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## Mexico

### Fresh Deciduous Fruit

### Annual Report

### 2007

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**Report Highlights:**

Apple production for MY 2007/08 is forecast at 580,000 MT, 3.6 % lower compared to MY 2006/07. Apple imports for MY 2007/08 are estimated at 200,000 MT despite the dumping duty for Red and Golden Delicious varieties from the United States. It is anticipated that the U.S. will remain the largest supplier of apples to the Mexican market. MY 2007/08 pear production is forecast at 30,700 MT. U.S. pear imports are forecast to increase as consumer demand is expected to remain strong. Table grape production for MY 2007/08 is forecast at 220,000 MT. The U.S. continues to be the main table grape export supplier to Mexico.

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Includes PSD Changes: Yes  
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Annual Report  
Mexico City [MX1]  
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## SECTION I. SITUATION AND OUTLOOK

### APPLES

#### PRODUCTION

Apple production in Mexico for MY 2007/08 (August/July) is forecast at 580,000 MT or a 3.6 percent decrease compared to MY 2006/07 production. Trade sources indicate that Chihuahua, the main apple producing state, had freezing temperatures affecting yields and fruit quality. Production estimates for MY 2006/07 were revised downward based on official preliminary data and somewhat adverse weather conditions including hail and low temperatures. However, production is still a few tons higher compared to MY 2005/06. Adverse conditions did lower the expected yields on the Red Delicious variety in Chihuahua. MY 2005/06 production was revised upward based on official data. The national average yield for MY 2007/08 is forecast at 10.0 MT/Ha. Yields in Chihuahua are forecast at a minimum of 16-17 MT/ha.

The State of Chihuahua accounts for 43 percent of total area planted; Durango accounts for 17 percent; Coahuila accounts for 12 percent; and Puebla accounts for 12 percent. Producers in Chihuahua generally use more advanced production technology and typically yield higher quality apples than the other states. In fact, large-scale and technologically sophisticated growers in Chihuahua are planting or renewing old orchards at higher tree densities. According to growers, about 40 percent of the apple area in Chihuahua has more advanced technology. However, growers also indicated that the area planted in Mexico is expected to decrease slightly due to higher costs of production and limited credit and water availability. Growers who are also affected by lower prices have a tendency to abandon groves. Therefore, total area planted for MY 2007/08 is forecast at 60,000 hectares, and area planted for MY 2005/06 and 2006/07 was revised downward from previous estimates. Area harvested was also revised downward based on official estimates. The new apple crop in Chihuahua hit the market in mid-August with the Gala and Golden Supreme varieties. By the end of August, the Red Delicious apples started harvest, followed by the Golden Delicious varieties in September. Rome Beauty apples are usually harvested in October.

Yields are forecast to continue increasing due to increased density in planted areas. In order to remain competitive, producers in Chihuahua are replacing a number of older orchards with higher yielding (about 80 tons/Ha) and higher density apple trees (800 trees per hectare or more) by using advanced technology and newer irrigation systems. According to growers, almost 50 percent of the area in Chihuahua is planted with the Golden Delicious variety and 40 percent with the Red Delicious variety. The Gala variety area includes about five percent of the total planted area in Chihuahua and continues to grow. High-density varieties account for approximately 25 percent of Chihuahua's planted area. The remainder of the apple producing area is planted at more traditional spacing of 200-300 trees per hectare. Most areas in Chihuahua and Durango are irrigated.

Grower prices for Red and Golden Delicious apples in Chihuahua for MY 2007/08 started in mid-August 2007 at \$6.30 to \$6.90 pesos/kg (U.S.\$0.57 to \$0.62/kg). However, grower prices for the Gala variety and the Golden Supreme variety that were harvested in early August started at higher prices, between \$8 to \$10 pesos/Kg (U.S.\$0.72 to \$0.90 /kg), because there were no new imported apples from the U.S. or Chile. Costs of production range from \$23,000 to \$37,000 pesos/Ha (U.S.\$2,087 to \$3,357/Ha). The production cost will increase depending on whether growers have frost protection equipment, hail protection equipment, and new irrigation systems. According to producers, electricity, gas, and packing costs, which depend on foreign inputs, have been increasing compared to MY 2005/06.

