

## United States Horticultural Exports to Asia

The Asian region accounts for more than 31 percent of the world market for U.S. horticultural exports. From June/May 2000/01 total U.S. horticultural exports to Asia were approximately \$3.5 billion, up 9 percent in value from the preceding year. Japan is the largest Asian export market at more than \$1.7 billion, accounting for nearly half of U.S. horticultural exports to Asia. Hong Kong is the next largest export market accounting for 12 percent of U.S. sales to the region. Total exports to Hong Kong exceeded \$428 million. Exports to Taiwan amounted to 10 percent of the Asia market, with an export value of over \$363 million. South Korea accounts for 8 percent of the market, totaling approximately \$289 million. U.S. horticultural exports to China were more than \$143 million, which represents 4 percent of the market. The Philippines, Singapore, Malaysia, India, and Thailand round out the top ten Asian markets. Citrus and deciduous fresh fruits are among the leading horticultural commodity exports to Asia in 2000/01.

### Top Export Markets

The 2000/01 yen to dollar exchange rate is currently at Y120 to US\$1; a 10-percent increase from the same period last year. Despite a decreasing yen value and continued economic stagnation, Japan remains the top market for U.S. horticultural exports to Asia. Exports in 2000/01 are valued at \$1.7 billion, comparable to last year's June-May level. Exports continue to rebound from the 1997/98 Asian financial crisis when exports fell to \$1.6 billion. Frozen vegetables and fresh citrus fruits are the leading U.S. horticultural exports to Japan.

Hong Kong continues to be an important market for U.S. exports, second only to Japan. In 2000/01, exports amounted to \$428 million, a 3 percent increase from the Asian financial crisis level of \$415 million. Hong Kong is a vital transshipping channel for U.S. horticultural exports into mainland China, particularly for fresh citrus and deciduous fruits.

U.S. horticultural exports to Taiwan, led by fresh deciduous fruits and miscellaneous fruit and vegetables, exceeded \$363 million in 2000/01. Apples are the most popular imported fruit consumed in Taiwan. For June-May, U.S. exports of apples were more than \$2.5 million, a 159-percent increase from the previous year. Canada and the United States are the only countries permitted to export apples to Taiwan in quantities unrestricted by quota. Other importers are restricted by specific quota volumes and phytosanitary requirements. These quotas are expected to be lifted once Taiwan becomes a member of the WTO.

U.S. horticultural exports in 2000/01 to Korea continue to recover from the Asian financial crisis. In 2000/01, U.S. horticultural exports surpassed the pre-financial crisis export value by rising to almost \$289 million, up 1 percent from their 1995/96 value. Miscellaneous fruits and vegetables and fresh citrus fruits were leading growth items.

Despite a Minimum Market Access Quota (MMA), U.S. export of fresh oranges into Korea reached record levels in 2000/01. The \$58 million in orange exports marked a 100-percent increase from last year's export level. Fresh orange non-quota imports exceeded quota imports for the first time, and by a large margin. Three variables underpinned the market's demand for imported oranges: consumers' positive perception of California oranges, ample supplies of reasonably-priced quality U.S. oranges, and higher-cost domestic produce. Korea is now the United States third-largest market for oranges. However, industry expectations of steep price increases for California citrus, specifically for oranges, are expected to dampen import demand the latter half of this year. Major competitors to U.S. orange exports include Australia, New Zealand, and South Africa.

U.S. exports of horticultural commodities into China reached record levels in 2000/01, totaling more than \$143 million. This record level marked a 103-percent increase from 1999/2000. Other food preparation commodities, french fries, fresh oranges and grapes were the leading horticultural exports.

The Agreement on Agriculture signed in April 1999 and the Bilateral WTO Market Access Agreement of November 1999 are expected to continue lowering trade barriers in China. While the long-term implications remain to be seen, U.S. horticultural exports into China have been increasing. For the period June-May 2000/01, U.S. orange exports into China rose by more than 500 percent from the previous year to \$14.5 million. French fries exports amounted to more than \$17 million, while other food preparations topped the export market with \$32 million in sales.

