## Report Name: Fresh Deciduous Fruit Annual

Country: New Zealand
Post: Wellington
Report Category: Fresh Deciduous Fruit

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## Report Highlights:

Apple production and exports continue to increase in New Zealand. Apple exports are forecast to be up four percent at 405,000 metric tons in 2019/2020, following a six percent increase in 2018/2019. New plantings of deciduous fruit trees continue to expand the total planted area by three to four percent per year.

## Executive Summary

Apple production area in New Zealand is continuing to expand. For 2019/2020, harvested area is forecast at 10,180 hectares (ha), a nearly four percent increase over 2018/2019. However, the rationale behind further increases in planted and harvested area may be weakening. Previously, orchard expansion was driven by good market prices and the expectation of better productivity and higher prices from intensive plantings of new high-color and sweeter varieties. However, now constraints include the severe shortage of suitable land with water availability in the largest apple region, Hawkes Bay, and new environmental regulations being proposed that are likely to increase operating costs and may restrict land-use change rights over the whole country.

FAS/Wellington is forecasting 2019/2020 apple production at 598,000 metric tons (MT), 3.7 percent greater than 2018/2019. Primarily the increase is due to the expanded harvested area. However, production prospects are likely to be tempered by a few factors including: lower yields likely from the younger first harvest trees; an already anticipated harvest labor shortage; and the late removal of Braeburn trees following the very poor export prices achieved in 2018/2019.

Total apple production for 2018/2019 is now estimated at $576,850 \mathrm{MT}$, virtually the same as 2017/2018. This three percent upward revision is a reversal of the previous estimate, because previously it was thought the smaller fruit sizes during the early harvest period signaled that the total production would be down. However, this did not come to pass, and fruit sizes and quality improved as the harvest progressed.

Apple exports for 2019/2020 are forecast at 405,000 MT, which represents a four percent increase over 2018/2019. Over two-thirds of apples produced in New Zealand are exported as fresh apples, with shipments increasingly going to Asian markets.

Because of the greater production volume and higher percentage of apples that are export-quality, 2018/2019 apple exports are now estimated at 391,000 MT, which would be a six percent increase on 2017/2018

The 2018/2019 processing volume, however, is now estimated at $113,000 \mathrm{MT}, 15$ percent less than $2017 / 2018$ because of the increased export percentage and apple quality. Domestic consumption of apples is expected to be stable at 73,000 MT for both 2019/2020 and 2018/19.

For 2019/2020, pear production is forecast at 14,000 MT, a six percent increase on 2018/2019 due to higher harvested area. This should mean pear exports will rise and are forecast at 4,500 MT for 2019/2020, a 13 percent increase. Pear production for 2018/19 is estimated at 13,200 MT, four percent less than 2017/2018. Pear exports for 2018/19 are now estimated at 4,000 MT, 17 percent less than 2017/2018.

Note1: The Marketing Year is from Jan 1 to Dec 31, so MY 2019/2020 will be shown as 2019/2020 and refers to Jan 1, 2020 to Dec 31, 2020 in the text to conform to Northern Hemisphere country marketing years. Note2: A TCE stands for Tray Carton Equivalent and is 18.0 kilograms of fruit. FOB stands for Free-On-Board which denotes the value of a product once it is loaded on board ship ready for departure.

## Apples

## Planted and Harvested Area

Apple harvested area in New Zealand in 2019/2020 is forecast by FAS/Wellington at 10,180 ha, a 3.5 percent increase over 2018/2019. This follows a similar increase of four percent in area in 2018/19.

Planting of new areas has continued in 2019 but there are signs that this may slow down over the next two to three years. Despite this, there is expected to be strong redevelopment and replanting of existing apple blocks because of a few key factors:
$>$ The drive to quickly reduce the Braeburn variety area after the poor returns in 2018/2019 year. Even though the Braeburn variety is a relatively high yielding tree the level of income needed to breakeven financially was not achieved by many growers.
$>$ Some of the larger fruit businesses and other growers are starting to consider investing back into their existing businesses more rather than expanding their orchard areas with new plantings.

