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Denmark

Fresh Deciduous Fruit

Apple and Pear

1999

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Report Highlights:

Danish apple and pear production, imports and consumption are slightly increasing.

Imports are almost exclusively from other EU countries.

Includes PSD changes: Yes
Includes Trade Matrix: Yes
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Executive Summary

The Danish 1999/2000 commercial apple production is forecast at 32,000 MT. Yields are expected to be almost average. The quality is predicted to be very good, due to good weather conditions. Several years of increased competition from other EU countries, combined with reduced profitability, have resulted in a reduction in area planted to apple trees. This trend has now been reversed slightly. It is largely attributable to the successful and aggressive marketing campaign by domestic producers. As a result of their marketing efforts, Danish consumers are becoming more willing to pay an additional DKK 1 per kilo for Danish apples, which the campaign claims are sweeter and juicier. Ninety-seven percent of Danish production is produced and marketed as “integrated production” (IP), which means substantially reduced application of commercial fertilizers and pesticides.

Pear production yields are about average, and of excellent quality. There has been a slight increase in pear acreage.

Denmark imports almost two thirds of its commercial sales of apples and about 80 percent of its commercial pears. Other EU countries continue to be the main suppliers of apple and pears. Some non-EU origin imports are shipped through the Netherlands, Belgium and Germany. They lose their country of origin identity in transit to the Danish market. During the spring time, new crop apples from the Southern Hemisphere are preferred to “old” apples from the previous autumn.

Exchange rate, average 1998: U.S.\$1.00=DKK 6.70
September 1999: U.S.\$1.00=DKK 7.07

Narrative

Production

Areas planted with apple and pear trees are revised according to the official statistics for 1997. Danish Statistical Services count areas with fruit trees every fifth year. 1997 is considered to represent the about lowest area in a row of recession years, and plants have since increased slightly. The reduced area does, however, not change total production figures.

Denmark's 1998/99 apple crop amounted to 64,000 MT, of which over half, approximately 35,000 MT, was grown in private backyards. The commercial production is 29,000 MT, 10 percent below the production of 32,000 MT for a normal production year. The backyard production only marginally affects PS&D domestic consumption, as this production almost solely is consumed by the households and always are ample for their needs. Commercial sales are therefore not affected by that production. Prospects for the 1999/2000 production are more optimistic and forecast is at about 67,000 MT, although blossoming over a longer than normal period seems to have been hit by frost.

The amount of apples for processing (juice) has during the last 10 years been continuously decreasing from 40,000 MT at that time to an almost negligible level. Fresh apples for juice production have been substituted by (imported) concentrates.

Pear planted areas are likewise adjusted. 1998/99 production reached average production while 1999/2000 production is forecast to be below normal.

Consumption

Consumption of apples and pears has been increasing over the years and is forecast to continue this trend. Market campaigns by Danish producers have persuaded consumers to pay more than an additional DKK 1 for Danish produced apples which producers claim are sweeter and juicier.

Trade

Denmark is a net importer of apples and pears, with most imports originating from other EU member states - France, the Netherlands, Germany and Italy. Trade data show relatively large imports from the Netherlands, some of which are transshipments. U.S. shipments are insignificant.

Note: Please note that imports from the Netherlands and Germany include re-exports that have lost their country of origin identity during transit.

Policy

Ninety-seven percent of Danish production is produced and marketed as "Integrated Production" (IP), which means substantially reduced application of commercial fertilizers, water, energy and pesticides. The concept, marketed since 1996, is well known by consumers and the larger retail chains only sell IP production. About 90 percent of the imported fresh fruits are also IP produced.

Marketing

Small quantities (pallets rather than containers) may originate from the U.S.

The reason for the small quantity originating from the U.S., Danish importers claim, is lack of consumer interest and the fact that Danish fruit importers operate on a day to day basis and do not want to be engaged in long delivering periods. When requested, US apples can be supplied from the Netherlands within 24 hours.

One reason for the lack of consumer interest is that U.S. apples generally are red whereas Danes prefer green apples. Denmark imports 4 to 5 times as many green apples as red. Another reason for the lack of demand for U.S. apples is that during the spring time new harvest apples from the Southern Hemisphere are preferred by Danish consumers to the “old” U.S. apples available at that time.

Statistical Tables

Fresh Apples - PS&D

PSD Table						
Country	Denmark					
Commodity	Fresh Apples				(HA)(1000 TREES)(MT)	
	Revised	1997	Preliminary	1998	Forecast	1999
	Old	New	Old	New	Old	New
Market Year Begin		07/1997		07/1998		07/1999
Area Planted	1875	1522	1900	1550	0	1600
Area Harvested	1875	0	1900	1550	0	1600
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	33000	33000	32000	29000	0	32000
Non-Comm. Production	38000	38000	35000	35000	0	35000
TOTAL Production	71000	71000	67000	64000	0	67000
TOTAL Imports	46618	46618	45000	47366	0	48000
TOTAL SUPPLY	117618	117618	112000	111366	0	115000
Domestic Fresh Consump	104810	109810	100000	109655	0	113000
Exports, Fresh Only	2808	2808	2000	1711	0	2000
For Processing	10000	5000	10000	0	0	0
Withdrawal From Market	0	0	0	0	0	0
TOTAL UTILIZATION	117618	117618	112000	111366	0	115000

