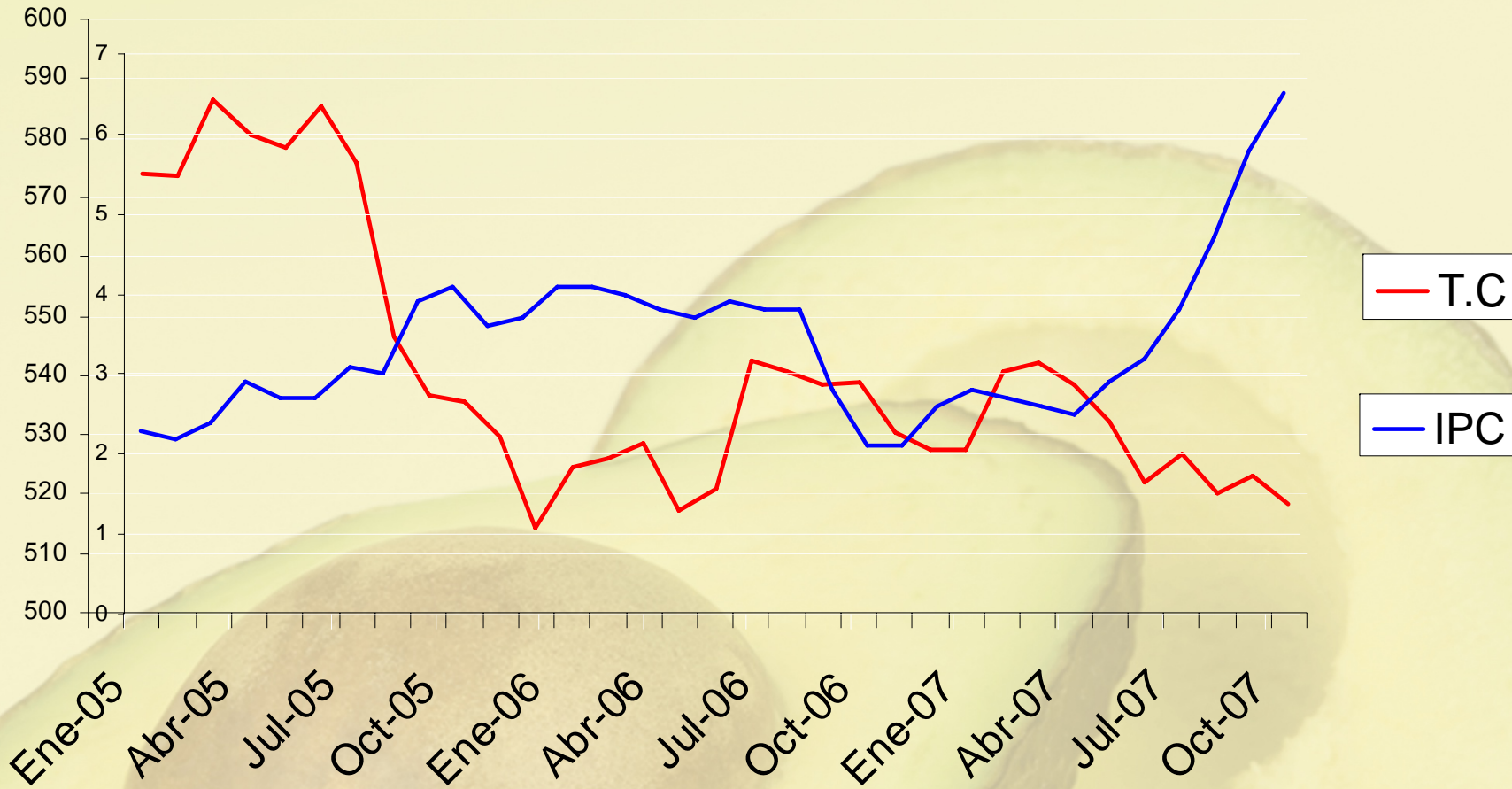


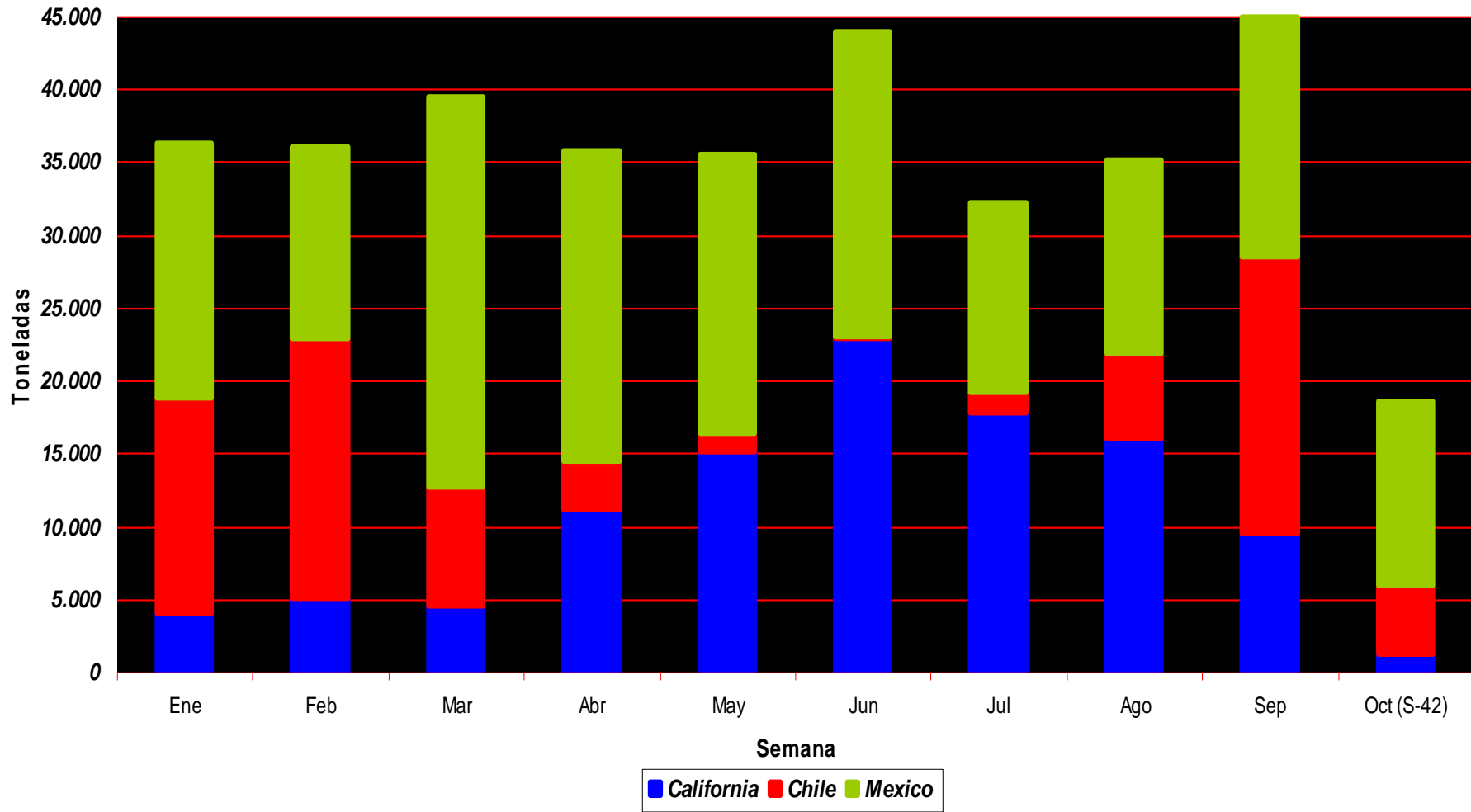
CAIA



