Market Activity By Market

Australia: Representative John Baker, Produce Marketing Australia

Market Activity: (Exchange rate: US$1 = A$0.92)

Increased volumes have started flowing to Australia according to data released by Northwest Fruit Exporters. Almost 50,000 cartons (20lb equivalent) have been cleared for export to Australia in the past week, bringing the season total to 106,000 cartons.

Despite the difficult season so far, Coles supermarkets in particular have been making every effort to move as much fruit as possible. As their category manager reported to us during the week: “We feel like it has been a very successful campaign during very hard times.”

Coles has been on “Super-special” nationally since last Wednesday (for one week) at A$12.50/kg (US$5.20/lb). On Friday, Woolworths came out with a late-week special in Qld, South Australia and Western Australia at A$10.88/kg, (US$4.55/lb), which Coles then matched in those states. In non-promotion states, Woolworths has been retailing at $18.98/kg (US$7.95/lb). Average price in independent retailers in Sydney and Melbourne has been around A$19.99/kg (US$9.90/lb).
The last of the Rainier cherries have been clearing over the weekend. It has been disappointing that Woolworths has been unable to source a good line of Rainiers and none have been stocked this season. By contrast Coles had a Rainier pre-pack program, which was satisfactory, under the seasonal circumstances (some skin blemish, but great).

Rainier National catalogue promotion - the sales promotion, via a full-page ad in the Coles’ weekly catalogue nationally (except WA), concluded on Tuesday. The catalogue went to around 6 million households. The size of the ad allowed information to be conveyed this variety, which is new to Australia. A copy of the ad follows.
Main snacking fruits that continue to be available are domestic bananas, apples, grapes, oranges and mandarins.

**China Hong Kong Region: Representative Philander Fan, Marketing Plus**

**Market Activity:**
Hong Kong - The supply of Northwest cherries increased to 1,300-1,400 boxes per day in the wholesale markets (not including those imported by Park’n Shop and Wellcome for their stores). There were Bings, Lapins, Sweethearts and Rainiers from the Northwest. All were air-shipments in 9 row, 9.5 row and 10 row. The quality was acceptable with some having black dots or scratches and few having soft texture. Wholesale prices of Northwest red cherry varieties stayed at HK$300-400 for 5 kg box and dropped to HK$560-570 for 20 lb box. Wholesale prices of Northwest Rainiers stayed at HK$550-600 per 5 kg box. Movement of Northwest cherries was fine in general. Northwest red cherry varieties retailed at HK$38-
68 per lb in fruit stores and HK$28 per lb in retail chain stores. Northwest Rainiers retailed at HK$68-88 per lb. in the fruit stores.

There were no more California cherries in the wholesale markets but there were still some California Bing cherries at Park’n Shop, retailing at HK$27 per lb.

China – The supply of Northwest cherries increased substantially to 308,000 boxes: 108,000 boxes into Guangzhou of transshipments from Hong Kong; 103,000 boxes of direct shipments into Shanghai and 97,000 boxes of direct shipments into Beijing. All were 5 kg boxes by air-shipments in 9 row, 9.5 row and 10 row, except Rainier in 2.3 kg box. There were mostly Skeenas and Lapins with some Sweethearts, Kordias, Reginas and Rainiers from the Northwest. The quality of the Northwest Skeenas was mostly quite good with few having soft texture and wholesaled at RMB 280-400 per 5 kg box with fine movement. There was a different quality for the Northwest Lapins with some having splits or soft texture. Lapins wholesaled at RMB 240-370 per 5 kg box with fine movement. The quality of the Sweethearts was mediocre with soft texture and wholesaled at RMB 240-380 per 5 kg box with so-so movement. The quality of the Kordias was mostly quite good with some having soft texture and wholesaled at RMB 300-370 per 5 kg box with acceptable movement. The quality of the Reginas was also quite good and wholesaled at RMB 300-440 per 5 kg box with fine movement. The quality of the Rainiers was good and wholesaled at RMB 340-360 per 5 kg box in Shanghai and Beijing with smooth movement. Northwest red cherry varieties were available in retail chain stores, fruit stores and on-line shopping websites with quality ranging from mediocre to good, retailing at RMB 90-190 per kg with fine movement. Northwest Rainiers were available in high-end retail stores in Shanghai and Beijing with good quality, retailing at RMB 256-316 per kg with smooth movement.

There were also Canadian, Turkish and Spanish cherries in the Guangzhou wholesale market, all transshipped from Hong Kong. The supply of Turkish cherries decreased to 2,560 boxes of Reginas and quality was poor with tart taste. The Turkish cherries wholesaled at RMB 250-280 per 5 kg box with slow movement. The supply of Spanish cherries decreased to 7,800 boxes of Skeenas, Bings, Reginas and Lapins. The quality of the Spanish cherries was mostly good except for the Skeenas that was poor with rotten fruits. The Spanish cherries wholesaled at RMB 120-160 per 5 kg box for Skeenas with sluggish movement and at RMB 300-430 for all other varieties with good movement. The supply of Canadian cherries increased to 6,400 boxes of Skeenas, Lapins and Satins in 9.5 row and 10 row with acceptable quality, wholesaling at RMB 270-380 per 5 kg box with acceptable movement. The Canadian cherries and the good quality Spanish cherries retailed at RMB 100-160 per kg in some retail chain stores and fruit stores with fine movement. The Turkish and poor quality Spanish cherries were available in some fruit stores and hawkers with slow movement.

There were still some Chinese red cherries and the quality was mostly poor with light color and tart taste. Chinese cherries wholesaled at RMB 20-32 per kg with slow movement. Chinese cherries were available in a few retail chain stores, fruit stores and hawkers, retailing at RMB 40-80 per kg with sluggish movement.
Sampling promotion in Ole, Chengdu

Sampling promotion in Metro, Kumming

Sampling promotion in BHG Tianjin

Sampling promotion in Park'n Shop, Shenzhen.

Sampling promotion in Wellcome, HK

Sampling promotion Jusco, HK
Japan: Representative Scott Hitchman, Milton Marketing Inc
Market Activity: (Exchange rate: The Japanese yen closed out the week in approximately the 100 to 101-yen range against the U.S. dollar).

The yen weakened somewhat going into the weekend, ending the week at just under 100 yen to the U.S. dollar. It is expected yen weakness will continue as current Prime Minister Abe's weak yen policy is forecast to gain momentum.

