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## **Report Name:** Exporter Guide

**Country:** Chile

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### **Report Highlights:**

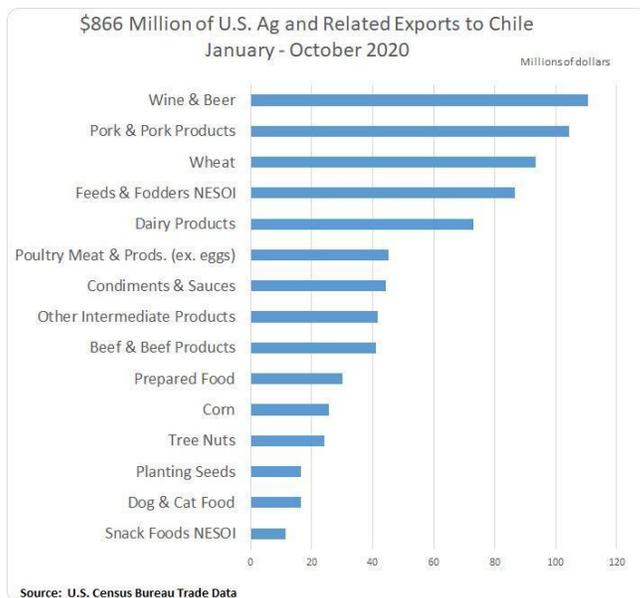
This report provides information to U.S. exporters of agricultural and related products on how to do business in Chile. The United States is Chile's second-largest supplier of agricultural and related products after Argentina. Top U.S. products exported to Chile are beer, pork, wheat, feeds & fodders, dairy products, poultry, condiments & sauces, and beef. Chile is the second-largest market in South America for consumer-oriented agricultural products after Colombia. This category of products represented 63 percent of all U.S. agricultural and related exports to Chile from January to October 2020, reaching \$546 million, a seven percent decrease over the same period in 2019. Factors behind this decline are related to COVID-19 sanitary measures in place since mid-March 2020, and the depreciation of the Chilean peso (CLP) against the U.S. dollar (USD) since October 2019.

## **MARKET FACT SHEET: CHILE**

Chile is a South American country that borders the South Pacific Ocean, Argentina, Bolivia, and Peru. Chile is divided into 16 regions, of which Santiago, the capital of Chile, is the most densely populated with 7.5 million out of the 18.8 million citizens, and where most food consumption occurs. In 2019, Chile's Gross Domestic Product (GDP) reached \$282 billion and grew only 1.1 percent due to social unrest that resulted in a 4.1 percent decrease in GDP in the last quarter of 2019. GDP per capita in current prices reached \$14,797 in 2019 (based on Chilean Central Bank data). This is the highest GDP per capita in the Latin American region and the main driver for consumer spending. The Central Bank of Chile estimated that the economy would contract between 5.5 percent and 7.5 percent in 2020 as a result of the COVID-19 pandemic.

From January to October 2020, U.S. exports of agricultural & related products to Chile decreased by four percent over the same period in 2019, totaling \$866 million, pushed down by an import decrease of seven percent in consumer-oriented products, and nine percent decrease in intermediate agricultural products while exports of bulk agricultural products increased by 38 percent. Factors behind the decline are related to COVID-19 sanitary measures in place since mid-March and the depreciation of the Chilean peso (CLP) against the U.S. dollar (USD) since October 2019.

### **Top U.S. Agricultural Exports to Chile**



### **Food Processing Industry**

Chile has a modern and developed food processing industry that represents 25 percent of Chile's economy and is forecast to grow to more than 35 percent by 2030. The food processing industry represents 18 percent of the national GDP. Chile is among the top fifteen agricultural exporters in the world, and its main agricultural exports are wine, blueberries, cherries, grapes, prunes, dehydrated apples, salmon, and mussels.

### **Retail Industry**

Chile has been one of Latin America's fastest-growing economies in the last decade enabling the country to have a modern and dynamic food retail industry. Chile's food retail

sales reached \$14.3 billion in 2019. The Chilean retail sector is composed of a mix of large supermarkets, mid-sized grocery stores, convenience stores, gas station markets, and thousands of smaller independent neighborhood mom-and-pop shops. The main food and beverage distribution channels are supermarkets with a market share of about 62 percent. According to Chile's National Institute of Statistics (INE), there are 1,382 stores, including hypermarkets, supermarkets, and other small food retail stores with a minimum of three checkouts, comprising the Chilean food retail sector and 34 percent of them are in the Metropolitan region.

