



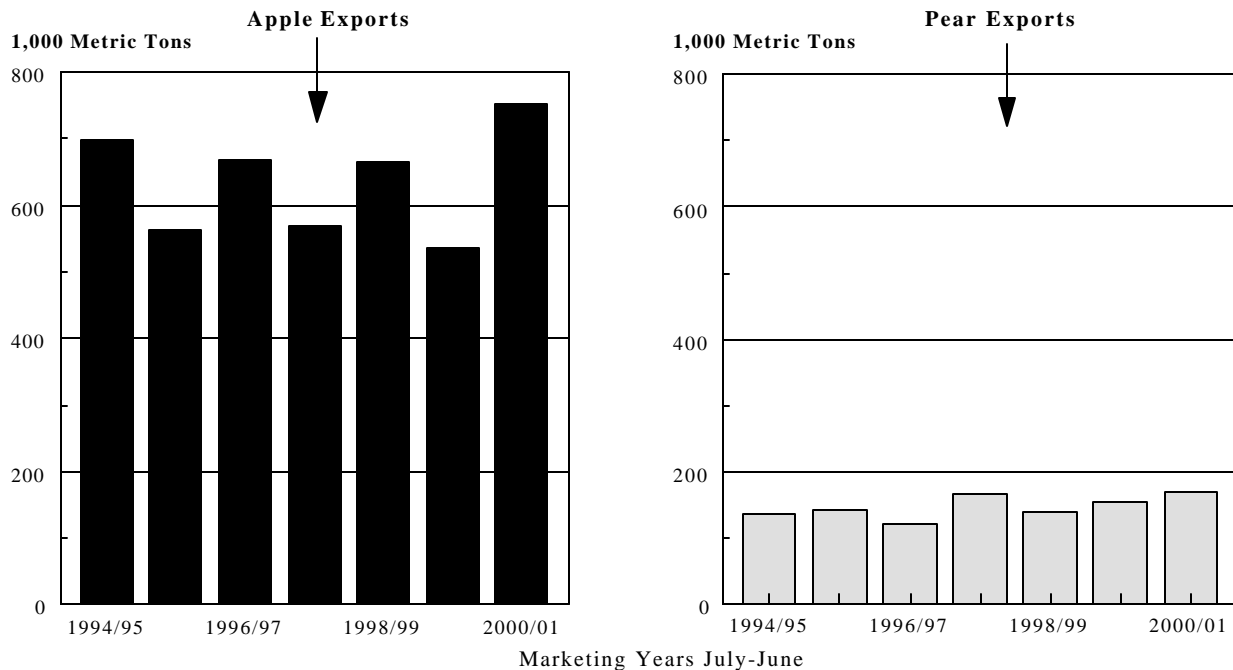
United States  
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Agricultural  
Service

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# World Horticultural Trade and U.S. Export Opportunities

## U.S. Exports of Fresh Apples and Pears Set Records in MY 2000/01



Source: U.S. Department of Commerce, Bureau of the Census

U.S. apple and pear exports in marketing year 2000/01 totaled 751,000 tons and 168,000 tons, respectively, both records. Apple shipments in 2000/01 were valued at nearly \$420 million, up 40 percent from sales in 1999/00. The value of U.S. pear exports in 2000/01 increased 7 percent to a record \$93 million. A larger apple crop in Washington state and related lower prices, combined with the continued stabilization of the economies of certain key importing markets boosted U.S. apple exports in 2000/01. Likewise, U.S. record pear shipments in 2000/01, which are slightly higher than the previous record of 165,000 tons posted in 1997/98, mainly reflects larger supplies of good quality fresh-marketed fruit and the diversion of more processing pears into the fresh market. Fresh exports have become increasingly important for U.S. apple and pear producers. In 2000/01, 16 percent of the total U.S. apple crop was exported, compared to 6 percent in 1987/88. Similarly, around 20 percent of the pear crop was exported in 2000/01, in contrast to 5 percent in 1987/88. Mexico has emerged as the top destination for U.S. apple and pear sales. Other key markets for both fruits include Canada, Taiwan, Venezuela, and Saudi Arabia. Continued supplies of good-quality fruit, strong demand from leading customers, and market promotion efforts should continue to boost U.S. apple and pear sales in foreign markets. Moreover, Mexico's prominence as a market has made it increasingly critical to address all trade-related concerns to ensure the smooth flow of apple and pear shipments.

