





**How Online Is the China Market**  
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 Fruitday.com

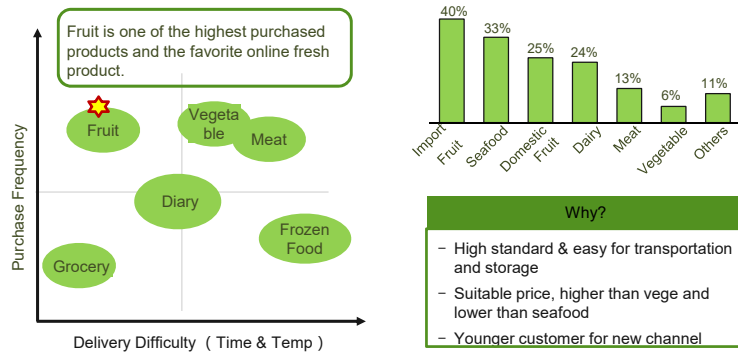
### China Online Fresh Market Forecast

- According to Nielsen China, the total China fresh e-commerce market was RMB 22.5 billion (US\$ 3.5B) in 2014.
- The number will reach RMB 100 billion (US\$ 15.4B ) in 2017 and 150 billion (US\$ 23B) in 2018 due to strong demand from increasing middle classes and increasing cold chain infrastructure.

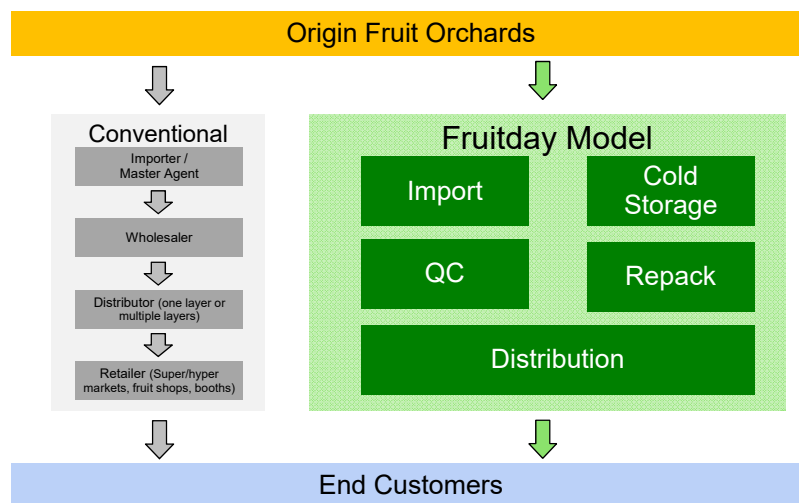


## Market Opportunity

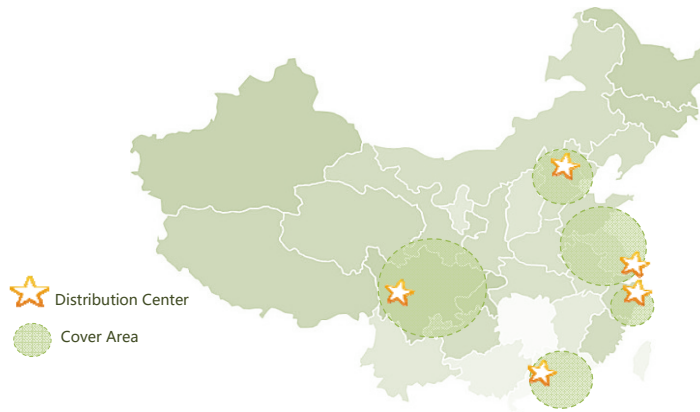
### Fruit is the entry point of online fresh produce



## Fruitday Mode



## Cold Chain Distribution Network



## FruitDay Customer Group

Office lady, average age 35, married with kids.

- More knowledge and more attempt for new things
- Globalization, brand awareness, demand for service and experience in addition to products.
- Sense of personal identification, independent, responsible for family lifestyle.



## Data Driven Strategy

Analysis the customer's purchase preference, and consumer behavior according to their order data, consumption time. Provide decision basis for below.

