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FOR IMMEDIATE RELEASE

Update on Chile earthquake impact on fruit supplies

SANTIAGO, CHILE (March 3, 2010)— The Chilean Exporters Association (ASOEX) has surveyed the industry to assess the condition of the infrastructure, including internal transportation, electrical and port services.

Results indicate damage in major production areas and in the infrastructure, including packing stations and cold storage facilities. Seventy-eight percent of the damage occurred in regions VI, VII, Metropolitan Region and VIII, affecting mostly tablegrapes, apples, pears and blueberries.

Consensus among industry exporters and growers, however, is that the critical issues will be resolved within the next five working days, with a return to relative normality. Additionally, companies are showing the expected solidarity and are working together to ensure that the industry will be back on its feet and operating normally.

Meanwhile, the Chilean government has put in place well-rehearsed plans and programs to help speed the recovery of operations. Authorities have begun to repair the highways and bridges that are crucial to the transport of fruit from the growing areas to the ports. Since last Saturday's earthquake, most areas have remained connected through alternative routes, but there have been inevitable delays in arrival times.

As of Wednesday, the Santiago Airport had begun servicing both incoming and outgoing flights from almost all major airlines for international and domestic routes, but

with some key delays, it will take a few more days to return to full capacity.

The country's main port of Valparaiso is loading from piers No. 1, 2, 3 and 6, working at 90% capacity. The northern fruit port of Coquimbo is operating normally and receiving without any problem fresh fruit that has been redirected from other ports.

Chile's second-largest port, San Antonio, is operating at 60% capacity through the terminal EPSA (Empresa Portuaria de San Antonio) via piers 4, 5, 6 and 7, while the STI (San Antonio Terminal Internacional S.A.) is currently lacking electrical supply. Power is expected to return shortly, and will then be functioning at 90% capability. The small amounts of fruits that were destined to the port of Lirquén will have no problem being forwarded to alternative ports.

In regards to the fruit inspection sites servicing the U.S. market, all five facilities are up and running and receiving fruit for inspection.

“There are still some production areas as well as packing and cold storage facilities that have either no electrical supply or that have highway infrastructure damage, but through our discussions with authorities, complete electrical supply should be restored within the next 48 hours,” said Ronald Bown, Chairman of the Board for ASOEX. “All involved in the growing, harvesting and shipping of fresh fruit in Chile are committed to holding distribution disruptions to a minimum.”

ASOEX would also like to thank the international fruit community for its continuing support and would like to emphasize that fruit growers and exporters in Chile are committed to reducing the impact of this tragedy.

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Notes to Editors: The Chilean Exporters Association (ASOEX) is a non-profit private entity, founded in 1935, which represents Chile's fresh fruit exporting industry. Its members represent over 90% of the total volume of fresh fruit exported from Chile.