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Caribbean Import Market for Fresh Fruit

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Report Highlights:

The Caribbean imports in excess of \$15 million annually in fresh fruit of which the United States is the dominant supplier with more than ninety percent market share. This report highlights opportunities in the largest island markets (the Dominican Republic, Trinidad, the Netherlands Antilles. The Bahamas, and Bermuda.)

Includes PSD changes: No

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Caribbean Import Market for Fresh Fruit

Overview:

The Caribbean import market for fresh fruit is estimated to exceed \$15 million annually (see Table 1) according to official export statistics of the Caribbean's three primary extra-regional trading partners (the US, the EU, and Canada). Of these three suppliers, the US exported \$14.0 million to the region, followed by the EU (\$0.5 million) and Canada (\$0.4 million).

The Dominican Republic was the largest import market of fresh fruit from these three suppliers in 1997 (\$6.0 million imported from the US, the EU, and Canada), followed by Trinidad (\$2.2 million), the Netherlands Antilles (\$1.7 million), the Bahamas (US\$1.5 million) and Bermuda (US\$1 million).

Fresh apples and grapes comprise the majority of US exports of fresh fruits to the region (see Table 2). Other major fresh fruit exports from the US include melons, pears, peaches, citrus fruits, and berries. Total US export volume has been increasing (see Table 3).

Regional production is primarily in citrus and tropical fruits. Many Caribbean countries export tropical fruits (mostly papayas, mangoes, breadfruit, coconuts, etc.) to overseas markets – primarily the US, Canada, the UK, and the Netherlands. Some intra-regional trade also exists, such as Jamaican citrus exports to various markets in the eastern Caribbean. Temperate fruits, however, are not produced in any sizeable volume on any island.

Table 1: Fresh Fruit Exports to the Caribbean, 1997 (US\$ 000s)

Importing Country	US	Canada	EU	Total Market
Dominican Republic	\$5,922	\$14	\$24	\$5,960
Trinidad & Tobago	1,691	295	169	2,155
Netherlands Antilles	1,665		57	1,722
Bahamas	1,308		161	1,469
Bermuda	1,061			1,061
Haiti	643			643
Barbados	391	67	39	496
Jamaica	318	23		341
British Virgin Islands	203		1	204
Martinique	191			191
Guadeloupe	137	14		151
Aruba	146		2	148
Cayman Islands	106		1	107
St. Lucia	37		31	68
Dominica	53		15	68
Grenada	49		8	57
St. Vincent & Grenadines	34		19	53
St. Kitts-Nevis			14	14
Antigua and Barbuda		2	9	11
Anguilla	3			3
Turks & Caicos Islands	3			3
Total Exports to Caribbean	\$13,961	\$415	\$549	\$14,925
Import Share of Three Suppliers	94%	3%	4%	

Source: NTDB

Note: HS Codes HS 0803-0810 (fresh and dried fruit) used to estimate fresh fruit imports. Dried product may (mostly dried grapes) may comprise a portion of the amounts shown in this table.

Table 2: US Exports of Selected Fresh Fruits to the Caribbean, 1997, US\$ 000s

	Oranges	Grape- fruit	Grapes	Melons	Apples	Pears	Peaches	Straw- berries
Aruba	37		13		62			9
Bahamas	89	7	361	184	194	40	54	22
Barbados	10		136		211			
Bermuda	27	11	65	99	78			16
Cayman Is.			3		41			
Dominica					53			
Dominican Rep.			1,764	16	2,599	44	53	
Grenada			4		46			
Guadeloupe			10		100			
Haiti			5		602			
Jamaica	5	49	40		60			14
Martinique			41		103			
Neth. Antilles	33		11	8	167	5		
St. Vincent			9		25			
Trinidad			703		681	56		
Total	201	67	3,165	307	5,022	145	107	61

Source: NTDB

Table 3: US Exports of Selected Fresh Fruits to the Caribbean, 1994-97 (MTs)

