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Fresh Deciduous Fruit

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Report Highlights:

UK apple and pear production is experiencing something of a revival in response to strong consumer interest in buying local and seasonal produce. UK apple production in 2007 is expected to be 15 percent greater than in 2006, with pear production also up by 7 percent. These increases are partly due to greater demand for the product but are also a result of a bumper 2007 crop. Apple imports decreased by 1 percent by volume and increased 21 percent by value in marketing year 2006. UK pear import volume has fallen by 15 percent over the last three years marketing years, and also by 5 percent in value terms. Despite increased consumption of UK apples and pears, there continues to be opportunities for US apples and pears that differentiate in terms of variety, are of premium quality or are organic.

Includes PSD Changes: Yes
Includes Trade Matrix: Yes
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Production

Up until two years ago UK apple and pear production was in decline after many UK producers 'grubbed-up' their orchards in response to European Union production policy. Today UK production is experiencing something of a revival in response to strong consumer interest in buying local and seasonal produce. Demand for UK apples and pears is said to be outstripping supply, and each of the main UK supermarket chains are actively competing with each other to source home-grown fruit and to promote old English heritage varieties.

There are over 400 commercial growers of apples and pears in the UK, covering an area of around 10,000 hectares. The UK's main commercial orchards are located in the South East of England, particularly in the counties of Kent, East and West Sussex, Surrey and Hampshire. The table below shows the main apple and pear varieties that are grown in the UK and gives forecasts for their respective harvest tonnages in 2007.

UK Apple & Pear Production (MT '000)

APPLES	2003	2004	2005	2006	Forecast 2007	% Change 07/06
Braeburn	<1	3	5	6	8	33
Bramley	64	90	83	83	95	14
Cox Orange	47	40	63	42	49	15
Gala	17	13	21	22	26	16
Jonagold	4	5	5	5	6	20
Worcester	4	3	2	2	2	-10
Others	20	9	13	14	16	14
TOTAL APPLES	156	163	192	174	202	15
PEARS	2003	2004	2005	2006	Forecast 2007	% Change 07/06
Conference	32	30	23	21	23	9
Doyenne Comice	2	3	3	4	4	-12
Others	1	1	1	2	2	0
TOTAL PEARS	35	34	27	27	29	7

Source: Eurofel

As the above table shows, UK apple production in 2007 is expected to be 15 percent greater than in 2006, with pear production also up by 7 percent. These increases are partly due to greater demand for the product but are also a result of a bumper 2007 crop following a warm spring and heavy summer rain. During April to June UK apples and pears reportedly grew so fast on the trees that growers feared they would be too large to meet supermarket chain specifications (80 millimeters is near the end of the upper size limit). However, cloudy, cool, and wet weather arrived in the UK in July and slowed growth.

Almost half of UK apple production is dedicated to the culinary variety – Bramley. This variety of apple is only grown commercially in the UK, and is available throughout the year on account of its superior storage characteristics.

With renewed vigor in UK production, there is diversification away from the traditional dessert apple variety of Cox towards Gala, Braeburn, and newer varieties such as Jazz (Braeburn/Royal Gala cross) and Kanzi (Gala/Braeburn cross). The latter two varieties are available in commercial volumes in the UK for the first time this year. In fact, 200,000 Jazz trees have been planted over 200 acres in the last 1-2 years representing the largest single variety planting that the UK industry has experienced for many years. In addition, the Elstar/Gala cross known as Rubens has been under trial for the last three years in the UK, and 100,000 trees are intended to be planted by 2008.

Research and development into UK apple production is also increasing. UK supermarket chains are working with local growers to try to increase volume in a sustainable way, and to explore the production of organic varieties that can grow in the British climate. Several of the major supermarket chains are closely linked to trial sites carrying a range of varieties. Sainsbury's Supermarkets appears to be leading the way with its "Concept Orchard" scheme in conjunction with Orchard World (<http://www.orchardworld.co.uk/products/>). The principal goal of the scheme is to boost yields through high-density planting, and to build up the UK's organic range with traditional English varieties as well as newer varieties. The British share of the UK organic apple market currently stands at only three percent.

Domestic apples and pears are usually available on the UK market from mid- September to the end of January (depending on supplies).

In one marketing year, UK production currently supplies 20 percent of the total UK apple market, and 16 percent of the total UK pear market.