### **Food Hotel, Restaurant, and Institutional Foodservice (HRI) Industry**

The COVID-19 pandemic had a major impact on the Chilean HRI sector as international travel to Chile and sanitary restrictions forced the temporary and permanent closure of many HRI businesses. Since October 2020, the HRI sector has gradually started to operate implementing physical and sanitary measures. Many importers/distributors of food products, particularly those who were focused on supplying the HRI sector, were forced to embrace e-commerce and offer their products to consumers directly as well as enhanced delivery services to maintain operations. Despite the general negative economic impact of the COVID-19 pandemic, Chile still offers excellent opportunities for U.S. food and beverage exporters.

#### **Quick Facts**

**Imports of Consumer-Oriented Products from January-October 2020:** \$546 million

**Food and Beverage Trends in Chile for 2020/2021:** Meat products (beef, pork, and poultry); dairy products (cheese and ice cream); sauces, mixed condiments, and seasonings; frozen meals; healthy foods (natural derived, with few food additives and preservatives); healthy snacks; healthy beverages (natural ingredients, functional drinks) and ready to eat foods.

#### **Top 5 Chain Consumer-Foodservice Outlets in Chile:**

1. McDonalds
2. Papa John's
3. Doggis
4. Telepizza
5. Juan Maestro

#### **Top Food Retailers (by Marketshare in 2019):**

1. Walmart (*Líder, Express de Líder, Super Bodega, a Cuenta and Central Mayorista*)
2. Cencosud (*Jumbo and Santa Isabel*)
3. SMU (*Unimarc, Mayorista 10, Alvi, OK Market and Telemercado*)
4. Falabella (*Tottus*)

#### **GDP/Population 2019**

Population: 18.8 million  
GDP: \$282 billion  
GDP Per Capita: \$14,797

**Sources:** Trade Data Monitor (TDM) and trade interviews

#### **For more information, contact:**

USDA FAS Office of Agricultural Affairs, U.S. Embassy Santiago  
Tel.: (56 2) 2330-3704 E-mail: [agsantiago@usda.gov](mailto:agsantiago@usda.gov)  
Websites: [www.usdachile.cl](http://www.usdachile.cl) and [www.fas.usda.gov](http://www.fas.usda.gov)

## SECTION I. MARKET SUMMARY

Chile is considered the most stable, secure, and prosperous country in Latin America and a strategic and like-minded partner that values its privileged relationship with the United States based on shared values and mutual interests. Chile is characterized as a free, dynamic, and highly competitive market.

Chile's economy is driven by exports, concentrated primarily in copper and its agricultural sectors: fresh fruit, forestry, and fishery products. The agriculture industry represents 28 percent of total Chilean trade, 11 percent of its total GDP, and employs 10 percent of Chile's labor force. Agriculture's GDP decreased by 2.1 percent in 2019 while overall GDP increased by 1.1 percent.

Due to its location in the Southern Hemisphere, Chile can harvest cash-crops such as fruits during the counter-seasons of major consuming countries in the Northern Hemisphere. Chile is among the top ten agricultural exporters in the world with main agricultural exports including wine, fresh fruit, fishery products, and forestry products. Chile sends 25.3 percent of its agricultural and related exports to the United States, making it the largest export market for Chilean food products.

The Government of Chile (GOC) estimated a 2.2 percent decrease in GDP for 2020 and an 8.2 decrease in investment due to the COVID-19 pandemic. Total consumption is projected to have a real growth rate of 1.1 percent in 2020.

The United States and Chile are strategic partners whose agricultural relationship has been guided by collaboration and trade capacity building allowing Chile to become a regional leader with a competitive trade market. Because of the U.S.-Chile FTA, Chile dropped all tariffs on agricultural products to "zero" as of January 2015. U.S. food and agricultural exports to Chile totaled \$1.1 billion in 2019, which represents a 13 percent annual growth over 2018. The United States is the second-largest supplier of agricultural and related products to Chile, with a 15.4 percent market share. The first supplier is Argentina with a 24 percent market share. Chile is the third-largest market in South America for U.S. agricultural products, after Colombia and Peru, and the second-largest market in South America for consumer-oriented agricultural products after Colombia.

Competition from MERCOSUR and Peruvian suppliers remains fierce for consumer-oriented products, grains, soybean products, and pet food. The Chilean food-processing sector also competes with imported food products.