Few Northwest Cherries have been seen in the wholesale auctions in Japan recently. Store facings and product availability have been much below that of a normal year, although facings for our in-store sampling promotions have been strong as usual. While most in the Japanese Trade were planning to push Rainiers in particular harder than ever before, many are disappointed with the crop situation this year. In any event, we have achieved significant sales lift with our in-store sampling promotions and expanded facings during our promotions. As we wind up our sampling promotions for this season in Japan, our partners, the leading retailers we promoted with were on ad for 98 yen for 100 grams with Bings.

Korea, Republic of: Representative Kristie Park, Korea Business Services
Market Activity: (Exchange rate: US$1 = KW 1157.742)
Many Korean importers have been placing large orders aggressively resulting in a large supply in the market last week. Last week, the demand was not high, so the importers sold cherries at lower prices. However, the price is still high compared to the previous year. The quality of cherries are average, with cracks, dried stems, bright color, soft, etc.

The Korean consumers have turned their focus to purchase local fruits, melons and watermelon, because of the good price and taste. Also, peaches, plums, and other fruits are abundant in the market. Korean blueberries, peaches, apricots, tomatoes and grapes are also good and are distributed in the market.

NWCG has encouraged the Korean importers and retailers to do multiple cherry promotions at the end of July to increase the cherry sales. Korean importers hope that good quality cherries at a good price with the late varieties will attract the Korean consumers again. Emart buyer would like to sell the cherries as late as possible into August.

Rainier cherries are not easily found at the Korean retail stores, but COSTCO Korea is selling nice quality Rainiers at a good price. IMR visited retail stores and checked the quality and price for cherries regularly as below.

E MART_GONG DUCK STORE
Product: CHERRY
Origin: USA
Weight: 740g
Price: KW11,350
(100g Price: KW1,534)
E MART_GONG DUCK STORE
Product: CHERRY
Origin: USA
Weight: 450g
Price: KW6,980
(100g Price: KW1,551)

LOTTE MART_SEOUL STATION STORE
Product: SWEET CHERRY
Origin: USA
Weight: 500g
Price: KW8,000
(100g Price: KW1,600)

LOTTE MART_SEOUL STATION STORE
Product: SWEET CHERRY
Origin: USA
Weight: 800g
Price: KW13,000
(100g Price: KW1,625)

COSTCO_YANG PYEONG
Product: WASHINGTON CHERRY
Origin: USA
Weight: 1.36KG
Price: KW17,990
(100g Price: KW1,323)
COSTCO_YANG PYEONG
Product: RAINIER CHERRY
Origin: USA
Weight: 1.36KG
Price: KW25,290
(100g Price: KW1,860)

LOTTE DEPARTMENT_MYENG DONG
Product: CHERRY
Origin: USA
Weight: 500g
Price: KW10,000
(100g Price: KW2000)

LOTTE DEPARTMENT_MYENG DONG
Product: CHERRY
Origin: USA
Weight: 500g*2
Price: KW17,000
The 3rd Guerrilla Street Marketing PR event was held in Busan city on July 20th in crowded streets in front of the Seomyeon subway station, bus stops, Taewha Department Store, Lotte Department store and the Seomyeon 1ga street. This was the first guerrilla marketing event NWCG has done in Busan. It was very effective to the Korean pedestrians and consumers. The team gained the consumers’ attention with big moving banners, small personal fans, and cherry samplings. Those that sampled were quite pleased and asked where to purchase more cherries.
Latin America Region: Representative Juan Carlos Moreira, Earth Trade Solutions  
(Focus on Mexico but also includes: Chile, Argentina, Venezuela, Guatemala, Honduras, Costa Rica and El Salvador)  

Market Activity: (Exchange rate: US$1 = Peso 12.65)  
This past week 29, our cherries had a presence in the retail markets. Prices dropped at some retail stores during the middle of week. Most of the importers sold out their fruit before Sunday and are expecting new loads this week. A couple of more conservative importers mentioned that they will finish the season short and will not load cherries on week 30. Most of the fruit on the retail shelves have bruising and soft spots.

Most HEB stores offered 2 presentations of cherries: loose and clams. This week they also offered bagged cherries at select stores. HEB reports that the cherries sold fast and they ran out before the end of the week.

Costco had a special promotion this weekend: 50% discount from a regular price of $97.90 pesos per 1 pound clam to $48.95 pesos per clam or US$3.95. On Sunday, they had a very low inventory in the stores and when you walked through the parking lots you could see cherry pits everywhere.

Fruit Prices:

<table>
<thead>
<tr>
<th>Importer or Retailer</th>
<th>Price in Pesos</th>
<th>US $</th>
<th>Box Weight</th>
<th>Size</th>
<th>Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTLANDISH</td>
<td>$700.00</td>
<td>$55.34</td>
<td>5 Kg</td>
<td>9.5</td>
<td>Bing</td>
</tr>
<tr>
<td>GRUPO MERCANTIL DE CEREZAS</td>
<td>$800.00</td>
<td>$63.24</td>
<td>8 Kg</td>
<td>9</td>
<td>Bing</td>
</tr>
<tr>
<td>DUBACANO</td>
<td>$400.00</td>
<td>$31.62</td>
<td>5 Kg</td>
<td>9.5</td>
<td>Bing</td>
</tr>
<tr>
<td>DUBACANO</td>
<td>$400.00</td>
<td>$31.62</td>
<td>5 Kg</td>
<td>10.5</td>
<td>Bing</td>
</tr>
<tr>
<td>Maynekman</td>
<td>$600.00</td>
<td>$47.43</td>
<td>7 Kg</td>
<td>9.5</td>
<td>Bing</td>
</tr>
<tr>
<td>Maynekman</td>
<td>$600.00</td>
<td>$47.43</td>
<td>7 Kg</td>
<td>9.5</td>
<td>Dark sweet</td>
</tr>
<tr>
<td>GRUPO KPE</td>
<td>$500.00</td>
<td>$39.53</td>
<td>5 Kg</td>
<td>9.5</td>
<td>Bing</td>
</tr>
<tr>
<td>GRUPO KPE</td>
<td>$750.00</td>
<td>$59.29</td>
<td>8 Kg</td>
<td>9.5</td>
<td>Bing</td>
</tr>
</tbody>
</table>
### Clams Table