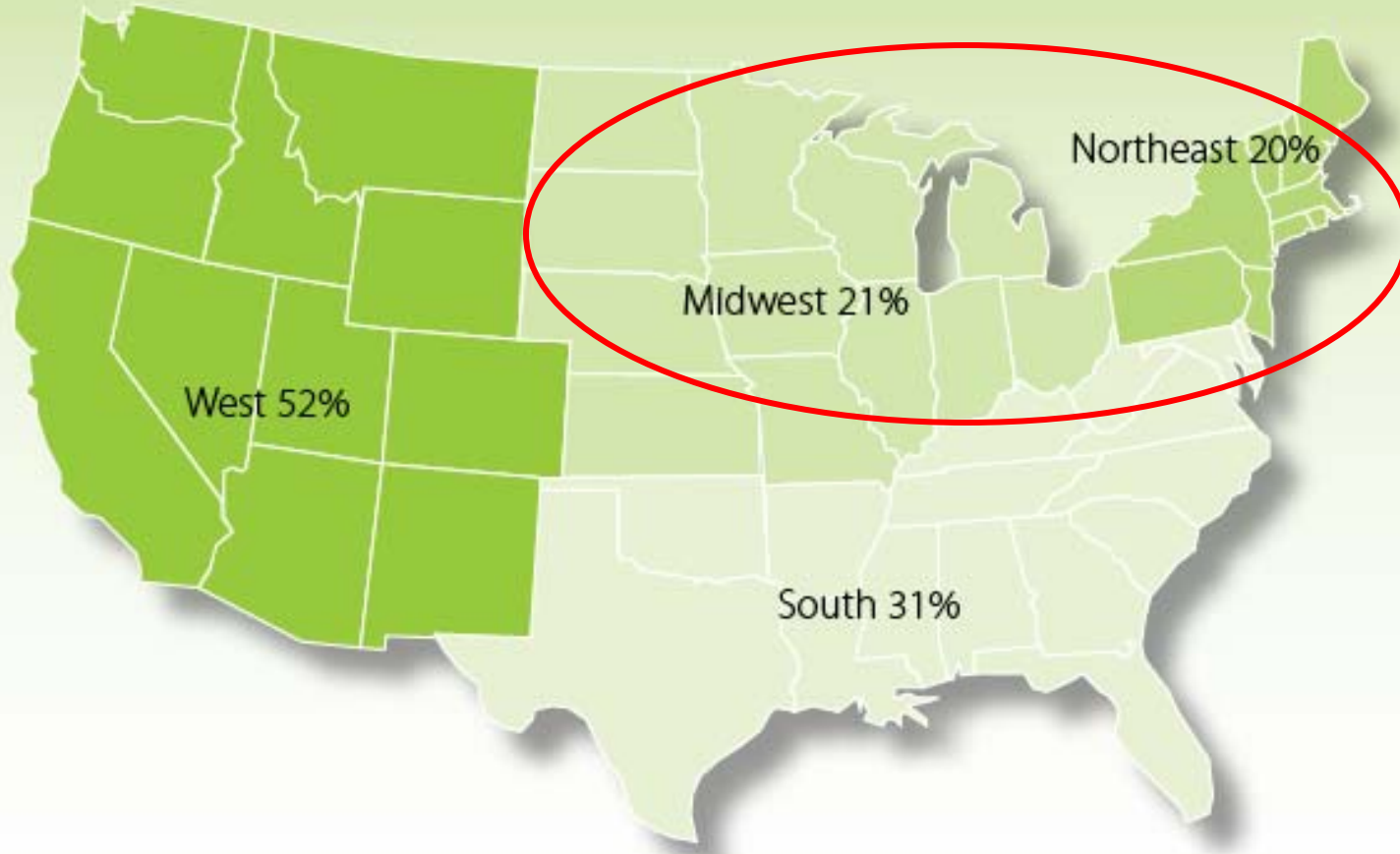
# Tipo de cambio vs inflación



### Abastecimiento Según Origen mercado USA 2007



# LIKELIHOOD OF PURCHASE BASED ON REGION



[www.ThePacker.com](http://www.ThePacker.com)





