



19 noviembre 2020

Charla: Irradiación de frutas chilenas y el mercado estadounidense

Patrick Haines

Walmart Global Produce Sourcing Chile



Walmart corporate info



Total retail units	11,484
Walmart U.S.	4,753
Sam's Club U.S.	599
Walmart International	6,132



56 Banners in 27 countries and E Commerce operations in 10 countries
Walmart employs 2.2 million people worldwide and 1.5 million in the US



- **Save money. Live better.**
 - 1. Respect for the individual**
 - 2. Service to the customer**
 - 3. Strive for excellence**
 - 4. Integrity always**



Walmart US Produce

Corporate.walmart.com

Facts

Over 4700 stores – Walmart Supercenter and Walmart Neighborhood Market stores
Almost 50 fresh distribution facilities from coast to coast
(Most recent quarter) Walmart U.S. comp sales increased 9.3%, led by strength in general merchandise and food.

Produce business

Walmart fresh is available within 16 k (10 miles) of 90% of the US population
Produce 2.0 program refreshing the departments
Expanded Online ordering/ Pickup and Delivery
Walmart US is #1 North American importer of Chilean fruit



RETAILERS

Walmart Reveals Produce 2.0 Merchandising Reset

New sets coming to thousands of stores

By *Jon Springer* on Nov. 20, 2019

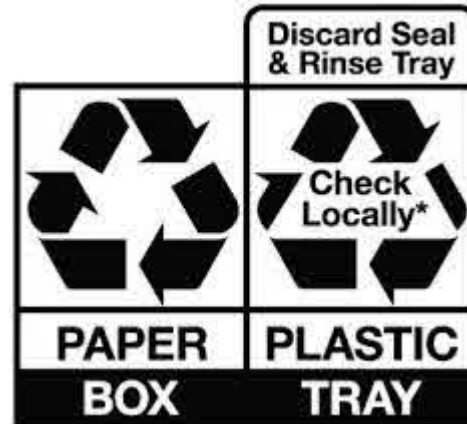
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Irradiation in Walmart US fresh produce

- * Limited experience - very small sample size
- * Results may change and may not be replicable
- * Many competing label claims/logos
 - Country of Origin
 - USDA Organic
 - Fair Trade
 - Rain Forest Alliance
 - How to Recycle



Case study: Guavas from Florida only

- Historic limited distribution – along Mexican border states and Florida
- Inconsistent color and ripening
- Unattractive presentation
- Very short shelf life and travel
- Quality control high rejection rates
- High food waste/markdowns
- Very much a niche item for LatinX customers who already know the item

Old store display



Case study: Guavas from Mexico

With Irradiation

- Expanded distribution to include Washington, Illinois, NY
- Expanded shelf life
- Attractive presentation and consistent color and maturity
- Virtually zero rejections
- Greatly reduced waste
- Expanded customer base
- Mexican guava imports increased 52% in one year

Current package design



Front Label



Back label



PREMIUM
Guava
& Ginger JUICE

Peel and cut the ginger into thin slices.
Remove the crown and cut the Guava into halves.
Remove the seeds using a spoon.
Add water, ginger, Guava, and lime juice into the blender.
Add your preferred sweetener (honey, sugar, stevia, or other)
Blend 45 seconds at high speed.
Add ice or chill and Enjoy.

More video recipes at:
YouTube.com / premiumguava
www.premiumguava.com

INGREDIENTS:

- Water → 2 cups
- 4 guavas → 8 oz
- Fresh ginger → 1 oz
- Lime juice → 1 piece
- Sweetener - - - To taste

DISTRIBUTED BY:
SPRING VALLEY FRUITS LLC
Ph. (956) 618-2239
contact@springvalleyfruits.com