Rounding out the top 10 Asian horticultural export markets are the Philippines, Singapore, Malaysia, India, and Thailand. Combined U.S. horticultural exports to these five countries in 2000/01 totaled approximately \$448 million, accounting for approximately 13 percent of the Asian market.

### **Top Horticultural Exports**

U.S. exports of french fries, fresh oranges, and fresh grapes continue to recover from the Asian financial crisis. During 2000/01, french fries exports totaled more than \$288 million, a 20 percent increase from 1996/97 fresh orange exports grew by 27 percent, totaling more than \$232 million; and fresh grapes grew by 25-percent, amounting to more than \$158 million.

U.S. Horticultural Exports to Asia by Countries  
June - May

Country	1996/97	1997/98	1998/99	1999/00	2000/01
Thousand Dollars					
Japan	1,909,434	1,684,138	1,671,852	1,713,409	1,719,179
Hong Kong	619,202	607,914	415,806	404,841	428,228
Taiwan	371,272	389,094	353,518	330,432	363,679
Korea, Rep. of	284,788	198,293	175,640	257,463	288,698
China	26,683	41,695	55,928	70,418	143,052
Philippines	125,166	102,529	88,155	96,988	111,191
Singapore	118,322	98,763	96,573	96,290	104,302
Malaysia	89,937	77,449	66,440	70,973	103,457
India	31,548	54,000	52,453	54,104	74,826
Thailand	60,224	38,499	30,780	35,969	54,106
Other	94,124	67,434	41,300	54,054	74,281
<b>Total</b>	<b>3,730,700</b>	<b>3,359,808</b>	<b>3,048,445</b>	<b>3,184,941</b>	<b>3,464,999</b>

Other: Indonesia, Pakistan, Macau, Brunei, Vietnam, Cambodia, Korea DPR, Sri Lanka  
Source: U.S. Census

U.S. Horticultural Exports to Asia by Commodities  
June - May

Commodity Groups	1996/97	1997/98	1998/99	1999/00	2000/01
Thousand Dollars					
Miscellaneous Fruit and Vegetables	673,331	587,184	518,441	543,108	557,446
Deciduous Fresh Fruits	496,447	438,071	360,873	418,813	505,740
Frozen Vegetables	331,891	345,545	375,850	375,100	385,904
Fresh Citrus Fruits	440,298	432,358	341,847	355,186	429,640
Edible Tree Nuts	308,832	297,694	242,289	236,940	299,065
Fresh Vegetables except Potatoes	214,061	197,527	196,453	218,831	213,693
Prepared or Preserved Vegetables	253,335	218,263	197,013	200,152	198,365
Fruit and Vegetables Juices	222,553	167,316	193,155	195,230	203,524
Dried Fruit	127,489	121,819	136,853	123,063	105,900
Essential Oils	254,591	124,547	101,653	110,780	164,311
Wine and Wine Products	68,585	117,295	92,250	102,027	86,693
Dried and Dehydrated Vegetables	59,793	50,756	43,971	56,073	56,903
Other Fresh Fruit	54,497	46,404	43,386	49,379	48,415
Processed Fruit	55,187	41,693	41,258	36,790	42,832
Frozen Fruit	29,648	39,224	43,385	36,352	31,846
Ginseng	71,565	44,043	32,713	34,800	36,926
Miscellaneous Prepared Fruit	27,220	35,796	38,219	31,778	36,822
Nursery Products	7,496	27,731	22,883	31,446	20,016
Hops	12,116	10,720	8,627	10,079	17,832
Fresh Melons	12,549	7,658	8,312	9,513	12,616
Cut Flowers	5,033	3,652	3,691	4,025	3,649
Potatoes	2,077	2,122	3,059	3,121	4,585
Olives	2,105	2,388	2,265	2,356	2,276
<b>TOTAL</b>	<b>3,730,699</b>	<b>3,359,808</b>	<b>3,048,444</b>	<b>3,184,941</b>	<b>3,464,999</b>

