



## Contents

- Ariane promotes environmental qualities
- Europe importer looks to new varieties from China
- UK grown Golden Delicious sales
- Cameo adds growers
- Russetted UK Conference not suitable to market
- Fruit Logistica planning available
- On-line shopping here to stay
- A swipe (card) and there you are
- South Africa counts on improved communications
- Exporter understands farm pressures
- South Africa top fruit review
- Melsetter group expands and exports to increase
- Logistics change out of South Africa
- Capespan starts own logistics provider
- GoReefers offers logistics service
- Improved market outturn with integral reefer containers
- Eco-Apples add value
- Washington apples optimism
- 2006 US pear crop
- Pome fruit artwork can be viewed
- More compliance options in the US
- Knowledge is power
- Chile total exports record and apples up
- UK Market Report
- Information about this newsletter and disclaimer

## UK / Europe

### ***Ariane promotes environmental qualities***

[www.freshplaza.com](http://www.freshplaza.com), 2<sup>nd</sup> November 2006

The new apple variety Ariane is primarily grown in the Val de Loire and in the SE and SW of France. Marketing is managed centrally in the Val de Loire. They will market 3,800 tonnes this season. It is a scab resistant variety requiring about half the number of control sprays. Hence it is being marketed as an environmentally friendly brand, popular with consumers who are looking for environmental credentials in their purchases. Pilot plantings in the southern hemisphere will enable year round marketing.

[Return to Contents](#)

### ***Europe importer looks to new varieties from China***

*Eurofruit, eurofruitmagazine.com, October 2006, p147*

Jin-Jin Europe will import a new variety of Chinese round pear with red-blushed skin named China Red this season. Target markets will be Germany, Austria, Scandinavia and probably the UK, according to director Willem Kokkeel. They will also introduce a first ever shipment of a red-fleshed kiwifruit named Sun Kiwi. Fuji apples currently make up 50% of their imported volumes.

[Return to Contents](#)

### ***UK grown Golden Delicious sales***

*Fresh Produce Journal, 27<sup>th</sup> October 2006, p4*

Sainsbury's stores will stock UK grown Golden Delicious apples for the first time in almost 20 years in 90 stores from this week. Sainsbury's apple technologist Peter Czarnobaj attributed the availability to new technology and grower expertise. The apples are grown in Suffolk and will complement annual sales of over 16m Golden Delicious apples sold through Sainsbury stores in the UK. London and East Anglia prices will be £1.99 for four.

[Return to Contents](#)

### ***Cameo adds growers***

*Fresh Produce Journal, 27<sup>th</sup> October 2006, p4*

The Cameo Club forecast 8,500t of Cameo™ apples will be produced across Europe this year. Agreements have been reached to extend commercial orchard plantings to Belgium, Italy and Switzerland adding 2,000t to the European crop volume when mature.

[Return to Contents](#)

### ***Russetted UK Conference not suitable to market***

*Fresh Produce Journal, 27<sup>th</sup> October 2006, p4*

English Apples and Pears c/e Adrian Barlow says returns for UK Conference pears this year will be 'very disappointing' following weather extremes during July and August that heavily russetted the fruit. He urged growers not to waste time harvesting damaged fruit and indicated that every orchard in the UK would be affected. Plentiful supply is expected to be available from the Netherlands and Belgium.

[Return to Contents](#)

### ***Fruit Logistica planning available***

*Fresh Produce Journal, 27<sup>th</sup> October 2006, p16*

The Fruit Logistica Visual Market Place® Internet platform at [www.fruitlogistica.com](http://www.fruitlogistica.com)/ Virtual Market Place, lists company profiles, products and services for more than 1,500 exhibitors from 64 countries at the leading fresh produce trade fair. Visitors can set up appointments with trade fair exhibitors and plan their schedule through the website. Fruit Logistica will be held from 8-10 Feb 2007 at the Berlin Messe Exhibition Centre.

[Return to Contents](#)

### ***On-line shopping here to stay***

*Fresh Produce Journal, 27<sup>th</sup> October 2006, p16*

An IGD poll of 1,000 teenagers aged between 13-19 shows a strong trend to increased online shopping in the future. Two thirds will mix online shopping with specialist stores or supermarket visits. Three stores in the UK, Marks and Spencer, Somerfield, and Morrisons are yet to offer online food shopping facilities. Tesco.com takes 66% of online grocery orders, according to a survey by comScore Networks.

[Return to Contents](#)

## ***A swipe (card) and there you are***

*Fresh Produce Journal, 27<sup>th</sup> October 2006, p16*

A swipe of a barcode for Japanese customers at the Japanese retail chain Aeon group, will provide details of the produce and a picture of the grower in the latest technology developments. The supermarket is a member of EurepGAP. The company prides itself on its commitment to the environment, with staff assigned to clearing rubbish from the streets around the stores.

[Return to Contents](#)

## **South Africa**

### ***South Africa counts on improved communications***

*Eurofruit, eurofruitmagazine.com, October 2006, p46*

The Deciduous Fruit Producers Trust (DFPT) Anton Rabe says Joint Marketing Forums are providing improved communication and exchange of information but has continuing challenges to ensure that the information is accurate and timely for South Africa's marketers. The DFPT continues its efforts to change the industry from a production orientated mindset to one of market focus.

