

October 2014 - No. 226

FR*ui*TROP

English edition

Close-up Litchi

**Counter-season
tomato**

**A little
revolution**

**Côte d'Ivoire
mango**

**2014 season
review**

www.fruitrop.com

Banana

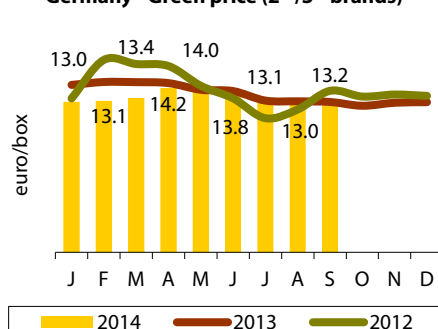
September 2014

Although all the sources began their seasonal increase, the market supply remained moderate, and all the European markets maintained a sound balance in September. Costa Rican imports started to grow, peaking at the end of the month at higher levels than in previous years. Ecuador was slightly down from August, maintaining moderate levels, while Colombia, despite a slight rise, remained well in shortfall (- 25 %) due to climatic problems back in May. Elsewhere, the French West Indies also began their seasonal increase in early September, with levels 12 % above average, whereas African volumes, climbing from the middle of the month, remained near average for the season due to production losses in Côte d'Ivoire (floods in July). Meanwhile, demand on the various markets was dynamic and in step with the available supply from late August, thanks to the end of the summer holidays and to promotions in the distribution sector. In Northern Europe, sales underwent a seasonal rise similar to 2013. In Southern Europe, demand was above all stimulated by promotions. Conversely, the East European markets were more difficult, because of excessively high prices, despite a moderate supply. In Spain, the increase in Canaries platano volumes from mid-September, with levels back to average, drove prices down. In Russia, despite a very limited supply, the weak demand contributed to the deterioration of the market. In France, the increase in green banana prices which had begun in late August continued, and rates stabilised from week 37 at levels 14 % above average.

NORTHERN EUROPE — IMPORT PRICE

September 2014 euro/box	Comparison	
	previous month	average for last 2 years
13.21	+ 2 %	- 2 %

Germany - Green price (2nd/3rd brands)



■ **The banana: changing how you eat it.** The objective of the banana industry professionals collaborating within the association AIB (Assoban, the banana section of CSIF, UFMB, UNCGFL, UNFD and FCS) is to revitalise banana consumption in France. Indeed, at just 8.5 kg/capita/year, France is a banana under-consumer compared to its European neighbours, who gulp down on average 12 kg/capita/year. Hence after more than two years of work orchestrated by AIB, several documents aimed at consumers and industry professionals have been released, for the purpose of better acquainting consumers with the banana, better safeguarding quality at all stages of the industry and better promoting the product in the distribution sector. This is the first initiative bringing together so many links of the industry in France, and the first Europe-wide initiative since the Banana Group in the United Kingdom in the 1990s. On Wednesday 8 October 2014, the Lyon-Corbas wholesale market hosted the test operations kick-off meeting — consumer information actions aimed at the point of sale and catering establishments — and the presentation of the compendium of data sheets on banana quality, developed with CIRAD and the support of ODEADOM, aimed at industry professionals. Quantitative monitoring will be performed, as well as a qualitative study conducted by CTIFL among a group of 30 consumers, in order to measure the impact of the test operations. The results will be available at the end of the year.

More information at:
www.labananechange.fr

Sources: AIB, CIRAD



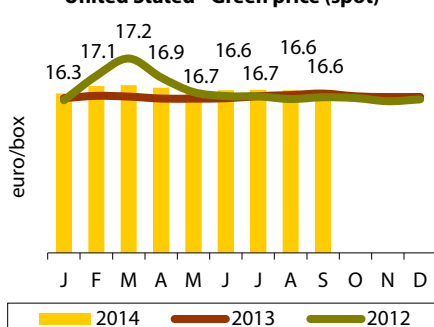
EUROPE - RETAIL PRICE

Country	September 2014		Comparison	
	type	euro/kg	August 2014	average for last 3 years
France	normal	1.50	- 5 %	+ 3 %
	special offer	1.24	- 5 %	+ 4 %
Germany	normal	1.16	- 11 %	- 3 %
	discount	1.14	- 2 %	+ 6 %
UK (£/kg)	packed	1.14	- 1 %	- 5 %
	loose	0.76	+ 1 %	+ 6 %
Spain	platano	2.05	+ 10 %	+ 9 %
	banano	1.26	+ 1 %	- 6 %

Banana

UNITED STATES

United States - Green price (spot)

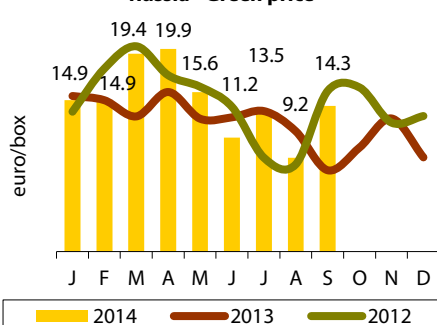


UNITED STATES - IMPORT PRICE

September 2014 USD/box	Comparison	
	previous month	average for last 2 years
16.60	0 %	+ 3 %