Consumption

UK Retail Sales of Fresh Fruit, by Type and Value, 2002-2006

	2002		2004		2006		% change	
	£m	%	£m	%	£m	%	2002-06	2004-06
Apples	617	19.5	654	19.1	659	17.4	+6.8	+0.8
Bananas	594	18.8	524	15.3	595	15.7	+0.2	+13.5
Citrus fruit	499	15.8	530	15.5	543	14.3	+8.8	+2.5
Soft fruit	280	8.9	380	11.1	503	13.3	+79.6	+32.4
Grapes	325	10.3	374	10.9	440	11.6	+35.4	+17.6
Stone fruit	278	8.8	309	9.0	340	9.0	+22.3	+10.0
Pears	155	4.9	169	4.9	174	4.6	+12.3	+3.0
Other*	410	13.0	487	14.2	542	14.3	+32.2	+11.3
Total	3,158	100.0	3,427	100.0	3,796	100.0	+20.2	+10.8

* includes exotic fruits such as pineapple and mango

Source: Mintel

General Consumption Factors

An Expenditure and Food Survey carried out from April 1, 2005 to March 31, 2006 by the Department for Environment, Food & Rural Affairs (Defra) recorded UK consumption of apples as 179 grams per person per week.

Apples are UK consumers' favorite fruit and research by TNS Worldpanel showed a 4 percent rise in UK apple consumption in the year to May 2007, driven mainly by an increase in consumption by children. However, over 46 percent of apples are eaten by consumers aged 45 years and over. General fruit consumption is lowest among 17-24 year olds, but apples are also the top choice for this age group. Nearly two-thirds of apples are eaten in the home, and around one billion are utilized in lunch-boxes per year.

UK Retail Sales of the Top 5 Apple Varieties (Year to August 12, 2007)

Apple Variety	Sales Value in BPS million	Share
Gala/Royal Gala	158	23%
Braeburn	138	20%
Golden Delicious	83	12%
Granny Smith	69	10%
Cox	62	9%

Source: Fresh Produce Journal/TNS Worldpanel

As illustrated by the table above, the top 5 apple varieties sold in the UK comprise over 75 percent of the retail market. However, some smaller volume varieties have increased their sales in the last year include Elstar, Fuji, Jonagold and Discovery. Others fared less well and experienced sales decreases, for example: Crispin, Gloster and McIntosh. TNS Worldpanel reports a 30 percent fall in expenditure on McIntosh in the year to August 2007.

As regards apples for processing, it is reported that nearly half of all the apples grown in the UK are now used for cider making. British consumers drink more cider than any other country - about three million pints a day, and cider has been the fastest growing alcoholic drink category for the last two years. Although Magners' cider is produced in Ireland the manufacturer sources a high percentage of it apples from the UK, and the largest market for the finished cider is also the UK.

The UK is the only country that grows apples especially for cooking. More than 140,000 tons (retail value of £78 million/\$156 million) of Bramley apples are sold annually. Fresh sales of Bramley apples are reported to have hit unprecedented levels in September and October 2007. This is thought to be due to a revival of consumer interest in cooking with local apples as well as a new merchandising campaign that utilizes individual apple stickers.

The UK food industry has been responding to healthier eating messages from the UK government and as a result there is better access for consumers to fresh fruit "on-the-go". For example, apples, bananas and oranges are now offered in single units at gas stations and convenience stores.

As a far smaller sector, pears have to a certain extent avoided the commodity status acquired by apples. The sales value of pears has been helped by stores introducing lesser-known varieties in up-scale packaging formats. For example, Sainsburys Supermarkets have introduced Italian Abate Fetel pears (3 for £2.19/\$4.40) under their up-scale "Taste The Difference" range.

The softer texture of ripe pears makes them less suited than apples to out-of-home snacking or lunch-box consumption. It is important for retailers to sell pears with the optimum degree of ripeness as well as packaging protection. This fall, Tesco Supermarkets is trialling sensor labels on fresh pears that react to alterations in the aroma of the fruit by changing from red to yellow as the pear ripens.

