



MARKET NEWS FROM CTFA REPRESENTATIVES AROUND THE WORLD

October 8, 2007

Welcome to the eleventh and final edition of the International Market Report for the 2007 tree fruit season. As the season comes to end most markets continue to carry at least minimal supplies of California peaches, plums and nectarines, with additional shipments to be completed over the next few weeks. With each season there are opportunities and challenges and this year was no exception. Preliminary results indicate greater success in certain markets and unforeseen challenges in others. Nonetheless the 2007 season was noted as a “vintage year” for flavor and quality, based on the positive feedback from the trade and consumers throughout the summer. We appreciate your interest in the International market developments for fresh California PPN and look forward to providing you with bi-weekly information at the start of the 2008 season.

If you have any suggestions or comments, please feel free to contact Gordon Smith at gsmith@caltreefruit.com or Sarah Alvernaz at salvernaz@caltreefruit.com. Please feel free to drop by our booth (#1601) at PMA Fresh Summit in Houston from October 12-15.

Current News

Australian Stonefruit Gains Access to Canada

Australian stone fruit growers are expected to start exporting to Canada in the 2007-08 season for the first time following an easing of Canada's quarantine restrictions. Canada's previous quarantine restrictions required methyl bromide fumigation and a cold disinfestation treatment. Quarantine restrictions were changed after Biosecurity Australia was able to provide data to Canadian authorities showing that cold disinfestations was not necessary to manage quarantine risks, according to Australia's Federal Minister for Agriculture Peter McGauran. After Australia lost access to the Taiwanese market, Canada is a significant win for Australian growers said McGauran. Peaches, plums, nectarines and apricots should be exported during the 07-08 season. SOURCE: *The Land, NSW*.

Chilean Fruit Exports Increased Last Season

The Chilean fruit export increased 10.8% in volume in the season from September 2006 to August 2007 compared to the previous year. In a press conference, the president of the Chilean Exporters Association (ASOEX), Ronald Bown, emphasized the strong results achieved in spite of the rains last February. ASOEX's numbers show that the fruits that registered significant growth were avocados (90%), lemons (45%), blueberries (41%), plums (32%) and nectarines (26%). According to the exporter's report, table grapes continue to be the number one export despite a decrease in production of 0.9 percent due to rain. The leading destination for Chilean fruits is the United States, followed by Europe and Asia. Mr. Bown indicated that for the following season the fruit industry will focus on market access for cherries to China and Pakistan. SOURCE: *Freshplaza.com*

Market Reports

Mexico

As the season comes to a close California peaches, plums and nectarines can still be found in all levels of the market though in decreasing supplies, especially for nectarines. Trader feedback continues to be positive with the trade pleased with the quality and sales results this year; although they felt the season was slightly shorter than last year. Local peaches from Chihuahua are currently available in average to below average quality. Shipments of California peaches are still scheduled, but soon importers will turn their attention to Chilean product.

Hong Kong

Supplies of California Tao Lee are still available at all levels of the market though quality is reportedly varied. During Moon Festival, California Tao Lee could be found in festive fruit baskets, with premium plums being the most popular. Other popular fruits for the festival included persimmons, pomelos, Chinese crystal and Feng Shui pears. Other competition includes small volumes of Chinese peaches and other seasonal fruits like star fruit. Though the season is coming to a close, shipments of California Tao Lee are expected until mid to late October.

Taiwan

As anticipated the sales movement of California peaches, plums and nectarines was strong during Moon Festival at the end of September, however demand for all fresh fruits significantly declined shortly thereafter. At this point in the season only few traders are carrying California PPN with the trade commenting on the variable quality of arriving supplies. Washington peaches, Asian pears, imported kiwi, and persimmons were available in the market but not in large volumes.