	1994	1995	1996	1997
Apples	6,309	7,080	8,092	7,352
Grapes	1,719	1,559	1,632	2,419
Fresh Fruit (NES)	844	2,095	1,619	1,625
Bananas*	125	246	114	720
Watermelons	358	440	153	462
Cantaloupes	6	19	7	269
Oranges*	178	83	571	195
Pears & Quinces	296	200	305	182
Grapefruit*	44	18	159	81
Peaches & Nectarines	47	4	100	77
Citrus Fruit (NES)*	211	502	718	69
Limes*	21		2	58
Plums	26	14	15	38
Papayas	3		30	34
Dates*	53	23	35	31
Strawberries	12	14	12	31
Melons	11		10	30
Coconuts		24	37	26

Table 3: US Exports of Selected Fresh Fruits to the Caribbean, 1994-97 (MTs)

Guavas & Mangoes*	88	24	31	13
Tangerines*	17	17	11	11
Avocados*			19	9
Pineapples*	8	7	16	8
Lemons*	3	5		2
Apricots		18	20	
Blueberries	3			
Cherries		1		
Figs*	2			
Kiwi Fruit			4	
Mandarins*	206	4		
TOTAL	10,590	12,397	13,712	13,742

Source: NTDB

Note: * = Fresh and Dried

Trinidad & Tobago

Current Suppliers. Trinidad and Tobago relies heavily on imported fresh fruit as its domestic production is primarily comprised of citrus fruit. Much of the imported fruit is sold through the retail sector. Trinidad and Tobago imported an estimated \$2.7 million of fresh fruit in 1997 (see Table 4).

In both value and volume terms, the US is the largest supplier of fresh fruits to Trinidad, followed by St. Vincent, Canada, and New Zealand. These four suppliers accounted for 91 percent of import value in 1997. St. Vincent supplies primarily low unit value fresh bananas, as well as small amounts of other tropical fruits. US supplies are comprised mostly of apples, grapes, pears, and other stone fruit. Imports from Canada are mostly apples. Some apples are being imported from New Zealand as well as some stone fruit and grapes from Chile. Trinidad recently established a free trade agreement with Venezuela and the two countries have opened a bi-national chamber of commerce to facilitate trade and investment. Trinidad is also in the process of negotiating a free trade agreement with Colombia. In the future this will probably mean an increase in volume from these two South American nations, but US market share by value will most likely remain the same as there is a constant need for temperate fruit.

Apples, bananas, grapes, pears, and stone fruit comprise the vast majority of imported fruits. (see Table 5).

Table 4: Trinidad and Tobago Imports of Fresh Fruit by Supplier, 1997

Supplier	Value (US\$'000)	Share
USA	2,107	77%
St. Vincent & the Grenadines	68	2%
Canada	295	11%
New Zealand	28	1%
UK	83	3%
France	85	3%
Venezuela	16	1%
Chile	9	<1%
Guyana	1	<1%

Supplier	Value (US\$'000)	Share
Sri Lanka	22	<1%
Grenada	3	<1%
St. Lucia	1	<1%
Other	5	<1%
TOTAL	2,723	

Source: Central Statistical Office, Government of Trinidad and Tobago (estimates)

Table 5: Trinidad & Tobago Imports of Selected Fresh Fruit, 1997

	MTs	US\$ 000s
Bananas	3,241	519
Dates	196	31
Figs	9	1
Pineapples	4	1
Avocados	246	39
Oranges	<1	<1
Lemons	<1	<1
Watermelons	37	6
Apples	8,738	1,399
Grapes	2,596	416
Pears	1,294	207
Stone Fruit	537	86
Berries	36	6
Other	71	11
Total	17,005	2,723

Source: Central Statistical Office, Government of Trinidad and Tobago (estimates)

Distribution Channels. Importers sell mainly temperate fruit to supermarkets, hotels, restaurants and other retail vendors. The Trinidadian distribution system is well developed and able to easily meet the needs of sophisticated consumers. There are international airports located both on Trinidad and Tobago. Trinidad, additionally, has two major maritime ports (Port of Spain and San Fernando). There are several dozen food wholesalers; the largest ones are A.S. Bryden, T. Geddes Grant, and Grell-Taurel. These wholesalers have exclusive distributorships and sell an estimated 75 percent of their inventory to supermarkets, with the rest being sold to small stores, hotels, and restaurants.

