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UK / Europe

Grower versus retail returns in Spain

www.freshplaza.com, 14th August 2006

The Spanish agricultural organisation COAG has compared grower returns with retail prices for a range of fruit. The difference in price between grower and consumer was 447% for apples (0.36 & 1.61) and 320% for pears (0.51 & 1.63). The grower share was 22% for apples and 31% for pears and the margins were respectively 347% and 220%. Prices of apples and pears are correct but the currency is not stated in the article. [Return to Contents](#)

Positive signs for UK topfruit

Fresh Produce Journal. www.freshinfo.com, 18th August 2006, p5

English topfruit are on target for a strong opening market 5 weeks out from harvest. Gala at 23,000 tonnes will be a record crop. Cox at 20,000t will be down on last year's bumper harvest of 46,000 tonnes. Braeburn will produce a record crop of 6,100 tonnes. Conference pears will be up 21% to 28,000t. Comice will be up 60% to 4,000t. [Return to Contents](#)

Royal orchards meeting venue

Fresh Produce Journal. www.freshinfo.com, 18th August 2006, p9

The Royal Gardens of Gloucestershire provided a venue for 100 members of the worshipful Company of Fruiterers to meet. This was followed by dinner with HRH The Prince of Wales in the Orchard Room, one of the reception rooms of Highgrove Manor. The Prince of Wales is the Fruiterers Senior Honorary Liveryman. During the course of events he discussed his Highgrove orchards with current master Will Silley. [Return to Contents](#)

Health Logo support for dried apple

Fresh Produce Journal. www.freshinfo.com, 18th August 2006, p15

TNS says that dried fruit is the fastest growing category in the lunchbox market, up 42.9%. Whitworth's recently launched Apple Crisps with the 5 A DAY logo. 100% apple content has ensured that a blend of 6 apple varieties named Appletiser received its 5 A DAY logo. [Return to Contents](#)

Italy apple crop nearly 2m tonnes

www.freshplaza.com.au, 22nd August 2006

The Italian apple crop is a forecast 1,949,140 tonnes, down 6% on last year. Main varieties are Golden Delicious 870,195t, Gala 268,509t, Red Delicious 246,803t and Fuji 100,256t. [Return to Contents](#)

SmartFresh helps Elstar

www.freshplaza.com.au, 23rd August 2006

An AC Neilson study of apple sales found a 12% increase in sales volume for Elstar apples coming from the SmartFresh Quality System. The survey also reported a 25% overall reduction in inventory loss. A consumer study by German researcher Hortkinetix found that 3 in 4 consumers preferred Elstar apples treated with SmartFresh Quality System. [Return to Contents](#)

Country of origin and distance of less concern

Fresh Produce Journal. www.freshinfo.com, 25th August 2006, p1

In a nearly 1,000 strong consumer survey by the British Market Research Bureau, 61% of shoppers said country of origin does not concern them. Only 36% of those surveyed were even aware of the food miles debate. However 52% claimed that the UK should import less food to limit the environmental impact. [Return to Contents](#)

New season UK apples line up

Fresh Produce Journal. www.freshinfo.com, 25th August 2006, p5

UK Apple variety Discovery has been in stores for 2 weeks and Worcester is due next week. Early Windsor will follow and picking of Cox for storage will commence mid September. Irish apple cider brand Magners has expanded sales with a £20m advertising campaign and success with other ciders is boosting the juice market. [Return to Contents](#)

UK apple growers need 50t/ha

Fresh Produce Journal. www.freshinfo.com, 25th August 2006, p8

Retired Kent apple grower Adrian Scripps recently welcomed a group of South African apple growers from Valley Packers in Elgin to the National Fruit Show Farm Walk. He expects a good season after recent rains and is a strong supporter of the UK grown Union Jack Label used by the apple and pear industry. He needs a yield of 50t/ha of Class 1 fruit in supermarket size and quality specifications if the UK industry is to be competitive. [Return to Contents](#)

German apple crop up, EU crop down

www.freshplaza.com.au, 29th August 2006

While the German apple crop will be above last year's crops with 955,000 tonnes, the EU apple crop won't reach 10m tonnes for the first time in 10 years. The current forecast is 9.6m tonne.