RUSSIA

Russia - Green price

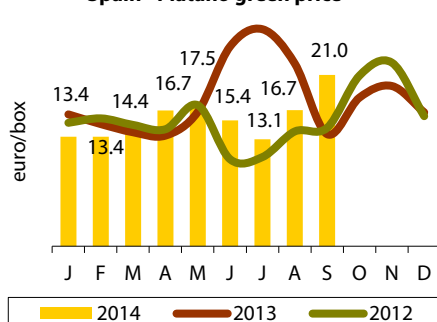


RUSSIA - IMPORT PRICE

September 2014 USD/box	Comparison	
	previous month	average for last 2 years
14.30	+ 55 %	+ 20 %

CANARIES

Spain - Platano green price*



CANARIES - IMPORT PRICE*

September 2014 euro/box	Comparison	
	previous month	average for last 2 years
21.00	+ 26 %	+ 49 %

* 18.5-kg box equivalent

■ Banana: world consumption

still set fair. European banana imports rose in August 2014 (+ 3 % from August 2013). Although a moderate rise (+ 11 000 tonnes more), this was for the third month in a row. Over the first eight months of 2014, it was the 7th month to register an increase, with only May exhibiting a very slight shortfall. On the dollar side, Ecuador and Costa Rica climbed steeply, whereas the Colombian shortfall widened, handicapped since spring by serious climatic vagaries. Over the first eight months, all the dollar sources turned up the pressure on the European market, but it is Ecuador and to a lesser degree Panama which will finish the year with a big surplus. For Ecuador alone, an additional 100 000 tonnes were put on the market compared to the same period of 2013. As for the ACPs, Cameroon was practically balanced over the eight months, though it was down in August. The effects of the flooding in Niéky are now telling on the Ivorian export figures, with 4 500 tonnes fewer in August, after a fall of 1 700 tonnes

in July. The Dominican Republic is maintaining its high growth tempo: + 3 000 tonnes in July and + 7 400 tonnes in August! The European banana supply is rising as rapidly as imports: 12 % in August and + 5 % over the first eight months. Over this same period, Guadeloupe led the way (+ 15 %), ahead of Martinique (+ 4 %) and the Canaries (+ 3 %). If we add European banana production to imports, we get an evaluation of net consumption for the EU-28. Over the last 12 months (September 2013 to August 2014), consumption appears to have risen by nearly 320 000 tonnes, reaching the record figure of 5.523 million tonnes. According to forecasting models, we will end the year 2014 at just over 5.6 million tonnes, which would be an absolute record.

The trend from the United States is for stability. Consumption was up 1 % over the first eight months of the year, at 2.723 million tonnes. All the sources climbed except for Honduras (- 3 %), Colombia (- 17 %) and Mexico (- 3 %), which bucked the general trend.

Source: CIRAD

Banana - January to August 2014 (provisional)

000 tonnes	2012	2013	2014	Difference 2014/2013
EU-27 — Supply	3 469	3 577	3 759	+ 5 %
Total import, of which	3 054	3 187	3 347	+ 5 %
MFN	2 410	2 509	2 635	+ 5 %
ACP Africa	312	349	373	+ 7 %
ACP others	333	329	339	+ 3 %
Total EU, of which	415	391	412	+ 5 %
Martinique	121	120	124	+ 4 %
Guadeloupe	41	41	47	+ 15 %
Canaries	238	220	227	+ 3 %
USA — Import	2 938	3 055	3 094	+ 1 %
Re-exports	339	359	371	+ 3 %
Net supply	2 599	2 697	2 723	+ 1 %

EU sources: CIRAD, EUROSTAT (excl. EU domestic production) / USA source: US Customs

EUROPE - IMPORTED VOLUMES — SEPTEMBER 2014

Source	Comparison		
	August 2014	September 2013	2014 cumulative total compared to 2013
French West Indies	↗	+ 57 %	+ 8 %
Cameroon/Ghana/Côte d'Ivoire	↗	- 6 %	+ 3 %
Surinam	=	- 27 %	- 8 %
Canaries	↗	+ 3 %	+ 3 %
Dollar:			
Ecuador	↗	+ 32 %	+ 38 %
Colombia*	↗	- 28 %	- 17 %
Costa Rica	↗↗	+ 121 %	+ 78 %

Estimated thanks to professional sources / * total all destinations

Avocado

September 2014

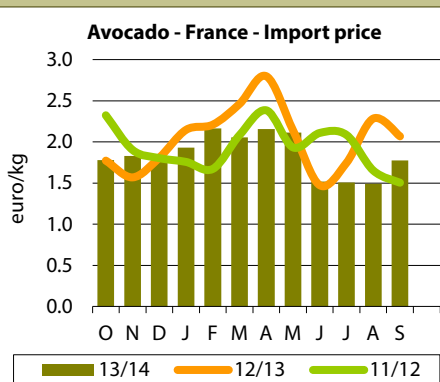
The market managed to get back on its feet, though very gradually. From the beginning of the month the supply returned to a more moderate footing, though still well above average for both Hass and green varieties. However, the Chilean season started late and gradually, in view of the big production shortfall this season. However, Peruvian imports remained close to their high-season tempo, while South African imports, although waning, proved to be above average. Some batches from Kenya and Mexico rounded off the Hass supply. Furthermore, demand proved rather slack. Hence the price rise was only very gradual, particularly for the small sizes, with significant movement only making itself felt at the very end of the month.

© Guy Brehmer



which registered a level close to 520 000 t in 2013-14, should more than double by the end of the decade: a projection based on a growth rate of 15 % per year, in line with the average recorded since 2006-07. Is this hypothesis overly ambitious? Will the East Coast markets be sufficient growth relays to make up for the stabilisation trend of the West Coast markets, which seem to have reached maturity? The question has been asked, and the answer had better be in the affirmative. Since in any case Mexico should have the fuel to drive this trend, given the annual planting rate of around 10 000 ha since 2010-11. Nearly an additional 11 000 ha of cultivated land in Michoacán has been approved by APHIS for the 2014-15 season, taking the total surface areas authorised to export to the United States to 89 000 ha.

