

GANADERA PETEROA LTDA:

EXPORTING FRESH FRUIT AND WINE
TO THE HEART OF CHINA

GROWER AND EXPORTER



Chile

MISIÓN COMERCIAL CHINA
2015

SAGRADA FAMILIA, VII Región – CHILE
2015

pro|CHILE

OFICINA COMERCIAL DE CHILE

WHO WE ARE

Ganadera Peteroa Ltda. started at the earlies 40's when Eugenio Tagle Valdes bought two farms: Fundo Peteroa and Rinconada de Lautaro. Today his sons and grandchildren are developing and ambitious investment plan to project the Company to the future.

The Company is organized in 4 business areas: Frech Fruits, Vineyards, Forestry, Seeds and annual Crops.

The farm has 700 hectares with good soil condition to growth fruits but today only 560 has are planted with:

Fruits Orchards 140 has

Vineyards 223 has

Seeds and annual crops: 200 has.

Additonally, the field has 1640 hectares with forest of pine and eucalyptus, whitch are growing, handing of puring and thinning.

WHO WE ARE

Full name

GANADERA PETEROA LIMITADA

RUT

89.621.400-4

Fancy name

GANADERA PETEROA LTDA

Years of activity

13

Certifications:

GLOBAL GAP 4.0

CODIGO NACIONAL SUSTENTABILIDAD VIÑAS DE CHILE (CHILE VINEYARDS SUSTAINABILITY)



WHERE WE ARE

City: SAGRADA FAMILIA

Address: FUNDO LOS QUILLAYES,
SAGRADA FAMILIA

Region: MAULE

Country: CHILE

Phone number: +56982342054





WHERE WE ARE



35°05'39`` S

71°27'51`` O



PRODUCTS PROFILE

FRESH CHERRIES it is the main produce. Cherries are packed in 5 Kg box and shipped to the farthest markets by both plane and vessels. This is a very early production from second week of November until first week of December.

The varieties: Santana, Lapins and Royal Dawn

PLUMS: packed in 9,2 and 7,2 Kg box, varieties: Black Ambar, Fortune, Larry Ann, Autumn pride, Angeleno and Autumn Giant

PEARS: packed in 18 Kg box varieties: Summer Bartlett, Red Bartlett, Packham's, D'Anjou, Abate Fetel, Cossia and Forelle.

WINES AND VINEYARDS: 223 has total with 2.765.000 lts. Varieties: Cabernet Sauvignon, Syrah, Merlot, Malbec (Cot), Petit Verdot, Carmenere, Chardonnay, Viognier, Carignan. Bulk and bottled wine.



PRODUCTS DETAILS

Product description	Tariff code	Total exported year 2014 (MMUS\$)	Total exported year 2015 (MMUS\$) to China	Total Exported 2015 (tons)	Total Estimated 2020 (tons)
Fresh Cherries	080929	U\$2.679	U\$2.460	270	900
Fresh Plums	080940	U\$109	U\$880,0	745,2	2.000
Pears	080820	U\$196,5	U\$0	244	600
Bulk Wine	220429			2.765.000 lts	4.000.000 lts
Bottled Wine	220421			3.600.000 bottles (potential)	5.300.000 bottles (potential)
Total		2984,5	U\$2.550,0		



INFORMATION FOR MATCHING WITH LOCAL IMPORTERS

MAIN TARGETS: Deal with end chain customers as a retailers and distributors especially from the center of the country or the far areas as well. We are looking to contact customers where the cherries and other produces did not get easily.

In addition, we want to set a commercial branch in Shanghai in order to promote our products and contact new customers. That office must be capable to import the products into the China.



BRANDING