Consumption patterns in Chile have undergone tremendous transformations during the past decade. Notably, Chileans are shifting from locally produced goods to more expensive, higher quality, and branded products, and are incorporating processed packaged foods for "diet" and "light" foods and beverages. U.S. exporters need to be aware of the emerging trends in consumption patterns as well as pricing when accessing the Chilean food market. They must also adjust their profit margins to be as competitive as possible and differentiate their products so that any value-added product justifies a higher price.

Household consumption expenditure per capita totaled \$9,421 in 2019 according to World Bank data, a higher amount compared to their neighboring countries (Argentina: \$6,486, Peru: \$4,204, and Bolivia: \$1,610), but less than a third households from the United States (\$37,921). This indicator decreased by

0.13 percent in real terms in 2019 over 2018.

The Metropolitan region (home to the country’s capital city of Santiago) accounted for nearly half of total consumer expenditure, due to its rapid urban development and large middle-class concentration. Over the period of 2018-2030, the Magallanes and Antofagasta regions are forecast to remain the top regions in terms of average household spending, while the Atacama and Tarapacá regions are expected to witness the fastest growth in terms of total consumer expenditure. The improving economic situation of these regions results from increasing foreign investor interest (especially from China) in the country’s mining, agribusiness, and solar energy sectors.

<b>Advantages</b>	<b>Challenges</b>
Clear rules and transparent regulations encourage fair competition.	Chile has Free Trade Agreements with 65 economies worldwide, so they do not depend on imports from a specific region. Imports that offer the best price and quality worldwide are the most attractive.
The purchasing power of Chile’s middle and upper-middle-income consumers continues to rise.	Chilean customers are used to competitive prices due to the openness of the economy.
The U.S.-Chile free trade agreement of 2015 ensures 0% duties for all U.S. agricultural products.	Lack of awareness of Chilean consumers and importers on the variety and quality of U.S. products, which may require more promotion. Specifically, premium beef cuts, high-quality cheeses, dairy products, and healthy food products that do not exist in Chile and need to be brought to the attention of consumers.
Chile’s largest retailers have operations in other Latin American countries, making it a gateway to other Latin American markets.	Chileans value face-to-face meetings and strong personal relationships, which is not always a priority in U.S. business practices.
American brands are regarded as high quality. Many well-known brands are already popular in the market.	Relatively small-size market compared to neighboring countries.
Demand for premium processed foods and beverages that provide convenience and health benefits continue to increase.	Chileans are price-sensitive, especially during economic slowdowns.

## **Section II. Exporter Business Tips**

FAS Santiago advises U.S. exporters to check that their products meet the most up to date Chilean regulations to ensure a straightforward entry strategy into the Chilean market. FAS Santiago maintains listings of potential importers and develops sector-specific information to help U.S. suppliers introduce their product in Chile. State Regional Trade Groups (SRTGs) as [WUSATA](#), [SUSTA](#), [Food Export](#), and U.S. Cooperators are in constant contact with the FAS Santiago staff and are valuable partners when approaching the Chilean market. Critical considerations for market entry include the following:

### **Business Culture:**

- Chile's business environment is favorable for business and open to investment.
- The business atmosphere in Chile is more formal than in the rest of South America.
- Punctuality is respected and expected in business, but Chileans may occasionally be up to thirty minutes late.
- Chileans do not like to feel pressured or rushed. Business may be conducted more slowly than in Europe and North America.
- Personal relationships are extremely important in Chile. For example, it is recommended to build connections in order to become a trusted business partner. This may require good customer service, including personal visits and extensive follow-up. This can be achieved either directly or by hiring a local representative. It is worth noting that the reputation of a foreign supplier is strongly affected by the quality of its representative.
- Having a local representative often makes market entry easier. Foreign suppliers should use already existing relationships they have with international companies. Decision-making is usually centralized and made at the top level, although all levels provide input. Try to secure meetings with top-level executives first whenever possible. Mid-level executives can follow up on subsequent visits.
- While Chileans prefer face-to-face meetings over the phone or email communication, virtual meetings are becoming more frequent and are highly recommended to establish new contacts and follow-up.
- Virtual meetings are becoming a regular part of the day-to-day life for Chilean companies. Chilean businessmen connect with their business partners daily through Zoom, MS teams, etc.
- Chileans use WhatsApp app frequently to communicate with international contacts via audio and video calls.
- Do not attempt a hard sell approach and avoid aggressive behavior.
- Present a well-organized plan with clearly defined options, terms, and financial obligations.
- Chileans are straightforward about negotiations. Feelings and emotions are important in negotiation. Expect to be interrupted. This is not considered rude, but rather a way of showing interest and enthusiasm.
- Always get written confirmation of agreements.

