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# GAIN Report

Global Agricultural Information Network

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## Ethiopia

**Post:** Addis Ababa

### Ethiopia Fresh Fruits Market Update Report

**Report Categories:**

Fresh Fruit

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**Report Highlights:**

Ethiopia considers fruit crops as being high-value strategic, agricultural export commodities. Production of fruit crops in MY 2017/18 is estimated at 780,000 metric tons. Domestic consumption stands nearly at 760,000 metric tons. Ethiopia's per capita consumption of fresh fruits equals around 7 kg per person per year, one of the lowest in the region. Export of fresh fruits is projected to reach 22,000 metric tons, which represent only 3% of the total productions.

## Background:

Ethiopia's fruit productions and exports play a significant role in the local economy as a means of earning livelihoods for nearly five millions farmers, creating jobs and generating foreign exchange revenues. Also, the fruit crops sub-sector is one of the priority strategic sectors recognized by the GOE for its potential for private sector investments and exports. The GOE Second Growth and Transformation Plan (GTP II covering 2015-2020) provided a greater emphasis aimed at increasing production of fruit crops nearly by half. Production is projected to reach approximately one million metric tons by the end of 2020. SNNP, Oromia, and Amhara regional states are the major growing areas of edible fruits. These regions have the largest potential for production increases using rain-fed as well as irrigated commercial farming systems.

The major fruit crops produced and exported are bananas, mangos, avocados, citrus, pineapples, papayas, and strawberries. Fresh fruits' contribution to Ethiopia's export earnings is fairly small but it is growing quickly. According to National Bank of Ethiopia, fresh fruits combined with vegetables generated US \$56 million in export sales, accounting for about two percent of Ethiopia's total agricultural exports in MY 2016/17. During the same period, total exports of fresh fruits reached 21,000 metric tons valued at US \$8 million. Although imports are growing faster than exports, Ethiopia is a net exporter of fresh fruits. Exports are mainly destined to low-end regional markets such as Djibouti, Somalia, and Sudan. Meanwhile Ethiopia imports fresh fruits from Saudi Arabia, France, and South Africa. Table 1 below summarizes annual productions, imports, and exports of major edible fruits.

Items	2013/14	2014/15	2015/16	2016/17	2017/18*
Productions	499	707	680	792	777
Imports	5	6	7	12	7
Imports from US	0.2	0.3	0.2	0.2	0.2
Exports	19	19	20	21	22
Net Exports	14	13	13	9	15
Percent of Productions Exported	4%	3%	3%	3%	3%

Source: Central Statistics Agency (CSA) and Ethiopian Revenue & Customs Authority (ERCA).

\* Trade data for 2017/18 is FAS estimate.

## Production:

According to official GOE figures reported by the Central Statistics Agency (CSA), annual fruit production for MY 2017/18 is estimated roughly at 780,000 metric tons. This is slightly lower than production figures for previous crop year mainly due to reductions in banana acreage. In MY 2017/18, fruit crops occupied a total area of 104,000 hectares, down by 4% over preceding year. The total acreage and production volume of fruits represent is very small when compared to grains production.

Production trends over the last five years indicate total area planted and production quantities have expanded approximately by half. However, national average yields shown fluctuation and this significantly varies across fruit crops. For instance, yield per hectare for avocados, lemons, and papayas have increased over the years. On the other hand, yields for pineapples, oranges, and mangos have declined. While, banana yields have almost stagnated during these periods. Erratic weather patterns, prevalence of pests and diseases, and limited access to improved cultivars have contributed to decreases in yields. See Table 2 below for annual trends of area planted and production of major fruit crops.