UK consumers have a preference for smaller apples, usually about 65 to 70mm. However, the reverse is true for pears with UK consumers preferring slightly larger than average pears (around 60mm). It is difficult to sell pears in the UK market below 50 to 55mm in diameter. The exception to this is the bite-sized Seckel pears from the US that have been retailing as a pack of eight in the UK for the first time in fall 2007.

Health

Health is the main reason why people eat fruit, and a focus on health issues continues to be the major trend affecting the UK food industry today. According to research, the average person in the UK eats less than 3 portions of fruit and vegetables per day, instead of the government-recommended 5 portions. There are various government and industry promotions that encourage the consumption of fruit:

- The National Health Service (NHS) is the main promoter of the "5-a-day" message www.5aday.nhs.uk
- The UK government funds a School Fruit and Vegetable Scheme. Under the scheme, all children that are 4-6 years old in government-maintained infant, primary and special schools are entitled to a free piece of fruit or vegetable each school day. Produce included in the scheme include apples, pears, bananas, easy-peel citrus, carrots and tomatoes.
- An "Eat In Colour" campaign is funded by the UK's key fruit trade association – the Fresh Produce Consortium. Funding is provided by retailers including Tesco, Asda and Somerfield, as well as numerous producers, packers, importers and wholesalers. The aim of the campaign is to take awareness raised by the 5 a day program one step further by promoting the enjoyment of fruit and vegetables.
- The European Union has launched its own initiative to encourage children and teenagers to eat more fruit. The €4 million Mr Fruitness campaign, launched in July 2007, is spearheaded by a green-caped crusader figure - Mr Fruitness. Major retail outlets in Poland, Austria, Sweden, Germany and the UK are to benefit from the campaign, with Sainsbury's and Tesco participating in the UK.

Environment

There has been a lot of media and consumer interest in the last year with regard to "Food Miles" as part of the Climate Change debate. Questions have been raised by consumer groups regarding the ethics involved in transporting fresh food from the four corners of the world in order to make all types of fresh produce available all-year-round. Air-freighted fruit and vegetables have received particular attention. As a result there has been increased demand for locally produced food products, and highly visible retail promotion of local produce in season.

The impact of this has been felt particularly in the apple and pear sector. For reasons that are hard to define, British apple and pear orchards conjure up nostalgia for days gone by,

and evoke very positive images in the minds of consumers. Pressure has increased for retailers to highlight and almost exclusively promote and stock UK apples and pears until supplies are finished. There has been a phenomenal increase in the rate-of-sale of UK apples and pears this season leading to concerns that supplies of UK apples and pears will not last through to January 2008, as is normal. For example, the English Apples and Pears trade association has reported an increase of nearly 60 percent on UK pear sales on last year from the start of the season in September to mid-November 2007.

Organic

The organic sector has benefited from its positive associations with both health and environmental issues. Despite conflicting media reports as to whether organic produce really does have greater nutritional benefits, there is growing consumer acceptance of this belief. There is also widespread consumer knowledge that organic produce uses fewer chemical inputs in its production.

The Soil Association is the UK's largest organic certifying body. In early 2007 they launched a consultation document that proposed (among several options) that air-freighted products should not be certified as organic. This led to intense debate and media coverage of the issue. Many developing countries (mainly African) that are dependent upon the UK organic market for their livelihood made a case for their particular circumstances. The result of the consultation was for the Soil Association to continue to allow air freighted organic food "that delivers genuine social and development benefits, by proposing all Soil Association certified air freighted products meet the Soil Association's Ethical Trade standards or equivalent fair trade standards by 2011." Also that "businesses reliant on air freight develop initiatives to reduce the amount of product they air freight". The debate is likely to influence the entire UK market's approach to air-freight. Although, Marks and Spencer (one of a number of UK food chains already labeling air-freighted goods) reports no negative affect on sales after labeling air-freighted products as such.

Organic currently comprises just 2.7 percent of the UK total fruit market in terms of expenditure. However, organic fruit sales continue to outperform conventional fruit sales - the category grew by 12.3 percent in the year to June 2007 compared to overall fruit category growth of 5.3 percent. In the apple and pear sector there was a growth in purchases of organic product by 10 percent over the previous year. Some 42 percent of UK households now buy organic fruit at least once a year, compared to 30 percent one year ago. The price of organic fruit has dropped by 4 percent in the last year, and that is also likely to be assisting sales.