### **Entering the Chilean Market:**

- U.S. exporters should consider contacting local distributors/importers as an important early step in their efforts to establish themselves in the Chilean market. A good distributor should promote sales and make sure that the imported products are available and in good condition at points of sale. It is essential

to maintain close contact with your representative, especially regarding changes in import procedures and documentation.

- Establishing a local subsidiary or branch office in Chile is recommended for a U.S. exporter expecting a large sales volume and/or requiring local service support or localized inventory. Any corporation legally constituted abroad may form, under its own name, an authorized branch in Chile.
- Another practical and more common market entry strategy, especially for new-to-market exporters and companies that are testing and growing in the market, is to appoint an agent or representative with solid technical expertise and easy access to relevant buyers.
- The use of distributors, agents, or representatives depends on the type of product and on the size of the food processing company. Smaller food processors will often not present the volume and expertise to import directly, whereas larger food processors might prefer to buy directly in order to benefit from more competitive prices and to further avoid paying commissions to intermediaries. Larger food processors are reported to be generally willing and open to import in the case that the products are competitive in price and quality.
- To be an attractive alternative to domestic producers, quality must be high. Higher prices must be balanced by other characteristics such as better service or quality. Additionally, companies that import ingredients from the United States report that good payment conditions are relevant selection criteria of business partners. These conditions must be competitive with European suppliers who often allow longer terms of payment (between 90 to 120 days).
- In terms of regulations, producers seeking to export to Chile need to take into account that to enter the country, all edible products must be approved by the Chilean health authorities and receive a registration number and a sales permit. The regulations prohibit adulterated foods as well as those labeled incorrectly. The [nutritional labeling law](#) of 2016 defines limits of sugar, saturated fats, calories and sodium ingredients, which have to be indicated clearly on the packaging. Imported products have either to carry the label or be repackaged in Chile. Spanish labeling is mandatory for all products. For more detailed information, please check the [GAIN Food and Agricultural Import Regulations and Standards \(FAIRS\) Country](#) report.
- While regulations are relatively transparent, changes are not widely advertised. Hence, the exporter or his/her representative must monitor the official journal (*Diario Oficial*), where changes in regulations are published. One can also visit the websites of the [Ministry of Agriculture](#) and the [Ministry of Health](#) to seek further updates.
- For labeling and certification requirements of meat, poultry, dairy, and fresh produce, consult FAS Santiago's web page ([www.usdachile.cl](http://www.usdachile.cl)) in "Topics" under "Import Requirements" and "Food Law".
- Agents/importers must be able to store imported products in a warehouse until local health authorities approve them for sale/distribution.
- The market for imported food is concentrated in the Santiago Metropolitan region, where around 45 percent of Chile's population lives.

### **Recommendations:**

- Conduct marketing research, not only in terms of typical market research, but also of appropriate business contacts and Chilean import regulations in order to successfully seize market opportunities and overcome market challenges.
- Work closely with the FAS Santiago Office to promote U.S. food products using the FAS-funded social media marketing campaign *Sabor USA Chile* on [Facebook](#) and [Instagram](#).
- Exhibit at the USA Pavilion at [Espacio Food & Service](#) Show 2021 (September 28 – 30, 2021), the only USDA-endorsed show in South America and Chile’s major food trade show. The show is recognized as the most important annual meeting in the Chilean food industry and will allow U.S. exporters to connect with over 28,000 Chilean and international buyers. For more information, please contact the show organizer, [Kallman Worldwide, Inc.](#)
- The *Espacio Food & Service* Show organizers can help U.S. companies to connect with local distributors/sales agents, buyers, and businessmen, and assist exhibitors/participants become familiar with local competition.
- In the case of new-to-market companies, be prepared to provide support for in-store and media promotions to familiarize consumers with your products.
- Adjust your product to local preferences. If required, prepare promotional material in Spanish and assign a specific budget to promote your product locally.
- Conduct background checks before entering into contractual agreements with potential importers.
- Develop an appropriate marketing campaign that informs the consumer about the origin of the brand. Slogans and marketing materials should be understood in Spanish. Be mindful of using slang. The word “American” coupled with a U.S. flag can be favorably used in this market.

