



## VISION DE UN IMPORTADOR USA



# Agenda



Regiones de Abastecimientos para USA



Perspectiva del Consumidor USA

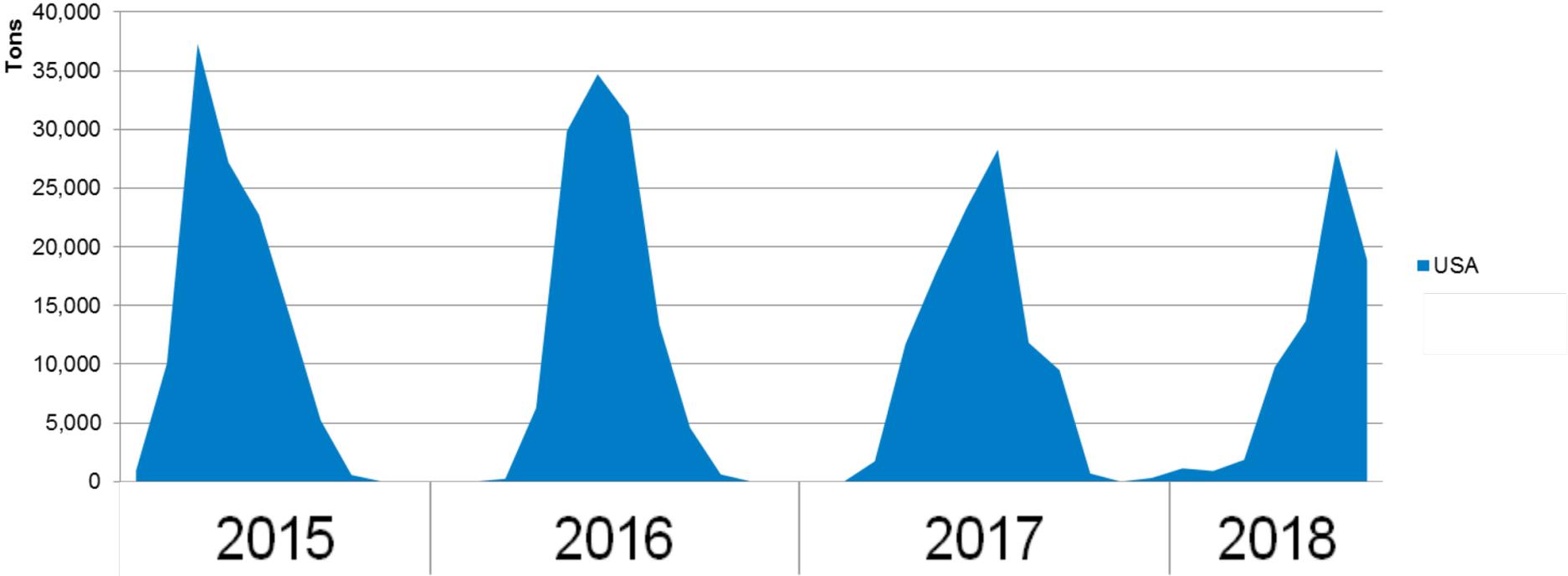


Propuesta de Walmart al Cliente