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Price in Pesos</th>
<th>US $</th>
<th>Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costco</td>
<td>$48.95</td>
<td>$3.87</td>
<td>2 lb Clam</td>
</tr>
<tr>
<td>Superama</td>
<td>$65.00</td>
<td>$5.14</td>
<td>1 lb Clam</td>
</tr>
<tr>
<td>Walmart</td>
<td>$198.00</td>
<td>$15.65</td>
<td>2 lb Clam</td>
</tr>
<tr>
<td>HEB</td>
<td>$229.00</td>
<td>$18.10</td>
<td>(Loose) per Kg</td>
</tr>
<tr>
<td>Chedrahui</td>
<td>$240.00</td>
<td>$18.97</td>
<td>Kg</td>
</tr>
<tr>
<td>Comercial Mexicana</td>
<td>$197.00</td>
<td>$15.57</td>
<td>Kg</td>
</tr>
<tr>
<td>Soriana, Mx City</td>
<td>$209.80</td>
<td>$16.58</td>
<td>Kg</td>
</tr>
<tr>
<td>Soriana, Monterrey</td>
<td>$59.00</td>
<td>$4.66</td>
<td>250 g clam</td>
</tr>
</tbody>
</table>

### Apricots Table

<table>
<thead>
<tr>
<th>Variety</th>
<th>Price in Pesos</th>
<th>US $</th>
<th>Presentation</th>
<th>Variety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubacano</td>
<td>$360.00</td>
<td>$28.46</td>
<td>24 lb box</td>
<td>Brittany Gold</td>
</tr>
<tr>
<td>Austral Trading</td>
<td>NA</td>
<td>NA</td>
<td>3kg</td>
<td>Black velvet</td>
</tr>
<tr>
<td>Austral Trading</td>
<td>$500.00</td>
<td>$39.53</td>
<td>24 lb box</td>
<td>Yellow</td>
</tr>
<tr>
<td>Maynecman</td>
<td>$240.00</td>
<td>$18.97</td>
<td>25 lb box</td>
<td>Black velvet</td>
</tr>
<tr>
<td>Maynecman</td>
<td>$360.00</td>
<td>$28.46</td>
<td>26 lb box</td>
<td>Brittany Gold</td>
</tr>
</tbody>
</table>

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(Focus on Brazil: Representative Francesco Sicherle, Produce Mkt. Communicacao)

Market Activity: (Exchange rate: US$1 = $2.24)

This past week was marked by the increase of the availability of NW cherries both at retail and wholesale. The wholesale prices for the past week ranged from R$120.00 to R$ 180,00, being the lowest price was for the 11 and 10.5 row and larger sizes of lower quality, and the highest price for the new, better quality and large sizes. The overall perception is the cherries are of the superb quality, crunchiness and big sizes for the season so far. Just one importer had problems with one shipment of 8.5 and larger cherries.

One retail chain experimented importing sweet cherries direct from Spain by sea freight and was pleased with overall quality of the fruit upon arrival. The perception by the trade is that the fruit is not the quality of fruit that would please the consumer. The fruit did present bruises and decay as well as low sugar.

The retail prices are still high as the effect of the decrease of the wholesale prices takes a little longer to change at retail. Some chains were already preparing their offers to have enough stock to cover their planned promotions over the next two or three weeks. Prices are ranging from R$45,50 to R$83,99 per kilo. Most chains are selling and advertising their prices using a price per 100 grams. The Spanish cherries were sold by R$12,90 per clam shell box of 600 grams.
**Russia: Representative Katerina Akulenko, New Marketing Company**

**Market Activity:** (Exchange rate US$ 1.00 = Rub 32.4)

The Russian market faces the Eastern Europe cherry domination this season. Even Turkish producers of cherries are not so aggressive in 2013. But their exports to Russia remain strong, as of June 2013, an estimated 30,000 MT of Turkish cherries were exported to Russia. It is reported that this is 40% of the total Turkish fruit and berry exports into Russia. Fourteen thousand MT of Turkish apricots, with 34% decrease in comparison to season 2012, were exported in second place. Peach, apricot and nectarine crops suffered bad weather conditions in Turkey this summer.

Eastern/Asian market of Russia (Vladivostok) - First arrival of NW cherries by sea is expected on the second week of August. The importers are not happy with current pricing, especially now, when prices on Turkish and Uzbekistani cherries have begun to decrease. The volume shipped may be reduced due to price issues.
The price on Uzbekistani cherries remains at 2300 (USD 70.98) Rubles per 8-kilo wooden box. Turkish varieties, Burlat and Napoleon, packed in 5-kilo cartons or plastic boxes cost 1250 Rubles (USD 38.58). Occasionally one can find Serbian cherries, mainly a yellow variety in 5-kilo wooden boxes.

Spanish nectarines and peaches are available at wholesale, packed in 8-kilo wooden boxes. Nectarines are priced at 280 Rubles per 1 kilo (USD 3.80 per pound), donut peaches and round peaches are priced equally.

Chinese red plums and black prunes wholesale at 154 Rubles per 1 kilo (USD 2.09 per pound) and 143 Rubles per 1 kilo (USD 1.94 per pound), respectfully. Chinese peaches cost 182 Rubles per 1 kilo (USD 2.44 per pound) and Chinese nectarines cost 119 Rubles per 1 kilo (USD 1.58 per pound).

Western/European market of Russia (Moscow and St.Petersburg) - Eastern European cherries are flooding the Russian market this season. Serbian, Bulgarian, Hungarian, Polish, Greek and Spanish cherries are present in the wholesale market. The most popular packaging is 5 and 2.5 kilo boxes. Sizing – mainly 24-28. Average pricing Euro 1,80-2,10 per 1 kilo. But the season has begun to wind down.

Cherries from Eastern European countries, like Romania and Bulgaria, are promoted under the specific export programs, sponsored by EU. For example, Billa supermarket chain in Russia concluded agreement on purchases of Bulgarian cherries.

Also popular are the cherries from Southern regions of Russia, from Kuban farmers. Priced competitively at 130-160 Rubles per 1 kilo (USD 1.79-2.20 per pound) and available domestically. Kuban cherries are popular with major retailers.

**SouthEast Asia Region:** Representative PT Poolprasert, PT & Tatch Ltd
*(Focus on Thailand, Singapore & Malaysia but also includes Indonesia & Vietnam)*

**Market Activity:** Thailand: (Exchange rate US$ 1.00 = Baht 31.00)
Dark red varieties are widely sold at both modern and traditional trade. Varieties are Skeena, Lapin, Sweetheart and a small volume of Dark Sweet. Rows are 8.5 to 9.5. The trade is satisfied with the overall quality. Promotional activities are conducted with leading retail chains, i.e. Tops, Foodland, The Mall, Makro, and Tesco-Lotus. 60% to 90% sales increment reported during the sampling sessions. A few importers expect the cherry supply out of the Northwest to end the last week of July. Market visits were made at all levels to maintain good relationships, give updates of availability of our season, as well as to check product availability within the market and competitors’ activities.