## CONSUMPTION

Apple consumption for MY 2007/08 is forecast to decrease 2.4 percent compared to MY 2006/07 consumption. The slow down in consumption is mainly attributed to lower domestic and international supplies. Due to antidumping duties applied to U.S. Red and Golden Delicious apples, imported volumes have been relatively low, compared to pre-2002/03 levels. MY 2006/07 apple consumption was revised downward due to a lower demand due to higher prices. MY 2005/06 apple consumption was revised upward to reflect an increase in demand due to availability of domestic and imported apples. From January to March, domestic apple production competes with other fruits like mango and papaya. Prices for Red Delicious domestic apples were slightly higher during MY 2006/07 compared to MY 2005/06 due to lower domestic production. Domestic apple prices for 2007/08 started at lower prices compared to MY 2006/07.

Wholesale prices are not expected to change drastically for the following months. Many harvested apples in Chihuahua do not reach the fresh market since they go directly to cold storage in order to be sold gradually in the following months.

## TRADE

The forecast for apple imports for MY 2007/08 is estimated at 200,000 MT, a small increase over MY 2006/07 due to expected lower production in the United States and a decrease in imports. However, more than 80 percent of imports are expected to be of U.S. origin. MY 2005/06 and 2006/07 import estimates were revised upward due to higher demand than previously estimated. However, the dumping duties imposed on U.S. Red and Golden Delicious apples continue to slow imports; nevertheless imports continue to supply the market due to strong demand.

On November 2, 2006, the Secretariat of Economy (SE) announced the final resolution to the antidumping investigation on Red and Golden Delicious varieties from the U.S. Depending on the company, duties can go from 0 to 47.05 percent. Most of the Northwest Fruit Exporters (NFE) companies fall under the 47.05 duty. However, recently a small number of Mexican fruit importing companies petitioned the SE to revoke the August 12, 2002, final resolution on anti-dumping duties on Red and Golden Delicious apples shipped by non-Northwest Fruit Exporters (NFE) companies. The petition was resolved favorably, and on July 3, 2007, SE announced in the *Diario Oficial* (Federal Register) that the Final Resolution on the antidumping case on Red and Golden Delicious Apples, published on August 12, 2002, was cancelled. The cancellation of this resolution essentially meant that non-Northwest Fruit Exporters (NFE) companies are no longer subject to a compensatory duty when exporting Red and Golden Delicious apples to Mexico. (See reports MX 6094 and 7050)  
<http://www.fas.usda.gov/gainfiles/200612/146249695.pdf>  
<http://www.fas.usda.gov/gainfiles/200707/146291648.pdf>

Although this last resolution allows other companies, different from NFE and from other states to export zero duty apples, most of the imports will continue to come from Washington State. U.S. apples that are not of the Red and Golden Delicious varieties are not subject to any duty. So, other apple varieties like Gala, Rome Beauty, Jonagold, and PinkLady, are being imported at more affordable prices but in much smaller quantities.

Red and Golden Delicious varieties continue to account for almost all U.S. apple exports to Mexico. While Mexican consumers like the size and color of U.S. apples, Mexican apples are said to be sweeter. The U.S. apple industry will continue to face strong competition from

other countries, like Chile and Canada. Apples from Argentina continue to be imported, but not in significant volumes.

## **POLICY**

The NAFTA tariffs for U.S. and Canadian apples were completely lifted as of January 1, 2003, bringing the duty to zero. Under the Chile-Mexico Free Trade Agreement, imported Chilean apples were duty free on January 1, 2006. Apples from other countries are subject to a 20-percent duty. During a trade mission to China, the Mexican government established protocols and agreements with the Chinese government to begin trade operations. Among the products to be imported from China to Mexico are fruits and vegetables, including apples. The domestic industry, however, is not expecting significant competition, since the apple variety from China, Fuji, is still not widely accepted by the domestic consumer.

## **MARKETING**

Despite the antidumping duties, the United States is expected to remain the main apple exporter to the Mexican market. The U.S. apple industry's continued marketing and in-store promotion efforts have significantly contributed to creating a market for U.S. apples in Mexico. Strong U.S. apple import months are from January to May, although the U.S. does start shipping in smaller volumes in November. Canadian apples are imported from November to January, and Chilean apples are typically imported from March to June. Chilean apples do not compete directly with Mexican apples, as they do not hit the market at the height of Mexico's marketing year. Mexican apples are strongly marketed from September through December, but many are kept in cold storage to be marketed in the early months of the year, thus competing more directly with U.S., rather than Chilean apples.

