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Voluntary - Public

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Honduras

Post: Tegucigalpa

APPLE REPORT

Report Categories:

Fresh Deciduous Fruit

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Report Highlights:

The United States is the major supplier of apples in Honduras. In 2008 the value of U.S. apple exports to Honduras was US\$7.5 million. Chile and the Central American countries are the main competitors to the United States for the Honduran imported apple market.

General Information:

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Executive Summary

The Honduran market has experienced growth over the past three years, increasing its importation of apples from USD\$9.5 in 2006 to USD\$10.9 in 2007 and USD\$11.8 in 2008.

The United States is the major supplier of apples to Honduras, enjoying a reputation for high quality and having a high level of acceptance. In 2008, the value of U.S. apple exports to Honduras was US\$7.5 million, with Chile being the second largest exporter of apples to Honduras at a value of US\$3.5 million.

The close proximity of the United States is an advantage for Honduran importers. Containerized cargo from gateway cities can be transported to Honduras in two to three days, with the lowest logistical costs in the region. Honduras also serves as a distribution platform for the rest of Central America.

Production/Consumption/Trade

Honduras has no local apple production.

The consumption of fruits is on the rise in Honduras, representing a strong opportunity for U.S. exporters. Domestic apple consumption primarily consists of imports from the United States and from Chile. Consumers strongly prefer U.S. products for their high quality, and importers prefer trading with United States due to the reliability of their exporters. Honduran consumers prefer the following apple varieties: Red Delicious, Gala, Granny Smith, Golden Delicious, and Fuji. Apples are available all-year round, since supermarkets can import them from the United States or Chile. The peak season for apples sales continues to be during the Christmas holidays (November and December), when over 50 percent of the yearly sales happen.

Generally, in Central America, two or three importers dominate the market. These importers sell to retailers and wholesalers. The wholesale markets then sell their apples to street vendors. Retailers sell approximately 70 percent of U.S. apples; street vendors sell the other 30 percent.

Marketing

United States exporters enjoy an enviable position in the Honduran market. The implementation of the 2006 Central American Free Trade Agreement (CAFTA-DR) enhanced this position. Under the CAFTA-DR agreement, U.S. apple exports to Honduras have a duty free quota. This agreement gave U.S. apples a more competitive position against Chilean apples.

In order to obtain an import permit, all importers of food products must submit the following documents to the National Service of Plant and Animal Health (SENASA):

- Phyto or Zoo-Sanitary Certificate
- Certificate of Origin
- Pro-Forma Invoice

The above listed documents should be legible and list the same quantities. The documents will also need a description, the defined origin, and the point of departure in the United States. The permit is requested when the importer has complied with the procedures to obtain the Sanitary Registration number from the Ministry of Health.

The requirements and import permit application forms are found at: <http://www.senasa-sag.gob.hn> The SENASA import permit is valid for only one shipment. If the permit is not used within 30 days of date issued, the importer requests SENASA to renew the import permit. The process is said to take 72 hours if all the documents are complete.

SENASA requests that the sanitary or phyto-sanitary certificate be issued by the federal government inspection authority that is responsible for inspections where the product was produced or processed. For the United States this is the Food Safety and Inspection Service (FSIS), Animal and Plant Health Inspection Service (APHIS) or Food and Drug Administration (FDA). A Free Sale Certificate issued by a U.S. state, a Department of Health authority, or a Chamber of Commerce is accepted for other types of processed products. SENASA does not accept documents from commercial trading companies.

The above-mentioned documents certify the inspections conducted by federal or state authorities. Under CAFTA-DR, Honduras recognized the U.S. inspection services as equivalent to the Honduras inspection service. This equivalence eliminates the requirement of a pre-certification of the U.S. exporter's facilities.

For additional information on import requirements please refer to the FAIRS Country Report HO9008.

Production, Supply and Demand Data Statistics:

Apples, Fresh Honduras Market Begin Year	2007 2007/2008 Jul-07	2008 2008/2009 Jul-08	2009 2009/2010 Jul-09
Area Planted	0	0	0
Area Harvested	0	0	0
Bearing Trees	0	0	0
Total Trees	0	0	0
Commercial Production	0	0	0
Non-Comm. Production	0	0	0
Production	0	0	0
Imports	10512	10380	9374
Total Supply	10512	10380	9374
Fresh Dom. Consumption	10512	10380	9374
Exports, Fresh	0	0	0
For Processing	0	0	0

Withdrawal From Market	0	0	0
Total Distribution	0	0	0
	0	0	0

Source: National Institute of Statistics, Honduras