

Banana

MARCH 2001

Monthly comparison: March 2001 / Feb. 2001

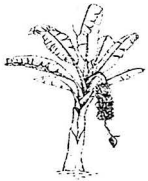
Price
↗ + 7%

Volumes
↗ + 25%

Annual comparison: March 2001 / March 2000

Price
↗ + 37%

Volumes
↘ - 2%



March is traditionally one of the best months of the year. Performance in 2001 can be considered to be exceptional. Indeed, estimates of the volumes marketed in France are very close to last year's figures while the average price has increased by nearly 40%.

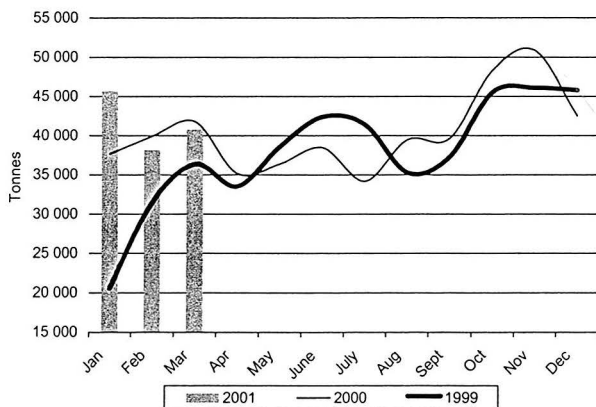
A marked increase in shipments from **Guadeloupe** almost totally compensated from the considerable decrease in arrivals from **Africa** (particularly **Côte d'Ivoire**) and a slight dip in the quantity of fruits from **Martinique**. However, the decrease in shipments to northern EU markets (dollar banana arrivals down by

about 6%) and eastern European countries (-14% approximately) is much more marked. Export demand was therefore particularly strong throughout the month. In addition, the domestic market remained dynamic even though the average retail price climbed by more than 9%. Special offers were almost as numerous as last year

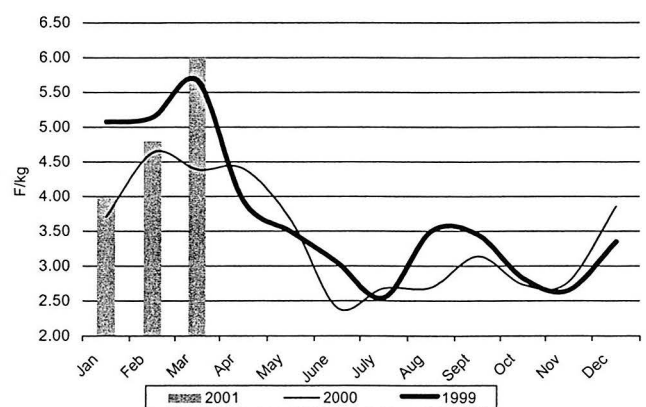
(28.5% of shops ran 'banana operations' against 30% last year) at an average price 4% lower. The very limited quantities of Spanish strawberries available until week 12 probably goes some way towards accounting for this dynamism.

Banana – Estimated market releases in France

Volumes



Price at import stage



Estimated market releases in France by origin – March 2001

Tonnes	March 2001	Comparisons (%)		Season total	Comparisons (%)	
		2001/2000	2001/1999		2001/2000	2001/1999
Côte d'Ivoire	8 317	-16	-8	23 634	-11	3
Cameroon	9 552	-8	10	30 580	2	17
Martinique	15 630	-4	0	49 140	0	39
Guadeloupe	7 288	38	150	21 245	52	212
Total	40 787	-2	12	124 599	4	41