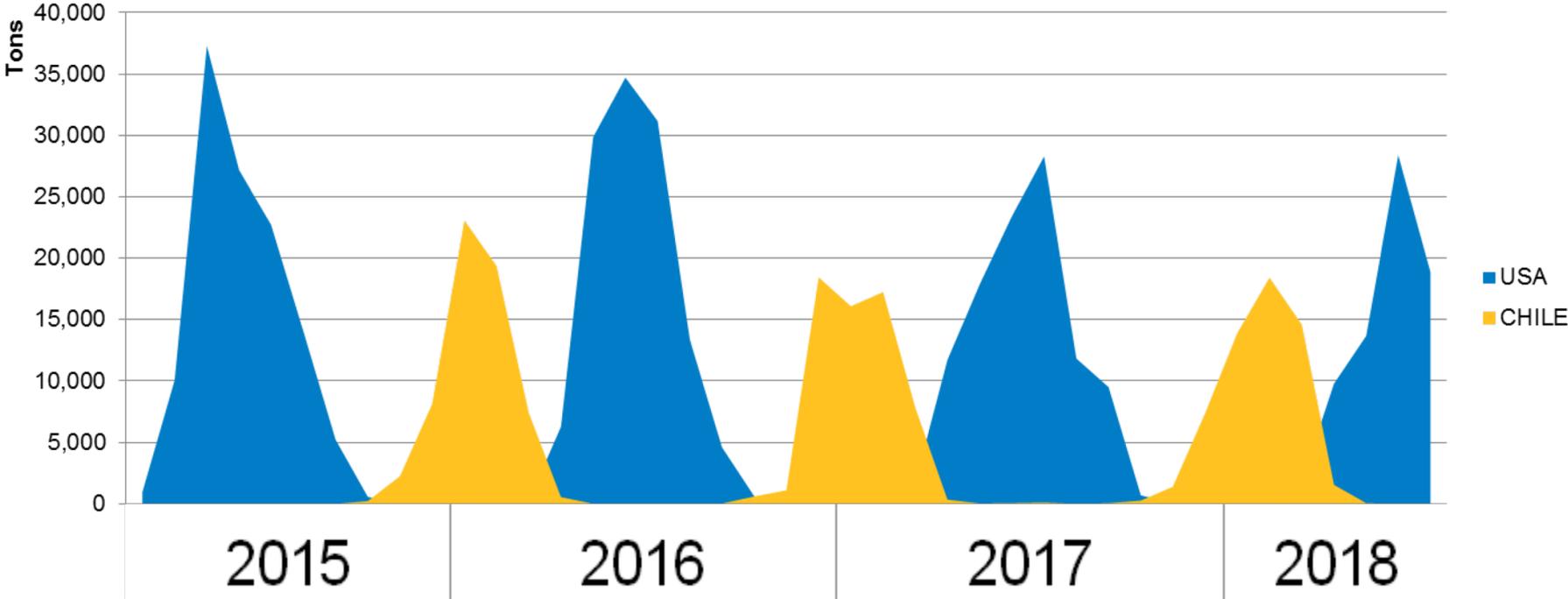
Oportunidades y Desafíos

# Regiones de Abastecimientos para USA



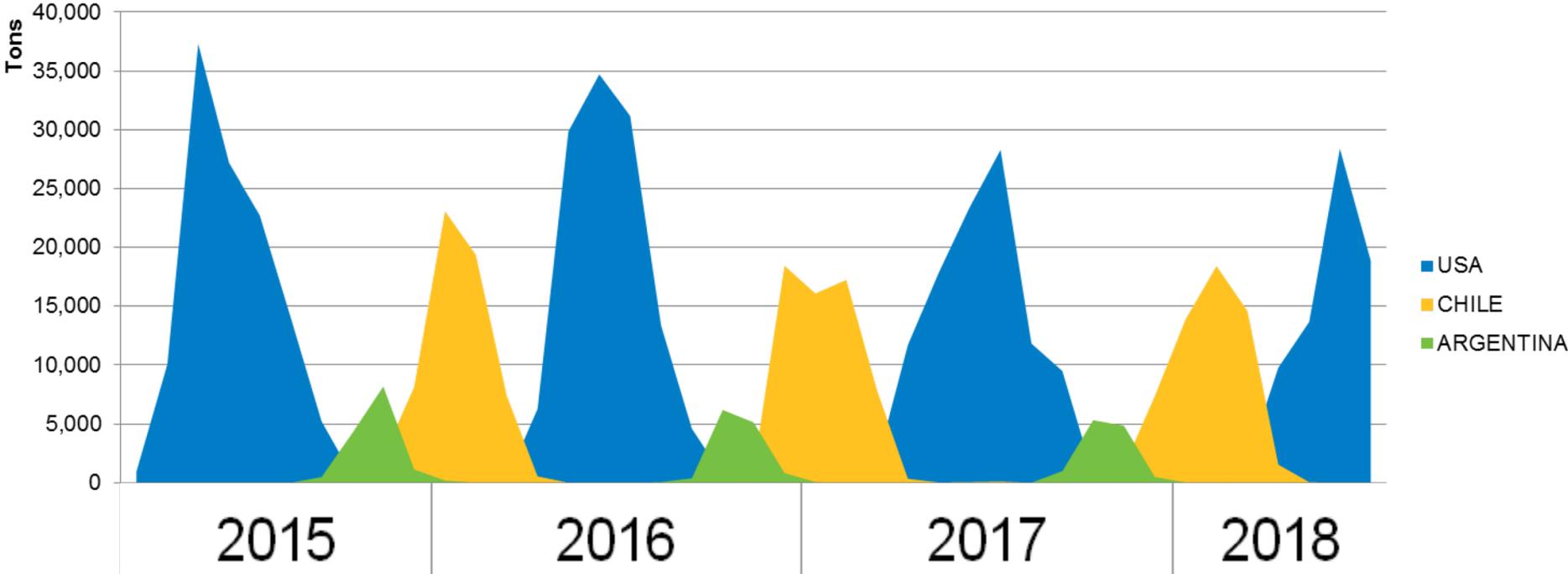
\*USDA - Agricultural Marketing Service

# Regiones de Abastecimientos