There is also a continued push to more intensive growing systems to boost yields from the average $60 \mathrm{MT} / \mathrm{ha}$ now from the larger woody trees to $80-100 \mathrm{MT} /$ ha levels that can be achieved from smaller, more densely planted trees. There are a range of systems being tried such as: Vee trellis with up to 11,000 trees per hectare; 2D growing format specially set up for robotic harvesting; and twin stem training utilizing post and wire supporting structures. Potentially some of the systems have the potential for apple yields of $150 \mathrm{MT} / \mathrm{ha}$. The varieties being planted at the moment include: Pacific Queen, Jugala (a Royal Gala type); Dazzle (a large red sweet apple); Rockit (a small snack apple sold in clear tubes of five apples); Kanzi; Ambrosia; Sweetango; and Posy. One of the factors which is exacerbating the harvest labor shortage is the number of the newly planted varieties which have a mid-season harvest maturity timing, as opposed to the more even spread of harvest dates for the older varieties.

Even if the area expansion of new plantings slows down, production is still expected to see a boost for the next several years as past plantings begin to produce and achieve marketable yields.

The factors mitigating future growth in planted area include:
$>$ There is insufficient labor, especially at harvest. The shortage of labor now appears structural with the only short-term solution being the use of more short-term immigration from the Pacific islands. However, the Government is not keen to allow in the numbers of people the horticultural sector has expressed it needs. In the medium to long term, harvest mechanization such as the use of picking platforms and ultimately robotic harvesting will be solutions to this issue.
> Reportedly, banks in some instances are making confirmation of a labor supply a condition of lending for green-field orchard development.
$>$ New orchard developments are now only able to go ahead in the Hawkes Bay (which represents 61 percent of the total apple area) and Gisborne regions if they have surety of a water supply for irrigation. Water availability is now severely limited with nearly all water sources fully allocated in these regions. There are no community or regional water storage projects on the drawing boards in Hawkes Bay or Gisborne. Private water storage schemes of limited size may still get approved.
> Compounding this are proposals by the Government for new environmental regulations which will further complicate water availability. The water quality proposals may restrict land-use change in horticultural areas. In addition, the greenhouse gas emissions regulatory changes are likely to, at the very least, increase grower costs.

The harvested area in 2018/2019 is estimated at 9,835 ha, up four percent on 2017/2018.

## Table 1

| Deciduous Fruit Plantings in New Zealand by Variety (in Hectares) |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Calendar Year of Harvest | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | $\begin{gathered} \hline 2018 \\ \text { est. } \end{gathered}$ |
| Braeburn | 2034 | 1,869 | 1740 | 1589 | 1504 | 1381 | 1352 | 1303 | 1239 | 1199 |
| Cox | 281 | 248 | 236 | 203 | 178 | 150 | 134 | 121 | 111 | 101 |
| Cripps Pink/Pink Lady | 353 | 397 | 434 | 446 | 459 | 443 | 461 | 523 | 562 | 606 |
| Envy |  | 88 | 174 | 272 | 285 | 315 | 346 | 416 | 544 | 610 |
| Fuji | 899 | 931 | 970 | 934 | 906 | 832 | 837 | 858 | 831 | 854 |
| Granny Smith | 282 | 267 | 256 | 256 | 246 | 240 | 219 | 233 | 231 | 247 |
| Jazz | 917 | 977 | 983 | 943 | 905 | 869 | 855 | 825 | 821 | 807 |
| Pacific Beauty | 149 | 135 | 127 | 120 | 113 | 92 | 84 | 83 | 71 | 56 |
| Pacific Queen | 220 | 263 | 291 | 351 | 456 | 622 | 730 | 827 | 878 | 880 |
| Pacific Rose | 424 | 416 | 399 | 396 | 390 | 379 | 364 | 365 | 342 | 321 |
| Pacific series SubTotal | 793 | 814 | 817 | 867 | 959 | 1,093 | 1,178 | 1,275 | 1,291 | 1,257 |
| Royal Gala \& sports | 2538 | 2,417 | 2423 | 2369 | 2386 | 2337 | 2410 | 2549 | 2604 | 2708 |
| Other Varieties | 389 | 421 | 376 | 385 | 484 | 709 | 790 | 707 | 930 | 1060 |
| Total Apple Area | 8,486 | 8,429 | 8,409 | 8,264 | 8,312 | 8,369 | 8,582 | 8,810 | 9,164 | 9,449 |
| Total Pear Area | 412 | 429 | 473 | 441 | 448 | 403 | 407 | 403 | 371 | 361 |
| Unregistered area |  |  |  |  |  | 383 | 320 | 413 | 465 | 495 |
| Total | 8,898 | 8,858 | 8,882 | 8,705 | 8,760 | 9,155 | 9,309 | 9,626 | 10,000 | 10,305 |
| Braeburn as \% of Apple Area | 24.0\% | 22.2\% | 20.7\% | 19.2\% | 18.1\% | 16.5\% | 15.8\% | 14.8\% | 13.5\% | 12.7\% |
| Royal Gala as \% of Apple Area | 29.9\% | 28.7\% | 28.8\% | 28.7\% | 28.7\% | 27.9\% | 28.1\% | 28.9\% | 28.4\% | 28.7\% |