Fresh Apples - Import Matrix

Import Trade Matrix			
Country	Denmark		
Commodity	Fresh Apples		
Time period	July-June	Units:	Metric Tons
Imports for:	1997		1998
U.S.	0	U.S.	0
Others		Others	
France	15316	France	14673
Netherlands	9986	Netherlands	12250
Germany	8262	Germany	12304
Italy	8497	Italy	5008
Belgium	2112	Belgium	210
Poland	271	Sweden	890
UK	430	Spain	457
Sweden	1199		
Spain	98		
Total for Others	46171		45792
Others not Listed	447		1574
Grand Total	46618		47366

Fresh Apples - Export Matrix

Export Trade Matrix			
Country	Denmark		
Commodity	Fresh Apples		
Time period	July-June	Units:	Metric tons
Exports for:	1997		1998
U.S.	0	U.S.	0
Others		Others	
Sweden	459	Sweden	746
Faroe Islands	1109	Faroe Islands	384
Greenland	874	Greenland	581
Total for Others	2442		1711
Others not Listed	366		
Grand Total	2808		1711

Concentrated Apple Juice - PS&D

PSD Table						
Country	Denmark					
Commodity	Concentrated Apple Juice				(MT)	
	Revised	1997	Preliminary	1998	Forecast	1999
	Old	New	Old	New	Old	New
Market Year Begin		07/1997		07/1998		07/1999
Deliv. To Processors	10000	5000	10000	0	0	0
Beginning Stocks	0	0	0	0	0	0
Production	0	3000	0	0	0	0
Imports	0	15257	0	19705	0	20000
TOTAL SUPPLY	0	18257	0	19705	0	20000
Exports	0	6923	0	7432	0	6000
Domestic Consumption	0	11334	0	12273	0	14000
Ending Stocks	0	0	0	0	0	0
TOTAL DISTRIBUTION	0	18257	0	19705	0	20000

Concentrated Apple Juice - Import Matrix

Import Trade Matrix			
Country	Denmark		
Commodity	Concentrated Apple Juice		
Time period	July-June	Units:	Metric Tons
Imports for:	1997		1998
U.S.	0	U.S.	0
Others		Others	
Germany	12587	Germany	11189
Poland	544	Poland	988
Italy	490	Italy	295
Austria	486	Austria	1709
		Belgium	4685
Total for Others	14107		18866
Others not Listed	1150		839
Grand Total	15257		19705

Concentrated Apple Juice - Export Matrix

Export Trade Matrix			
Country	Denmark		
Commodity	Concentrated Apple Juice		
Time period	July-June	Units:	Metric Tons
Exports for:	1997		1998
U.S.	0	U.S.	0
Others		Others	
Sweden	2185	Sweden	3835
Greece	1597	Greece	1231
UK	1346	UK	792
Norway	397	Norway	651
Germany	241	Germany	148
Total for Others	5766		6657
Others not Listed	1157		775
Grand Total	6923		7432

Fresh Pears - PS&D

PSD Table						
Country	Denmark					
Commodity	Fresh Pears				(HA)(1000 TREES)(MT)	
	Revised	1997	Preliminary	1998	Forecast	1999
	Old	New	Old	New	Old	New
Market Year Begin		07/1997		07/1998		07/1999
Area Planted	600	399	750	400	0	425
Area Harvested	600	0	750	400	0	425
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	4500	0	4500	4500	0	4000
Non-Comm. Production	1800	0	1800	1800	0	1800
TOTAL Production	6300	0	6300	6300	0	5800
TOTAL Imports	14831	0	15000	16446	0	17000
TOTAL SUPPLY	21131	0	21300	22746	0	22800
Domestic Fresh Consump	20987	0	21100	22587	0	22650
Exports, Fresh Only	144	0	200	159	0	150
For Processing	0	0	0	0	0	0
Withdrawal From Market	0	0	0	0	0	0
TOTAL UTILIZATION	21131	0	21300	22746	0	22800

Fresh Pears - Import Matrix

Import Trade Matrix			
Country	Denmark		
Commodity	Fresh Pears		
Time period	July-June	Units:	Metric Tons
Imports for:	1997		1998
U.S.	268	U.S.	0
Others		Others	
France	2640	France	989
Netherlands	8130	Netherlands	11041
Germany	1254	Germany	2143
Italy	360	Italy	739
UK	204	UK	0
Spain	340	Spain	274
Belgium	1357	Belgium	1232
Total for Others	14285		16418
Others not Listed	278		28
Grand Total	14831		16446

Fresh Pears - Export Matrix

Export Trade Matrix			
Country	Denmark		
Commodity	Fresh Pears		
Time period	July-June	Units:	Metric Tons
Exports for:	1997		1998
U.S.		U.S.	
Others		Others	
Sweden	135	Sweden	57
		Faroe Islands	41
		Greenland	46
Total for Others	135		144
Others not Listed			15
Grand Total	135		159