**Table 2: Area and Production of Major Fruit Crops in Ethiopia**

Fruit Crops	Area ( in '000 Hectares)					Production ( in '000 Metric Tons)				
	2013/14	2014/15	2015/16	2016/17	2017/18	2013/14	2014/15	2015/16	2016/17	2017/18
Avocados	11	14	14	18	18	18	54	54	65	81
Bananas	41	54	54	63	59	340	478	440	538	494
Guavas	2	3	2	3	2	1	4	2	4	3
Lemons	1	1	1	1	1	5	8	7	8	8
Mangoes	10	13	15	15	15	72	91	100	105	105
Oranges	3	3	4	3	4	31	31	28	21	31
Papayas	2	2	3	3	3	32	40	48	50	54
Pineapples	0.3	0.2	0.2	1	1	0.5	0.4	0.3	1	1
<b>Total</b>	<b>72</b>	<b>90</b>	<b>92</b>	<b>108</b>	<b>104</b>	<b>499</b>	<b>707</b>	<b>680</b>	<b>792</b>	<b>777</b>

Source: [CSA Ag Survey](#)

Bananas, mangos, and avocados are the top produces contributing to 67%, 14%, and 10%, respectively, of the total fruits productions. These fruit crops also occupy relatively larger area of farming land. A brief description of production situations of the three major fruit crops is presented below.

#### *Avocado:*

Ethiopia's avocado is one of the most promising fruit crops with the highest potential for production expansion. Volume of production has quadrupled during the last five years. CSA figures indicate about 17% of the total acreage of fruit crops is covered with avocados. Although avocados grow well in different regions, the south western part of Ethiopia is the key production belt. The main growing season is from May to October. Major avocado varieties grown include: Hass, Pinkerton, Fuerte, Bacon, Ettinger, and Nabal. The different varieties of avocados are available seasonally in the local market.

#### *Banana:*

Banana is the most widely produced fruit crop. Production is estimated closely at 500,000 metric tons. The lion's share of production comes from Araba Minch district and Gamo Gofa zone in the SNNP region. Bananas occupy nearly 60% of harvested area of fruit crops in the country. According to industry contacts, the type of banana cultivar farmers widely produce is dessert banana. Cooking banana varieties are less known among Ethiopian producers. The major varieties of dessert banana cultivated include Giant Cavendish, Dwarf Cavendish and Poyo. Giant and Poyo varieties are reported to bear good size of fruit having better quality. While, the Dwarf banana cultivar has a short plant height allowing farmers to manage the plantation easily.

#### *Mango:*

Mangos occupy the third largest area planted next to bananas and avocados. Production of mango increased by 45% from 70,000 metric tons in MY 2013/14 to 105,000 metric tons in 2017/18. The major cultivars grown in Ethiopia include Kent, Keitt, Tommy Atkins, and Apple mango. Mango harvesting period is from April to June. Benshagul Gumuz, SNNP, Oromia and Amhara regions are the main production areas.

In sum, avocado and banana are reportedly to have the most promising potential for production and exports. The major challenges of fruit crops production in smallholder and large-scale commercial farms are almost similar to problems facing grain crops production. The main constraints are shortage of water, erratic weather conditions, pest, and disease. Besides, limited access to improved cultivars, poor knowledge of modern farming techniques, weak agronomic practices and post-harvest losses are the

other constraints impacting fruits production. Major pests affecting fruit crops in Ethiopia include fruit fly, thrips, and red scale. Also, plant diseases such as powdery mildew and anthracnose are among the most prevalent diseases distressing local production.

### **Consumption:**

Total domestic consumption of fresh fruits in MY 2017/18 is estimated at 760,000 metric tons.

Consumption of edible fruits in Ethiopia is usually in the form of fresh fruits. As such there are no major value-added or industrial processed fruits produced and consumed locally. But, consumption of fresh juices as well as processed fruit juice products imported from the Gulf region is increasing in major cities and other urban areas. Bananas, avocados, mangos, oranges, and papayas are the most widely consumed fruits.