para USA



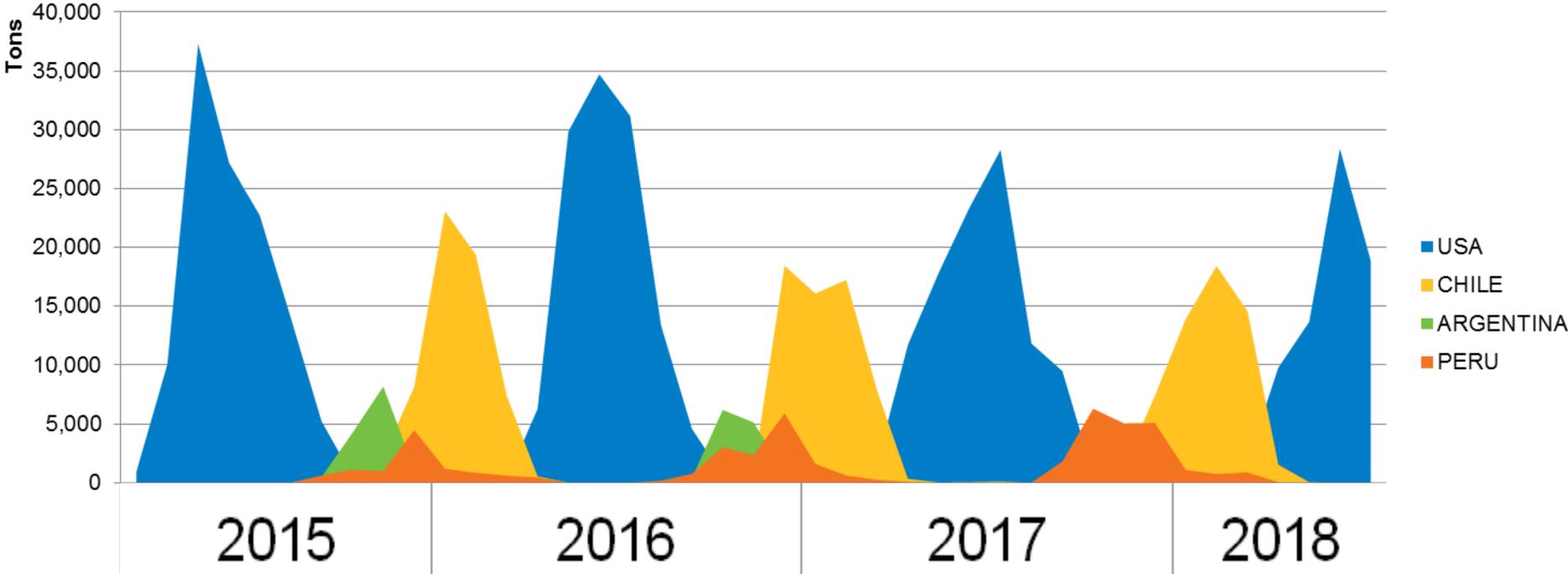
\*USDA - Agricultural Marketing Service

# Regiones de Abastecimientos para USA



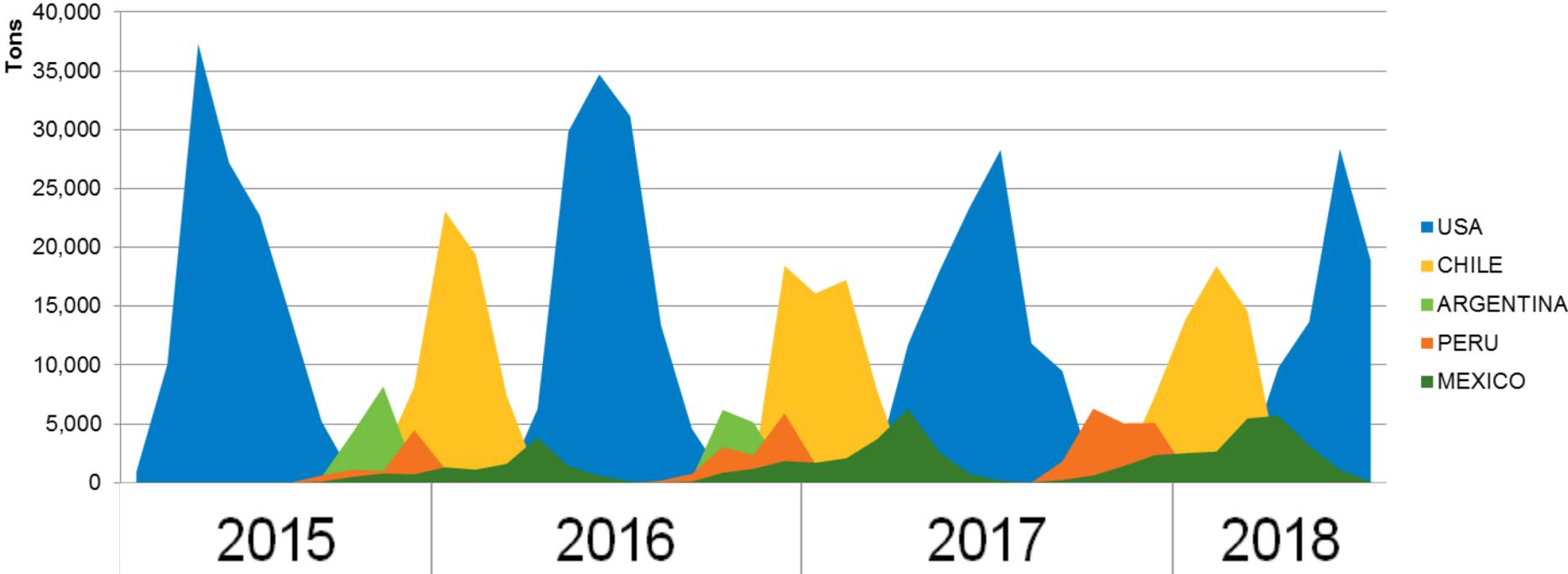
\*USDA - Agricultural Marketing Service