CHILEAN  
HASS  
AVOCADOS



CHILEAN  
HASS  
AVOCADOS

# CAIA Reaches Latino Consumers in U.S.



Latino Outdoor Boards



Sponsor of Fiesta Patrias Santa Ana, California



Outreach to magazines such as "Latina"

Ingrid Hoffmann's "Delicioso" show on Galavisión



# Retail Specific Programs



Make the Most of Your Produce

**The Fresh Produce In The Central Valley**

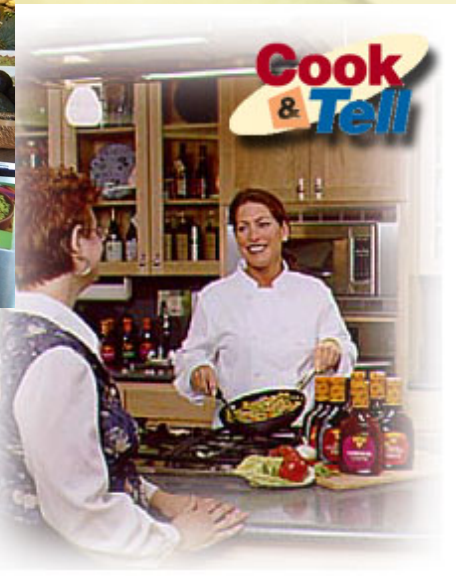
**Large Hass Avocados**  
 Fresh From Sunny Clats  
 • Rich And Creamy  
 • Perfect For Guacamole  
 • Perfect For Salsas  
 • Perfect For Smoothies  
 • Perfect For Snacks

**58¢ PER LB**

**Produce Manager Bill**  
 Thinking To Prep To Present  
 Ripe And Ready To Eat Hass  
 Avocados From Sunny Clats  
 Always Ripe And Ready To  
 Enjoy. Bill Suggests You  
 Try Them In A Sandwich  
 Featuring Roast Pork  
 Signature Swiss Sausage  
 Bread. Add Them To Salads  
 Or Make Fresh Guacamole  
 Today.

**Domatoes On The Vine**  
 One Pound 1.99

**Fresh Broccoli Crowns**  
 One Pound .99



**Raley's**



**COSTCO WHOLESALE**









# Simply Sensational Entertaining

## Cross-Promotion Hispanic Heritage Month (Sept-Oct)

### Wine Neck Hanger with coupon

GREAT CROSS-MERCHANDISING OPPORTUNITY THIS SEPT/OCT

**CONCHA Y TORO**

**BUILD YOUR OWN FIESTA**  
EXCITING RECIPES!

**\$1 OFF ANY TWO**

**CHILEAN HASS AVOCADOS**  
**50¢ OFF TWO**

**ISABEL'S BOLD LATIN CANTINA**  
FLAVORS FROM THE CALIFORNIA KITCHEN

CELEBRATE NATIONAL HISPANIC HERITAGE MONTH | SEPT 15 - OCT 15

**SAVE 50¢**  
ON TWO

**CHILEAN HASS AVOCADOS**

**NOW!**

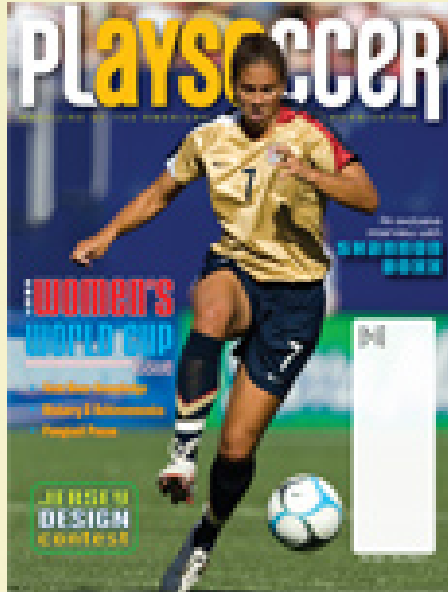
NO WINE PURCHASE NECESSARY.  
Coupon void where prohibited, taxed or restricted.



**1500 Stores participated**  
**75+ million consumer gross impressions**



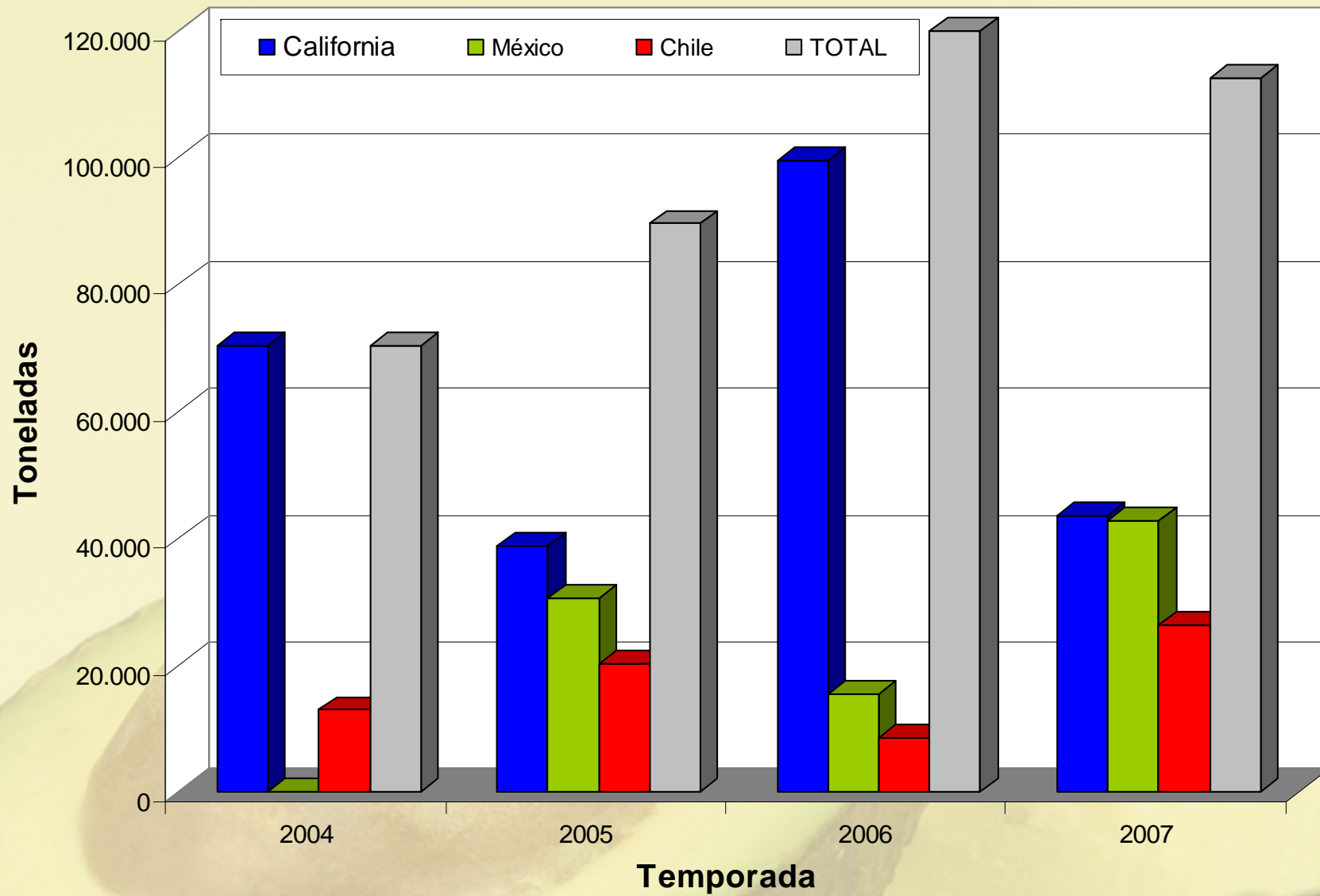
Largest Youth Soccer Organization in U.S.