The UK's organic market represents a real opportunity for the US to supply quality fruit that does not compete with local or other European suppliers.

Trade

Despite the current focus and attention given to domestically produced apples and pears, the UK remains reliant on imports to meet year-round demand.

Apples

Apple imports increased 21 percent by value in the year to June 2007 (marketing year 2006). However, they decreased one percent by volume. Fresh fruit (as is also the case with all other major food groups) has experienced price inflation in response to greater costs of global production and distribution.

The volume of UK imports sourced from within the EU decreased by 12 percent in the 2006 marketing year, compared to 2005. The largest supplier to the UK is France and in MY 2006 France lost volume (25 percent), mainly to price competitive fruit from both South Africa and Chile. In the same time period, Italy (the fourth largest supplier) managed to maintain its export volume to the UK and impressively grew the value of its exports by a third.

The United States and New Zealand also maintained volume supplies to the UK in MY2006 and achieved higher than average prices for their apples compared to their competitors. Both countries rely on product differentiation, niche opportunities such as premium and organic, as well as key periods of supply over the course of the year that do not conflict with European producers. Normally 80 percent of the UK crop is sold by January, and from then imported apples dominate the market for the remainder of the year.

US apple exports to the UK primarily consist of premium Red Delicious, Cripps Pink (marketed as Pink Lady), Empire, McIntosh, and organic variants of these. US exports to the UK increased 10 percent by value in the year to June 2007, and 3 percent by volume.

With enhanced domestic production, UK exports increased dramatically in marketing year 2006, particularly to Ireland. Bramley cooking apples are also a favorite with consumers in Ireland. However, much of the increase is likely to have been due to shipments of UK apples destined for cider-making at the Magners cider plant.

Pears

In response to increased domestic production, UK pear import volume has fallen by 15 percent over the last three years marketing years, and also by 5 percent in value terms.

The largest supplier to the UK market, the Netherlands, has suffered the most losing approximately 20,000 MT of exports to the UK from marketing years 2004 to 2006.

South Africa, Belgium, Italy and Portugal make up the other top suppliers to the market. All have struggled to maintain volume of exports to the UK. However, value has improved over the last few years, with growing consumer interest in premium offerings. The US is a niche supplier to the UK pear market predominantly focusing on organic pear shipments to differentiate from the European mass-market pear offering. Year-to-year US exports to the UK tend to fluctuate in response to the availability of competing European supply.

With greater domestic supplies available the UK exported a much larger pear volume in marketing year 2006 (an increase of 30 percent over MY2005). Over half of these exports were to the Netherlands. This may be due to a recent trend for sourcing pears for processing into flavored manufactured products, since the value of the shipments were comparatively low.

Marketing

UK Supermarket Shares	Share of UK's Total Grocery Market	Share of UK's Apple & Pear Market
TOTAL MARKET	100.0	100.0
TESCO	24.7	30.6
ASDA/WALMART	13.9	14.1
SAINSBURY'S	14.9	17.1
MORRISONS	10.4	11.5
SOMERFIELD	3.5	3.1
WAITROSE	3.7	5.0
CO-OP	4.0	3.1
INDEPENDENT RETAILERS	1.8	0.7
MARKS AND SPENCER	3.3	3.2

Source of data: Fresh Produce Journal/TNS Worldpanel

To the British, apples are iconic local produce that conjure up nostalgia for traditional harvest time and days gone by. UK consumers are starting to question why apples and pears are imported during the British season. Retailers and suppliers have responded to this by heavily merchandizing domestic apples and pears with Union Jack flags.

The trade association: English Apples and Pears conducts public relations and advertising activity to support the domestic crop and their most active campaign is for Bramley apples. Bramley Apple Week and the 'Brammy' Awards feature heavily in the promotional calendar. This campaign is been going for over twelve years and these events generate high profile responses in the consumer media, with the aim of encouraging consumers to either cook from scratch or purchase some of the pre-prepared products made with Bramley apples.

This domestic focus has meant that the majority of US apples are marketed in the UK from December onwards. The US is regarded by the trade as a supplier of high quality produce, and US apples do command a premium. UK consumers appear to be willing to pay for premium red and bi-color varieties, especially if they are organic.