# Regiones de Abastecimientos para USA



\*USDA - Agricultural Marketing Service

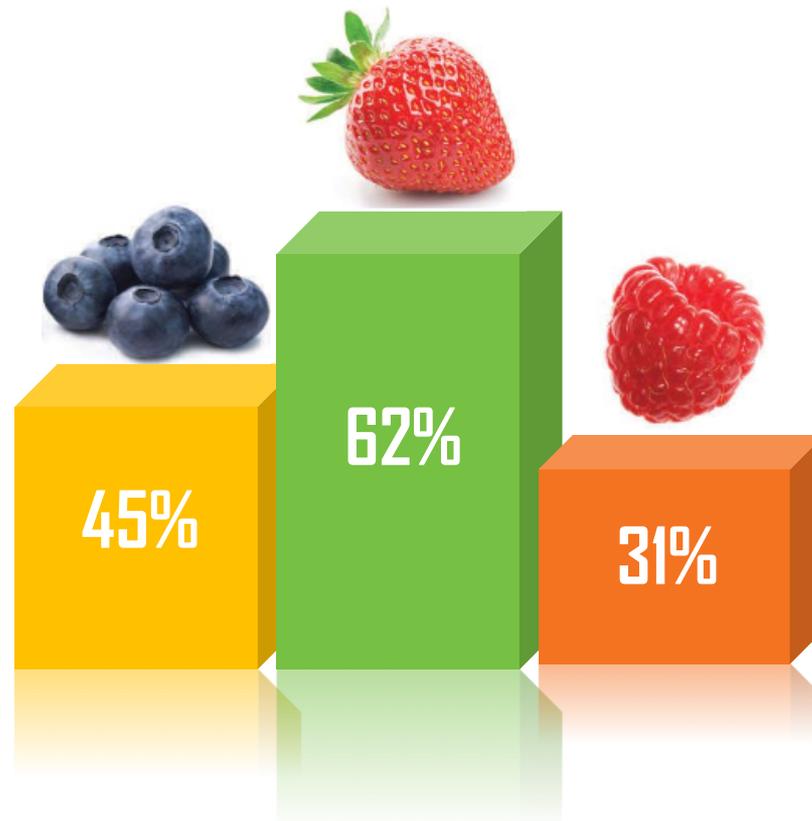
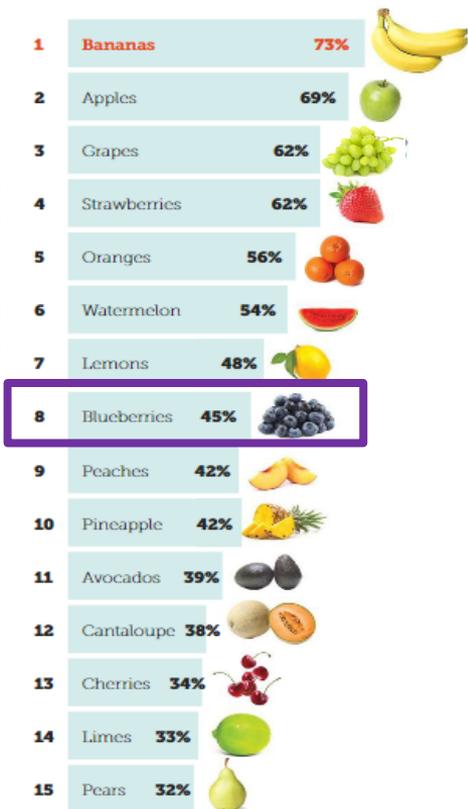
# Regiones de Abastecimientos para USA



