



Indicators

The main fruits	In shares by total volume and expenditure on fruits for the month in France		
	%	Volumes	Expenditure
	Apple	27	24
	Easy peelers	16	18
	Orange	19	16

Pages

The trends for the main produce of the month significantly influence the overall situation of the fruit market. A column entitled 'Indicators' discussing these fruits precedes the pages devoted to a selection of exotic and citrus fruits.

Banana.....	41
Avocado.....	43
Orange.....	44
Grapefruit.....	45
Easy peelers.....	46
Litchi.....	47
Mango.....	48
Pineapple.....	49
Sea freight.....	50

FEBRUARY 2009

Apple

The market remained balanced. Demand for 'Gala' was still steady as business was fairly satisfactory on the domestic market. Sales of 'Golden Delicious' and 'Granny Smith' also remained fairly satisfactory in particular thanks to exports that were still brisk. However, operators were unable to increase prices, which remained lower than they were in 2008.

Feb. 09 / Feb. 08

Price		Vol.	
	↘		=↘

Easy peelers

The situation continued to be satisfactory. Consumption remained at a good level, encouraged by the weather. Supply was fairly average but quite large quantities of Spanish clementines were available. The season for 'Nour' from Morocco ended early and supplies of hybrids tended to be contained. Prices firmed and remained at a level distinctly higher than average.

Feb. 09 / Feb. 08

Price		Vol.	
	=↗		↗

Orange

The switch in variety from 'Navel' to 'Navelate' from Spain did not improve the market. Sales continued at a fairly good rate but the volumes available at production held at a very high level. The Spanish 'Navel' season was extended and the 'Navelate' harvest was large. Prices therefore remained very low. This context weighed on the marketing of the volumes of Moroccan fruits and of small 'Maltese' oranges.

Feb. 09 / Feb. 08

Price		Vol.	
	↘		=↘

Sea freight

For a while it appeared that charter market developments throughout the month were mirroring the behaviour pattern in February last year, albeit with a slight delay. In this respect the monthly year-on-year TCE average is compatible. However it does not mask the continued disappointment felt by reefer owners and operators who had budgeted for an early season 'demolition dividend'.

Feb. 09 / Feb. 08

large reefers		small reefers	
	↘		↘

Notes concerning market appraisal methodology

The statistics on the following pages are estimates of quantities put on the market in France. They are only calculated for the main supplier countries and are drawn up using information on weekly arrivals or market release statements by representative operators. The figures in the 'Main fruits' section above are provided by the CTIFL, with SECODIP being the source. The data published in the French market pages are provided solely as a guide and CIRAD accepts no responsibility for their accuracy



© Denis Loillet

Banana

FEBRUARY 2009

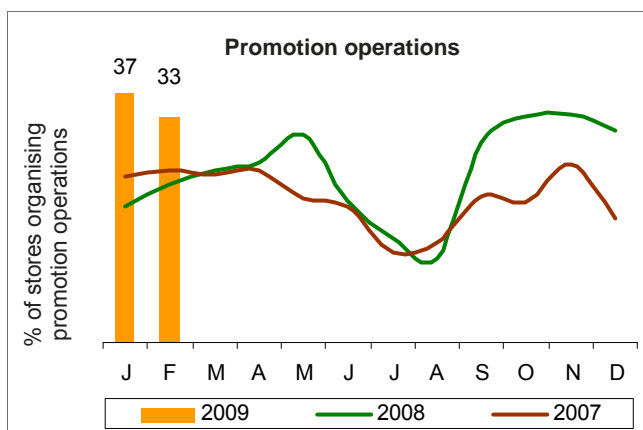
More marked under-supply at the end of the month caused an acceleration of the seasonal rise in prices.

Arrivals of dollar bananas continued throughout the period with volumes slightly smaller than usual. The deficit in deliveries from Costa Rica continued to run at about 30% in comparison with average shipments and arrivals from Colombia were down on previous years as poor weather had slowed the season development of production. Ecuadorean exporters continued to focus above all on the EU and the USA at the expense of Russia. Deliveries were very large but did not completely make up for the deficit from the other sources.

The strong decrease in shipments from the French West Indies in the second part of the month caused a distinct worsening of the deficit. The worsening of the strikes caused the partial or total blockage of the ports in Guadeloupe and Martinique. The volume of shipments from Africa was average, with fairly large deliveries from Côte d'Ivoire making up for the moderate volumes from Ghana.

In spite of extremely cold weather, consumption remained at a good level in most of the large consumer countries in western Europe. Promotion operations were particularly numerous in France. However, the fall in the exchanges of the local currencies in the countries in the eastern EU outside the euro zone continued to affect sales very strongly.

The seasonal rise in prices was moderate in the first part of the month and then speeded up noticeably in the second fortnight.