10 min 2 servings

6 14360 00048 0

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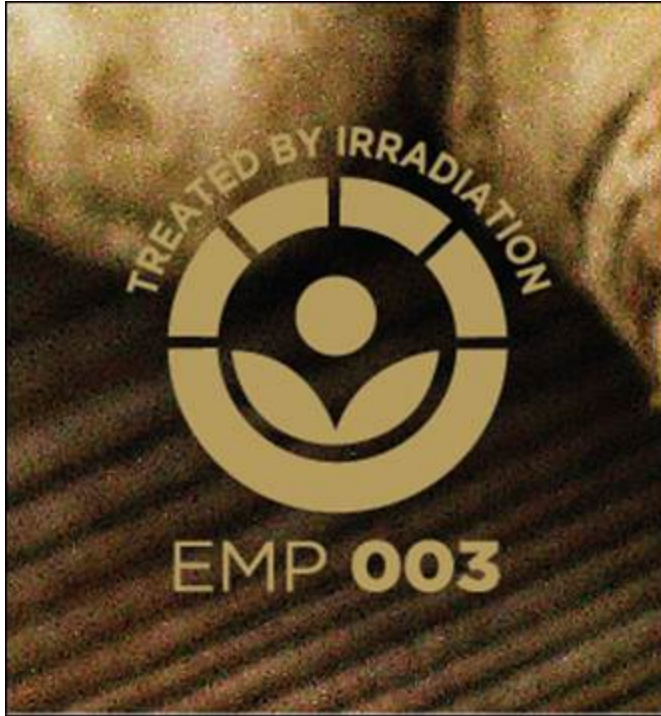
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Note: A red circle highlights the ginger root in the bottom left corner of the image.

Irradiation label

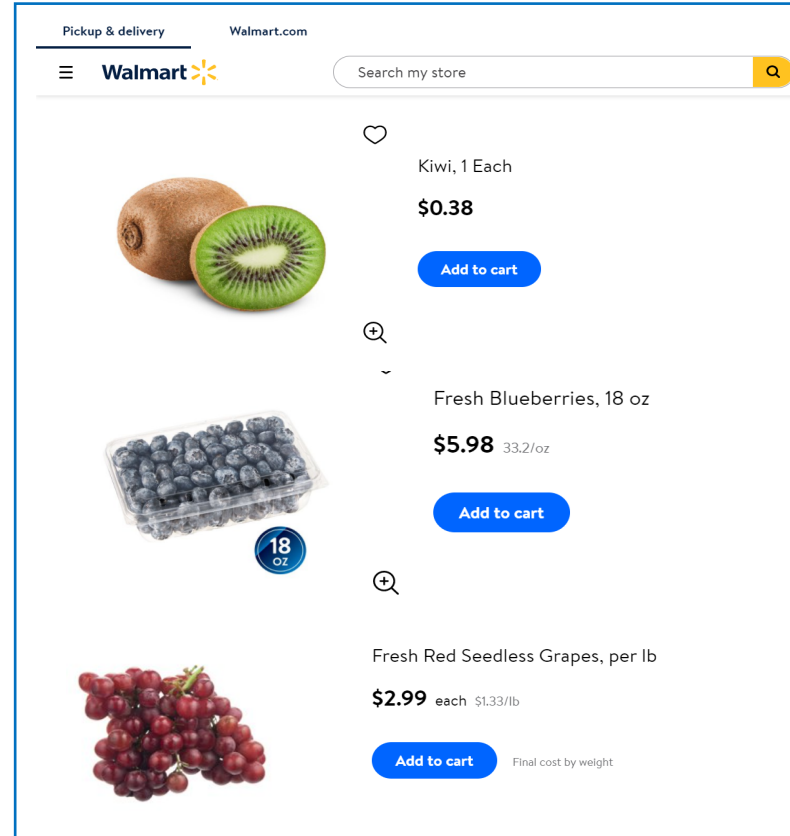


- **Very clear**
- **Not very threatening or scary**

Would Chilean fruit see the same level of success?

Some thoughts:

- All of these items are damaged by the cold chain break for fumigation
- None of these fruits are as underdeveloped as guava
- There are often alternative sources that do not require fumigation (Peru, Mexico)
- Retailers like Walmart are always looking to improve store and home shelf-life
- Customer perception could change
- Always interested to innovate on behalf of customers (Walmart has monitored E-Beam irradiated mangos in a non-commercial test in conjunction with Texas A&M)



The screenshot shows the Walmart.com interface with three fruit products listed. At the top, there are options for 'Pickup & delivery' and 'Walmart.com', a search bar, and the Walmart logo. The first product is 'Kiwi, 1 Each' priced at \$0.38, with an 'Add to cart' button. The second product is 'Fresh Blueberries, 18 oz' priced at \$5.98 (33.2/oz), also with an 'Add to cart' button. The third product is 'Fresh Red Seedless Grapes, per lb' priced at \$2.99 each (\$1.33/lb), with an 'Add to cart' button and a note 'Final cost by weight'.

Pickup & delivery Walmart.com

Walmart

Search my store

Kiwi, 1 Each
\$0.38
Add to cart

Fresh Blueberries, 18 oz
\$5.98 33.2/oz
Add to cart

Fresh Red Seedless Grapes, per lb
\$2.99 each \$1.33/lb
Add to cart Final cost by weight