Ethiopia's per capita consumption of fresh fruits is one of the lowest in the East Africa region. This is mostly because of low income and weak dietary habits resulting from inadequate awareness on nutritional benefits. Ethiopia's per capita consumption of fresh fruits is approximately 7 kg per person per year. This is far below the WHO and FAO recommended minimum level of dietary intake (i.e., 146 kg per person per year). Also, Ethiopia's per capita consumption is eight times lower than the average figure for the East Africa region, which stands at 55 kg per person per year. Likewise, Ethiopia's consumption level is well below neighboring countries such as Sudan with 79 kg per person and Kenya with 55 kg per person. However, local consumption is expected to increase as the country's economy continues to grow. In addition, burgeoning population and urbanization trends are expected to drive consumption up. Furthermore, rising disposable income, expanding hospitality industry, and presence of large expat community would further increase demand for fresh fruits.

### **Trade:**

Export of fresh fruits in MY 2017/18 (Oct-Sep) is estimated to reach 22,000 metric tons, slightly up by 1,000 metric tons from preceding year's level. According to GOE official customs data, a total of 21,000 metric tons of fresh fruits valued at US \$8 million was exported during MY 2016/17. Exports of fresh fruits represent a very small fraction of total productions. The top three exports of fresh fruits by value are strawberries (US \$2.5 million), bananas (US \$2 million), and oranges (US \$1 million). Major export markets for Ethiopian fresh fruits are Saudi Arabia, UAE, Somalia, and Djibouti. Overall, exports of fresh fruits are quite small due to low volume of local production, high costs of productions and poor quality of produces. In the near future, these factors would remain to pose serious difficulties for Ethiopia to compete with major global and regional producers.

On the other hand, total imports of fresh fruits were record levels at 12,000 metric tons and valued at US \$9 million. Import volumes in MY 2017/18 are projected to decline primarily due to severe shortage of foreign exchanges in the country. The top five imports of fresh fruits account for 96% of the total import volumes. In terms of value, the top imported fresh fruits include: fresh dates (US \$4 million), fresh apples (US \$2 million), and table grapes (US \$1 million).

Ethiopia imports fresh fruit mainly from: Saudi Arabia, UAE, France and South Africa. There is a good market opportunity for fresh dates, which is the largest imported fresh fruit. This is because of presence of a relatively larger Muslim population consuming the product during the Muslim fasting month of Ramadan. Fresh dates are mostly imported from Saudi Arabia and other Gulf countries before the beginning of the Ramadan. In a nutshell, both imports and exports of fresh fruits are currently quite

small but rapidly growing from year-on-year. See Table 3 to 8 for detailed figures on trade volume, value, and import/export market shares.

**Policy:**

The GOE has put in place a greater emphasis on horticulture sector in general and fruit crops sub-sector in particular. The GOE has identified fruits crops among the list of high value strategic agro export commodities. According to the Second Growth and Transformation Plan (GTP II spanning between 2015 and 2020), the GOE set ambitious targets to increase production of fruit crops nearly by half. Also, in a bid to attract private sector investments in fruits production, processing, packing and exports, the GOE provides a generous incentive package to foreign and local companies.

Moreover, the GOE has crafted a ten-year national horticulture development and marketing strategy. The national strategy, which was unveiled in October 2017, aimed at strengthening mechanized commercial farming to enhance production and productivity. The strategy further envisages reducing dependence on rain-fed production and expanding irrigation developments.

Currently, there are no market access issues or trade barriers impacting importation of fresh fruits. Import duty for fresh fruits stand at 30%. In addition, other taxes levied on imported fresh fruits include VAT 15%, sur tax 10%, and withholding tax 3%. Please see [GAIN Report #ET1507](#) for details on Ethiopia's taxes on imported food and agricultural commodities.