There are nearly one hundred supermarkets listed in Trinidad. The major chain is Hi-Lo with seventeen stores. JTA, Tru-Valu, and Value City are other well-known supermarkets. Most supermarkets buy from wholesalers and import directly only when necessary. Consumers purchase most of their food in supermarkets, which facilitates retail sales and marketing from interested exporters, although farmers markets remain active for fresh fruit items, particularly in rural areas.

Representative importer prices for selected fresh fruit are given in Table 6.

Table 6: Representative Importer Prices for Selected Imported Fresh Fruit

Product	Price (TT\$)	Price (US\$)
US Red Grapes	\$190/case (18 lb.)	\$30/case (18 lb.)
Chile Red Seedless Grapes	\$200/case	\$32/case
US Green Grapes	\$240/case	\$38/case

Product	Price (TT\$)	Price (US\$)
Chilean Green Grapes	\$200/case	\$32/case
NZ golden apples	\$190/case	\$30/case
US golden apples	\$210/case	\$34/case
Granny Smith apples	\$220/case	\$35/case
Chilean plums	\$220/case	\$35/case
US berries	\$260/case	\$42/case

Source: Telephone interviews conducted in Dec. 1998

Consumer Preferences. There is a greater demand for citrus products in Trinidad, especially at Christmas. There is year round demand for temperate fruit. Importers and retailers interviewed believe that there is growing demand for tropical fruit, although this is supplied adequately by domestic production (including back yard production) and limited imports from regional suppliers.

Import Requirements. Trinidad has a liberal import regime for fresh fruit and there are no trade restrictions. Import licenses are required for certain "Negative List" items and fresh fruit does not fall into this category. The following documents are required for the importation of goods: supplier invoice; certificate of origin; shipping documents; declaration of value; and phytosanitary clearance from the country of origin.

Tariffs and Duties. Fresh fruit imports are subjected to the CARICOM Common External Tariff (CET) which is assessed at 40 percent of CIF value. There is also an import surcharge of 5 percent which is to be reduced to zero by 1999.

Netherlands Antilles

Current Suppliers. The overall import market for fresh fruit in the Netherlands Antilles was estimated at \$3.1 million in 1997 (see Table 7). In 1997, Fresh fruit imports increased by 54 percent in volume and 16 percent in value. Venezuela supplied a large quantity of fresh tropical and citrus fruit. Main items imported from the US are temperate fruits (apples, grapes, pears and stone fruit), all with much higher unit values.

Table 7: Netherlands Antilles Imports of Fresh Fruit by Supplier

Supplier	Volume (MTs)	Share	Value (US\$'000s)	Share
USA	855	10%	1,665	54%
Colombia	2,567	29%	737	24%
Venezuela	5,245	59%	440	14%
Barbados	16	<0%	80	3%
Netherlands	80	1%	57	2%
Hong Kong	21	<0%	47	2%
Australia	21	<0%	36	1%
Ukraine	1	<0%	2	<0%
Peru	1	<0%	2	<0%
Israel	3	<0%	2	<0%
Guyana	1	<0%	0.4	<0%
Chile	1	<0%	0.3	<0%
Total	8,812		3,069	

Source: Central Bureau of Statistics, Netherlands Antilles (estimates)

Distribution Channels. The major food wholesalers are Consales, J.P. Maal and Posner's Agencies. The five main supermarkets are Centrum (2 stores), Esperamos, Las Vegas, Mangusa (2 stores), and Pita (2 stores). As the supermarket industry in the Netherlands Antilles continues to grow, changes are occurring in the wholesale food sector. Most of the large supermarkets and some of the smaller wholesalers now import some of their fresh fruit directly from Florida wholesalers. Cost-U-Less opened in Curacao in March 1999 and features a wide variety of US goods. Cost-U-Less is a U.S. headquartered wholesale club-style store similar to Costco, yet they do not charge a membership fee. They are planning to open a branch in St. Maarten in March 2000.