Source: A\&PNZI Survey

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## Production

## 2019/2020

Total apple production is forecast at 598,000 MT, 3.7 percent greater than 2018/2019. This is primarily the result of the increased harvested area. The extra harvested area comes from new plantings over the last three to four years coming into production.

There was widespread hail early in October 2019 in the largest growing area, Hawkes Bay. However, the extent of any damage to potential yield is not known yet. Reportedly industry participants are not unduly concerned.

The average production yield per hectare is forecast at $58.7 \mathrm{MT} /$ hectare, which is the same as 2018/2019. While nationally the status quo yield is put at $60 \mathrm{MT} / \mathrm{ha}$, there are a few negative factors which may pull the national average yield below that:
$>$ The very poor financial returns for Braeburn variety sales in 2018/2019 are likely to hasten the removal of this variety. Whether the removal of trees in the winter of 2019 will reduce the anticipated increase in harvested area is not yet known.
$>$ There is a significant area of young trees coming into production and while their mature production is likely to be well in excess of $60 \mathrm{MT} / \mathrm{ha}$, for the first one or two production years it is not likely to exceed $60 \mathrm{MT} / \mathrm{ha}$.
$>$ The difficulty in sourcing adequate harvest labor may well impact total production if apples are left on trees or picking standards are not as good as they have been over the last few years.

## 2018/2019

The 2018/2019 apple harvest estimate has been revised up to 577,000 MT, nearly the same as 2017/2018, but a three percent upward revision on the previous estimate. Reasons behind this increase include:
$>$ There was reduced average fruit size for the early fruit harvested, and expectations were that this would continue and reduce the overall fruit volume. However, as the harvest progressed fruit size improved.
$>$ Fruit was of good quality with high color (i.e. deep red skin color) and the proportion of exportquality fruit was better than last year.
$>$ New plantings of the last two to three years coming into production increased the harvest area.
$>$ The main growing area of Hawkes Bay was very wet in August 2018, which meant the orchards went into the growing season with good soil moisture at full water-holding capacity. This helped minimize
the amount of irrigation needed during the growing season.
> July to September 2018 was colder than normal, which prevented early budding and became the basis for good flowering and fruit set levels.
> Warm temperatures during January 2019 helped fruit mature well and aided color development.

