

# ADVANCED PACKAGE OF INFORMATIONAL SERVICES FROM «APK-INFORM: VEGETABLE AND FRUIT»

Active development of digital technologies and Internet, as well as increasing of importance level of high-quality and effective information for successful conduct of fruit and vegetable business enabled the team of “APK-Inform: vegetable and fruit” since 2010 to advance essentially a spectrum of informational services and make them more effective.

## Basic changes:

1. Initiation of more specialized and complex services for each group of market participants individually.
2. Improving of effectiveness of information providing, due to active use of internet technologies.

We are glad to inform that since the early 2010 we synchronically started our four new services; and one more service was started till June 2010. That's why we are sure that all market participants, from a small farm to a supermarket chain, will be able to find a proper service or proper combination of services for themselves.

You might have already noticed that we do not use the word “product” anymore, as well as the word “magazine”, because we provide the very service that can be better described as “virtual marketing department”. And it is not of ours, but of yours, as it works for you within 24 hours and 7 days a week! Just think, whether you manage to find at least one employee of the lowest qualification who will agree to work with a wage of 50 EUR per month? But we offer you services of simultaneously ten professionals, variety of “intelligent systems” and access to the database just for exactly this sum of money!

## Basic advantages of our services:

- **Efficiency of information.** Buying a magazine, even with some market information, as a rule, you pay for what is already outdated, as it at least takes 3 days (averagely 4

days) for preparing, printing and delivery of a magazine, even if you use a courier service. Meanwhile in business, those have advantages, who make decisions faster and more qualitatively. Besides this, a magazine is mainly advertising. Using our service, you can, for example, get information about all CIS and even other countries' wholesale markets in the very morning when the information is urgent. Also, you see market participants' offerings online and receive weekly analytics already on Friday, and major daily information on the very day. And you get no unnecessary advertisements, but the proper information you need!!!

- **Quality and complexity of information.** There is no periodicals in Europe to offer a complex analysis of market situation. To the contrary, all information of our market information system is based on the daily analysis of all production spectrum and all consumption paths. Every week we receive information from about 400-500 leading market participants, and also from few dozens of official and unofficial trustworthy sources.
- **Complex promotion of your products.** Magazines, at best, can only offer you a placement of advertisements, but information may become out-date till it is received by a potential purchaser. We offer you absolutely free use of the powerful real-time marketplace of fruit and vegetable products in CIS (the largest volumes of products of the most major operators and steady browsing through the marketplace by the most major purchasers)! And we do not charge neither money for advertisement on this marketplace, nor commission payments for results of such information placements. Often it takes just a few minutes since information placement at the marketplace till a potential purchaser's phone-call! And since 2010 prices placed by our subscribers get priority in placement at our portal, weekly and daily periodicals..

	Kind of information	Professional	Farmer****	Informational	Processor
News	Ukraine, Russia and CIS's fruit and vegetable markets news	x	x	x	x
	World markets news	x		x	x
	Technologies news (for “Professional” service package at the portal)	x	x		
	Legislation news	x	x	x	
	Information about seminars, conferences, field days etc.	x	x	x	x
	Interviews with leading market participants	x	x	x	x
Prices	Ukraine, Russia's producers' prices (weekly)	x	x	x	x
	Poland's producers' prices (weekly)	x	x	x	
	Ukraine, Russia's wholesale markets prices (daily)	x	x	x	
	Poland's wholesale markets prices (daily)	x		x	
Prices	Importers' prices (weekly)	x		x	
	Purchasing prices for processors' raw products (Ukraine, Russia)	x	x		x
	World prices for concentrates (weekly)*				x
	Prices for concentrates in Ukraine and Russia (weekly)*				x
	History of prices since 2004	x			x
	Price lists(demand/supply)**	x	x	x	x

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	Kind of information	Professional	Farmer****	Informational	Processor	
Statistics	Statistics of fruit and vegetable production in Ukraine and Russia	x	x			
	Statistics of processed products production in Ukraine and Russia				x	
	Statistics of fresh fruit and vegetable import and export in Ukraine and Russia	x				
	Statistics of processed products import and export in Ukraine and Russia				x	
	Ratings of Ukraine and Russia's fresh products exporters and importers	x				
	Ratings of Ukraine and Russia's processed products exporters	x			x	
Analytics	Survey of Ukraine and Russia's fruit and vegetable market	x	x	x	x	
	Survey of Poland's fruit and vegetable market	x		x		
	Survey of World fruit and vegetable market	x		x		
	Survey of Ukraine and Russia's processed products market				x	
	Survey of Ukraine and Russia's concentrates market				x	
	Survey of World concentrates market				x	
	Progress of field works	x	x	x	x	
	Survey of import activity in ports	x		x		
	Analytical articles on current subjects	x		x	x	
	Analysts' on-call consultations	x		x	x	
	Twice a year production and prices estimates (short edition)***	x		x	x	
	<b>Minimal subscription period</b>		<b>6 months</b>	<b>3 months</b>	<b>6 months</b>	<b>6 months</b>
	<b>Price for 1 month</b>		<b>50 EUR</b>	<b>25 EUR</b>	<b>40 EUR</b>	<b>50 EUR</b>
<b>Price for 6 months</b>		<b>280 EUR</b>	<b>150 EUR</b>	<b>224 EUR</b>	<b>280 EUR</b>	
<b>Price for 1 year</b>		<b>500 EUR</b>	<b>250 EUR</b>	<b>400 EUR</b>	<b>500 EUR</b>	