### **Section III. Import Food Standards & Regulations and Import Procedures**

**Customs Clearance** – For more information on customs clearance procedures, please see [FAIRS Export Certificate](#) report.

Chile’s Ministry of Health (MOH) and Chile’s Ministry of Agriculture’s (MOA) Sanitary and Livestock Service (SAG) require that all imported food and agricultural products be accompanied by three documents: Certificate of Origin, Certificate of Free Sale, and the Sanitary or Phytosanitary declaration. Please check the [FAIRS Export Certificate](#) report, for more detailed information on the above certificates and other documents required.

**Labeling Requirements** – Two ministries regulate food products in Chile. While the Office of Food and Nutrition of the Ministry of Health (MOH) regulates food and non-alcoholic beverage products for human consumption, the Agricultural and Livestock Service (SAG) of the Ministry of Agriculture (MOA) regulates feed for animals, including pet food and feed supplements. In addition, SAG is also

responsible for enforcing some specific regulations concerning alcoholic beverages, certification of organic foods, animal and plant quarantine, animal products for human consumption, and the grading and labeling of beef.

MOH is permanently working on bringing Chile's food safety and sanitary regulations into conformity with Codex Alimentarius or "Food Code" standards. A technical committee with representation of different government agencies meets regularly to review and propose updates.

The official version in Spanish of Decree 977, Chile's Food Law, can be found [here](#). An English version (unofficial) can be found at [www.usdachile.cl](http://www.usdachile.cl) under "Topics" and "Food Law".

All imported products shall comply with all labeling provisions in the law. Please check the [FAIRS Country](#) report, for more detailed information.

**Tariffs and FTAs** – Chile has an open economy and is very committed to trade liberalization. Currently, Chile has 29 trade agreements with 65 economies - notably the U.S.-Chile Free Trade Agreement (FTA), which entered into force in 2004. As of 2015, all U.S. exports enter Chile duty-free.

**Trademarks and Patent Market Research** - Chile belongs to the World Intellectual Property Organization, (WIPO). Patents, trademarks, industrial designs, models, and copyrights are protected in Chile by the provisions of the International Convention for the Protection of Industrial Property (the Paris Convention).

However, Chile's intellectual property regime is not WTO/TRIPS compliant. The U.S.-Chile Free Trade Agreement (FTA) requires Chile to accede to several international IPR agreements: the Patent Cooperation Treaty (1984) which has been ratified; the International Convention for the Protection of New Varieties of Plants (1991), which has not been ratified; the Trademark Law Treaty (1994); the Convention Related to the Distribution of Program - Carrying Signals Transmitted by Satellite (1974); to make efforts to accede the Patent Law Treaty (2000); the Hague Agreement Concerning the International Registration of Industrial Designs (1999); and the Protocol related to the Agreement Concerning the International Registration of Marks (1989).

The lack of use does not alienate the property of a registered trademark. Trademarks may be perpetually registered in periods of ten years at a time. Firms wishing to register their trademarks should do so with Chile's Ministry of Economy, *Departamento de Propiedad Industrial*, Tel: (56-2) 2688-3124 or on the web at <http://www.dpi.cl/>

Please check the [FAIRS Country](#) report, for more detailed information.

#### **Section IV. Market Sector Structure and Trends**

The food processing sector, retail sector, and HRI sector present the best opportunity for U.S. exporters.

##### **Food Processing Ingredients Sector:**

Chile has a modern and developed food processing industry that represents 25 percent of Chile's economy, and is forecast to grow to more than 35 percent by 2030. The food processing industry

represents 18 percent of the national GDP. Chilean food processors sell their products nationally or internationally and import 50 percent of their food ingredients. Some large international companies use their production plants in Chile to serve other markets in Latin America. In the past five years, Chilean food processors have been looking for new food ingredients to fulfill Chilean consumer demand for healthier food products, which do not exceed the nutritional limits set by the 2016 Nutritional Labeling and Advertising Law.