## Production, Supply, and Distribution Table

Table 2

| Apples, Fresh Market Begin Year New Zealand | 2017/2018 |  | 2018/2019 |  | 2019/2020 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Jan 2018 |  | Jan 2019 |  | Jan 2020 |  |
|  | USDA Official | New Post | USDA Official | New Post | USDA Official | New Post |
| Area Planted | 9925 | 9925 | 10315 | 10315 | 0 | 10725 |
| Area Harvested | 9450 | 9450 | 9835 | 9835 | 0 | 10180 |
| Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Non-Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Commercial Production | 572500 | 572500 | 558000 | 573850 | 0 | 595000 |
| Non-Comm. Production | 3000 | 3000 | 3000 | 3000 | 0 | 3000 |
| Production | 575500 | 575500 | 561000 | 576850 | 0 | 598000 |
| Imports | 200 | 164 | 300 | 150 | 0 | 150 |
| Total Supply | 575700 | 575664 | 561300 | 577000 | 0 | 598150 |
| Fresh Dom. Consumption | 73525 | 73500 | 71300 | 73000 | 0 | 73150 |
| Exports | 369400 | 369389 | 370000 | 391000 | 0 | 405000 |
| For Processing | 132775 | 132775 | 120000 | 113000 | 0 | 120000 |
| Withdrawal From Market | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Distribution | 575700 | 575664 | 561300 | 577000 | 0 | 598150 |
|  |  |  |  |  |  |  |

Note: Data included in this report is not official USDA data. Official data can be found at http://www.fas.usda.gov/psd

## Consumption

FAS/Wellington forecasts apple consumption in 2019/2020 to be $73,150 \mathrm{MT}$, essentially the same as the 2018/2019 total. New Zealand has a relatively mature level of per capita apple consumption which uses approximately only 12 percent of the total crop produced.

## Processing

The 2019/2020 apple processing volume is forecast at $120,000 \mathrm{MT}$, which will be six percent up on 2018/2019. As the total production increases it is likely the tonnage going to processing will increase commensurately. Reportedly some blocks of Braeburn apples will be managed solely for processing this year, in order to keep costs down and not endure another year of very low export prices. A range of apple products are produced such as juice, juice concentrates, diced and sliced apples, apple puree, and apple paste. The major products exported are apple juice products with approximately five million liters being exported in 2017/2018.

The 2018/2019 apple processing volume is now estimated at $113,000 \mathrm{MT}$, 15 percent lower than the previous year. Even though total apple production is estimated to be greater, the higher proportion of exportquality fruit should have reduced the volume being sent to processing.

## Trade

## Exports

## 2019/2020

Based on the expected increased apple production and assuming a similar proportion of the crop graded export-quality, FAS/Wellington is forecasting 405,000 MT of exports in 2019/2020. This represents a four percent increase over 2018/2019.

Industry sources do not expect another increase in volume shipped to China of the magnitude experienced in 2018/2019. It is more likely that if the Chinese domestic crop is back to normal, the volume shipped there may stabilize or even decline. Exporters are hoping markets in the European Union will be stronger in 2019/2020 and will take more fruit at higher prices in order to maintain overall average prices.

## 2018/2019

FAS/Wellington now estimates 2018/2019 apple exports at $391,000 \mathrm{MT}$, which would be six percent greater than 2017/2018, and a six percent upward revision on the previous forecast. Primarily the smaller fruit size that was observed at the onset of the harvest and was forecast would negatively affect final export volumes did not continue as the harvest progressed. Generally, fruit quality was better than the previous year and fruit color was very good. This meant the proportion of the total production graded export-quality increased from 64 percent in 2017/2018 to approximately 68 percent in 2018/2019.


Source: Trade Data Monitor LLB

Once again in 2018/2019 Asian markets are showing positive demand growth. The severe frost damage which reduced the Chinese domestic crop significantly has supercharged demand for apple imports into China with volumes exported from New Zealand up 107 percent in January-August compared to the same period last year. Reportedly the lack of Chinese apple availability in other Asian markets also helped boost demand for New Zealand apples. To other Asian markets (excluding China and Hong Kong) for the year to date (January - August) there has been a 25 percent increase in volumes exported from New Zealand.