Source: APEAM



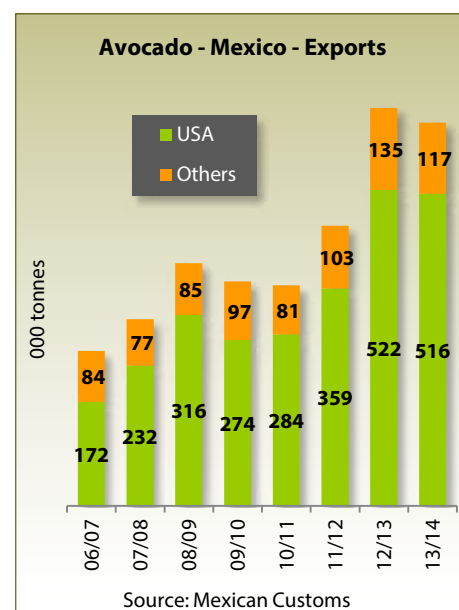
■ Avocado: growth at half-mast in the United States in Q2.

Avocado sales in the United States shrank by 1.5 % from 2013, after a 10 % rise in Q1. Happily, this dip in performance does not mean US consumers are starting to become disenchanted with Hass. As proof, prices are registering a parallel growth of nearly 16 %. It is the supply which is lacking, especially for large fruits, and above all because of the scarcity of Californian production.

Source: HAB

■ Mexican avocado: set for one million tonnes of exports to the United States in 2019?

That is the prediction made by APEAM (the Mexican Association of Avocado Producers and Exporters). According to this body, shipments to its big neighbouring market,



PRICE	Varieties	Average monthly price euro/box	Comparison with the last 2 years
	Green	6.50 - 7.00	na
	Hass	6.50 - 7.50	- 7 %

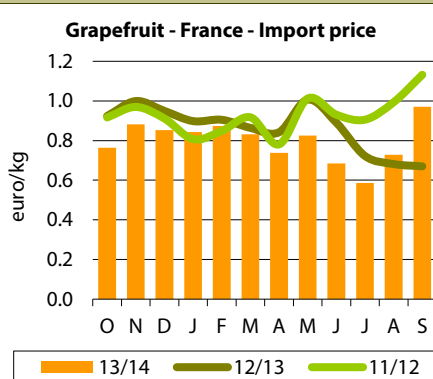
VOLUMES	Varieties	Comparison	
		previous month	average for last 2 years
	Green	↘	+ 18 %
	Hass	↘	+ 17 %

VOLUMES	Source	Comparison		Observations	Cumulative total / cumulative average for last 2 years
		previous month	average for last 2 years		
	South Africa	↘	+ 13 %	Season ebbing away in line with normal calendar (fall starting from beginning of the month), though volumes 10 to 15 % above average both for Hass and green varieties.	+ 23 %
	Peru	⇒	+ 28 %	No significant decrease, and volumes very high all month.	+ 20 %
	Chile	↗	- 50 %	Late and very gradual start to the season, in view of the production shortfall.	- 50 %
	Kenya	↘↘	- 35 %	Season ebbing away early. Hass volumes very limited from the beginning of the month.	- 3 %

Grapefruit

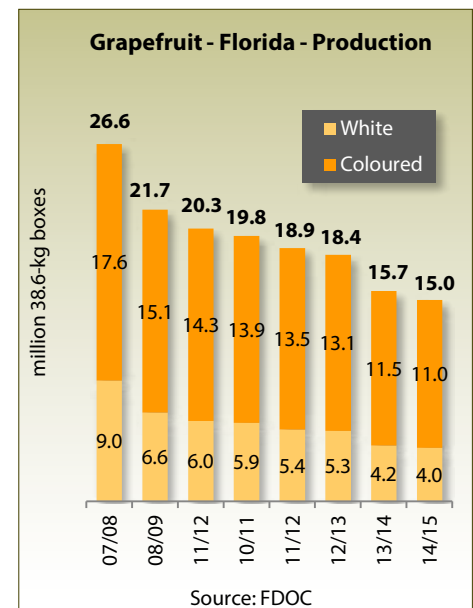
September 2014

Finally! The market is registering an average price above average level, after a period of twelve months of practically uninterrupted depression. Demand, slowed down by temperatures maintaining practically summer levels, did not prove particularly dynamic. However, the late grapefruit supply from South Africa was considerably below average. Similarly, Mexican volumes were rather short for fruits originating from Michoacán, and even more so from Yucatán. Some Israeli batches topped up the supply from the middle of the month. Prices continued to strengthen throughout the month, registering a level far above average.



■ **Floridian grapefruit: production continuing to ebb.** With 578 000 t expected in 2014-15 (i.e. 15 million field crates), Floridian grapefruit production registered a fall of approximately 500 000 boxes from last season. The Sunshine State remains by far the world's leading production region, but its harvest has dropped by 25 % in just five years. And the forecast still needs to be verified! The difference between the initial forecast and actual figure was approximately 2 million boxes over the past two seasons, because of greening and the extent of the resulting autumn and winter physiological dropping. The only reason for good cheer is that the size range, historically low last season, seems to be returning to average. Should we predict a considerable downturn in shipments to the EU-28, especially with the euro's fall against the dollar being an aggravating factor? It is probable, but the downturn should not be all that big. The collapse of shipments to Japan, a highly demanding market in terms of cosmetic appearance and phytosanitary regulations, has helped limit the impact of the fall in production on Florida's shipments to the EU over recent seasons.