LA MEJOR MOVIDA  
EN SABOR Y SALUD



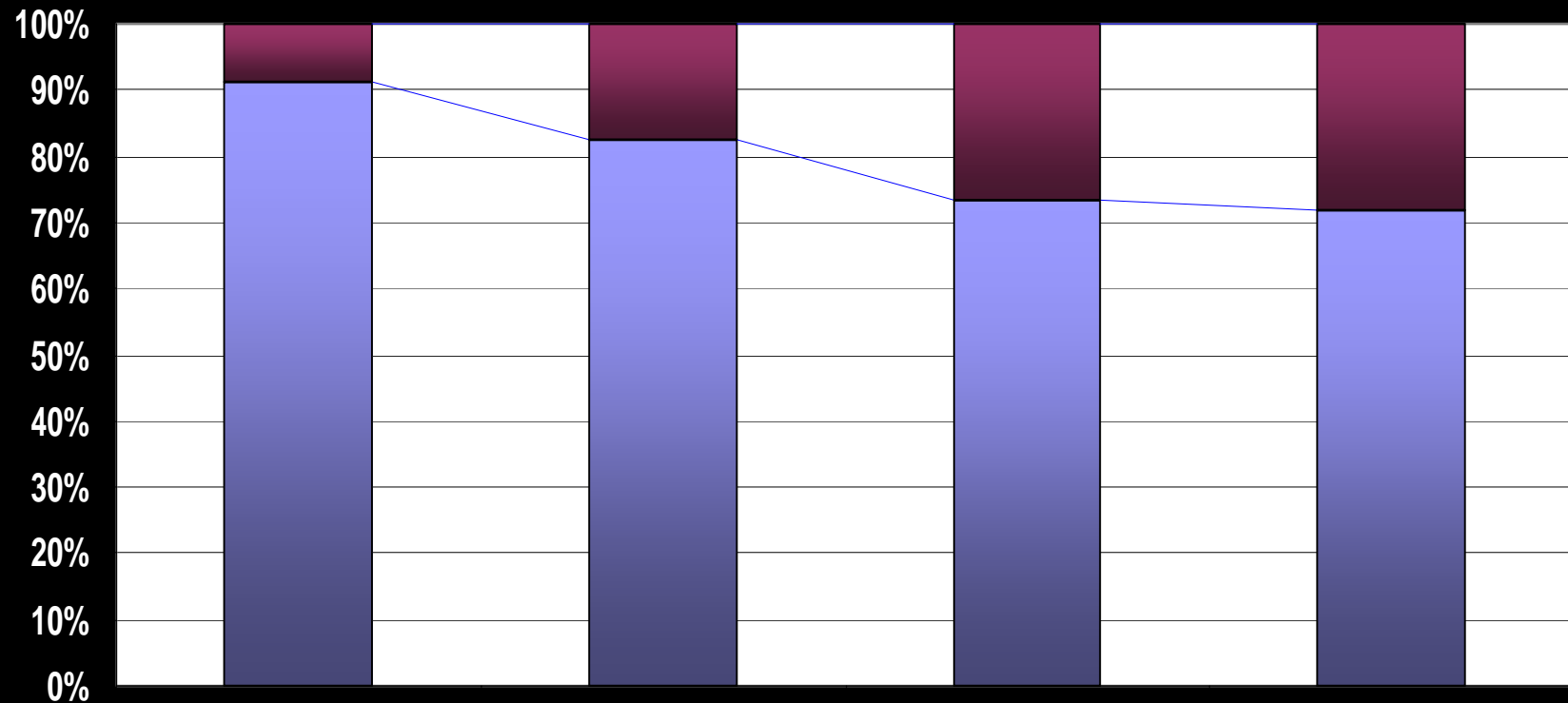
## Transición Trimestre Jul-Sep mercado USA





CHILEAN  
HASS  
AVOCADOS

## Relación entre los Mercados de USA y Europa



■ Europa

11.477

17.991

41.934

16.472

■ USA

121.259

85.480

116.150

42.044

Temporada

■ USA

■ Europa



CHILEAN  
HASS  
AVOCADOS



GRACIAS