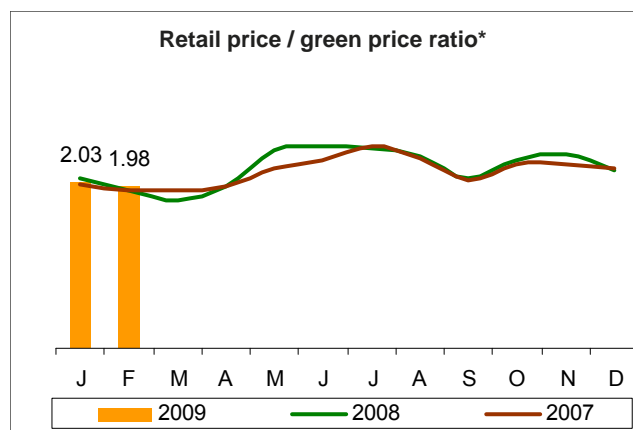
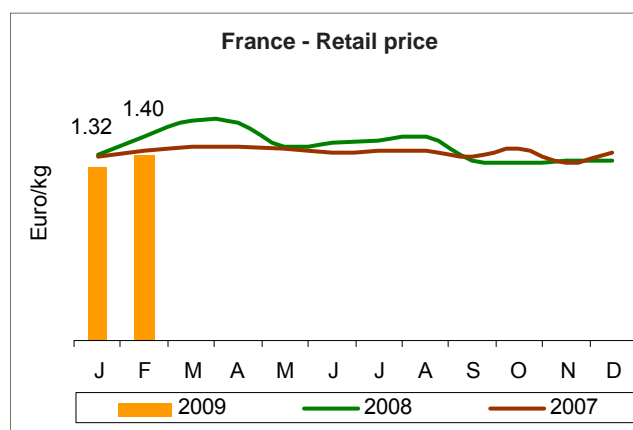
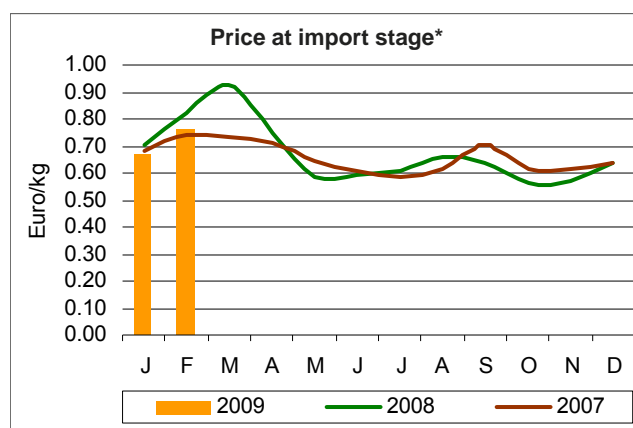


Monthly and annual comparisons	
Volumes*	EU reference price**
February 2009 / January 2009	
↘ - 6%	↗ + 14%
February 2009 / February 2008	
↗ + 22%	↘ - 8%

* Arrivals from Africa/West Indies

** Green price in Germany (GlobalGap)

French banana market — Indicators



* African origin

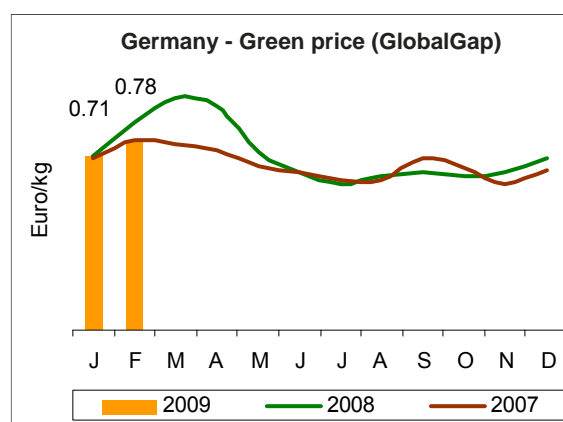
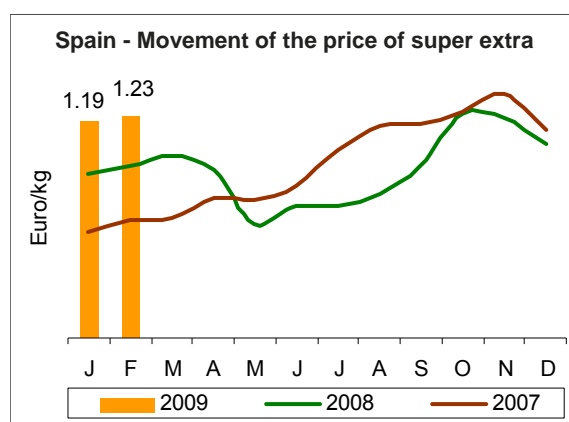
European banana market — Indicators