Producer groups are also moving along the supply chain to become agents and in time will challenge the conventional export agent companies, according to DFPT ceo Stuart Symington. Since deregulation in 1997 the industry has established the Fresh Produce Importers Forum (FPEF) to license exporters, but still many remain outside. The FPEF looks forward to more producer exporter groups joining its ranks in the future and works with the Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE) and Freshfel on specific issues.

The challenge for the South African industry is supermarket dominance that continues unabated. Somewhere a more balanced commercial relationship needs to be achieved, according to Stuart Symington.

[Return to Contents](#)

### ***Exporter understands farm pressures***

*Eurofruit, eurofruitmagazine.com, October 2006, p47*

South African exporter Seven Seas is 50% grower owned and understands the pressures back on the farm, according to chief financial officer Greg Thorne. Growth in apple and pear sales is expected to continue in the future. They have offices in eastern and Western Europe and source product from South America to complement their season.

[Return to Contents](#)

### ***South Africa top fruit review***

*Eurofruit, eurofruitmagazine.com, October 2006, p48*

The South African topfruit industry sees prospects in 2007 as extremely good. Helped by a falling currency during the peak of their 2006 season and rain that has filled storages after 2 years of drought, signs at full bloom are positive. The topfruit Joint Marketing Forum (JMI) has appointed Stefan Conradie as coordinator. The JMI anticipates that a better exchange of information will lead to better marketing decisions. The coordinator role is jointly funded 50% by the stone fruit industry.

The topfruit industry will revue the first year of their Golden Delicious promotion in the UK and may extend it to other varieties. Granny Smith and Golden Delicious make up 49% of apple plantings, Royal Gala 11.6% and Cripps Pink 4%.

Pear growers are seeing their export share of total production decline to 34% from 39.5% in 1992. 2006 exports are expected to be 12.8m cartons, well short of 13.3m cartons in 2004. Packham, WBC and Forelle pears make up 72% of plantings.

While table grapes are expected to gain access to the China market in November, the trade agreement is likely to allow China apple access to South Africa. Topfruit growers are expected to have to wait for reciprocal rights and Chinese apples may be in retail outlets in South Africa by the end of the year.

[Return to Contents](#)

## ***Melsetter group expands and exports to increase***

*Eurofruit, eurofruitmagazine.com, October 2006, p49*

Alastair Moodie is chairman of the Melsetter Group that has production and packing operations and an export and local marketing company Fruitways. They recently acquired Valley Packers (P/L) at Elgin, after developing a close working relationship in recent years. Valley will continue to operate as a separate business. The Melsetter Group now has 520ha of deciduous fruit in the Elgin and Vyeboom Valleys, plus 120ha of citrus and persimmons. Fruitways will now export 2.5m cartons of apples and pears p.a. and sell 1m cartons on the local market. [Return to Contents](#)

## ***Logistics change out of South Africa***

*Eurofruit, eurofruitmagazine.com, October 2006, p58*

Fresh fruit logistics out of South Africa have changed in the past few years with increased non-European destinations, strong growth in containers and the need for program marketing, according to Johan Kruger, chairman of LCL Grindrod. Major retailers have reduced their number of suppliers and they want to control logistics.

The establishment of grower-exporter groups has provided change at the production end. Exports are still needed through conventional lines but containers have brought economies of scale with large ships. Logistics providers need to offer market opportunities 12 months of the year with a large customer base and a variety of logistic options. [Return to Contents](#)

## ***Capespan starts own logistics provider***

*Eurofruit, eurofruitmagazine.com, October 2006, p59*

Capespan, South Africa's largest exporter, has launched an independent logistics service provider, The Fresh Chain, as a new part of its logistics division. New company chief Rory Netterville says that economies of scale will set the company apart as well as providing a thorough and complete logistics services tracking fruit through the supply chain. [Return to Contents](#)

## ***GoReefers offers logistics service***

*Eurofruit, eurofruitmagazine.com, October 2006, p58/60*

GoReefers South African arm, ceo Delena Engelbrecht says that GoReefers provide a "full service from farm to table" and provides competitive deals due to their independence. It is essential for service providers to differentiate themselves from others in the service in order to survive. [Return to Contents](#)

## ***Improved market outturn with integral reefer containers***

*Eurofruit, eurofruitmagazine.com, October 2006, p62*

Safmarines executive Africa region, Alan Jones, says integral reefer containers have replaced porthole containers in the last year and so provided increased access to new markets and improved market outturn for fresh produce. Safmarine has also offered new vessels and service enhancements to capture this change. [Return to Contents](#)

## **North America**

### ***Eco-Apples add value***

*American Fruit Grower, September/October 2006, pp10/11*

Clark Brothers Orchard in the Northwest, at Ashfield, MA has grown apples at the family orchard since 1986. They market a range of apple varieties, Cortland, McIntosh, Gala, Honeycrisp and Macoun through retailer Whole Foods Northwest. In 2002 they linked up with 'The Fruit of Red Tomato,' that helps local family farms by acting as brokers and marketers between farms and supermarkets. They promote a brand "Eco-Apples - Born and Raised Here™". The Eco-Apple protocol must be followed in order to be certified with Red Tomato. