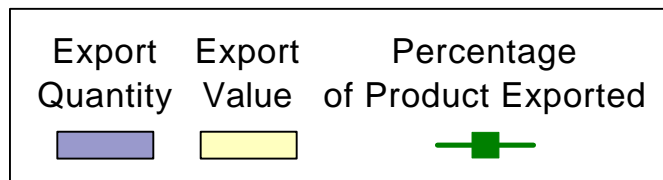
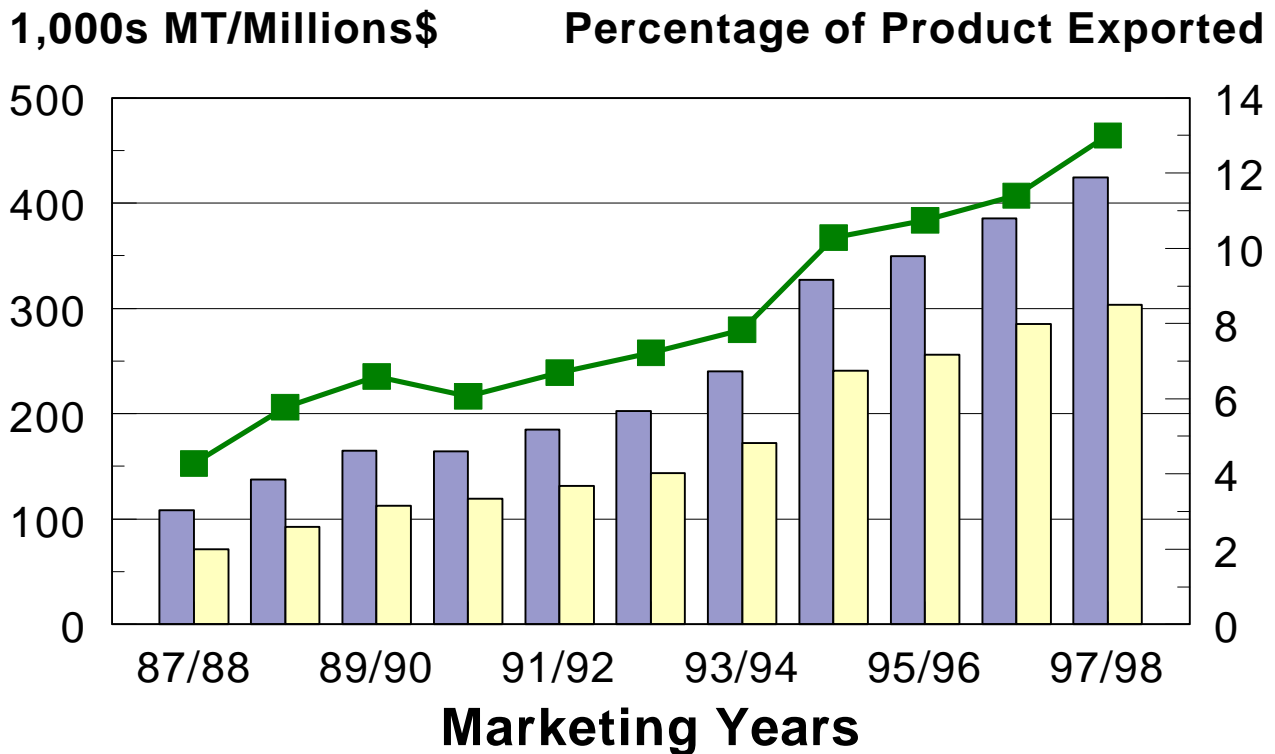




# World Horticultural Trade and U.S. Export Opportunities

## U.S. Exports of Frozen French Fries Continue to Rise



Source: U.S. Census Bureau, USDA/NASS, and American Frozen Food Institute

Both quantity and value of U.S. french fry exports attained records of almost 425,000 metric tons and \$304 million in marketing year 1997/98. During the past 10 years, the quantity and value of U.S. frozen french fry exports have consistently increased, particularly to East Asia, where the number of quick service restaurants has expanded significantly. In 1997/98, East Asian countries accounted for about 80 percent of U.S. french fry exports. Japan alone accounted for half of U.S. shipments of french fries, with sales increasing to \$155 million, despite the Asian financial crisis. Export sales were down for most of the other Asian markets, except for the Philippines. Expansion of the international fast food industry, product quality, rising incomes, tariff reductions, and ongoing Market Access Program activities should continue to propel demand for U.S. french fries.