Main origins in Europe

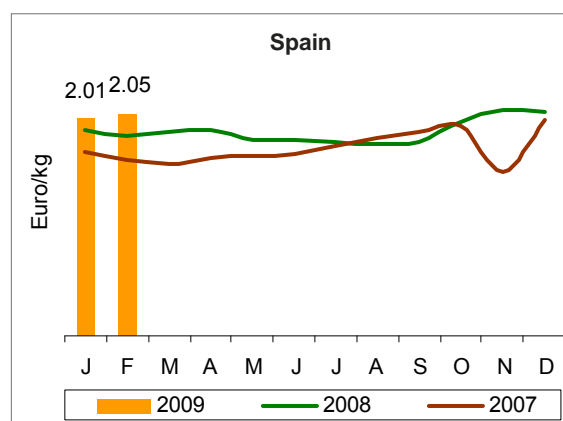
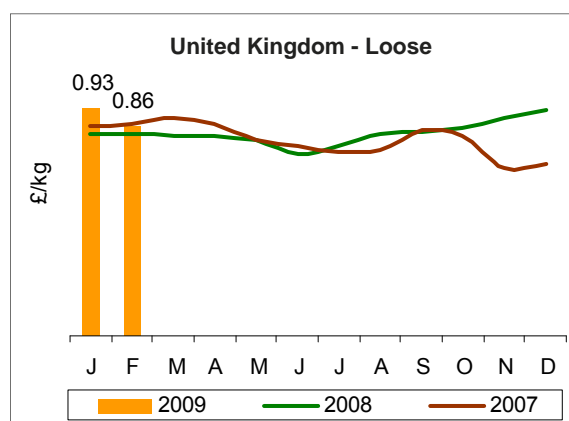
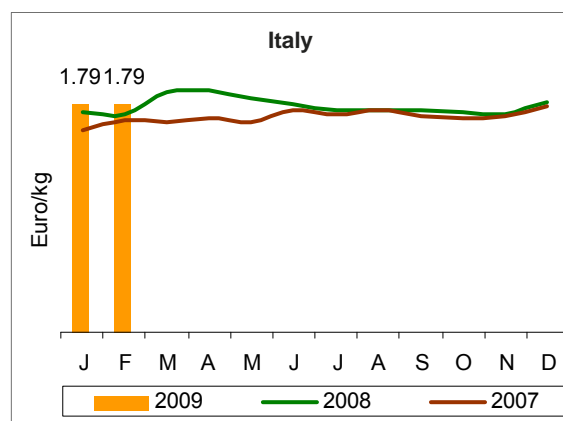
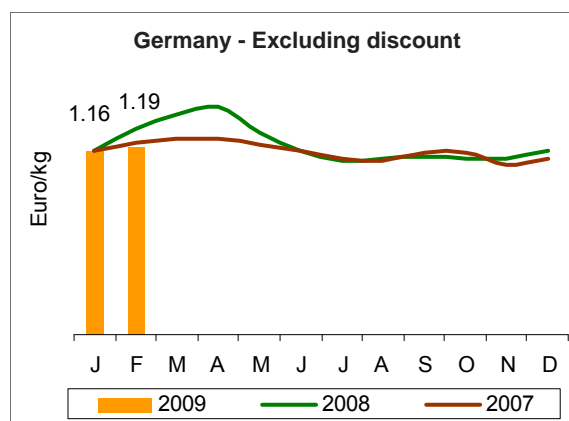
Tonnes	February 2009	Monthly comparisons (%)		Total season 2009	Season comparisons (%)	
		2009/2008	2009/2007		2009/2008	2009/2007
Martinique	14 741	+ 146 139	- 13	14 741	+ 146 139	- 13
Guadeloupe	4 132	+ 73	- 5	4 132	+ 73	- 5
Canaries	23 258	+ 2	- 21	23 258	+ 2	- 21
Côte d'Ivoire *	10 039	- 2	- 32	10 039	- 2	- 32
Cameroon	17 286	- 31	- 27	17 286	- 31	- 27
Ghana	3 205	- 11	- 4	3 205	- 11	- 4

* Containers excepted

Green price in Europe



Retail price in Europe



Sources : CIRAD, SNM, TW Marketing Consulting



Avocado

Monthly and annual comparisons

Volumes

Price

February 2009 / January 2009

↘ - 5%

↘ - 5%

February 2009 / February 2008

↘ - 5%

↘ - 11%

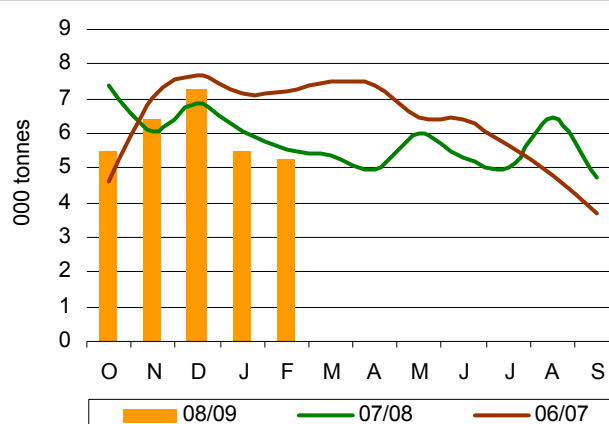
FEBRUARY 2009

The improvement seen in January was not confirmed. However, supply remained markedly smaller than average. The deficit in green varieties was less marked than in January but was significant nonetheless. The Peruvian and Kenyan seasons started very early but arrivals were smaller than average from Israel and even more so from Spain. Volumes of 'Hass' were also very moderate. The Chilean season ended early and arrivals from Israel, Mexico and Spain were smaller than average.

