

January 2012 - No. 196

FRUITROP

English edition

Apples & pears



<http://passionfruit.cirad.fr>

The European banana
market in 2011:
beware of mines

Citrus and exotics:
monthly reviews



FRUITROP
HALL 22
F-04

PROMISES OF A REAL STAR



Tasty
Juicy
Seedless
Easy to peel
Luscious Flesh



Let us meet at
the Moroccan pavilion
Hall 1.1

The authentic
afourer
Morocco

Available
from December to May

Star of small citrus, the Afourer mandarin seduces by the originality of its **aromatic and subtle taste**. Its **juicy** and **seedless** flesh makes melt in the mouth. The Afourer mandarin owes its qualities to the exceptional microclimate of its production area: Marrakech, Morocco.



PERPIGNAN

GEDA-FRULEXXO platform
Phone: +33 4 68 85 75 50 / +33 4 68 85 61 77
Ceed Grand Saint-Charles
66033 Perpignan Cedex - France

AGADIR

Phone: +212 5 28 84 62 20/30
Fax: +212 5 28 84 62 10
Rue du 2 mars - Quartier industriel
Agadir 80 000 - Morocco

CASABLANCA

Phone: +212 5 22 95 33 00
Fax: +212 5 22 91 97 49
Km 5, Route d'Azemmour - BP 15 634
Casablanca 21 000 - Morocco



The press does it every year at the beginning of January.

FruiTrop, for reasons of esprit de corps, thus conforms and wishes a 'Happy New Year' to everybody. We promise that 'We'll do it tomorrow' to the entire spectrum of politicians and we wish 'A year of promise and success' to employers. But FruiTrop has more than that for its readers—quite simply an occasion to dream, without restraint. For example we could imagine that banana is the trendiest thing in the world for moneyed 'bourgeois bohemians' in northern Europe and Russia—'The latest fashion—eat five bananas a day'. We can hope to see farm workers and producers earning a decent living. Or consumers no longer manipulated by the ayatollahs of fossil fuels. Dear readers, all that remains is to make these dreams a reality. But that is where our work stops and yours begins.



© Claude Teisson

Denis Loeillet



Publisher

Cirad
TA B-26/PS4
34398 Montpellier cedex 5, France
Tel: 33 (0) 4 67 61 71 41
Fax: 33 (0) 4 67 61 59 28
Email: odm@cirad.fr
http://passionfruit.cirad.fr

Publishing Director

Hubert de Bon

Editors-in-chief

Denis Loeillet and Eric Imbert

Editor

Catherine Sanchez

Computer graphics

Martine Duportal

Iconography

Régis Domergue

Website

Unité multimédia (Cirad)

Advertising Manager

Eric Imbert

Subscriptions

Caroline Crampon-Turquès

Translator

Simon Barnard

Printed by

Impact Imprimerie
n°483 ZAC des Vautes
34980 Saint Gély du Fesc, France

Separate French and English editions

ISSN

French: 1256-544X / English: 1256-5458

CPPAP

Fr.: 0711 E 88281 / Eng.: 0711 R 88282

© Cirad

Subscription rate

EUR 220 / 11 issues per year

This document was produced by the Markets News Service of the PERSYST department at CIRAD, for the exclusive use of subscribers. The data presented are from reliable sources, but CIRAD may not be held responsible for any error or omission. Under no circumstances may the published prices be considered to be transaction prices. Their aim is to shed light on the medium and long-term market trends and evolutions. This publication is protected by copyright, and all rights of reproduction and distribution are prohibited.

FRUITROP

Contents

Direct from the markets

p. 2 DECEMBER 2011

- **Banana:** New Year wishes from the NGO Oxfam to the German retail sector — Customs dues on European b-banana imports on 1 January 2012: EUR 136 per tonne — Large manoeuvres centred on bananas in Côte d'Ivoire — France - The Association interprofessionnelle de la banane (AIB): a good and grand idea — 190 million euros for the competitiveness and diversification of ACP banana growing.
- **Avocado:** Creole avocados have no secrets for Mexican researchers — 'Avocado ink' back again? — New Zealand: no merrymaking among growers in spite of a record season.
- **Exotics** (pineapple, litchi, mango): Thailand overloaded with canned pineapple — Costa Rican pineapple: and the story continues — International cashew market: a very difficult end of the year in 2011.
- **Citrus** (orange, easy peelers and grapefruit): China strengthens its position as the world's leading citrus producer in 2011-12 — Greening: grubbing up in Brazil... — Orange variety of the month: 'Maltese' — US suspends orange juice imports — Marriage of the Brazilian orange juice giants completed — Easy peeler variety of the month: Nadorcott — South African citrus soon to reach Thailand — Mobilisation against the Spanish production crisis.
- **Sea freight and sector news:** Russia joins the WTO — Del Monte sets up in France — The GF group launches its pineapple and banana brands.

E. Imbert, D. Loeillet, C. Dawson, P. Gerbaud, T. Paqui, R. Bright

The latest on...

- p. 23 • **The European banana market in 2011** — Beware of mines
Denis Loeillet

Close-up by Cécilia Céleyrette : APPLES & PEARS

- p. 39 • **World counter-season market:** fall in exports to Europe confirmed
- **European counter-season market:** 2011, giving us the pip!
 - **Northern hemisphere apples & pears — Prospects for 2011-2012:** good potential, withdrawal from stocks insufficient so far in Europe
 - **Southern hemisphere apples & pears — Prospects for 2012:** to each his own strategy to handle the slump
 - **Statistics panorama:** production, imports, exports
 - **Main varieties of apples and growing apples**

Wholesale market prices in Europe

- p. 63 DECEMBER 2011

Cover photograph: Régis Domergue

Banana

December 2011

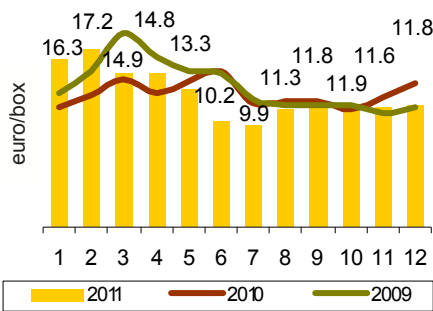
Market balance was better than in November as supply was fairly moderate. Arrivals of dollar bananas were short because of weather problems at production and limited orders downstream. Shipments from Colombia and Costa Rica were therefore smaller than average. Volumes from Ecuador decreased distinctly in comparison with the large quantities received in November, returning to 2010 levels. Arrivals from the French West Indies remained moderate and similar to those of 2010, with production still recovering from the summer peak. Only deliveries from Africa continued to be substantial. Large volumes from Cameroon continued to make up for the recurrent weakness of shipments from Côte d'Ivoire and Ghana.

In parallel, demand was fairly satisfactory for December when other more festive fruits are in the spotlight and available at fairly attractive retail prices. In this context, stocks were cleared at the beginning of the month. Prices also firmed slightly in Northern Europe and France but remained markedly lower than the average (5 to 15% according to the country). Quotas were applied to shipments from the Canary Islands so that the Spanish market could regain its balance. The Russian market also recovered after a catastrophic November, but prices stuck at a very disappointing level.

NORTHERN EUROPE — IMPORT PRICE

December 2011 euro/box	Comparison	
	previous month	average for last 2 years
11.80	+ 2%	- 7%

Germany - Green price (2nd/3rd brands)



■ **New Year wishes from the NGO Oxfam to the German retail sector.** 'Bittere Bananen' is the title of a study just published by Oxfam (<http://www.oxfam.de/publikationen/bittere-bananen>). Basing its work on more than a hundred interviews of Ecuadoreans working either on plantations belonging to large companies or for associated producers, Oxfam observed that the average wage (USD 277 per month) is well below the USD 544 set by the Ecuadorian government as the poverty line for a family of four. The study blames the retail distribution sector for keeping its purchase prices very low, thus preventing the sector from paying decent wages all down the chain, with farm workers always being the poor relation in this unfair distribution of value. Even though the approach is debatable as a net monthly wage is compared with a family income and discussion should be in terms of income rather than wages (non-monetary

benefits received by the worker), and retail distributors are blamed entirely for the misery in the banana sector, the initiative is salutary. Indeed, it accompanies and amplifies the awareness that sustainability—environmental and also social—is a subject that all operators should address and above all incorporate (with the acts that go with this) in their commercial policies. The large amount of work carried out at the World Banana Forum is proof of this. The next conference—to be held in Guayaquil, Ecuador in February 2012— will address the notions of distribution of value, of decent wages, of production with more respect for the environment and labour law. It can be imagined that this new attack of their image will encourage distributors to participate more in these discussions. It can also be hoped that these initiatives of all kinds will make it possible to re-forge the chain of value of this fruit in order to give it value for everybody's good. If this is the case, Oxfam will have done its share of the work.

Sources: CIRAD, Oxfam



© Thierry Lescot

EUROPE — RETAIL PRICE

Country	type	December 2011		
		euro/kg	November 2011	average for last 2 years
France	normal	1.37	0%	0%
	special offer	1.18	+ 12%	- 4%
Germany	normal	1.12	0%	- 4%
	discount	0.98	- 1%	+ 2%
UK (£/kg)	packed	1.20	0%	+ 3%
	loose	0.67	+ 12%	- 24%
Spain	plátano	1.81	- 3%	- 5%
	banano	1.31	+ 1%	- 4%



*Dites Oui
au Meilleur*



Depuis plusieurs décennies maintenant, les Français ont « Dit Oui au Meilleur » pour toute la gamme de fruits frais de haute qualité que Del Monte® propose. Depuis le 1^{er} Janvier 2012, Del Monte® étend sa présence sur le marché en reprenant la vente et la distribution de ses produits.

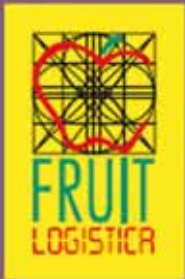
Content published by the Market News Service of CIRAD – All rights reserved

Votre contact en France: ehellot@freshdelmonte.com

Pour plus d'informations, surfez sur www.delmonteeurope.com

HALLS

www.hllhall.co.uk
Established in 1890



8-10 February 2012
Visit us at
HALL 5.2
STAND D-10

SUPPLIERS OF QUALITY PRODUCE

*The year-round specialists...
...meeting all your ripening needs*



Open Tray



Ripe & Ready



Nets



Punnets

UK HEAD OFFICE
TELEPHONE: + 44 (0) 1892 723488
FAX: + 44 (0) 1892 724916
EMAIL: sales@hllhall.co.uk

Copyright reserved by Halls International Ltd. All rights reserved

2, Longbrooks, Knowle Road,
Brenchley, Tonbridge
Kent. TN12 7DJ

HALLS

HL HALL (INTERNATIONAL) LTD

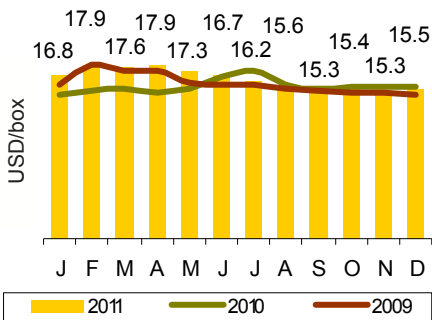
PARIS OFFICE
TELEPHONE + 33 (0) 1 82 39 00 30
FAX: + 33 (0) 1 45 12 95 04
EMAIL: ventes@hllhall.co.uk

10, Rue de Séminaire
2^{ème} Etage, Bureau 316,
94516 RUNGIS CEDEX

Banana

UNITED STATES

USA - Green price (spot)



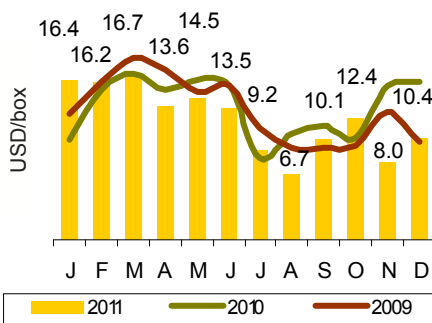
USA — IMPORT PRICE

December 2011 USD/box	Comparison	
	previous month	average for last 2 years
15.50	+ 1%	+ 2%

Source: CIRAD

RUSSIA

Russia - Green price

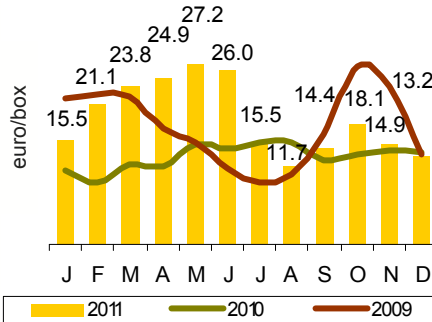


RUSSIA — IMPORT PRICE

December 2011 USD/box	Comparison	
	previous month	average for last 2 years
10.40	+ 30%	- 21%

CANARIES

Spain - Green price - Platano*



CANARIES — IMPORT PRICE*

December 2011 euro/box	Comparison	
	previous month	average for last 2 years
13.20	- 12%	- 4%

* 18.5 kg box equivalent

■ **Customs dues on European banana imports on 1 January 2012: EUR 136 per tonne.** As stipulated in the 2009 agreement, the customs tariff was lowered by 5% from EUR 143 to 136 per tonne on 1 January 2012. It will be lowered again in 2013 by nearly 3% to EUR 132 per tonne. If the Doha round of negotiations has not been completed, there will be a pause of two years before further lowering in 2016. It is reminded that only bananas from non-ACP third countries pay this tariff. ACP bananas still enter the EU tax-free.

■ **Large manoeuvres centred on bananas in Côte d'Ivoire.** Obam-Ci, one of the Ivorian producers' and exporters' organisations along with OCAB, has announced that its members intend to increase the area under banana by 1 000 ha. We also know that there are other projects for establishing or extending plantations. Côte

d'Ivoire exported 244 000 tonnes of bananas to the EU in 2010. In the first ten months of 2011, exports to EU-27 totalled some 190 000 in comparison with 200 000 t a year before.

Sources: AIP, CIRAD

■ **France — the Association interprofessionnelle de la banane (AIB): a good and grand idea.** This

is an event of considerable importance in the small French world of bananas. The Association interprofessionnelle de la banane (AIB) will finally come into being early this year. It is a good idea because the creation of an inter-branch organisation in a world in which individualism is the rule and where everybody considers that he is strongest when alone is practically a miracle. And next because the event is taking place in the banana sector where rivalry between operators is intense. Finally, because it is time to give back a bit of glory to the sector. The latter is in the throes of a crisis and it is good to offer prospects of improvement (see the article in this issue). We have understood. The great thing about it is that it is a collective action. And it proves it. Indeed, the AIB will group all the professional branches: producers, importers, ripeners, wholesalers and retailers. This could lead to thinking and action to halt the slow agony.

Source: CIRAD



© Denis Loelliet

EUROPE — IMPORTED VOLUMES — DECEMBER 2011

Origin	Comparison		
	November 2011	December 2010	cumulated total 2011 compared to 2010
French West Indies	↘	+ 4%	- 1%
Cameroon/Ghana	↗	+ 12%	- 11%
Surinam	↗	- 19%	+ 8%
Canaries	↘	- 14%	- 10%
Dollar:			
Ecuador	↘	+ 1%	+ 16%
Colombia*	↘	- 10%	- 5%
Costa Rica	=↘	na	na

Estimated thanks to professional sources / * total all destinations

The best of exotics are now part of our range!

High quality, various origins
and fruits available all the year round...



... the expertise of specialists
at the service of our customers!

Conception TPC : 01 41 31 58 90 - Photo : Stew Patrikian ©

Content published by the Market News Service of CIRAD - All rights reserved

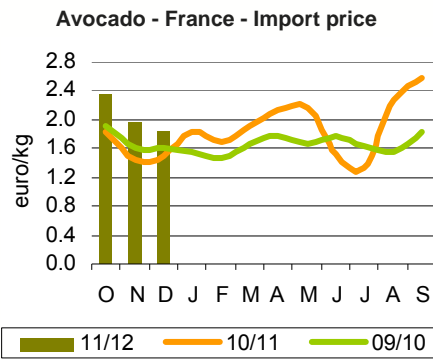


31, Avenue de l'Europe - Zone des Entrepôts - Bât. I 9
BP 70122 - 94538 Rungis Cedex - FRANCE
Tel +33 (0)1 46 87 30 00 - Fax : +33 (0)1 45 12 96 74
g.burunat@commercial-fruits.com

Avocado

December 2011

The market was satisfactory. First, demand was fairly brisk thanks in particular to the more numerous promotion operations organised in supermarkets than in other years. Second, supply was distinctly short. Arrivals of green varieties were moderate: although volumes of 'Fuerte', 'Pinkerton' and the last 'Ettinger' from Israel were large, those of Spanish 'Fuerte' decreased at an early date. Supply of 'Hass' was even smaller. Fruits from Mediterranean sources were firmly present with large volumes from Israel and Spain. However, arrivals from Mexico were very limited and those from Chile were much more moderate than expected. This resulted in very firm prices throughout the month.



■ **Creole avocados have no secrets for Mexican researchers.** A team of scientists at the Cinvestav research centre in Irapuato should have completed the sequencing of the genome of Mexican Creole avocado at the end of 2011. This should speed up the breeding of new cultivars of this race of avocados. They would combine the taste features of Creole types (more flavour, less fibre) and the robustness of 'Hass' fruits. A long job!

Source: InfoHass

■ **'Avocado ink' back again?** The Spanish conquistadores used a tannin-rich liquid extracted from avocado stones to write numerous official documents — some of which are in the Popayan archives in Colombia. A scientific article published recently in the Journal of Food Science (Vol. 76, December 2011) examines the subject in depth. It is a particularly interesting outlet at a time when natural colorants are much sought after and would make use of part of the fruit that is currently lost. The stone is an average of 16% of total fruit weight.

Source: InfoHass

tinued to increase and should enable crops of 10 to 15 millions in ten years time, according to the NZ Avocado Growers Association. However, the financial returns were disastrous, with some growers who sell mainly on the domestic market receiving NZD 2.00 per box (about USD 1.6) whereas production costs total NZD 6.00 to 7.00. In addition to the development of new export markets in Asia (ongoing sanitary protocol with India and China), some professionals recommend the setting up of a single chain for addressing the international market. The four main exporters (Primor, Produce, Southern Produce and South Avocado) have already grouped for sales on the Japanese market.

Source: InfoHass



© Denis Loelliet

■ **New Zealand: no merrymaking among growers in spite of a record season.** The 2011-12 harvest should approach 5.9 million 5.5-kg boxes, a historical level that is nearly double the figure for last year and well above the previous record of 4.2 million boxes set in 2007-08. Alternate bearing was positive and the planted area con-

PRICE	Varieties	Average monthly price euro/box	Comparison with the last 2 years
	Green	5.50-6.00	+ 1%
Hass	7.75-8.00	+ 27%	

VOLUMES	Varieties	Comparison	
		previous month	average for last 2 years
Green		↗	- 13%
Hass		=	- 22%

VOLUMES	Source	Comparison		Observations	Cumulated total / cumulated average for last 2 years
		previous month	average for last 2 years		
	Chile	=↗	- 33%	Supply of 'Hass' markedly short in both the EU and the USA.	- 24%
	Mexico	=↗	- 41%	Volumes increasing in comparison with November but still very limited.	- 37%
	Israel	↗	+ 17%	Peak in deliveries of green varieties ('Fuerte' and 'Pinkerton') at a higher level than usual. Rapid increase in deliveries of 'Hass' with volumes also distinctly greater than average.	+ 1%
	Spain	↗	- 1%	Volumes smaller than in 2010 but higher than average. Early end of 'Fuerte' but a rapid start of 'Hass'.	+ 7%



Comexa
Services 

Your avocado specialist for 25 years...

COMEXA
5, Bld du Delta
Zone Eurodelta
94658 Rungis Cedex

Tel: +33(0)1 46 86 71 77
Fax: +33(0)1 46 86 80 43
Mail: comexa@wanadoo.fr



• Market leader in South African Avocados.
All varieties and Organic production.

• Also year round supply of avocados from Brazil, Chile, Dominican Republic, Israel, Kenya, Mexico, Peru, Spain... quality every day.



• Leading edge technology devoted to triggered/ready
to eat fruits and all types of packaging.

Pineapple

December 2011

The pineapple market improved in December. However, if one allows for the Christmas period and the expectations of professionals, the situation is not as brilliant as all that. When prices did increase the rise was fairly limited.

The situation was not very clear at the beginning of the month as batches from storage hindered sales of arriving fruits here and there. The situation became clearer at the beginning of the second week. Clearance sales and the late arrival of certain ships created an impression of shortage and operators profited from this. The market was therefore very brisk and sales of 'Sweet' were more fluid. The rise in prices was fairly modest except for a few well-established brands. Demand decreased in the middle of Week 51 and this trend became more marked until the end of the month. In fact Christmas sales were not as good as expected and few operators restocked. Prices fell very strongly at the end of the month.

Supply of 'Smooth Cayenne' was very small as the large volumes expected never reached the market.

The situation was somewhat tense on the air pineapple market. In the first three weeks, supply, especially from Benin, was much larger than demand. Batches were found more or less everywhere at all prices. Supply did not decrease until the end of the month. Prices then became firmer even though cheap batches could still be found. The situation was distinctly better for 'Sugarloaf' pineapple from Benin. As supply was smaller throughout the month, operators were able to shift the few batches available at firmer prices. And even if the price range remained stable, few sales were concluded at the lower end of this range.