Though these supermarkets account for an estimated 50 percent of retail food sales, there are over 100 small stores or "mini-markets" located throughout the island for convenience purchases and they purchase directly from the local wholesalers. Price is the determinant factor behind the increase in the supermarket sector, as the small stores cannot compete with the low prices and product diversity that is being offered by the supermarkets. Smaller businesses may survive by carrying a selected number of products for more niche markets, but the trend toward supermarket growth is expected to continue.

Table 8: Selected Fresh Fruit Items Seen in Various Curacao Supermarkets

Product	Brand Name	Pack	Price (Neth Ant. Guilder)	Price (US\$)
Black plums – US	Sun World #4040	3 lb/ pack	2.95	1.65
Black plums – Local	No Brand Name	Kg	6.00	3.35
Red & Black plums - US	California #4042	Kg	9.50	5.30
Kiwifruit – NZ	Lespei #4030	3 lb / pack	2.95	1.65
Papaya – Venezuela	Lespei #4030	Kg	2.75	1.54
Watermelon – Venezuela	Lespei #4030	Kg	1.40	0.78
Apples – Red Delicious	Washington #4016	6 lb.	4.20	2.35
Apples – Red Delicious	Independent	6 lb.	3.95	2.20
Apples – Red Delicious	Ranier #4015	6 lb.	4.25	2.37
Apples - Golden Delicious	Washington #4021	6 lb.	3.00	1.68
Apples - Golden Delicious	Independent	6 lb.	3.95	2.20
Apples – US	Granny Smiths #4139	Kg/10 pcs.	2.50/7.95	1.40-4.44
Apples – US	Brana little hungry	48oz (3lb)	5.80	3.24
Apples - US	Independent	48oz (3lb)	4.85	2.70
Apples, Red Delicious	Snokist #4016	Per piece	1.25	0.70
Apples, Golden Delicious	Snokist #4020	Per piece	1.25	0.70
Apples – Holland	Rode Boskoop/Estate	Kg	3.99	2.23
Apples – Holland	Jona Gold	Kg	3.99	2.23
Pears – Holland	Bosc	Per piece	1.25	0.70
Pears - Holland	Bosc	Kg	3.99	2.23
Mandarins – Venezuela	No Brand Name	Kg	2.95-3.50	1.65-1.95
Grapefruit – Venezuela	No Brand Name	6 lb / net	7.50	4.19
Grapefruit	No Brand Name	Per piece	1.50-1.75	0.84-0.98
Oranges – USA	Florida	5 lbs	6.95	3.88
Oranges	California	Per piece	3.00	1.68
Oranges – Venezuela	No Brand Name	Per piece	1.00	0.56
Valencia Oranges – USA	Sunkist #40145	10 / bag	4.25	2.37
Tangerines – USA	Florida fall glo #3144	Per piece	0.65	0.36

Product	Brand Name	Pack	Price (Neth Ant. Guilder)	Price (US\$)
Limes	No Brand Name	Kg	2.95-3.95	1.65-2.20
Lemons	No Brand Name	Kg	2.75	1.54
Grapes – USA	No Brand Name	Kg	9.45	5.28
Red grapes - Chile	No Brand Name	Kg	7.15	3.99
Bananas – Venezuela	Laguna	Kg	5.00	2.79
Pineapple – Costa Rica	Del Monte	Per piece	5.95-9.30	3.32-5.20

Source: On-site market survey, December 1998

Note: Exchange Rate (1 US\$ = 1.79 Antillian Guilder)

Consumer Preferences. Owing to the proximity of the South America, fresh tropical and citrus fruit from Venezuela and Colombia arrives daily on the ferry service. Temperate fruit from the US is very popular, nevertheless, and retailers report that customers are quick to register their displeasure with a particular product especially as their priority is quality over price. As a result, retail vendors are often challenged to provide new varieties of fruit. Frozen and canned fruit is gaining in popularity with consumers on the Netherlands Antilles. Because of historical ties with the Netherlands, it is the only exporter from Europe, but the distance tends to pose difficulties with a wide range of fresh produce.