Mexican consumers still prefer the Red and Golden Delicious varieties. Commercially, these two varieties have a competitive advantage over other varieties because of their longer shelf life. Another variety widely demanded by consumers is the Rome Beauty, which is mainly used for baking and cooking. Lately the Royal Gala has become more attractive to the Mexican consumer and is being sold in most supermarkets. Chilean producers are also marketing Royal Gala in Mexico.

Mexican producers continue doing market promotions and are advertising Mexican apples on the radio. Chilean producers have also been working aggressively to penetrate the Mexican market and have introduced several varietal characteristics in an effort to target different population groups. The Chilean promotion strategy focuses on price more than on quality. According to traders, Chile has invested in in-store demonstrations and advertisements. Argentina continues to export small quantities.

## **PEARS**

### **PRODUCTION**

Pear production in Mexico is very limited; therefore, the Secretariat of Agriculture only publishes pear production data on an annual basis. Total pear production is forecast at 30,700 MT for MY 2007/08 (July/June), an increase of more than two percent compared to MY 2006/07, due to the alternate bearing cycle of the trees. Pear production is not expected to show significant increases since growers are not heavily investing in this crop due to the high cost of production. Pear production for MY 2006/07 was revised downward due to lower yields than previously estimated resulting from rainfall conditions that affected the growing season. Data for MY 2005/06 remains unchanged. Approximately 87 percent of the area planted in Mexico is non-irrigated. Michoacan, Puebla, and Morelos are Mexico's major pear

producing states, and account for 76 percent of total Mexican production. The State of Puebla has marginally increased pear plantings, but this has been nearly offset by a decrease in non-irrigated and low-yielding areas planted in Michoacan.

Lack of investment, high costs of production, scarce water supplies in pear producing regions, and disease problems have limited production growth. Some growers, however, have begun to experiment with planting more disease-resistant and longer shelf-life varieties. Therefore, area planted and harvested pears show a marginal growth for MY 2006/07 and 2007/08. Data for area planted and harvested for MY 2004/05 remains unchanged.

## CONSUMPTION

Domestic supply continues to rely on imports, mainly from the United States. Pear consumption for MY 2007/08 is forecast at 115,700 due to increased demand at attractive prices. Pear consumption for MY 2006/07 was revised upward to 113,063 as demand was stronger than expected. Consumption for MY 2005/06 was revised slightly upward also due to a higher demand than expected.

Wholesale prices for U.S. pears in Mexico were on average higher for MY 2006/07 compared to MY 2005/06 prices. Prices for U.S. pears started the season at U.S. \$34.27 per 18-kg/box and ended the season at approximately U.S. \$33.50 per box. Retail prices in supermarkets by May 2007 were about U.S. \$2.26/kg for D'anjou pears and U.S. \$2.07 for Bosc pears. Anjou pears continue to be the most sought after variety in the market, followed by the Bosc, Bartlett, and the Red Anjou varieties. Other varieties of pears are not yet in high demand by consumers in Mexico.

## TRADE

Pear imports for MY 2007/08 are forecast at 87,000 MT due to an expected high demand. Pear import estimates for MY 2006/07 were revised upward to 85,106 MT due to a healthy demand despite higher consumer prices. Pear import estimates for MY 2005/06 were revised upward based on trade data. Seventy percent or more of demand has been met by imported product mainly from the U.S.

U.S. Bartlett pears are usually imported during July, August, and September, while U.S. Anjou pears are imported towards the end of September and October. The presence of Chilean and Argentinean pears is limited in the Mexican market, but they are of fair to good quality and are usually priced lower than U.S. pears. During MY 2006/07, U.S. pears met 80 percent of the demand while Argentinean pears met 17 percent of the demand. Under the different trade agreements, the import duty on pears from the U.S., Chile, and Argentina is zero. China exported pears to the Mexican market in MY 2005/06 and 2006/07, but volumes are still not significant.