Compared to the average of the last 5 years, the EU apple harvest by variety will be down for Gloster (-25%), Golden Delicious (-14%), Braeburn (-12%) and Jonagold (-11%). A larger harvest will occur for Fuji (+48%), Jonagored (+27%), Boskoop (+12%) and Gala (+8%). The highest volume crop will be Golden Delicious with 1.95mt in 2006. [Return to Contents](#)

North America

Pear crops up in California

www.freshplaza.com.au, 22nd August 2006

California's Bartlett pear crop is forecast up 17% on last year to 195,000tons. The 2006 summer pear crop for California is 40,000 tons, up 11% on 2005. [Return to Contents](#)

Southern Oregon confident about pears

www.freshplaza.com.au, 22nd August 2006

The southern Oregon red pear and green Bartlett pear harvest will produce a plentiful crop of quality fruit, says Fruit Growers League G/M Bill Eckart. He also expects good prices given that Washington and California crops are not looking good. Some Washington orchards to the north were also hit by hail.

Demand is up, supplies are down and warehouse inventories are declining, so canneries are discreetly asking for more fruit. Fresh market Bartletts are shipping for US\$30 for 40lb cartons, ie US\$1,500/ton. The cannery price is US\$230-US\$240/ton. [Return to Contents](#)

80-90% of growers with hail insurance in BC

Good Fruit Grower, www.goodfruit.com, September 2006, p9

British Columbia Fruit Growers Association President Jow Sardinka says that hail in the Okanagan Valley on 4-6 July has written off about 10-15% of the crop, but he expects much of the remainder to be good quality marketable apples. 80-90% of growers have some level of hail insurance cover and the lighter crop volume, 4 million boxes, plus Washington State at about 90m boxes, should help to hold prices up. But poor returns in the last couple of years have made decisions to thin crops in anticipation of it being salvageable more of a gamble and put added pressure on growers. [Return to Contents](#)

Organic grower markets direct

Good Fruit Grower, www.goodfruit.com, September 2006, pp6-8

Mike Brownfield runs an organic farming operation with his father and his uncle in Chelan Washington. Gala apples are his main variety and he has them out of the market by the end of December. "I don't try to push anything". D'Anjou pears were to get the axe, but this year he had the highest returns ever for pears with improved organic demand and forecasts for similar sales in the next few years.

Since 1997, with declining wholesale market prices, the family has developed direct sales to small retailers and natural food cooperatives in western Washington. 20% of their crop in 2005 brought in 35% of their income as a result.

He has some poignant reminders for the farming family. With direct sales he is paid within 10-14 days. Through a packer it can take up to a year to be fully paid. That's two years since the first investment in that crop. "What other industry's suppliers get paid last? he wonders. He would like to see more commission based sales and sheds somehow helping out with the cash flow problem. All the burden falls on the farmer". Everyone else is getting the economic benefit. "It's an odd system that we're in".

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Canned pear price lifts in the US

Good Fruit Grower, www.goodfruit.com, September 2006, p15

Prices for processed pears for 2006 have been agreed between three Pacific Northwest processors and the Washington Oregon Canning Pear Association. No.1. Grade pear price will be based on US\$225 per ton for the 2006 crop and US\$230 per ton for the 2007 crop. Jay Grandy manager of the Canning Pear Association described the negotiations as 'difficult'. The price in 2002 was US\$243/t, 2003 US\$246/t, 2004 US\$210/t and in 2005 US\$215/ton.

Bartlett down and price up in the US

Good Fruit Grower, www.goodfruit.com, September 2006, pp18-19

Pacific Northwest canned pear processors expect a low inventory to start 2006 and a below average crop of Bartlett pears to process. The crop is estimated at the below five year average figure of 140,000 tons. The USDA has purchased more than 375,000 cases of canned pears, announced in June, at a 13% increase in price. In recent years the USDA has purchased 10-12% of canned pear sales.

In 2005, 63% of the Northwest's total Bartlett crop was processed. 77% of this is produced in Washington States Yakima district. Northwest processors are likely to pack 8m cases, up from 6.7m last year to bring inventories to 10m cases. California produces a processed Bartlett crop of 150,000-200,000 tons.

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Washington apple crop hail losses at 1 million bins

Good Fruit Grower, www.goodfruit.com, September 2006, p26

Washington State apple producers expect to harvest a fresh crop of 92.4m boxes, down from 100m last year. About 1.0m bins (or 16-18m packed boxes) were hit by hail to reduce what would otherwise have been a record crop.