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

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## Export Summary

### July 2001

U.S. exports of horticultural products to all countries in July 2001 totaled \$894 million, a modest 1-percent increase from the same month a year earlier. Categories with increases in July were processed vegetables (up 1 percent to \$138 million), tree nuts (up 15 percent to \$76 million), wines and beers (up 25 percent to \$72 million), and essential oils (up 2 percent to \$53 million). Categories with declines included fresh fruits (down 1 percent to \$205 million), fruit and vegetable juices (down 6 percent to \$64 million), and processed fruit (down 7 percent from July 2000 to \$49 million).

July exports to Canada, the largest market, were down slightly from July 2000 to \$286 million. Exports to the European Union (EU) were up 6 percent to \$164 million, while shipments to Japan were down 14 percent to \$116 million. Exports to Mexico were practically unchanged from July 2000 at \$78 million. Exports to Malaysia showed the most dramatic jump for July 2001, up 124 percent from July 2000, to \$11 million. Exports in July 2001 to Hong Kong, China, Philippines, and Singapore rose to \$32 million (up 34 percent), \$10 million (up 13 percent), \$10 million (up 23 percent), and \$9 million (up 26 percent) respectively, from July 2000.

Exports for the October-July 2000/01 period are up 7 percent from the same period in 1999/2000 to \$9.3 billion. Shipments of essential oils continue to show the most growth (up 21 percent to \$576 million) for the October-July 2000/01 period. Tree nut exports are up 20 percent to \$961 million, fresh fruit exports are up 10 percent to \$1.8 billion, and fresh vegetable exports are up 6 percent to \$1.1 billion. The fastest growing markets for fiscal year 2001 to date are: China, up 84 percent; Malaysia, up 70 percent; the Philippines, up 17 percent; and Brazil, up 16 percent. On the other hand, exports to Japan are down 3 percent for the October-July 2000/01.

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**New U.S. Trade Internet System Prompts Elimination of Statistical Tables and Charts on U.S. Horticultural Product Trade, Effective with the October 2001 Issue of “World Horticultural Trade and Export Opportunities.”**

The public now has unlimited access to the most up-to-date data on U.S. exports and imports of agricultural, fishery, and forestry products, to the 10-digit Harmonized System (HS) classification code level. The U.S. Trade Internet System allows users the flexibility to customize their data searches and save their criteria for repeated use. Users can obtain value or volume data for selected HS codes or commodity groupings to track trends going back to 1989.

To view the site go to <http://www.fas.usda.gov/ustrade/>

For more information on the U.S. Trade Internet System, e-mail [usthelp@fas.usda.gov](mailto:usthelp@fas.usda.gov)

Given the availability of these statistics on the internet, the Horticultural and Tropical Products Division intends to stop publishing statistical tables and charts on U.S. horticultural product trade, beginning with the October 2001 issue. The following tables and charts will be discontinued: U.S. Horticultural Product and Market Export Summaries; U.S. Exports of Selected Horticultural Products Summary and By Country of Destination; U.S. Imports of Selected Horticultural Products Summary and By Country of Origin. For questions or comments on this decision, please contact Nancy Hirschhorn (202)720-2974.

To access **FAS Attache Reports** on line, please go to the following Internet address:

[Http:// www.fas.usda.gov/scripts/attachrep/default.asp](http://www.fas.usda.gov/scripts/attachrep/default.asp)

Search through the country and market reports prepared by FAS attaches covering over 20 horticultural

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## **World Trade Situation and Policy Updates**

### **The Mexican Government Expropriates 27 Sugar Mills**

The Mexican government officially announced on Monday, September 3, that it will expropriating 27 failing sugar mills. In a decree published in the official government bulletin (Diario Oficial), President Vicente Fox explained that the sugar mills were being expropriated "for reasons of public utility" to ensure continued sugar production that has averaged over 4.5 million tons per year. This is the first step to organize and restructure the national sugar sector. All of the expropriated sugar mills represent about 50 percent of sugar production in Mexico. The government of Mexico will use up to \$3 billion pesos (\$327 million dollars) to keep the mills operating and prepare the mills for sale. The Secretariat of Treasury indicated that the mills will be sold in 18 months to either local or foreign buyers or a combination of the two.