## MARKETING

The United States remains Mexico's main pear supplier. Market promotion efforts for U.S. pears continue in several Mexican cities, supermarkets, and street markets. However, the wholesale markets remain the most important fruit distribution channel in Mexico. According to traders, in-store promotions have helped increase sales. Most of the imported pears are from Washington, Oregon, and California.

Due to limited production, Mexican pears are almost exclusively sold through local, small markets; few are sold through supermarkets. One of the Mexican pear varieties, which

consumers tend to prefer, is the Kiefer variety or better known as Pera Piña. Low production, however, precludes the Pera Piña from having a significant market presence.

## TABLE GRAPES

### PRODUCTION

*Note: The marketing year for table grapes was changed from Jan/Dec to May/April. Therefore comparisons of new post data to previous data are less accurate.*

Total table grape production for MY 2007/08 (May/April) is forecast at 220,000 MT, an increase of about 48 percent compared to MY 2006/07 due to better weather conditions and an increase in yields. Total production is difficult to determine since price relationships between table grapes, raisin grapes, and industrial grapes attracts more grapes into, or out of, each market. In fact, since a wine company recently closed operations in Caborca and relocated to Hermosillo, Sonora, some grape orchards intended for the wine industry are being converted to raisin grapes and table grapes while other orchards have been converted to other crops. Table grape production for MY 2006/07 was revised downward to 148,558 MT as unfavorable weather conditions lowered yields considerably. Table grape production for MY 2005/06 was revised upward from previous estimates, due to higher harvested area and better yields in Sonora, the main state producing table grapes.

Area planted for MY 2007/08 is expected to increase slightly due to Sonora and Zacatecas converting from industrial grapes to table grapes. However, growth in area planted is not expected to be a major concern since the costs of production are high and water availability is limited. Area planted and harvested for MY 2006/07 was revised upward. MY 2005/06 planted area was revised downward and area harvested upward based on official estimates. Producers in Sonora are working to increase yields by improving crop management and increasing use of technology, rather than by increasing area planted. All area for table grapes is irrigated.

The state of Sonora accounts for approximately 82 percent of the total area planted for table grapes. Market and growing conditions are favorable, but a lack of water continues to limit more aggressive expansion. The national average yield forecast for MY 2007/08 is expected to reach 11.5 MT/Ha, but is largely dependent on cultural practices. The national average yield for MY 2006/07 is estimated at 7.8 MT/Ha due to adverse weather conditions in Sonora. Sonora has an average yield of 12 MT/Ha. According to producers, in 2006 the cost of production in Sonora was between U.S. \$7,000/Ha and U.S. \$9,000/Ha, depending on inputs. Producers indicate that expansion is limited mainly by low water availability from aquifers in Sonora. As a result, producers are trying to become more efficient by increasing yields instead of increasing acreage. The high cost of production and high interest rates for credit also limits table grape expansion. In fact, producers state that the only credit to which they have access comes from U.S. brokers and distributors, who give them advance payments for harvesting and packing table grapes. Some of the main varieties that Mexico produces include: Perlette, Flame, Sugraone, and Red Globe.

## CONSUMPTION

Table grape consumption for MY 2007/08 is forecast at 125,000. The volume of Mexican grapes in the market will ultimately depend on the volume exported, as producers tend to serve the international market first. Consumers will continue buying grapes as long as prices continue to be affordable. The consumption estimate for MY 2006/07 was revised downward as supplies of table grapes in the domestic market decreased, due to lower production and imports at higher prices. MY 2005/06 consumption was revised upward since demand was stronger than expected.

MY 2007/08 domestic prices for grapes have been lower compared to MY 2006/07 prices due to an increased supply. Superior variety wholesale prices were U.S. \$9.43/ 9-kg box in July 2007 compared to U.S. \$12.50 /9-kg box in July 2006. The Perlette variety was approximately U.S. \$7.42/ 9-kg box in July 2007 whereas in 2006, very few of the Perlettes reached the Mexico City wholesale market because there was no price quote. Prices for imported Red Globe grapes were generally higher during 2006/07 compared to 2005/06, mainly during Christmas time. The Perlette variety is most widely preferred by consumers, followed by the Red Globe and the Superior varieties.