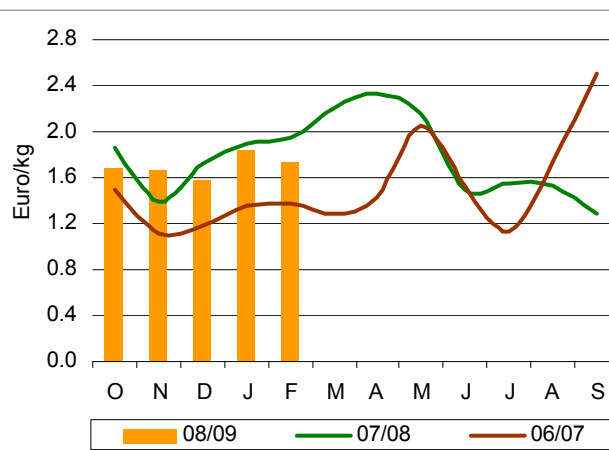
However, demand was particularly disappointing, especially from wholesalers. Stocks formed right at the beginning of the month, prices fell steadily and the monthly pivot price was only average in spite of the supply deficit.

Estimated market releases in France

Volumes



Price at import stage



Estimated market releases in France by origin

Tonnes	February 2009	Comparisons (%)		Total season 2008/2009	Season comparisons (%)	
		2009/2008	2009/2007		08-09/07-08	08-09/06-07
Peru	382	-	-	382	-	-
Mexico	1 221	+ 22	+ 18	6 678	- 3	+ 4
Spain	1 342	- 52	- 27	7 570	- 30	+ 3
Chile	78	- 32	- 76	3 674	- 39	- 38
Israel	2 060	+ 24	- 39	10 424	+ 22	- 32
Kenya	165	- 100	- 100	165	- 100	- 100
Total	5 248	- 5	- 27	28 893	- 11	- 19



Orange

FEBRUARY 2009

The market did not improve in February. However, demand continued to be fairly satisfactory as the very cold weather throughout the month both in France and northern Europe was favourable for consumption. But pressure from Spanish supply remained very strong. Firstly, the 'Navel' season was prolonged because of the size of the harvest and poor sales at the beginning of the season. In addition, the taking over by 'Navelate' in mid-month did nothing to lighten the market as the harvest was also very large for this variety. Prices therefore remained rock-bottom for the small fruits that formed most of supply this season. Only 'Navelate' sizes 3 and 4 were spared by the slump.

This situation continued to weigh on the sales of fruits from other sources. Moroccan exporters limited their shipments of 'Washington' blood oranges to the EU as sales were particularly difficult. The market for 'Maltese' from Tunisia held up better. Demand was fairly brisk for sizes up to 88 and supply was contained as a result of several rainy periods.

Monthly and annual comparisons

Volumes

Price

February 2009 / January 2009

↘ - 11%

= ↗ + 2%

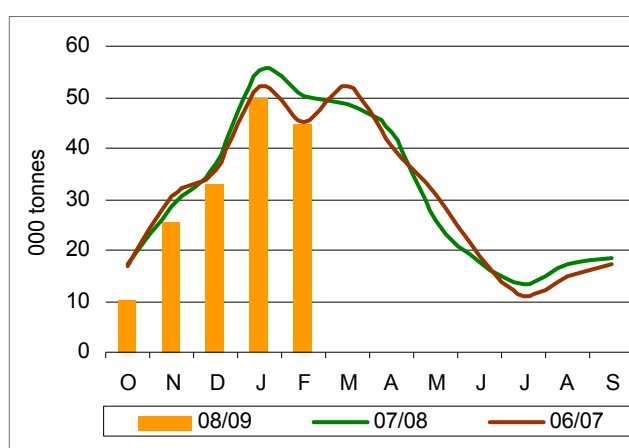
February 2009 / February 2008

↘ - 11%

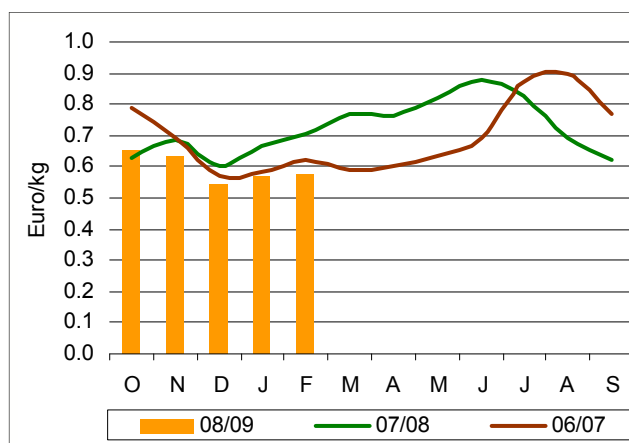
↘ - 18%

Estimated market releases in France

Volumes



Price at import stage



Estimated market releases in France by origin

Tonnes	February 2009	Comparisons (%)		Total season 2008/2009	Season comparisons (%)	
		2009/2008	2009/2007		08-09/07-08	08-09/06-07
Spain	38 051	- 8	- 7	143 631	- 10	- 10
Morocco	1 331	- 8	+ 106	1 486	- 29	- 11
Tunisia	5 219	- 30	+ 50	11 819	- 12	+ 15
Total	44 601	- 11	- 1	156 936	- 10	- 8



Grapefruit

© Eric Imbert

FEBRUARY 2009

The market continued to be quite stable before showing signs of sluggishness at the end of the month. Shipments from Florida were smaller than in 2008 although they returned to an above average level, especially in the last fortnight of the month. As regards Mediterranean supplies, arrivals from Turkey remained distinctly smaller than those of preceding years and the volumes of Spanish fruits were still not very large. However, shipments from Israel increased distinctly at the beginning of the month and became substantial for the whole of the rest of the period. Supplies were completed by a few batches from Cyprus.