Source: FDOC



all by a major downturn in Italian production, set to drop by 24 %. The small 4 % rise in the Turkish harvest, and the slightly bigger rise from Cyprus (+ 13 %) and Israel (+ 20 %) should only mitigate the overall fall. The orange family should be the hardest hit, with its production down 10 % to approach the 2012-13 level. Nonetheless, the estimated harvest of 11.4 million tonnes is still set to be among the three biggest ever recorded. There should also be a big fall, of approximately 7 %, for the grapefruit, with the estimated production of 580 000 t reaching its lowest level in recent years because of large-scale uprooting. The lemon harvest is set to be down by 4 %, registering with 2.9 million tonnes a level in line with average for recent seasons. The fall should be minimal for small citrus, of approximately 2 %, with production remaining among the biggest ever, at 6.2 million tonnes.

Source: CLAM

PRICE	Type	Average monthly price euro/ 17-kg box equivalent	Comparison with average for last 2 years
	Tropical	16.50-17.00	+ 8 %
	Mediterranean	15.50	+ 22 %

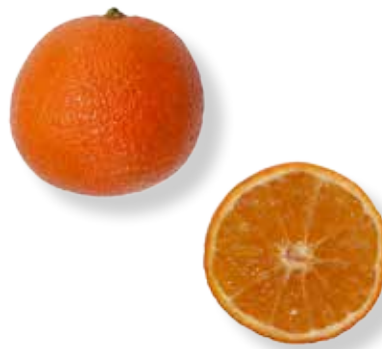
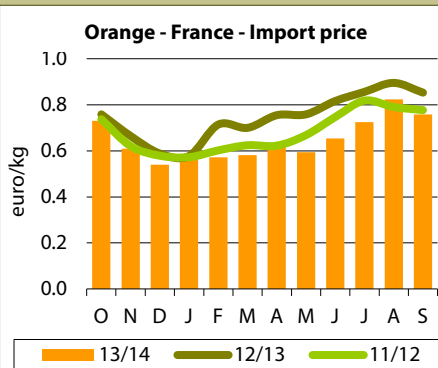
VOLUMES	Type	Comparison	
		previous month	average for last 2 years
	Tropical	na	na
	Mediterranean	↗↗	- 6 %

VOLUMES	Source	Comparison		Observations	Cumulative total / cumulative average for last 2 years
		previous month	average for last 2 years		
	South Africa	↘	- 34 %	Volumes very limited, and well below average for grapefruits originating from the late zones.	- 19 %
	Mexico	↗	na	Season starting at the beginning of the month. Cumulative imports below average.	na
	Israel	↗↗	- 6 %	Season starting, with some moderate volumes.	- 6 %

Orange

September 2014

The end of the Southern Hemisphere season, which appeared well under-way, was ultimately more difficult than predicted. The Indian summer weighed down on demand throughout the month. However, the scarcity of South African imports, due to the extreme caution of exporters in view of the new sanitary provisions governing access to the European market, put the market in a state of under-supply, in particular for small-size fruits. Prices strengthened until the middle of the month. Thereafter, the considerable and unexpected rise in incoming Valencia shipments from South Africa caused an abrupt turnaround in the trend, in a context of ongoing slow demand. Rates dropped to reach a level considerably below average at the end of the month.



■ **Easy peeler variety of the month: Oronules.** Spontaneous mutation of 'Fine' clementine detected in 1970 in Nules, near Castellón in Spain. The peel is an attractive strong orange colour. The pulp is soft, rich in juice and with a good taste. However, the fruit tends to be small, like its parent. Field and postharvest management is fairly delicate.

Source: CIRAD

■ **Initial review for summer citrus.** With the professional figures, we can draw up an initial review of the summer citrus season. The fall is set to be just as radical as predicted for Argentina, and approximately 40 % from last season. This cyclical collapse should of course be marked against the lemon, with its 50 % fall in exports seemingly just as great as the predicted fall in production. Small citrus and the orange are set to see their shipments shrink by 15 to 20 %. The grapefruit meanwhile has now practically disappeared from the Argentinean export supply, with shipments not yet reaching 50 tonnes. While the season was

particularly difficult for South Africa (reinforced sanitary constraints in the EU, commercial difficulties with the grapefruit, Russian market unappealing), the balance in terms of volumes is no less satisfactory, thanks to the massive work undertaken to develop shipments to Asia. Overall exports were down just 3 % from the record 2013 season. The structural increase in small citrus shipments, the lack of Argentinean lemons and a practically stable Navel market helped make up for the clear drop in volumes of Valencia and above all of grapefruit.