\* Apple, tomato, orange.

\*\* Subscribers' price lists are placed upper than unsubscribers' ones.

\*\*\* Detailed forecast is available for subscribers with a discount of 25%.

\*\*\*\* In this service package an access to the portal is limited giving only access to the marketplace and firms catalogue - all information is placed in the weekly periodical.

### Detailed information about our service packages' content is available in the table.

- **«Professional»** service package includes the weekly periodical, sending via e-mail every Friday after 19:00, full access to the portal + analysts' consultations.
- **«Farmer»** service package includes the weekly periodical, sending via e-mail every Friday after 19:00, full access to the marketplace and catalogue of the portal.
- **«Informational»** service package includes the weekly periodical, sending via e-mail every day after 18:00, and full access to the portal's current information (except history of prices).
- **«Processor»** service package includes the weekly periodical, sending via e-mail every Friday after 19:00, and full access to the portal's information.

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## "APK-Inform: vegetable and fruit". "Professional" service package

This service package is specially designed for importers, wholesale and retail trade companies, as well as large fruit and vegetable producers taking into account their need in information and promotion of their products. This is the fullest service package that automatically includes "Informational" service package in case of ordering a year subscription.

Actually this package includes an unlimited access to all information we dispose, and enables to analyze effectively the current situation on the market, conduct your own researches of the market and efficiently promote your products. In addition to the widest access, we have previously ever offered for our subscribers, we provide further extra information.

- Unlimited access to the history of prices since 2004 at the portal of [www.lol.org.ua](http://www.lol.org.ua) (earlier a price of this service amounted to 450 EUR for a year of the history).
- Ratings of Russia and Ukraine's importers with contact details (monthly renewing).
- Situation in ports (weekly survey of fruit and

vegetable importers' activity in major Russia and Ukraine's ports).

- Weekly renewing calendar of fruit and vegetable business events (international, national and regional).
- Progress of field works: situation with main cultures seeds in various regions of Ukraine and Russia (weekly).
- Survey of the World and European fruit and vegetable markets.
- Prices for main varieties of fruit and vegetable in EU and Poland.
- Agrarian legislation news.
- Giving priority to subscribers' offerings during their placement at the marketplace of our portal and in the weekly periodical.
- Analysts' on-call consultations: possibility to ascertain any kind of information or get an express consultation from one of our experts during work hours.

## "APK-Inform: vegetable and fruit". "Farmer" service package

Working with Russia and Ukraine's fruit and vegetable market since 2003, we contact a lot with dynamic but comparatively small professional fruit and vegetable producers who have a strong demand in market information and understand its importance. But they do not have their own marketing department (or at least a sales manager) and enough time to monitor information daily, even if our experts set it summarily.

We designed the service exactly for this category of professional producers to prevent them from getting unnecessary information. A subscriber receives information via e-mail, that's why a producer has a full survey of market information already in Friday's evening. Besides this, he can also overlook news at the portal and use the marketplace, if desired.

There is one more advantage of this service. It is in its price that is twice lower! And even with such a low price it has several new characteristics which were not previously provided in more expensive editions.

### **Technologies news.**

### **Agrarian legislation news.**

Weekly renewing calendar of fruit and vegetable business events (international, national and regional).

Progress of field works: situation with main cultures seeds in various regions of Ukraine and Russia (weekly).

Giving priority to subscribers' offerings during their placement at the marketplace of our portal and in the weekly periodical.

## "APK-Inform: vegetable and fruit". "Informational" service package

This service package is specially designed for those companies who are interested exceptionally in effective information in a daily survey. This package is also provided as an addition to "Professional" service package in case of ordering a year subscription.

The basic distinction of "Informational" service package from "Professional" one is that a subscriber receives a weekly survey

of situation at the market in MS Word format (every day after 18:00), but does not receive the weekly periodical, does not have an access to history of prices (but only to daily prices and prices for subscription period) and to statistics and ratings of importers and exporters. Besides this, this package is 20% lower in price than "Professional" service package.