A few importers imported Lapins from Canadian in row 9 and 9.5, they are a bit larger than NW 9 and 9.5. Prices are competitive, considering the early season. The guessimate market share ratio between Northwest Cherries and Canadian is 80:20.

Market visit to Pattaya and Chonburi: Pattaya outlets carry larger stock than in Chonburi. Villa and Tops supermarket sold both Dark Reds and Rainiers. Makro carries a larger stock when compared with Big C and Tesco-Lotus. Selling prices were competitive, a difference of about 10-15% amongst the chain outlets.

Market visit to Chiangmai and Chiangrai: Tops is the largest seller of NW cherries, there were about 25-35 packages displayed, the display area was located in the front part of the stores so making it easy for consumers to notice. The strategic display area helped boost sales, as apples dominated imported fresh fruit display areas. The Rim Ping outlet located within the new community mall, Promenada, has a very large display, packaging ranging from 250 g to 2 kg. 100% sales increment reported during the weekend
of the grand opening where sampling sessions were conducted. Visitors during the weekend was estimated at 15,000 to 20,000 per day.

Local fruits showed diminishment in quantity but they are still widely available. Prices have increased 10-15% over the last two weeks. Readily available were mangosteen, rambutan, longan, lychees, durians. Prices vary from US$ 1 to US$ 4.50 per kilo. New Zealand apples, grapes from USA and Chile, and kiwi from New Zealand dominated display spaces at all retail chains, especially high-end retailers i.e Tops, The Mall, Foodland, Villa. There are many varieties. Red Delicious apples displayed are Washington apples only. A small quantity of Japanese apples are sold with high prices (Seikaiichi, Kensei and Mutsu). Average price per piece for apples is US$ 0.48 - US$ 5.10. Grapes selling prices vary from US$ 3.15 to US$ 12.90 per kilo. Kiwi selling prices are US$ 0.45 to US$ 0.70 per piece.

Northwest cherries and Canadian currently sold:

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Variety</th>
<th>Supplier</th>
<th>Size</th>
<th>Price</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tops</td>
<td>Red</td>
<td>NW</td>
<td>9.5 row</td>
<td>$ 7.06/450 g (member) $ 12.87/450g (non-member)</td>
<td>Small to normal display</td>
</tr>
<tr>
<td>Foodland</td>
<td>Red</td>
<td>NW</td>
<td>9.5 row</td>
<td>$ 25.70/kg</td>
<td>Large to normal display</td>
</tr>
<tr>
<td>Villa</td>
<td>Red, Rainier</td>
<td>NW</td>
<td>9.5 row</td>
<td>$ 27.40/kg $ 30.64/kg</td>
<td>Normal display</td>
</tr>
<tr>
<td>Big C</td>
<td>Red</td>
<td>NW</td>
<td>9.5 row</td>
<td>$ 5.45/250 g</td>
<td>Small display</td>
</tr>
<tr>
<td>The Mall</td>
<td>Red</td>
<td>NW</td>
<td>9.5 row</td>
<td>$ 8.35/450 g $ 45.10/kg</td>
<td>Large display and normal display Promotion price</td>
</tr>
<tr>
<td>Makro</td>
<td>Red</td>
<td>NW</td>
<td>10 row</td>
<td>$ 14.50/kg</td>
<td>Normal display</td>
</tr>
<tr>
<td>Rimping</td>
<td>Red, Rainier</td>
<td>NW</td>
<td>9.5 row</td>
<td>$ 6.40/250 g $11.60/400g (DUO)(Red &amp; Rainier) $ 12.70/500 g $ 25.77/1 kg $ 51.50/2 kg $ 6.40/200 g $ 12.82/400 g $ 32.05/1 kg</td>
<td>Large to normal display</td>
</tr>
<tr>
<td>Tesco-Lotus</td>
<td>Red, Rainier</td>
<td>NW</td>
<td>9.5 row</td>
<td>$ 4.80/200 g $ 9.60/400 g $ 23.38/1 kg $ 9.65/300 g $ 32.09/1 kg</td>
<td>Large to small display</td>
</tr>
<tr>
<td>Importer and Wholesaler</td>
<td>Red, Rainier</td>
<td>NW, Canadian</td>
<td>9.0 to 9.5, 8.5 row, 9.0 row, 9.5 row</td>
<td>$ 64.50 to 80.65/5 kg $ 116.10 to $122.58/9 kg $ 90.30 to 103.50/5kg $ 100.00/5kg $ 69.35/5kg</td>
<td></td>
</tr>
<tr>
<td>Hi-end wet markets</td>
<td>Red, Rainier</td>
<td>NW</td>
<td>9.0 to 9.5, 9.5 row</td>
<td>$ 14.51 to 19.40/1 kg $ 20.90 to 27.41/1 kg</td>
<td></td>
</tr>
</tbody>
</table>
Market Activity: Singapore: (Exchange rate US$ 1.00 = S$1.26)
There are several major importers importing Northwest cherries: Hupco, Freshmart, Benelux and Ban Choon. These importers sell cherries to the key retailers like NTUC, Cold Storage, Giant, Sheng Siong. Besides cherries, other fruits also available were durians, apples, oranges, mangos, strawberries, grapes, persimmon, lychees and dragon fruits. Cold Storage advertised in the July 19th newspaper-500g @ S$13.99.

<table>
<thead>
<tr>
<th></th>
<th>9.5 row</th>
<th>Lapin</th>
<th>250g for $4.95 per punnet</th>
<th>Pre-Pack on displayed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>NTUC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giant</td>
<td>9.5 row</td>
<td>Lapin</td>
<td>100g for $1.99 per punnet</td>
<td>Pre-Pack on displayed.</td>
</tr>
<tr>
<td>Cold Storage</td>
<td>9.5 row</td>
<td>Lapin</td>
<td>500g for $13.99 per punnet.</td>
<td>Advertised on July 19, 2013 Pre-pack on displayed.</td>
</tr>
<tr>
<td>Sheng Siong</td>
<td>9.5 row</td>
<td>Lapin</td>
<td>250g for $4.95 per punnet</td>
<td>Pre-pack on displayed</td>
</tr>
<tr>
<td>Washington Cherries</td>
<td>9. row</td>
<td>Lapin</td>
<td>5kg for $95.00</td>
<td>Quality of the cherries were good,</td>
</tr>
<tr>
<td></td>
<td>9.5 row</td>
<td>Lapin</td>
<td>9kg for S$153.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 row</td>
<td>Lapin</td>
<td>9kg for S$135,00</td>
<td></td>
</tr>
</tbody>
</table>
Market Activity:  
Malaysia: (Exchange rate US$ 1.00 = RM 3.1915)  
Good customer count seen in all retailers including night and morning markets due to the fasting season.

Retail Prices for cherries are as follows:

<table>
<thead>
<tr>
<th>Store</th>
<th>Row</th>
<th>Type</th>
<th>Prices</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben’s Independent Grocer</td>
<td>9.5</td>
<td>Red</td>
<td>500g punnet MYR $34.90, 1kg gift pack MYR 70.90</td>
<td>Pre - pack on display</td>
</tr>
<tr>
<td>Giant</td>
<td>10.0</td>
<td>Red</td>
<td>250g for MYR $11.99</td>
<td>Pre - pack on display Sampling activity at select stores.</td>
</tr>
<tr>
<td>Cold Storage</td>
<td>10.0</td>
<td>Red</td>
<td>1kg for MYR $64.90, 250gm punnet for MYR $13.99</td>
<td>In house Special Focus</td>
</tr>
<tr>
<td>Jason’s Food Hall</td>
<td>9.0</td>
<td>Red</td>
<td>1kg at MYR $119.99</td>
<td>Pre - pack on display</td>
</tr>
<tr>
<td>AEON BIG</td>
<td>9.5</td>
<td>Red</td>
<td>250gm for MYR $14.99</td>
<td>Pre-pack on display</td>
</tr>
<tr>
<td>Wet Market</td>
<td>9.5</td>
<td>Red</td>
<td>500gm for MYR $43.00-40.00 (NW)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>400gm for MYR $23.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>800gm for MYR $45.00</td>
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<td></td>
<td></td>
<td></td>
<td>600gm for MYR $38.00</td>
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<td></td>
<td></td>
<td></td>
<td>1kg for MYR $58.00-60.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1kg for MYR $80.00</td>
<td></td>
</tr>
<tr>
<td>MAX VALUE</td>
<td>9.5</td>
<td>Red</td>
<td>500gm for MYR $30.90</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>250gm for MYR $15.90</td>
<td></td>
</tr>
<tr>
<td>ISETAN</td>
<td>9.5</td>
<td>Red</td>
<td>1kg for MYR $36.90</td>
<td>Advertised</td>
</tr>
<tr>
<td></td>
<td>11.0</td>
<td>Sato</td>
<td>300gm for MYR $33.80 (Japanese)</td>
<td></td>
</tr>
<tr>
<td>AEON</td>
<td>10</td>
<td>Red</td>
<td>250gm for MYR $10.90</td>
<td>Advertised: July 18-21</td>
</tr>
<tr>
<td>TESCO</td>
<td>10</td>
<td>Red</td>
<td>250gm for MYR $16.99</td>
<td>Pre-pack on display</td>
</tr>
<tr>
<td>MBG Fruits</td>
<td>9.5 row</td>
<td>Brook</td>
<td>1kg for MYR$65.00</td>
<td>MBG Member Card Promotion</td>
</tr>
<tr>
<td>------------</td>
<td>---------</td>
<td>-------</td>
<td>-------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Wholesalers</td>
<td>9.5 row</td>
<td>Red</td>
<td>5kg for MYR$190.00</td>
<td>9.09kg for MYR$275-280</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5kg for MYR$175.00 (Turkey)</td>
<td>5kg for MYR$140.00 (Egypt)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>9kg for MYR$350.00 (NW)</td>
<td></td>
</tr>
</tbody>
</table>

Northwest Cherries advertised by AEON CO. (M) Bhd. 18-21 July 2013 for MYR $10.90/250gm
Isetan KL Red Cherry promotion @ RM 36.90/1kg was a super hot deal and the store sold 2500kg of cherries in the first three hours. Sales for two days (20-21 July) was approximately 6000kgs. Other sampling activities were lower this week on general fruits, however, there was widespread sampling activities for Northwest cherries in Giant, Cold Storage, AEON and Mercato stores.

The mini road show (Summer Berries and Stonefruit Fair) conducted by Euro-Atlantic from 7-14 July was a huge success and AEON has requested an extra round from 22-28 July at two stores. Cherries were the second most sold item after Turkish Sugar Apricots.
Taiwan: Representative Hermann Kuo, LL Wang Ltd

Market Activity: (Exchange rate US$ 1.00 = NTD 29.928)
The nice quality NW cherries volume kept arriving. Lapins, Skeenas and Sweethearts were the major varieties. The price ranged between NT$1,900 to NT$2,100 for 5kg carton 9-row-size cherries and NT$2,200 to NT$2,300 for 9kg carton 9.5row-size cherries, and 9row cherries priced at NT$2,600.

Small volumes of Canadian cherries have been in the markets over the past two weeks. During week 28, Canadian cherries were mostly packed into 5kg cartons. 9kg cartons appeared in the markets during the later part of week 29. The Canadian cherries priced at NT$2,000 to NT$2,200 per 5kg carton and NT$3,300 per 9kg carton in size 9row in the wholesale market and NT$2,500 to NT$2,700 in the fruit shops in size 9row and larger.

Due to the abundant Taiwan summer fruits with nice quality, attractive fragrance and friendly prices, consumers preferred to purchase them over our cherries. Contributing to their decisions is the continued economical depression. The cherry business is not as aggressive as it has been in years past as more and more consumers care about what they could buy per thousand-dollar bill.

To strengthen the brand awareness of Northwest Cherries in the consumer’s mind, our team executed TV advertising in 258 stores of McDonalds in July. Some of the stores were located inside the hypermarkets.
As for the status in retail markets, Carrefour launched another web promotion, priced at NT$330 per kilo for cherries 9.5 row in size with good eating quality and firmness. Carrefour also stimulated sales by offering free toy collectables with purchase of a target amount. Cherries displayed in Amart were 10.5 row in size, with green stems and nice quality, priced at NT$297 per kilo. In central and southern Taiwan, Taiwan Fresh supermarket launched “Enjoy the Slim” fruit and vegetable promotion, 9.5 row cherries priced at NT$99 for 250g slim pack, NT$198 for 500g clamshell, and NT$999 for 2kg gift box.

**United Kingdom & the EU Region:** Representative George Smith, MidSummer Marketing  
*(Focus on the UK and Regional Focus on France, Belgium and Holland but also includes Sweden, Denmark, Norway, and Germany)*

**Market Activity:**
In the UK market - The United Nations of Cherries coincided during the last week, Germany, France, Italy, Spain, Bulgaria, Belgium, UK, Czech Rep and Turkey all going head to head for sales. The hot weather has helped movement but hasn't helped with the volume and so much choice of product.

