

International Nut & Dried Fruit Council

Marketing Issues: Export Markets, Marketing and Consumers

Giuseppe Calcagni

Vice Chairman

Chairman of the Scientific and Government Affairs Committee

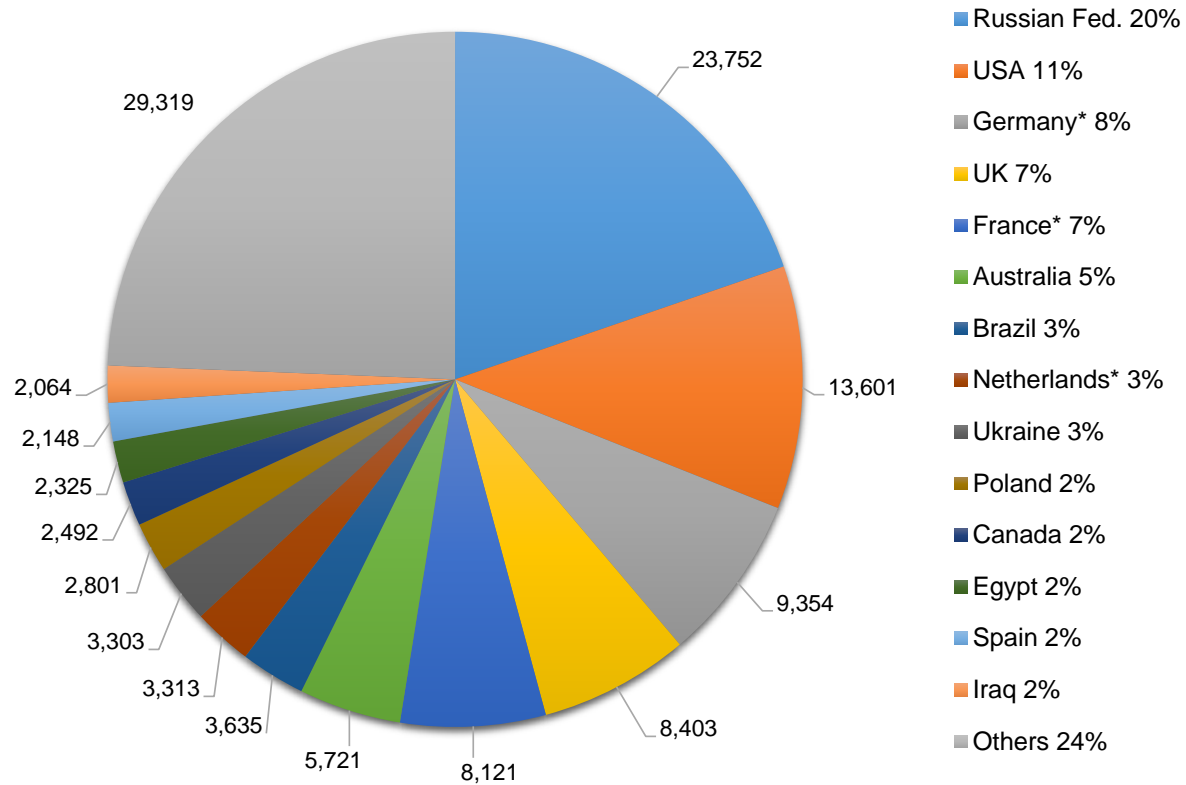
Chairman of the Statistics Committee



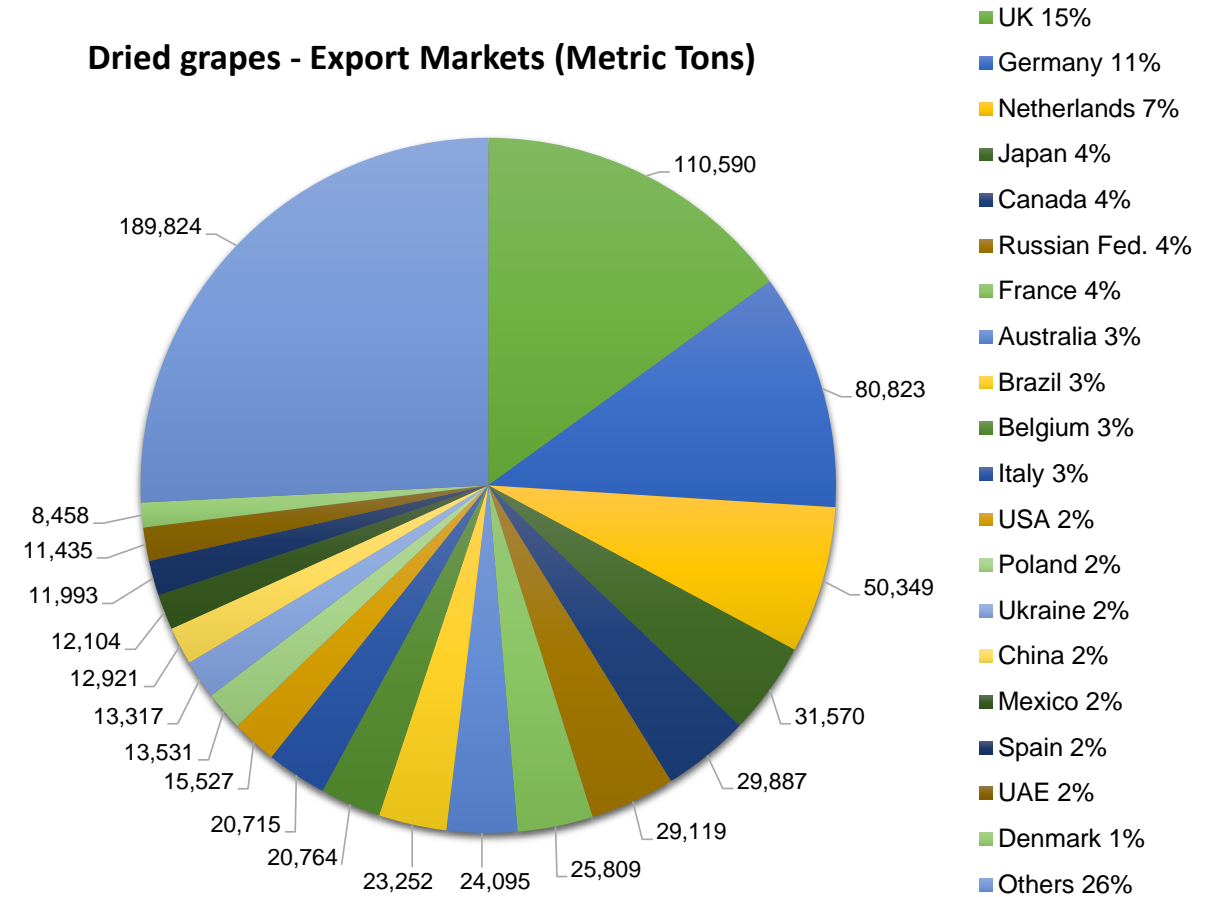
- **Baking & Cooking.** The Dried Fruit Market benefited from an increase in home baking.
- **Healthy Snacking.** Governments are boosting campaigns to combat obesity.
 - In Adult Snacking, growth towards Nuts, Seeds / Mixes and tropical's.
 - Mueslis/muesli bars with nuts and dried fruits becoming increasingly perceived as healthy, quick breakfast and snack alternative.
- Exotic and high-quality products.
- Organic products.

Export Markets

Dried apricots - Export Markets (Metric Tons)



Dried grapes - Export Markets (Metric Tons)



Marketing: Morocco



Marketing: China



Marketing: Istanbul



Marketing: Malatya



Marketing: EU

Tesco Sweet Free Checkouts



Tesco Kiosk



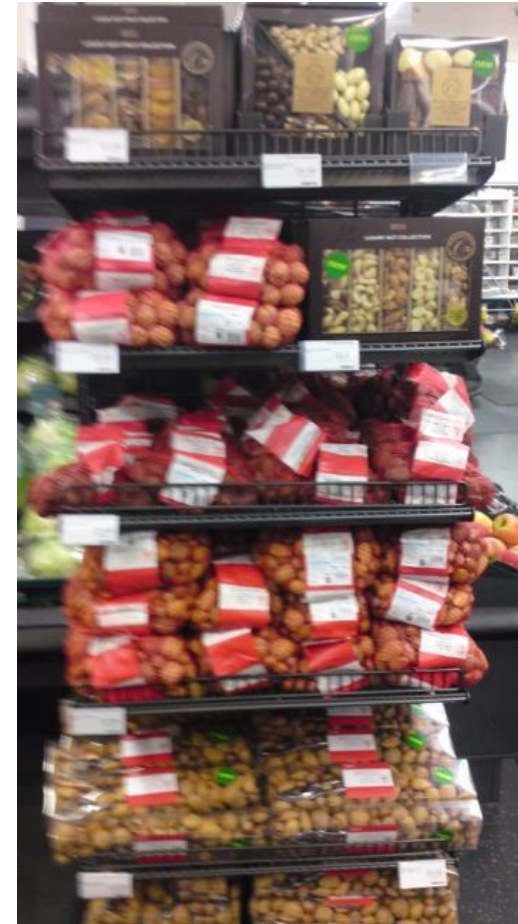
Waitrose In Queue



Aldi Checkouts



Marketing: EU



Marketing: EU



Marketing: EU



Packages - small size: 200 g aprox

Marketing: EU



Marketing: EU



Marketing: EU



Marketing: EU



Thank you



International Nut and Dried Fruit Council
Carrer de la Fruita Seca, 4
Polígon Tecnoparc
43204 Reus, Spain
Tel.: +34 977 331 416
inc@nutfruit.org
www.nutfruit.org