## "APK-Inform: vegetable and fruit". "Processor" service package

(initial edition in April, subscription since May 1, 2010)

This service package is specially designed for companies dealing with purchasing and processing of fruit and vegetable, as well as concentrates. Such companies are undermentioned as

- Tomato paste producers

- Ketchup and various sauces producers
- Dried and frozen fruit and vegetable producers

This service package does not include some kind of "unwanted" for majority of processors information, connected with solely fresh fruit and vegetable market

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issues. But it includes information not available in other service packages.

- Survey of Ukraine and Russia's fruit and vegetable processed products market.
- Prices for concentrates (apple, orange, tomato paste) in Ukraine and Russia.
- World prices for concentrates.
- Survey of Russia and Ukraine's concentrates market.
- Survey of World concentrates market.
- Monthly statistics of fruit and vegetable processed products production (Russia and Ukraine).
- Monthly statistics of fruit and vegetable processed

products import and export (Russia and Ukraine).

- Monthly ratings of fruit and vegetable processed products producers (Ukraine).
- Monthly ratings of fruit and vegetable processed products exporters and importers (Russia and Ukraine).
- This service package also includes additional facilities, that were not offered before:
- Progress of field works: situation with main cultures seeds in various regions of Ukraine and Russia (weekly).

Analysts' on-call consultations: possibility to ascertain any kind of information or get an express consultation from one of our experts during work hours.

## Fruit-Inform Weekly

The weekly periodical in English about Ukraine and Russia's fruit and vegetable business, focusing on leading overseas and international suppliers. Accent is stressed only on those kinds of products that are imported into Ukraine and Russia, as well as exported from these countries.

Russian and Ukrainian importers are allowed to place import proposals of their fruit and vegetable products in price lists of this product for free. Exporters are as well allowed to do it.

**The service package can be ordered at the marketing department of “APK-Inform:**

tel: **+38-0562-320795**

cell: **+380 67 6342622** (Andrey Yarmak) e-mail: **strategy@apk-inform.com**

## International conferences of “APK-Inform: vegetable and fruit” project

Since 2004 “APK-Inform: vegetable and fruit” project (“Agrarian survey: vegetable and fruit” till March 03, 2009) has organized 14 international conferences on the territory of Ukraine and Russian Federation. More than 2500 delegates from 20 countries throughout the World became participants of the conferences. As a rule, they are directors or high-level managers of companies producing fruit and vegetable products, wholesale companies, processing enterprises, material and technical resources suppliers, greenhouse centers, consulting and banking structures, as well as the largest retail chains.

## International conferences held till 2010

- Fruit and vegetable of Ukraine (Kiev, Ukraine)
- Fruit and vegetable business of Russia (Moscow, Russia)
- Mushroom industry (Kiev, Ukraine)
- Industrial nut groves (Kiev, Ukraine)
- Onion of Ukraine (Kiev, Ukraine)
- Potato of Ukraine (Lvov, Ukraine)

## International conferences in 2010

- Potato of Ukraine - 2010 (Lvov, Ukraine)
- Berry business of Ukraine - 2010 (Lvov, Ukraine)
- Fruit and vegetable business of Russia - 2010 (Krasnodar, Russia)
- Apple and pear - 2010 (Lvov, Ukraine)
- Vegetable and fruit of Ukraine - 2010 (Kiev, Ukraine)

## Analytical studies of “APK-Inform: vegetable and fruit” project

“APK-Inform: vegetable and fruit” project over the period of four years conducts exclusive in CIS “Forecast of production and prices for main fruit and vegetable in Ukraine” for the following MY. And over the period of three years such forecast is conducted for the Russian fruit and vegetable market. And the year 2010 will not be an exception, so such forecasts will be available in May-June of the

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current year, and renewed ones – in September-October of the current year.

Besides forecasts, "APK-Inform: vegetable and fruit" conducts private studies on fruit and vegetable market, as well as global multi ones.

#### **"APK-Inform: vegetable and fruit" studies till 2010:**

- Potato market in Ukraine
- Blueberry market in Ukraine and Russia
- Apple market in Ukraine
- Ukrainian and Russian onion market
- Global studies:
- Potato market development in Ukraine and Russia - 2008

#### **Planned studies of "APK-Inform: vegetable and fruit" for 2010:**

- Ukrainian tomato and tomato paste market
- Ukrainian apple and pear market
- Potato market development in Ukraine and Russia – 2010

## **SPECIAL OFFER FOR MATERIAL AND TECHNICAL RESOURCES SUPPLIERS FROM "APK-INFORM: VEGETABLE AND FRUIT" PROJECT**

"APK-Inform: vegetable and fruit" project keeps on advancement of its service spectrum for fruit and vegetable business of Ukraine and Russia. Since 2010 the project presents for market four additional products that have more target focus: medium and large fruit and vegetable producers, importers and representatives of fresh fruit and vegetable products wholesale and retail trade, fruit and vegetable processors. Also we provide information for international suppliers of fresh fruit and vegetable products, and work on designing the product for material and technical resources suppliers.