The Washington Apple Commission and the US Apple Export Council conduct marketing campaigns to coincide with the arrival of US fruit in the market. The Market Access Program (MAP) together with producer funding allows the US top fruit industry to carry out both consumer and trade activities. Consumer promotions include tastings, competitions, advertising, point-of-sale material and on-pack promotions. The continued support of these programs has been a key factor in the success of US apple exports in an increasingly competitive UK market. The exchange rate for the US shippers has been very favorable for the past 18 months. However, this same rate (a weak USD versus the Pound and Euro) has meant that promotional funds and program costs are proportionally more expensive for US trade associations.

Promotional and marketing support is essential in the UK market. With the exception of Italy, the leading apple suppliers to the UK all conduct considerable promotional activity to support fruit sales at key times in the marketing year.

Policy

Marketing Standards

The UK, as a member of the European Union, conforms to the EU Quality Standards on apples and pears. The purpose of the standard is to define the quality requirements for fresh apples and pears after preparation and packaging. Each EU standard prescribes minimum marketing requirements for quality, size, tolerances, presentation and marking. There are three quality classes: Extra Class, Class I, and Class II.

In the UK, the Rural Payments Agency's Inspectorate are responsible for the enforcement of the EC Marketing Standards for fresh fruit whether grown, imported, exported, bought or sold. See: www.rpa.gov.uk

Marketing Standards Regulations – Apples:

<http://www.rpa.gov.uk/rpa/index.nsf/vContentByTaxonomy/559450E8973DD7AF8025712B003746E1?OpenDocument>

Marketing Standards Regulations – Pears:

<http://www.rpa.gov.uk/rpa/index.nsf/vContentByTaxonomy/9B02E22113A0F65F8025712E0039E2F3?OpenDocument>

In addition, all consignments of products subject to EC Marketing Standards imported into the UK from countries outside of the European Community are required to have a valid certificate of conformity or Certificate of Industrial Use prior to release into free circulation in the European Union (EU Regulation 1148/2001).

EU/UK Miscellaneous Additives legislation permits the use of Beeswax White, Beeswax Yellow and Shellac, as glazing agents/waxes on apples & pears. In addition to compliance with EU/UK Quality Standards and Food Additives legislation, all fresh deciduous fruit is subject to the EU/UK Pesticides (Maximum Residue Levels in Food) regulations.

Although a voluntary standard, the majority of UK supermarket chains require GlobalGap (previously EurepGap) certification. More information can be found at: www.globalgap.org

Import Requirements

Apples and pears are among the categories of plant produce and products that are permitted to enter the UK from non-EC countries, but must be accompanied by a phytosanitary ("plant health") certificate. This is essentially a statement that the plants or plant produce or products to which it relates have been officially inspected in the country of origin (or country of dispatch), comply with statutory requirements for entry into the EC, are free from certain serious pests and diseases, and are substantially free from other harmful organisms. The regime is established by EC Plant Health Directive 2000/29/EC and specifies the requirements for phytosanitary certificates.

The EU's plant health regime changed in 2005, including:

- the introduction of charges to cover costs of import inspections;
- a requirement to inspect all consignments of plants and all consignments of some types of plant produce imported from third countries, with scope for agreement to reduce the level of checking for low-risk consignments;
- a requirement that plant health checks be carried out prior to Customs clearance;

- a requirement for importers to provide advance notice to Plant Health Authorities of the imminent arrival of controlled materials

The UK's Department of Environment, Food & Rural Affairs (DEFRA) has now implemented these changes and more information is available online:

<http://www.defra.gov.uk/planth/newsitems/impnews1.htm>

As of September 1, 2005, U.S. apples qualify for reduced levels of inspection upon entry to EU member states.

The regulations also oblige importers to provide all information necessary for the inspection authority to carry out their checks. The UK has established a system to enable importers to notify the inspection authority via the Internet. This system is called the Procedure for Electronic Application for Certificates from HMI (PEACH) and is now available for trader registration. Registrations can be made online <http://peach.defra.gov.uk>

Defra's Plant Health Guide for Importers provides a range of information concerning the entry of fruit, vegetable and plant materials into the UK. This publication is in the process of being updated to reflect the changes to the EC plant health regime and is available online:

<http://www.defra.gov.uk/planth/publicat/importer/impguide.pdf>

Tariffs

In line with other EU countries, the UK import duty is established under the EU Harmonized Tariff Schedule. To calculate import duties for most fruit and vegetables, including apples and pears, the Entry Price System is used. The Tariff indicates a scale of entry prices per 100 kilograms net. At the highest point on the scale, the Tariff indicates an ad valorem rate of duty only. As you proceed down the scale specific charges are introduced. Thus the lowest entry price generates the highest specific charge in addition to the ad valorem duty.