\*USDA - Agricultural Marketing Service

# Perspectiva del Consumidor USA

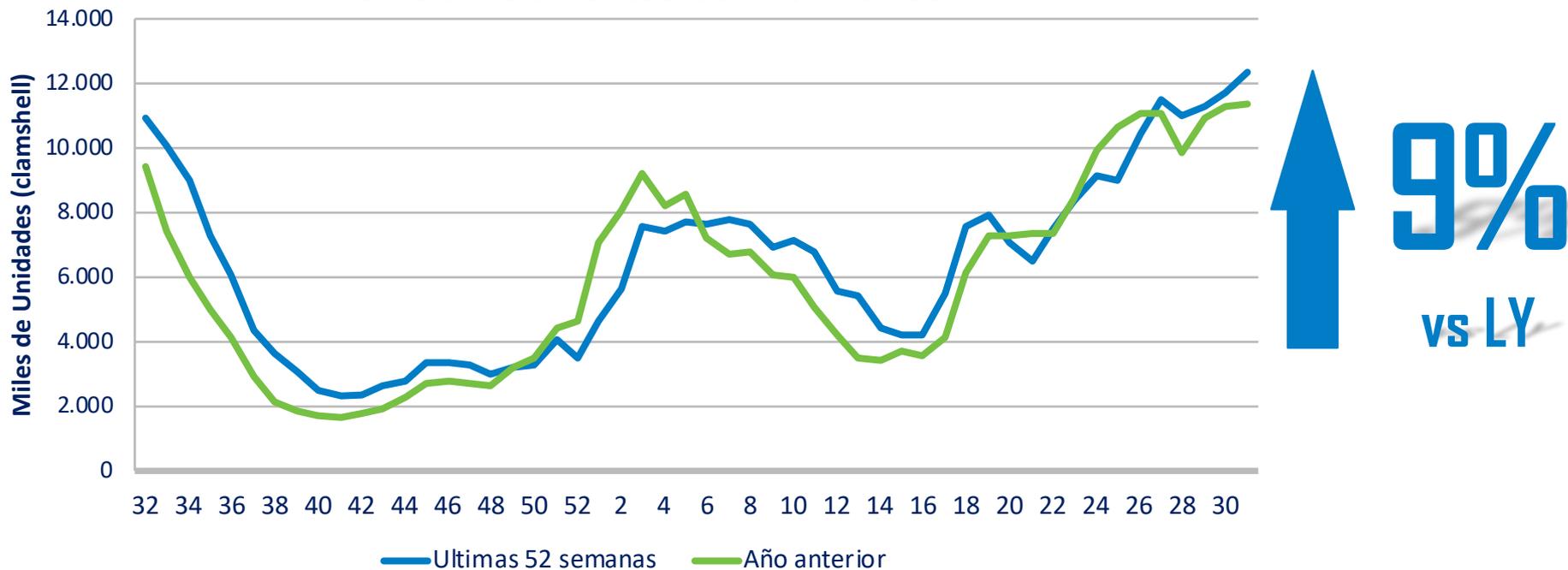
## THE PACKER TOP 15 FRUITS