China

Supplies of red and black California plums arrived this past week in Shanghai, Dalian and Shenzhen. In Dalian, California plums are now being sold at up scale retailers and supermarkets. In Shenzhen supplies were quickly sold out shortly after their arrival. Trader feedback on California supplies is positive, with many commenting on the size, firm texture and sweet flavor of recent arrivals. Additional shipments are expected to arrive within the next week. Still Chinese plums continue to have a very strong presence in the market with large volumes and low prices.

Singapore

Supplies of California PPN have decreased over the past two weeks as the season comes to an end. Of the California PPN in the market, plums were most available in retail supermarkets and hypermarkets, with Summerwhite peaches and nectarines available only at select supermarkets and fruit vendors. The trade anticipates continued shipments of plums and fresh prunes through the end of October. Current competition includes black plums from Israel and Chinese peaches.

Malaysia

The availability of California peaches, plums and nectarines in the market have decreased over the past couple of weeks. Some importers have reported they will continue to receive shipments of California PPN through mid to late October to fill demand. Chinese plums continue to be the primary competitor in the market, though their quality is reportedly inferior.

Thailand

Supplies of California PPN declined considerably in the past two weeks. Red and black plums can be found in supermarkets, with only one premium supermarket chain carrying California peaches in addition to the plums. Still, trader feedback on the quality of the fruit continues to be positive. Chinese plums and nectarines were available in select retailers, as well as apples from numerous countries including the US, New Zealand and China.

Indonesia

California plums were the primary fruit sold throughout all levels of the market but only fruit boutiques and high end supermarkets carried Summerwhite peaches and nectarines. An additional shipment of plums was expected to arrive this week, but activity will slow as the season wraps up. Chinese peaches and plums were available at fruit outlets and reportedly of good appearance and eating quality.

United Kingdom

California peaches continue to be available in the market, though in relatively small volumes. In the wholesale market, peaches and nectarines from Italy and Spain have also begun to tail off as their season comes to a close. English apples are now in the market, seven days earlier and 10% larger than last years crop. Other fruits popular amongst consumers include, Irish strawberries, English raspberries and imported grapes.

New Zealand

With school holidays taking place trade activity was quiet this past week for all fresh fruits. Currently there are only small supplies of California PPN available in the market, with final shipments reported to arrive within the next week. Overall the trade was pleased with the results of the California tree fruit season, commenting on the quality and appearance of the fruit. Other fruits currently being promoted include oranges, pears and apples.

Central America Region

California plums are available at all levels of the market with peaches and nectarines only available at select supermarkets and vendors. The trade and consumers continue to comment on the quality of the fruit, especially plums. Additional supplies of mixed loads are expected to arrive during the next week. Small volumes of local peaches are presenting the only direct competition at the moment, but its minimal considering their season is coming to a close as well.

South America

In Colombia the trade is generally pleased with the quality of California PPN received this season. Spanish stone fruits are the main competition as the trade is reporting good quality and slightly lower prices. In Ecuador, supermarkets continue to carry California PPN and are reporting good sales volumes. Peruvian peaches are the primary direct competition but mainly in traditional markets. In Venezuela, only average volumes of California plums and nectarines can be found, however large volumes of Venezuelan plums and peaches are dominating the market.

Promotional Highlights

General

This section of the report highlights various promotional programs and/or events that are traditionally important for our fruits. Listed below are several brief descriptions of in-country activities. Promotional programs have begun and will continue to increase over the next month as more fruit enters the international markets.

*Be sure to visit the new International section on the PPN Network Download Center at www.eatcaliforniafruit.com! On the download center you will find downloadable POS material from many different countries. Additional file formats may be available upon request.

Mexico

In addition to over 20 in-store promotions, six seminars were conducted with two leading retailers in September. The seminars educated the participants on the proper handling, storage, and merchandising procedures of California PPN.

Hong Kong

A menu promotion is scheduled to run from September 21 through October 31 with two restaurant chains. The menu promotion will feature eight dishes that highlight California PPN. The dishes include a range of appetizers, specialty drinks, main course entrees and desserts.

