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Canada

Tomatoes and Products

U.S./Canada Tomato Trade; A Closer Look

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Report Highlights: U.S./Canada two-way fresh tomato trade exceeds \$215 million annually. In recent years, Canadian exports of fresh tomatoes to the United States have increased sharply reflecting the expansion of the greenhouse tomato industry in Canada. Florida, California, Arizona, Virginia and Texas lead all states in exports of fresh tomatoes to Canada, accounting for more than 90% of the total. These states also import significant volumes of Canadian fresh tomatoes, but at the same time, Canada is the top export market for their fresh tomato exports. Fresh tomatoes are Florida's single most important agricultural export to Canada.

Includes PSD changes: No
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Summary Page 2

Section I Page 2

 U.S. Fresh Tomato Exports to Canada Page 2

 Canadian Imports of Fresh Tomatoes, By Country Page 3

 The Importance of Tomato Exports to Canada for the Exporting States Page 4

Section II. Page 7

 Canadian Fresh Tomato Exports to the United States Page 7

 Seasonality of Canadian Fresh Tomato Exports to the U.S. Page 9

Background Reports by FAS/Ottawa Page 10

 Other Reports Page 10

Find Us on The Web Page 10

Summary:

U.S./Canada fresh tomato trade is vibrant. Total two-way fresh tomato trade reached \$215 million in 1999. In value terms, Canada led with fresh tomato exports to the United States totaling \$121.8 million, versus imports from the U.S. at \$93.1 million. The U.S. led in quantity terms, exporting 133,249 metric tons to Canada while Canadian exports to the United States were 79,554 metric tons. The reason for the imbalance between value trade and quantity trade reflects the difference in the type of product exported by each trading partner. Canadian fresh tomato exports to the United States are predominantly high-value greenhouse tomatoes while U.S. exports of fresh tomatoes to Canada are mainly of the field grown type. Under the tariff phase-out provisions of the FTA/NAFTA, there are no import tariffs on fresh tomatoes imports between the two countries.

Florida, California, Arizona, Virginia and Texas lead all states in exports of fresh tomatoes to Canada, accounting for more than 90% of the total. According to the U.S. Census Bureau, Canada is the top export market for total US fresh tomatoes accounting for 85% of the the value of total U.S. fresh tomato exports during 1999.

Interestingly, the states of Florida, California, and Texas which are leaders in fresh tomato exports to Canada, are high on the list of the top destinations for Canadian exports of fresh tomatoes to the United States, reflecting, in part, their population and average income levels. These states import significant volumes of Canadian fresh tomatoes while at the same time, Canada is their top export market for fresh tomatoes.

In recent years, Canadian exports of fresh tomatoes to the United States have increased sharply reflecting the expansion of the greenhouse tomato industry in Canada, mostly in British Columbia and Ontario, and increasing demand by North American consumers for greenhouse tomatoes. Studies have shown that consumers perceive greenhouse tomatoes to be more attractive and to be of higher quality.

Section I.**U.S. Fresh Tomato Exports to Canada**

The United States is the leading fresh tomato exporter to Canada accounting, on average, for nearly 80% of total Canadian fresh tomato imports. In 1999, Canada imported 133,249 metric tons of U.S. tomatoes, valued at \$93.1 million. Forecast to reach almost 140,000 metric tons in 2000, U.S. fresh tomato exports to Canada have achieved an annual average growth rate of 2.5% during the last five years (1996-2000). Import market competition comes mostly from Mexico, which has captured about 15% of the Canadian fresh tomato import market in recent years.

Canadian Imports of Fresh Tomatoes, By Country

Table 1: Canadian Imports of Fresh Tomatoes, By Country				
HS = -0702				
Units: Metric Tons				
Country	1996	1997	1998	1999
The World	158,352	163,260	156,404	162,510
United States	124,053	128,748	115,836	133,249
Mexico	30,493	28,004	31,972	21,465
Spain	652	1,870	3,047	2,403
Netherlands	779	1,600	1,988	2,142
Morocco	1,708	1,845	1,931	1,978
Belgium	232	431	725	592
Israel	298	332	460	172
France	53	273	207	171
Chile	2	1	47	135
All Others	81	155	192	204
Value: Millions of US Dollars				
Country	1996	1997	1998	1999
The World	116.8	132.3	135.6	120.4
United States	82.5	98.2	96.4	93.1
Mexico	27.8	26.2	25.7	15.9
Spain	1.1	2.5	5.6	4.3
Netherlands	1.4	2.0	2.9	3.0
Morocco	2.9	1.9	2.7	2.3
Belgium	0.2	0.3	1.0	0.8
France	0.1	0.5	0.4	0.3
Israel	0.4	0.4	0.6	0.2
Chile	0	0	0.1	0.2
All Others	34.3	34.1	39.3	27.5
Source: World Trade Atlas				