France - we are seeing good movement of French cherries in all retail sectors with the last supplies from the Southern producing regions now moving through the late areas in the Central and North parts of
France. It is reported that the volumes will begin to decrease next week and the last harvest would end up early August. In the wholesale markets, Belgian cherries have become competitive with the Kordia variety sold between 2.50 and 4.50€/Kg. With some other lots coming from Germany and Hungary.

Belgium - The Belgian cherry crop is in full swing but due to the hot weather the cherries are suffering and the harvest could decline earlier than expected leading to what should be good news to start cherries out of the NW USA early August in the supermarkets.

Retail Prices July 22

<table>
<thead>
<tr>
<th>Origin</th>
<th>Retailer</th>
<th>Weight</th>
<th>Price</th>
<th>GBP</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>Tesco</td>
<td>200gram</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>Tesco</td>
<td>400gram</td>
<td>3.00</td>
<td></td>
</tr>
<tr>
<td>Turkey</td>
<td>Asda</td>
<td>200gram</td>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>Sainsbury</td>
<td>500gram</td>
<td>3.75</td>
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</tr>
<tr>
<td>Spain</td>
<td>Sainsbury</td>
<td>250gram</td>
<td>1.80</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>Sainsbury</td>
<td>1kg</td>
<td>6.99</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>Morrisons</td>
<td>250gram</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>Marks and Spencer</td>
<td>200gram</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>Marks and Spencer</td>
<td>350gram</td>
<td>5.99</td>
<td></td>
</tr>
</tbody>
</table>

Wholesale Prices July 19

<table>
<thead>
<tr>
<th>Origin</th>
<th>Market</th>
<th>Pack</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>Liverpool</td>
<td>10kg</td>
<td>9.00</td>
</tr>
<tr>
<td>Italy</td>
<td>Glasgow</td>
<td>2kg</td>
<td>6.00</td>
</tr>
<tr>
<td>Spain</td>
<td>Birmingham</td>
<td>2kg</td>
<td>5.50</td>
</tr>
<tr>
<td>Spain</td>
<td>Liverpool</td>
<td>2kg</td>
<td>6.00</td>
</tr>
<tr>
<td>Spain</td>
<td>Belfast</td>
<td>2kg</td>
<td>5.50</td>
</tr>
<tr>
<td>Spain</td>
<td>London NCG</td>
<td>2kg</td>
<td>4.50</td>
</tr>
<tr>
<td>Turkey</td>
<td>Belfast</td>
<td>5kg</td>
<td>14.00</td>
</tr>
<tr>
<td>Turkey</td>
<td>London NCG</td>
<td>5kg</td>
<td>14.00</td>
</tr>
<tr>
<td>UK</td>
<td>Liverpool</td>
<td>454gram x 12</td>
<td>19.00</td>
</tr>
<tr>
<td>UK</td>
<td>Glasgow</td>
<td>2kg</td>
<td>10.00</td>
</tr>
</tbody>
</table>
Promotional Activities By Market

Australia: Representative John Baker, Produce Marketing Australia

Promotion Activities:

1. Trade communication.
   a) Two crop updates were sent in the past week (6: Wednesday and 7: today) were distributed to over 70 importers, wholesalers and retailers, based on information supplied by Northwest Cherry Growers, to stimulate late-season sales.
   b) A visit was made to Melbourne late last week to meet with the Coles’ category manager and his assistant, to discuss performance to date and maintain interest in continuing sales. Meetings were also held with two of the main Melbourne-based importers, Valley Fresh and BGP International. Phone contact was made on several occasions with Woolworths’ imports team to encourage late-season sales.

2. Co-operative promotion with Coles supermarkets
   a) Inter-store eDM (electronic Data Marketing) promotion commenced 4 to 24 July.
      The plan is to reward upwards of 100,000 targeted customers with a bonus 250 Coles Fly Buy points (these are shopper points that can go towards goods or flights) if they purchase more than A$5 of cherries. Their systems are now so sophisticated Coles can target individuals who fit into the following categories (and this is what they will do):
      - Customers who are heavy purchasers of Australian cherries, but do not buy US cherries
      - Customers who purchased US cherries in 2012, but not Australian cherries in 2012/2013
      - Customers who are new (Australian) cherry purchasers, encouraging them to also buy US cherries. A targeted email will go out to the selected shoppers just prior to the commencement of the promotion. In a new development, Coles has undertaken to provide detailed sales data arising from the promotion.
   b) In-store sampling – activity concluded over the weekend, with a total of 73 stores being booked, based on Coles' 2012 cherry sales performance.
   c) Rainier National catalogue promotion - the sales promotion, via a full-page ad in the Coles’ weekly catalogue nationally (except WA), concluded on Tuesday. The catalogue went to around 6 million households. The size of the ad allowed information to be conveyed this variety, which is new to Australia.

3. Co-operative promotions with Woolworths supermarkets
   a) Supplementary Rainier Retail Guide – July. A Rainier Retail Guide was designed and supplied to Woolworths for distribution electronically. However, it is understood no Rainier cherries have been stocked this season by Woolworths. A copy of the Guide is shown below.
b) In-store sampling– A major program is planned, with 131 stores scheduled late in the week of 21 July, shared with New Zealand Gold kiwifruit to expand coverage. Scan data is being used to assist with store selection. Several of the Perth top stores were visited last week.

4. Independent retailer promotions
   a) In-store promotions in western Australia – Promotions were undertaken late last week in 13 stores. Store selection and timing was coordinated with importers.

**China Hong Kong Region: Representative Philander Fan, Marketing Plus**

*Focus on China & Hong Kong*

**Promotion Activities: Hong Kong**

1. Merchandising visits to retail and wholesale markets will be conducted to give out Northwest cherry POS materials, promote Northwest cherries and collect market information.
2. Northwest cherries will be promoted at 250 stores of Park’n’Shop from July 26, 2013 until mid-August. Promoters will be hired to conduct sampling in 60 selected stores and newspaper advertisements featuring Northwest cherries will be provided by Park’n’Shop throughout the promotion period.
3. Northwest cherries will be promoted at 300 stores of Wellcome from June 21, 2013 until mid-August. Promoters will be hired to conduct sampling in 40 selected stores and newspaper advertisements featuring Northwest cherries will be provided by Wellcome throughout the promotion period.
4. Northwest cherries will be promoted at 14 stores of Jusco from July 18 to 31, 2013. Promoters will be hired to conduct sampling and newspaper advertisement featuring Northwest cherries will be provided by Jusco.

