

Indicators
March 2003

The main fruits	In shares by total volume and expenditure on fruits for the month in France		
	%	Volumes	Expenditure
	Apple	27	23
	Orange	24	19
Banana	14	13	

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.

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March 2003 / March 2002			
Price	↓	Vol.	↓

Apple

In contrast with expectations, the market remained fairly morose. The movement of Granny Smith and two-colour fruits, especially Gala, has been satisfactory. Sales of Golden Delicious are still as difficult, however. Some export markets are now closed because they are supplied from the southern hemisphere. Remaining stocks are therefore substantial and prices are lower than in 2002.

March 2003 / March 2002			
Price	↓	Vol.	↓

Orange

Performance was satisfactory in spite of a decrease in comparison with an excellent 2002. Indeed, the quantities sold have been average but prices are rising markedly. The abundance of supplies of Lane late slowed the progress of the Spanish Valencia season. The Maroc late season started late.

March 2003 / March 2002			
Price	↓	Vol.	=

Banana

Although better than in February, performance remained mediocre. Average prices and the volumes sold were down on the average for the third month running. Supplies were substantially up on previous years while retail business—although better than last year—was mediocre in comparison with the other years.

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 past figures are kindly provided from the POMONA data base and processed by CIRAD. 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 is provided solely as a guide and CIRAD accepts no responsibility for their accuracy. The illustrations are reproduced with the kind permission of Fabrice Le Bellec (CIRAD-FLHOR).

Banana

MARCH 2003

Monthly comparison: March 2003 / Feb. 2003

Price $\uparrow + 8\%$ Volumes $\uparrow + 8\%$

Annual comparison: March 2003 / March 2002

Price $\downarrow - 5\%$ Volumes $\downarrow - 1\%$



Although better than in February, performance remained mediocre. Average prices and the volumes sold were down on the average for the third month running. Supplies were substantially up on previous years while retail business—although better than last year—was mediocre in comparison with the other years.

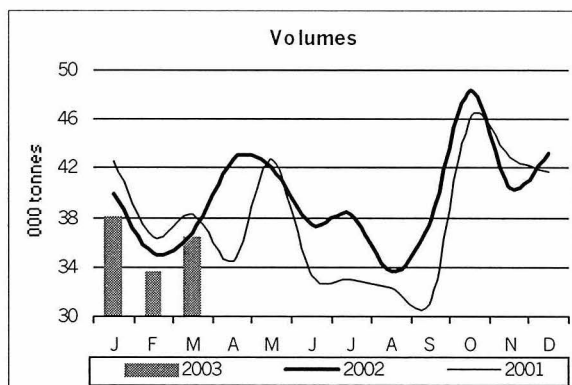
Supplies of West Indian and African bananas were more substantial (+ 3%) than in an average year as a result of large shipments from Cameroon. Furthermore, arrivals were very irregular during the second week because of a dock strike in the West Indies. Retail trade indicators (retail

price and promotion operations) were better than in 2002 but still distinctly less encouraging than in 2000 and 2001. Export market demand was satisfactory in the first fortnight only. In fact, in spite of substantial arrivals of dollar bananas in northern Europe (the North American and Eastern European

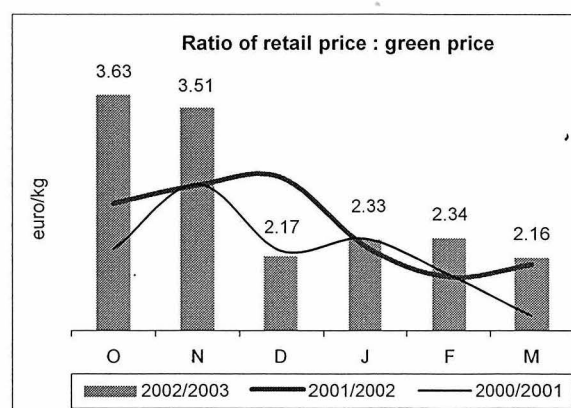
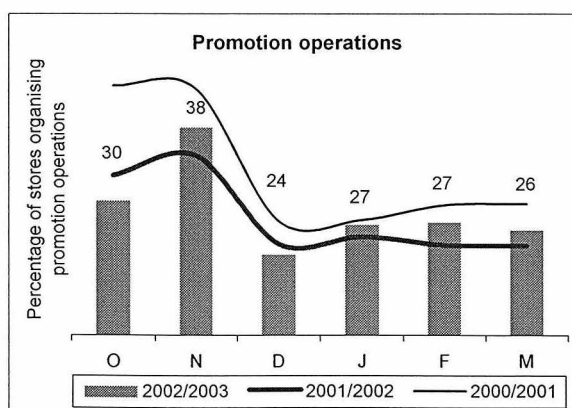
markets were difficult and uncertainty reigned in the Mediterranean), consumption was extremely dynamic thanks to attractive retail prices, especially in Germany and the United Kingdom. The average price and the quantities sold were thus 5% down on the average figures.