December was good for sales of 'Victoria'. The festive aspect of the fruit meant that larger volumes were sold at very high prices. Demand even became euphoric in the week before Christmas. Both demand and prices decreased slightly after the festive period.



■ **Thailand overloaded with canned pineapple.** The weekly journal *FoodNews* reports that pineapple production has reached 2.5 million tonnes against 2.3 million in a previous forecast. Processing capacity is reported to be some 2.1 million tonnes. There is a risk of plummeting producer prices, as has been the case in the past. Indeed, an excessive decrease in the price of raw material for the canneries tends to discourage farmers from growing pineapple. And in subsequent years supply decreased excessively and the canneries had to close prematurely. The price level should therefore remain about THB 4 per kg, that is to say USD 0.13, close to production cost. In order to stabilise prices and with support from the government, producers have set up a minimum purchase price system: THB 4.5 per kg for producers under contract with processors and THB 4 per kg for independent producers. The price of canned

pineapple on the world market is some USD 14.5 for 24 x 20 oz (standard quality). However, world demand is weak and supply is large and so a decrease of USD 2 to 2.5 per box is expected. The only good news is the comparatively low price of sea freight, making it possible to reduce cost price.

Source: *FoodNews*

■ **Costa Rican pineapple: and the story continues.** Pineapple from Costa Rica set a new export record in the first 11 months of 2011. Shipments totalled 1 583 000 t. This is 4% more than during the same period in 2010. The increase was even greater in terms of unit value (8%) at USD 416 per tonne against 402 in 2010 (11 months). Except in June and July, exports broke records every month in terms of volumes released on the market. The end of 2011 was doubtless no exception. Anticipation concerning selling prices were very poor. In his latest report on the situation of the pineapple trade (*Info Ananas – Week 52, 2011*), Thierry Paqui noted that there was a 'catastrophic situation on all the markets' in Europe.

Sources: *CIRAD, Info Ananas, customs*

Pineapple - Costa Rica - Exports		
Year	Volume (tonnes)	Unit value (USD/tonne)
2007	1 345 752	360
2008	1 462 096	392
2009	1 424 793	402
2010	1 658 288	399
2011 (11 months)	1 583 494	416

Source: national customs

EUROPE

PINEAPPLE — IMPORT PRICE

Weeks 49 to 52	Min	Max
By air (euro/kg)		
Smooth Cayenne	1.50	1.90
Victoria	3.00	3.80
By sea (euro/box)		
Smooth Cayenne	6.00	8.00
Sweet	5.50	9.00

PINEAPPLE — IMPORT PRICE IN FRANCE — MAIN ORIGINS

Weeks 2011		49	50	51	52
By air (euro/kg)					
Smooth Cayenne	Benin	1.70-1.90	1.50-1.85	1.80-1.90	1.80-1.90
	Cameroon	1.70-1.90	1.60-1.85	1.70-1.90	1.80-1.90
	Ghana	1.65-1.75	1.65-1.75	1.65-1.85	1.70-1.80
Victoria	Réunion	3.00-3.50	3.30-3.80	3.40-4.00	3.30-3.80
	Mauritius	3.00-3.30	3.00-3.40	3.00-3.60	3.00-3.60
By sea (euro/box)					
Smooth Cayenne	Côte d'Ivoire	-	6.00-8.00	-	-
Sweet	Côte d'Ivoire	6.50-8.50	7.00-9.00	7.00-9.00	6.00-8.00
	Cameroon	6.50-8.50	7.00-9.00	7.00-9.00	6.00-8.00
	Ghana	6.50-8.50	7.00-9.00	7.00-9.00	6.00-8.00
	Costa Rica	6.00-7.50	7.00-8.00	7.00-8.50	5.50-7.50



CAMPOSOL



Fruit Logistica 2012
Berlin, 8 -10 February

Please visit our stand at: Hall 25 / C-16.



Mango

December 2011

The European mango market remained fairly stable in December. Most of supply was from Brazil, with volumes larger than in 2010. The fruits consisted of 'Tommy Atkins', which held at between 45 and 55% of the volumes received. The proportion of 'Kent' and 'Keitt' increased considerably in December, contributing varietal diversification that matched demand better. The other varieties ('Haden', 'Palmer', etc.) formed only 10 to 15% of Brazilian shipments. The late and small start of the Peruvian season made it possible to avoid the overlapping at the end of the year of the seasons of the two largest suppliers of the European market. The cumulated arrivals from Brazil, Peru and to a lesser degree from Ecuador did not cause the over-supply seen in preceding years. On the contrary, the decrease in deliveries from Brazil in the second half of the month when demand was at its peak favoured the maintaining of firm prices whereas quality tended to worsen. In this context, and given the acceleration of demand during the Christmas period, selling prices remained firm and high. However, a few batches from Brazil were of poor quality and this brought down sales averages slightly. From time to time Brazilian fruits did not match demand in terms of colour and especially size. Prices weakened a little during the last week of the month as demand decreased.

The air mango market was contrasted in December. The decrease in shipments from Brazil in the second fortnight of the month caused an increase in prices, resulting from increased demand for the Christmas period, while Peruvian exports were only just starting. The increase in price mainly benefited fruits of good quality and unfortunately these did not form the majority of Brazilian supply. The qualitative dispar-

ity of these mangoes (varied colour and often very ripe) affected sales results with prices at EUR 3.00 per kg and sometimes less. At the end of the period, supply was completed by a few batches of 'Palmer' from Brazil (EUR 3.50 per kg). The start of the Peruvian season coincided with the New Year celebrations. The fruits sold at high prices even though quality was average (ripeness and colour) and the batches consisted mainly of small fruits that were less sought-after.

■ 190 million euros for the competitiveness and diversification of ACP banana growing.

Hallelujah! It is at last the start of the accompanying measures for the ACP banana sector. After months of black-mailing at the signing of the 2009 Geneva Agreement, secrecy at the European Commission, difficult affirmation of the new power of the European Parliament (EP), trench warfare and haggling between the EP and the Commission, the text was approved by European members of parliament at the end of November 2011. And, as an anecdote, the rapporteur voted against his own text that he considered denatured. So 190 million euros is to be awarded to 10 ACP countries for 2010-2013. As it is already the beginning of 2012 and the funds will not be released until the end of the year at best, little time remains to use the entire funding. The other difficulty concerns the continued vagueness about how the funds will be divided between the countries. Three criteria have been chosen a priori: the importance of the banana export sector in the economy of the country, the volume of bananas exported and the human development index (HDI). In all cases, it is to be hoped that the funds will be better used by certain countries

than the previous funding (Specific Support Actions and then the Special Framework for Assistance) and truly serve to improve the competitiveness of the banana sector or its diversification and not to fill out the budgets of impecunious states. In addition, the African ACPs expect distribution to be equitable, in contrast to what happened with the Technical and Financial Assistance (TFA) (**FruiTrop 178**, May 2010, pages 12 and 13). In addition, this aid should participate in making ACP producers more competitive in the face of dollar sources. Except that as we have said the funds will be released right at the end of 2012 for gradual use from 2013, that is to say four years after the liberalisation of the European market in December 2009, since when the customs dues paid by dollar sources have decreased each year. Finally, the next challenge for the ACPs is the post-2013 situation. Nothing has been guaranteed so far and the ACP negotiating position is increasingly fragile. The December 2009 Geneva agreement has been ratified. And the ACPs will not have much of a position when the negotiations begin.

The ten ACP countries: Cameroon, Côte d'Ivoire, Ghana, Belize, Dominica, The Dominican Republic, Jamaica, St Lucia, St Vincent and the Grenadines, Surinam.

Source: CIRAD



© Pierre Gerbaud

MANGO — ARRIVALS (estimates) Tonnes

Weeks 2011	49	50	51	52
By air				
Brazil	80	80	30	20
Peru	2	2	40	40
By sea				
Brazil	4 100	4 050	3 520	2 530
Ecuador	44	132	240	110
Peru	88	88	176	484

MANGO — IMPORT PRICE ON THE FRENCH MARKET — Euro

Weeks 2011		49	50	51	52	Average December 2011	Average December 2010
By air (kg)							
Brazil	Kent	3.50-4.00	3.70-4.50	4.30-4.50	4.50-4.80	4.00-4.45	3.10-3.80
Peru	Kent	-	-	5.00-5.50	5.00-5.50	5.00-5.50	4.50-4.75
By sea (box)							
Brazil	T. Atkins	4.00-5.00	4.50-5.00	4.00-5.00	4.50-5.00	4.25-5.00	3.70-4.35
Brazil	Kent	5.50-6.50	5.50-6.50	6.00-6.50	5.50-6.00	5.60-6.35	4.25-5.35

Ripe exotic fruits ...

Informative **CARDBOARD**
on the fruit and its consumption



MACRO PERFORATED FILM
to facilitate gas exchange



Innovative packaging!

Product label
and **INFORMATIVE**
LEAFLET



PROTECTION by
transparent box made
from recycled plastic
(APET)



PERFECT HYGIENE
of the packed fruit

www.unmondedesaveurs.com



Importer and exporter of exotic fruits
and vegetables

Rungis

5, rue de la Corderie - Centra 359
94596 Rungis Cedex
Tél. : +33.(0)1.45.60.78.78
Fax : +33.(0)1.45.60.78.79
Mail : neta.sas@neta.fr

Marseille

Neta bureau 325/326 - bât B
MIN des ARNAVAUX
13014 Marseille
Tél. : +33.(0) 4.95.05.19.84
Fax : +33.(0) 4 91 58 72 98

Litchi

December 2011

The European litchi market went through two distinct phases in December depending on the method of transport. The first half of the month continued as in November with fruits carried by air only. The prices of fruits from all sources weakened at the beginning of the month. However, demand gained momentum, especially from supermarket chains that had hitherto displayed little interest because of the high prices. The end of Week 50 was a turning point when shipments by air from Madagascar stopped and the first conventional ship arrived. In this context, operators moderated their orders to avoid holding air stocks when the first fruits arriving by sea reached the market. The decrease in arrivals by air in Week 50 when demand was increasing led to firmer prices. In the second half of the month, the sale of air litchis continued mainly with untreated fruits loose or on the branch from Réunion and Mauritius. The small shipments in a context of strong demand encouraged a strong increase in the prices of these fruits. Smaller quantities of treated fruits for traditional retailers arrived from South Africa, with litchis arriving by sea going more to the major supermarket chains.

The arrival of the first ship from Madagascar at the end of the second week changed the profile of the season. Unloaded at the beginning of Week 51, these fruits were delivered quickly to the various European markets. The first cargo sold rapidly at firm prices as the market was receptive before Christmas. There was even a slight dip in supply at the end of Week 51 just before the second ship arrived. Unloading starting in the Netherlands on Thursday 22 December, enabling a few deliveries on 23 December. The

good sales of the week encouraged distributors to re-order as soon as the fruits from the second ship became available. Demand decreased strongly in Week 52 and sales slowed to match, especially as buyers still held stocks. Selling prices lost a little ground but remained strong and higher than during the same period of the previous year. The strategy used this year by importers seems to have been profitable in spite of the late arrival of the ships in relation to Christmas. Quality was satisfactory but the fruits were small, characteristic of late seasons.

■ International cashew market: a very difficult end of the year in 2011.

According to the bulletin Anacarde published by the organisation RONGEAD with support from the EU, after a serious fall in October, the price of WW320 cashew nuts stabilised at around USD 3.85 per lb (EUR 6.25 per kg) for FOB transactions in India and Vietnam. This price is hardly any higher than it was during the same period last year, but it is reminded that this was a historical peak in the story of the cashew market. Even if the price of cashew nuts hit USD 4.6 per lb (EUR 7.47 per kg) last September, it is still fairly high. In Indonesia and Tanzania where the harvests are coming to an end, raw cashew nut prices have stabilised at around USD 1 500 per tonne (EUR 1.11 per kg) for CIF deliveries in India and Vietnam. It is now almost certain that the harvests in the two latter countries (and in Mozambique where exports have not yet begun) have been very good. On the cashew market

as a whole, buyers and sellers are just dealing in very small batches and everybody is waiting for January and the first estimates of cashew consumption in Europe and the United States during the Christmas period in order to take decisions. However, it is now clear that demand is decreasing strongly in these two large consumption centres. Although American imports are only 3% down on last year's, most importers report a decrease in retail sales of more than 10%. Only the emerging markets, that is to say China and above all the Middle East, have continued to place large orders at very high prices. Given the decrease in consumption in the West and harvests that seem to be better than those of the last two years, it can be expected that 2012 sales will not reach the peaks seen in 2011. However, demand should be sufficient to keep prices high and probably higher than the EUR 0.38 per kg farm gate price for much of the season.



www.anacarde.com

Source: RONGEAD



© Denis Loelliet

LITCHI — ARRIVALS (estimates) Tonnes

Weeks 2011	49	50	51	52
By air				
South Africa	110	70	50	15
Mauritius	10	10	10	2
Madagascar	110	50	10	3
Réunion	25	35	30	25
By sea				
Madagascar			5 690	6 560
South Africa				350

EUROPE

LITCHI — IMPORT PRICE ON THE FRENCH MARKET — Euro/kg

Weeks 2011	49	50	51	52	Average December 2011	Average December 2010
By air (kg)						
South Africa s	4.50-6.00	4.00-5.50	5.00	5.00-5.50	4.60-5.50	4.00-4.65
Mauritius b	6.50-8.00	5.00-8.00	8.00	13.00-14.00	8.10-9.50	5.50-6.00
Madagascar s	4.80-5.50	5.00-5.50			4.90-5.50	4.00-4.60
Madagascar b	6.50-7.00	6.50-7.00	7.50-8.00	10.00	7.60-8.00	5.00-6.00
Réunion b	6.50-9.50	7.50-9.50	10.00-12.00	12.00-15.00	9.00-11.50	5.35-6.50
By sea (box)						
Madagascar			2.40-2.50	2.20-2.40	2.30-2.45	1.45-1.85
South Africa				3.00-3.50	3.00-3.50	

br: fresh on the branch or not treated / s: sulphur treated

SINCLAIR iQ® ...intelligent firmness management



avocado • kiwifruit • mango

innovation • machines • service | www.sinclair-intl.com



Miles Import

Miles Import

5 rue de la Corderie
Centra 310
94586 Rungis Cedex France

Tel.: 33(0) 1 41 80 10 10
Fax: 33(0) 1 41 80 10 15

Contact: Guy Lesvenan
g.lesvenan@milesimport.com



Your partner

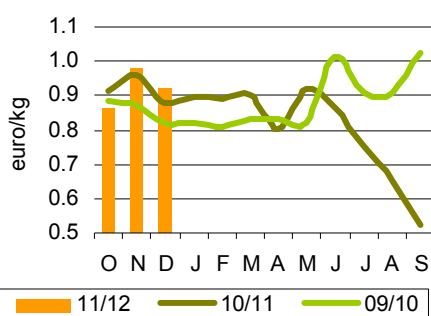
Specialist in pineapple, avocado, grapefruit, apple, pear

Grapefruit

December 2011

Another demonstration that December is never a good period for grapefruit. As every year, demand was focused on exotics and grapefruit was pushed into the background. As a result, the situation remained difficult for the Mediterranean segment. Even though the volumes shipped from Israel were very limited and those from Turkey still small, prices held at a stable, disappointing level, especially as Spain was very present. The market was fairly solid for fruits from Florida. Sales were fairly slow but operators succeeded in keeping quay prices in phase with cost price in spite of the large volumes of arriving fruits. However, stocks had formed by the end of the month.

Grapefruit - France - Import price

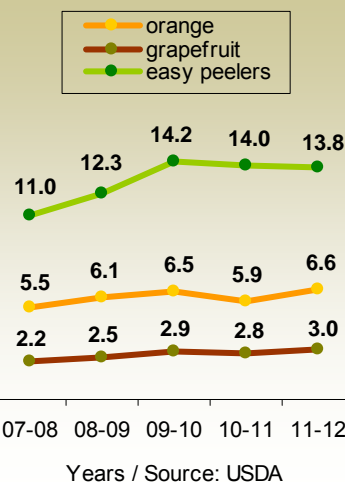


China strengthens its position as the world's leading citrus producer in 2011-12.

According to the last USDA report, Chinese citrus production has resumed growth in 2011-12 after a 2010-11 season marked by large losses resulting from bad weather. With a harvest estimated at 27 million tonnes, China would control about 25% of world production and increased its domination of the other major world players, Brazil and the United States. Progress seems amazing: in ten years the harvest has increased by 15 million tonnes and the planted area by nearly a million hectares. And the trend is not likely to weaken. The areas under orange (mainly 'Navel') and grapefruit are still increasing, with production at 6.6 and 3.0 million tonnes respectively. The areas under easy peelers, dominating Chinese production with an estimated 13.8 million tonnes, are not changing but reconversion to better quality varieties is in progress.

Source: USDA

China - Citrus - Production (million tonnes)



Greening: grubbing up in Brazil...

According to a report published at the end of September, 3.8% of citrus plants were carriers of greening in the Sao Paulo region. The central and southern parts of the state are the most affected (5 to 6% positive), with the rate of infection being much more limited in the west and the north (less than 1%). It is true that this is moderate in comparison with Florida, where it is 18% according to Fundecitrus. However, the increase is extremely alarming as prevalence of the disease has doubled in a year. The federal government therefore announced in October that USD4.6 million would be awarded to re-launch the programme for the grubbing up of trees infected by greening and by citrus canker that had been suspended in June. The amount of subsidy per tree is not yet known. In the preceding plan it was USD 2.30 for trees infected by greening and USD 11 for those with canker; in the latter case a two-year quarantine period was to be applied before replanting.

Source: FoodNews



© Régis Domergue

PRICE	Type	Average monthly price euro/box 17 kg box eq.	Comparison with average for last 2 years
	Tropical	16.50-17.50	+ 7%
Mediterranean	10.50-11.50	+ 2%	

VOLUMES	Type	Comparison	
		previous month	average for last 2 years
Tropical	↘	+ 12%	
Mediterranean	↘↘	- 30%	

VOLUMES	Source	Comparison		Observations	Cumulated total / cumulated average for last 2 years
		previous month	average for last 2 years		
Florida	↘	+ 12%	Large cumulated monthly shipments greater than average until Week 51 inclusive.	+ 17%	
Israel	↘	- 6%	Another month of limited harvest and exports given the market situation.	- 35%	
Turkey	↗	+ 3%	The volumes for the EU were greater than average during the first fortnight and very limited thereafter.	- 17%	



Maroc Fruit Board™

www.maroc.fruitboard.com



Tresors de la nature



Content published by the Market News Service of CIRAD - All rights reserved

Tel.: 00 212 5 22 65 47 00 - Fax: 00 212 5 22 91 14 63

Orange

December 2011

The market remained difficult. Demand was sluggish but fairly normal for the season. However, pressure increased at production in Spain. Abnormally high temperatures for the season caused keeping problems in some batches of very ripe 'Naveline' and shipments were speeded up. Under these conditions, prices fell to distinctly lower than average at both production and import stages. Supply was completed by a few batches of 'Salustiana' from the same source.

■ **Orange variety of the month: 'Maltese'.** This high-quality well-coloured orange is grown almost only in the Cape Bon region of Tunisia, where conditions bring out its full potential. It is medium-sized and slightly oval. The soft peel is slightly grainy and easy to remove. The tender, juicy flesh is little coloured for a blood orange. The flavour is particularly pleasant with sweetness balanced by a good level of acidity.



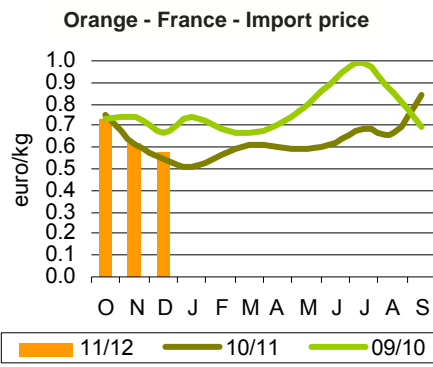
Source: CIRAD

results of the complementary analyses in progress.

Sources: FDA, REUTERS

■ **Marriage of the Brazilian orange juice giants completed.** The Brazilian antitrust commission has approved the merger between Citrusuco and Citrovia. The new entity will control 25% of the world market, with 7 production sites (6 in Brazil and 1 in Florida), 8 port terminals, 5 ships and plantations in Brazil and Florida. It is ahead of Cutrale (about 19% of the market) and Louis Dreyfus (about 10%). However, the antitrust commission required the freezing of the planted area for five years and the setting up of a market information system to protect the interests of independent producers.

