

## HORTIFRUT

“All aspects of our business have grown exponentially because of our PMA membership. We have easily received a 10 to 1 ROI.” – *Victor Moller, President, Hortifrut*

### ABOUT HORTIFRUT

Naturipe Farms, and its Chilean partner/owner Hortifrut, have a simple and shared goal: to supply “berries for the world everyday.”

Founded in 1983, Hortifrut harvests and packs blueberries, raspberries, strawberries, blackberries and red currants. The company operates on a global scale; delivering fresh berries to North America, the Caribbean, South America, Europe, Asia and Oceania.

A member of the Produce Marketing Association (PMA) since 2009, Hortifrut President, Victor Moller, and Naturipe Farms CEO, Dwight Ferguson, are focused on growing share in key regions around the globe. The strategic resources, global insights and access to key industry contacts provided by PMA have been instrumental in executing their growth strategies.

### THE CHALLENGE

With production areas throughout Latin America, Spain and the U.S., and marketing platforms in North America, Europe and Asia, Hortifrut is a truly global enterprise. The company’s leadership recognized that balancing their objective to increase market share in the U.S., while expanding

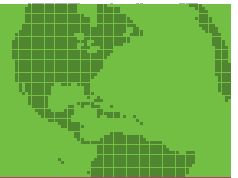


“PMA connects buyers and sellers better than anybody in the industry. Their expertise in this area has benefited Chilean exporters, like Hortifrut, immeasurably.”  
– *Dwight Ferguson, CEO, Naturipe Farms*

into emerging markets would be a sizeable task. They started their search for a partner with an extensive database of global market contacts, expertise in food safety and knowledge of regional trends. They found that partner in PMA.

### VALUE PROPOSITION

As Hortifrut expands, its leadership has made a conscious decision to use PMA to seize opportunities evolving from relationships with leaders across the supply chain in



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*“The more involved you are in PMA, the more benefits there are to your business. It’s really that simple.” – Dwight Ferguson, CEO, Naturipe Farms*

agricultural production, retail, foodservice and professional services. They are well aware that the global PMA member community consists of the exact people who can help them in every facet of their business.

Working closely with PMA has allowed Hortifrut to stay current and act quickly to capitalize on emerging market trends and opportunities. Additionally, access to experts – from food safety to marketing and research specialists – has provided Hortifrut with the support necessary to make informed business decisions and foster a variety of strategic relationships. As Dwight Ferguson points out:

***“Relationships continue to be extremely important in this industry. And PMA, as an association, is an excellent conduit for establishing and sustaining***

***those solid, working relationships that are so critical to a company’s long-term success.”***

## RESULTS

Hortifrut has been able to dramatically grow its global business and increase market share in North America and emerging markets

because of the insights and access included with its PMA membership. In particular, the company credits the availability of tailored contact lists and the ability to receive information on custom research requests as key points of PMA value. Additionally, through the PMA Foundation for Industry Talent, Hortifrut provides its leadership team with the skills training necessary to stay ahead in a competitive global marketplace.

## THE FUTURE

Hortifrut recognizes that world demand for its products will increase. They anticipate the significant foundational work completed with PMA’s support will continue to pay dividends. They are aggressively expanding export channels to market their products to consumers in China and throughout Asia’s emerging economies. As they have done in the past, they will rely on the connections, insights and contacts provided by PMA.

*“If you are in the produce business and you are not an active part of PMA, you are substantially limiting your personal growth and company’s achievements.”*

*– Victor Moller, President, Hortifrut*