Sales of fruits from Florida continued to be fairly brisk, especially at the beginning of the month as the result of certain promotion operations that had started in January. Prices therefore firmed slightly during the first half of the month and then stabilised at a level that was above average but disappointing in comparison with cost price. As in January, the situation was more difficult for Israel. Releases were still fairly slow and some operators had to agree to a degree of price flexibility at the end of the month for certain stored batches.

Monthly and annual comparisons

Volumes

Price

February 2009 / January 2009

↗ + 9%

= ↗ + 2%

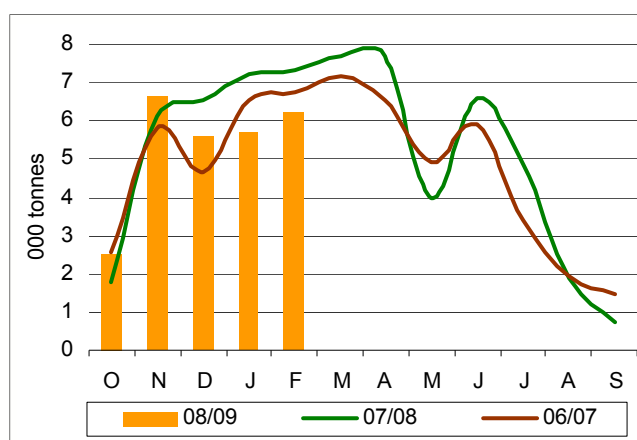
February 2009 / February 2008

↘ - 15%

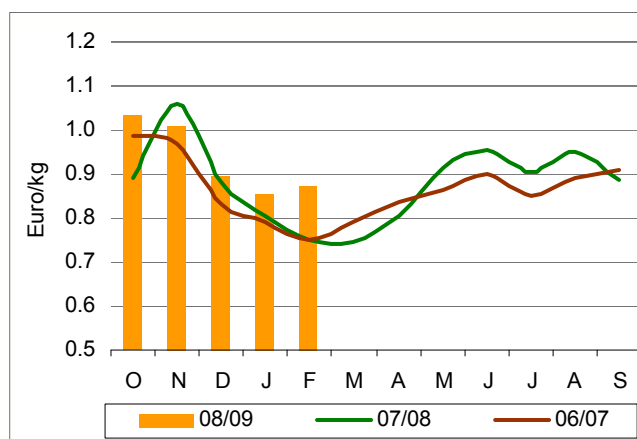
↗ + 16%

Estimated market releases in France

Volumes



Price at import stage



Estimated market releases in France by origin

Tonnes	February 2009	Comparisons (%)		Total season 2008/2009	Season comparisons (%)	
		2009/2008	2009/2007		08-09/07-08	08-09/06-07
Florida	4 958	- 19	+ 2	20 636	- 6	+ 9
Israel	943	+ 26	+ 14	4 300	+ 4	+ 18
Turkey	311	- 31	- 72	1 538	- 41	- 55
Total	6 212	- 15	- 8	26 474	- 8	+ 2



Easy Peelers

© Régis Domergue

FEBRUARY 2009

The market remained satisfactory. Demand remained good, thanks in particular to cool weather that favoured consumption and fruits of satisfactory quality overall.

In addition, the volumes available remained at an average level. The Spanish clementine season was extended, with significant volumes of 'Hernandina' taking over from 'Nules'. But supplies of hybrids was fairly moderate. The Spanish 'Clemenvilla' season finished fairly early and the supply of 'Fortuna', a variety that had taken over at the beginning of the month, was not very large. Supply from Spain was completed by 'Ortanique' and 'Nadorcott'. In addition, Moroccan presence was fairly discreet. After starting very early at the end of December, the 'Nour' season finished in the first half of the month. Moroccan shipments were based mainly on limited volumes of 'Nadorcott'—as production potential is still small and exporters concentrate on the Canadian market. The Israeli 'Minneola' season finished in the first half of the month, replaced by larger volumes of 'Or' than in 2008. A few batches of 'Minneola' from Turkey and 'Mandora' from Cyprus completed supplies.

Prices firmed and held at a higher level than average for high-quality goods.