Source: U.S. Census



U.S. Exports of Potatoes

June - May

Country	1996/97	1997/98	1998/99	1999/00	2000/01
Thousand Dollars					
Japan	144,483	151,811	179,513	173,125	168,597
Korea, Rep. of	20,425	16,153	16,868	21,486	24,958
Hong Kong	17,849	18,802	18,525	17,314	19,153
China	2,316	2,090	5,175	11,108	17,924
Taiwan	13,427	14,250	15,863	16,141	17,154
Philippines	12,250	14,149	11,514	11,488	13,754
Singapore	8,155	7,613	6,951	7,272	8,387
Malaysia	9,380	8,902	6,009	6,234	7,887
Thailand	5,331	4,520	3,557	4,683	5,277
Indonesia	6,922	6,104	4,298	3,666	4,076
Pakistan	61	51	633	348	433
India	46	199	283	360	301
Macau	63	96	59	99	264
Brunei	26	10	70	98	113
Vietnam	0	46	25	31	79
Cambodia	13	16	16	22	22
Korea, DPR	0	0	0	12	0
Sri Lanka	34	71	103	18	0
Grand Total	240,782	244,883	269,459	273,502	288,379

Source: U.S. Census

U.S. Exports of Oranges

June - May

Country	199/97	1997/98	1998/99	1999/00	2000/01
Thousand Dollars					
Japan	70,173	69,324	51,510	55,678	66,854
Korea, Rep. of	15,373	21,067	13,158	29,433	58,930
Hong Kong	64,110	90,951	46,166	36,687	52,653
China	40	115	283	2,297	14,518
Malaysia	10,801	10,137	8,300	6,651	14,156
Singapore	9,926	10,456	7,798	6,775	11,492
Taiwan	5,298	8,109	11,248	6,577	9,526
Philippines	4,702	2,106	938	1,336	2,391
Indonesia	2,329	779	121	1,024	1,131
Vietnam	102	154	49	111	434
Sri Lanka	77	80	66	52	111
Bangladesh	0	0	0	23	56
Thailand	343	151	123	233	44
Mongolia	0	0	0	0	10
India	0	0	0	31	8
Afghanistan	0	0	43	0	0
Brunei	24	82	28	9	0
Cambodia	72	230	0	0	0
Pakistan	6	0	0	0	0
Grand Total	183,376	213,742	139,833	146,917	232,312

Source: U.S. Census

U.S. Exports of Grapes

June - May

Country	1996/97	1997/98	1998/99	1999/00	2000/01
Thousand Dollars					
Hong Kong	55,508	77,887	42,836	52,592	52,960
Malaysia	7,783	9,071	3,847	5,316	26,886
Taiwan	20,767	15,072	11,730	21,250	22,289
Philippines	16,458	17,820	7,683	17,529	14,472
China	39	543	8,801	1,180	10,908
Singapore	6,613	6,569	5,703	5,178	9,741
Japan	7,193	5,885	5,870	6,071	8,850
Indonesia	6,492	7,013	1,491	2,026	5,130
Thailand	2,477	4,253	1,020	1,861	2,665
Vietnam	1,328	1,101	875	950	2,444
Sri Lanka	355	520	720	705	690
Korea, Rep. of	1,540	93	58	502	570
India	86	0	0	0	427
Bangladesh	8	0	0	20	254
Cambodia	268	206	35	116	88
Brunei	0	27	0	0	21
Afghanistan	0	0	71	0	0
Macau	45	0	0	0	0
Pakistan	0	0	13	0	0
<b>Grand Total</b>	<b>126,959</b>	<b>146,061</b>	<b>90,754</b>	<b>115,296</b>	<b>158,396</b>

Source: U.S. Census