We keep on advancement of the portal of [www.lol.org.ua](http://www.lol.org.ua), that nowadays enjoys an audience of 45-50 thousand unique visitors, mainly from Ukraine and Russia. Within a year our portal's and subscribed products audiences are expected to increase by 20-25% and by 100% respectively. New offer is available in details through the following link.

In connection with more close cooperation with CIS's fruit and vegetable business professionals we advice material, technical and equipment suppliers to use our new special offers.

### **1. Yearly service package**

Placement of advertising articles and other materials at the portal of [www.lol.org.ua](http://www.lol.org.ua) with a hyperlink to the company's site, contact details and graphical elements (to 10 articles a year) with a size to 8000 symbols each.

Placement of technology news of the company (news format) and previews of technology articles (the previous paragraph) in a newslines of the portal of [www.lol.org.ua](http://www.lol.org.ua) and in the electronic weekly periodical "APK-Inform: vegetable and fruit (farmer)" (to 10 news + previews according to the number of articles).

Placement of previews of field days, conferences, seminars etc. in the special section of the portal of [www.lol.org.ua](http://www.lol.org.ua) "Calendar of fruit and vegetable business events" (unlimited number).

Placement of to 10 price-lines weekly (automatically updating) at the portal of [www.lol.org.ua](http://www.lol.org.ua) and in all weekly electronic products of "APK-Inform: vegetable and fruit".

The package costs 250 EUR. Our portal gains 7-8 mln visits yearly and an audience of subscribers, producing about 2 mln tonnes of fruit and vegetable.

### **2. One-time service package**

A list is the same as in the previous package, but accounting 1 article and correspondingly 1 month for news and previews. The package costs 50 EUR. Our portal gains 600-700 thousand visits monthly.

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## PRICES FOR PLACEMENT OF BANNER ADVERTISING AT THE SITE OF [www.fruit-inform.com](http://www.fruit-inform.com)

**www.fruit-inform.com** – is a specialized resource ready to offer great opportunities for companies dealing at the vegetable, fruit, mushroom and related products market. Actually we are the most visited site on fruit and vegetable subject in CIS. Nearly 2000 visitors browse our site's pages daily.

### PLACEMENT OF BANNERS

Price for placement of banners fluctuates from 340 USD per month (low side banner 100x100 points) to 750 USD per month (top central banner 468x60). The site is visited by 1500-2000 men a day, who browse 6-7 thousand pages a day. So price for one demonstration of banner amounts from 0,002 USD to 0,005 USD, and is one of the lowest prices at the market. Considering high concentration of target audience, effectiveness of such advertisement is very high.

Banners are accepted in all formats, approved for such kind of advertisement: Flash, GIF, animated GIF.

Hyperlink from a banner can lead to advertiser's site, to material, placed at [www.fruit-inform.com](http://www.fruit-inform.com), or be off, if there is no need in it.

#### Tariffs for placement of banners

Site's audience (figures till March 2010):

Number of unique visitors – about 2000 a day (about 35 000 a month)

Number of reviews of pages – 160 000-200 000 a month

Region – 55-65% from Ukraine, 25% from Russia, 10-15% from other countries

Unique audience per month – more than 35 000

On-line statistics

Size	Placement	Approximate number of demonstrations a week*	Sections	Price with VAT**	Approximate price for 1 demonstration
468*60	<b>Central top</b> (above the section of "Agro-industrial complex news")	35-40 thousand (7-9 thousand visitors)	All sections	<b>\$200/week</b> <b>\$750/month</b>	\$0,005/demonstration (averagely 5 demonstrations for every visitor)
468*60	<b>Central middle</b>	30 thousand (6 thousand visitors)	Main page	<b>\$120/week</b> <b>\$450/month</b> (for every banner placed below – discount of 10%)	\$0,004/demonstration (averagely 2 demonstrations for 1 visitor)
100*100	<b>Side</b> (left-sided under menu); top	30 thousand (6 thousand visitors)	All sections	<b>\$120/week</b> <b>\$450/month</b>	\$0,004/demonstration (averagely 5 demonstrations for every visitor)
100*100	<b>Side</b> (left-sided under menu under previous banner) low	30 thousand (6 thousand visitors)	All sections	<b>\$90/week</b> <b>\$340/month</b>	\$0,003/demonstration (averagely 5 demonstrations for every visitor)
140*250	<b>Side right</b>	35-40 thousand (7-9 thousand visitors)	All sections	<b>\$200/week</b> <b>\$750/month</b>	\$0,005/demonstration (averagely 5 demonstrations for every visitor)

\* Calculation as of March 2010

\*\* Payment is executed in UAH at the rate of NBU of the due date.

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