Monthly and annual comparisons

Volumes

Price

February 2009 / January 2009

↘ - 52%

↗ + 18%

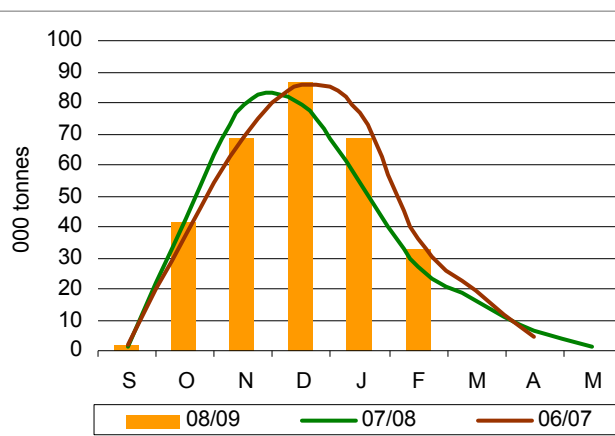
February 2009 / February 2008

↗ + 20%

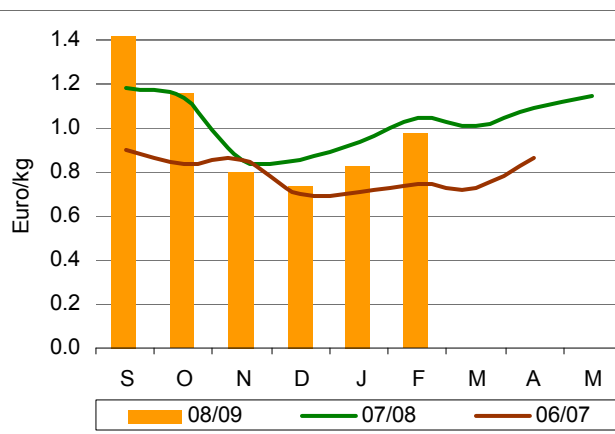
↘ - 7%

Estimated market releases in France

Volumes



Price at import stage



Estimated market releases in France by origin

Tonnes	February 2009	Comparisons (%)		Total season 2008/2009	Season comparisons (%)	
		2009/2008	2009/2007		08-09/07-08	08-09/06-07
Corsica	-	-	-	20 627	+ 30	- 16
Morocco	1 497	- 45	+ 265	21 833	+ 46	+ 18
Spain	31 233	+ 27	- 13	257 414	+ 2	- 3
Total	32 730	+ 20	- 10	299 874	+ 6	- 2



Litchi

FEBRUARY 2009

The marketing season for litchis from Madagascar finished rapidly at the beginning of February. The prices of fruits of satisfactory quality were the same as in the preceding weeks. The proportion of rejects increased at the same time, making sales returns smaller. No fruits for any other source appeared during this period marking the end of the Indian Ocean season. The first batches of litchi shipped from Thailand by air were expected at the beginning of April.

Sale of Madagascan litchis came to a swift end at the beginning of February. The downward trend observed at the end of January continued, with the last batches available at EUR0.50-0.80 per kg. These batches had been resorted systematically, and substantial quantities of fruits were discarded for reasons of quality. The very last batches of Madagascan litchis were sold in the second week of February at open prices and therefore not representative.

The small South African export season was confirmed in February, with a total absence of produce even though exports of 'MacLean', a later variety, generally continue in February. In spite of repeated announcements, not a single batch from South Africa was sold in February.

The sudden end of litchi sales marked the end of the Indian Ocean season. After starting earlier than in previous years, it also finished earlier, keeping the same overall length. Thai produce will take over in April after two months of absence of the fruit on the European markets. The few batches from Australia that traditionally cover the switch in source were not there either this year. Poor quality and keeping potential put an end to the shipping intentions of operators handling this source.

Preliminary review of the Madagascan season

Madagascar confirmed once again its position as the leading litchi exporting country. With shipments of nearly 24 000 tonnes, it set a new record as the largest total in recent years was 22 500 tonnes (2004-05). The 2008-09 season got off to an early start as weather conditions were favourable during flowering and fruit formation.

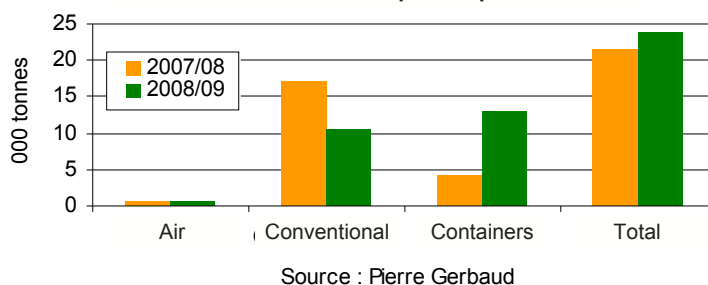
The quantities shipped by air at the beginning of the season were similar to those of the previous season but the sales period was longer. For a few weeks, the inflow of produce from Madagascar and also from competing sources in the Indian Ocean (Mauritius, South Africa and Réunion) disturbed sales strongly and prices fell continuously. The early arrival of litchis—well before the Christmas period—encountered sluggish demand.

The first litchis in conventional ships arrived on the European markets in Week 49 and their prices soon fell. In contrast with previous seasons, the volume represented by the last phase of the season with the fruits travelling in

containers was particularly large, for the first time exceeding that arriving in conventional ships. These goods reached the European markets after the Christmas/New Year period at a time when demand is not usually very dynamic. As a result, the fall in price that started with the fruits carried by conventional ships continued until the end of the season at the beginning of February.

Two key features explain the disappointing economic performance. The first consists of the effects of the general economic downturn that led consumers to switch to the purchase of more traditional, less expensive products. The second can be ascribed to the mediocre quality of the Madagascan fruits and their limited keeping potential. Indeed, numerous batches were resorted or withdrawn from sale because of the spread of moulds.

Litchi - Madagascar
Evolution of European imports





Mango

Mango — Weekly arrivals — Estimates in tonnes				
weeks 2009	6	7	8	9
By air				
Peru	70	70	70	70
By sea				
Brazil	260	600	700	1 100
Peru	3 100	2 700	2 700	2 600

FEBRUARY 2009

The price of 'Kent' mango from Peru peaked in February because of limited supply from this source and small arrivals from Brazil. However, prices fell, losing from EUR0.50 to 0.75 per box in the middle of the month. They then stabilised until the end of the period. Market under-supply did not result in rocketing prices as a paradoxical phenomenon of adjustment of demand was observed. But this price weakening was contained and prices settled at a level twice as high as in the same period in 2008.