\*The Packer – Fresh Trends 2018

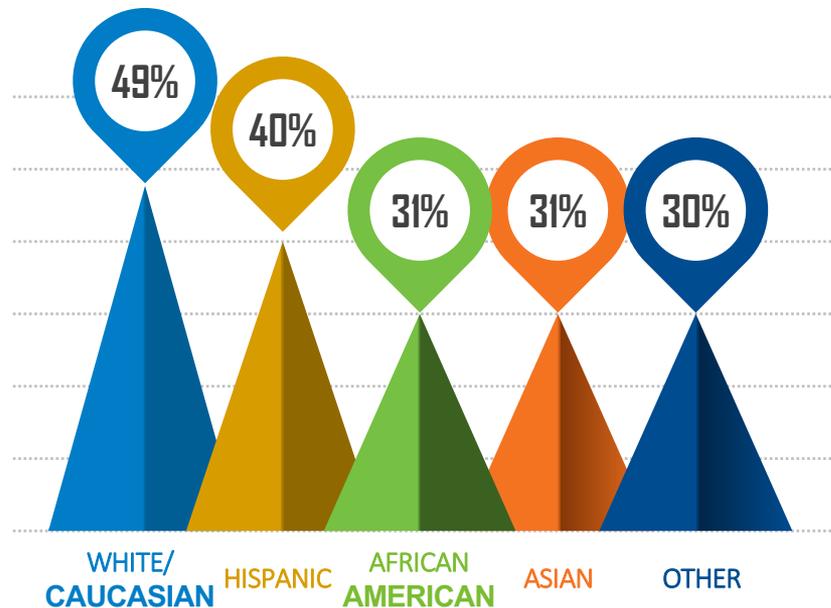
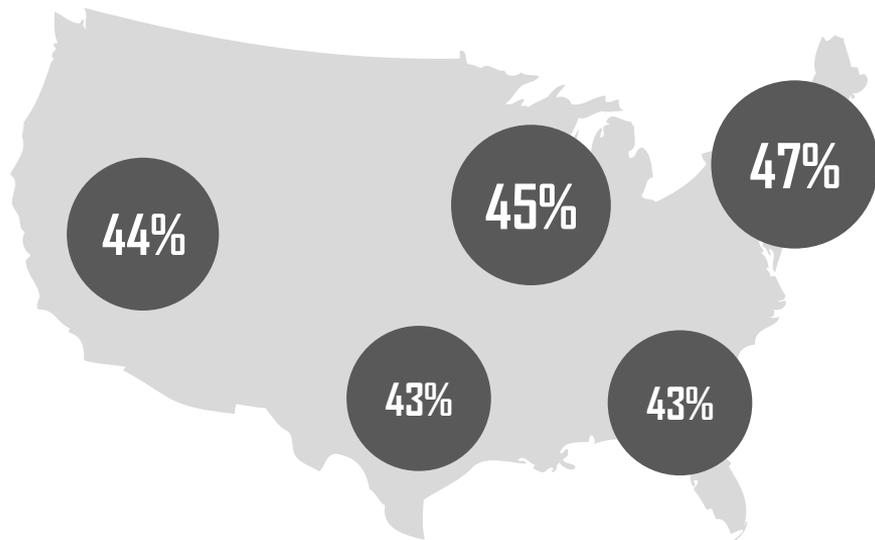
# Perspectiva del Consumidor USA