#### **Best Product Prospects Categories in the Food Processing Sector:**

Healthy foods (natural derived, with few preservatives and additives), healthy snacks, healthy beverages (natural ingredients, functional drinks), frozen meals, and ready-to-eat foods are products that show huge potential for growth in the Chilean market. New ingredients are being used in the production of healthier products especially those adapted to consumers with food intolerances, such as lactose and gluten-free products. Consumers have an increasing concern for health issues while the food processing industry is trying to adapt to the [nutritional labeling law](#), higher labor costs, and sophisticated consumers, all of which present challenges, but also opportunities for U.S. high value-added foods and ingredients such as natural additives, natural preservatives, thickeners and sweeteners.

#### **Retail Sector:**

Chile has a modern and dynamic food retail industry. The Chilean retail sector is composed of a mix of large supermarkets, mid-sized grocery stores, convenience stores, gas station markets, and thousands of smaller independent neighborhood mom-and-pop shops. According to the National Institute of Statistics (INE), in 2019, 1,382 stores, including hypermarkets, supermarkets, and other small food retail stores with a minimum of three checkouts comprise the Chilean food retail sector and 34 percent of them are in the metropolitan region. The main food and beverage distribution channels are supermarkets with a market share of about 62 percent. Due to the COVID-19 outbreak, the Chilean retail sector implemented strict sanitary protocols and quickly adapted to meet consumer demands for online delivery services. Local suppliers/distributors to supermarkets and mom-and-pop stores have also increased or developed e-commerce or online platforms to reach consumers directly.

#### **Best Product Prospects Categories in the Retail Sector:**

- Beer/craft beer and spirits
- Meat products (pork, poultry, and beef)
- Dairy products (cheeses)
- Sauces, mixed condiments, and seasonings
- Fruit juices
- Prepared and frozen meals
- Snack foods
- Tree nuts

#### **Food Service – Hotel, Restaurant, and Institutional Food Service (HRI) Sector:**

In the last decade, Chile's foodservice sector has been growing as a result of several factors: the economy's stability, the increase in the purchasing power of the population, travel, retail outlets/channels, the large migration of women into labor markets, as well as the government investment project for tourism. Unfortunately, the COVID-19 pandemic negatively impacted the HRI sector. The GOC imposed a national lockdown in early March to mitigate the spread of the virus. The lockdown, international travel restrictions, and sanitary restrictions forced hotels, restaurants, and numerous

hospitality sector businesses such as airlines, tour operators, and tourist attractions to close down operations for over six months. Since October 2020, the HRI sector has gradually started to operate implementing strict sanitary measures. Many importers/distributors of food products, particularly those who were focused on supplying the HRI sector turned to e-commerce and now offer their products to consumers directly as well as providing delivery services to maintain operations. Despite the general negative economic impact of the COVID-19 pandemic, Chile still offers excellent opportunities for U.S. food and beverage exports. Chilean consumers appreciate U.S. food and beverage products as they are considered to be high quality. Individual serving packaging is becoming the preferred format rather than bulk packages or large portions, and Chilean food importers in the HRI sector are looking for suppliers of this format. Single portions of butter, cheese, seasonings, and dressings, among others, are sought out frequently.

#### Best Product Prospects Categories in the HRI Sector:

The COVID-19 pandemic had a major impact on the Chilean HRI sector as international travel to Chile and sanitary restrictions forced the temporary and permanent closure of many HRI businesses. While the health crisis increased basic food and gourmet purchases online, there is still room for growth, and Chile still offers excellent opportunities for U.S. food exports in the HRI sector. The best prospects for U.S. food products reside in supplying high-end hotels and restaurants (casual dining and family-style restaurants) along with coffee shops and fast-food restaurant chains.

Best product prospects categories are:

- Diet & light soft drinks, ready to drink tea, ready to drink coffee and fruit juices
- Craft beer and distilled spirits
- Beef, portion-controlled cuts
- Poultry and poultry products
- Pork (chilled/fresh)
- Dairy products (premium cheeses and ice creams)
- Sauces, mixed condiments, and seasonings, especially those in retail big format
- Healthier snacks (with dried fruits and seeds like chia and others)
- Convenient food such as pre-prepared, pre-portioned, value-added products (healthier and more premium than fast food)
- Elaborated and pre-processed baked goods and confectionary
- Healthier products (free from, naturally healthy, fortified/functional)
- Premium coffee

For detailed information on sector markets, please check the GAIN [Food Processing Ingredients](#) report, the [Retail Guide](#), and the [Food Service – HRI](#) report.