Table 3

| New Zealand Export Statistics for Fresh Apples |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Year To Date: January - August |  |  |  |  |  |  |  |
| Partner | quantity (MT) |  |  | Market Share (\%) |  |  | $\begin{gathered} \% \Delta \\ 2019 / 18 \end{gathered}$ |
|  | 2017 | 2018 | 2019 | 2017 | 2018 | 2019 |  |
| China | 16,544 | 21,528 | 44,617 | 5 | 6.04 | 11.71 | 107.25 |
| United Kingdom | 49,237 | 44,117 | 43,811 | 14.88 | 12.38 | 11.50 | -0.69 |
| United States | 38,080 | 40,420 | 33,905 | 11.51 | 11.34 | 8.90 | -16.12 |
| Thailand | 20,409 | 15,996 | 30,359 | 6.17 | 4.49 | 7.97 | 89.79 |
| Germany | 18,147 | 30,808 | 24,483 | 5.48 | 8.65 | 6.43 | -20.53 |
| Vietnam | 12,120 | 16,205 | 24,259 | 3.66 | 4.55 | 6.37 | 49.70 |
| Taiwan | 23,346 | 22,378 | 20,897 | 7.06 | 6.28 | 5.49 | -6.62 |
| Netherlands | 30,995 | 29,100 | 20,127 | 9.37 | 8.17 | 5.28 | -30.84 |
| Hong Kong | 12,245 | 12,650 | 18,209 | 3.70 | 3.55 | 4.78 | 43.95 |
| India | 9,419 | 25,787 | 16,714 | 2.85 | 7.24 | 4.39 | -35.19 |
| Rest of the World | 100,339 | 97,373 | 103,574 | 30.32 | 27.32 | 27.19 | 6.37 |
| World Total | 330,881 | 356,362 | 380,955 | 100 | 100 | 100 | 6.90 |

In regard to trade to the European Union, after a good year into continental Europe in 2017/2018, New Zealand apple volumes are down by 24 percent for the January to August period in 2018/2019 compared with 2017/2018. One of the reasons for this decline is that prices into many Asian markets for varieties such as Pink Lady and Jazz have been more attractive than to the European Union. The other major variety exported to the European Union is Braeburn apples, and at least 66 percent of the Braeburn apples exported go to this market. Plentiful supplies of fruit in the European Union crashed the market for the Braeburn variety especially with actual prices down by an estimated 30 to 40 percent compared with 2017/2018.

In the past 15 years there has been a dramatic shift of New Zealand apple exports away from the European Union and towards Asian markets (see charts below). This shift began after the apple industry was deregulated and modern sweeter, highly colored apples began to be planted.

Table 4


Source: Trade Data Monitor LLB
Table 5


Source: Trade Data Monitor LLB

Table 6

| New Zealand Export Statistics for Fresh Apples |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Calendar Year: 2016-2018 |  |  |  |  |  |  |  |
| Partner Country | Quantity |  |  | \% Share |  |  | $\begin{gathered} \text { \% Change } \\ \text { 2018/2017 } \end{gathered}$ |
|  | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |  |
| Total for EU | 75,040 | 78,310 | 96,280 | 21.63 | 22.70 | 26.06 | 22.95 |
| United Kingdom | 42,925 | 49,237 | 44,665 | 12.37 | 14.27 | 12.09 | -9.29 |
| United States | 48,625 | 38,220 | 40,462 | 14.02 | 11.08 | 10.95 | 5.87 |
| India | 13,253 | 9,667 | 25,787 | 3.82 | 2.80 | 6.98 | 166.75 |
| Taiwan | 32,183 | 23,673 | 22,437 | 9.28 | 6.86 | 6.07 | -5.22 |
| China | 17,491 | 16,586 | 22,171 | 5.04 | 4.81 | 6.00 | 33.68 |
| Thailand | 24,889 | 23,605 | 18,654 | 7.17 | 6.84 | 5.05 | - 20.97 |
| Vietnam | 8,316 | 13,311 | 18,149 | 2.40 | 3.86 | 4.91 | 36.35 |
| United Arab Emirates | 17,785 | 18,178 | 15,424 | 5.13 | 5.27 | 4.18 | - 15.15 |
| Hong Kong | 10,183 | 13,416 | 14,074 | 2.94 | 3.89 | 3.81 | 4.91 |
| Rest of the World | 56,223 | 60,727 | 51,286 | 16.21 | 17.61 | 13.88 | -15.55 |
| World Total | 346,913 | 344,930 | 369,389 | 100.00 | 100.00 | 100.00 | 7.09 |

## Imports

New Zealand only imports very limited quantities of apples and FAS/Wellington is forecasting imports to be stable. With a bigger crop forecast for 2019/2020 it is not likely imports will increase. 2018/19 imports are estimated at only 150 MT, nine percent down on 2017/2018.