Professional sources, CIRAD

Citrus - Argentina - Export			
in tonnes	2014	Compared with 2013	
		World	EU-28
Lemon	152 000	- 46 %	- 48 %
Orange	43 000	- 46 %	- 17 %
Easy peelers	81 000	- 9 %	- 14 %
Total	276 000	- 39 %	- 41 %

Professional sources

Citrus - South Africa - Export			
million boxes	By Oct. 17 th 2014	Compared with 2013	
		World	EU-28
Lemon	12.9	+ 23 %	+ 29 %
Navel	26.1	+ 2 %	- 14 %
Valencia	44.6	- 5 %	- 14 %
Easy peelers	9.6	+ 15 %	+ 2 %
Grapefruit	14.8	- 17 %	- 33 %
Total	108	- 2 %	- 14 %

Source: CGA

PRICE	Type	Average monthly price euro/15-kg box	Comparison with average for last 2 years
	Dessert orange	na	na
	Juice orange	12.00-12.50	0 %

VOLUMES	Type	Comparison	
		previous month	average for last 2 years
	Dessert orange	↘	- 2 %
	Juice orange	↗	- 7 %

VOLUMES	Varieties by source	Comparison		Observations	Cumulative total / cumulative average for last 2 years
		previous month	average for last 2 years		
	Argentinian Valencia	↘	-25 %	Imports maintaining a below-average level.	-17 %
	South African Valencia	↗	-5 %	Marked late increase in volumes, so incoming shipment shortfall registered smaller than in previous months.	-16 %
	South African Navel	↘↘	-2 %	Some very limited last imports.	-11 %

Pineapple

September 2014

In early September, the reduction in the Sweet supply, which began in August, started to take effect. Over the first half-month, the supply was often less than demand. The market seemed more vigorous, since the operators had a bit more difficulty procuring fruits. In addition, the supply seemed unbalanced by a smaller presence of large-size fruits, which were accordingly valued higher. This trend was confirmed during the second half-month. Nonetheless, rates did not take off, though sales were made at stronger prices. It was the established brands with smaller quantities of fruits that were able to come out better placed, with rates constantly growing throughout the month.

The extremely restricted Cayenne supply was only available during the second half-month.

Throughout the month, the air-freight pineapple market supply was fairly small. This situation enabled operators to readily sell off those fruits in their possession, at rather strong basic prices. Over the first half-month, the scarcity of the supply was due to concerns in the production zones, especially in Cameroon, which was the most affected. Over the second half-month, the reduction in the supply was mainly down to strike action by Air France. Fruits from Benin were more limited. The fear seizing the markets at the beginning of the month (due to the risk of application of customs fees for not signing the APE agreements) regarding Cameroonian and Ivorian exports proved short-lived.

The Sugarloaf supply sold well, at between 1.80 and 2.05 euros/kg, depending on the volumes brought to market.

The more substantial Victoria supply, especially from Reunion, struggled to sell since purchasers were not really interested in the fruit. However, rates remained stable.

PINEAPPLE — IMPORT PRICE

Weeks 36 to 39	Min	Max
Air-freight (euro/kg)		
Smooth Cayenne	1.70	2.10
Victoria	3.00	3.70
Sea-freight (euro/box)		
Sweet	6.00	9.00

Mango

September 2014

The European mango market received a steady supply from Brazil, with modest quantities, primarily of Tommy Atkins and to a lesser degree Keitt. This merchandise was sold mainly on the North European markets. Brazilian shipments to the European market remained restricted, while they developed more expansively to the North American markets. Israel and Puerto Rico provided a falling supply, heralding the forthcoming end to their season. In the first half-month, the last batches from Senegal were put on the market at waning prices, given the frequent qualitative deterioration of the fruits. In the second half-month, the overall fall in the quantities received, and a slight revitalisation in demand, helped sea-freight mango rates strengthen. Meanwhile, the Spanish Osteen supply picked up steeply, accompanied by a slump in sale prices. This source also shipped small batches of air-freight quality Irwin, well valued on a market lacking top-of-the-range merchandise. At the end of the month, the first Kent shipments began, with values varying with the fruit coloration.

The Spanish supply made up for the scarcity of air-freight shipments, and represented a real alternative to an air-freight supply that was unappealing overall. After the disappearance of the last batches from Senegal in the first half-month, the air-freight mango market remained dependent on Israeli fruits, whose sale prices dipped in the second half-month. Some Kent batches from Egypt supplemented the supply, with fruits of good taste quality, though visually unappealing.

MANGO - INCOMING SHIPMENTS (estimates in tonnes)

Weeks 2014	36	37	38	39
Air-freight				
Senegal	5	-	-	-
Sea-freight				
Brazil	400	500	530	680
Senegal	110	-	-	-

MANGO - IMPORT PRICE ON THE FRENCH MARKET

Weeks 2014		36	37	38	39	Average Sept. 2014	Average Sept. 2013
Air-freight (euro/kg)							
Senegal	Kent	4.00	4.00	-	-	4.00	3.40-4.50
Israel	Kent	3.00-3.50	3.00-3.50	3.00-3.30	3.00-3.30	3.00-3.40	3.50-4.10
Egypt	Kent	3.00-4.00	3.00-4.00	3.80-4.50	4.00-4.50	3.45-4.25	4.05-4.25
Sea-freight (euro/box)							
Brazil	Keitt	-	-	6.00-7.00	6.00-7.00	6.00-7.00	-
Israel	Kent	5.00-6.00	5.50-6.50	-	-	5.25-6.25	7.00-7.85
Israel	Keitt	-	-	5.00-6.00	5.00-6.00	5.00-6.00	7.00-7.75
Senegal	Kent	4.00-5.00	4.00-5.00	-	-	4.00-5.00	-
Puerto Rico	Keitt	6.00	5.50-6.50	5.00-6.00	5.00-6.00	5.35-6.10	7.00-8.00
By truck (euro/box)							
Spain	Osteen	6.50-8.00	5.50-6.50	5.00-6.00	5.50-7.00	5.60-6.90	8.25-10.50
Spain	Irwin	16-20	16-20	16-20	18	16.50-19.50	-
Spain	Kent	-	-	-	14-20	14-20	-