China

In store promotions were conducted from the 18th of September through the 27th throughout various retailers in Dalian, Shenzhen, Guangzhou and Beijing.

Singapore

Over 30 in store samplings were conducted in September with two leading retailers. In addition, CTFA is participating in the USA Food Fair with a retail chain which will run from September 19 through October 2.

Malaysia

In store promotions are scheduled with over ten supermarket and hypermarket chains throughout Malaysia from September 10 through October 12.

Indonesia

In store promotions are scheduled with over 50 supermarket and hypermarket outlets throughout Indonesia from September 6 through October 31.

United Kingdom

An in store promotion with a leading UK retailer was conducted September 27-29 in over 120 stores including 15 flagship stores. Also, an in store promotion is scheduled with another leading retailer throughout 90 stores nationwide on the 24th of October. Fruit samples will be distributed along with small consumer incentives. In addition to the in-store promotions a banner advertisement is currently running on a leading trade website www.freshinfo.com for the month of September and October. The advertisement rotates over four screens and highlights the benefits and opportunities with California peaches, plums and nectarines.

Country	Fruit	Grade/Origin	Size/Count	Wholesale Price US\$	Retail Price US\$
Mexico	Peaches	CA	50-64 vf	17.92	1.16
	Nectarines	CA		20.38	1.40
	Plums	CA		21.95	1.59
	Peaches	MX	22 lb	16.57	1.10
	Apple	WA,MX	100-125-135	31.81	0.95
	Strawberries	CA	12 lb	15.68	1.71
	Table-grapes	CA	18-20 lb	17.47	1.16
	Mangoes	MX	25 kg	10.30	0.51
	Pears	Arg	36-44 lb	28.87	0.85
Hong Kong	Peach	CA	16 - 56	23.37 - 41.55	1.03 - 2.98/pc
	Nectarine	CA	48 - 64	14.28 - 25.97	0.25 - 2.08/pc
	Plum	CA	18 - 56	12.98 - 31.16	0.25 - 2.59/pc
	Prune	CA	28 lbs	14.29 - 31.16	0.64 - 1.94/lb
	Peach	China	48 - 70	13.63 - 19.48	0.19 - 0.64/pc
	Grape	USA	19 - 21 lbs	20.77 - 28.57	1.29 - 1.81/lb
	Apple	WA, China	40 - 100	15.58 - 27.27	0.25 - 0.78/pc
	Orange	USA	72 - 113	20.77 - 28.57	0.32 - 0.91/pc
Taiwan	SW Peach	CA	15-18/Lyr	21.5-32.2	1.5-2.8/each
	SW Nectarine	CA	13-18/Lyr	21.5-32.2	1.5-2.8/each
	SW Nectarine	CA	44-72/Vf	15.3-19.9	0.27-0.4/each
	Plum	CA	35-45/Vf	24.2-27.3	0.27-0.4/each
	Snow King	WA	18-22/Lyr	18.4-27.6	1.1-2.1/each
	Snow Giant	WA	18-22/Lyr	18.4-27.6	1.1-2.1/each
	Plum	WA	55/Vf	18.4-27.6	0.27-0.4/each
China-Shanghai	PLUM	CHINA	BULK PACK	0.593/500g	0.792/500g
	NECTARINE	CHINA	BULK PACK	0.527/500g	0.785/500g
	PEACH	CHINA	BULK PACK	0.891/500g	1.187/500g
	PEACH	CHINA	BULK PACK	0.329/500g	0.461/500g
China-Guangzhou	NECTARINE	CHINA	LARGE,70/75	9.21	0.98-1.53
	PEACH	CHINA	SMALL,BULK	0.26-0.63/500G	0.65-1.17
	PEACH	CHINA	MEDIUM,BULK	0.66/500G	0.99-1.29
	RED PLUM	CHINA	BIG,BULK	0.97/500G,12.98/5	1.62-1.95
	RED PLUM	CHINA	MEDIUM/9KG	9.21	1.05-1.32
	PLUM	CA	30/35	30.26	2.08-2.47
	BLACK PLUM	CHINA	MEDIUM 75/10	9.21	0.66-0.86
	BLACK PLUM	CHINA	MEDIUM,BULK	0.33-0.40/500G	0.39-0.66
Singapore	SW Peach	CA	15	33.33	2.80 pc
	SW Peach	CA	40	42.8	1.67 pc
	SW Nectarine	CA	64 v/f	26.67	1.67 3pcs
	Prune	CA	80/90	57.33	8.60 kg
	Plum	CA	50 - 55	19.97	015 - 0.20 pc
	Plum	CA	25	32	1.53 pc
	Black Plum	Israel	10 kg	17.26	1.47 500gm
	White Peach	CHA	75	19.97	1.77 4pc
	Apple	SA	150	28	0.27 pc
	Persimmon	NZ	14	21.33	1.93 pc
	Grapes	USA	8.2 kg	23.33	3.67 kg
	Strawberry	Aus	8 x 454g	23.33	3.67 454g