Estimated market releases in France

Tonnes	March 2003	Comparisons (%)		Season total 2003	Season comparisons (%)	
		2003/2002	2003/2001		2003/2002	2003/2001
Côte d'Ivoire	7 567	- 9	- 9	22 701	- 6	- 4
Cameroon	9 255	+ 18	- 3	28 647	+ 4	- 6
Martinique	13 511	- 6	- 3	39 156	- 5	- 11
Guadeloupe	6 140	- 2	- 4	17 722	- 5	- 7
Total	36 473	- 1	- 5	108 226	- 3	- 8

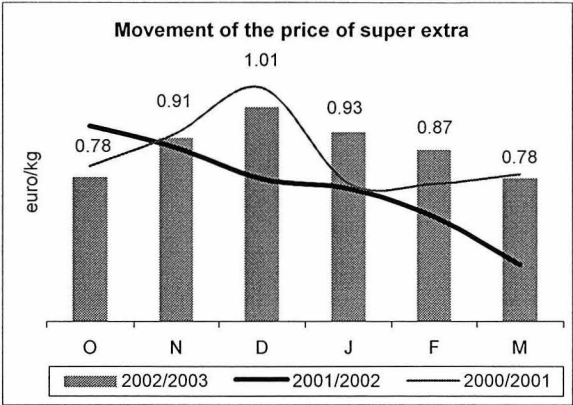
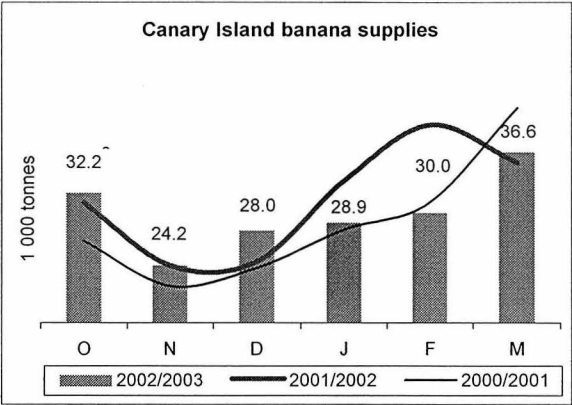


Retail market in France

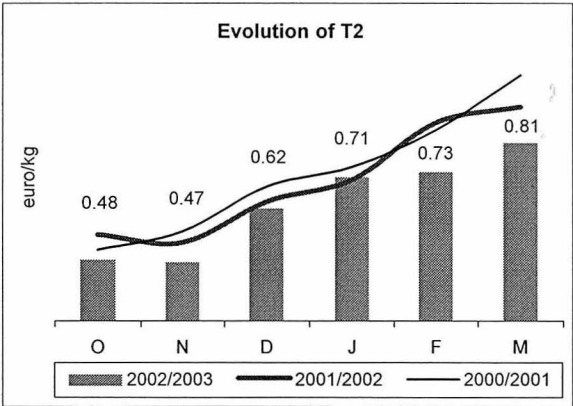
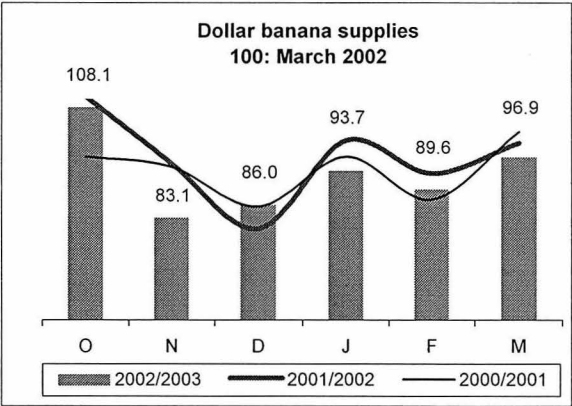


