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Romania

Fresh Deciduous Fruit

Apple Report

1999

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Report Highlights:

Romania's 1999/2000 apple production is estimated by AgOffice Bucharest at 580,000 MT, about 18 percent higher compared to the 1998/1999 reduced output. This year's higher production is primarily due to better weather conditions which prevailed in major producing areas. Based on AgOffice projections, Romania could export about 85,000 MT of fresh apples, mostly to Hungary and Austria.

Includes PSD changes: Yes

Includes Trade Matrix: Yes

Annual Report

Bucharest [RO1],RO

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PSD Table						
Country:	Romania					
Commodity:	Apples					
		1997		1998		1999
	Old	New	Old	New	Old	New
Market Year Begin		07/97		07/98		07/99
Area Planted	85000	81000	83000	79500	0	79000
Area Harvested	83000	80500	81000	79000	0	78500
Bearing Trees	62000	47668	61000	46260	0	45500
Non-Bearing Trees	1000	1000	950	950	0	900
Total Trees	63000	48668	61950	47210	0	46400
Commercial Production	485000	574000	420000	420000	0	500000
Non-Comm. Production	87000	90000	65000	70000	0	80000
TOTAL Production	572000	664000	485000	490000	0	580000
TOTAL Imports	4000	6200	4000	3800	0	3000
TOTAL SUPPLY	576000	670200	489000	493800	0	583000
Domestic Fresh Consump	320000	407500	260000	307800	0	370000
Exports, Fresh Only	37000	104300	15000	70000	0	85000
For Processing	207000	148400	200000	110000	0	120000
Withdrawal From Market	12000	10000	14000	6000	0	8000
TOTAL UTILIZATION	576000	670200	489000	493800	0	583000

Export Trade Matrix			
Country:	Romania	Units:	Metric Tons
Commodity:	Apples		
Time period:	July-June		
Exports for	1998		1999
U.S.	0	U.S.	0
Others		Others	
Hungary	40,000		55,000
Austria	25,000		25,000
Germany	3,000		3,000
Total for Others	68000		83000
Others not listed	2,000		2,000
Grand Total	70000		85000

Production

Romania's 1999/2000 apple production is preliminary estimated by AgOffice Bucharest at 580,000 MT, up about 18 percent compared to the 1998/99 reduced output. Of this output, private producers supply about 65 percent of domestic production. In general, weather conditions were favorable for fruit production in major producing areas. Occasional hailstorms will reduce the apple quality in some production regions, but the overall quality of this year's apple production will be good.

The attached PSD table reveals that apple area and the total number of bearing trees continue to decrease each year. The overall reduction of the apple planted area is due to economic factors: lack of financial resources to establish and properly manage apple orchards, price increases of inputs, especially of chemicals used for sprayings.

The reduction of the planted area in 1998 and 1999 has been registered also for other fruit species such as pears and peaches. Overall, total planted area with fruits dropped from 218,200 hectares in 1996 to 214,000 in 1997 and 211,800 hectares in 1998. The only notable exception are plums whose planted area increased in 1998 to 99,1000 hectares from 98,600 hectares in 1997.

Fruit production, including apples, will continue to depend on weather conditions and much less on inputs which are used on a small level because of their high price.

Consumption

The per capita fresh fruit consumption in Romania is preliminarily estimated at about 35 kilograms, of which apple will represent about 16.5 kilograms. Apple consumption is higher during the closing months of the year, immediately after fruit picking when supplies are adequate and prices are low. Because of insufficient and improper storage facilities, supplies from domestic production are low, especially during May and June. Apple prices during the May-June period are influenced up by the price of imported apples. The average domestic retail price of apples during 1998 was about \$0.25/kilogram.

Trade

Romania is both an importer and exporter of fruits. Imports, valued at about \$40 million yearly, consists mostly of citrus fruits which are not produced in Romania. On the export side, Romania exports on average about \$10 million worth of fruits, of which about 80 percent are represented by apples.

Romanian 1998 and 1999 exports of fresh apples were mostly done to Austria, which is the main destination and Hungary. These two countries import about 95 percent of all fresh apples exported by Romania. Most Romanian exports of fresh apples are for processing; only a small portion of apple exports are for fresh consumption because they require superior fruit quality and expensive packaging which are both in short supply. The residual importers of Romanian fresh apples are Germany, Bulgaria and Moldova.

Policy

Import Duties

The 1999 duties for Romanian imports of fresh apples (HTS classification code 0808.10) are 20 percent, unchanged from 1998. Although the level of import duties for apples is considered as moderate by traders, Romanian imports of high quality apples are low because of the reduced purchasing power of most consumers.