Table 7

| New Zealand Import Statistics for Fresh Apples |  |  |  |
| :--- | ---: | ---: | ---: |
| Calendar Year: 2016 - $\mathbf{2}$ Partner Country | Quantity (MT) |  |  |
|  | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 7}$ | $\mathbf{2 0 1 8}$ |
|  | 281 | 414 | 152 |
| Poland | 0 | 0 | 12 |
| New Zealand (customs re-entry) | 42 | 43 | 0 |
| Italy | 0 | 25 | 0 |
| World Total | $\mathbf{3 2 3}$ | $\mathbf{4 8 2}$ | $\mathbf{1 6 4}$ |
|  |  |  |  |

## Market Access

The New Zealand deciduous fruit sector currently has no major problems with market access, however, it has been reported that port holdups, labeling issues, increased complexity of phyto-sanitary requirements and political issues are on the rise in some export markets.

## Trade Policy Update

## CPTPP

The CPTTP Agreement includes eleven countries: New Zealand, Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, Peru, Singapore, and Vietnam. On December 30, 2018, the CPTPP came into force for the seven countries that ratified it (i.e., New Zealand, Australia, Canada, Japan, Mexico, Singapore, and Vietnam. The remaining countries have yet to ratify the treaty.

For New Zealand apple exporters, the progressive tariff reductions into Japan are seen as a key factor that should lead to increased sales (see chart below). In 2016/2017, 3,624 MT of New Zealand apples were shipped to Japan, up from 1,440 MT the year before. For 2017/2018, 3,379 MT was shipped. For the year-to-date $2018 / 2019,4,719$ MT have been shipped, a 40 percent increase on the previous year total.

## Table 8

## NZ apple exports to Japan Tariff Reductions

| Year | Y0 | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Y11 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Tariff | $17.0 \%$ | $12.7 \%$ | $11.4 \%$ | $10.2 \%$ | $8.9 \%$ | $7.6 \%$ | $6.3 \%$ | $5.1 \%$ | $3.8 \%$ | $2.5 \%$ | $1.2 \%$ | $0.0 \%$ |

Under CPTPP, tariffs on New Zealand apples to Japan will be reduced by 5.6 percent to 11.4 percent in 2019. Mexico's tariffs are expected to decline to zero by year 11 and should stimulate new trade. For the year-to date 2018/2019, 373 MT have been shipped to Mexico compared with 21 MT for the prior comparable period.

## Pears

## Planted and Harvested Area

Industry sources indicate the downward trend in pear area observed since 2011 has bottomed out and some expansion is beginning. FAS/Wellington forecasts the 2019/2020 harvested area at 375 ha, up four percent on the previous year. Reportedly the rate of tree replacement and the amount of new plantings of varieties such as Piqa Boo is more than offsetting complete tree removal and changes to apple production. The harvested area for 2018/2019 is now estimated at 360 ha, three percent less than 2017/2018.

## Production

## 2019/2020

For 2019/2020 FAS/Wellington is forecasting total pear production at $14,000 \mathrm{MT}$, which is a six percent lift over 2018/2019. The increase is put down to the anticipated harvested area increase.