Banana — Indicators for French export markets

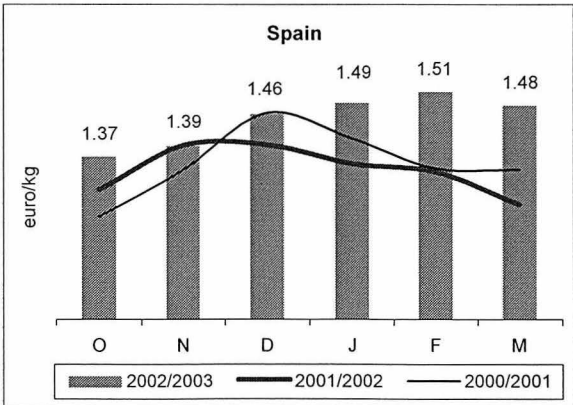
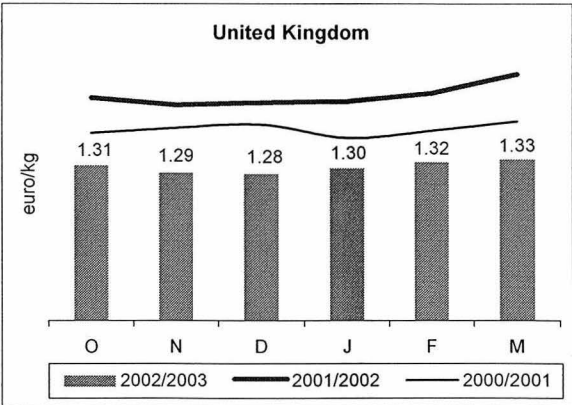
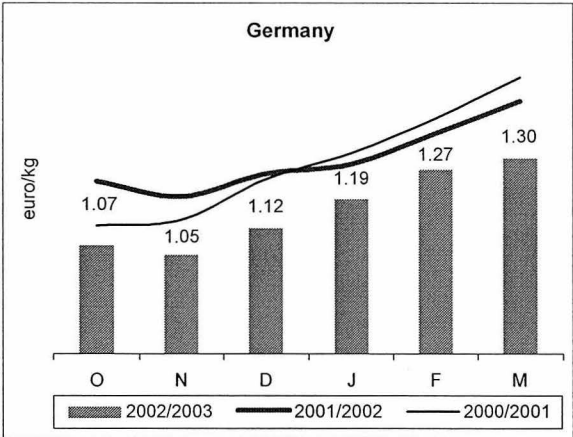
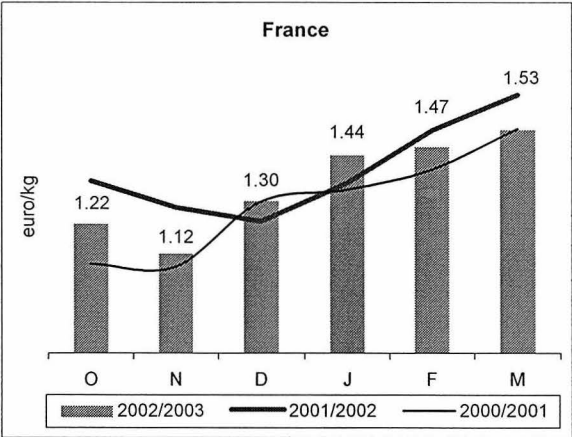
Spain



Northern Europe



Retail price in Europe



Sources: CIRAD-FLHOR, SNM, TW Marketing Consulting

Avocado

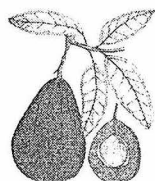
Monthly comparison: March 2003 / Feb. 2003

Price = \downarrow - 2% Volumes $\uparrow\uparrow$ + 43%

Annual comparison: March 2003 / March 2002

Price $\uparrow\uparrow$ + 58% Volumes \downarrow - 8%

MARCH 2003



The average price continued to peak in spite of a much more sustained level of supply. However, this excellent overall performance masks a distinct market degradation for green varieties during the second half of the month as a result of very abundant supplies from Kenya with unbalanced grading and frequently imperfect quality.

