



**Improving Fruit Competitiveness
in Araucanía Region Programme**

Country	Chile – Auracania Region
PPP typology	Value chain/subsector development
Subsector and commodity	Fruit chain for export
Partnership duration	2007–ongoing
Overall objective	Develop fruit value chain
Investments	Total: US\$14 million (Public: 70%; Private: 30%)
Public partners	Production Development Corporation (CORFO) Roles: Fund viability studies; Bridge between fruit processing industries and fruit farmers; Experts hiring
Private partners	Private enterprises Role: Fund equipment and infrastructures
Intermediaries partners	N/A
Beneficiaries	Medium/small-scale fruit producers
Main driver of the PPP	CORFO, Private Enterprises
Activities	Introduction of new fruit varieties; Development of a human capital training plan; Promotion of fruit cultivation in Araucanía region
Results to date/Impacts	<ul style="list-style-type: none">• Increased planted area (+200 ha of raspberry; +2 000 ha of blueberry; +2 500 ha of hazel trees; +1 500 ha of apple trees)

FAO. 2013. *Alianzas público-privadas para el desarrollo de agronegocios – Informe de país: Chile. Estudios de casos de países – América Latina*. Roma