### **Canada Bans "Eat Fruits and Vegetables - 5 a Day - For Better Health" Logo and "U.S. Nutrition Facts" Box on Pre-packaged Fresh Fruits and Vegetables**

On August 27, 2001, the Canadian Food Inspection Agency (CFIA) issued a memorandum prohibiting the use of the logo "Eat Fruits and Vegetables - 5 a Day - For Better Health" on pre-packaged fresh fruits and vegetables. Furthermore, the memorandum reminds U.S. shippers that the "Nutrition Facts" box is not permissible on pre-packaged produce. Starting immediately, CFIA will begin issuing warnings to Canadian receivers, and starting December 1, 2001, will begin stricter enforcement, including detention of product until the label is brought into compliance. U.S. industry groups have written letters requesting that Canada re-evaluate their position or extend the deadline to enable U.S. industry time to discuss the issue with the Canadian government. U.S. industry representatives claim that shippers simply cannot comply with the new ruling in time to meet the deadline, and that this ruling will cost the industry millions in re-packaging costs and will disrupt the supply of fruits and vegetables to Canadian consumers.

### **First Food for Progress Shipment of Dehydrated Potatoes Approved for Tajikistan**

USDA will donate 450 metric tons of dehydrated potatoes (flakes) to Care and Save the Children under USDA's Food for Progress Program. This is the first time that dehydrated potatoes has been approved under this program. Care plans to implement a maternal child health nutrition program distributing small packets of food to mothers. Save the Children plans an institutional program to feed preschool children. The food donation comes at a particularly important time given the fact that many Tajikistanis suffer from dietary deficiencies and that the country is in its second year of a drought. The dehydrated potatoes will be distributed between October 2001 and September 2002.

### Top United States Horticultural Product Exports By Value

Ranked In Terms of Highest Value (includes only products with specific commodity definitions)

Commodity	FY 1996	FY 1997	FY 1998	FY 1999	FY 2000	Oct. - July	Oct. - July
						FY 2000	FY 2001
--- 1,000 Dollars ---							
Almonds	942,620	879,032	772,891	696,818	586,751	453,650	559,861
Wine & Wine Prdts.	305,546	390,376	510,923	545,287	549,559	451,077	462,526
Frz. Potato Fries	256,289	294,417	313,209	343,216	339,475	284,468	304,310
Fresh Apples	371,773	412,855	328,068	375,869	334,217	281,384	368,366
Fresh Grapes	304,322	313,836	274,953	283,865	328,221	210,512	266,191
Orange Juice All	274,362	305,172	295,564	307,165	290,244	242,695	212,054
Oranges	277,184	308,055	339,114	159,585	267,145	242,192	289,672
Potato Chips	166,188	145,468	226,987	257,355	243,014	205,804	156,179
Grapefruit	258,903	240,408	189,744	221,443	207,723	202,919	196,093
Fresh Lettuce	132,866	146,640	173,746	157,262	179,926	154,167	173,143
Beer	377,324	341,784	280,088	211,861	176,642	145,962	153,634
Fresh Cherries	130,790	140,650	113,556	154,793	169,150	166,195	152,307
Walnuts	195,802	195,209	153,863	154,449	149,907	131,043	159,107
Fresh Tomatoes	100,467	123,789	122,345	127,153	148,248	115,158	126,625
Raisins	200,596	204,388	199,733	198,817	146,820	115,833	123,623
Proc. Sweet Corn	137,011	167,490	139,068	148,050	145,380	129,292	105,530
Prunes	139,090	138,398	133,732	133,885	133,027	111,139	128,628
Fresh Broccoli	84,215	92,693	90,778	100,603	126,610	104,404	87,681
Strawberries	91,738	97,020	93,349	102,464	118,905	94,780	89,519
Peaches	71,935	92,883	74,512	95,130	101,613	64,150	74,953
Total Other	5,220,264	5,593,378	5,492,927	5,524,114	5,794,621	4,822,713	5,140,747
<b>GRAND TOTAL</b>	<b>10,039,285</b>	<b>10,623,941</b>	<b>10,319,150</b>	<b>10,299,184</b>	<b>10,537,198</b>	<b>8,729,537</b>	<b>9,330,749</b>

Source: U.S. Department of Commerce, Bureau of the Census.

### Top United States Horticultural Product Exports By Volume

Ranked In Terms of Highest Value (includes only products with specific commodity definitions)