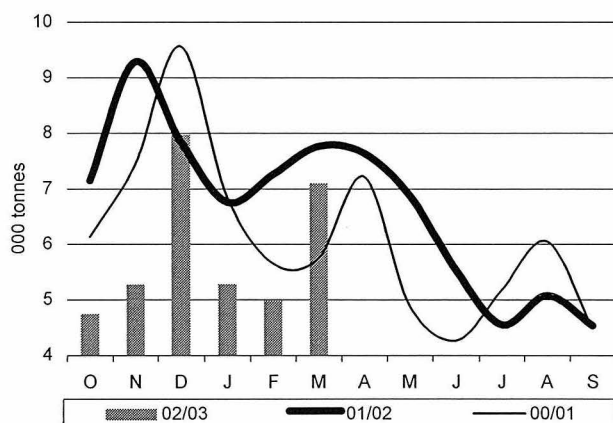
The market for Hass remained distinctly under-supplied for the entire month, enabling the prices to peak at distinctly higher levels than those of the preceding seasons. The presence of fruits from Mexico was noticeably stronger than in past seasons but this did not succeed in fully making up for

the shortfall in supplies from Israel and Spain, which increased in comparison with February because of the approaching end of the season. The smaller supplies of Hass allowed the smooth marketing of the large arrivals of Fuerte from Kenya in the first part of the month, even though the fruits were

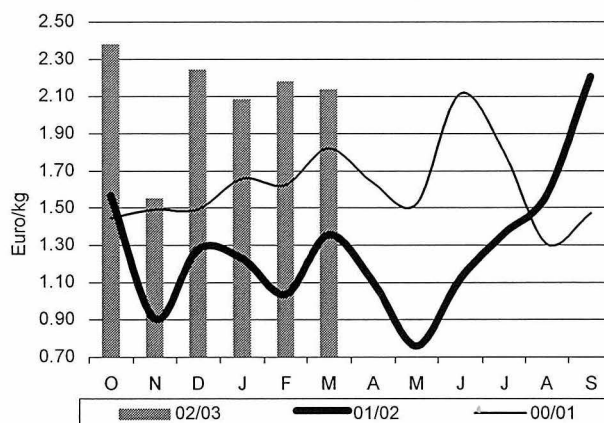
small. However, the market for the latter deteriorated from Week 12 onwards. Supply pressure remained very strong while demand slowed because of the quality problems affecting most of the fruits (blemishes, lipid content too low to ensure normal ripening).

Estimated market releases in France

Volumes



Price at import stage



Estimated market releases in France by origin

Tonnes	March 2003	Comparisons (%)		Season total	Season comparisons (%)	
		2003/2002	2003/2001		02-03/01-02	02-03/00-01
Israel	560	- 83	- 72	11 595	- 42	- 27
Mexico	2 321	+ 737	+ 543	11 291	+ 42	+ 58
Spain	2 419	- 36	- 13	12 857	- 38	- 31
Kenya	1 804	+ 403	+ 302	2 003	+ 268	+ 335
Total	7 104	- 8	- 24	37 746	- 16	- 19

Orange

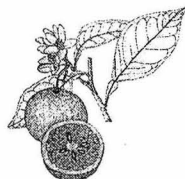
MARCH 2003

Monthly comparison: March 2003 / Feb. 2003

Price $\uparrow + 25\%$ Volumes $\uparrow + 13\%$

Annual comparison: March 2003 / March 2002

Price $\downarrow - 6\%$ Volumes $\downarrow - 13\%$



Performance was satisfactory in spite of a decrease in comparison with an excellent 2002. Indeed, the quantities sold have been average but prices are rising markedly. The abundance of supplies of Lane late slowed the progress of the Spanish Valencia season. The Maroc late season started late.