**Promotion Activities: China**

1. Merchandising visits to retail and wholesale markets will be conducted to give out Northwest cherry POS materials, promote Northwest cherries and collect market information.
2. Northwest cherries will be promoted at 10 stores of Sam’s Club throughout China from July 1 to 28, 2013 to coincide with the PR event. Promoters will be hired to conduct sampling.
3. Northwest cherries will be promoted at 30 stores of Wal-Mart throughout China from July 1 to 28, 2013. Promoters will be hired to conduct sampling.
4. Northwest cherries will be promoted at another 20 stores of Wal-Mart throughout China from July 1 to 28, 2013. Promoters will be hired to conduct sampling.
5. Northwest cherries will be promoted at 14 stores of Jusco in Guangdong Province and Qingdao from July 15 to August 11, 2013. Promoters will be hired to conduct sampling.
6. Northwest cherries will be promoted at 10 stores of Park’n’Shop in Guangdong Province from July 15 to August 11, 2013. Promoters will be hired to conduct sampling.
7. Northwest cherries will be promoted at 15 stores of Metro throughout China from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.
8. Northwest cherries will be promoted at 10 stores of RT-Mart in Eastern China from July 15 to August 11, 2013. Promoters will be hired to conduct sampling.
9. Northwest cherries will be promoted at 8 stores of Lotte Mart In Jiangsu Province from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.
10. Northwest cherries will be promoted at 3 stores of Carrefour in Shanghai from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.
11. Northwest cherries will be promoted at 6 stores of Xinli Mart in Guizhou Province from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.
12. Northwest cherries will be promoted at 6 stores of Charter Shopping Center in Northeastern China from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.
13. Northwest cherries will be promoted at 2 stores of Hisense Plaza in Qingdao and Tianjin from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.
14. Northwest cherries will be promoted at 5 stores of Wushang Bulksale in Wuhan from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

15. Northwest cherries will be promoted at 2 stores of Parkson in Beijing from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

16. Northwest cherries will be promoted at 3 stores of North Star in Beijing from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

17. Northwest cherries will be promoted at 1 store of Lufthansa in Beijing from July 13 to August 9, 2013. Promoter will be hired to conduct sampling.

18. Northwest cherries will be promoted at 3 stores of Heiwado in Changsha from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

19. Northwest cherries will be promoted at 2 stores of Joindoor in Changsha from July 20 to August 16, 2013. Promoters will be hired to conduct sampling.

20. Northwest cherries will be promoted at 2 stores of A. Best in Changsha from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

21. Northwest cherries will be promoted at 4 stores of Guozhiyou Fruit-Mate in Changsha from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

22. Northwest cherries will be promoted at 6 stores of CRC Vanguard in Xian from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

23. Northwest cherries will be promoted at 4 stores of Chaoshifa in Beijing from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

24. Northwest cherries will be promoted at 15 stores of Ole & BLT throughout China from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

25. Northwest cherries will be promoted at 15 stores of Tesco throughout China from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

26. Northwest cherries will be promoted at 10 stores of BHG throughout China from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

27. Northwest cherries will be promoted at 8 stores of Suguo in Jiangsu Province from July 13 to August 9, 2013. Promoters will be hired to conduct sampling.

28. Northwest cherries will be promoted at 300 stores of Pagoda in Guangdong and Hainan Province from July 13 to August 9, 2013. Promoters will be hired to conduct sampling in 30 selected stores.

29. Northwest cherries will be promoted at 100 stores of Xianfeng in Zhejiang Province from July 13 to August 9, 2013. Promoters will be hired to conduct sampling in 24 selected stores.

30. Northwest cherries will be promoted at T-Mall/Fruitday On-line Shopping from June 20 to August 20, 2013.

**Japan:**  Representative Scott Hitchman, Milton Marketing Inc

1. We have a system-wide in-store sampling program reserved with Costco Japan for all of its 15 stores for the second week of July, due to internal constraints.

2. We have also been finalizing details with Beisia, Aeon Group (Jusco, MaxValu, etc), Daiei Stores and Seiyu (Walmart Japan). All demos should run the second, third or fourth weekends of July. This year we have expanded the demo program with an aggressive newcomer, Beisia, which has quite good coverage in eastern and northern Japan. With Aeon Group and others we are extending coverage to western and southern regions, but will also maintain demo support in the greater Tokyo metropolitan region.

3. POS materials have gone out to a wide spectrum of the trade, including importers, retailers and auction handlers.
Korea, Republic of: Representative Kristie Park, Korea Business Services
Promotion with cooperation from both retail store chains and importers.

1. Media PR
   a) SBS TV News
   b) Articles on newspaper
2. Online Marketing
   a) Social Media Marketing via Twitter/ Face Book on regular release
   b) 5 power bloggers marketing via internet cafe blog: 15 million visitors, 10,000 page view per day.
3. Guerrilla Marketing with Street Sample Event
   a) This event will be held at the most crowded streets and downtowns for 5 times in Seoul and Busan. This event is scheduled in July until 1st week of August.
4. Mobile Advertisement
   a) 2 trucks with cherry images will be posted on the 4 sides of trucks and move around the crowded area and near retail stores. The truck route will be expanded to encompass Busan this year to increase the cherry sales in the Busan area.

5. Retail promotion
   a) For direct sales increase, the retail promotion will be held in cooperation with importers and retailers in July and August.

Latin America Region: Representative Juan Carlos Moreira, Earth Trade Solutions
(Focus on Mexico but also includes Chile, Argentina, Venezuela, Guatemala, Honduras, Costa Rica and El Salvador)
Promotion Activities:
1. We will use iceboxes and individual plastic bags with the campaign’s image to highlight NW cherries at the municipal markets and streets in México City.
2. COSTCO in-store demos are programmed to start July 23-25 in 6 COSTCO stores in Mexico.
3. We are currently running in-store demos with Walmart, Soriana, Commercial Mexicana, Chedraui and HEB.
4. Walmart Supercenter programmed cherry ads during the next 2 weeks on their social media program.

(Focus on Brazil: Representative Francesco Sicherle, Produce Mkt. Communicacao)
Promotion Activities:
1. Training seminars - there is one last training seminar for the season scheduled for July 25th. This one will be held at a medium size retail chain that is located on the outskirts of Sao Paulo.
2. A promotion using gusseted bags provided by the Commission will be held at the D Avo retail chain in order to promoted the fruit in a “new” region of consumption in Sao Paulo.
3. A health bulletin will be issued and distributed in both the OBA retail chain in-store paper ads and through their email contacts.