**Table 3: Ethiopia's Exports of Edible Fruits: Volume in Metric Tons ( MY Oct-Sep )**

HS Code	Products	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18*
08039000	Banana, fresh	-	-	4,216	6,854	9,086	7,722	6,133
08031000	Plantains	-	-	2,384	3,583	3,691	4,797	5,950
08051000	Oranges, fresh or dried	3,298	3,062	3,331	3,008	2,176	2,256	1,576
08045000	Guavas, mangoes and mangosteens, fresh or dried	1,705	2,021	2,175	2,339	2,047	2,186	1,412
08055000	Lemons (Citrus Limon , Citrus Limonum) and Limes (Citrus Aurantifolia, Citrus)	1,072	1,096	980	909	1,149	1,032	966
08072000	Papaws (papayas), fresh	464	567	692	841	1,089	970	1,142
08101000	Strawberries, fresh	748	579	741	464	602	636	766
08071100	Watermelons, fresh	32	40	64	83	84	554	458
08044000	Avocados, fresh or dried	9	9	3	7	40	191	648
	Sub-Total	7,328	7,372	14,588	18,088	19,964	20,344	19,050
	Others	5,503	7,678	4,125	463	340	901	399
	<b>Grand Total</b>	<b>12,831</b>	<b>15,050</b>	<b>18,713</b>	<b>18,551</b>	<b>20,304</b>	<b>21,245</b>	<b>19,449</b>

**Table 4: Ethiopia's Exports of Edible Fruits: Value in '000 USD ( MY Oct-Sep)**

HS Code	Products	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18*
08101000	Strawberries, fresh	1,271	621	1,291	986	1,829	2,459	2,958
08039000	Banana, fresh	-	-	950	1,451	2,105	1,767	1,446
08051000	Oranges, fresh or dried	1,444	1,384	1,382	1,233	1,013	1,021	718
08031000	Plantains	-	-	318	467	505	820	1,057
08111000	Strawberries, frozen	-	1	-	113	534	688	260
08045000	Guavas, mangoes and mangosteens, fresh or dried	391	591	620	615	506	565	302
08072000	Papaws (papayas), fresh	89	101	136	147	185	157	173
08055000	Lemons (Citrus Limon , Citrus Limonum) and Limes (Citrus Aurantifolia, Citrus)	173	174	159	137	181	153	150
08044000	Avocados, fresh or dried	4	2	1	12	30	103	195
	Sub-Total	3,372	2,874	4,857	5,161	6,888	7,733	7,260
	Others	1,330	1,432	1,058	89	98	377	164
	<b>Grand Total</b>	<b>4,703</b>	<b>4,306</b>	<b>5,916</b>	<b>5,250</b>	<b>6,986</b>	<b>8,110</b>	<b>7,424</b>

Source: ERCA. \*Data for 2017/18 covers nine months from Oct-Jun

**Table 5: Ethiopia's Imports of Major Edible Fruits: Volume in Metric Tons ( MY Oct-Sep )**

HS Code	Products	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18*
08041000	Dates, fresh or dried	1,780	2,452	3,579	2,908	4,000	7,916	4,586

08081000	Apples, fresh	461	586	701	1,015	1,340	1,659	1,007
08062000	Dried grapes	106	226	177	371	494	786	165
08109000	Other fruit, fresh, nes	28	0.1	1	303	224	492	25
08045000	Guavas, mangoes and mangosteens, fresh or dried	-	1	184	571	270	470	516
08061000	Fresh grapes	39	50	97	146	168	240	85
08051000	Oranges, fresh or dried	6	11	32	40	31	78	48
08083000	Pears	-	-	21	16	18	30	8
08133000	Dried apples	-	-	3	3	1	10	-
08105000	Kiwifruit, fresh	14	15	20	13	16	5	11
	Sub-Total	2,434	3,340	4,814	5,387	6,562	11,686	6,451
	Others	466	228	179	137	109	55	32
	<b>Grand Total</b>	<b>2,900</b>	<b>3,567</b>	<b>4,993</b>	<b>5,524</b>	<b>6,671</b>	<b>11,741</b>	<b>6,483</b>