PINEAPPLE - IMPORT PRICE IN FRANCE - MAIN SOURCES

Weeks 2014		36	37	38	39
Air-freight (euro/kg)					
Smooth Cayenne	Benin	1.70-1.90	1.80-1.95	1.80-2.00	1.80-2.00
	Cameroon	1.70-1.90	1.80-1.95	1.80-2.00	1.80-2.00
	Ghana	1.80-1.90	1.85-2.05	1.90-2.05	1.90-2.10
Victoria	Réunion	3.30-3.70	3.30-3.70	3.00-3.60	3.00-3.50
	Mauritius	3.00-3.30	3.00-3.30	3.00-3.40	3.20-3.40
Sea-freight (euro/box)					
Smooth Cayenne	Côte d'Ivoire	-	-	6.00-8.00	6.00-7.50
Sweet	Côte d'Ivoire	6.00-8.00	6.00-8.00	7.00-9.00	7.00-9.00
	Ghana	6.00-8.00	6.00-8.00	7.00-9.00	7.00-9.00
	Costa Rica	6.00-8.00	6.00-8.00	6.00-8.00	6.50-8.00

Roots & tubers

Q2 and Q3 2014

The period was marked by temporary price increases for products with a dwindling supply. The other products maintained relatively stable rates, except for retail variations.

Sweet potato

The red-skinned white-fleshed sweet potato market received a steady supply in Q2 and Q3 2014, with South African products. Their prices remained stable from April to late June, and then dipped slightly in July and August, a period of lower consumption, before returning to their initial level in September. Meanwhile, Egypt was supplying the market, with a hiatus from mid-July to early September. From April to July, prices held up at around 0.80 euro/kg on average, while the new harvest in September obtained higher rates, though rapidly falling. Honduras topped up the supply in July-August, obtaining higher prices than the South African products. September saw the start to the European sources sea-

son, more specifically Spain, whose rates varied with the quality of merchandise. The supply of orange-fleshed sweet potatoes was provided by Israel and Honduras. Rates for Israeli products were high, with a distinct rise from mid-July to late August because of a restricted supply. They then sagged due to the increase and diversification of the supply. Merchandise from Honduras followed the same trend, but at a price level 0.20 to 0.30 euro/kg lower than the Israeli competition. The United States also provided a sweet potato supply, though less steadily, from April to May, and from mid-July to mid-August.

Yam

From April to mid-July, Ghana provided a steady supply to the market, with white yams selling at prices dipping from June to mid-July, when the new harvest appeared. From then on, the market took a considerable upturn for the new harvest, and a downturn for the stored batches. Prices dipped again in

September, in parallel with the expansion of the Ghanaian supply. This source also supplied Puna yams at a more haphazard tempo. In August, some Cuscus batches rounded off the supply.

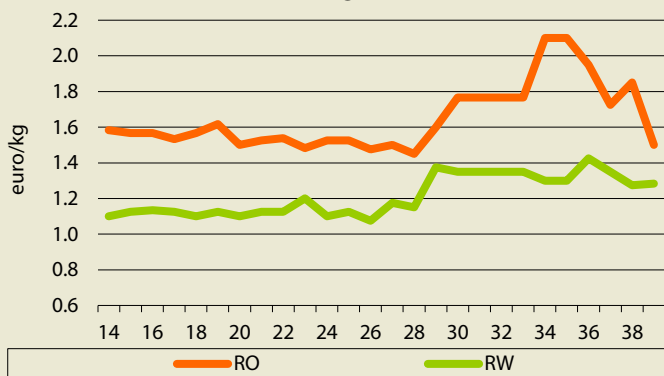
Cassava

There was minimal variation in the Costa Rican cassava rate, with a maximum amplitude of 0.20 euro/kg. May and June saw prices hit a ceiling of 1.20 euro/kg because of a smaller supply.

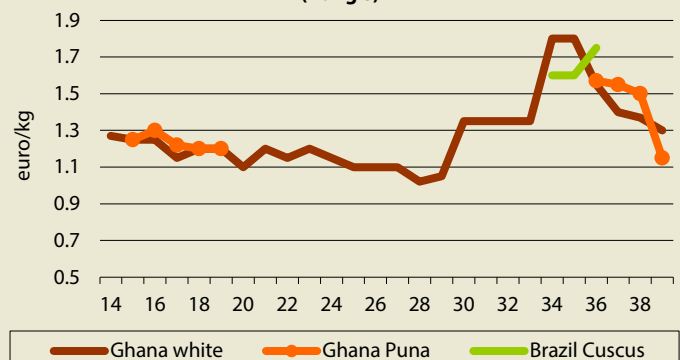
Eddoe

Usually sold at around 1.50-1.60 euro/kg, Costa Rican eddoes saw their price rise from mid-April to 2.00 euros/kg, and for shorter periods. This change was associated with the limitation of shipments to the European market. From May to September, prices sometimes varied with availability, but also depending on the sizes, with the largest obtaining the highest rates. In April, some batches from the Dominican Republic enriched the supply, but this flow quickly dried up.