4. Merchandising teams are being hired to cover some of the targeted markets, São Paulo, Campinas, Rio de Janeiro and Belo Horizonte, accordingly with the volume of fruit being directed to those places. These merchandising efforts will start on July 10th through August 5th. **UPDATE:** The merchandising team is starting their work in Rio and Sao Paulo this next week as there is an expected increase of cherries. The team will visit both the wholesale and retail stores distributing technical materials and teaching employees about of the Best Practices of our cherries to maximize the profit margins and reduce shrink.

5. In-store sampling promotions will be held during the next two weeks with the Pão da Açúcar Chain in São Paulo and Zona Sul chain in Rio de Janeiro.

**Russia: Representative Katerina Akulenko, New Marketing Company**

**Promotion Activities:**

1. Training seminars for NW cherries for better care and handling were conducted in Petropavlovsk-Kamchatskiy with the direct importer of fresh fruits from the US. This season is unlikely to see the imports to Kamchatka due to unfavorable season 2013, but the next season the company is open to purchases.

2. Merchandising under the EMP funded program with distribution of NWCG brochures to all sellers of cherries in the region will start this week and continue through August and into September. The activity won’t be tied to NW cherries presence on the shelves. The primary goal is to introduce the NWCG brand to all the cherry re-sellers and prepare them for the season 2014.

3. On-line banners featuring availability of NW cherries are planned for the Asian part of Russia on vladmama.ru, a popular parents’ community of Vladivostok, to support retail sales in July-August.

4. Promotional on-line activities featuring the NWCG brand within the program of USFFC (US Fresh Fruit Case) will continue throughout summer months: posting on the fresh fruits from the US usafruit.livejournal.com (initiated in April 2013, participants - 285) and vk.com/usafruit (initiated in December 2012, participants - 1484).

5. Consumer in-store samplings coupled with secondary displays placement in major 5 retail chains in RFE region are planned for the second week of August.

**SouthEast Asia Region: Representative PT Poolprasert, PT & Tatch Ltd**

*(Focus on Thailand & Singapore but also includes Malaysia, Indonesia & Vietnam)*

**Promotion Activities:** Thailand:

1. Joint promotions with:
   a) NWC will run joint promotions (co-op ads) with Big C in July in all 114 outlets. Promotional staff will be hired to push sales during 1 July – 10 August.
   b) NWC will run joint promotions with Foodland in 13 outlets.
   c) NWC will run joint promotions (co-op ads) with MaxValue in July in all 16 outlets.
   d) NWC will run joint promotions (magazine ads) with Rimping from 1 July to 5 August in all 6 outlets. Promotional staff will be hired to push sales.
   e) NWC will run joint promotions (co-op ads) with Siam Makro from 1 July to 15 August in all 60 outlets. Promotional staff will be hired to push sales.
   f) NWC will run joint promotions (co-op ads) with Tang Hua Seng in July.
   g) NWC will run joint promotions (co-op ads) with The Mall from 1 July to 15 August in all 13 outlets. Promotional staff will be hired to push sales.
   h) NWC will run joint promotions (co-op ads) with Tesco-Lotus from 1 July to 10 August in all 113 outlets. Promotional staff will be hired to push sales.
   i) NWC will run joint promotions (magazine ads) with Villa from 1 July to 10 August in all 25 outlets. Promotional staff will be hired to push sales.
j) NWC will run special joint promotions with the largest supermarket who is also the largest seller of NW cherries in Thailand, Tops. Activities include photo contest, cooking demos. Promotional staff will be hired to push sales. Promotional activities start from 1st July to 15th August.

k) Joint promotions with the Mall in July. Northwest cherries will be one of the highlight products during the imported fruit month in July. Promotional staff will be hired to push sales.

2. On-spot training will be conducted with modern trade during the last week of June and the whole month of July.

3. A three month campaign with the leading ‘Mother and Child Magazine’ from June to August, news and ad of Northwest cherries will appear on their monthly issue during these three months. Northwest Cherries photo contest and food recipe will be featured.

4. Cooking Food Show with Cable Food Channel 60 times in July.

Promotion Activities: Singapore:
1. Press advertisement with NTUC in July/August – 108 outlets.
2. Press advertisements with Cold Storage in July/August – 53 outlets.
3. Press advertisements with Giant in July/August – 9 outlets.
4. Press advertisement with Sheng Siong – in July/August - 24 outlets.
5. Press advertisement with Shop N Save in July/August - 61 outlets.
6. Press advertisement with Isetan in July/August – 1 outlet.

Promotion Activities: Malaysia:
1. Sampling session with GCH nationwide commenced and one more weekend to go.
2. Sampling session in East Malaysia starts second week of July.
3. Retail training with GCH Retail, AEON BIG, AEON.

Taiwan: Representative Hermann Kuo, LL Wang Ltd

Promotion Activities:
1. Wellcome’s American promotion: June 28th - July 31st
2. Matsusei’s Happy & Good Taste Northwest cherries promotion: July 12 - 29
3. RT-Mart’s Summer Sale & Northwest cherries promotion: July 12 - 23
4. A.Mart member special sale & premium NWCG promo: July 12-23
5. Carrefour's special promotion with Sweet Toy collectables July 15 - 23
6. Taiwan Super Fresh "Enjoy the Slim" Festival July 19 - 25
7. Media Advertising: TVCF on Star World channel: July 1st – July 30th (4 weeks)
8. Taipei MRT Billboards advertising: July 1st – July 31st (4 weeks)
9. Kaohsiung MRT PDP advertising: July 15th – July 28th (2 weeks)
10. C2 Network HD advertising: July 1st – July 30th (4 weeks)

United Kingdom & the EU Region: Representative George Smith, MidSummer Marketing
(Regional Focus on France, Belgium and Holland but also includes Sweden, Denmark, Norway, and Germany)
The past two seasons have seen excellent results in the terminal markets; as such, our program there will be continued. Some 70 wholesalers across 27 markets in the UK will promote NW cherries supported by a sales incentive for “Apple Mac” prizes all season.

1. The Co-op group with 3,300 stores of various sizes remains the fifth largest food retailer in the United Kingdom with the biggest geographical spread of any retailer, with a store in every postal region of the UK. Co-op will feature NW cherries with an on-pack promotion across all regions featuring the chance to win prizes.
2. Tesco Stores now with 3,146 outlets, many of them in local, and 7-11 Express formats will feature NW cherries on pack with a prize incentive promotion.
3. NW cherries will be on promotion with select stores during August in Belgium with retailers including sampling and POS materials display in 30 top traffic outlets of Delhaize, 20 Match supermarkets.
4. In France, promotions have been cancelled in Carrefour, Casino and Monoprix due to tight fruit supply.