Source: FoodNews



■ **US suspends orange juice imports.** On 11 January, the Food and Drug Administration decided to suspend concentrated orange juice imports from all sources. The decision followed the discovery of traces of carbendazim in batches from Brazil. Press sources report that the amounts found in the first analyses were extremely small with no danger to human health. However, this fungicide widely used in the world to control black spot because of its effectiveness and price is forbidden in the United States. The US imports about 25% of its annual consumption, mainly from Brazil. The resumption of imports will depend on the



© FDOC

PRICE	Type	Average monthly price euro/box 15 kg	Comparison with average for last 2 years
	Dessert oranges	8.25-9.00	- 5%
Juice oranges	9.00-10.50	na	

VOLUMES	Type	Comparison	
		previous month	average for last 2 years
Dessert oranges	↗	+ 8%	
Juice oranges	↗	na	

VOLUMES	Varieties by source	Comparison		Observations	Cumulated total / cumulated average for last 2 years
		previous month	average for last 2 years		
	Naveline from Spain	=↗	+ 8%	'Naveline' shipments similar to those of the preceding season and slightly higher than average.	0%



mehadrin

open your mind




**Berlin
2012**
du 8 au 10
février

HALL 1.2 D-02



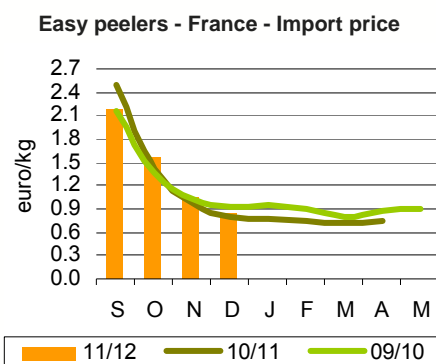
MEHADRIN INTERNATIONAL • 696 chemin du Barret, ZA du Barret • 13160 CHATEAURENARD • France
Tél. +33(0)4 32 60 62 90 • Fax. +33(0)4 90 24 82 54 • benchabod@mehadrin-inter.com • www.mtex.co.il



Easy peelers

December 2011

The market worsened distinctly after being very sluggish since mid-November. Supply pressure of 'Nules' clementine was strong as a large proportion of the fruits had to be sold rapidly because the weather was too warm in the Valencia region. Prices fell at both production and import stages and those of standard brands hit rock bottom. This meant that it was difficult for 'Fine' from Morocco to gain a position on the European market and exporters continued to concentrate shipments on Russia and Canada. 'Clemenvilla' from Spain, more solid than 'Nules', benefited from fairly good demand although it did not succeed in standing out in terms of price. Only the Corsican clementine niche market behaved well, thanks to the differentiation performed by shippers, in spite of the large volumes received.



■ **Easy peeler variety of the month: Nadorcott.** This natural hybrid of 'Murcott' originated in Morocco. The fruits are medium-sized to small and easy to peel, like clementines. The shape is irregular and slightly flat, like 'Murcott'. They ripen late and are seedless. The pulp is soft and melting with a large proportion of juice and acids, giving it a clearly characteristic taste.



Source: CIRAD

■ **South African citrus soon to reach Thailand.** The Thai authorities are to make an inspection visit in March and could give their approval before the start of the 2012 season. The protocol is similar to that set up for the United States, continental China and South Korea: approval of plantations and packing stations and cold sterilisation. The quantities exported should remain modest during this initial season, especially as Thailand has do-

mestic production all the year round and cold treatment limits the scope for shipping lemons and easy peelers.

Source: CGA

■ **Mobilisation against the Spanish production crisis.** 'Unarmed in the face of distributors in a lawless world' is the image used by one of the main representatives of the Spanish farming unions to describe the situation of citrus producers in the Valencia region this season. According to AVA-ASAJA, Unio de Llauradors and UPA-UGT, pressure from the major retail distribution groups, with German low-price outlets in the lead, is such that the losses suffered by the production sector were estimated at 85 million euros at the beginning of January. The farmers' organisations report that producer prices at the same time were 17 cents per kg for clementines and 15 cents for 'Naveline' when cost prices were respectively 25 and 20 cents per kg. A day of protest was planned for 13 January.

Source: Levante Agrícola

PRICE	Type	Average monthly price euro/kg	Comparison with average for last 2 years
	Clementine	0.86	- 1%
Hybrids	0.81	- 1%	

VOLUMES	Type	Comparison	
		previous month	average for last 2 years
Clementine	↗	+ 12%	
Hybrids	↗	(+ 39%)	

VOLUMES	Source	Comparison		Observations	Cumulated total / cumulated average for last 2 years
		previous month	average for last 2 years		
Clementine from Spain	↗	+ 13%	Fast shipment rate because of weather-related keeping problems for a fair proportion of 'Nules' shipments.	+ 10%	
Hybrids from Spain	↗	+ 39%	Rapid increase in the supply of 'Clemenvilla', a more solid alternative to 'Nules' in the first part of the month.	+ 28%	
Clementine from Morocco	↗	- 22%	Larger EU arrivals of 'Fine' than in the previous season but volumes still smaller than average (shipments focused on Russia and Canada).	- 25%	
Clementine from Corsica	↗	+ 30%	Very large supply of 'Fine' on the French market as demand for this niche fruit was strong.	+ 9%	



© Eric Imbert



© Denis Loelliet

YOUR GATE TO EUROPE IN SOUTH OF FRANCE



Stand GF PORTERM
Hall 2.2 - C10

A 25,600 m² COMPUTERISED AND PROTECTED WAREHOUSE

23,200 square meters of transit and storage area
Total capacity: 15,000 pallets including 5,500 in
10 cold stores (from 0 to 14°C and one at - 25°C)

8 access doors to the quay
27 gates for unloading containers
33 gates for loading lorries

Quay: 37 m wide, 450 m long and water depth 12 m
Two gantry cranes
A container park with 140 power sockets

Lorries: internal parking facilities for waiting vehicles
and A9 motorway at 9 km

Trains: 40 km of tracks and a transfer gantry crane

Barges: canal use as far as Dijon



Zone portuaire - Quai E - CS 90133 - 34202 SETE CEDEX
Tel: +33 (0)467468989 - Fax: +33 (0)467498240 - E-mail: info@reefersete.fr



Sea freight

December 2011

With the Med banana markets under severe pressure throughout the month it was no surprise that banana chartering activity remained light. With no assistance from either poultry charterers or the Latin American seasonal fruit business the charter market remained in the off-season doldrums for the eighth month in a row.

December marked a disappointing end to what was a difficult 2011 for specialized reefer operators and container lines alike. The greatest fear now among operators of Spot tonnage is that should the current situation persist throughout January, this year may not see the peak in demand (and rates) between February and April that is necessary to sustain the tramping fleet for the rest of the year.

There is a good case to suggest this is precisely what will happen. Unless Maersk and MSC withdraw their Black Sea banana services, Spot demand for bananas is likely to remain conservative and possibly not dissimilar from the final quarter of 2011. With the probable but as yet unconfirmed disappearance of trader Adriafruit from the Med banana arena, competition for customers may be slightly less intense. With CoMaCo chartering Seatrade tonnage, Rastoder is the only true Spot banana trader left standing! If this is the case, it will theoretically lead to a reduction in demand for Spot Ecuadorian fruit and also therefore a drop in demand for Spot reefer capacity.

Ordinarily this could be expected to lead to a fall in the exit price. But how much of an impact a reduction in demand has on the exit price also depends on the other side of the equation – i.e. banana supply. After such a difficult second half of 2011, there is every reason to believe that crop yield this year will be lower as many independent growers dependent on Spot demand have not been able to fund fertilizer application or Sigatoka fumigation. So if production is low and for any reason the majors and/or traders need to supplement volumes, the Spot price in Guayaquil could easily reach heights not seen regularly since 2008.

■ **Russia joins the WTO.** After 18 years of negotiation, Russia is in the process of joining the World Trade Organization. There just remains the signing of the protocol of agreement by the Duma within six months. This is important news for world fruit trade professionals. Russia has no less than 142 million consumers and many economists stress that 'the Russians have money to spend' as the average income is about USD11 000, they do not usually pay rent and taxes are low (average rate of 13%). Entry to the WTO will make it possible not only to reduce customs dues considerably but also to remove the sanitary barriers that made this market particularly difficult to work with.

Source: FoodNews

■ **Del Monte sets up in France.** Del Monte has had its own trading organisation on the French market since 1 January this year. According to Jean-Pierre Bartoli, Senior Vice President of Del Monte for Europe and Africa, this will allow total control of the chain of distribution from production to sales and continue to guarantee the strict respect of all quality and freshness standards and the recognised high quality of the entire range of tropical and southern hemisphere fruits sold under the brand. As regards logistics, fruits



from Central America and Cameroon will be unloaded at Antwerp, Port-Vendres and Livorno and those from the southern hemisphere in Rotterdam. Eric Hellot is the sales manager of this new facility based in Rungis.

Source: Del Monte

■ The GF group launches its pineapple and banana brands.

In China, 2012 is the year of the dragon. For AZ France it is the year of the lion. At the end of January, the French subsidiary of the GF group unveiled its new banana brand, 'Simba', whose logo represents the king of the jungle. The 40 000 t of fruits from the group's plantations in Cameroon will be completed by produce from Central America. The specification of the new brand lays emphasis on mastery of the entire chain thanks to other companies in the group that handle logistics and distribution, the guarantee of quality and food safety, 'bespoke' packaging and a strong social and environmental undertaking. The GF Group has jointly launched the 'Fratelli Orsero' brand to target the Italian market. The two brands will be used for pineapple sales as well. Distribution will also be handled in Spain, Portugal and Greece by the other GF subsidiaries.



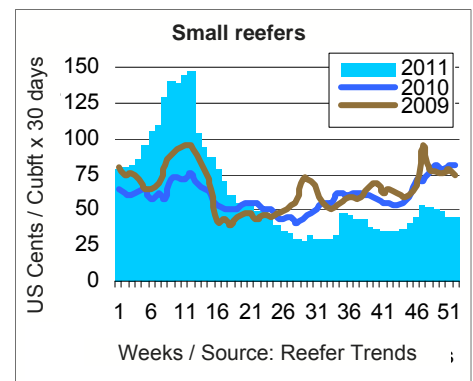
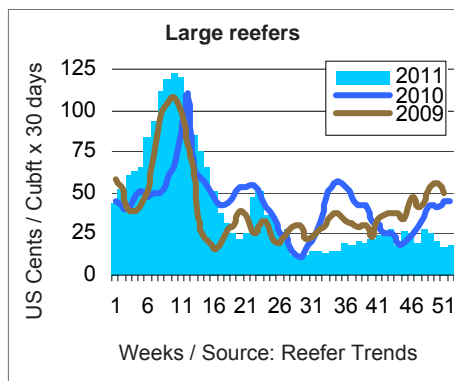
Source: CIRAD

MONTHLY SPOT AVERAGE			
US\$/cents/cubic foot x 30 days	Large reefers	Small reefers	
December 2011	19	44	
December 2010	44	81	
December 2009	50	73	

Web: www.reefer trends.com
 Tel: +44 (0) 1494 875550
 Email: info@reefer trends.com

reefer trends

The independent news and information service for the reefer and reefer logistics businesses





We produce, you enjoy



Fruit Logistica - Berlin
Hall 22 / Stand B-11

Tel : 33 (0)491 43 44 45
www.kini-productions.com

The European banana market in 2011

Beware of mines

The situation is worrying, even though this is not apparent at first sight. This is what will be remembered of the 2011 banana year in which the best rubbed shoulders with the worst. Some people even consider that at least the second half of the year—the most difficult period—was just a dress rehearsal for a play that should run throughout 2012. But be assured, coups de théâtre form the foundation of the banana scenario.

'I'm fine, Mummy'

The 2011 annual import price in France is perfectly in line with the average for the last four years at some EUR 0.66 per kg (EUR 12 per box). In Germany (the reference for second and third brands), it is EUR 0.71 per kg (EUR 12.90 per box), matching the 2010 average. Consumption in EU-27 estimated by CIRAD displayed a small 1% increase (+ 48 000 tonnes) over a ten-month period and was perfectly stable at 5.2 million tonnes for the twelve months from September to October.

The figures are even more encouraging for the United States where the excellent trend observed in recent years was confirmed. The Spot price of green bananas was up by 80 cents to USD 16.50 per box, an all-time record. Declared customs value confirms the figure at USD 445 per tonne against USD401 a year earlier. The increase at the import stage did not have a negative effect on net supply. Quite the opposite, as the latter even increased by 2% (+ 62 000 tonnes) in the ten-month period. Discontented operators should keep quiet!

Yes but...

After reading the above, some readers will probably be reaching for their telephones to complain or will have lit a few candles and be praying for an abandoned and lost editorial team. Neverthe-

less, a glance at the annual figures shows that although the situation is not magnificent it is not desperate either. But this is in total contradiction with the widespread grumbling about the poor European in the broad continental sense (including Russia) and Mediterranean market. Complaints are heard at both production and import stages. Beyond what can be considered as the usual noise from traders, there are unmistakable signs: some large operators are scaling down in Europe with poor financial results, a major crisis in Ecuador and in other major export countries, etc. This leads to making a closer analysis and identifying the causes of the present anxiety.



© Denis Loelliet



Banane
**DE GUADELOUPE
 & MARTINIQUE**

**Discover our regions'
 best taste, at the Berlin
 trade fair**

**from 8th to
 10th February 2012**

**Exhibition Hall 25
 Stand B08**



THE TASTE OF THE REGION

www.bananeguadeloupemartinique.com

Content published by the Market News Service of CIRAD – All rights reserved

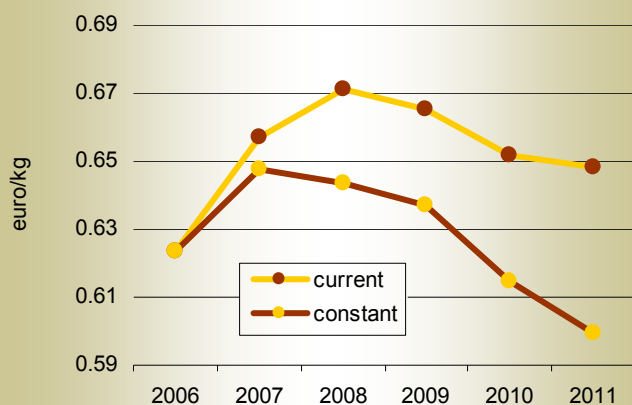


COMMUNICATION CAMPAIGN CO-FINANCED BY THE EUROPEAN UNION AND THE OFFICE FOR THE DEVELOPMENT OF THE OVERSEAS AGRICULTURAL ECONOMY (ODEADOM)





**Banana - France - Import price
in current and constant euro**



Source: CIRAD, Insee

The banana roller coaster

It's all in the details once again. As we stressed last year, the instability of markets means that monthly or even weekly analysis is needed to understand the situation in 2011 and also to draw conclusions for the coming months and years. Because, in contrast with the description at the beginning of this article, the situation is very bad.

It is true that the year was not deplorable from start to finish—far from it. The first quarter was even very generous with French import prices flirting with the peaks at EUR 0.95 per kg in week 4. The symbolic one euro level was not exceeded as it had been in 2009 (weeks 10 to 12) but the situation was very good. First quarter import prices in France and Germany were respectively EUR 15.4 and 16.1 per kg. The exceptional trend continued in April.

However, the trend changed in May. The situation went from bad to worse in the spring and especially in the summer. A timid recovery in the autumn was not enough to catch up. The last quarter was dull, as in previous years apart from the exceptional end of 2010.

The year was strange to say the least and the main causes were discussed in part in the October issue of **Fruitrop** (193, October 2011, page 17 onwards). The noteworthy events are shown in the table below.

The European banana market in 2011 — The major events

Positive for the banana market

- The end of 2010 was marked by weather damage to both the world banana plantations and the main production area (decrease in supply from Latin America and the West Indies following hurricanes, floods, drought, etc.) and by a decrease in the European pip fruit harvest.
- Summer 2011 was not very favourable for the season's fruits (abnormally low temperatures in July for example) but the banana market did not benefit because of over-supply during the whole of the summer.
- The hurricane season was fairly quiet, especially in banana production areas, leaving world production potential intact.

Negative for the banana market

- The revolutions in the Mediterranean in spring 2011 considerably disturbed southern European flows of bananas.
- The *E. coli* psychodrama in May/early June in Europe and also in the United States made fruit and vegetables seem to be potential bombs, putting off consumers.
- Spring 2011 was extremely warm in Europe and hence not very favourable for banana consumption.
- Competition from the season's fruits was marked in spring 2011 as harvests started about a fortnight earlier than usual.
- European imports increased strongly from April to August (+ 2 to + 8 % in volume in comparison with 2010).
- Finally, the difficult economic context affected the morale of households and food prices. According to Interfel, consumption of fresh fruit and vegetables is decreasing in terms of volume.



Tel +27 15 3451217
 www.duroilab.co.za
 enquiries@duroilab.co.za

Marketing Director
 Alan Davson
 alanne@mweb.co.za
 Tel +27 834554315



World Class Technology For Africa.

Superior disease-free material for higher yields and improved profitability. Internationally acclaimed technical and advisory services.

Banana Tissue Culture Plants:

Available Varieties

Grand Nain, Williams, Chinese Cavendish

Elite single clone Cavendish selections

with a potential of 10% higher annual yield than conventional Cavendish cultivars:

Asdia, Nandi, Grand Negra, El Dorado

Technologie de classe mondiale pour l'Afrique.

Matériel de haute qualité certifié sans-maladie pour des rendements supérieurs et une amélioration de la profitabilité. Service technique et d'appui reconnu au niveau international.

Vitro-plants de banane:

Variétés disponibles

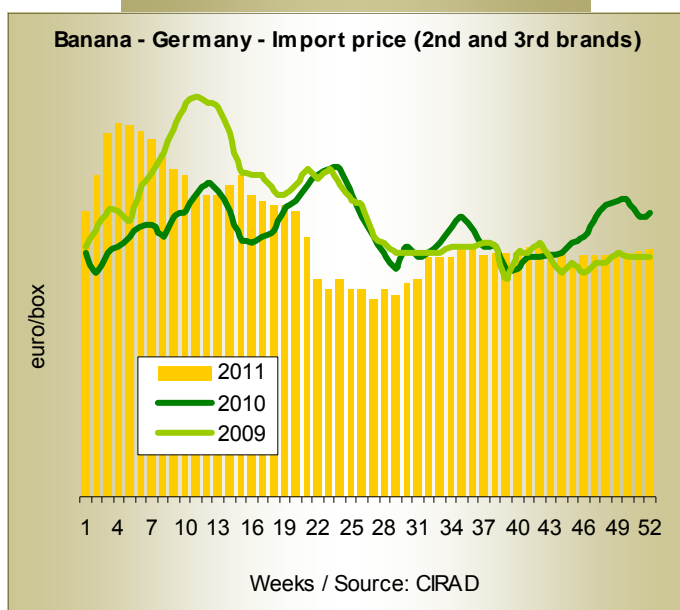
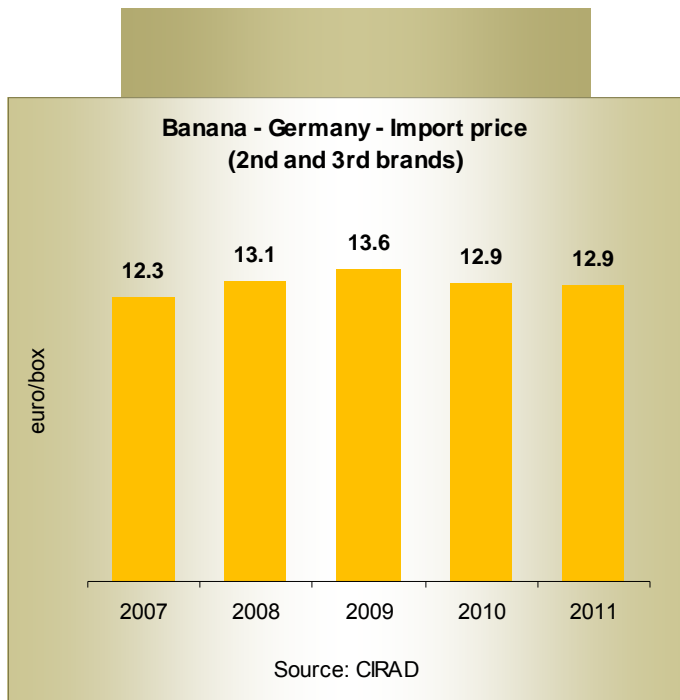
Grand Nain, Williams, Chinese Cavendish

Sélections Cavendish de géniteurs d'élite

Accroissement potentiel de 10% du rendement annuel comparé à un cultivar Cavendish traditionnel:

Asdia, Nandi, Grand Negra, El Dorado





Confirmation

The study of European supply is instructive and also answers many questions. Only the figures for the first ten months of the year are available at the time of going to press. They are enough to provide an extremely simple explanation of the impact of the increase in banana supply on prices at the import stage. Indeed, the monthly increase of the volumes sold in the EU (imports + European production) was positive from May to August inclusive (from 2 to 8% more) and then again in October (+ 2%) after a dip in September (- 4%). This was all the more revealing as supply was larger than normal. The supply curve was thus totally inverted with regard to import prices. Another illustration of the famous theory of supply and demand.

However, the rate of supply alone does not explain the moroseness of banana operators. There is first of all the case of France whose supply profile differs considerably from those of other countries like Germany and Italy for example. The fact that its own producers cover a proportion of consumption structures the market. This is also reciprocal: France is the first outlet for these producers. Their destinies are closely linked. If further proof were needed, unfortunately 2011 is a textbook case. French growers, and especially those in Martinique, were hit by a double whammy. Absent from the market during the euphoric first quarter because of damage caused by weather at the end of 2010, they returned strongly, as required by the physiology of banana plants, in the spring and summer. The market could not take this flood of bananas during period that are also delicate for fruit consumption (see preceding table). In addition, takers paying decent prices for these extra volumes were not found on the other European markets as exports were already too large during the period, as has already been mentioned. The end of the crisis in September was more delicate and longer than elsewhere for the same reasons.





ISBN : 978-2-7592-1690-1
Hardbound, illustrated
360 pages + colour section

€ 50

Publication date: March 2012



A copy of *Le bananier et sa culture* will be given to you free of charge for any purchase made **before 31 March 2012**. To take advantage to this offer, enter the code "NABA" when you order.