Country					
Malaysia	SW Peach	CA	56-64/vf	38.0-44.0/carton	1.20-1.85/pc
	SW Nectarine	CA	64-88/vf	36.0-42.0/carton	1.10-1.80/pc
	Plum	CA	28lb.	1.50-1.75/lb.	1.12-1.6/lb.
	Nectarines	CHINA	900g	16.0-20.0/carton	2.30-2.60/900g
	Plum	CHINA	28lb.	1.00-1.20/lb.	0.80-1.0/lb.
	Orange	CWM	113-180	17.5-20.2/carton	0.15-0.28/pc
	Pears	S AFRICA	80-160	20.35-30.50	0.25-0.65/pc
	Apples	NZ	60-163	24.35-34.50	0.30-0.80/pc
	Apples	S AFRICA	60-163	22.35-32.50	0.30-0.80/pc
	Gong Pear	CN	36-72	6.00-7.28	0.20-0.50/pc
Thailand	Plum	CA	45-50	28.05-37.48	4.25-5.68/kg
	Peach	CA	40-45	82.85	11.4/kg
	Nectarine	CHA	40-45	13.10-14.43	1.68-1.85/kg
	Black Plum	CHA	45-50	13.10-14.43	1.68-1.85/kg
	Kiwi	NZ	20/2lyr	10.08-16.80	0.36-0.6/pc
	Apple	US	20/2lyr	11.76-22.96	0.42-0.82/pc
Indonesia	SW Peach	CA	32 - 44	52.17	6.41 - 15.75
	Peach	CA	26 - 32		8.36
	SW Nectarine	CA	36 - 44		8.24 - 14.95
	Nectarine	CA	26 - 32		8.24 - 11.65
	Plum	CA	48 - 50	25.53 - 26.59	4.65 - 6.68
	Pluot	CA	50	69.15	8.25
	Peach	China	32	27.17	2.55
	Black Plum	China	45	13.59	3.37
	Longan	Thai	9 Kg	9.57 - 12.77	
	Strawberry	USA	3Kg(8 pack)	35.91	6.46 - 6.8
	Cherry	USA	6 kg	92.7 - 98.23	105.59
United Kingdom	Plums	Italy	Per Kilo	2.99	
	Plums	France	Pack of 6	4.06	13.77/9kg
	Plums	Israel	Pack of 4	4.06	11.22/5kg
	Plums	Portugal	Pack of 6	4.04	
	Plums	Poland	Pack of 6	4.04	
	Bananas	Cameroon	Per Kilo	1.73	
	Grapefruit	Argentina	Per fruit	0.57	
New Zealand	Nectarine	CA	11.3kg	0.9	1.3
	SW Nectarine	CA	11.3kg	1.5	1.9
	Peach	CA	8.0kg	1.5	1.9
	Plums	CA	12.6kg	1.0	1.5
	Bananas	Phillipines			0.5
	Kiwifruit	NZ	medium		0.70 - 0.80
	Oranges	Aussi	medium		0.6
	pineapples	Phillipines	large		1.0
	Pears	NZ	medium		0.8
	Grapes	US	small/med		1.9
	Apples	NZ	medium		1.3