**Table 6: Ethiopia's Imports of Major Edible Fruits: Value in '000 USD ( MY Oct-Sep)**

HS Code	Products	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18*
08041000	Dates, fresh or dried	928	1,841	1,874	1,665	2,127	4,048	2,865
08081000	Apples, fresh	692	928	1,174	1,675	1,974	2,127	1,236
08062000	Dried grapes	131	324	354	574	759	1,036	196
08061000	Fresh grapes	88	127	220	333	379	473	179
08045000	Guavas, mangoes and mangosteens, fresh or dried	-	0	174	668	273	286	439
08109000	Other fruit, fresh, nes	70	0	2	589	408	715	47
08051000	Oranges, fresh or dried	10	22	47	51	49	115	77
08083000	Pears	-	-	25	21	33	47	18
08101000	Strawberries, fresh	28	38	100	43	16	206	81
08134000	Other dried fruit, nes	58	27	52	3	4	14	32
	Sub-Total	2,004	3,306	4,022	5,623	6,022	9,067	5,170
	Others	1,626	746	236	506	503	186	79
	<b>Grand Total</b>	<b>3,630</b>	<b>4,052</b>	<b>4,258</b>	<b>6,129</b>	<b>6,525</b>	<b>9,253</b>	<b>5,248</b>

Source: ERCA. \*Data for 2017/18 covers nine months from Oct-Jun

**Table 7: Ethiopia's Major Import Markets for Edible Fruits in CY 2017 (Jan-Dec): Value in '000 USD**

Dates, fresh or dried (08041000)			Apples, fresh (08081000)			Dried grapes (08062000)			Guavas, mangoes and mangosteens, fresh or dried (08045000)			Other fruit, fresh, nes (08109000)		
Country	Value	% Share	Country	Value	% Share	Country	Value	% Share	Country	Value	% Share	Country	Value	% Share
Saudi Arabia	3,198	79	France	987	40	S.Africa	460	54	India	723	100	New Zealand	241	42
UAE	497	12	S.Africa	592	24	Oman	129	15	UAE	0.3	0	France	195	34
Italy	196	5	Italy	210	8	China	108	13				Italy	67	12
Oman	87	2	Chile	197	8	Iran	57	7				S.Africa	35	6
Sudan	59	1	USA	149	6	Guatemala	40	5				Peru	33	6
<b>Sub-Total</b>	<b>4,036</b>	<b>99</b>		<b>2,134</b>	<b>86</b>		<b>794</b>	<b>94</b>		<b>724</b>	<b>100</b>		<b>572</b>	<b>99</b>

**Table 8: Ethiopia's Major Export Markets for Edible Fruits in CY 2017 (Jan-Dec): Value in '000 USD**

Strawberries, fresh (08101000)			Other (08039000)			Oranges, fresh or dried (08062000)			Plantains (08045000)			Strawberries, frozen (08109000)		
Country	Value	% Share	Country	Value	% Share	Country	Value	% Share	Country	Value	% Share	Country	Value	% Share
Saudi Arabia	1,443	56	Djibouti	363	25	Djibouti	1,079	99.7	Djibouti	476	50	UAE	377	53
Nigeria	207	8	Somalia	1,075	74	Somalia	3	0.2	Somalia	452	47	Saudi Arabia	337	47
UAE	147	6	S.Africa	16	1	UAE	0.2	0.0	Yemen	33	3	Nigeria	3	0
Ireland	145	6	-	-	-	-	-	-	-	-	-	Niger	2	0
Netherlands	139	5	-	-	-	-	-	-	-	-	-	Qatar	1	0
<b>Sub-Total</b>	<b>2,080</b>	<b>81</b>		<b>1,455</b>	<b>100</b>		<b>1,082</b>	<b>100</b>		<b>961</b>	<b>100</b>		<b>721</b>	<b>100</b>

Source: ERCA