Variety forecasts range from 15.8m boxes of Gala to low production varieties such as 1.1m boxes of Jonagold, 1.2m boxes of Cameo and Cripps Pink/Pink Lady at 2.2m boxes. Only CP/PL represents an increase from last season, up 5%. New York forecasts a crop of 25m bushels. Early varieties of Ginger Gold and Paula Red were due to be harvested in late August.

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North Asia

Fragrant pears to head for the US

Good Fruit Grower, www.goodfruit.com, September 2006, pp10-11

The USDA will visit China in September and unless there is evidence of unforeseen pest and disease problems, is expected to approve the importing of Chinese fragrant pears into the US. Ya pears have been imported since 1997. Problems with exotic species of the fungal *Alternaria* since 2001 have resulted in the market being closed on two occasions. It re-opened in January 2006, requiring that the pears be held in cold storage for 3 weeks and every pear be examined before it is shipped.

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Pear production in China

Good Fruit Grower, www.goodfruit.com, September 2006, pp10-11

China produced 10m tonnes of pears in 2004. Exports make up 15% or 318,000 tonnes, with Ya pears accounting for about half of the total exports. Fragrant pears are grown in western China, bordering Kyrgyzstan and Kazakhstan. The Chinese government is developing large irrigation projects in the area and diluting the Muslim Vighurs population with Han Chinese by moving them to the area.

There are 23,333ha of Fragrant pears grown in the Korla area of Xinjiang province in western China with production of 100-120,000 tons. Properties range in size from 0.5ha to 13.3ha. The 0.5ha owner earns an average US\$5,548 p.a. with costs of US\$3,699. Farmers in the Korla area are making a good living by growing pears, according to an article in the People's Daily Online.

Dr Mike Willett, V/P for scientific affairs at the Northwest Horticultural Council says that it is very difficult to know what pests and diseases exist in China. It is difficult to know how thorough the Chinese are in terms of evaluating the pest threats.

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China pears go back 3,000 years

Good Fruit Grower, www.goodfruit.com, September 2006, pp12-13

The identity of fragrant pears remains something of a mystery. A website report in People's Daily Online dates the fragrant pear back 1,500 years. Pears have been cultivated in China for more than 3,000 years. USDA taxonomist Dr John Wieraema says the Chinese scientific name of *Pyrus sp. Nr. Communis* suggests that it is an unnamed *Pyrus* species close to *communis*. It is known in China as Korla Xiangli, Xiang meaning aromatic and 'li' means pear.

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Most canned pears enter US from China

Good Fruit Grower, www.goodfruit.com, September 2006, pp14-15

The Pacific Northwest Canned Pear Service and the California canned peach and fruit cocktail industries intend asking the US government to investigate the canned pear industry in China. The information will help the US industry to better understand the competition and it is anticipated help to justify the current 15% tariff for canned pears entering the US from China. If dumping is evident they could request anti-dumping action. China supplies two thirds of the 1.0m cases of canned pears that enter the US each year.

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China has the numbers

Good Fruit Grower, www.goodfruit.com, September 2006, pp28-29

There are about 60 apple juice processing companies in China operating about 80 plants. The five largest companies produce 70-80% of China's apple juice concentrate. China has a rural population of 784m compared to 3.1m farmers in the US. The rural population in China makes up 60% of the total population and 1% of the population in the US. Per capita GDP in China is US\$7,204 in the US it is US\$41,399. GDP growth in China in 2005 was 9.9% and 3.3% in the US. (Dr Thomas Wahl, WSU, IMPACT centre).

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New Zealand

NZ fruit better in EU market

Fresh Produce Journal. www.freshinfo.com, 25th August 2006, p1

SHAFFE, the southern hemisphere country's exporter organizations report that 665,799t of fruit was exported to the EU up to 4th August. John McCliskie of Heartland NZ says that the UK retail scene is similar to 2005. But by supplying less fruit and with a lower NZ dollar, NZ growers are doing better. But NZ needs to be the first to move to residue free status as a brand to give further d New Zealand goes to GAP.

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Fresh Produce Journal. www.freshinfo.com, 25th August 2006, p6

The NZ Fresh Produce Approved Supplier Program is now New Zealand GAP. The NZ mark is equivalent to EurepGAP. The program covers 80% of all NZ grown and marketed fresh produce.

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Information About APWN and Disclaimer

This bulletin is prepared weekly to bring you up to date with the latest information about apples and pears with some reference to other commodities. Information is sourced from weekly and monthly publications and the electronic media and is used in the next issue of the bulletin after it is received. All sources are referenced.

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