Import Requirements. At customs, an importer is required to provide two invoices and, when registration is required, a third invoice is required for the Department of Economic Affairs. An invoice should state the value of the good (f.o.b. or c.i.f.) and other normal commercial information such as marks, numbers, consignee's names, etc. No import permit or registration is required for fresh fruit. Four copies of the bill of lading are required, showing the name of the shipper, name and address of consignee, port of destination, description of goods, listing of freight and other charges, number of bills of lading in the full set, and date and signature of the carrier's official acknowledgment of receipt on board of the goods for shipment.

Tariffs and Duties. There are only two import duties for fresh fruit: 5.5 percent for citrus and tropical fruit and 22 percent for temperate fruit. In addition there is a 10.5 percent import tax.

Bahamas

Current Suppliers. The Bahamian Government is protective of its local fruit industry, but domestic supply does not meet demand, especially during the tourist season (November through May). The Bahamian growing season is similar to that in south Florida.

Fresh fruit imports were estimated at US\$8.8 million in 1997, with the vast majority of imports (both of US and non-US origin) sourced through wholesalers in south Florida (see Table 9). Major import categories are grapes (US\$2.0 million in 1997), apples (US\$1.3 million), plantain (US\$1.0 million), and cantaloupes (US\$0.9 million), although a wide variety of fresh fruits are imported.

The US is the major supplier of fresh fruits to the Bahamas, although actual market share is not possible to calculate as Bahamian import statistics categorize all imports coming from the US origin – even those that were imported by the US and are reexported to the Bahamas.

Importers generally prefer and source US produce. Imports of citrus fruits have declined sharply since 1996 as a result of ban on imports from Florida. As a result, cheaper Jamaican citrus has increased its share of the market. Strawberries have become very popular, but California berries do not satisfy demand and so product is also being sourced from Australia and

New Zealand. Melons likewise are also being sourced from Israel.

Bananas are grown all year round. There is also limited local production of limes, pineapples and plantains. Most imports from other suppliers arrive from May till October as it gets too hot in the Bahamas at that time of year to grow much fruit.

Table 9: Bahamas Top Fresh Fruit Imports, 1997

Product	Volume (lbs.)	Value (US\$)
Apples	3,086,712	1,307,248
Plantains	2,536,350	1,025,877
Grapes	1,824,524	1,974,637
Cantaloupes	1,650,111	867,811
Bananas	1,020,597	472,613
Pears and Quinces	762,996	454,202
Honeydews	589,163	338,504
Peaches	504,053	274,658
Mangoes	500,482	238,807
Plums and Sloes	440,921	322,258
Strawberries	292,941	377,664
Watermelons	257,179	82,234
Nectarines	243,337	173,272
Pineapples	177,683	80,767
Oranges	118,932	312,996
Kiwifruit	84,146	70,444
Papayas	69,174	50,914
Other fresh fruit	52,834	34,620
Other melons	40,927	20,382
Various berries	34,463	51,038
Avocados	31,037	25,328
Tangerines	21,643	85,066
Cherries	21,508	17,338
Apricots	9,652	5,474
Other tropical fruit	9,634	9,256
Lemons	7,160	43,557
Grapefruit	5,049	58,964
Figs	4,672	7,136
Cranberries	2,487	4,139
Currants and gooseberries	2,238	2,431
Muskmelons	2,135	1,171
Mangosteens	1,956	1,309
Dates	1,955	1,913
Guavas	203	259
Tangelos	155	1,334
Other citrus	111	158
Other citrus hybrids	67	32
Total	14,409,187	8,795,811

Source: Bahamas Department of Statistics

Distribution Channels. The two major ports in the Bahamas are Nassau and Freeport. Nassau is the largest and handles most of the commercial traffic, including fresh fruit imports. Freeport is currently being expanded to accommodate container vessels.