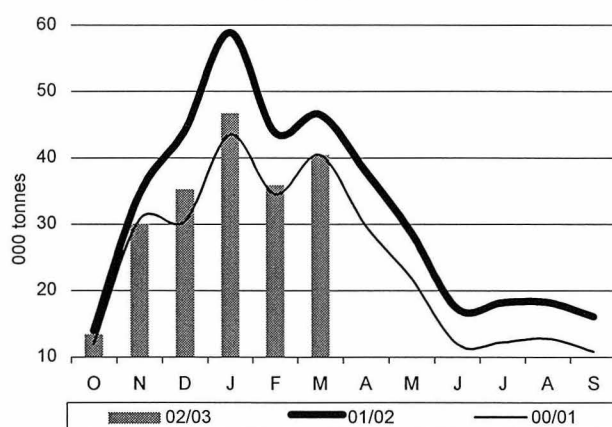
The effect of the marked extension of plantations of Lane late in Spain has started to have an effect this season. Indeed, this variety formed most of the supplies from Spain in March. The Lane late market was balanced in spite of firm prices and a marked decrease in business in the middle of the month

as a result of the warm weather and competition from the season's fruits. In contrast, sales of the last batches of Navel and Salustiana were more difficult as quality was more delicate. However, the predominance of Navelate affected the beginning of the Valencia late season (the volume sold

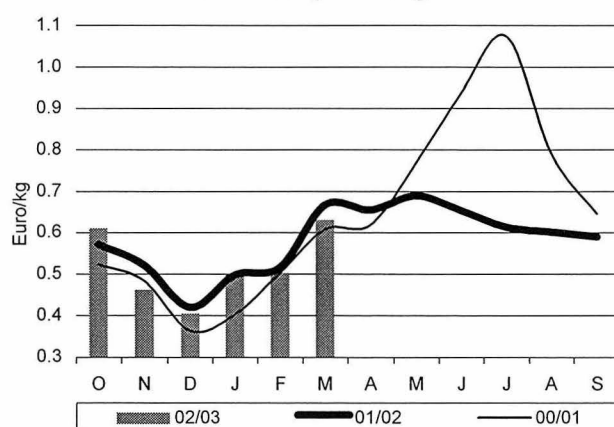
was 40% down on 2002). The volumes of Maroc late are also down markedly (50% down on 2002) because of late ripening. In spite of a decrease in shipments, the price of Maltese did not recover as quality was uneven.

Estimated market releases in France

Volumes



Price at import stage



Estimated market releases in France by origin

Tonnes	March 2003	Comparisons (%)		Season total 2002/2003	Season comparisons (%)	
		2003/2002	2003/2001		02-03/01-02	02-03/00-01
South Africa	0	0	0	4 648	+ 23	+ 28
Spain	33 409	- 12	+ 37	178 073	- 16	+ 13
Morocco	2 519	0	- 9	4 053	- 29	- 64
Tunisia	4 477	- 26	- 37	14 903	- 20	- 15
Total	40 405	- 13	0	201 677	- 17	+ 5

Grapefruit

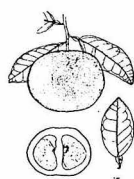
MARCH 2003

Monthly comparison: March 2003 / Feb. 2003

Price	Volumes
↗ + 3%	↘ - 24%

Annual comparison: March 2003 / March 2002

Price	Volumes
↗ + 9%	↘ - 10%



Performance was satisfactory. The volumes sold were smaller than in previous years but prices were markedly higher for the third month running. Indeed, the confirmation of an early end of the Florida season led to a rise in price for fruits from this origin and then from competing origins.

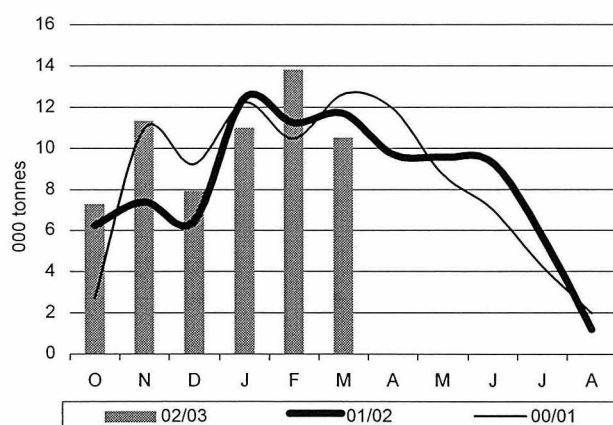
Grapefruit shipments from all origins were distinctly smaller. Rain hit the harvest in Israel and Turkey continued to favour the Eastern European markets. Above all, arrivals from Florida slowed early. Indeed, tristeza has begun to affect production and

early ripeness encouraged exporters to concentrate their shipments during the first part of the season. Florida operators thus benefited from strong speculative demand from middlemen, allowing an increase in prices. Mediterranean origins quickly profited