## Evolución de Ventas de Arándanos



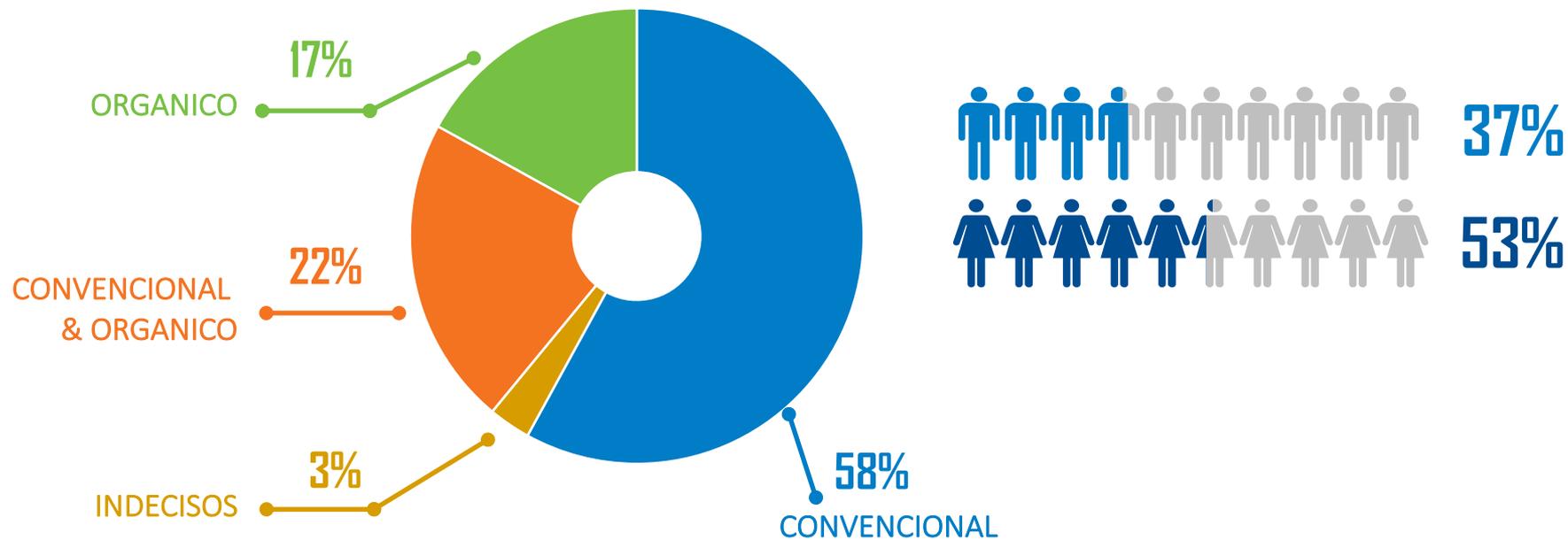
\*Nielsen - Last 52 Weeks Report

# Perspectiva del Consumidor USA



\*The Packer – Fresh Trends 2018

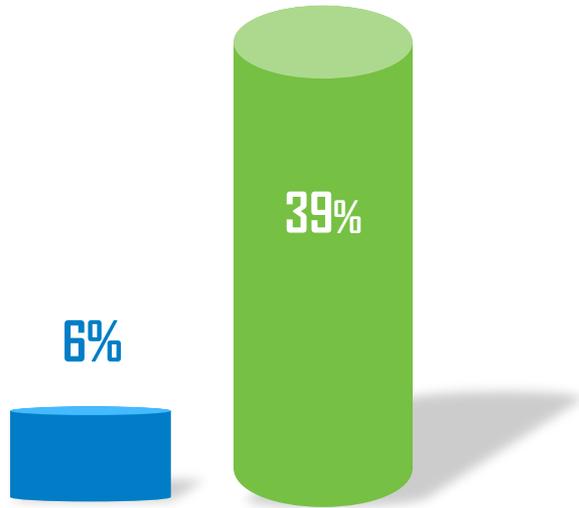
# Perspectiva del Consumidor USA



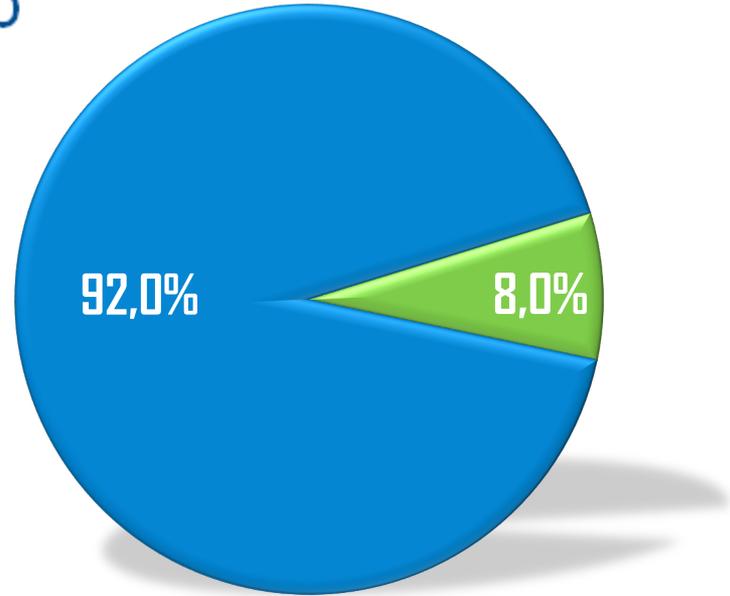
\*The Packer – Fresh Trends 2018

# Tendencia de Convencional vs Orgánico

■ Convencional ■ Orgánico



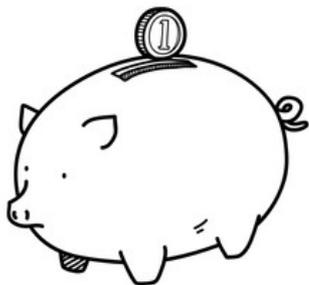
Growth



Participation

\*Nielsen - Last 52 Weeks Report

# Propuesta de Valor Walmart al Cliente



CIC

Culinary & Innovation  
Center