## 2018/2019

FAS/Wellington estimates 2018/19 pear production at 13,200 MT, four percent less than 2017/2018

## Production, Supply, and Distribution Table

Table 9

| Pears, Fresh Market Begin Year New Zealand | 2017/2018 |  | 2018/2019 |  | 2019/2020 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Jan 2018 |  | Jan 2019 |  | Jan 2020 |  |
|  | USDA Official | New Post | USDA Official | New Post | USDA Official | New Post |
| Area Planted | 395 | 395 | 375 | 375 | 0 | 390 |
| Area Harvested | 375 | 370 | 355 | 360 | 0 | 375 |
| Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Non-Bearing Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Trees | 0 | 0 | 0 | 0 | 0 | 0 |
| Commercial Production | 13612 | 13612 | 12000 | 13000 | 0 | 13800 |
| Non-Comm. Production | 200 | 200 | 0 | 200 | 0 | 200 |
| Production | 13812 | 13812 | 12000 | 13200 | 0 | 14000 |
| Imports | 3700 | 3650 | 4500 | 3350 | 0 | 3250 |
| Total Supply | 17512 | 17462 | 16500 | 16550 | 0 | 17250 |
| Fresh Dom. Consumption | 10812 | 10750 | 10700 | 10750 | 0 | 10750 |
| Exports | 4800 | 4812 | 4000 | 4000 | 0 | 4500 |
| For Processing | 1900 | 1900 | 1800 | 1800 | 0 | 2000 |
| Withdrawal From Market | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Distribution | 17512 | 17462 | 16500 | 16550 | 0 | 17250 |
|  |  |  |  |  |  |  |
| (HA), (1000 TREES), (MT) |  |  |  |  |  |  |

Note: Data included in this report is not official USDA data. Official data can be found at http://www.fas.usda.gov/psd

## Consumption

Pear consumption for 2019/2020 is expected to remain the stable at 10,750 MT.

## Processing

With the anticipated increased production in 2019/2020 it is forecast there will be an increase to 2,000 MT of pears processed, an 11 percent gain. Pear processing in 2018/2019 is estimated at $1,800 \mathrm{MT}$, a 100 MT or five percent decrease from 2017/2018.

## Trade

## Exports

## 2019/2020

For 2019/2020 FAS/Wellington is forecasting exports at 4,500 MT up 13 percent on 2018/2019 because of the increased production resulting from new plantings coming into production.

Table 10

| New Zealand Export Statistics for Fresh Pears |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Year To Date: January - August |  |  |  |  |  |  |  |
| Partner | Quantity (MT) |  |  | Market Share (\%) |  |  | $\begin{gathered} \hline \% \Delta \\ 2019 / 18 \end{gathered}$ |
|  | 2017 | 2018 | 2019 | 2017 | 2018 | 2019 |  |
| Taiwan | 1,226 | 1,865 | 1,540 | 33.32 | 39.75 | 40.33 | -17.43 |
| United States | 1,072 | 1,264 | 673 | 29.13 | 26.95 | 17.64 | -46.72 |
| China | 326 | 497 | 648 | 8.86 | 10.59 | 16.98 | 30.43 |
| United Kingdom | 282 | 236 | 193 | 7.67 | 5.02 | 5.05 | -18.24 |
| Fiji | 81 | 127 | 167 | 2.20 | 2.70 | 4.39 | 32.04 |
| Canada | 105 | 122 | 137 | 2.85 | 2.59 | 3.58 | 12.47 |
| Singapore | 117 | 50 | 72 | 3.19 | 1.07 | 1.90 | 44.08 |
| French Polynesia | 68 | 48 | 71 | 1.84 | 1.02 | 1.86 | 48.64 |
| Tonga | 83 | 71 | 68 | 2.25 | 1.52 | 1.78 | -4.90 |
| Hong Kong | 69 | 33 | 58 | 1.87 | 0.71 | 1.53 | 74.76 |
| Rest of world | 250 | 378 | 191 | 6.80 | 8.06 | 5.00 | -49.47 |
| World Total | 3,679 | 4,691 | 3,818 | 100 | 100 | 100 | -18.62 |