Commodity	FY 1996	FY 1997	FY 1998	FY 1999	FY 2000	Oct. - July	Oct. - July
						FY 2000	FY 2001
Fresh Broccoli	129,168	130,999	126,791	154,514	182,863	152,905	130,830
Fresh Apples	565,910	690,595	539,685	664,969	568,158	479,331	666,072
Orange Juice All	442,080	565,332	553,175	554,951	551,087	471,335	394,558
Oranges	497,077	569,739	609,433	247,419	487,706	443,703	513,710
Frz. French Fries	350,638	396,738	438,425	468,826	469,185	392,376	427,107
Grapefruit	497,401	484,417	387,216	428,784	389,564	381,685	383,211
Fresh Lettuce	286,256	294,571	303,816	312,563	328,311	286,220	305,508
Wine & Wine Prdts.	170,332	208,786	266,294	274,696	286,251	235,891	263,751
Beer	614,202	536,362	425,523	330,158	277,230	229,595	225,936
Fresh Grapes	240,704	236,400	214,569	221,158	269,999	160,168	196,548
Almonds	301,970	187,953	202,968	200,847	222,299	174,527	206,930
Proc. Sweet Corn	168,644	203,613	171,294	186,153	186,184	167,232	133,352
Fresh Tomatoes	131,308	153,657	133,687	148,271	181,810	141,431	137,341
Pears	144,493	126,603	156,807	145,816	162,592	131,690	131,897
Peaches	74,841	103,442	80,023	97,974	111,017	71,309	80,321
Lemons	132,177	120,330	113,392	113,931	105,990	95,033	102,568
Potato Chips	59,930	53,614	103,025	104,366	103,616	89,282	62,388
Raisins	118,942	115,215	120,741	104,225	84,054	63,847	89,213
Prunes	62,548	67,530	70,864	68,412	66,958	55,440	70,777
Walnuts	83,287	81,118	63,800	67,354	66,132	58,559	65,685

1/ Wine and beer is reported in 1,000 liters, orange juice in 1,000 single strength liters, and all other groups in 1,000 kilograms.

Source: U.S. Department of Commerce, Bureau of the Census.

### Top United States Horticultural Product Imports By Value

Ranked In Terms of Highest Value (includes only products with specific commodity definitions)

Commodity 1/	FY 1996	FY 1997	FY 1998	FY 1999	FY 2000	Oct. - July	Oct. - July
						FY 2000	FY 2001
--- 1,000 Dollars ---							
Wine & Wine Prdts.	1,360,163	1,629,254	1,829,709	2,148,127	2,271,772	1,892,068	1,910,743
Beer	1,302,759	1,443,326	1,677,002	1,865,087	2,126,042	1,726,603	1,910,571
Bananas & Plantns	1,156,330	1,194,458	1,188,442	1,180,474	1,098,402	931,045	944,124
Nursery Products	538,109	565,267	632,672	673,281	745,826	609,755	653,799
Cut Flowers	573,399	572,926	630,067	578,847	623,184	552,562	509,622
Fresh Tomatoes	679,977	611,612	735,180	713,029	608,514	535,392	681,939
Fresh Grapes	344,799	386,183	440,659	545,770	518,260	517,310	579,679
Cashews	300,206	292,315	339,490	389,300	488,470	406,746	300,350
Fresh Peppers	199,403	251,908	343,606	324,863	451,811	403,289	455,203
Frz. Potato Fries	103,699	156,831	216,576	252,437	321,905	272,568	276,283
Essential Oils	317,821	322,447	350,086	317,481	310,513	263,607	253,610
All Apple Juices	327,267	354,632	228,735	210,586	278,865	233,838	195,561
Fresh Melons	198,811	226,502	250,921	277,917	259,788	259,474	285,115
All Orange Juices	223,809	240,072	211,353	285,927	243,386	211,708	158,827
Pineapple: Presrvd	199,358	208,941	187,116	245,529	201,027	164,955	131,940
Olives	182,024	184,217	181,730	199,926	185,239	154,855	167,409
Fresh Cucumbers	115,608	100,823	154,634	138,231	168,696	154,092	183,281
Fresh Mangos	100,039	123,009	125,047	139,041	142,005	130,829	124,719
Fresh Onions	146,632	127,447	151,990	135,587	131,707	119,848	151,379
Total Other	3,721,871	4,088,077	4,501,501	5,241,397	5,250,565	4,447,774	4,629,242
<b>GRAND TOTAL</b>	<b>12,092,084</b>	<b>13,080,247</b>	<b>14,376,516</b>	<b>15,862,837</b>	<b>16,425,977</b>	<b>13,988,318</b>	<b>14,503,396</b>

1/ Nursery Products excludes cut flowers.

