

c) Fruit and Vegetable Processing (Agribusiness):

Traditionally, canning was the main industry within this sector. However, since 1980 several investments in new processing plants for concentrated juices, dried fruits, frozen fruits and vegetables and tomato paste have been developed. More than 70% of production of the above products goes to exports. Total Agribusiness exports in 1989, reached almost 100,000 tons and US\$ 96 Millions.

Most of the processing plants recently opened, were bought abroad as a "turn-key plant". The principal investor is IANSA (owned by Sucden, Chicago Continental and Campos Chilenos), which is also the only producer of sugar beet and the owner of all sugar refineries.

d) Edible Oil and Hydrogenated Fats:

Excluding fish oil production, the industry is highly concentrated in two companies: Unilever and Watts. Unilever recently bought the two main producers of edible oil, Coprona and the Oil division of Compania Industrial (INDUS). It is also the leader in the margarine market. Unilever has modern facilities and there are investment plans to improve technical efficiency at Coprona and INDUS division.

Edible Oil refined during 1989 was 58.000 tons, representing 55% of total available supply.

e) Beverages Industry:

Within the softdrinks industry, three companies control the market: Coca-Cola Co., Pepsi International and Chilean "Compania Cervecerias Unidas (CCU)". The American companies have local bottlers who produce and commercialize several brands. Embotelladora Andina (related to Coca-Cola) is currently expanding regional facilities. Embotelladora Chile, owned by Pepsico in a Joint Venture with local investors, was created in 1987, after acquiring old facilities of a small bottler. Significant resources have been invested in the modernization of production lines and expanding its capacity.

CCU, in addition to producing several softdrink brands, is the main beer producer. CCU has been a virtual monopoly until 1990 in the beer market. It is associated with German beer producers. In 1990, a new company was created, Cervecerias Chile, which will commercialize the Heineken brand in 1991.