



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **Japan**

### **Fresh Deciduous Fruit**

#### **Tasmanian Fuji Apples Sold for the First Time in**

## **Japan**

### **1999**

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#### **Report Highlights:**

**Tasmanian Fuji apples made their debut in Japan on June 16, with sales expected to continue until mid-July. Total imports are forecast to reach 5,000 12 kilogram cartons (valued at just under \$250,000). While traders report good quality on the Tasmanian Fuji, high prices (20 to 30 percent higher than domestic Fujis) are a concern and will limit future growth potential.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Tokyo[JA1], JA

Tasmanian Fuji apples made their debut in Japan on June 16, with sales expected to continue into mid-July. Total imports are forecast to reach 5,000 12 kilogram boxes. The apples are reportedly being well received by consumers with traders reporting high sugar content (13 to 14 degrees brix) on the Australian fruit. However, many traders say that while taste is comparable to domestic apples, high prices (wholesale prices on Tasmanian Fujis—at 550 yen (\$4.58)/kg—are roughly double domestic prices) as well as irregular shapes and colors and comparatively small sizes are a concern. Some retailers have sold the fruit at a loss. Future sales growth will depend on the ability of Tasmanian fruit marketers to reduce prices and improve appearance.

Ito Yokado, Japan's Number 2 supermarket chain, sold 750 cartons (8.5 MT) of Tasmanian apples last week in the Tokyo Metro area. Ito Yokado retailed the fruit at 150-198 yen (\$1.25-\$1.65) per piece or 450-590 yen (\$3.75-\$4.92) for a plastic bag of 4 apples, which is 20-30 percent higher than the price of regular-size domestic Fujis. At Jusco, Japan's Number 3 supermarket chain, the Tasmanian Fuji retailed at 120 yen (\$1.00) for a L-size apple, 150 yen (\$1.25) for a LL-size fruit and 498 yen (\$4.15) for a bag of 6. Jusco sold out all 4 metric tons of Tasmanian apples in the first two days of sales.