### United States Top Horticultural Product Imports By Volume

Ranked In Terms of Highest Value (includes only products with specific commodity definitions)

Commodity 1/ 2/	FY 1996	FY 1997	FY 1998	FY 1999	FY 2000	Oct. - July	Oct. - July
						FY 2000	FY 2001
Wine & Wine Prdts.	336,294	432,192	428,664	419,843	481,362	397,527	423,830
Beer	1,446,244	1,612,379	1,869,577	2,072,387	2,290,531	1,858,838	2,072,248
Bananas & Plantns	3,973,927	3,911,294	4,135,832	4,373,166	4,350,816	3,670,602	3,413,754
Nursery Products	2,040,035	2,206,085	2,460,306	2,765,380	2,860,717	1,953,777	2,047,097
Cut Flowers	2,807,090	2,770,092	2,770,186	2,708,264	2,804,814	2,486,346	2,311,386
Fresh Tomatoes	724,621	743,205	856,852	722,519	708,742	642,813	792,609
Fresh Grapes	341,098	351,567	419,956	387,165	452,182	449,408	417,033
Cashews	61,037	62,669	74,373	69,549	86,244	70,301	67,239
Fresh Peppers	269,558	284,221	319,671	345,425	352,149	296,529	292,779
Frz. Potato Fries	170,308	269,794	353,931	397,455	470,586	396,650	423,747
Essential Oils	33,394	43,609	90,334	45,219	65,379	59,913	33,487
All Apple Juices	856,697	1,084,986	1,016,823	1,139,079	1,169,591	986,497	1,019,880
Fresh Melons	661,426	779,005	860,437	873,052	899,000	898,191	875,959
All Orange Juices	836,648	1,116,798	1,063,239	1,326,139	1,284,975	1,107,938	826,833
Pineapple: Presrvd	309,742	295,858	255,051	330,773	329,198	269,313	224,548
Olives	72,287	81,511	92,958	96,959	93,906	76,285	92,855
Fresh Cucumbers	295,907	302,306	327,745	336,026	346,767	320,963	347,872
Fresh Mangos	166,058	191,115	188,767	213,195	231,075	212,679	188,407
Fresh Onions	266,779	261,088	259,188	246,548	224,069	202,245	235,795

1/ Wine and beer is reported in 1,000 liters, orange juice in 1,000 single strength liters, and all other groups in 1,000 kilograms.

2/ Nursery Products excludes cut flowers.

Source: U.S. Department of Commerce, Bureau of the Census.

### Selected Horticultural Crop Prices Received By U.S. Growers

Commodity	Domestic	2000	2001	% Change Last Month	% Change Last Year	
	Units	Aug	July Aug 1/			
Dollars/unit						
Grapefruit 2/	Box	6.34	8.81	8.22	-6.7%	29.7%
Lemons 2/	Box	16.52	13.88	22.62	63.0%	36.9%
Limes 2/	Box	0	0	0	n/a	n/a
Oranges 2/	Box	2.17	6.23	6.23	0.0%	187.1%
Tangelos 2/	Box	0	0	0	n/a	n/a
Tangerines 2/	Box	0	0	0	n/a	n/a
Temples 2/	Box	0	0	0	n/a	n/a
Apples, fresh 3/	Lb.	0.195	0.144	0.169	17.4%	-13.3%
Grapes	Lb.	600	590	560	-5.1%	-6.7%
Peaches	Ton	0.213	0.269	0.24	-10.8%	12.7%
Pears, fresh 3/	Ton	254	570	533	-6.5%	109.8%
Strawberries, fresh	Lb.	0.496	0.687	0.785	14.3%	58.3%
Asparagus 4/	Cwt.	205	176	142	-19.3%	-30.7%
Broccoli 4/	Cwt.	25.2	23.6	24.2	2.5%	-4.0%
Cantaloupes	Cwt.	12.3	16	21.7	35.6%	76.4%
Carrots 4/	Cwt.	14.5	20.7	20.6	-0.5%	42.1%
Cauliflower 4/	Cwt.	25.2	24.8	28	12.9%	11.1%
Celery 4/	Cwt.	20	13.5	10.2	-24.4%	-49.0%
Sweet Corn 4/	Cwt.	20.7	18.6	18.9	1.6%	-8.7%
Cucumbers 4/	Cwt.	20.4	20.1	20.8	3.5%	2.0%
Lettuce 4/	Cwt.	19.2	16.4	25.7	56.7%	33.9%
Onions 4/	Cwt.	12.2	16.8	14.8	-11.9%	21.3%
Snap Beans 4/	Cwt.	54.7	54.9	66.7	21.5%	21.9%
Tomatoes 4/	Cwt.	34	24.9	28.2	13.3%	-17.1%

1/ Preliminary.

2/ Equivalent on-tree returns.

3/ Equivalent packinghouse-door returns for CA and NY (apples only), OR (pears only), and WA (apples, peaches, and pears). Prices as sold for other states.

4/ Fresh-market, FOB shipping point.

Note: Zeroes indicate insufficient information or insufficient sales to establish a price.

Source: National Agricultural Statistics Service (NASS), USDA.