Duty rates are available at: http://ec.europa.eu/taxation_customs/dds/tarhome_en.htm

Example for Apples: Simulation date : 06/12/2007

TARIC code 0808108090
Country of origin/destination United States of America - US (400)
Description Products to which an entry price applies
Restrictions

V001	If the declared entry price is equal to or greater than 45.70 EUR / 100 kg	Apply a duty of 9.00 %
V002	If the declared entry price is equal to or greater than 44.80 EUR / 100 kg	Apply a duty of 11.20 % + 0.90 EUR / 100 kg
V003	If the declared entry price is equal to or greater than 43.90 EUR / 100 kg	Apply a duty of 11.20 % + 1.80 EUR / 100 kg
V004	If the declared entry price is equal to or greater than 43.00 EUR / 100 kg	Apply a duty of 11.20 % + 2.70 EUR / 100 kg
V005	If the declared entry price is equal to or greater than 42.00 EUR / 100 kg	Apply a duty of 11.20 % + 3.70 EUR / 100 kg
V006	If the declared entry price is equal to or greater than 0 EUR / 100 kg	Apply a duty of 11.20 % + 23.80 EUR / 100 kg

Standard import value (US): **80.60 EUR / 100 kg**

Regulation/Decision

Statistical Tables

Apples - Production, Supply & Demand (PSD) Table

The Department for Environment, Food & Rural Affairs (Defra) no longer surveys UK apple and pear production on an annual basis. Therefore, the following production figures are USDA Post estimates.

PSD Table

Country	United Kingdom		United Kingdom		(HA)(1000 TREES)(MT)		UOM
	Apples, Fresh		Apples, Fresh		Apples, Fresh		
Commodity	2005		2006		2007		
	USDA Official	Post Estimate New	USDA Official	Post Estimate New	USDA Official	Post Estimate New	
Market Year Begin		07/2005		07/2006		07/2007	MM/YYYY
Area Planted	7000	8300	7000	9200	0	10000	(HA)
Area Harvested	7000	8300	7000	9200	0	10000	(HA)
Bearing Trees	7000	8300	7000	9200	0	10000	(1000 TREES)
Non-Bearing Trees	400	400	400	400	0	400	(1000 TREES)
Total Trees	7400	8700	7400	9600	0	10400	(1000 TREES)
Commercial Production	206400	174000	200000	200000	0	220000	(MT)
Non-Comm. Production	0	0	0	0	0	0	(MT)
Production	206400	174000	200000	200000	0	220000	(MT)
Imports	536000	540100	500000	535000	0	525000	(MT)
Total Supply	742400	714100	700000	735000	0	745000	(MT)
Fresh Dom.							
Consumption	630000	610770	605000	609500	0	610000	(MT)
Exports, Fresh	30300	30330	25000	50500	0	55000	(MT)
For Processing	82100	73000	70000	75000	0	80000	(MT)
Withdrawal From Market	0	0	0	0	0	0	(MT)
Total Distribution	742400	714100	700000	735000	0	745000	(MT)

Pears - Production, Supply & Demand (PSD) Table

PSD Table

Country Commodity	United Kingdom		Pears, Fresh		(HA)(1000 TREES)(MT)		UOM
	2005		2006		2007		
	USDA Official	Post Estimate New	USDA Official	Post Estimate New	USDA Official	Post Estimate New	
Market Year Begin	07/2005		07/2006		07/2007		MM/YYYY
Area Planted	1700	1800	1700	1900	0	2000	(HA)
Area Harvested	1700	1800	1700	1900	0	2000	(HA)
Bearing Trees	1700	1800	1700	1900	0	2000	(1000 TREES)
Non-Bearing Trees	0	0	0	0	0	0	(1000 TREES)
Total Trees	1700	1800	1700	1900	0	2000	(1000 TREES)
Commercial Production	23800	27000	23000	29000	0	31000	(MT)
Non-Comm. Production	0	0	0	0	0	0	(MT)
Production	23800	27000	23000	29000	0	31000	(MT)
Imports	138689	139370	142000	127000	0	127000	(MT)
Total Supply	162489	166370	165000	156000	0	158000	(MT)
Fresh Dom.							
Consumption	158927	162850	161900	151290	0	153700	(MT)
Exports, Fresh	2962	2920	2500	4260	0	3800	(MT)
For Processing	600	600	600	450	0	500	(MT)
Withdrawal From							
Market	0	0	0	0	0	0	(MT)
Total Distribution	162489	166370	165000	156000	0	158000	(MT)