The distinct improvement of prices continued at the beginning of February, with 'Kent' shipped from Peru by sea reaching an average of EUR6.50 per box. This was a peak in the movement of mango prices from this source. Indeed, prices weakened, dipping by EUR0.50 per box, in the second week of the month. The downward movement continued in the following week with a loss of EUR0.25 per box and average prices then stabilised at this level until the end of the month. In spite of the fall, prices were still high and completely different to those observed during the same period in 2008. The continued high prices are explained by the very strong decrease in exports from Peru (more than 56% smaller than in February 2008) and the simultaneous paucity of deliveries from Brazil. Under-supply increased in comparison with the natural market demand observed since mid-January, making a substantial price rise possible. Nevertheless, the high prices

asked caused a reversal of trend resulting from an adjustment of demand. Many retail distributors lost interest in the fruit as prices were firm and higher than EUR5.50-6.00 per box, which did not match their retail price per fruit. As a result, buyers limited their orders or stopped buying while waiting for a fall in prices that would allow them to obtain their usual margin. In addition, the fall in prices was aggravated by the unsuitability of the fruits arriving as these were mainly large and more difficult to sell. The appearance of quality problems in Peruvian mangoes at the end of the month aggravated this trend.

At the same time, deliveries of 'Tommy Atkins' from Brazil were at their smallest level of the year and could not make up for the Peruvian deficit. Goods from Peru benefited from these market conditions with the return of substantial prices totally different from

the EUR2.25-3.35 per box seen in December.

It is noted that the decrease in exports from Peru resulting from poor weather conditions during fruit formation also concerned Ecuador. No Ecuadorean fruits were supplied in January and February, traditionally the full season.

The air mango market was supplied only by 'Kent' from Peru throughout February. Regular deliveries whose volume was sufficient to cover demand enhanced stable, fairly high prices. However, a few price variations were observed as a result of the uneven quality of some batches. The quality problems observed during the period were the lack of colour of some fruits and the overripeness of certain batches. The presence of overripe fruits on the market always causes a fall in prices as the goods must be cleared rapidly.

Mango — Import prices on the French market — Euros

Weeks 2009		6	7	8	9	February 2009 average	February 2008 average
By air (kg)							
Peru	Kent	4.30-5.00	4.30-5.00	4.30-4.80	4.50-5.00	4.35-4.95	3.00-3.70
By sea (box)							
Brazil	Tommy Atkins	-	6.00	6.00	-	6.00	3.00-3.50
Peru	Kent	6.00-6.50	6.00-7.00	5.00-6.50	5.00-6.50	5.50-6.60	2.10-3.10



Pineapple

© Denis Loelliet

Pineapple — Import price		
Euros	Min	Max
By air (kg)		
Smooth Cayenne	1.60	1.90
Victoria	2.50	3.80
By sea (box)		
Smooth Cayenne	5.50	10.00
Sweet	6.00	10.50

FEBRUARY 2009

In February, the pineapple market featured small supply and also weak demand, contributing to a fall in prices throughout the month. This was the time of half-term holidays and, as in previous years, a distinct decrease in demand was observed on the air mango market. This did not have a direct impact on prices but considerably affected the volume of fruits sold. The situation was hardly better for 'Victoria', which is even more sensitive to fluctuations in demand. Supply volume was very irregular and even almost totally absent at the end of the month.

Prices lost ground continuously throughout the month while supply of 'Sweet' from Latin America was very small. Demand slackened more or less everywhere in the first half of the month—even before the half-term holidays started. In addition, supply from Latin America was very unbalanced, with a high proportion of size 9 and 10 fruits for which there was practically no demand. Operators did not hesitate to lower their prices drastically to clear these fruits and this put strong pressure on sales of 'Smooth Cayenne' at a time when demand in the eastern European countries also decreased. The second half of the month was marked by the beginning of the holidays for the various operators. Demand and prices slumped a

little more. During the second part of the month, still unbalanced supply of 'Sweet' from Latin America ran into a few quality problem (fruits maturing rapidly) that aggravated the fall in prices. The fruits received could not be kept for long and operators often made price concessions to speed up sales and thus avoid the forming of stocks. The situation was hardly any better on the 'Smooth Cayenne' market, with increasingly difficult sales on re-export markets and the domestic market taking smaller volumes but at more profitable prices.

Supply was small on the air pineapple market throughout the month at the importers' request. Indeed, operators expected a strong decrease in de-

mand as a result of the winter holidays and many of them decided to reduce their imports from mid-month onwards. The volumes arriving each week thus shrank by 40 and even 50%. In spite of the small supply and the impression of shortage, prices remained stable and a fair number of transactions were in the lower part of the price range shown below.

Supply of 'Victoria' decreased from week to week. Fairly small volumes were sold. There were hardly any arrivals in the last week of the month and work consisted mainly of managing limited stocks of fruits of uneven quality.