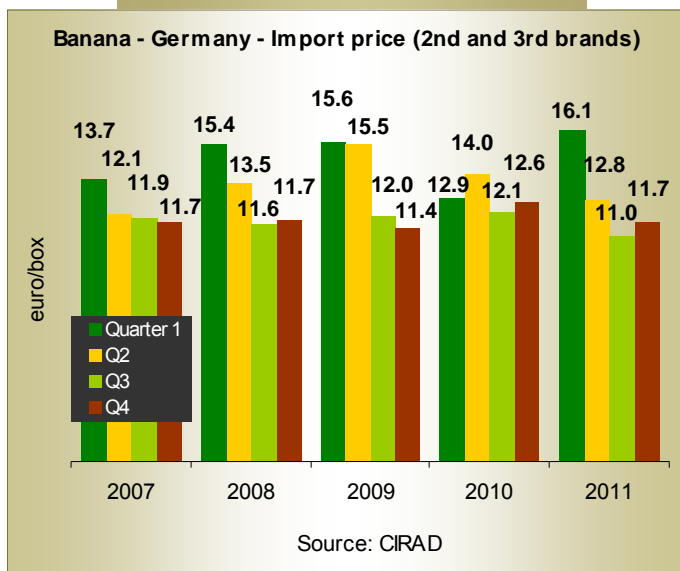
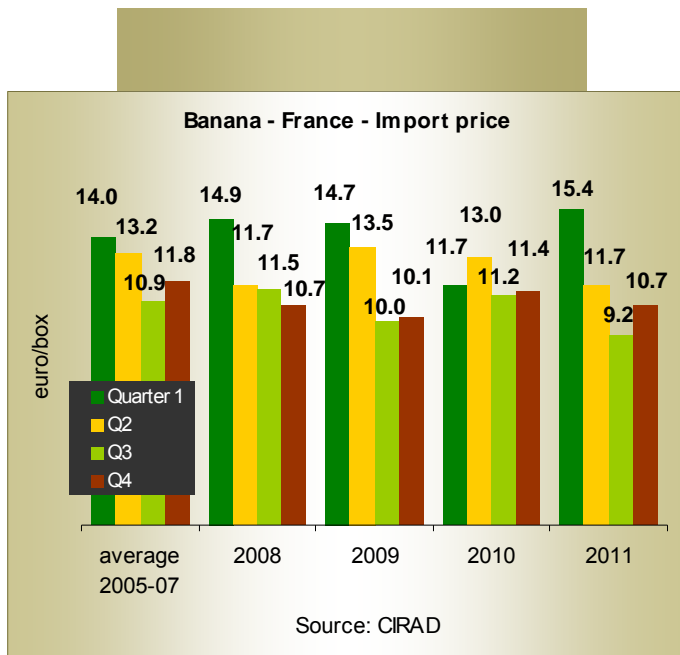
LE BANANIER

Un siècle d'innovations techniques

André Lassoudière

Dessert banana production has increased in a spectacular manner since the end of the nineteenth century. This book traces the history of the crop and describes the results of agricultural research up to 2010 in response to questions asked by the sector concerning meeting the requirements of an export crop, improving productivity, fighting plant diseases and soil contamination, knowing which varieties are resistant and viewing the present challenges of sustainable production. It is a synthesis of research, innovations and practices in numerous countries.

André Lassoudière, a research scientist at CIRAD from 1967 to 2008, devoted his entire career to bananas. In the banana sector he worked above all as an expert for planters, professional organisations and development institutions, in particular in Africa and the West Indies. His missions took him all over the world.



Loss of purchasing power

Price stability in Europe should be seen in relative terms as reference is made to current prices and not constant prices. It is true that inflation is under control in the EU but the price curve cumulated over a period of several years displays quite a different pattern. Since 2006, current prices of green banana have increased by an average of 0.8% per annum while they have lost 0.7% per annum in current euros. This means that the value of a kilo of bananas at the import stage has decreased by 7% per year in constant euros! It will be remembered that the current pre-tax performance ratio for shippers in the fruit and vegetables sector in France is some 1.4% per year (Observatoire de la formation des prix et des marges des produits alimentaires – Report to Parliament - June 2011 - FranceAgrimer). Given the extreme financial fragility, it is certainly useful to analyse prices in constant euros.

We have seen how lack of accuracy in what we are analysing—current and constant prices—can make comments less perspicacious. Beyond the question of the reincorporation of inflation in the prices, it is important to say that there should be no confusion between price and value-added or even between price and profit. Value-added is what remains of the selling price when the producer has been paid or generated in integrated banana structures and when intermediate expenditure with a view to release on the market has been settled. Gross profit is the value-added minus payroll costs and other expenses. These two small examples show that producers do not make money through the simple evolution of prices, but in contrast are impoverished when costs increase. Whence the great importance of not thinking in terms of even constant prices but to integrate in the analysis the movement of costs and especially those related to raw materials. Some might think that this is stating the obvious but during discussions in certain circles, especially in Brussels and Geneva, it seems that even a simplified reminder of accountancy indicators is not superfluous.



© Régis Domergue

Charles De Wulf *Independent consultant*

**Consultancy
Surveys
Audit**

Fresh and
Processed
Foodstuff

Specialized in
Fruit and Vegetables

**EVALUATION MISSIONS
DEVELOPMENT PROGRAMS
TECHNICAL ASSISTANCE**

Targeting Producers,
Insurers, Sea and Road Carriers,
Importers and Institutions

Based in **Brussels**

Mob. **+32 495 55 28 55**

e-mail **charles.dewulf@skynet.be**

SKYPE **charles.dewulf**

Agronomist - 20 years experience
Management in Tropical Production
Pineapple and Banana Specialist
Quality Control and Surveys on food products



**Au service
de l'agriculture
ultramarine
depuis 25 ans**

Soutient la modernisation, la diversification
et le développement de la production agricole
et agro-alimentaire des régions françaises d'outre-mer,

Favorise l'organisation de la production,
de la commercialisation et de la transformation
des produits issus de l'agriculture au plan local et national,

Gère et paie les aides européennes et nationales
attribuées aux filières agricoles d'outre-mer,

Contribue, par son expertise,
à la prise de décisions stratégiques
sur l'avenir de ces filières,

Constitue un lieu de concertation indispensable
entre les professionnels et l'administration.



Un Monde de Savoir-Faire

Office de développement
de l'économie agricole d'outre-mer
12, rue Henri Rol-Tanguy
TSA 60006

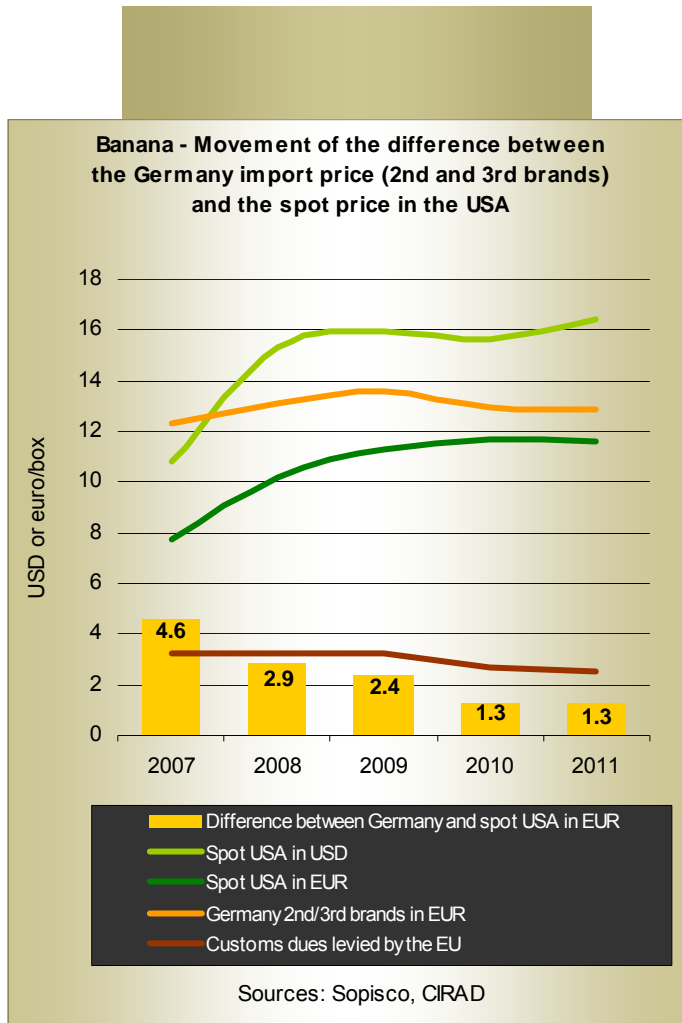
93555 Montreuil-Sous-Bois Cedex
France

T : 33 (0) 1 41 63 19 70

F : 33 (0) 1 41 63 19 45

odeadom@odeadom.fr

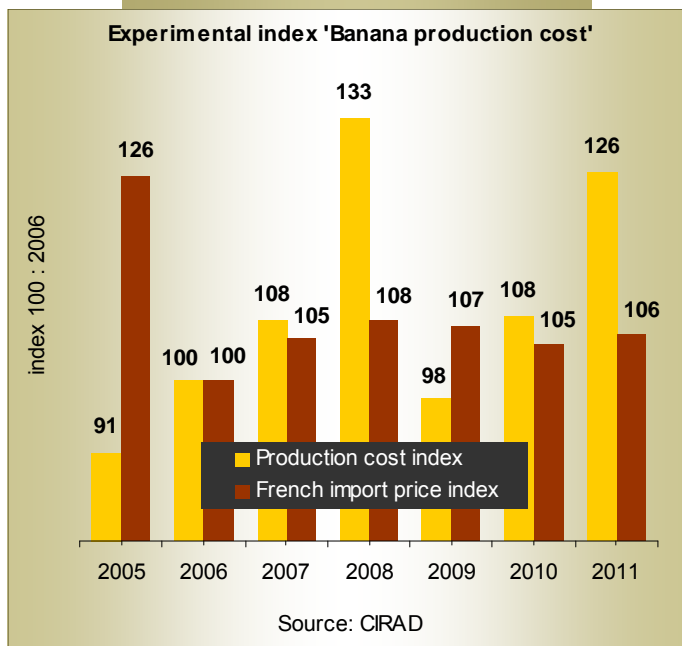
www.odeadom.fr



Avoid confusing price and cost

However, after saying that, we have not got very far. It should therefore be possible to apply very accurate monitoring, at the same rate as sales price movements, of the various components of the cost price of bananas. This can concern situations as different as that of a small grower in the Machala region of Ecuador, a multinational corporation in Costa Rica or a highland grower in Guadeloupe. In addition, access to information remains in the strictly private field of cost price structure and is very dependent on the conditions of purchase of raw materials. The CIRAD Market News Service that publishes FruiTrop has undertaken to create a cost price index using only public or easily accessible sources of data (World Bank, Reefer Trends, etc.) and a few expert cost structures that describe part of world supply as accurately as possible. For the moment, the index does not cover certain costs such as payroll, depreciation or financial or structural costs.

Now for analysis after these long preliminaries. It is short and to the point. Indeed, a cost price index and an import price index each at 100 in 2006 only rose to 106 in 2011 for the current import price but to 126 for cost price. We are not very far from the record 133 of 2008 with the boom in raw materials before the financial crisis.



© Denis Loelliet



Tissue culture production of tropical fruit plants
Your banana tissue culture plant specialist



A unique range of elite varieties

What we promise you

The most productive selected elite varieties
Prime bunch quality
Optimum homogeneity in the field
The best sanitary guarantees of the market
Unequaled responsiveness



Tel: +33 (0)4 67 55 34 58
Fax: +33 (0)4 67 55 23 05
vitropic@vitropic.fr

ZAE des Avants
34270 Saint Mathieu de Tréviérs
FRANCE
www.vitropic.fr

Content published by the Market News Service of CIRAD – All rights reserved





© Denis Loeillet

Banana — Europe — Retail price				
euro/kg	2010	2011	Difference	
			Euro	%
United Kingdom (£/kg)				
Loose banana	0.88	0.73	- 0.15	- 17%
Prepacked banana	1.24	1.21	- 0.03	- 2%
Spain				
Banana from Canaries	1.7	1.93	+ 0.23	+ 14%
Other origins	1.38	1.34	- 0.04	- 3%
Germany				
Traditional distribution	1.17	1.19	+ 0.02	+ 2%
Hard discount	0.99	1.04	+ 0.05	+ 5%
France				
Average price	1.23	1.26	+ 0.03	+ 2%
Special offer price	1.43	1.48	+ 0.05	+ 3%

Sources: TWMC, SNM, national authorities

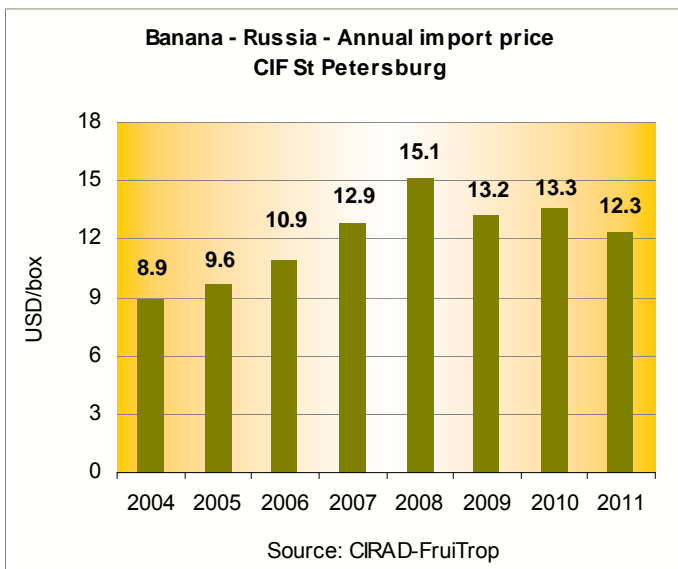
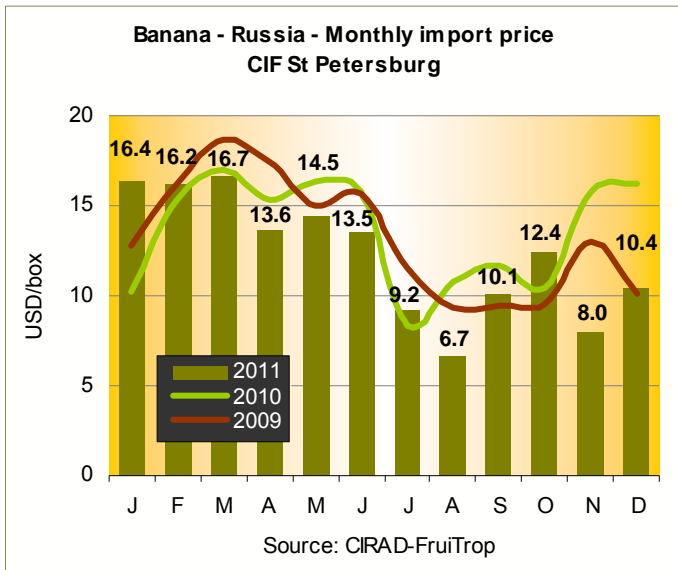
From individual to collective

We now know that producers are becoming poorer, trapped between rising costs and falling sales prices. It now remains to be known whether retail distributors, the final link in the chain, have creamed off the surplus generated—in spite of themselves—by producers or intermediate operators. Examination of retail prices refutes this hypothesis. Current prices have remained stable overall in the EU and have thus fallen in constant euros. It is thus simple to conclude that the sector as a whole has lost value-added. As this is a longstanding phenomenon, especially in France, it would be logical for operators throughout the chain to try to re-stimulate this fruit that is suffering from pauperisation. And raising retail prices as one of the pathways that such cooperation should take would not be a case of treating consumers as hostages. Bananas are by far the cheapest fruit on the shelves and, at equivalent nutritional value, the cheapest foodstuff. This is not a new idea in France. Studies of all kinds and the subsequent commissions have all shown the advantages of a collective marketing approach. However, the initiatives have always come to nothing. But as a sign of the times, the leading operators on the French market seem to be moving in the right direction at last. With encouragement from the Conseil supérieur des importateurs de bananes (CSIB), the Association interprofessionnelle de la banane (AIB) should come into existence in February 2012. This is an important founding act. It will assemble all the professional groups in the banana sector: producers, importers, ripeners, wholesalers and retailers. This is a point of departure that is certainly not enough but it is essential for the ambitions of a sector in the throes of a crisis.

Scissors and then a hatchet

This is why in contrast with the annual figures and my very optimistic introduction, 2011 was distressing to say the least. And it is not for a morbid thrill that we add stress to stress when discussing 2012. Indeed, as we wrote in October (FruiTrop 193, page 17 ff.), production capacity in the Caribbean and Latin America has emerged practically unscathed from the hurricane season and, although La Niña is there, its effects will be minimal. In short, after acting as a regulator after 2006, the climate was absent. In addition, there is nothing to show that tension with regard to raw materials will ease off. This is especially the case of oil, the master standard for much intermediate consumption. According to the latest forecasts and unless there is a very serious world-wide recession, all observers see oil prices at around USD 105 (Deutsche Bank, BNP Paribas, etc.) per barrel (WTI). Costs will therefore continue to increase and selling prices will not benefit from a temporary decrease in supply. The price and costs scissors are opening to a dangerously wide extent and must not become a hatchet affecting the whole sector. As the saying goes, 'He who thinks of the worst becomes right'. So let's hope that we will become perfectly not right ■

Denis Loeillet, CIRAD
denis.loeillet@cirad.fr



Russia: вляпаться в говно*!

Russia is a land of contrasts. Observers of the Russian banana world are like Winston Churchill: 'I cannot forecast to you the action of Russia, it's a riddle wrapped in a mystery inside an enigma; but perhaps there is a key.' (October 1939). Erratic is the best adjective for describing this market which is a market for non-contractual Ecuadorean bananas. The two countries go well together in fact, giving the impression that everything is always possible. The frontiers of the possible were pushed further back once again in November 2011 when arrivals practically doubled from 1 to 2 million boxes per week. This immediately caused a decrease in price, which fell through the floor to USD 6 per box CIF St Petersburg in Week 47. In comparison, the

green price across the border in Poland was USD 13.3 per box, a feature that might make some people want to become exporters.

Finally, thanks go nonetheless to the Russian market for having taken so much fruit: a 25% increase from 2010 to 2011. This is as much as the Mediterranean or Europe. Or the East European frontiers are more permeable than reported. But as you might say, 'not seen, not caught'!

*вляпаться в говно [vlyapat'sya v govno] :
'To get unexpectedly into a difficult situation, to get stuck between a rock and a hard place'

United States: the banana 'new deal' stands the test of time

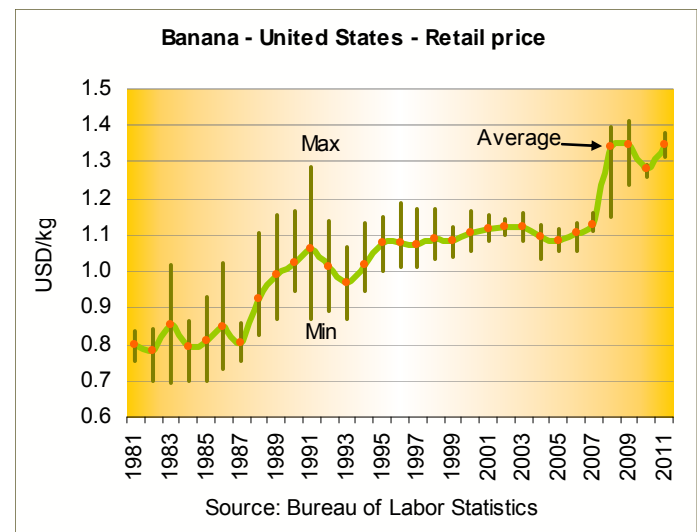
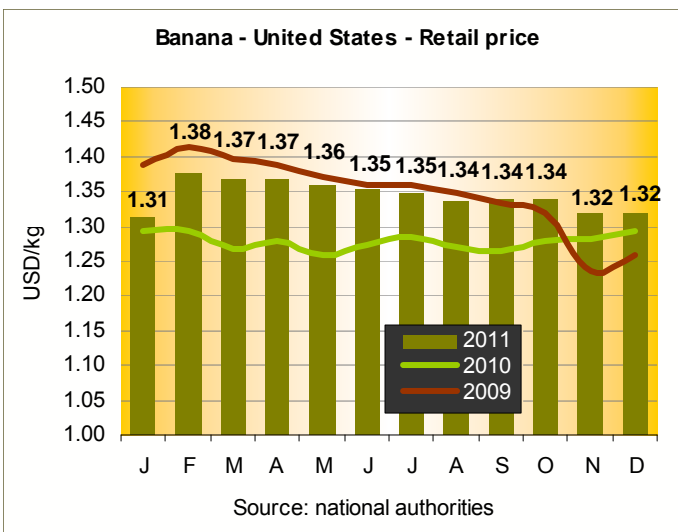
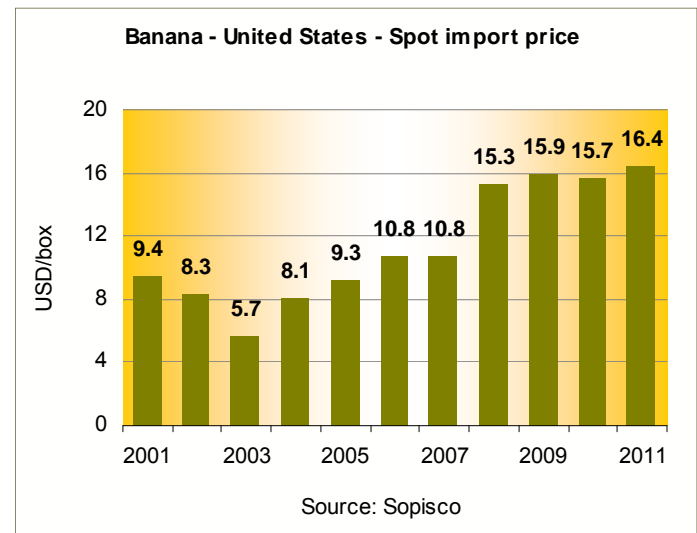
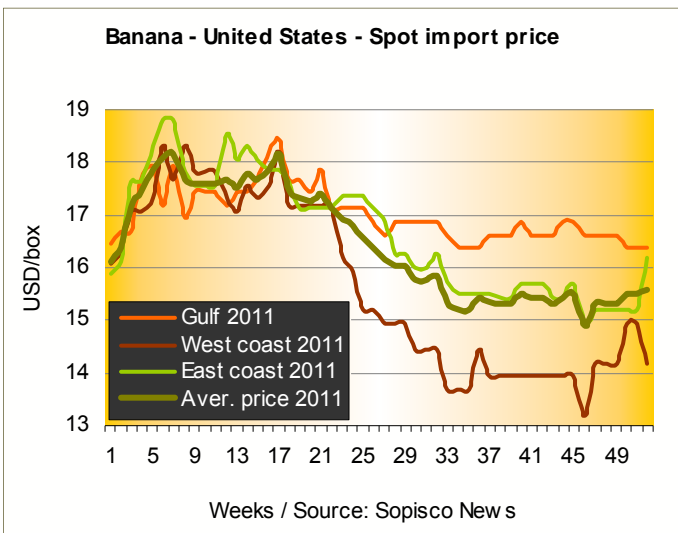
A year ago, FruiTrop asked the question of whether the American miracle would be confirmed in 2011. The verdict is that the market is still well-oriented. Both customs values and Sopisco data (green bananas, Spot stage) agree that the produce is still gaining value at import. The Spot import price climbed by 5% in 2011 in comparison with 2010, setting a new all-time record of USD 16.50 per box (current dollars). It even doubled between 2004 and 2011. There is no point in checking whether US inflation has wiped out the excess. There is an unprecedented increase in value on the US banana market. The upward movement started in 2008 right in the inflationary crisis suffered on the commodities market. At the time, US operators succeeded in persuading retail distributors that it was necessary to increase purchasing prices to cover the increase in cost price. One might have thought that it was a flash in the pan, with the decrease in tension in commodities automatically causing a change in contract and Spot prices.

