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France

Processed Sweet Corn

Annual

2001

Prepared by:

Kurt Seifarth

U.S. Embassy

Drafted by:

Marie-Cécile Hénard

Report Highlights:

The French market for processed sweet corn has been in decline since 1998, due mainly to consumer concerns about the possibility of biotech products. The United States is France’s leading supplier of canned sweet corn, with 40 percent of the market in 2000. U.S. product competes with domestically-grown products. French domestic production is driven by consumption trends. After a number of years of increase, French production of processed sweet corn has been stable since 1998.

Includes PSD changes: Yes
 Includes Trade Matrix: Yes
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Executive Summary

After several years of significant growth, the French market for processed sweet corn has declined since 1998, mainly due to consumer concern for biotech products, despite the fact that there is no biotech sweet corn in the market. The United States is France's leading supplier of canned sweet corn, with 40 percent of the market in 2000. U.S. products compete with domestically-grown products. French domestic production is driven by consumption trends: after a number of years of increase, it has stabilized since 1998.

Section I: Situation and Outlook

France is the leading European producer of processed sweet corn, with 85 percent of EU canned sweet corn production and 70 percent of EU frozen sweet corn production. After a number of years of growing production, responding to increasing consumer demand, French production stabilized in 1998, due to declining consumption, which mainly resulted from consumer concerns about biotechnology.

France is a market for U.S. processed sweet corn. Although French consumption of processed sweet corn is declining, and imports are becoming smaller, the United States remains France's leading supplier of canned sweet corn. Imports from the United States represented 40 percent of the French market in 2000.

The acronyms used in this report are the following:

AETMD: European association for sweet corn

AGPM: French corn growers association

SECODIP is the main consumer survey agency focusing on French household food purchases.

UNILET is the association of vegetable processing companies

Section II: Statistical Tables

PS&D Table

PSD Table						
Country	France					
Commodity	Canned Sweet Corn					(MT)(Dec. Fraction)
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		07/1999		07/2000		07/2001
Production Gross WT	0	234700	235000	243800	0	243000
Production Net WT	0	141385	141566	146867	0	146386
Conv. Rate Net/Gross	0	1.66	1.66	1.66	0	1.66

Trade Matrices

Export Trade Matrix			
Country	France		
Commodity	Canned Sweet Corn		
Time period	Jan-Dec	Units:	MT
Exports for:	1999		2000
U.S.		U.S.	
Others		Others	
Germany	27874	Germany	32136
UK	16352	UK	18280
Spain	14653	Spain	15581
Italy	8010	Italy	9985
Belgium	6889	Belgium	6063
		Russia	4266
Total for Others	73778		86311
Others not Listed	13909		18469
Grand Total	87687		104780

Import Trade Matrix			
Country	France		
Commodity	Canned Sweet Corn		
Time period	Jan-Dec	Units:	MT
Imports for:	1999		2000
U.S.	3700	U.S.	2698
Others		Others	
Hungary	2371	Thailand	1580
Italy	1587	Italy	752
Thailand	1485	Hungary	518
Total for Others	5443		2850
Others not Listed	2484		1278
Grand Total	11627		6826

Export Trade Matrix			
Country	France		
Commodity	Frozen Sweet Corn		
Time period	Jan-Dec	Units:	MT
Exports for:	1999		2000
U.S.		U.S.	
Others		Others	
UK	5234	UK	8388
Belgium	2658	Belgium	5603
Germany	1440	Germany	1625
Spain	833	Spain	626
Total for Others	10165		16242
Others not Listed	445		374
Grand Total	10610		16616

Sources: French Customs, FIAC, AGPM

Import Trade Matrix			
Country	France		
Commodity	Frozen Sweet Corn		
Time period	Jan-Dec	Units:	MT
Imports for:	1999		2000
U.S.	456	U.S.	463
Others		Others	
Spain	2269	Spain	1873
Belgium	1268	Belgium	910
		Netherlands	795
		Italy	774
Total for Others	3537		4352
Others not Listed	1369		954
Grand Total	5362		5769