# Walmart “Culinary & Innovation Center”



# Qué busca el Consumidor?

PRECIO ●

● FIRMEZA

DULZOR ●

● CALIBRE

BALANCE  
DULCE / ACIDO ●



● TEXTURA

# Oportunidades



Oportunidad de Ventas\*

100%

Mejor Mes  
de Venta

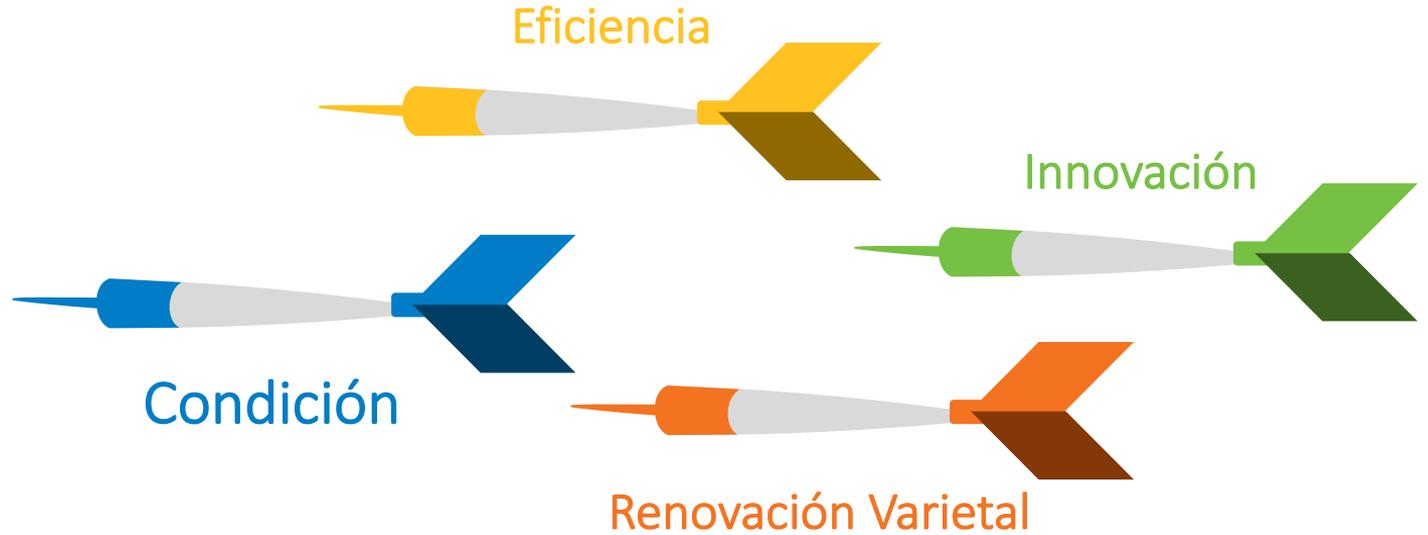
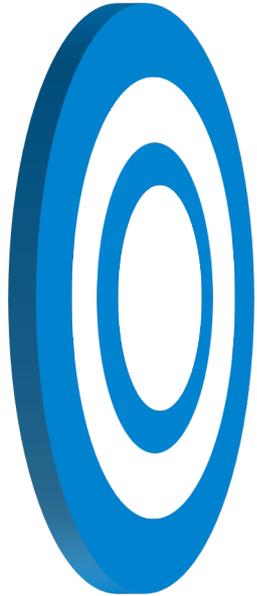
65%

Temporada  
de Importación

\*Unidades (kg)

\*Walmart Sales Report 2017-2018

# Desafíos



# Y Ahora Qué Sigue?

ALTERNATIVAS  
A LA FUMIGACION

ORGANICO

NUEVAS  
VARIETADES

CALIDAD &  
CONDICION

RESPONSABILIDAD  
SOCIA EMPRESARIAL

SUSTENTABILIDAD





## PREGUNTAS O COMENTARIOS...

[JOSE.DIAZ@WALMART.COM](mailto:JOSE.DIAZ@WALMART.COM)