The most astonishing feature is that consumption has increased. After a very dull 2009, the market regained lost ground in 2010 and even made fresh progress. During the last

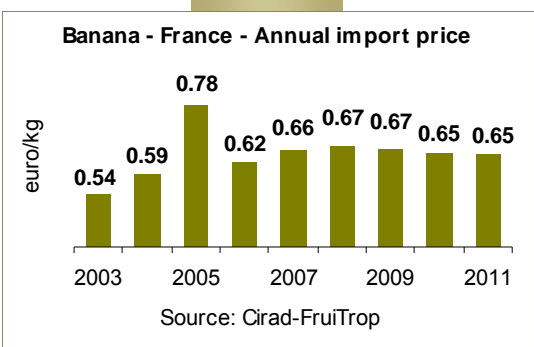
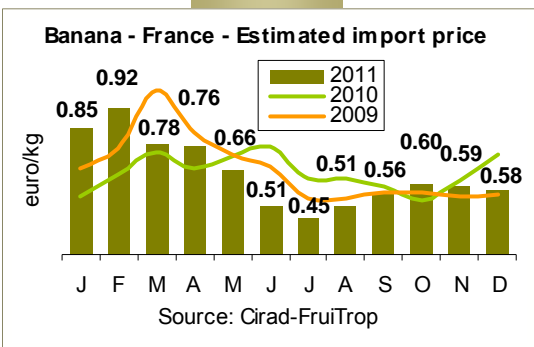
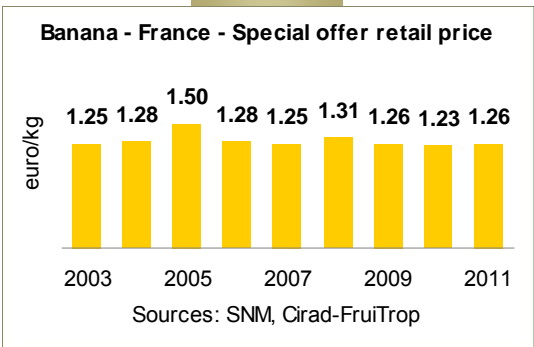
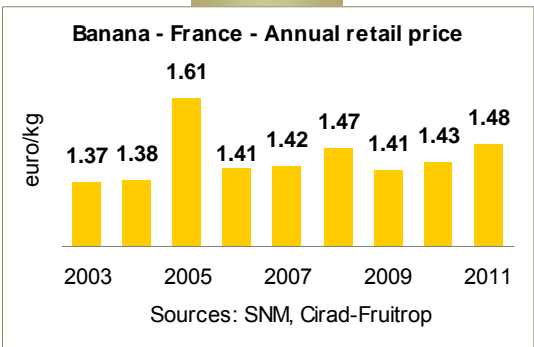
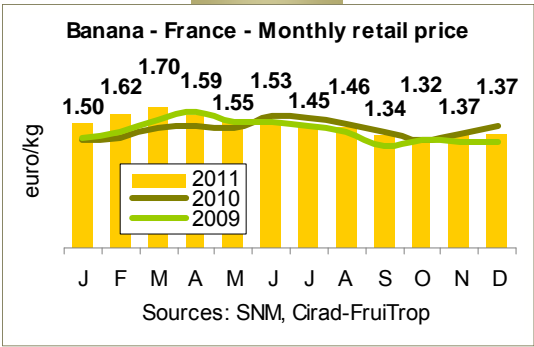
12 months for which statistics are available (November 2010 to October 2011), imports totalled 4 156 000 tonnes against 4 087 000 tonnes a year earlier. When exports, mainly to Canada, are deducted (515 400 tonnes), it is seen that net supply increased by 2% to a record 3 641 000 tonnes.

And what about retail prices in all this? Braving all the laws of classic economics, they even increased by 5% in 2011 to USD 1.35 per kg (provisional figure), regaining 2009 or 2008 levels. It should be remembered that retail prices increased by nearly 20% from 2007 to 2008, accompanying the increase in green prices.

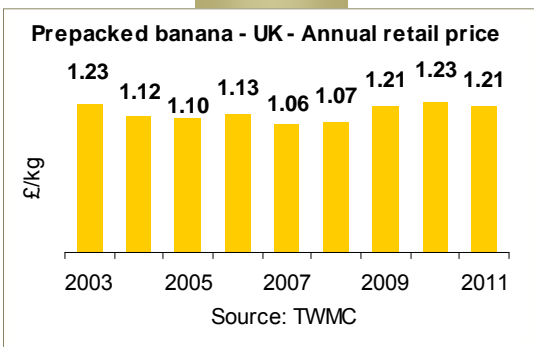
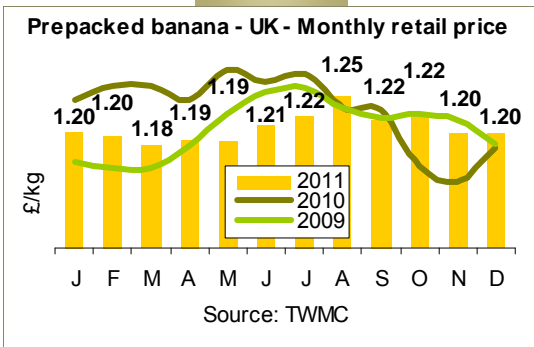
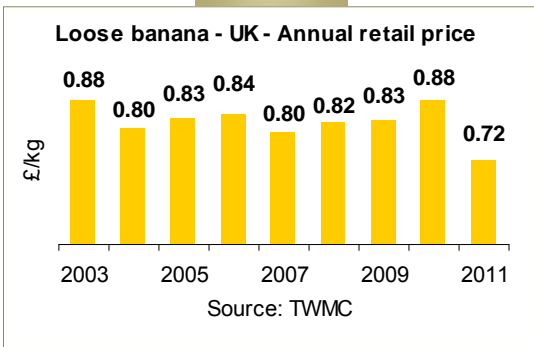
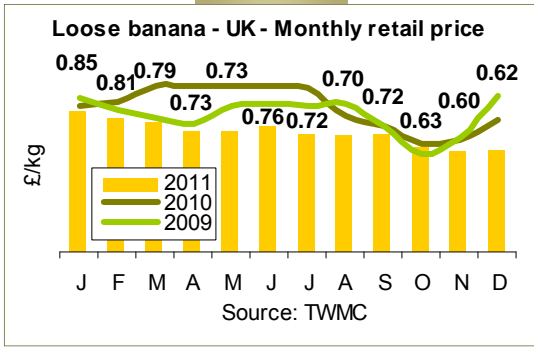
This is not experimental economics or computer models. It is real life, that of the international markets. And it has to be admitted that another banana world is possible, at least at the import and retail distribution stage. Organisation and regulation can improve the value of a market. The United States used the market and its operators to achieve what the regulations forbid Europeans to do. It remains to be known whether producers are happy with this new deal. That is a very different story as not everybody can access the American markets. This is doubtless where the American neo-classic vision of things stops!



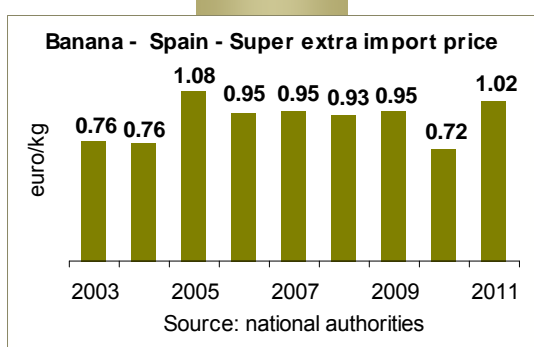
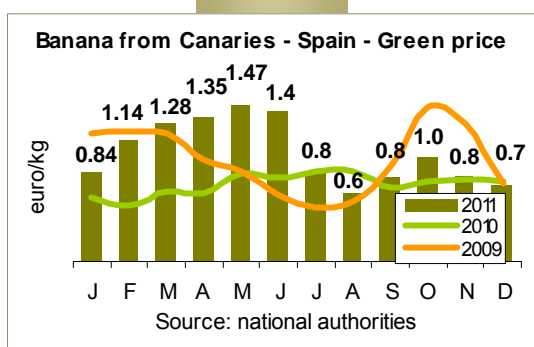
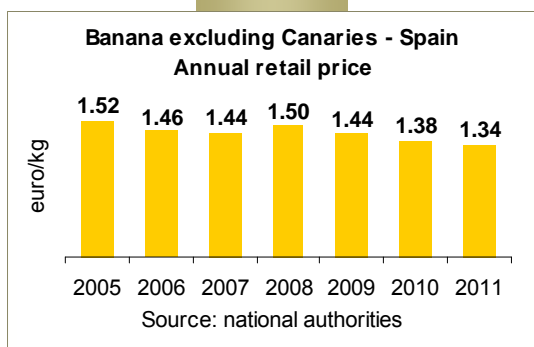
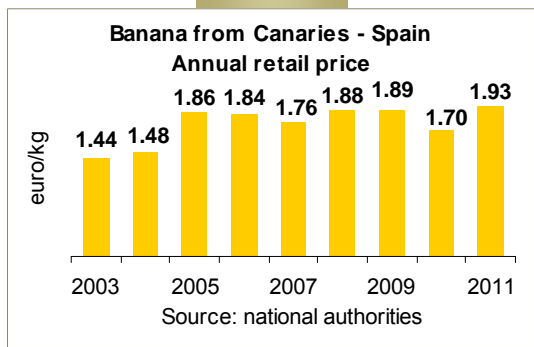
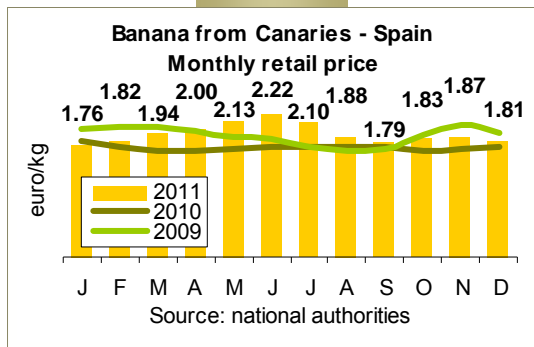
France



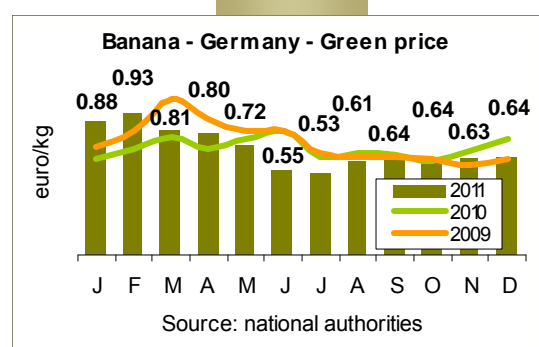
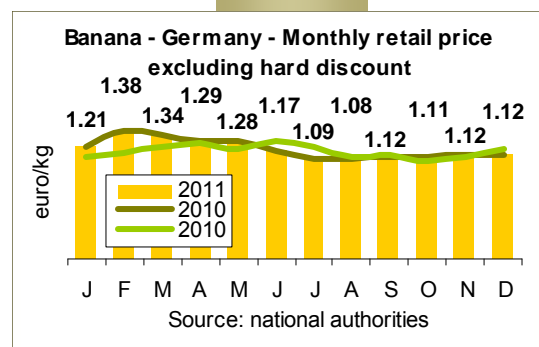
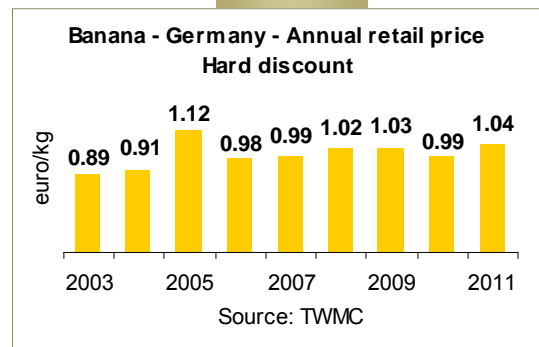
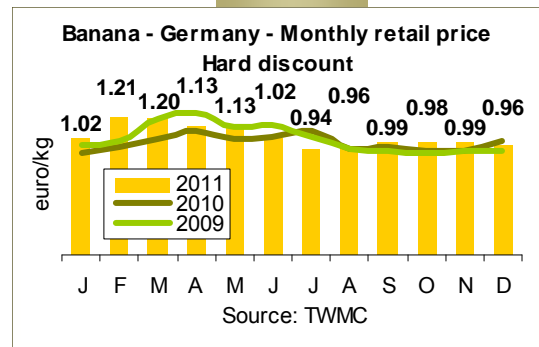
United Kingdom



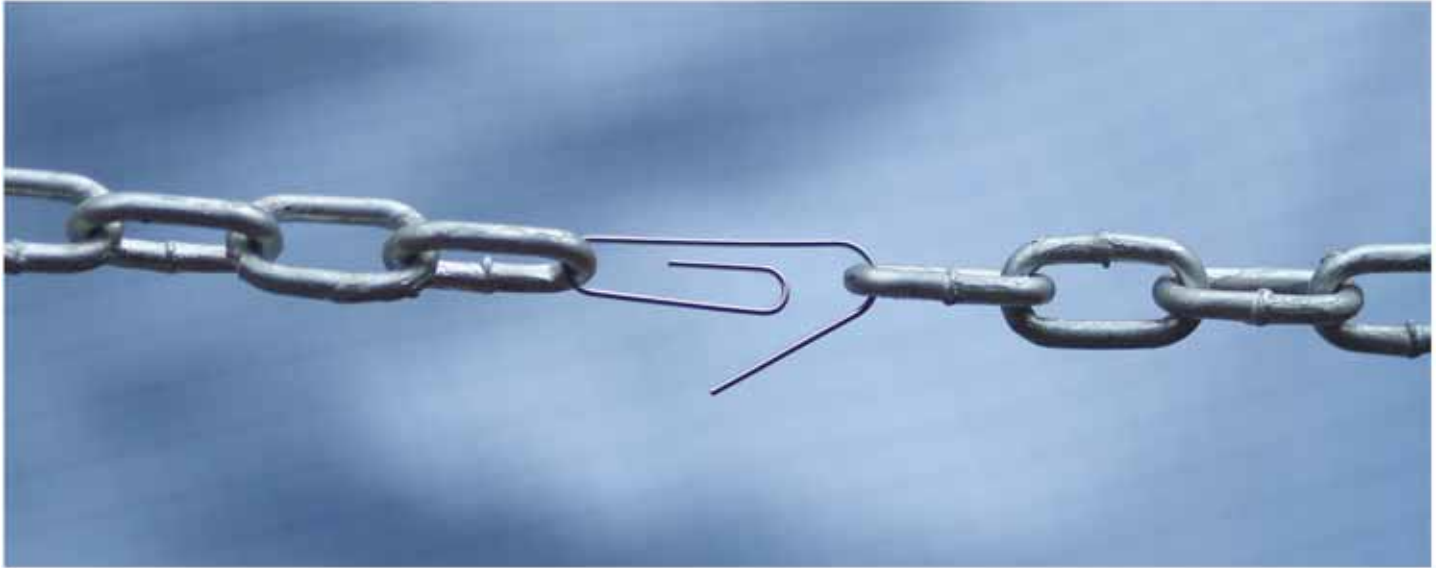
Spain



Germany



Information... your weak link?



Reefer Trends is an independent news and information provider, financed exclusively by revenue from subscriptions.

First published in 2003, it provides a number of services for users along the reefer logistics chain: the Reefer Trends weekly charter market brief is the benchmark publication for the specialist reefer business – it tracks the charter market for reefer vessels, as well as fruit and banana production and market trends that influence charter market movement.

The weekly publication has close to 200 paying subscriber companies from 34 countries worldwide. The list of subscribers includes all the major reefer shipping companies and reefer box operators, the major charterers, reefer brokers, banana multi-nationals, the major banana exporters in Ecuador, Costa Rica, Panama and Colombia, terminal operators in the US and Europe, the world's leading shipping banks and broking houses

as well as trade associations, cargo interests and fruit importers on all continents. It is also circulated within the European Commission and the World Trade Organisation.

As well as the weekly Reefer Trends report it provides a separate online daily news service, covering developments in the global fruit, banana and logistics industries. The daily news is e-mailed direct to the desktops of several thousand subscribers worldwide.

Reefer Trends' consultancy clients include shipbuilding yards, banana majors, banks, brokers and equities analysts. Reefer Trends provides sector reports and forecasts for brokers and charterers. It has also acted as an expert witness in a chartering dispute.

For more information on subscriptions, please contact: info@reefertrends.com or visit www.reefertrends.com

reefer trends

A report by
Cécilia Céleyrette

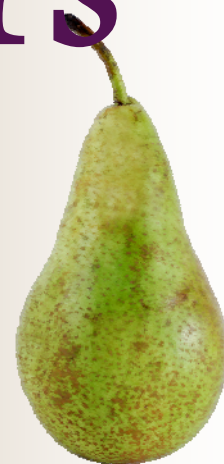
Apples & pears

Contents

- p. 41 Apples & pears — World counter-season market: fall in exports to Europe confirmed
- p. 45 Apples & pears — European counter-season market: 2011, giving us the pip!
- p. 49 Northern hemisphere apples & pears — Prospects for 2011-2012: good potential, withdrawal from stocks insufficient so far in Europe
- p. 53 Southern hemisphere apples & pears — Prospects for 2012: to each his own strategy to handle the slump
- p. 58 Statistics panorama: production, imports, exports
- p. 60 The main varieties of apples
- p. 62 Growing apples

© Régis Domergue

The market for apples and pears from the southern hemisphere is finally still just as uncertain as the economic downturn has strongly slowed shipments to Europe, the United States and Russia. However, exporters have maintained volume levels in recent years by extending their customer portfolios to emerging countries. They will probably continue to use this strategy in 2012 even if the traditional markets in the northern hemisphere are still determinant.