## **Section V. Agricultural and Food Imports**

In 2019, the United States' major agricultural exports to Chile were pork and pork products (\$123 million), beer (\$106 million), poultry and poultry products (\$90 million), other intermediate products (\$90 million), dairy products (\$87 million), feed & fodders (\$84 million), wheat (\$80 million) and beef and beef products (\$68 million).

From January to October 2020, U.S. exports of agricultural & related products reached nearly \$866

million, which represents a four percent decrease over the same period in 2019. Factors behind the decline are related to COVID-19 sanitary measures in place since mid-March and the depreciation of the Chilean peso (CLP) against the U.S. dollar (USD) since October 2019.

Top U.S. agricultural exports are beer, pork, wheat, feed & fodders, dairy products, poultry, and condiments & sauces (see attached tables). FAS Santiago estimates that exports will reach \$1.0 billion in 2020.

For detailed information, see attached:

U.S. Exports of Agricultural & Related Products to Chile (Jan-Oct 2020)

U.S. Exports of Consumer-Oriented Products to Chile (Jan-Oct 2020)

Top 15 Countries Where Chile Imports Consumer-Oriented Products (2019)

Consumer-Oriented Products that Chile Imports from the World (2019)

## Section VI. Key Contacts and Further Information

If you have questions or comments regarding this report or need assistance exporting to Chile, please contact the Foreign Agricultural Service (FAS) in Santiago. U.S. companies seeking to export goods to Chile are advised to do thorough research for a good understanding of the market. FAS GAIN Reports are a good source of country-specific information: <http://gain.fas.usda.gov>

<p>Office of Agricultural Affairs United States Department of Agriculture (USDA) U.S. Embassy Santiago Av. Andrés Bello 2800 – Las Condes Santiago, Chile</p>	<p>Telephone: +56 2 2330-3704 E-mail: <a href="mailto:agsantiago@usda.gov">agsantiago@usda.gov</a> Websites: USDA in Santiago Chile: <a href="http://www.usdachile.cl">www.usdachile.cl</a> Foreign Agricultural Service homepage: <a href="http://www.fas.usda.gov">www.fas.usda.gov</a></p>
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### Other Chilean Government and Chilean Associations Contacts:

<p><b>Chilean Restaurant Association (ACHIGA)</b> Nueva Tajamar 481 Of. 704, Torre Norte – Las Condes Tel.: (56 2) 2203-6363 <a href="http://www.achiga.cl">www.achiga.cl</a></p>	<p><b>Chilean Hotels Association</b> Nueva Tajamar 481 Of. 806, Torre Norte – Las Condes Tel.: (56 2) 2203-6344 Email: <a href="mailto:secretaria@hoteleros.cl">secretaria@hoteleros.cl</a> <a href="http://www.hoteleros.cl">www.hoteleros.cl</a></p>	<p><b>Chilean Supermarket Association (ASACH)</b> Av. Vitacura 2771, Las Condes, Santiago Tel.: (56 2) 2236-5150 E-mail: <a href="mailto:lmunoz@supermercadosdechile.cl">lmunoz@supermercadosdechile.cl</a> <a href="http://www.supermercadosdechile.cl">www.supermercadosdechile.cl</a></p>
<p><b>SEREMI de Salud (Chile’s Food Sanitary Regulations)</b> Pedro Miguel de Olivares 129, Santiago Tel.: (56 2) 2576-4989</p>	<p><b>National Chamber of Commerce (CNC)</b> Merced 230, Santiago Tel.: (56 2) 2365-4000 Email: <a href="mailto:cnc@cnc.cl">cnc@cnc.cl</a></p>	<p><b>Instituto Nacional de Estadísticas (National Institute of Statistics)</b> Av. Presidente Bulnes 418, Santiago Tel.: (56 2) 2892-4000</p>

<a href="http://www.asrm.cl">www.asrm.cl</a>	<a href="http://www.cnc.cl">www.cnc.cl</a>	Email: <a href="mailto:ine@ine.cl">ine@ine.cl</a> <a href="http://www.ine.cl">www.ine.cl</a>
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**Attachments:** [U.S. Exports of Consumer-Oriented Products to Chile \(Jan-Oct 2020\).pdf](#)

[U.S. Exports of Ag & Related Products to Chile \(Jan-Oct 2020\).pdf](#)

[Top 15 Countries Where Chile Imports Consumer-Oriented Products \(2019\).pdf](#)

[Consumer-Oriented Products that Chile Imports from the World \(2019\).pdf](#)