Apples – UK Imports and Exports

United Kingdom (Customs) Import Statistics							
Commodity: 080810, Apples, Fresh							
Marketing Year Beginning: July							
Country	Unit	2004		2005		2006	
		USD	Quantity	USD	Quantity	USD	Quantity
World	MT	564,121,110	517,631	523,861,625	540,101	636,006,576	534,824
EU 27	MT	261,582,870	250,656	255,842,246	303,869	303,078,176	266,144
Third Countries	MT	302,538,240	266,975	268,019,379	236,232	332,928,400	268,680
France	MT	166,052,843	150,892	160,528,488	196,982	175,148,618	148,276
South Africa	MT	114,022,300	105,960	92,845,529	86,873	119,260,558	102,992
New Zealand	MT	81,302,081	64,828	73,365,302	59,165	86,015,048	60,870
Italy	MT	36,584,150	31,507	36,417,394	36,070	48,018,465	36,062
Chile	MT	28,095,065	29,151	33,955,630	33,708	44,160,662	38,381
United States	MT	46,097,040	34,170	38,386,457	28,806	42,323,503	29,614
Netherlands	MT	14,990,127	15,521	14,945,430	15,269	21,675,218	23,486
Brazil	MT	13,534,740	15,758	9,861,901	10,477	18,723,998	18,334
Germany	MT	23,379,159	28,195	20,725,621	28,523	18,526,544	16,757
Belgium	MT	6,669,192	11,929	10,254,245	11,373	18,288,828	18,690
Others	MT	33,394,413	29,720	32,575,628	32,855	43,865,134	41,362

United Kingdom (Customs) Export Statistics							
Commodity: 080810, Apples, Fresh							
Marketing Year Beginning: July							
Country	Unit	2004		2005		2006	
		USD	Quantity	USD	Quantity	USD	Quantity
World	MT	18,253,285	18,756	17,885,201	30,327	34,415,136	50,529
EU 27	MT	18,229,999	18,746	17,771,532	30,249	34,222,222	50,264
Third Countries	MT	23,286	10	113,669	78	192,914	265
Ireland	MT	13,116,574	11,946	16,005,703	22,647	32,036,635	47,456
France	MT	259,063	201	182,601	275	759,474	743
Netherlands	MT	3,035,516	3,944	532,170	3,434	742,795	1,317
Belgium	MT	323,690	961	632,167	2,122	364,689	504
Germany	MT	1,486,464	1,681	417,329	1,771	305,679	221
United States	MT	0	0	0	0	134,730	216

Source: GTA/HM Customs

Pears – UK Imports and Exports

United Kingdom (Customs) Import Statistics							
Commodity: 080820, Pears, Fresh							
Marketing Year Beginning: July							
Country	Unit	2004		2005		2006	
		USD	Quantity	USD	Quantity	USD	Quantity
World	MT	159,167,702	149,435	154,223,214	139,371	151,265,763	126,987
EU 27	MT	123,237,119	113,674	121,976,424	105,616	114,034,164	93,467
Third Countries	MT	35,930,583	35,761	32,246,790	33,755	37,231,599	33,520
Netherlands	MT	62,934,982	55,140	59,649,174	48,457	45,008,173	35,893
South Africa	MT	28,540,898	27,795	25,822,107	26,372	28,541,695	25,016
Belgium	MT	21,442,309	18,943	29,192,774	25,123	25,576,766	22,261
Italy	MT	16,327,746	16,292	15,015,927	14,723	17,776,534	13,559
Portugal	MT	11,409,234	13,948	7,707,547	8,322	14,124,490	13,478
Argentina	MT	2,698,835	3,023	2,292,198	2,744	4,127,464	3,901
France	MT	3,701,047	3,427	2,275,693	1,863	3,542,341	2,440
Spain	MT	3,239,789	2,672	3,124,625	2,815	3,239,165	2,657
Germany	MT	3,819,333	3,038	4,189,625	3,173	3,184,740	2,067
New Zealand	MT	1,262,696	1,046	1,196,307	1,005	1,715,799	1,373
China	MT	1,961,535	2,476	1,432,333	2,206	1,589,022	2,268
Ireland	MT	325,102	174	672,270	956	1,468,298	1,012
United States	MT	450,315	426	761,139	717	443,315	338
Others	MT	1,053,881	1,035	891,495	895	927,961	724