It is estimated that there are less than twenty food wholesalers in the Bahamas, including Asa H. Pritchard, Jagar, D'Albenas, and Nassau Hotel and Restaurant Supply. The Grand Bahamas Food Company and the Thompson Trading Company are two medium-sized wholesalers. The wholesale business is reported to be increasingly competitive as many grocery stores, including warehouse-type discount outlets, are importing direct from manufacturers or through Miami-based wholesalers.

There are over 200 grocery stores in the Bahamas and most are small. The three major grocery store chains are City Markets (owned by US-based Winn Dixie), Super Value, and John Chea and Sons. There is also Solomon's, that operates both as a traditional wholesaler and as a retailer in that it sells directly to the public out of its warehouse, and Costrite, which is similar to a Costco or Sam's Club in the United States. Costrite, which sells apparel and home furnishings along with food, is a membership club that offers food products packed in bulk and/or institutional-sized quantities.

Table 10: Selected Fresh Fruit Items Seen in Various Bahamian Supermarkets

Product	Brand Name	Weight	Price (B\$1.00=US\$.00)
Bananas – Bahamas	No Brand Name	1 lb	0.89
Strawberries – USA	No Brand Name	147 g	4.99
Seedless white grapes – US	Globe	1 lb	1.99 - 2.89
White grapes – US	Globe	1 lb	1.99
Cantaloupes – US	No Brand Name	Each	3.89
Honey Dew – US	No Brand Name	Each	3.99
Red Grapefruit – Bahamas	No Brand Name	3	0.99

Source: On-site survey, December 1998

Note: Exchange rate (B\$ 1.00 = US\$ 1.00)

Consumer Preferences. Bahamians have close cultural, social, and economic ties to the United States. Most are very familiar with US produce and brand names. A large quantity of fresh fruit imports are consumed by US citizens, visiting the Bahamas on holiday. Therefore, consumer preferences are very similar to those of US consumers in south Florida, with the possible exception that Bahamian locals may consume more tropical varieties in their diets.

Import Requirements. Since most food imports are brought in from the US, local food restrictions in the Bahamas are not extensive and US quality standards are generally followed. Fresh fruit importers stated that USDA certification was required for obtaining an import permit for the Bahamas. Contact the Customs Department with a faxed request in order to obtain an import permit (fax: (809) 322-6223).

The Bahamas is keen to protect what little fresh fruit production they have, and as a result the Ministry of Agriculture imposed a permanent ban on imports of bananas (plantains are not included in this ban), and permits are required to import certain other fruits. The Ministry has occasionally denied applications to import fruits when it determined that a surplus existed in locally-grown products in the same category. But as the tourist season gathers momentum from November till May, retailers find the need to import more fresh fruit to satisfy demand.

Tariffs and Duties. All citrus fruit, pineapples and avocados are charged a tariff rate of 10 percent of c.i.f. value. Stone fruit, grapes, dates, guavas, figs, pears, kiwifruit and berries are charged 30 percent. Apples are charged 20 percent. Melons, papayas, mangoes, mangosteens and all other tropical or citrus fruit are charged 25 percent. In addition to these

tariff rates, there exists a stamp tax of 2 percent on c.i.f. value for all fresh fruit.

Bermuda

Current Suppliers. The total import market for fresh fruits is estimated at over US\$1 million. The US dominates the Bermudan fresh fruit import market with an estimated 98 percent share. However, some of this may include third-country produce transshipped through the US.

Bermuda's local agricultural production is primarily of bananas with 1997 production estimated at 327 MTs. Backyard fruits are also grown.