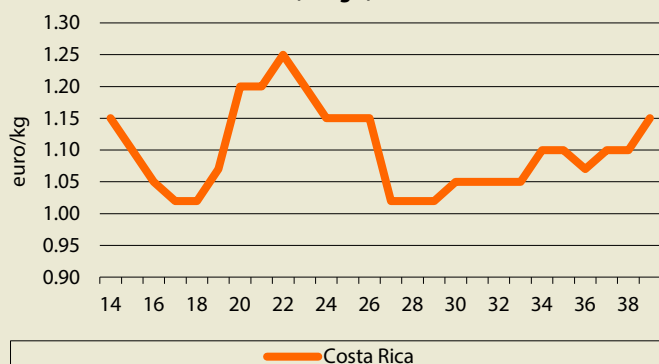
Sweet potato - France - Weekly average wholesale price (Rungis)



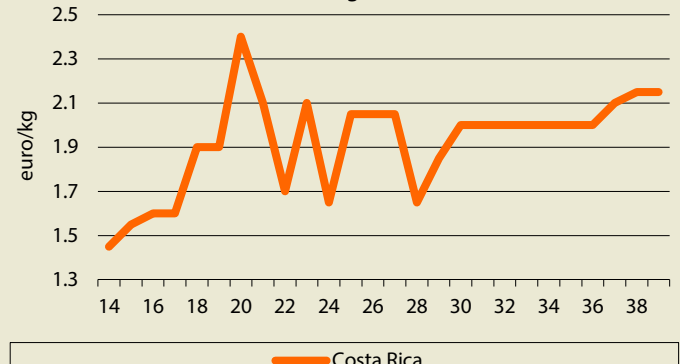
Yam - France - Weekly average wholesale price (Rungis)



Cassava - France - Weekly average wholesale price (Rungis)



Eddoe - France - Weekly average wholesale price (Rungis)



Sweet potato: RO: red-skinned orange-fleshed / RW: red-skinned white-fleshed / Source: Pierre Gerbaud

Other exotics

Q2 and Q3 2014

Plantain banana

The market was supplied by Colombia and Ecuador, with price increases in May and from late August to September. These price rises came at a time when the supply was smaller. Some temporary falls were also observed during the period in question, attributable to the qualitative deterioration of certain batches, which proved over-mature upon receipt. Generally speaking, Colombian products obtained slightly higher rates than those recorded for its Ecuadorian competition.

Chayote and christophine

Rates were steady for chayotes and christophines from Costa Rica from April to September. The smaller christophine supply in August helped prices rise. The second half of August saw the start to the market season of the French-produced chayotes and christophines. They sold at slightly higher prices than

those charged for Costa Rican products. In the second half of September, French chayote prices increased slightly, in a context of a more limited supply. From May to mid-August, Martinique shipped some air-freight batches of christophine, which sold on a basis of 2.80 euros/kg.

Dasheen

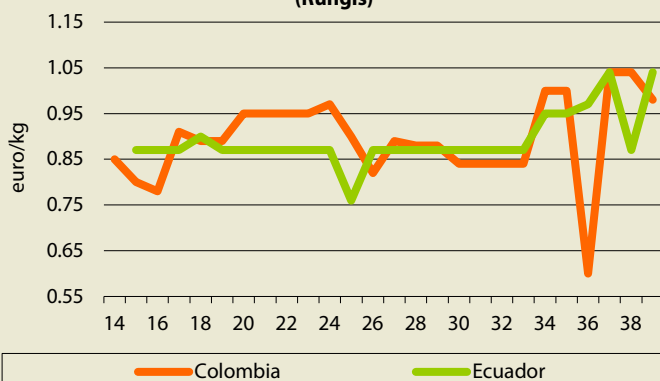
The rate for dasheens from Saint Vincent, the main market supplier, rose gradually from April to mid-July, before experiencing a downturn of approximately one month. In the second half of August, rates then took an upturn. This trend intensified throughout September. The increase in dasheen prices arose from the scarce production on Saint Vincent. Shipments were irregular, with exporters having to wait to obtain a sufficient quantity of produce to load the shipping containers. Martinique also shipped small quantities of dasheens by air-freight, which sold on a basis of 3.90 euros/kg on average.

Chilli pepper

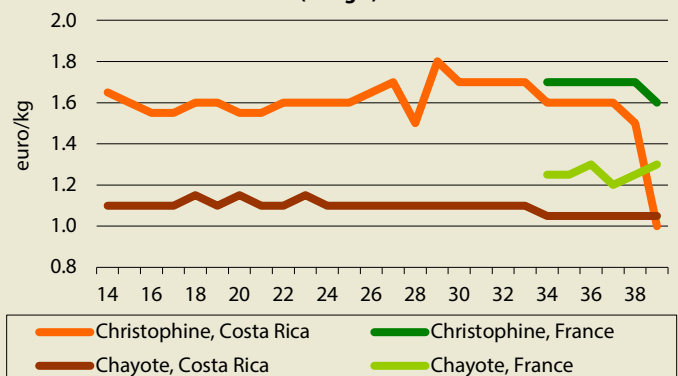
The bulk of the chilli pepper supply came from the Dominican Republic from April to mid-August. These products sold at largely stable basic prices. Shipments ceased when the European produce (Portugal and France) appeared. The FWI also supplied the market with more limited quantities. Shipments from Guadeloupe, steady in value, came to a halt at the same time as those from the Dominican Republic, because of the competition from European produce. Shipments from Martinique covered the whole period in question, with big price variations depending on the supply level and also product quality.