Source: Trade Data Monitor LLB
Table 11

| New Zealand Export Statistics For Fresh Pears |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Calendar Year: 2016-2018 |  |  |  |  |  |  |  |
| Partner Country | Quantity (MT) |  |  | \% Share |  |  | $\begin{gathered} \hline \text { \% Change } \\ \text { 2018/2017 } \\ \hline \end{gathered}$ |
|  | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |  |
| Taiwan | 1662 | 1226 | 1865 | 36.04 | 32.38 | 38.75 | 52.11 |
| United States | 1121 | 1072 | 1264 | 24.32 | 28.31 | 26.27 | 17.95 |
| China | 45 | 326 | 497 | 0.97 | 8.62 | 10.33 | 52.37 |
| United Kingdom | 280 | 282 | 236 | 6.06 | 7.45 | 4.90 | - 16.49 |
| Total for EU | 239 | 184 | 231 | 5.18 | 4.86 | 4.80 | 25.54 |
| Fiji | 251 | 101 | 137 | 5.45 | 2.66 | 2.86 | 36.61 |
| Canada | 112 | 105 | 122 | 2.44 | 2.77 | 2.53 | 16.17 |
| Tonga | 84 | 122 | 106 | 1.82 | 3.23 | 2.20 | -13.54 |
| French Polynesia | 93 | 83 | 68 | 2.03 | 2.20 | 1.41 | - 18.43 |
| Singapore | 103 | 117 | 50 | 2.22 | 3.10 | 1.04 | - 57.17 |
| Rest of world | 622 | 167 | 236 | 13.49 | 4.41 | 4.90 | 41.32 |
| World Total | 4612 | 3785 | 4812 | 100.00 | 100.00 | 100.00 | 27.12 |

Based on the pace of exporting for the year-to-date, pear exports for 2018/2019 are expected to reach 4,000 MT, 17 percent less than 2017/2018 because of reduced total production.

## Imports

Table 12

| New Zealand Import Statistics for Pears |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Year to Date: January - August |  |  |  |  |  |  |  |
| Partner | Quantity (MT) |  |  | Market Share (\%) |  |  | $\begin{gathered} \% \Delta \\ 2019 / 18 \end{gathered}$ |
|  | 2017 | 2018 | 2019 | 2017 | 2018 | 2019 |  |
| Australia | 1,427 | 1,301 | 1,040 | 80.51 | 81.99 | 86.51 | -20.09 |
| China | 234 | 154 | 150 | 13.22 | 9.70 | 12.50 | -2.46 |
| South Korea | 16 | 6 | 12 | 0.90 | 0.38 | 1 | 99.73 |
| United States | 95 | 126 | 0 | 5.37 | 7.93 | 0 | -100 |
| World Total | 1,772 | 1,587 | 1,202 | 100 | 100 | 100 | -24.26 |

For 2019/2020, FAS/Wellington is forecasting pear imports at 3,250 MT, three percent below 2018/2019. As new plantings of pears come to fruition the total domestic supply will increase, which will squeeze the window of opportunity for imports.

For 2018/2019, FAS/Wellington estimates pear imports at 3,350 MT, eight percent below 2017/2018 based on the year-to-date rate of importing and a seasonal uptick in shipping as the New Zealand stocks peter out.

## Table 13

| New Zealand Import Statistics for Pears |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Calendar Year: 2016-2018 |  |  |  |  |  |  |  |
| Partner Country | Quantity |  |  | \% Share |  |  | $\begin{aligned} & \hline \text { \% Change } \\ & \text { 2018/2017 } \end{aligned}$ |
|  | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |  |
| Australia | 2108 | 3171 | 2707 | 65.23 | 69.56 | 74.16 | -14.63 |
| China | 505 | 718 | 500 | 15.63 | 15.76 | 13.70 | -30.37 |
| United States | 513 | 572 | 359 | 15.86 | 12.56 | 9.84 | -37.28 |
| Korea South | 106 | 93 | 84 | 3.29 | 2.05 | 2.30 | -10.05 |
| Italy | 0 | 4 | 0 | 0.00 | 0.08 | 0.00 | - 100.00 |
| World Total | 3231 | 4559 | 3650 | 100.00 | 100.00 | 100.00 | -19.93 |

Attachments:
No Attachments


[^0]:    Note: The unregistered area includes planted area not currently producing fruit for export.

