



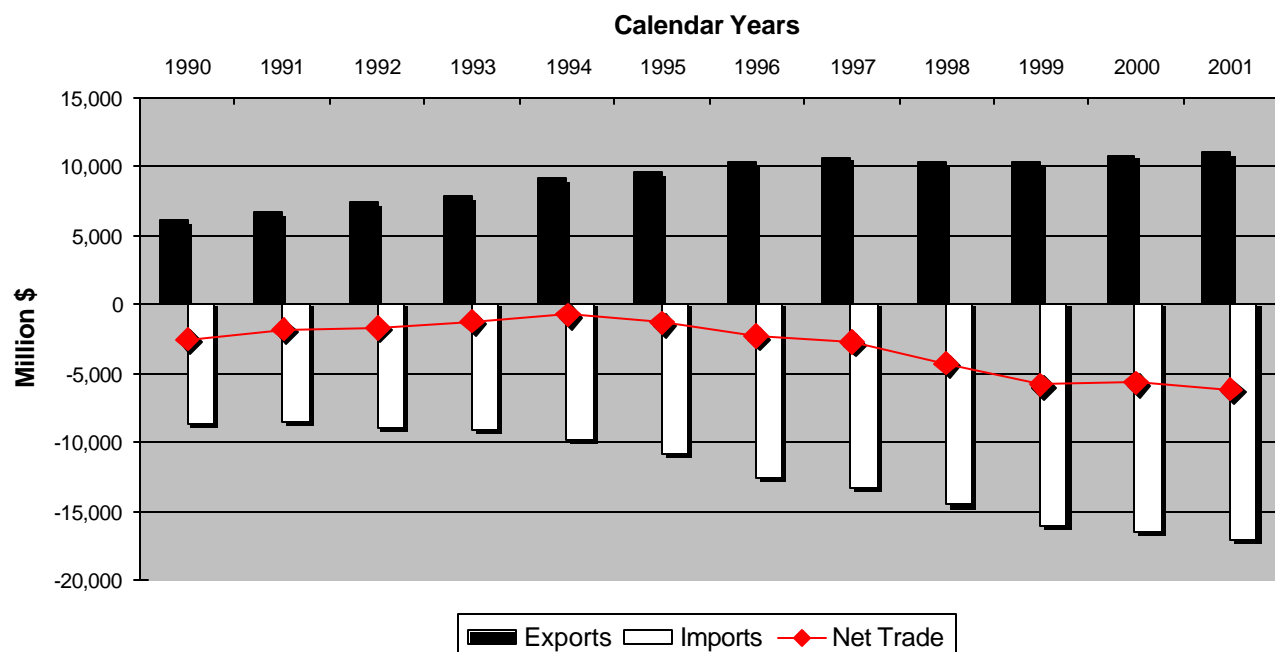
United States
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World Horticultural Trade and U.S. Export Opportunities

U.S. Horticultural Trade Deficit Reached a Record in CY 2001



Includes fresh and processed fruits, vegetables, tree nuts, nursery products, flowers, wine, beer, juices, and miscellaneous, as defined by FAS.

Over the period 1991-2001, U.S. imports of horticultural products rose from \$8.6 billion to \$17.2 billion, while U.S. exports of horticultural products rose from \$6.6 billion to \$11 billion. Key factors behind the rise in imports include: the relatively open U.S. import regime (U.S. bound agricultural tariffs average 12 percent compared with the global bound average of 62 percent); the strong dollar which has made imported products relatively less expensive; the growth in the U.S. population from about 253 million in 1991 to 280 million in 2001; the rise in U.S. GDP per capita from \$24,000 in 1991 to about \$35,000 in 2001; total per capita consumption of fruits and vegetables rose 19 percent from 1982 to 1997. Key factors limiting export growth: the strong dollar has hindered U.S. competitiveness abroad; many countries continue to maintain restrictive market access policies, primarily in the form of high tariffs; increased competition, as some countries, such as those in the European Union, have raised levels of horticultural production by providing direct and indirect subsidies and other assistance; economic slowdown in key consuming countries, such as Japan.

**[Check Out the New U.S. Trade Internet System Website. Go to
<http://www.fas.usda.gov/ustrade>]**