The Importance of Tomato Exports to Canada for the Exporting States

During 1999, Florida, California, Arizona, Virginia, and Texas fresh tomato exports to Canada totaled \$86.2 million accounting for nearly 93% of the total value of U.S. fresh tomato exports to Canada that year of \$93.1 million.

Florida: Florida led all states in tomato exports to Canada. In 1999, Florida exported 72,182 metric tons of fresh tomatoes to Canada, valued at \$49.4 million. This represented 14.2% of the value of total Florida agricultural exports to Canada, making tomatoes Florida's single most important agricultural export to Canada. The export value surpassed combined Florida fresh citrus and melon exports to Canada.

Table 2. Relative Importance of Fresh Tomato Exports to Canada from Leading States	
Period: 1999	
Florida	
Exports of fresh tomatoes to Canada (MT)	72182
Value of tomato exports to Canada (\$US mil.)	49.4
Value of total Florida agricultural exports to Canada (\$US mil.)	349.0
Tomato exports as % of total agric. exports to Canada	14.2%
California	
Exports of fresh tomatoes to Canada (MT)	44,675
Value of tomato exports to Canada (\$US mil.)	27.0
Value of total Calif. agricultural exports to Canada (\$US mil.)	1,459.0
Tomato exports as % of total agric. exports to Canada	1.9%
Arizona	
Exports of fresh tomatoes to Canada (MT)	6,299
Value of tomato exports to Canada (\$US mil.)	5.8
Value of total Arizona agricultural exports to Canada (\$US mil.)	69.1
Tomato exports as % of total agric. exports to Canada	8.4%
Texas	
Exports of fresh tomatoes to Canada (MT)	1,702
Value of tomato exports to Canada (\$US mil.)	2.8
Value of total Texas agricultural exports to Canada (\$US mil.)	150.0
Tomato exports as % of total agric. exports to Canada	1.9%
Source: Derived from World Trade Atlas; Canadian Import Data	

California: Fresh tomato exports to Canada during 1999 reached 44,675 metric tons, valued at

\$27.0 million. California tomato sales to Canada were outpaced by lettuce (\$104 mil.), cabbage and cauliflower (\$73 mil.), and fresh carrots and turnips (\$53 mil.).

Arizona: Tomato exports (\$5.8 million), are Arizona's fourth most important fresh vegetable export to Canada after lettuce (\$13.3 mil.), melons (\$6.3 mil.), and cauliflower (\$6.0 mil.). Fresh tomato exports to Canada accounted for 8.4% of total Arizona agricultural exports to Canada of \$69.1 million during 1999.

Texas: In value terms, Texas ranked as the fourth most important U.S. tomato exporting state to Canada in 1999. Total Texas exports of fresh tomatoes to Canada reached \$2.8 million and accounted for 1.9% of total Texas agricultural exports to Canada of \$150.0 million.

Virginia: In 1999, the value of exports of fresh tomatoes to Canada reached \$1.2 million.

Table 3 on the following page shows Canadian imports of fresh tomatoes, quantity and value, by major country or state or origin.

Table 3. Canadian Imports of Fresh Tomatoes by State or Country of Origin			
HS 0702			
Country/State			
Quantity: Metric tons	1997	1998	1999
The World	163,260	156,404	162,510
United States	128,748	115,836	133,249
Florida	69,898	63,050	72,182
California	45,670	36,167	44,675
Mexico	28,004	31,972	21,465
Arizona	4,171	5,430	6,299
Spain	1,870	3,047	2,403
Virginia	1,168	2,096	1,822
Netherlands	1,600	1,988	2,142
Morocco	1,845	1,931	1,978
Texas	1,407	1,842	1,702
Value: \$US mil.	1997	1998	1999
The World	132.3	135.6	120.4
United States	98.2	96.4	93.1
Florida	58.6	51.7	49.4
California	27.3	28.7	27.0
Mexico	26.2	25.7	15.9
Arizona	3.5	4.2	5.8
Spain	2.5	5.6	4.3
Netherlands	2.0	2.9	3.0
Texas	1.8	2.5	2.8
Virginia	0.7	1.7	1.2
Source: World Trade Atlas			

Section II. Canadian Fresh Tomato Exports to the United States

Virtually all Canadian exports of fresh tomatoes are destined for the United States. Interestingly, the states of California, Texas and Florida which are leaders in fresh tomato exports to Canada, are high on the list of the top destinations for Canadian exports of fresh tomatoes to the United States.