## TRADE

Table grape imports for MY 2008/07 are forecast at 80,000 MT, almost a five percent increase from MY 2006/07, due to increased demand. Table grape imports for MY 2006/07 were revised downward due to decreased demand for imported grapes at higher prices. Table grape imports for MY 2005/06 were revised upward to reflect higher demand than expected. U.S. and Chilean imports have a zero duty and both countries continue to increase exports to the Mexican market. According to traders, U.S. promotional efforts to export table grape varieties to Mexico, other than Red Globe or Thompson, are resulting in increased sales. U.S. table grapes can only be imported from California due to Mexico's phytosanitary restrictions on table grapes from other U.S. states.

Table grape exports for MY 2007/08 are forecast to increase compared to MY 2006/07 exports due to stronger international demand. Export estimates for MY 2006/07 were revised downward to 112,828 MT due to lower availability of grapes. Export estimates for MY 2005/06 were revised upward, based on Mexican trade data. Most of Mexico's table grapes are exported to the United States. Growers indicated that export f.o.b. prices at the beginning of the season - May 2007 – were, on average, about U.S. \$30/8-kg box of Perlettes and approximately U.S. \$32/box of flame seedless. During the peak season in the U.S., which starts at the end of May, prices decreased to U.S. \$16/box for Perlette and U.S. \$22/box for Flame. Mexican export prices usually range between U.S. \$14 and \$16/box.

U.S. and Chilean table grape production seasons differ and there is no significant direct competition between grapes from these countries. U.S. suppliers export to Mexico from January to February and from August to December; before and after the Mexican season. Chile usually exports from January to April and from June to July. Under the Mexico-Chile Free Trade Agreement, Chilean table grapes enter duty free all year round.

The Mexico–European Union (EU) Trade Agreement, signed in 2000, has a duty phase-out plan wherein the grape tariff on Mexican table grapes exported to the EU will be reduced from 12.6 percent to zero by 2008. Mexico has not been able to take full advantage of this agreement since most of its grapes are being exported to the U.S.

**MARKETING**

The United States is expected to remain Mexico's main supplier of table grapes, largely as a result of market promotion efforts by the U.S. table grape exporters. U.S. promotional efforts of different table grape varieties have resulted in an increase in imports into the Mexican market. Chile, on the other hand, puts very limited resources into promoting its grapes in Mexico.

## SECTION II. STATISTICAL TABLES

## Apples PS&amp;D Table

Apples, Fresh	2005 Revised			2006 Estimate			2007 Forecast		
	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New
<b>Market Year Begin</b>		08/2005	08/2005		08/2006	08/2006		08/2007	08/2007
Area Planted	62560	62560	61064	62400	62400	59825	0	0	60000
Area Harvested	59541	59541	58594	59400	59400	57776	0	0	57900
Bearing Trees	13813	13813	13594	13780	13780	13404	0	0	13432
Non-Bearing Trees	700	700	573	696	696	475	0	0	487
Total Trees	14513	14513	14167	14476	14476	13879	0	0	13919
Commercial Production	578993	578993	581937	625000	625000	596915	0	0	575000
Non-Comm. Production	5000	5000	5000	5000	5000	5000	0	0	5000
Production	583993	583993	586937	630000	630000	601915	0	0	580000
Imports	190000	190000	220639	170000	170000	195000	0	0	200000
Total Supply	773993	773993	807576	800000	800000	796915	0	0	780000
Fresh Dom. Consumption	679993	679993	713576	700000	700000	696915	0	0	680000
Exports, Fresh	0	0	0	0	0	0	0	0	0
For Processing	94000	94000	94000	100000	100000	100000	0	0	100000
Withdrawal From Market	0	0	0	0	0	0	0	0	0
Total Distribution	773993	773993	807576	800000	800000	796915	0	0	780000