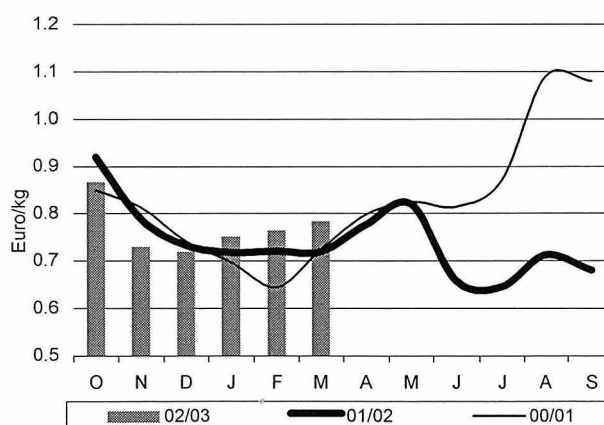
from the situation. Hitherto slow Israeli releases livened in spite of quality problems in certain brands. Thus, the price increase triggered by Florida became widespread.

Estimated market releases in France

Volumes



Price at import stage



Estimated market releases in France by origin

Tonnes	March 2003	Comparisons (%)		Season total 2002/2003	Season comparisons (%)	
		2003/2002	2003/2001		02-03/01-02	02-03/00-01
Florida	8 798	- 11	- 16	51 123	+13	+ 14
Israel	936	- 6	- 44	4 099	+ 11	- 18
Turkey	774	- 8	+ 56	6 651	+ 3	- 19
Total	10 508	- 10	- 17	61 873	+ 12	+ 6

Easy peelers

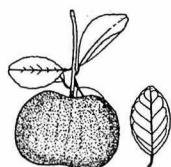
MARCH 2003

Monthly comparison: March 2003 / Feb. 2003

Price	Volumes
↘ - 15%	↘ - 55%

Annual comparison: March 2003 / March 2002

Price	Volumes
↘ - 16%	↗ + 6%



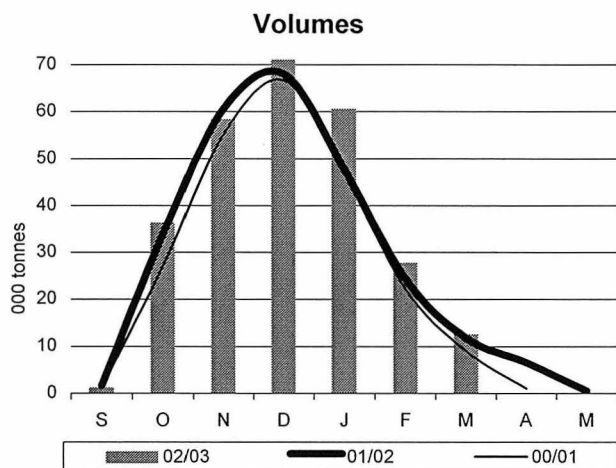
After starting and continuing remarkably, performance was poor at the end of the season. Spain shipped particularly large quantities of ortaniques and Fortuna, some batches of which displayed quality problems. Furthermore, demand switched rapidly to spring produce and so prices had to be adjusted significantly.

The quantities available overall were distinctly larger than average in spite of a marked decrease in shipments from Morocco (gradual winding down of ortaniques). The quantities arriving from Spain—both ortaniques and Fortuna—were much more abundant than in an average season. The

presence of Israeli fruits was marginal, but supplies of Or (a hybrid of Temple and Dancy tangerine) started to increase. Demand was steady during the first half of the month and then suddenly slowed. The weather turned warm and competition from strawberries was strong. Furthermore,

the quality of certain batches of Fortuna and of small fruits from Israel was far from up to standard. The supermarkets thus gradually changed their displays and operators had to agree to considerable price decreases. The average price was 16% down on last year and 10% lower than average.