- Products specification and size
- Targeted product recommendation
- Expansion of products
- Customer tagging
- Customer level management



## Grow together with leading brands and associations in China



## California Table Grapes Promotion



Arnold Schwarzenegger promote California table grapes as California Governor in Shanghai.

## 2013 NW Cherries Pre-Sale open the milestone of China online fresh produce

An advertisement for Northwest Cherries. On the left, a photo shows Ambassador Luo Jiahui (骆家辉) holding a box of cherries. The main text in Chinese reads: "史上单次销量最高 狂卖热销 108吨 5.5万人的选择! 真正的美国车厘子". Below this is a handwritten note from the ambassador: "Enjoy the deliciousness of growing my home state Washington cherries! Ambassador Luo Jiahui July 2, 2013". At the bottom, there are logos for USA International Trade Center, Northwest Cherries, and Fruit First (天天果园).

**55,000** orders  
in 10days

**80+** cities

**72** hours  
from orchard to customer

**108** tones

## Largest Fruit E-commerce in China

### Zespri Kiwifruit

FruitDay is the largest retailer customer of Zespri

2014: FruitDay account 6% volume of Zespri China

2015: Estimated to account 7% of Zespri China



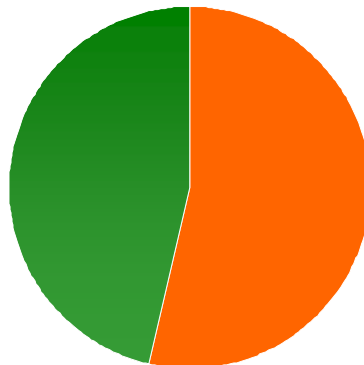
## Largest Fruit E-commerce in China

### Northwest Cherries

2015: FruitDay account 10% of China market, 46.6% in e-commerce channel.

Every two cherries sold on internet, one is from FruitDay.

FruitDay  
**46.6%**



Rest E-commerce  
**53.4%**

## Be first, be different

- Zespri SunGold, Charm and Sweet Green, NZ
- Sunkist Cara Cara & Moro, USA
- Tasmanian Cherries, AU
- Tasmanian Apple, AU
- Honey Belle Pear, NZ
- Diva Apple, NZ
- Washington Pear, USA
- Spanish Navel
- Rockit Apple, NZ



## Embrace the mobile age

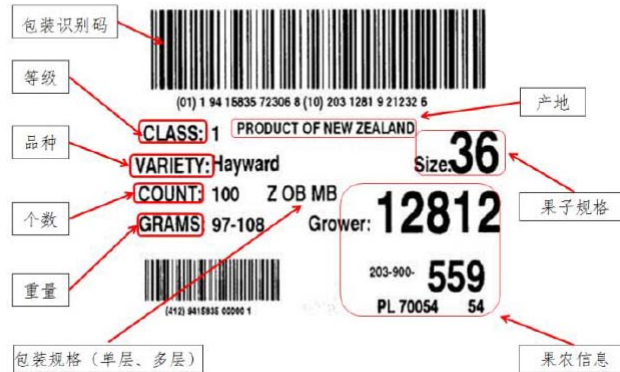
- FruitDay mobile apps launched in 2014/6
- From 1 millions mobile customer in 2014 to 7 million by the end of 2015/11
- 95% orders from mobile apps
- Exploring the function of mobile apps
  - ☞ Upload photos and reviews
  - ☞ Barcode and QR code scan
  - ☞ Online nutritionist



## Traceability Project with Zespri

- Educate the customer to read and understand the barcode.

### 新西兰奇异果标签识别



## Label + Mobile phone

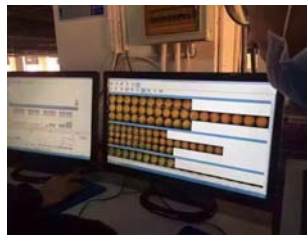
- Scan the barcode to trace every kiwi fruits
- Fight with the counterfeit in China
- Provide customer transparency information with brands and orchards





## Pack line in Yunnan for Own Citrus Standard and Brand

- Compac NIR to sort orange by the Brix (Sweet) level



## The Most Honest Orange



Thanks!

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天天  
果园

Fruit  
Day