Bermudan import statistics are unreliable. US export statistics show that US exports in 1997 were comprised primarily of bananas/plantains (transshipments), melons (\$99 thousand, mostly watermelons), apples (\$78 thousand), grapes (\$65 thousand), peaches (\$53 thousand), oranges (\$27 thousand), and strawberries (\$16 thousand). US exports to Bermuda of fresh fruit have increased nearly 75 percent since 1994.

Distribution Channels. There is one port at Hamilton that serves all ocean freight with shipments arriving once or twice a week. Bermuda's international airport makes air freight available, but it is expensive (generally \$0.40/lb and expected to increase to as much as \$0.80-0.96/lb due to airline cutbacks). It is hoped that increased coordination will make ocean freight from the east coast of the US more flexible. In effect, wholesalers should be able to rely on two shipments per week instead of one.

Bermuda's supermarkets include The Marketplace, Arnold's, Lindo's Family Foods, The Supermart, and White's. While a few independent importers operate on the island, most retailers are supplied by a handful of importers/distributors including Butterfield Vallis, PGA Group, A. C. Brewer Distributors, and Viking Food Ltd. In addition to the retail sector, these groups also handle most food distribution for hotels, restaurants and institutional food buyers.

Table 11: Selected Fresh Fruit Items Seen in Various Bermudan Supermarkets

Product	Brand Name	Weight	Price (B\$ 1.00=US\$ 1.00)
Pears – Holland	Bosc	Lb	1.49
Grapes – US	Red Seedless	Lb	1.99
Apples – US	Golden Delicious	6 pack	3.55
Pears – US	D'Anjou	Lb	0.95
Melons – US	Honeydew	Each	3.29 – 4.00
Oranges – US	Sunkist	4 lb bag	3.39
Grapes – US	White Seedless	Lb	1.99
Grapes – US	Red Globe	Lb	3.00
Apples – US	Red Delicious	Lb	3.00
Pineapples	Golden Ripe	Each	6.00
Apples – US	Red Delicious	10 pack	3.00
Apples – US	Green Delicious	10 pack	3.00
Pears – US	Bartlett	6 pack	2.09
Bananas	No Brand Name	Lb	0.79
Blueberries – US	Big Valley	12 oz	2.22
Cantaloupes – US	No Brand Name	Each	3.25
Apples – US	MacIntosh	Pkg	3.25

Source: On-site survey, December 1998

Note: B\$ 1.00 = US\$ 1.00

Consumer Preferences. Retail vendors complain that they rely on their distributors too much, and as there is a need for fresh fruit all year round, they will have to start sourcing directly from wholesalers in the US. As consumers in Bermuda tend to have a higher standard of living than consumers on other islands, they can afford to pay extra for quality fruit. Generally prices are double those in the US as an add-on due to high shipping costs.

US grapes have suffered relative to other fresh fruit in the past year as Chile has made a major marketing effort in Bermuda for their high quality, low price varieties. The fruit fly infestation in Florida has also been detrimental to citrus fruit imports. Citrus fruit is being sourced from other Caribbean islands to satisfy demand. Gala apples are gaining on Red Delicious according to importers interviewed.

Import Requirements. Commercial shipments of fresh fruit may be imported from the US without an import permit or phytosanitary certificate except for certain prohibited items: bananas, passion fruit, papayas, coconuts, Floridian citrus fruits and Jamaican and Floridian mangoes. All fresh fruit in non-commercial lots are subject to inspection on arrival. All imported goods must be accompanied by an invoice which describes their nature (type of goods, weights and size, country of origin) and value. The Customs Department also prescribes certain forms and documents that must be filled out for all entries and shipping bills.

Tariffs and Duties. Edible fruits are subjected to a 5 percent tariff. In addition, all imported goods are also assessed a “wharfage tax,” that includes an additional charge of 1.01 percent of value for use of the dock or airport of entry. There are no VAT or stamp taxes for goods imported into Bermuda.

Regular importers can apply for Standing Deposit Entry or Deposit Entry status from the Civil Air Terminal, allowing the importer to pay a deposit up-front towards customs fees. This facilitates quick customs clearance and collection of goods.