



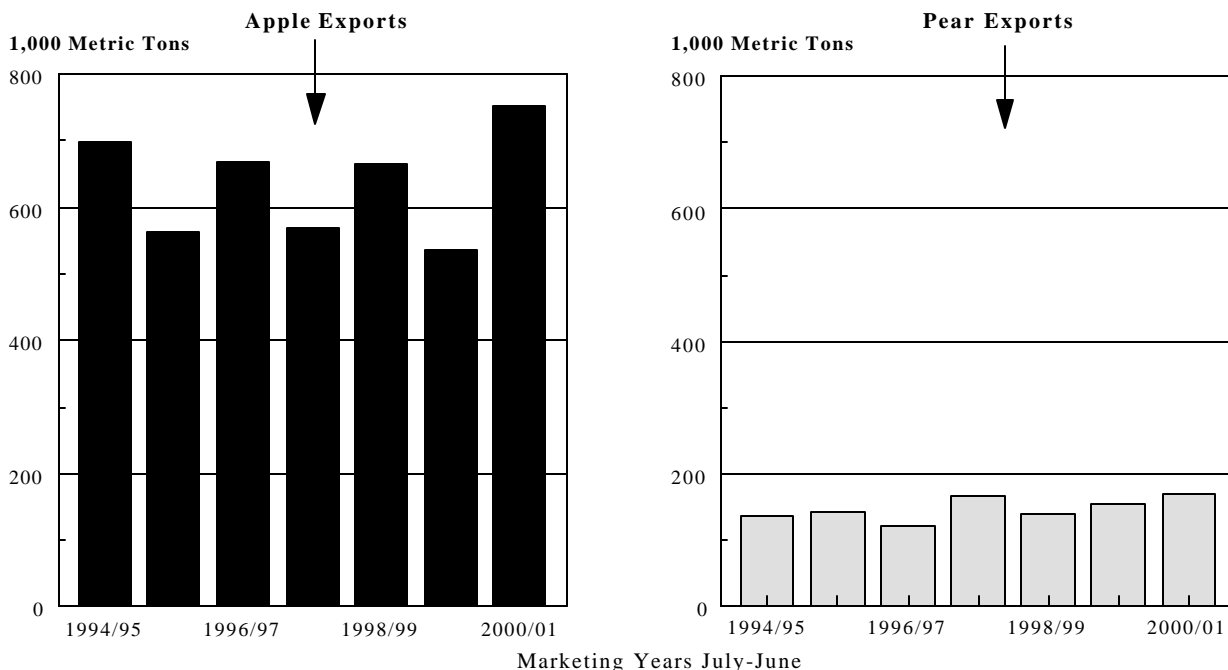
United States
Department of
Agriculture

Foreign
Agricultural
Service

Circular Series
FHORT 10-01
October 2001

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>]