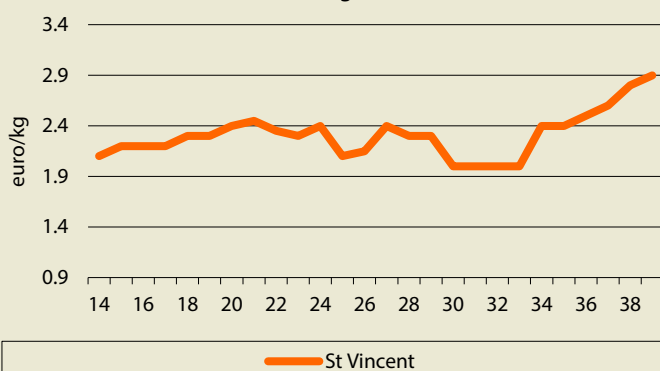
Plantain - France - Weekly average wholesale price (Rungis)



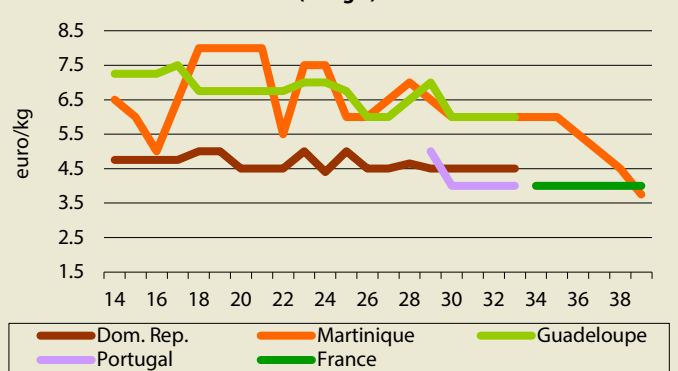
Chayote and christophine - France - Weekly average wholesale price (Rungis)



Dasheen - France - Weekly average wholesale price (Rungis)



Chilli pepper - France - Weekly average wholesale price (Rungis)



Sea freight

September 2014

After a lively end to August it was back to the doldrums for the large units in September. With the CIF banana price in the Med needing to be relatively high because of strong demand for Ecuadorian fruit, Slovenian charterer Rastoder mitigated risk by mixing a regular supply of bananas on third-party liner services with handysize tonnage fixed on consecutive box rates well below the TC deals done by the majors for larger units with good deck-stow box availability.

There was no surplus of bananas east of the Panama Canal and certainly no citrus surplus in Argentina. Last year Colombian banana volumes absorbed perhaps 1-2 units per week in September. This absence of demand left the top-end units high and dry unless or until one of the majors stepped in. The month ended with 5-6 vessels open at Cristobal and little prospect of any change.

The implications of the new reefer-heavy weekly Hamburg Süd service from Colombia and Central America to Marin, Antwerp, London and Hamburg on the specialized reefer services cannot yet be calculated, as mystery surrounds the carrier's principal supporting cargo interests. Initial speculation put Del Monte in the frame, with the multinational having to re-jig the tonnage it has on long-term charter with Star Reefers in order to downsize its transatlantic banana volumes.

No matter how attractive the deals offered by the container lines to the majors appear to be in the short term, by committing regular volumes to such services the multinationals must surely realise they are cutting their own throats in the longer term. Unless the multinationals either control all banana production at source or pay for all of the reefer slots on each service, there will be spare capacity for competitor shippers or receivers to operate and price under the brands' umbrella and build market share at their expense.

■ **Indian Ocean litchi: clarification about the forthcoming season.** While the Madagascan litchi export season is set to be similar to last year in terms of quantity and calendar, it seems that the timing of shipments from South Africa and Mauritius has shifted slightly. The first batches from Mauritius should be available from week 46, whereas they were received in week 45 in 2013. South African shipments should be much later than in 2013, when they came particularly early, launching the Indian Ocean zone season. They should come only in the second half of November this year.

Though Cyclone Bejisa left its mark on Reunion in the first days of 2013, cutting short the trading season, its production does not seem to have been greatly affected. The trees appear to be bearing a roughly normal load, and the first shipments are set for week 47.

Source: Pierre Gerbaud



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■ **The 4th International Social LCA Seminar (4th SocSem)** will be held from 19 to 21 November 2014 in Montpellier (France). It is aimed mainly at company managers in charge of social assessment of product chains, researchers interested in social LCA, and students intrigued by issues of social assessment. The quest for the most relevant social aspects and effects is really intensifying. This fourth international seminar aims to offer a forum for communicating the most recent advances in both assessment of social behaviour of companies, and in assessment of social consequences of change (whether based on environmental, social or other causes). At the website below, you will be able to follow the debates by streaming, and consult the proceedings (December). It is free to sign up, but you must do so via the site.

social-lca.cirad.fr

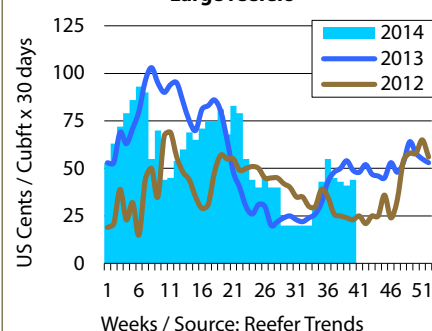
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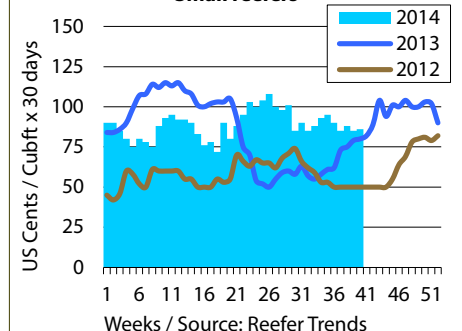
reefer trends

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

Large reefers



Small reefers



MONTHLY SPOT AVERAGE

USD cents/cubic foot x 30 days	Large reefers	Small reefers
September 2014	41	84
September 2013	49	70
September 2012	25	50