Pineapple — Import prices on the French market — Main origins — Euros

Weeks 2009		6	7	8	9
By air (kg)					
Smooth Cayenne	Benin	1.80-1.85	1.80-1.85	1.80-1.85	1.80-1.85
	Cameroon	1.65-1.85	1.65-1.85	1.65-1.85	1.65-1.85
	Ghana	1.65-1.75	1.65-1.75	1.65-1.75	1.60-1.75
	Côte d'Ivoire	1.70-1.80	1.70-1.80	1.70-1.80	1.70-1.75
	Guinea	1.85-1.90	1.85-1.90	1.85-1.90	1.85-1.90
Victoria	Côte d'Ivoire	2.50	2.50-2.80	-	-
	Réunion	3.60-3.80	3.40-3.60	3.40-3.80	-
	Mauritius	3.00-3.30	3.00-3.30	-	-
By sea (box)					
Smooth Cayenne	Côte d'Ivoire	6.50-10.00	6.00-10.00	6.00-8.50	5.50-8.00
Sweet	Côte d'Ivoire	9.00-10.50	8.00-10.00	8.00-9.50	6.50-9.00
	Cameroon	9.00-10.50	8.00-10.00	8.00-9.50	6.50-9.00
	Ghana	9.00-10.50	8.00-10.00	8.00-9.50	6.50-9.00
	Costa Rica	8.00-10.00	7.50-9.50	6.50-8.50	6.00-8.50



Sea freight

FEBRUARY 2009

For a while it appeared that charter market developments throughout the month were mirroring the behaviour pattern in February last year, albeit with a slight delay. In this respect the monthly year-on-year TCE average is compatible. However it does not mask the continued disappointment felt by reefer owners and operators who had budgeted for an early season 'demolition dividend'.

Significant also this season is the reduction of transparency in the market, which has made it more difficult to read. Historically it would be regular Chiquita, Dole, Del Monte or CoMaCo fixtures 'guiding' the market with well-publicised TC rates. This year it has been ad hoc Reybanpac and Rastoder requirements that have dominated proceedings. Another sign of the times is that there has also been less of an ice premium for vessels fixed into the Baltic.

The impact of the global downturn on the reefer charter market has been worse this year than in previous recessions predominantly because it has coincided with the collapse of the container market. There is a huge number of open container vessels going cheap and a great deal more reefer equipment available than ever before.

But it is not just about slot and box capacity surplus in isolation - the high Ecuadorian exit price coupled with the contraction of credit has led charterers and cargo interests into fixing smaller unit, 'box-friendly' consignments. Maersk's new Ecuadorian banana service Ecubex is positioned to take advantage of this coincidence. With its fleet of owned boxes Del Monte has also been able to exploit the market weakness, as has CSAV.

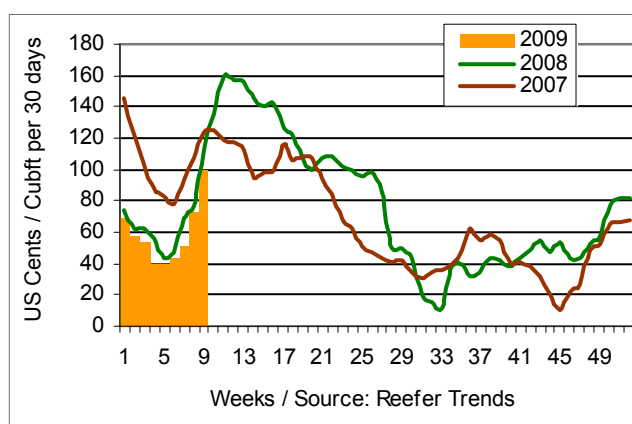
Unless there is a lot more demolition of ageing reefer tonnage this year there could be a knock-on negative impact on the Period, 12-month market in 2010. All the Period market fixtures for 2009 were concluded before the extent of the downturn became apparent: operators of top-end tonnage may have a battle to maintain rates let alone look for an increase in 2010 if the Spot market continues to be over-tonnaged.

Monthly spot average

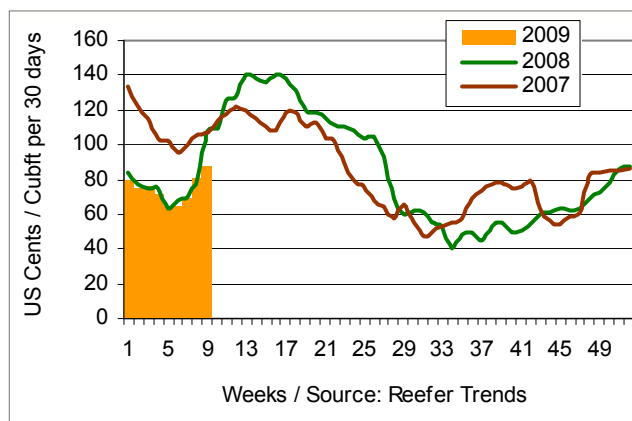
US\$/cents/cubic foot x 30 days	Large reefers	Small reefers
February 2009	66	71
February 2008	79	85
February 2007	100	104

Weekly market movement

Large reefers (450 000 cuft)



Small reefers (330 000 cuft)



Web: www.reefer trends.com
 Tel: +44 (0) 1494 875550
 Email: info@reefer trends.com

reefer trends

The independent news and information service for the reefer and reefer logistics businesses