## Pear, PS&amp;D Table

Pears, Fresh	2005 Revised			2006 Estimate			2007 Forecast		
	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New
<b>Market Year Begin</b>		07/2005	07/2005		07/2006	07/2006		07/2007	07/2007
Area Planted	5045	5045	5045	5030	5030	5067	0	0	5075
Area Harvested	4536	4536	4536	4750	4750	4805	0	0	4810
Bearing Trees	948	948	948	992	992	1004	0	0	1005
Non-Bearing Trees	106	106	106	58	58	55	0	0	55
Total Trees	1054	1054	1054	1050	1050	1059	0	0	1060
Commercial Production	29308	29308	29308	30350	30350	28957	0	0	29700
Non-Comm. Production	1000	1000	1000	1000	1000	1000	0	0	1000
Production	30308	30308	30308	31350	31350	29957	0	0	30700
Imports	82000	82000	82930	75000	75000	85106	0	0	87000
Total Supply	112308	112308	113238	106350	106350	115063	0	0	117700
Fresh Dom. Consumption	110308	110308	111238	104350	104350	113063	0	0	115700
Exports, Fresh	0	0	0	0	0	0	0	0	0
For Processing	2000	2000	2000	2000	2000	2000	0	0	2000
Withdrawal From Market	0	0	0	0	0	0	0	0	0
Total Distribution	112308	112308	113238	106350	106350	115063	0	0	117700

Table Grapes PS&amp;D Table

Grapes, Table, Fresh							(HA) (MT)		
	2005 Revised			2006 Estimate			2007 Forecast		
	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New
<b>Market Year Begin</b>		01/2005	05/2005		01/2006	05/2006		05/2007	05/2007
Area Planted	19300	19300	19056	19300	19300	20075	0	0	20200
Area Harvested	18400	18400	18832	18800	18800	18946	0	0	19100
Commercial Production	190500	190500	231576	230000	230000	147558	0	0	218500
Non-Comm. Production	1500	1500	1500	1500	1500	1000	0	0	1500
Production	192000	192000	233076	231500	231500	148558	0	0	220000
Imports	78000	78000	92141	82000	82000	76560	0	0	80000
Total Supply	270000	270000	325217	313500	313500	225118	0	0	300000
Fresh Dom. Consumption	120000	120000	135288	128500	128500	112828	0	0	125000
Exports, Fresh	150000	150000	189929	185000	185000	112290	0	0	175000
For Processing	0	0	0	0	0	0	0	0	0
Withdrawal From Market	0	0	0	0	0	0	0	0	0
Total Distribution	270000	270000	325217	313500	313500	225118	0	0	300000

## Trade Matrixes

Apples H.S. 0808.10		Unit: Metric Tons	
Exports for MY 2005/06 (Aug-Jul) to:		Imports for MY 2005/06 (Aug-Jul) from:	
U.S.	20	U.S.	188,236
COSTA RICA	0	CHILE	23,698
BELIZE	94	CANADA	8,489
OTHER	1	OTHER	0.216
TOTAL	115	TOTAL	220,639

Apples H.S. 0808.10		Unit: Metric Tons	
Exports for MY 2006/07 (Aug-Jul*) to:		Imports for MY 2006/07 (Aug-Jul*) from:	
U.S.	0	U.S.	159,889
COSTA RICA	60	CHILE	15,934
BELIZE	124	CANADA	3,127
OTHER	0	OTHER	0.588
TOTAL	184	TOTAL	179,538

## Trade Matrix Pears

Pears H.S. 0808.20		Unit: Metric Tons	
Exports for MY 2005/06 (Jul-Jun) to:		Imports for MY 2005/06 (Jul-Jun) from:	
U.S.	2	U.S.	71.038
BELIZE	17	ARGENTINA	9.919
		CHILE	1.789
OTHER	0	OTHER	185
TOTAL	19	TOTAL	82.931

Pears H.S. 0808.20		Unit: Metric Tons	
Exports for MY 2006/07 (Jul-Jun) to:		Imports for MY 2006/07 (Jul-Jun) from:	
U.S.	17	U.S.	68.062
BELIZE	24	ARGENTINA	15.240
		CHILE	1.581
OTHER	0	OTHER	223
TOTAL	41	TOTAL	85.106

## Trade Matrix Table Grapes

Table grapes H.S. 0806.10		Unit: Metric Tons	
Exports for MY 2005/06 (April-March) to:		Imports for MY 2005/06 (April-March) from:	
U.S.	189.374	U.S.	62.177
COSTA RICA	184	CHILE	24.469
OTHER	270	OTHER	0
TOTAL	189.828	TOTAL	86.646