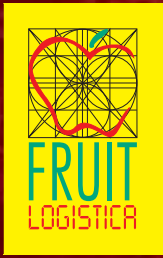


THE WORLD OF FRESH PRODUCE

FRUIT LOGISTICA

BERLIN, 8-10 FEBRUARY 2012

WWW.FRUITLOGISTICA.COM



FRUCHTHANDEL
MAGAZINE

Content published by the Market News Service of CIRAD – All rights reserved

Promo-Intex · 66, rue de Paris · 78 600 Maisons-Laffitte
Tél +33.1.39.62.11.93 · Fax +33.9.70.06.82.33
www.fruitlogistica.com · p.canovamenke@promo-intex.com

 **Messe Berlin**



Apples & pears World counter-season market

Fall in exports to Europe confirmed



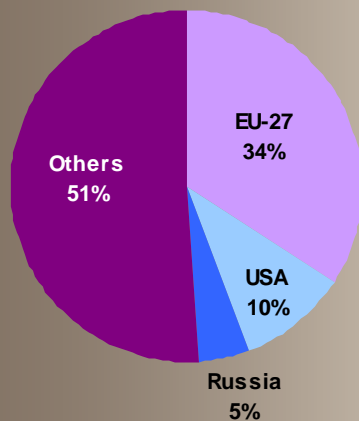
© Régis Domergue

The decrease in business on the traditional markets since 2010, affecting the European market in particular and the USA to a lesser degree, has forced southern hemisphere apple and pear exporters to accelerate trade with emerging countries in South-East Asia and above all to nearby markets in South America and Africa as the Russian market is already the focus of much pressure and is slowing.

Strong decrease in shipments of apples to Europe and the USA

The economic downturn has distinctly slowed the development of apple exports from southern hemisphere countries after a practically continuous increase until 2007 (1.1 million tonnes in 2000 and 1.7 million tonnes in 2007). However, they seemed to stabilise at around 1.6 million tonnes in 2009 and 2010 and even increased again in 2011 thanks to the diversification of the customer portfolio. Indeed, the economic downturn mainly affected the large traditional markets of Northern Europe such as the United States and Europe (including Russia).

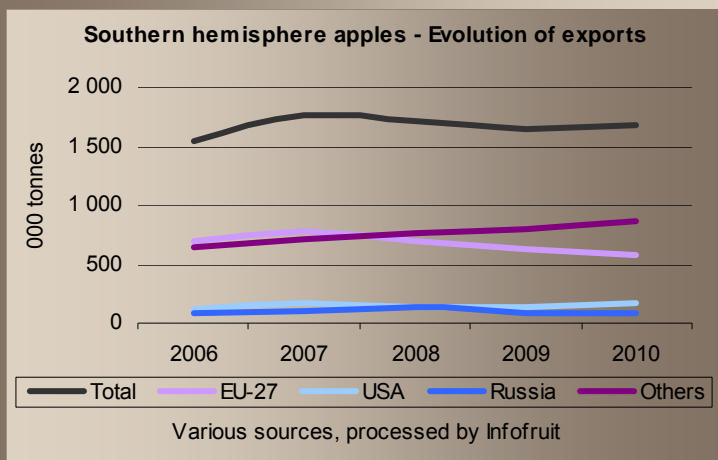
However, it would seem that the US market has stood up well as the exchange rate is still favourable, even if consumption has been slower, and takes only 10% of the southern hemisphere tonnage. In contrast, there has been a dramatic decrease in shipments to the European market with a 27% fall from 2007 to 2010, with distinctly



S. hemisphere apples

Export distribution in 2010

Various sources
Processed by Infofruit



Country	EU-27	USA	Russia	Others
Chile	23%	14%	5%	58%
South Africa	35%	0%	1%	64%
Argentina	29%	3%	17%	51%
Brazil	96%	1%	3%	0%
New Zealand	48%	16%	2%	35%
Total	34%	10%	5%	51%

Various sources, processed by Infofruit

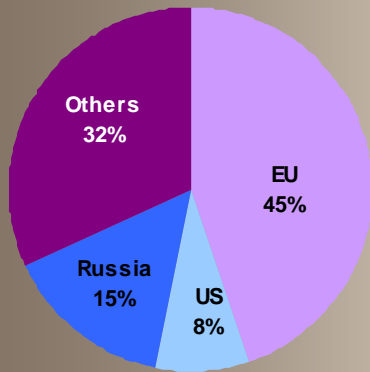
smaller consumption and strong pressure on prices accompanied by a particularly unfavourable exchange rate. Likewise, the increase in shipments to Russia slowed markedly in 2008 (132 000 t) after a continuous increase in the 2000s, falling to only 80 000 t in 2010. Thus these markets that still formed 58% of outlets for apples from the southern hemisphere now only take 49% of the total.

The emerging markets especially in Asia and South America and, to a lesser degree, certain countries in the Near East and Africa have taken an increasing proportion, gaining 33% from 2006 to 2010. Chile is still by far the leading southern hemisphere apple exporter, shipping a total of 837 000 t in 2010 (50% of shipments), followed by South Africa with 306 000 t (18%) and New Zealand with 259 000 t (15%). Supply was completed by Argentina with 180 000 t (11%) and Brazil with 96 000 t (6%).

A marked decrease in apple exports from all sources

In fact, the decrease in European market imports affects practically all production sources, with decreases from 2006 and 2010 of 47% for Argentina, 29% for South Africa, 25% for New Zealand and 12% for Chile. Only Brazil held on to its market shares in 2010 before dipping markedly in 2011 (55 000 t). Chile is still the main supplier of the European community with a 34% market share in 2010 (23% of its shipments), just ahead of New Zealand (22% market share, 48% of shipments) and South Africa (19% market share, 35% of shipments). Argentina and Brazil complete supply to EU-27, with this outlet taking 29% of the volume exported by Argentina and 99% of shipments by Brazilian operators.

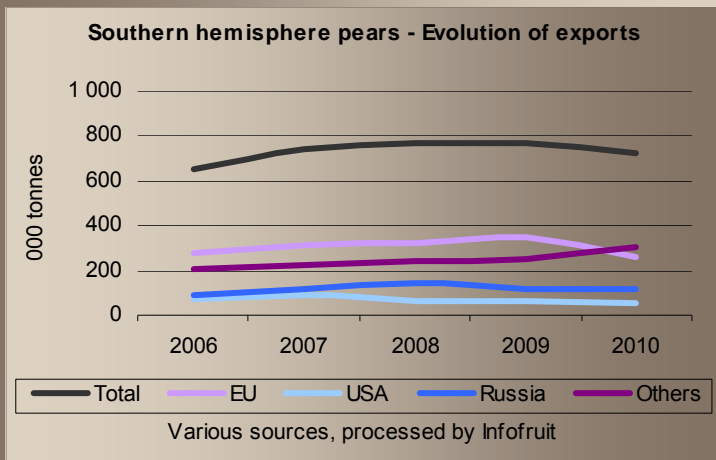
The US market remains uncertain. The volumes are shipped by Chile of course (85 000 to 120 000 t according to the year); this alone forms 71% of US imports from the southern hemisphere (14% of the volumes exported from Chile). It is completed by New Zealand with between 33 000 and 45 000 t (25% of export volumes). The growth of Argentinian shipments to the US in recent years should also be underlined (6 000 t in 2010) as should those from Brazil to a lesser extent (910 t in 2010).



S. hemisphere pears

Export distribution in 2010

Various sources
Processed by Infofruit



tonnes	EU-27	USA	Russia	Others
Chile	37%	15%	4%	44%
South Africa	57%	2%	9%	32%
Argentina	26%	6%	22%	46%
New Zealand	32%	43%	0%	24%
Total	36%	7%	16%	42%

Various sources, processed by Infofruit

Exports of apples to Russia decreased considerably in 2009 and 2010, mainly because of the decrease in shipments from Argentina (72 000 t in 2008 and only 30 500 t in 2010) and South Africa (14 500 t in 2008 and only 3 100 t in 2010), whereas exporters in Chile, New Zealand and Brazil maintained their volumes at 39 000 t, 3 900 t and 3 300 t respectively.

It is urgent to develop a customer portfolio for pears

Total pear exports from the southern hemisphere are now stable at best, with even a small conjunctural decrease in 2010 (725 000 t) as a result of the very large 2009-10 European harvest. This trend could become more structural in the years to come as the dip of EU imports to 259 000 t in 2010 (36% of outlets for the southern hemisphere) may well become more marked in the short term with the increase in the production of 'Conference' in Northern Europe, 'Abate' in Italy and 'Rocha' in Portugal. However, new plantings will probably slow after the difficulties in finding outlets during the last two seasons.

Imports have lost ground steadily in the United States in recent years, falling from 74 500 t in 2006 to only 49 500 t in 2010, now accounting for only 7% of total exports.

The increase in shipments to Russia was limited in the end because of strong European competition, with a total so far of only 113 000 t (16% of the total pears exported by the main southern hemisphere source countries).

However, the decrease was partially compensated by shipments to other destinations (303 000 t in 2010 against 209 000 t in 2006, a 45% increase). The phenomenon gained momentum distinctly in 2010, in particular with shipments to countries in South America although globalisation is less dynamic for pears than for apples, with the other destinations still forming only 32% of the outlets. Argentina is still the world's leading exporter of pears with potential shipping of 420 000 to 460 000 t. It ships 57% of the tonnage from the southern hemisphere, ahead of South Africa (26% at 185 000 t) and Chile (16% at 130 000 t).

Pears holding up well in South Africa in contrast with Argentina

As for apple, the decrease in trading on the European market affected all sources in 2010. It was distinctly more marked for Argentina (107 000 t in 2010 against 162 000 t in 2009), where production potential is also smaller. However, shipments did not exceed 137 000 t in 2011, as the country has been strongly penalised in recent years by repeated strikes that have affected the harvest and damaged the potential for major exports (storage problems).

The European Union takes only 26% of the pears shipped from Argentina. In contrast, shipments from South Africa are increasing steadily with a very broad range of varieties. The European market is very important for South African exporters, taking 57% of their shipments, that seem nevertheless to be stagnating at around 100 000 t. These two sources account for more than 80% of imports from the southern hemisphere. The market is also important for Chile as it takes 37% of shipments. However, after increasing steadily, exports to EU-27 seem to be stabilising at around 45 000 t (17% of the quantity imported by EU-27).

The decrease has been marked above all on the US market since 2006. Indeed, shipments decreased by 33% from 2006 to 2010 as those from Argentina sank to 26 700 t in 2010 (- 55%). It was also very marked for Chile at 17 000 t in 2010 (- 30%). Only South Africa continued to make progress but so far accounts for only 8% of US imports from the southern hemisphere. In 2010, the 3 800 t of pears from South Africa took the lead over New Zealand (2 200 t) on this market.

The Russian market is still an important outlet (16% of the total exported by southern hemisphere countries), especially for Argentina which dominates supply (81%), shipping 22% of its tonnage (91 800 t in 2010) to Russia, in comparison with 26% for the European market. But shipments of Argentinian pears to Russia dipped in 2009 and 2010. In contrast, exports from South Africa held their ground with 17 000 t in 2010 (9% of shipments). Likewise, Chilean exports were still about 4 500 t in 2010; this is 4% of the tonnage exported from this source.

Thus the southern hemisphere sources—in particular Argentina and South Africa to a lesser degree—have had to turn to other destinations like South America for Argentina and South-East Asia and the Middle East for South Africa in order to maintain the quantities exported ■

Cécilia Céleyrette, Consultant
c.celeyrette@infofruit.fr

© Régis Domergue



Apples & pears European counter-season market

2011: giving us the pip!



© Régis Domergue

The 2011 apple and pear counter-season was marked by a dull market and prices under constant pressure. It finally ended with losses for many sector operators whereas all the parameters had indicated a balanced market.

Opportunities not followed up

The slowing of certain northern hemisphere markets that had started in 2010 became more marked in 2011, reducing apple and pear market shares for the southern hemisphere. However, market parameters allowed hope for breathing time if not for recovery. Production was short in Europe at 9.7 million tonnes of apples (12% less than in 2009-10) and 2.26 million tonnes of pears (- 13%). A deficit was also observed in the United States, with 4.3 million tonnes of apples (- 4%) and 414 000 t of pears (- 11%). Production was not excessive in any of the southern hemisphere countries, at least for apples (4.96 million tonnes, 1% less than in 2010); the pear harvest was large in both Argentina and South Africa at 1.42 million tonnes (9% more than in 2010).

However, consumption slowed markedly at the end of 2010/beginning of 2011, affecting

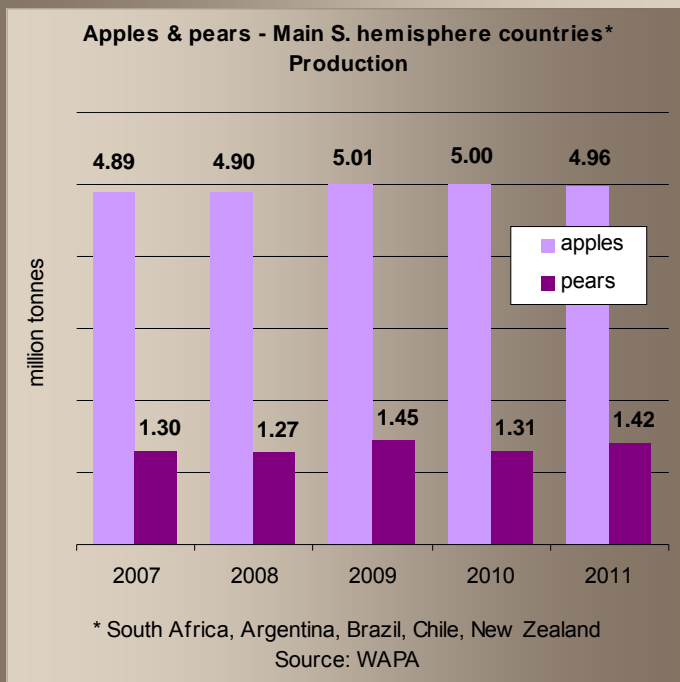


the release of northern hemisphere apples and pears and delaying the start of the season for the southern hemisphere sources. EU apple imports from the main southern countries thus did not even reach 524 000 t (8% less than in 2010) and only just reached 129 000 t (- 25%) on the US market. However, total exports were decent at nearly 1.7 million tonnes (+ 7%) because of increased shipments to emerging countries. But total pear exports continued to increase, gaining 9% (795 000 t) because of the strong presence of this fruit on the European market at 282 000 t (+ 8%).

A disappointing apple market

The sales window for southern hemisphere apples was particularly small in 2011. Even though harvests were early in most of the southern countries, volumes remained limited in March, at least in Europe. The season only started in earnest in April, especially as retail distributors favoured local production right to the end. In fact, apple exports started in Week 5 in Brazil but most of the shipments were to nearby markets in South America. Similarly, South African exports were first shipped to South-East Asia and the Middle East. However, although the market situation settled down from mid-April for the South American countries and for South Africa, New Zealand found it difficult to penetrate the European market because of differences in price with those of fruits from the other sources.

But the market was fairly fluid in May before slowing again in June as the summer fruits season started three weeks early. However, a further fall in the price of 'Gala' in June encouraged many operators to halt their schedules to avoid too much carry-over into July. The southern hemisphere 'Pink Lady' season finally proceeded well in spite of increasing potential (42 000 t in 2011, that is to say 15% more than in 2010), as the market had cleared considerably and supply of late bicolour fruits (Jonagold/Jonagored) was fairly small in Northern Europe. The transition was also smooth for 'Granny Smith' in mid-April with firm prices for good quality fruits. But the market worsened for this variety in June as the quality of some batches had suffered, resulting in a distinct broadening of the price range.



Pear season: selling them off

The pear market was complicated in 2011 in spite of the fairly favourable features of the season, given the European harvest deficit. Competition increased distinctly between southern hemisphere sources and between European operators under pressure from supply and in the face of economic difficulties (consumption down, pressure on price levels) that slowed the release of fruits from all sources, including end-of-season fruits in Europe.

The season had nonetheless started in Week 3 in Europe with the first 'Williams' from South Africa selling at good price levels (EUR14.00-14.50 per 12-kg box at import stage) that held until Week 7. The prices were then adjusted to handle the arrival of two shiploads of 'Williams' from Argentina in Weeks 8 and 9. Shipments from Argentina were particularly closely grouped in 2011 as picking had been disturbed at the beginning of January by the umpteenth

pickers' strike for higher pay. Referencing was therefore late, especially as the South African 'Williams' season was prolonged until Week 12 because of the strong potential. The difficulties lasted through the whole of March and into April because of the late release from storage of 'Williams' from Argentina and competition from the other varieties ('Abate' and 'Comice') sold at low prices because of the remaining unsold European production.

The market only really started to improve in May and only for 'Williams' from Argentina, with supply concentrated in the hands of specialists. Things did improve a little for the other varieties, with prices falling, especially for 'Comice' as it was urgent to clear stocks for reasons of both quantity and quality. The traditional improvement of price levels was therefore slow and very small for the last 'Williams'. Nevertheless, the season finished at the end of June for all varieties before the start of the European summer pear season. Most of the 'Packham's' and 'Abate' from the southern hemisphere had to be sold on the Northern and Central European markets ■

Cécilia Céleyrette, Consultant
c.celeyrette@infofruit.fr



© Régis Domergue



Agropolis International is an association created in 1986 by French research and higher education institutions in Montpellier and Languedoc-Roussillon region that are totally or partly focused on **agriculture, food, biodiversity** and **environmental** issues.

Agropolis International—in addition to its role as an international scientific platform oriented towards Mediterranean and developing countries—is a forum for interactions between numerous stakeholders and open to all partners involved in rural and economic development.

Agropolis International is an original pivotal point for collective exchange and partnership building. Agropolis—4 key features:

A portal providing easy access to

- expertise and skills of the regional scientific community
- documentary resources

A place for building national and international partnerships

- hosting external laboratories of foreign organizations
- setting up programmes for visiting delegations and supporting international conferences and colloquia

A go-between and support for collective projects

- implementation, coordination and management of inter-institutional projects with national and international scope
- interfacing with agricultural and economic development stakeholders
- promotion of the regional scientific community

A service management tool

- assistance for guest researchers and professors (Euraxess Centre - Languedoc-Roussillon)
- organization of meetings, *in situ* and *ex situ* scientific events

together. With 47 associated members, including 28 scientific institutions, 5 local authorities and numerous rural and economic development stakeholders, **Agropolis International** is an original pivotal point for collective exchange and partnership building.





Northern hemisphere apples & pears Prospects for 2011-2012

**Good potential, withdrawal from stocks
insufficient so far in Europe**



An average European apple harvest

In 2011, the European apple harvest totalled 10.4 million tonnes (+ 8% in comparison with 2010). This was fairly good (1% more than the average of the last 5 years) as the fruits were large. Production in Western European countries was fairly stable with a total of nearly 7 million tonnes (+ 5% in comparison with 2010 and + 1% above the 5-year average), even with a decrease in Northern Europe, especially in Belgium (replanting of orchards with pears, hail) where the harvest reached only 282 000 t (2% less than in 2010 and 23% less than the 5-year average). Likewise, although German production is up by 8% in comparison with 2010, it was 10% less than the 5-year average.

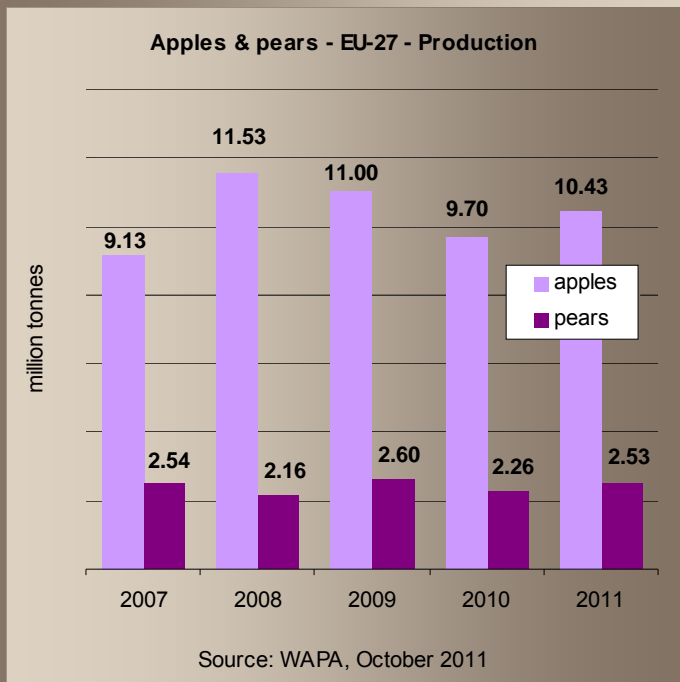
In contrast, the harvest was good in Southern Europe, where fruit size improved distinctly: 2.2 million tonnes in Italy (2% more than in 2010), 1.7 million tonnes in France (+ 7%) and 502 000 t in Spain (+ 3%).

After a deficit last year, production increased overall in Eastern Europe to 3.4 million tonnes (13% more than in 2010 and + 1% more than the 5-year average) as a result of the good harvest in Poland at 2.5 million tonnes (35% more than in 2010 and 14% above the 5-year average), even if most of the other countries were affected by late frost at the beginning of May. The harvest was short in particular in Romania at 375 000 t (11% less than in 2010), in Hungary at 300 000 t (-39%) and the Czech Republic at 66 000 t (- 36%). However, production was good in Russia at 1.9 million tonnes (4% more than in 2010 and 4% higher than the 3-year average) and in Ukraine at 1 million de tonnes (17% more than in 2010 and 27% higher

© Régis Domergue



© Régis Domergue



than the 3-year average) where production is still increasing to supply the large markets in the East.

US production is very slightly up on last year's at 4.4 million tonnes (2% more than in 2010), a level comparable with the average harvest. Chinese production reached 10 million tonnes (10% more than in 2010 and 8% higher than the 3-year average).

