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GAIN Report #CI0003

Chile

Kiwifruit

Kiwifruit Annual

2000

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Report Highlights:

Kiwi production and exports projected to rebound during the current marketing year.

Includes PSD changes: Yes
Includes Trade Matrix: Yes
Annual Report
Santiago [CI0003], Chile

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General Summary

Last year, Chile's kiwi output fell due to unfavorable weather which affected the quality and quantity of production and exports. Better weather conditions this year favor a rebound in the harvest. In the near term production is expected to level off as plantings reach final maturity. Output will then stabilize at about 158 to 160 thousand metric tons, with close to 70 percent destined for export markets.

Exports in 2000 will be up due to larger production and better fruit quality.

Production

General:

In MY1998 (beg. January 1999) Chile's kiwi production resulted much smaller than expected due to unfavorable weather conditions. A severe drought in most growing areas during the spring and summer limited water supply in most fresh fruit growing areas, affecting the quality of the production. A smaller size fruit was obtained by most growers which reduced both total and exportable production of kiwis. For MY1999 (beg. January 2000) a larger and better quality crop is expected as weather has been better for kiwi production, and enough precipitation last winter assured an ample water supply for the entire season. In the coming years only small increases in production can be expected as new planting is negligible. Chile's kiwi production is expected to level off with a total yearly production of close to 160,000 metric tons. Of the total harvest, a little over 70 percent is normally exported. This percentage will vary depending on the quality of the fruit.

The Hayward variety is the major commercial kiwi variety planted in Chile. Chile's kiwi harvest starts at the end of March and lasts through the end of April or the beginning of May.

Crop Area

Kiwi planted area has leveled off at almost 7,700 hectares. No new plantings are expected in the coming years.

In Chile, kiwis are planted for commercial purposes from Region Five (Los Andes-San Felipe) to Region Eight (Chillan). Around 70 percent are planted in Regions Six and Seven, which are considered to be the premier producing areas due to the excellent availability and quality of water supplies and good soil and climatic conditions.

CHILE : Kiwi Planted Area and Production

| Years | | Planted Area (Ha) | Production (MT) | Exports (MT) |
|-------|----|----------------------|--------------------|-----------------|
| 1982 | | 91 | 120 | 22 |
| 1984 | | 800 | 200 | 168 |
| 1986 | | 3,450 | 1,100 | 865 |
| 1987 | | 6,200 | 4,300 | 2,811 |
| 1988 | | 8,885 | 12,000 | 8,297 |
| 1989 | | 11,810 | 25,700 | 13,310 |
| 1990 | | 12,050 | 45,000 | 24,113 |
| 1991 | | 12,260 | 60,000 | 42,299 |
| 1992 | | 12,560 | 100,000 | 66,410 |
| 1993 | | 12,770 | 111,000 | 75,175 |
| 1994 | | 11,500 | 115,500 | 80,000 |
| 1995 | | 10,040 | 144,000 | 111,000 |
| 1996 | | 9,500 | 153,000 | 119,000 |
| 1997 | | 7,695 | 154,000 | 116,500 |
| 1998 | | 7,695 | 156,000 | 126,944 |
| 1999 | 1/ | 7,695 | 130,000 | 91,000 |
| 2000 | 2/ | 7,695 | 145,000 | 110,000 |

1/ Preliminary data.

2/ Forecasted data.

Inputs

All of Chile's kiwi planted area is irrigated and a large percentage employs either drip or micro-jet irrigation systems. In areas where frost is a major factor, most producers have installed sprinkler irrigation systems to control frost.

Consumption

Since there are no official statistics on kiwi production and/or consumption, consumption is derived from the known export figure and estimates for production. In the past, Chile's kiwi production was almost exclusively targeted the export market. However, the tremendous expansion in output in Chile and competitor countries, and small increases in world consumption have led producers to strengthen quality controls for kiwi exports. This has resulted in increasing amounts of fruit available for the domestic market.

Utilization of kiwifruits for processing is limited. Only small amounts are processed since kiwi juice, pulp and canned kiwis have so far shown little acceptance in domestic or export markets.

Trade

Chile's kiwi exports in MY1998 were significantly smaller than previously estimated. Smaller production and lower quality fruit was responsible for the significant decline in exports. For MY1999 exports are expected to be larger when compared to the previous year reflecting the larger and better quality production that is projected.

Although Chile's plant protection service approved imports of kiwis from California by removing a quarantine barrier to U.S. exports in April 1997, there have been no reported sales.

The bulk of Chile's kiwi exports normally begins during the last week of March and lasts through September. However, improved technology in storage facilities has allowed the export season to extend through November. End of the season exports are mainly sold to Latin American countries.

Marketing

Chilean producers and exporters continue to target their efforts toward increased consumption in principal export markets with the voluntary quality control program. Chile's kiwi producers and exporters are subject to a quality control program similar to the system in effect for most deciduous fruit. In the absence of mandatory quality controls, Chilean fruit exporters have concentrated their efforts in diversifying export markets.

PS&D Table: (In hectares and Metric Tons)

| | | | | | | |
|----------------------|-----------|---------|-------------|---------|----------|---------|
| PSD Table | | | | | | |
| Country | Chile | | | | | |
| Commodity | Kiwifruit | | | | (HA)(MT) | |
| | Revised | 1997 | Preliminary | 1998 | Forecast | 1999 |
| | Old | New | Old | New | Old | New |
| Market Year Begin | | 01/1998 | | 01/1999 | | 01/2000 |
| Bearing Area | 7477 | 7477 | 7497 | 7497 | 0 | 7520 |
| Non-Bearing Area | 248 | 218 | 198 | 198 | 0 | 175 |
| TOTAL Area Planted | 7725 | 7695 | 7695 | 7695 | 0 | 7695 |
| TOTAL Area Harvested | 7695 | 7477 | 7695 | 7497 | 0 | 7520 |
| TOTAL Production | 156000 | 156000 | 158000 | 130000 | 0 | 145000 |
| Imports | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTAL SUPPLY | 156000 | 156000 | 158000 | 130000 | 0 | 145000 |
| Exports | 127000 | 126944 | 122000 | 91000 | 0 | 110000 |
| Domestic Consumption | 29000 | 29056 | 36000 | 39000 | 0 | 35000 |
| TOTAL DISTRIBUTION | 156000 | 156000 | 158000 | 130000 | 0 | 145000 |

Export Trade Matrix

| | | | |
|---------------------|-----------|-------------|-------|
| Export Trade Matrix | | | |
| Country | Chile | | |
| Commodity | Kiwifruit | | |
| Time period | Jan-Dec | Units: | M.T. |
| Exports for: | 1998 | | 1999 |
| U.S. | 27223 | U.S. | 25313 |
| Others | | Others | |
| Netherlands | 18161 | Argentina | 10066 |
| Italy | 17559 | Netherlands | 9616 |
| Spain | 14274 | Italy | 9092 |
| Argentina | 13645 | Spain | 7053 |
| Brazil | 11566 | Brazil | 6038 |
| Belgium | 5209 | Japan | 3371 |
| Japan | 4625 | Belgium | 4187 |
| Portugal | 2766 | U.K. | 3972 |
| U.K. | 2100 | Mexico | 1594 |
| Mexico | 1102 | Portugal | 1134 |
| Total for Others | 91007 | | 56123 |
| Others not Listed | 8714 | | 7356 |
| Grand Total | 126944 | | 88792 |

Note: Exports for 1999 from January through October only.