Sources: French Customs, FIAC, AGPM

Tariff Table

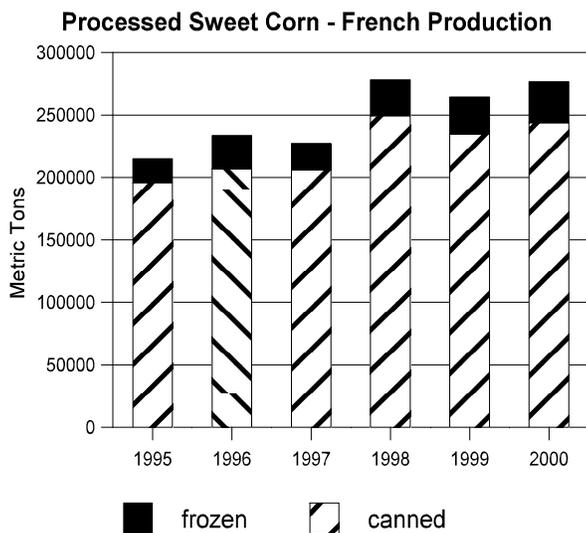
Products	Customs Codes	Import Duties
Frozen Sweet Corn	07 10 40 00	5.1 % + 9.4 Euros per 100 Kg
Canned Sweet Corn	20 05 80 00	5.1 % + 9.4 Euros per 100 Kg
	20 01 90 30	5.1 % + 9.4 Euros per 100 Kg

Section III: Production, Supply and Demand

Production

France is the leading producer of canned and frozen sweet corn in Europe. In 2000, France produced 85 percent of European canned sweet corn (Italy produced the remaining 15 percent) and 70 percent of frozen sweet corn (Spain produced the remaining 30 percent).

After a number of years of growth, French sweet corn production has been stable since 1998. In 2000, canned sweet corn production amounted to 243,800 MT and frozen sweet corn production was 32,800 MT, as indicated in the opposite graph.



The area planted to sweet corn in France is following a similar trend. In 2000, sweet corn covered 25,480 ha. The forecast for 2001 is for stable production.

Consumption

According to a SECODIP/UNILET survey, French household purchases of canned sweet corn declined by 7 percent in quantity and by 2 percent in value in CY 2000 from CY 1999. In fact, the number of households purchasing sweet corn has declined in the past few years from 60.6 percent in 1996 to 53.3 percent in 2000.

In addition, the amount of canned sweet corn purchased per household decreased in 2000 from 1999, mainly due to less favorable climatic conditions in the summer of 2000: canned sweet corn is generally consumed in hot and sunny weather, and summer of 2000 did not have these characteristics.

Another reason for reduced consumption is the increasing consumer concern about biotechnology. Although there is no biotech sweet corn on the market, and cans of domestically-produced sweet corn have been labeled as not containing biotech products since 1999, French consumers remain reluctant and have reduced their purchases.

Trade

France is a net exporter of canned and frozen sweet corn. However, the United States is a supplier of both products to France.

French exports of canned sweet corn increased by almost 20 percent from 87,687 MT in CY 1999 to 104,780 MT in CY 2000. Germany, the United Kingdom and Spain were France's leading export markets, with 30 percent, 17 percent and 15 percent, respectively. In 2000, French exports to Russia sharply increased to account for 4 percent of total French exports. French products replaced Hungarian products in 2000 on the Russian market, because the Hungarian harvest was damaged by heavy drought.

French imports of canned sweet corn declined by 41 percent in 2000 from 1999, and shipments were reduced from each supplying country. This was due to the stabilization of domestic French demand for canned sweet corn, combined with high stocks. However, the United States remained France's leading supplier of canned sweet corn in 2000, with almost 40 percent of the market. Shipments from Hungary, which is usually France's second leading supplier, sharply declined due to the strong reduction in Hungarian production.

France trades limited quantities of frozen sweet corn, principally with EU Member States. Imports from the United States accounted for 8 percent in 2000.

Marketing

The leading French importer of canned sweet corn from the United States is:

TRIOMPHE / SNAT

14, rue Lucien Barbier – BP 142

Phone: (33-1) 39 82 98 78

Fax: (33-1) 39 82 22 93

Contact: Mr. Raphael Dahan

This company sells U.S. canned sweet corn under the brand name Monarch.