Table 4. Canadian Exports of Fresh Tomatoes by Destination			
HS 0702			
Quantity: Metric tons			
	1997	1998	1999
Country/State			
The World	37,513	61,765	79,567
United States	37,513	61,729	79,554
California	5,153	9,992	14,714
Washington	1,325	2,611	7,805
Michigan	6,850	5,961	5,972
Texas	2,378	4,495	5,934
Florida	543	2,431	4,783
Connecticut	2,930	3,780	4,496
Pennsylvania	1,012	2,947	3,685
New York	2,022	2,657	3,332
Ohio	1,862	2,066	2,772
Illinois	1,151	3,260	2,477
Minnesota	1,940	3,246	2,448
Massachusetts	2,030	2,404	2,177
New Jersey	889	1,085	1,872
Iowa	229	1,247	1,840
Wisconsin	532	1,437	1,744
Indiana	625	1,035	1,701
North Carolina	591	1,265	1,627
Georgia	254	407	1,152
Utah	15	372	1,063
Kansas	569	612	967
Idaho	112	959	731
Missouri	160	431	685
Maryland	1,029	1,348	661
Delaware	1	16	641
Oregon	1,242	2,637	624
Table 4. Canadian Exports of Fresh Tomatoes by Destination (Continued)			

HS 0702			
Quantity: Metric tons			
	1997	1998	1999
Kentucky	204	383	596
Arizona	584	534	481
Colorado	496	435	456
Oklahoma	116	182	342
New Hampshire	38	225	338
Maine	416	341	314
Mississippi	27	113	210
Tennessee		52	165
Vermont	81	143	144
Alabama	44	137	132
South Carolina	2	395	122
Virginia	1	13	111
Louisiana	2	58	107
West Virginia	21	8	43
District of Columbia	3	-	27
New Mexico	-	-	19
Alaska	11	-	17
Japan	-	-	13
Rhode Island	5	-	8
Hawaii	9	-	7
Nebraska	1	-	6
North Dakota	3	-	5
Nevada	6	12	-
Hong Kong	-	-	-
Venezuela		36	-
Cuba	-	-	-
Arkansas	-	-	-
Montana	-	-	-
Source: World Trade Atlas			

Seasonality of Canadian Fresh Tomato Exports to the U.S.

According to Agriculture and Agri-Food Canada, Canadian greenhouse tomatoes are available from March to December with peak production in May. The table below illustrates the seasonality of Canadian fresh tomato exports to the United States. For Ontario, two thirds of its total exports of fresh tomatoes to the United States normally occur in the four month period May-August. Similarly, 64% of fresh tomato exports from British Columbia to the United States during 1999 were in the May to August period.

Table 5. Canada: Exports of Fresh Tomatoes to the U.S., by Month			
Units: metric tons			
Year: 1999			
	Ontario	British Columbia	All Provinces*
January	258	37	332
February	85	29	156
March	892	729	1,675
April	4,382	2,352	6,772
May	8,051	4,314	12,475
June	10,406	5,302	15,900
July	8,800	4,980	13,889
August	4,819	4,143	9,049
September	3,479	3,278	6,889
October	3,446	2,206	5,672
November	3,064	1,903	4,988
December	1,561	190	1,771
	49,243	29,463	79,568
* Quebec and Alberta export small quantities			
Totals include small quantity of offshore exports			
Source: World Trade Atlas			

Report Number	Title of Report	Date
CA8067	Canadian Greenhouse Tomatoes	10/09/1998
CA8087	Investment in Greenhouse Tomato Production Expands	12/23/1998

Other Reports:

Agriculture and Agri-Food Canada available online at: <http://www.agr.ca/misb/hort/indexe.html>

1. Profile of the Greenhouse Tomato Industry
2. Overview of the Canadian Horticultural Industry 1999/2000

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