Country					
Central America	Peach	CA	42-65	26.55-30.24	1.45-1.98
	Nectarine	CA	56-65	26.00-28.45	1.56-2.01
	Plum	CA	55-65	26.13-29.34	1.67-2.12
	Peach	CR, GT, HO	73-100	18.00-22.00	1.04-2.04
	Apples	WA, CH, AR, CHI	64-182	24.00-30.89	0.78-1.77
	Pears	CH, AR, US	100-130	26.92-36.23	0.98-1.94
	Grapes	CH, USA	18, 21 lbs	25.17-28.96	1.78-2.43
	Kiwifruit	CH, NZ	21 lbs	22.67-29.60	1.55-2.03
	Mandarin	CH	25-28	42	1.70-1.88
	Orange	CH, PE	25-72	24.00-26.00	0.84-2.20
	Pomme granate	CL			1.75
	Strawberries	CR, USA			2.08-7.50
	Cherries	USA			5.50
Colombia	Peach	CA	64	18.53 / 23.16	1.75 - 3.96
	Nectarine	CA	64	18.53 / 23.20	1.75 - 3.22
	Plum	CA	65	18.53 / 24.00	2.23 - 3.31
	Kiwi	Chile			2.28 - 2.39
	Apple	Chile	80- 150	26.50 - 29.90	1.22 - 1.35
	Pear	Chile	70 - 100	19.80 - 27.70	1.22 - 1.10
Ecuador	Peach (Durazno)	Perú	90 u.	13.00-15.00/box	0.25 u.
	Nectarine	CA	22 lb	18,00-20,00/box	1,40-1.51/lb
	Plum	CA	16 Lb	18,00-21,00/box	1,26-1,36/lb
	Peach	CA	22 Lb	18,00-20,00/box	1,40-1.51/lb
	Pink Apple	USA	125-60	17.00-22.00/box	0.71-0.80/lb
	Kiwi	Chile	22 lbs	13,00-16,00/box	0,87 - 0,91/lb
	Apple	Chile	125-160	15,00 - 20,00/box	0.65 - 0.77/lb
	Packam`s Pear	Chile	22 lbs	15,00-20,00/box	0.70 - 0.87/lb
Venezuela	Peach	Venezuela	N/A	N/A	1.02-1.29/Kg
	Nectarine	CA	25-27lb	25.00-27.08	3.95-5.20/Kg
	Plum	Venezuela	N/A	N/A	1.77-2.18/Kg
	Plum	CA	28lb	18.75-27.08	3.93-5.20/Kg
	Kiwi	Chile	N/A	N/A	4.50-5.20/Kg
	Apple	WA	64	20.83-22.91	1.97-2.50/Kg
	Apple	Chile	60-198	10.41-12.50	1.00-1.97/Kg
	Pear (Packham's)	Chile	60-120	15.692-17.70	1.97/Kg
Legend	Arq	Argentina		Mal	Malaysia
	Aus	Australia		MX	Mexico
	CH	Chile		NZ	New Zealand
	CO	Colombia		NZ	New Zealand
	CR	Costa Rica		Sp	Spain
	CUG	California Utility Grade		SW	Summerwhite®
	CWM	Ca Well Mature®		Thai	Thailand
	EC	Ecuador		TW	Taiwan
	GT	Guatemala		USM	US Mature
	JP	Japan		Vf	Volume fill
	Lyr	Layer		VZ	Venezuela
				WA	Washington

*Denotes Sales Price