Estimated market releases in France



Estimated market releases in France by origin

Tonnes	March 2003	Comparisons (%)		Season total	Season comparisons (%)	
		2002/2001	2002/2000		02-03/01-02	02-03/00-01
Spain	11 389	+ 13	+ 56	230 499	+ 13	+ 20
Morocco	852	- 40	+ 2	18 735	- 23	+ 10
Israel	283	+ 4	- 70	1 599	- 39	- 49
Corsica	0	0	0	20 902	- 23	+ 25
Total	12 524	+ 6	+ 38	271 735	+ 9	+ 19

Mango

West African season



March seems to mark the end of a difficult mango marketing period. Demand has been hesitant and prices fairly low since the beginning of February. The results of the Peruvian export season that dominated the two months concerned will certainly show this, in spite of more dynamic performance in January. The junction with West African origins promises to be difficult because of uncertainty concerning Côte d'Ivoire's export possibilities and capacity.

March was largely dominated by deliveries of Kent mangoes from Peru shipped by sea in containers. The large quantities put on the market ran up against moderate demand. The fall in fruit quality with the appearance of anthracnose and spots of rot also slowed sales. The last arrivals from Peru during the last third of the month held the promise of an improvement of the market. Indeed, the price of high quality fruits recovered slightly in the middle of the month but average prices remained low because of the increasingly large proportion of fruits to be rejected for reasons of quality. The rapid changes in fruits (anthracnose and overripeness) also hindered the expected recovery as a result of a decrease in the quantities arriving. Some operators did some selling off to clear the market. South Africa also supplied the market during this period

but with smaller quantities. The French market situation encouraged certain importers to redirect goods from the latter origin to other European markets. South African Kent and Keitt mangoes also displayed quality problems. Overall, they changed hands at the same price level as Peruvian fruits.

Although 'sea' mango market slowly emerged from the poor situation that started in February, the air freight mango market was more dynamic. It was centred on the last shipments of fine quality fruits from Peru (Kent) and a few batches of Haden from Venezuela with, unfortunately, problems of overripeness. The first batches of Amélie mango from Burkina Faso and Mali arrived on the market during the second week of the month. These small quantities were sold to

specialised fruiterers. Supplies from these two countries increased at the end of the month, accompanied by varietal diversification in the fruits from Mali (Valencia and Kent). Amélie fruits were green but at a satisfactory stage of ripeness. The colour improved with the successive shipments.

The end of the Peruvian and South African seasons and the probably late (and difficult to quantify) start of exports from Côte d'Ivoire resulted in a comparative dip in supplies at the end of the month. To ensure arrivals of mangoes, importers called upon other origins such as Brazil, whose first deliveries of Tommy Atkins and also Kent reached the market during the third week of March. Fruit quality was uneven.

MARCH 2003

Import price

		Euros/kg	Min	Max
By air				
Peru	Kent		4.00	4.60
Mali	Amélie		2.50	3.30
By sea				
Peru	Kent		0.75	1.00
Brazil	Tommy Atkins		0.87	1.12

Mango — Price in euros per kilo — Import stage

Weeks		10	11	12	13
By air					
Peru	Kent	nc	4.00-4.50	4.50	4.30-4.60
Mali	Amélie		2.90-3.00	3.00-3.30	2.50-2.80
	Valencia				3.00
	Kent				3.00
Burkina Faso	Amélie			3.00-3.30	2.50-2.80
Venezuela	Haden		4.00	4.00	3.50-4.00
By sea					
Peru	Kent	0.75-0.87	0.75-0.87	0.87-1.00	0.75-1.00
South Africa	Kent/Keitt		0.87-1.00	0.87-1.00	0.87-1.00
Brazil	Tommy Atkins			0.87	1.00-1.12
Brazil	Kent			0.87-1.00	0.75-0.87

Mango — Volumes by air (estimates in tonnes)

Weeks	10	11	12	13
Peru	20	35	30	45
Venezuela			5	
Mali		15	15	20
Burkina Faso			5	8