The market is well supplied with bicolour fruits and the European 'Gala' harvest was satisfactory at 1.06 million tonnes (7% more than in 2010), and nevertheless a high proportion of large fruits. In spite of a decrease in Southern Europe, the 'Braeburn' harvest was good as production increased in Northern Europe (311 000 t, that is to say 8% more than in 2010). The 'Elstar' harvest returned to normal with 429 000 t (19% more than in 2010 and 2% less than the 3-year average) after losses in 2010, especially in the Netherlands. The 'Jonagold' harvest was distinctly larger at 594 000 t (14% more than in 2010), as was that of 'Lobo' at 100 000 t (+64%). The potential in club varieties continued to increase but at a slower rate: 170 000 t of 'Cripps Pink' (+ 7%) and 164 000 t of the other club varieties (+ 20%). European production of 'Granny Smith' was stable at 338 000 t and that of 'Golden Delicious' also seems to have stabilised at 2.5 million tonnes (+ 5% in comparison with 2010 and 3% more than the 5-year average). In contrast, at 635 000 t Red Delicious continued to decrease (4% less than in 2010 and 6% less than the 5-year average).

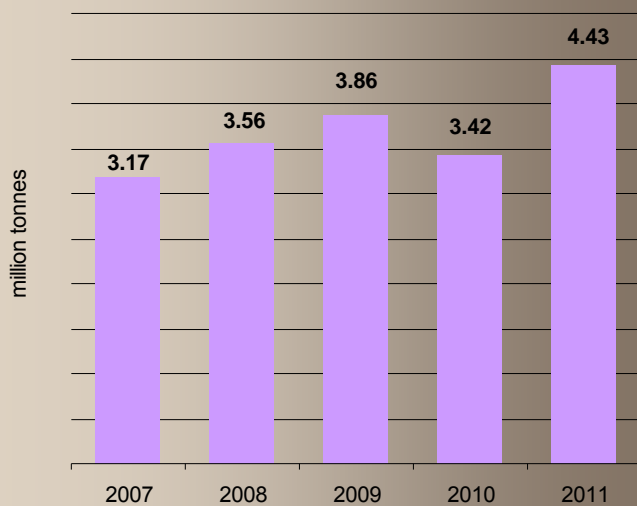
A plethora of pears

The European pear harvest has been very large, after the planting of 'Conference', 'Abate' and 'Rocha'. It totalled some 2.53 million tonnes (12% more than in 2010 and 3% higher than the 5-year average), the second largest harvest of the decade. The improvement is mainly the result of the return of substantial production in Italy which with 886 000 t (30% more than in 2010) displayed greater potential than in the last three years, and increased production in Portugal where the harvest was 210 000 t (+ 22%), the largest of the decade. It can also be ascribed to the return of production growth in Northern Europe with the harvest expected to be 308 000 t in Belgium and 300 000 t in the Netherlands. In both cases, the harvest will be practically the same as the strong 2009 harvest and hence the second largest of the decade, although the Belgian potential was revised downward somewhat after gales hit the north-eastern part of the country in August.



© Régis Domergue

Apples - EU-27 - Stock in the main countries by 1st December



Source: WAPA

French production is in line with the average for the last three years (+ 1%) and 7% larger than in 2010 because of an increase in summer and autumn pears. Spanish production was short (- 7% in comparison with 2010), after last year's abundant 'Conference' harvest and a deficit in 'Coscia/Ercollini' and 'Blanquilla'. The European 'Conference' harvest was large at 889 000 t (+ 8% in comparison with 2010 and 12% above the 5-year average); the 'Abate Fetel' harvest rocketed to 370 000 t (66% more than in 2010 and 30% higher than the 5-year average) and 'Rocha' was up to 209 000 t (22% more than in 2010 and 24% higher than the 5-year average), each setting a new record. The European 'Williams' harvest was also very good at 307 000 t (8% more than in 2010 and 2% less than the 5-year average), with sales now staggered until the end of the year, slowing the release of the other varieties.

Early start of the season in Europe

The 2011-12 European season started early because the summer-like spring has speeded up the ripening of all fruits—stone fruits and pip fruits as well. Indeed, the first bicolour apples were harvested three weeks early in Week 25 in south-east France. The first 'Elstar' were picked at the beginning of August in Northern Europe. Likewise, the first 'Abate' pears were sold in Week 35 in Italy and the first 'Triomphe de Vienne' and 'Conference' were presented at the wholesale markets in Benelux in Week 32.

However, sales were fluid in August as the summer fruits seasons were well ahead and overseas exports were good (Maghreb, Middle East and South America). The market became sluggish in September when all operators started sales, while the large Eastern European harvest (Ukraine, Russia and Poland) and large production in family gardens markedly limited sales and exports from the Benelux countries and Germany. Trade was also reduced overall between EU member-states. In addition, the beginning of the season was disturbed by the marked presence of fruits blemished by hail after the storms in July and August that hit Belgium, northern Italy and south-east France. The disturbances also resulted from a degree of supply pressure resulting from large apple and pear production that sometimes exceeded the storage capacity of some operators and weighed on price levels.



© Denis Loelliet

But a distinct slowing of sales in the autumn

In spite of the fairly good start to the season, supply was large as sales were particularly slow from mid-November. Stocks of apples on 12 December 2011 were thus still 29% larger than in 2010 (4.4 million tonnes) in the main EU countries (+ 5% on 2010 excepting Poland) because of the substantial stocks in Northern Europe (+ 17% in Denmark, + 33% in the Netherlands) and Central Europe (+ 25% in Germany). Sales were also too small in these countries and to Eastern Europe where stocks were still substantial (+ 188% apples in stock in Poland). However, stored volumes were normal in Southern Europe (+ 5% in France, - 2% in Italy and + 2% in Spain).

Although information is partial, pear stocks were also very large on 1 December 2011 in most European countries, with large volumes in the Netherlands (+ 27%) and Belgium and also in Italy (+ 74%) and Portugal, where the harvests were particularly plentiful.

The second part of the season therefore still seems very uncertain, even if the market should gradually settle for Gala' as stocks are 3% smaller than in 2010 in France and 9% smaller in Italy. However, it

should be stressed that consumption has decreased markedly since the end of 2011 against a background of economic crisis and release could be slower as stocks consist mainly of large fruits with prices tending to rise with the application of controlled atmospheres in storage. In any case, the Northern European markets will be amply supplied as there are still large stocks of 'Elstar' and 'Jonagold/Jonagored' (+ 28% and + 57% respectively in the Netherlands). Stocks of 'Braeburn' are also large (+ 12% in the main European countries), as are those of 'Granny Smith' (+ 17% in France, + 30% in Spain and a level close to that of 2010 in Italy). However, stocks of 'Golden Delicious' are not excessive at 1.2 million tonnes (+ 8%).

Likewise, little change is expected in pears. The market should remain amply supplied with 'Conference' and 'Rocha' and even with 'Comice', although the quality of the fruits (high sugar level) may mean that the season cannot be extended much and this will doubtless weigh on prices. Only 'Williams' seems to be the subject of real interest. But the market will depend on the volumes going to the European market as production is fairly abundant again this year ■

Cécilia Céleyrette, Consultant
c.celeyrette@infofruit.fr



Southern hemisphere apples & pears Prospects for 2012

To each his own strategy to handle the slump

The 2012 season promises to be complicated once again and this should strengthen the strategies already used by each southern hemisphere source in recent years. Thus Chile, and South Africa to a lesser extent, that are already present on numerous markets will probably continue to favour emerging markets whereas Brazil and Argentina should to reposition themselves on South American markets, including their domestic markets. However, the pressure should also accelerate varietal reconversion, in particular in New Zealand.

Chile should hold its course

Although the dynamics of the Chilean sector has been seriously affected by difficulties at numerous destinations, operators should be able to hold the course in 2012. Thus, although both apple planting (37 300 ha) and pear planting (6 500 ha) have been put on hold in recent years, the development of new varieties, and especially 'Pink Lady' has made it possible to keep sales going with a degree of vigour. Although the rise in production costs combined with the falling peso (which has lost another 2% against the dollar in the last 12 months) has significantly affected competitiveness of the source, apple exports decreased by only 1% in 2011 in comparison with 2010, with a total of 788 400 t exported on 31 October 2011 according to provisional figures from the Ministry of Agriculture. However, shipments to the European market seem to have decreased strongly (171 899 t to the end of August according to European Commission figures, that is to say 11% less than in 2010) and thus to the US market even more so (91 141 t, figure to October according to US Customs, that is to say - 25%).



© Régis Domergue



However, the diversification of the customer portfolio that started many years ago eased the effect of these decreases, with good levels of shipments to India (29 200 t, + 27% in comparison with 2010), China (15 900 t, + 17%) and Russia (48 700 t, + 27%).

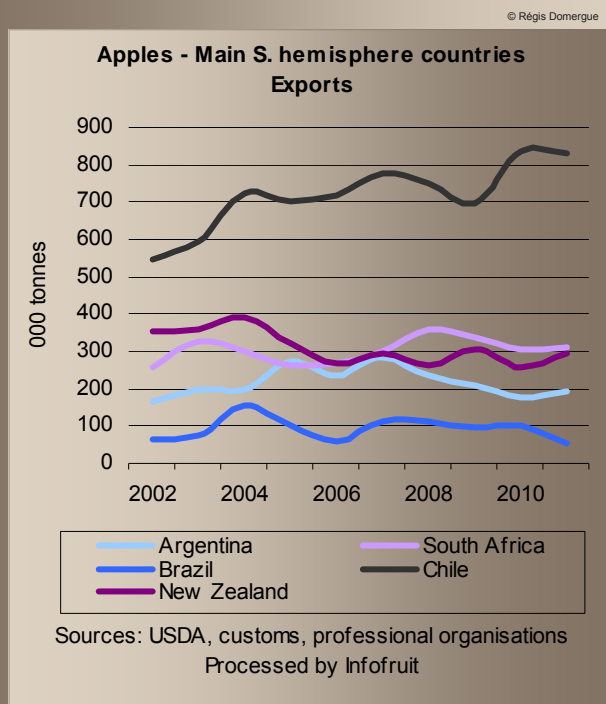
Pear exports were also fairly substantial at 133 300 t (+ 15% in comparison with 2010) according to the Ministry of Agriculture's provisional figures. Sales were very good to the USA (+ 18%), Ecuador (+ 22%) Colombia (+ 19%) and even Europe (+ 4%) in spite of distribution difficulties.

The potential should be good this year as weather conditions have been fairly favourable, with sufficient hours of cold. Production could therefore reach 1.4 million tonnes of apples and 287 000 t of pears. These figures are equivalent to those of 2010 and so exporters are counting on a level similar to that of last year at best.

South Africa should continue to diversify its customer portfolio

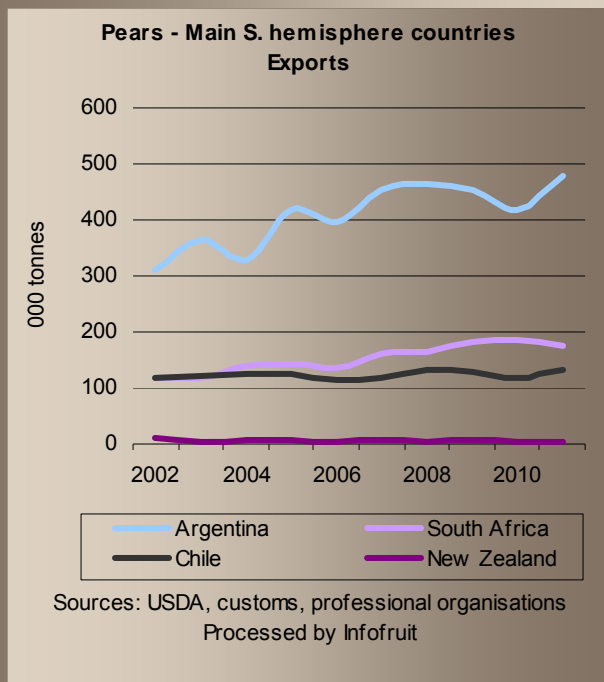
South African shippers succeeded in maintaining a fairly good export performance in 2011 in spite of the sales difficulties that affected the European market in particular, the main outlet for apples and pears from this source (34% of apples and 55% of pears). Apple exports are reported to have reached 309 000 t (1% more than in 2010), thanks in particular to shipments to countries in the Middle East and Asia, but with a 2% decrease in those to EU-27 (105 700 t). However, pear exports fell by 5% as a result of the clogging of the European market (98 140 t, that is to say 8% less than in 2010) and the fact that there is not much opportunity on the emerging markets today.

But production should still reach a good level in South Africa, both for apples with potential production of 800 000 t (+ 1%) and pears with 357 000 t (+ 1%). Furthermore, orchard areas are increasing steadily for both apples (22 200 ha in 2012) and pears (11 450 ha in 2012). South African operators should therefore continue to diversify their customer portfolio to enhance this growth. They hope for some increase in market shares, in particular for pears, and to at least maintain last year's export levels for apples, in spite of the economic difficulties on the European market and a still unfavourable exchange rate on the UK market as sterling is still very strong.





© Régis Domergue



Argentina falling back on the South American market

After two particularly difficult years for Argentinian operators, with decreased returns for exports (producer price USD 0.18-0.19 per kg) and an increase in production costs (USD 0.22-0.29 per kg according to the source, that is to say an increase of 10 to 15% after the 23% increase in 2010), exports of apples and possibly of pears may mark time in 2012, especially for the major export markets, and be concentrated on nearby markets. In 2011, apple shipments to the European market decreased by a further 4% in comparison with 2010 (49 600 t) while those of pears were at a very good level, given the European deficit (137 000 t, that is to say 27% more than 2010), but this was less than the 162 000 t attained in 2009.

Operators are therefore tending to focus exports on the South American market—especially Brazil—and also on the domestic market, given the small price difference and the smaller degree of risk. They will probably continue to target large countries like Russia and China but it should be emphasised that an increasing proportion of pear production is processed: 170 000 t in 2010, 250 000 t in 2011 and probably as much in 2012 according to USDA. Apple production potential should decrease a little this year to 850 000 t (4% less than in 2011) as a result of bad weather during flowering and the eruption of the Puyehue volcano in Chile that caused substantial death of bees, affecting pollination. Export estimates are therefore only 230 000 t for apples (12% less than in 2010). In contrast, the potential for pear should be the same as last year or even a little larger at 870 000 t (4% more than in 2011 according to USDA). At best, exports should equal the 480 000 t attained last year.

Brazil still uncomfortable

Last year, the Brazilian crop was strongly affected by weather conditions (hail) that reduced potential apple production (950 000 t) by 20%. Exports were therefore strongly limited, reaching only 53 000 t, a 45% decrease in comparison with 2010 and the lowest level since at least 2006. Shipments to EU-27, the main export destination, were only 40 092 t (58% less than in 2010) according to the provisional figures released by the European Commission, and were penalised by a very unfavourable exchange rate and a growing domestic market. The first information about the 2012 season leads to thinking that shipments might be limited again. Production potential was limited by a cold spring that hindered bees and by a still

**Pierre Gerbaud
Consultant**



Tel : 33 1 46 87 47 41

Mobile : 33 6 77 76 11 56

pierre.gerbaud@hotmail.com



Market information for tropical fruit
and vegetable professionals

Independent economic analysis

Specialised weekly newsletters
on litchi, mango, etc.

Quality control

FR*ui*TROP

Your monthly journal on the web



<http://passionfruit.cirad.fr>



5 500 articles in full text!

unfavourable exchange rate. Production of 'Gala' should be smaller because of alternate bearing. It should be less affected than 'Fuji' last year; the harvest potential of this variety should be larger this year.

Slow varietal conversion in New Zealand

After two particularly difficult years and very inadequate returns (NZD 20-21 per 18-kg box), with an economic recession in Europe and a very unfavourable exchange rate, production is tending to stagnate in New Zealand (8 880 ha). Apple exports (296 000 t) were similar to those of previous years after the deficit observed in 2010.

But if varieties such as 'Gala', 'Fuji' and the 'Pacific' series find profitable outlets in South-East Asia (China, India and Taiwan), 'Braeburn' exports are focused mainly on the not very profitable European market. In spite of the efforts made upstream to match sizes and quality to the various markets, the current potential of 4.6 million boxes of 'Braeburn' would seem difficult to handle by the various outlets. The trade considers that potential consumption is more around 3.6 million boxes. As a result, the areas under

'Braeburn' decrease each year (1 740 ha in 2010, i.e. half of the area ten years ago) to the benefit of other varieties like 'Cripps Pink'/'Pink Lady' (484 ha in 2010). However, it still accounts for 20% of the planted area against 28% under 'Gala', while the 'Pacific' series forms only 9% of the total. The results for 'Jazz' were also very disappointing with returns of around NZD18-19 per box, which is less than production cost, whereas the 'Pacific' type varieties earn around NZD 26-31 per box for producers.

Exporters should benefit at last from the opening of the Australian market as New Zealand won its case at the WTO in August 2011. However, market penetration promises to be difficult as the source will be monitored particularly carefully. There were many refusals in 2011 because of pesticide residues.

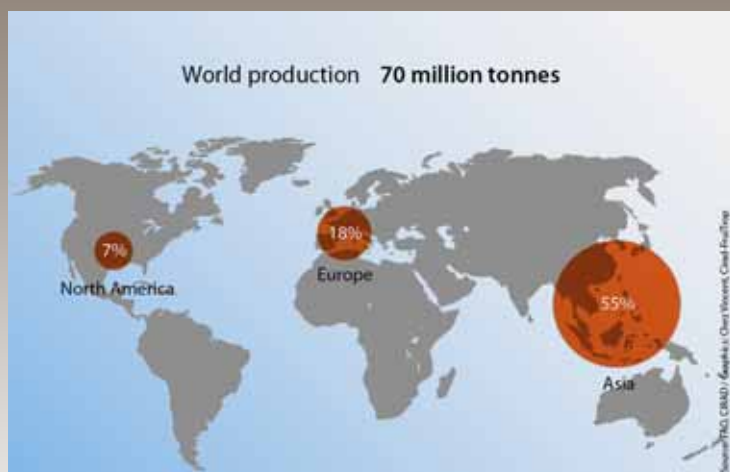
Apple production should be slightly smaller than last year because of alternate bearing (472 400 t, that is to say 2% less than in 2011). Pear production may increase slightly (15 200 t, 6% more than in 2011). Export potential should therefore be a little smaller than last year for apple (287 000 t, 3% less than in 2010) and very slightly larger for pear (5 200 t, 4% up on 2010) ■

Cécilia Céleyrette, Consultant
c.celeyrette@infofruit.fr



© Régis Domergue

APPLES — Production



Apples — The 10 leading producer countries	
million tonnes	average 2009-10
China	32.5
United States	4.3
Turkey	2.7
Italy	2.3
Poland	2.2
India	2.0
Iran	1.8
France	1.7
Brazil	1.2
Chile	1.1

Source: FAO

APPLES — Imports



Apples — The 6 leading importing countries	
tonnes	2010
Russia	1 204 175
Germany	621 501
United Kingdom	457 425
Netherlands	289 584
Spain	253 543
Mexico	221 301

Source: national customs

APPLES — Exports



Apples — The 6 leading exporting countries	
tonnes	2010
China	1 122 953
Italy	857 330
Chile	842 668
United States	790 376
Poland	705 319
France	689 569

Source: COMTRADE

USA — Imports — Main supplier countries						
tonnes	2005	2006	2007	2008	2009	2010
Chile	54 415	82 619	123 521	93 667	87 497	122 340
New Zealand	32 353	37 417	47 210	32 801	44 518	41 572
Canada	33 789	34 893	31 062	36 035	21 098	20 923
Argentina	1 510	1 512	4 424	2 243	1 885	5 705
Brazil	0	0	226	359	465	911
Others	19	0	18	7	33	52
Japan	407	61	61	144	249	44
South Africa	157	0	11	22	30	26
Total	122 773	156 689	206 562	165 282	155 775	191 579

Source: US customs

Canada — Imports — Main supplier countries						
tonnes	2005	2006	2007	2008	2009	2010
USA	131 310	124 829	139 808	131 199	148 111	150 620
Chile	13 589	16 951	23 321	18 361	20 257	24 868
New Zealand	6 877	7 187	8 273	6 953	7 685	7 759
China	3 596	4 731	4 942	6 148	3 551	3 768
South Africa	3 312	2 639	2 995	2 816	1 919	2 334
Argentina	163	286	891	251	102	534
France	204	0	84	377	301	502
Total	159 156	156 694	180 528	166 251	182 143	191 717

Source: COMTRADE

South America — Imports — Main markets						
tonnes	2005	2006	2007	2008	2009	2010
Mexico	195 172	204 400	219 814	188 423	222 209	221 301
Colombia	54 365	57 635	68 097	62 521	71 929	84 838
Brazil	67 510	77 741	68 574	55 042	61 343	76 879
Ecuador	43 121	41 842	42 830	44 348	41 670	50 619
Peru	25 813	28 644	25 935	28 289	39 780	47 759
Bolivia	15 192	14 640	14 821	15 674	21 654	24 014
Dom. Rep.	10 798	10 248	10 263	10 741	11 351	15 405
Costa Rica	7 356	13 630	13 897	14 207	8 336	15 116
Guatemala	10 724	58 124	13 094	11 778	11 689	13 671
Salvador	13 433	15 020	13 427	12 610	12 262	12 160
Honduras	8 450	10 821	10 512	10 000	9 113	10 000
Venezuela	30 908	33 969	29 006	46 204	31 703	9 187
Panama	7 003	6 622	7 252	6 377	6 715	7 659
Total	498 038	583 868	547 344	529 833	560 979	601 757

