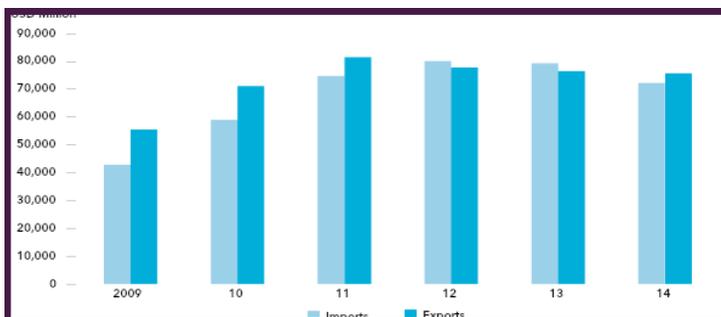
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## Foreign Trade

USDA's Office of Agricultural Affairs, OAA, in Santiago, hereinafter referred to as "Post" reports that Chile has a consolidated position as Latin America's most competitive economy mainly due to its sustained economic growth and openness to trade. Chile is characterized as a free, dynamic and highly competitive market. In addition, consumption patterns in Chile have undergone tremendous transformations during the last few decades Chileans are shifting from locally produced goods to more expensive and higher quality, branded products and are incorporating processed packaged foods for "diet" and "light" foods and beverages. Therefore, U.S. exporters need to be aware of the emerging trends in consumption patterns as well as

pricing when accessing Chilean food market. U.S. exporters must adjust their margins to be as competitive as possible and differentiate products so any value added is understood by the end client and serves to justify a higher price.

Post adds that U.S. food products are perceived by Chilean consumers as high quality. The consumers of U.S. food products mainly belong to the upper and upper middle class, although an increasingly powerful middle class is also emerging as a customer base, especially with the arrival of Wal-Mart in Chile with its brand Great Value. In this sense, U.S. suppliers have been successful in positioning their brands at both the lower end as well as higher end brands in Chile.



Chile's Total Foreign Trade 2009-2014

## Best Product Prospects:

**The supermarket industry is constantly looking for new products to satisfy upscale consumer demand.**

Post advises that products present in the market with good sales potential include baby formula; baking food and mixes; breads and cookies; candy (gummies, chewing gums, marshmallows, etc.); cereal; dairy products (yoghurt, cheese, milk varieties); and products from the functional and/or health and wellness food sector.

They add that fruit juice and soft drinks; hot dogs; ice cream; lactose free dairy products; olive oil and cooking oil; pastas; pet food; pork; poultry; distilled spirits; beer; snacks; sweeteners; tomato sauce; and tuna also have good sales potential.

## ***We Are Here to Help***

*<http://www.foodexport.org>*

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



### **Export Education**

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

### **Analyze Market Potential**

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

### **Export Assistance**

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

*"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)*

### **Enter New Markets**

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

### **Trade Missions**

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

### **Increase Market Share**

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

**For More Information Contact:**



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