Table grapes H.S. 0806.10		Unit: Metric Tons	
Exports for MY 2006 (April-March) to:		Imports for MY 2006/07 (April-March) from:	
U.S.	112.023	U.S.	40.539
COSTA RICA	76	CHILE	38.215
OTHER	191	OTHER	0
TOTAL	112.290	TOTAL	78.754

SOURCE: Global Trade Information Services, Inc. World Trade Atlas, Mexico Edition, June 2007.  
\* As of Jun 2007

## Apple Prices

AVERAGE MONTHLY WHOLESALE APPLE IMPORT PRICES RED DELICIOUS PESOS/KILOGRAM			
Month	2006	2007	Change %
January	15.55		
February	16.07		
March	15.44	16.66	7.90
April	15.00	16.76	11.73
May	15.00	16.44	9.6
June	15.60	16.89	8.26
July	19.80	17.96	(9.29)
August	19.71	17.77	(9.84)
September	19.92		
October			
November			
December			
CIF-Mexico City			

AVERAGE MONTHLY WHOLESALE APPLE DOMESTIC PRICES RED DELICIOUS PESOS/KILOGRAM			
Month	2006	2007	Change %
January	11.72	12.38	5.63
February		13.21	
March		13.00	
April			
May			
June			
July			
August		12.50	
September	13.85	12.72	(8.15)
October	13.96	12.67	(9.24)
November	14.40		
December	13.43		
CIF-Mexico City			

Source: Servicio Nacional de Informacion de Mercados  
 2006 Exchange Rate Avg.: U.S.\$1.00 = 10.89 pesos  
 October 15, 2007 Exchange Rate: U.S.\$1.00 = 10.92 pesos  
 \*As of 3th Week of October 2007

## Pear Prices

AVERAGE MONTHLY WHOLESALE PEAR IMPORT PRICES D'ANJOU PESOS/KILOGRAM			
Month	2006	2007	Change %
January	15.49	19.27	24.40
February	15.79	19.78	25.27
March	15.08	19.31	28.05
April	15.53	19.00	22.34
May	16.11	18.84	16.95
June	16.60	19.16	15.42
July	17.89	18.72	4.64
August	19.96	18.31	(8.27)
September	23.33	16.94	(27.38)
October	18.07	19.56*	8.24
November	17.74		
December	18.83		
CIF-Mexico City			

Source: Servicio Nacional de Informacion de Mercados  
 2006 Exchange Rate Avg.: U.S.\$1.00 = 10.89 pesos  
 October 15, 2007 Exchange Rate: U.S.\$1.00 = 10.92 pesos  
 \* As of 3th Week of October 2007

## Table Grape Prices

AVERAGE MONTHLY WHOLESALE GRAPE IMPORT PRICES GLOBE PESOS/KILOGRAM			
Month	2006	2007	Change %
January	15.80	23.81	50.70
February	16.63	19.54	17.50
March	15.51	17.16	10.64
April	20.52	16.04	(21.83)
May	20.84	17.99	(13.68)
June	18.18	16.76	(7.81)
July	20.53		
August	19.19		
September	15.82		
October	19.16		
November	21.03		
December	25.33		
CIF-Mexico City			

Source: Servicio Nacional de Informacion de Mercados  
 2006 Exchange Rate Avg.: U.S.\$1.00 = 10.89 pesos  
 September 19, 2007 Exchange Rate: U.S.\$1.00 = 10.98 pesos

## Exchange Rate

2005-2007 MONTHLY EXCHANGE RATE AVERAGES			
	2005	2006	2007
January	11.26	10.56	<b>10.94</b>
February	11.14	10.48	<b>10.99</b>
March	11.14	10.73	<b>11.12</b>
April	11.12	11.03	<b>10.98</b>
May	10.98	11.08	<b>10.82</b>
June	10.83	11.39	<b>10.83</b>
July	10.69	11.00	<b>10.80</b>
August	10.68	10.87	<b>10.50</b>
September	10.78	10.89	<b>10.92</b>
October	10.83	10.90	<b>10.92</b>
November	10.68	10.90	<b>N/A</b>
December	10.63	10.85	<b>N/A</b>
Annual Avg.	10.90	10.89	10.88

Source: Mexican Federal Register

Note: Monthly rates are averages of daily exchange rates from the Banco de Mexico.  
MX Pesos per U.S. \$1.00