United Kingdom (Customs) Export Statistics							
Commodity: 080820, Pears, Fresh							
Marketing Year Beginning: July							
Partner Country	Unit	2004		2005		2006	
		USD	Quantity	USD	Quantity	USD	Quantity
World	MT	2495682	2018	3071963	2919	3201351	4262
EU 27	MT	2495682	2018	3071963	2919	3201351	4262
Third Countries	MT	0	0	0	0	0	0
Ireland	MT	2043633	1542	2650581	1912	2320787	1619
Netherlands	MT	251223	245	286603	880	389040	2203
Spain	MT	0	0	2756	4	154853	134
Belgium	MT	78072	75	103054	103	119448	133
Germany	MT	81758	133	28380	20	109113	67
France	MT	271	0	588	0	108002	107

Source: GTA/HM Customs

Apple Prices

Prices Table

Country
Commodity

United
Kingdom

Apples, Fresh

Prices in

USD

per uom

MT

Year	2005	2006	% Change
Jan	1172	710	-39%
Feb	1170	916	-22%
Mar	1120	978	-13%
Apr	1112	1053	-5%
May	1180	1112	-6%
Jun	1055	1173	11%
Jul	1090	1176	8%
Aug	889	1109	25%
Sep	916	1089	19%
Oct	922	1113	21%
Nov	973	1105	14%
Dec	704	1136	61%

Exchange Rate	0.49	Local Currency/US \$
Date of Quote	12/07/07	MM/DD/YYYY

Source: GTA

Examples of UK Wholesale Prices for Apples				
Date	Country of Origin	Variety	Weight	Median Price in BPS
March 16, 2007	USA	Empire	18/19kg	14.00
April 13, 2007	USA	Empire	13kg	9.65
May 11, 2007	USA	Red Delicious	13kg	14.75
June 8, 2007	USA	Red Delicious	18kg	14.75
June 15, 2007	USA	Red Delicious	18kg	15.00
July 13, 2007	USA	Granny Smith	13kg	7.75
August 17, 2007	USA	Red Delicious	12kg	14.00
September 14, 2007	USA	Red Delicious	13kg	14.25

Source: Fresh Produce Journal

Pear Prices

Prices Table

Country United Kingdom
Commodity Pears, Fresh
 Prices in per uom

Year	2005	2006	% Change
Jan	1096	1045	-5%
Feb	1097	1190	8%
Mar	1019	1070	5%
Apr	1107	1100	-1%
May	1124	1091	-3%
Jun	1199	1327	11%
Jul	1160	1472	27%
Aug	1076	1330	24%
Sep	966	1137	18%
Oct	1050	1125	7%
Nov	1075	1167	9%
Dec	1035	1233	19%

Exchange Rate Local Currency/US \$
 Date of Quote MM/DD/YYYY

Source: GTA

Examples of UK Wholesale Prices for Pears

Date	Country of Origin	Variety	Weight	Median Price in BPS
March 16, 2007	Argentina	Williams	18kg	10.20
April 13, 2007	South Africa	Williams	12.5kg	7.00
June 8, 2007	South Africa	Packham	12.5kg	10.00
May 11, 2007	Netherlands	Conference	12kg	8.00
June 15, 2007	South Africa	Forelle	12.5kg	10.25
July 13, 2007	Netherlands	Conference	12kg	7.00
August 17, 2007	South Africa	Packham	12.5kg	8.00
September 14, 2007	France	Williams	13kg	7.00

Source: Fresh Produce Journal

Exchange Rate

US Dollar to British Pound Currency Exchange Rate
Past Trend, Present Value & Future Projection