Italics: estimates / Source: COMTRADE



EU-27 — Imports — Main supplier countries

tonnes	2005	2006	2007	2008	2009	2010
Extra EU	926 815	784 860	969 827	813 695	704 056	628 670
S. hemis.	820 344	711 735	761 014	705 649	636 645	537 035
Chile	225 158	224 289	204 405	211 199	186 318	177 614
N. Zealand	219 958	178 238	177 243	140 862	165 156	126 588
South Africa	156 821	151 852	158 598	171 154	144 870	112 839
Brazil	88 320	53 442	104 767	97 453	80 199	70 692
Argentina	121 292	97 378	107 918	79 726	57 629	47 106
Uruguay	6 661	3 596	6 789	4 653	2 190	1 826
Australia	2 136	2 940	1 294	603	284	370
N. hemis.	106 471	73 125	208 813	108 047	67 411	91 635
Others	10 768	4 552	131 930	40 030	21 380	59 038
USA	39 857	30 600	30 996	27 313	26 427	20 060
China	50 289	33 513	43 535	38 172	18 448	10 979
Canada	5 558	4 460	2 352	2 532	1 156	1 558
Intra EU	2 271 427	2 459 219	2 567 254	2 348 400	2 163 446	2 219 470

Source: EUROSTAT

Other western European countries — Imports

tonnes	2005	2006	2007	2008	2009	2010
Norway	50 624	49 612	55 249	52 252	51 966	52 195
Switzerland	10 975	10 009	5 417	9 193	9 583	7 564
Iceland	2 954	3 298	3 708	3 315	3 549	3 697
Total	64 554	62 918	64 374	64 761	65 098	63 456

Source: COMTRADE

Russia — Imports — Main supplier countries

tonnes	2005	2006	2007	2008	2009	2010
Poland	195 313	184 537	210 272	146 188	334 572	347 968
China	125 662	146 749	201 339	241 528	175 035	156 253
Moldavia	26 399	724	47 419	66 932	136 503	153 251
Ukraine	43 173	38 233	30 986	27 467	56 874	96 703
Serbia	0	25 396	31 386	30 900	30 960	88 356
Italy	34 485	56 346	55 137	46 913	45 614	60 431
Belgium	27 402	33 440	32 143	38 588	38 580	45 337
France	32 778	48 073	48 897	59 212	38 666	43 678
Azerbaijan	63 083	63 339	71 735	121 108	84 283	40 078
Chile	32 396	25 969	28 120	40 442	33 253	38 861
Argentina	69 066	51 933	68 113	72 395	43 219	30 540
Germany	3 921	20 263	27 958	24 548	17 138	27 397
Netherlands	4 739	19 248	14 890	25 796	19 226	21 854
Total	723 543	812 779	931 232	1 062 904	1 108 205	1 204 175

Source: COMTRADE

Other eastern European countries — Imports — Main markets

tonnes	2005	2006	2007	2008	2009	2010
Ukraine	43 595	121 411	141 022	176 871	251 394	203 061
Belarus	91 950	120 270	89 989	50 404	62 186	60 324
Bosnia	31 694	25 439	20 434	25 503	28 308	21 469
Albania	38 417	33 723	22 516	15 641	12 928	17 702
Croatia	20 371	20 276	14 392	13 009	14 156	8 839
Montenegro	0	5 288	6 535	6 655	7 877	8 057
Moldavia	30 140	9 536	984	1 434	694	1 314
Total	256 168	335 943	295 871	289 516	377 543	320 767

Source: COMTRADE

Mediterranean — Imports — Main markets

tonnes	2005	2006	2007	2008	2009	2010
Egypt	58 081	63 955	57 168	56 568	49 138	256 235
Algeria	76 093	82 691	91 365	92 565	118 388	113 551
Jordan	21 202	17 277	20 885	20 990	23 496	27 016
Morocco	6 233	8 014	5 953	6 490	14 188	14 025
Israel	4 937	4 678	3 830	7 732	8 894	9 668
Turkey	4 021	3 963	5 037	2 866	4 237	2 643
Syria	0	779	997	2 699	0	0
Total	170 567	181 357	185 235	189 910	218 342	423 137

Source: COMTRADE

Japan — Imports — Main supplier countries

tonnes	2005	2006	2007	2008	2009	2010
Australia	124	-	-	16	63	134
South Korea	0	-	-	1	-	0
USA	-	-	-	-	-	0
New Zealand	-	-	-	20	-	0
Total	124	0	0	37	63	134

Source: Japanese customs

Other Asian countries — Imports — Main markets

tonnes	2005	2006	2007	2008	2009	2010
China	124 306	115 211	126 636	156 882	176 672	201 005
Indonesia	126 973	122 011	145 302	139 819	153 512	197 487
Kazakhstan	8 156	6 072	4 847	57 071	145 714	145 000
Thailand	93 232	87 386	93 629	105 660	121 058	128 981
India	33 587	35 912	64 956	62 348	90 714	106 467
Malaysia	81 046	85 370	92 113	89 779	97 489	102 851
Philippines	54 281	74 464	71 427	72 939	76 248	70 237
Bangladesh	32 423	30 204	48 543	50 000	50 000	50 000
Singapore	45 797	44 285	45 800	47 177	45 828	47 749
Vietnam	23 773	20 415	20 035	25 190	25 080	25 000
Sri Lanka	17 463	16 573	18 026	17 222	20 138	22 385
Kirghizia	34 609	61 394	51 110	38 259	17 303	21 859
Azerbaijan	5 679	4 152	11 736	2 155	9 413	20 939
Pakistan	6 584	6 027	12 301	9 208	11 154	11 965
Mongolia	16 178	9 249	9 607	10 000	10 000	10 000
Cambodia	2 574	2 732	1 319	1 071	1 141	1 520
Total	706 660	721 456	817 388	884 781	1 051 464	1 163 446

Italics: estimates / Source: COMTRADE

Persian Gulf — Imports — Main markets

tonnes	2005	2006	2007	2008	2009	2010
Saudi Arabia	146 423	149 219	147 423	60 711	50 747	176 572
UAE	94 178	100 000	147 566	157 799	160 000	160 000
Koweit	25 000	26 024	27 686	27 771	28 000	28 000
Oman	46 326	22 314	25 202	34 522	24 548	25 804
Qatar	8 524	10 521	12 983	16 384	17 000	18 060
Bahrain	9 751	7 268	8 481	15 756	7 743	8 469
Yemen	5 638	7 839	8 421	8 233	6 447	8 000
Total	335 840	323 185	377 763	321 175	294 485	424 905

Italics: estimates / Source: COMTRADE

Africa — Imports — Main markets

tonnes	2005	2006	2007	2008	2009	2010
Zimbabwe	654	1 585	1 146	628	6 934	10 355
Sudan	6 183	11 176	10 864	9 606	9 833	10 000
Senegal	5 086	5 945	6 711	6 883	7 453	8 319
Benin	7 464	8 302	8 000	8 000	8 000	8 000
Botswana	6 261	6 609	7 324	7 294	8 279	7 653
Namibia	25 426	7 221	7 314	6 130	6 500	6 500
Zambia	2 690	3 728	3 575	5 152	6 464	6 006
Kenya	2 654	3 099	4 244	5 051	5 372	5 683
Swaziland	5 873	4 039	5 345	5 500	5 500	5 500
Ghana	2 482	5 507	4 827	4 274	3 977	5 303
Cameroon	1 565	1 619	2 233	3 765	4 399	5 118
Côte d'Ivoire	3 404	4 118	4 769	4 057	4 285	4 557
Mauritania	132	247	568	844	1 780	2 947
Cape Verde	912	1 603	1 572	1 845	2 092	2 211
Uganda	600	784	1 073	1 041	1 618	1 565
Gabon	1 218	1 094	1 405	1 488	1 490	1 500
Tanzania	517	802	696	651	1 124	935
Total	73 121	67 476	71 668	72 209	85 099	92 151

Italics: estimates / Source: COMTRADE



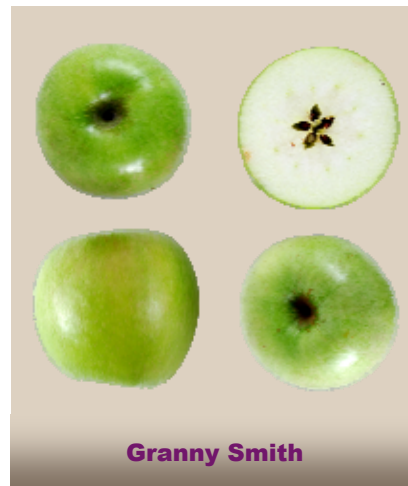
The main varieties of apples

photos © Régis Demeurgue

After *Le pommier*, CTIFL, 2002



Numerous breeding programmes are running and new varieties or mutants of existing varieties are released commercially each year. A number of criteria are sought during the varietal creation and breeding: suitability to the cultivation environment, to harvesting and packing, taste and technical characteristics (productivity, flowering period, susceptibility to diseases, keeping potential, etc.), appropriateness for market demand (colour, shape, size, firmness, sugar content, acidity, texture, flavour, etc.). The main varieties grown are in five groups according to their appearance: yellow, red, green, bicolour and russet.



Apples — The characteristics of some varieties

Variety	Type	Sugar ° Brix	Acidity g/l malic acid	Texture and flavour	Firmness kg/cm ²
Granny Smith and mutants	Green	10-12.5	6.5-8	Firm texture, very crisp and very juicy, acidulous flavour.	6-8
Golden Delicious and mutants	Yellow	12-15	4-6	Crisp and juicy texture, acidulous, sweet flavour.	5-7
Braeburn and mutants	Bicolour	11.5-14	5-7	Crisp and very juicy texture, aromatic flavour, good sugar:acid balance.	6.5-8
Pink Lady® Cripps Pink	Bicolour	13-15	6-7	Crisp texture, firm and juicy, sweet, acidulous and aromatic flavour.	5-6.5
Gala and mutants	Bicolour	12-14	3-5	Crisp, very juicy, sweet flavour.	5-7
Red Delicious and mutants	Red	10-13	2-4	Crisp and juicy texture but neutral flavour.	5-6.5

Source : CTIFL



Apples — Classification of the main varieties grown by type

Green	Granny Smith and mutants
Yellow	Golden Delicious and mutants — Golden Extrême® Gradigold — Primgold® Deljéni — Tentation® Delblush — Earlygold® Snygold, Ozark Gold — Newgold® Newaphough
Bicolour	Akane — Belle de Boskoop and mutants — Braeburn and mutants — Cameo® Caudle — Corail® Pinova — Cox's Orange Pippin and mutants — Delbard Jubilé® Delgollune — Delbarestivale® Delcorf — Elstar and mutants — Fuji and mutants — Gala and mutants — Honey Crunch® Honeycrisp — Idared — Jonagold and mutants — Melrose and mutants — Pink Lady® Cripps Pink
Red	Delicious Rouges and mutants — Redwinter® Redaphough
Russet	INRA® Belchard® Chanteclair — Reinette du Canada and mutants — Reine des Reinettes and mutants — Reinette Clochard — Reinette de Brive

Source: CTIFL

Some mutants	Normal cold		Controlled atmosphere			Ultra Low Oxygen (ULO)		
	Duration (months)	T (°C)	Duration (months)	% O2	% CO2	Duration (months)	% O2	% CO2
Challenger® Dalivair, Early Smith® Jim Brian	5	0-1	6-7	2-3	1.5-2	7-8	1.5-1.8	1-1.5
Golden X 972, Smoothee® CG10 Yellow Delicious, Golden Reinders®, Lysgolden® Goldenir, Belgolden® Goldensheen, Calgolden® Elbee, Pink Gold® Leratess, Rosagold® Quemoni, Bertanne	6	0-1	8	2-3	3-5	9-10	1.5-1.8	2-3
Hillwell® Hidala, Braesun® Braecest, Jobrun® Aurora, Mariri® Eve, Mahanared® Redfield	5	0-1	7	2-3	1-1.5	8-9	1.5-1.8	0.8-1
	4-5	1-2	6	2-3	2-2.5	6-7	1.5-1.8	1
Royal Gala® Obrogala, Gala Must® Régal Prince, Buckeye Gala	4	0-1	5-6	2-3	2-3	6-7	1.5-1.8	1.5
Standard types: Topred Delicious, Early Red One® Erovan Types spur: Starkrimson, Redchief® Campsur, Stark Spur Ultra Red®, Flatar, Scarlet Spr® Evasni, Super Chief® Sandige	4-5	0-1	6	2-3	3-4	7	1.5-1.8	1.8-2.2



Growing apples

After *Le pommier*, CTIFL, 2002

Agronomy

Apple (*Malus domestica*) is a member of the Rosaceae family. It grows in temperate zones and it is cultivated in a very extended area. It is one of the fruit species that best withstands cold and adapts to a broad range of soils, preferring well-drained, slightly acid, clayey-silty, deep soil with a high organic matter content. Annual water requirements vary between 700 and 900 mm. Apple requires a long resting period and much cold weather. Spring frost and hail are the greatest weather risks.

Pests and diseases

The main diseases of apple are scab, powdery mildew, cankers, brown rot, Botrytis and other aerial fungal diseases, fire blight, *Phytophthora*, soil diseases, viral diseases and phytoplasmas.

Pests of apple are numerous and include red and yellow mites. Insects are the most numerous: beetles, dipterans, dermapterans, aphids, lepidopterans (codling moth, leaf miner, etc.) and Thysanoptera (thrips).

The main storage diseases of apple are *Penicillium* mould, *Alternaria* rots, spots and scald (pre-ripening and senescence).



Harvesting

Apple is a climacteric fruit and its suitability for keeping and its quality are directly affected by the stage of maturity at picking:

- early picking: inadequate size and colour, poor taste quality, susceptibility to post-harvest diseases;
- late picking: better taste quality (sweetness and aroma) but decreased suitability for keeping (loss of crispness and acidity), occurrence of water core and increase in fungal and senescence diseases.

The optimum picking date is when the fruit has formed its reserve potential and started to produce ethylene. The basic epidermis colour, decreased starch, firmness, sugar content and acidity and pip colour are the main indicators for starting picking.

Post-harvest

The stage of ripeness, the weather conditions of the year, the sanitary condition of the orchard, cultural practices, etc. affect the keeping potential of apples. Post-harvest antifungal and antioxidant treatments are sometimes applied to prevent physiological problems or fungal diseases. Speed of chilling is particularly important. The fruits must reach a temperature lower than 5°C between 24 and a maximum of 48 hours after picking. The cold susceptibility threshold varies according to the variety, with many keeping at between 0°C and 1°C. A minimum threshold of 92% relative humidity must be maintained throughout cold storage. Some varieties susceptible to dehydration even require 95%. The effect of cold is enhanced by reducing the oxygen level and increasing that of carbon dioxide.

Wholesale market prices in Europe

December 2011

					EUROPEAN UNION — EURO				
					Germany	Belgium	France	Holland	UK
AVOCADO	Air	TROPICAL	DOMINICAN REP.	Box			12.80		
	Sea	ETTINGER HASS	ISRAEL	Box	5.00		5.25		6.99
			CHILE	Box	7.75		7.17		
			DOMINICAN REP.	Box			7.25		
			ISRAEL	Box			7.75	8.73	
			MEXICO	Box			7.29		
			PERU	Box		13.88			
	Truck	NOT DETERMINED PINKERTON HASS	SOUTH AFRICA	Box					6.99
ISRAEL			Box				6.85		
SPAIN			Box	7.75		7.58	7.68		
BANANA	Air	SMALL	COLOMBIA	kg		6.33	6.50	5.63	
	Sea	RED SMALL	ECUADOR	kg				2.29	
			ECUADOR	kg			1.70	2.01	
CARAMBOLA	Air		MALAYSIA	kg		4.70	4.86	4.23	
	Sea		MALAYSIA	kg					2.99
CHAYOTE	Sea		COSTA RICA	kg				1.39	
COCONUT	Sea		COSTA RICA	Bag				20.10	
			COTE D'IVOIRE	Bag			9.93	11.35	
			DOMINICAN REP.	Bag				20.10	
			SRI LANKA	Bag					9.90
DATE	Sea	MEDJOL NOT DETERMINED	ISRAEL	kg			6.50	7.40	5.94
			MEXICO	kg					10.25
			TUNISIA	kg				2.01	1.51
EDDOE	Sea		BRAZIL	kg			2.20		
			COSTA RICA	kg		2.08	2.00		
GINGER	Sea		BRAZIL	kg	1.08	1.08		1.30	1.21
			CHINA	kg		0.85	1.90	0.94	0.90
			THAILAND	kg				1.10	
GUAVA	Air		BRAZIL	kg				5.45	
KUMQUAT	Air		ISRAEL	kg			3.85	3.98	
LIME	Air		MEXICO	kg			4.40		
	Sea		BRAZIL	kg	1.16		2.00	1.53	1.68
			MEXICO	kg			2.05	1.82	1.77
LITCHI	Air		MADAGASCAR	kg			5.50		5.82
			MAURITIUS	kg				6.60	
			REUNION	kg			10.00		
			SOUTH AFRICA	kg			5.75	6.35	
MANGO	Air	KENT NAM DOK MAI	BRAZIL	kg			4.20	4.36	
			THAILAND	kg				9.40	
	Sea	ATKINS KEITT KENT	BRAZIL	kg	1.07		1.25		1.07
			BRAZIL	kg		2.38	1.57	1.72	
			BRAZIL	kg		2.38	1.60		
			SPAIN	kg			2.40		

					EUROPEAN UNION — EURO				
					Germany	Belgium	France	Holland	UK
MANGOSTEEN	Air		INDONESIA	kg				7.93	
MANIOC	Sea		COSTA RICA	kg			1.40	1.06	
MELON	Air	CHARENTAIS	DOMINICAN REP.	kg			4.20		
			SENEGAL	kg			3.90		
	Sea	CANTALOUPE CHARENTAIS	BRAZIL	kg			1.68	1.43	0.92
			BRAZIL	kg			1.50		
			MOROCCO	kg			2.30		
		GALIA	BRAZIL	kg			1.68	1.37	1.40
			ISRAEL	kg					1.33
		HONEY DEW	BRAZIL	kg			1.08	0.85	0.81
		PIEL DE SAPO	BRAZIL	kg				0.87	1.06
WATERMELON	BRAZIL	kg					0.49		
PAPAYA	Air	FORMOSA	BRAZIL	kg				3.41	
		NOT DETERMINED	BRAZIL	kg	3.93		3.40	3.52	3.33
	Sea	NOT DETERMINED	BRAZIL	kg					1.50
			ECUADOR	kg		2.07		1.74	1.60
			MALAYSIA	kg					2.10
PASSION FRUIT	Air	NOT DETERMINED PURPLE YELLOW	COLOMBIA	kg	4.75		5.75		4.08
			KENYA	kg					4.08
			COLOMBIA	kg		8.50		8.83	
PERSIMMON	Sea		ISRAEL	kg			2.52	1.89	
PHYSALIS	Air	PREPACKED	COLOMBIA	kg			7.50	7.99	
	Sea		COLOMBIA	kg	5.00			6.42	7.28
PINEAPPLE	Air	SMOOTH CAYENNE VICTORIA	GHANA	kg			2.05		
			GHANA	Box		11.50			
			MAURITIUS	Box		12.50		12.70	
			REUNION	kg			4.00		
	Sea	MD-2	SOUTH AFRICA	Box				12.15	
			COSTA RICA	Box	7.25		7.25		5.82
			COTE D'IVOIRE	kg			0.90		
PITAHAYA	Air	RED	VIET NAM	kg		5.71			
		YELLOW	VIET NAM	kg				6.87	
PLANTAIN	Sea		COLOMBIA	kg			1.10		
			COSTA RICA	kg					1.23
			ECUADOR	kg			1.00	1.04	
RAMBUTAN	Air		VIET NAM	kg		7.00		8.20	
SWEET POTATO	Sea		CHINA	kg				1.00	
			EGYPT	kg					0.68
			HONDURAS	kg				1.27	
			ISRAEL	kg	1.21		1.80	1.10	1.26
TAMARILLO	Air		COLOMBIA	kg		7.10		6.98	
YAM	Air		BRAZIL	kg			1.95		
	Sea		GHANA	kg			1.20	1.12	

Note: according to grade

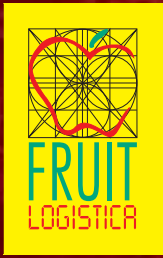
These prices are based on monthly information from the Market News Service, International Trade Centre UNCTAD/WTO (ITC), Geneva.
MNS - International Trade Centre, UNCTAD/WTO (ITC), Palais des Nations, 1211 Geneva 10, Switzerland
T. 41 (22) 730 01 11 / F. 41 (22) 730 09 06

THE WORLD OF FRESH PRODUCE

FRUIT LOGISTICA

BERLIN, 8-10 FEBRUARY 2012

WWW.FRUITLOGISTICA.COM



FRUCHTHANDEL
MAGAZINE

Content published by the Market News Service of CIRAD – All rights reserved

Promo-Intex · 66, rue de Paris · 78 600 Maisons-Laffitte
Tél +33.1.39.62.11.93 · Fax +33.9.70.06.82.33
www.fruitlogistica.com · p.canovamenke@promo-intex.com

 **Messe Berlin**

UNIVEG, Votre connexion DIRECTE vers la production



Grâce à sa production diversifiée son infrastructure ultramoderne et une équipe compétente et motivée UNIVEG KATOPÉ FRANCE peut assurer un approvisionnement fiable et une gamme de services de haute qualité à ses clients toute l'année.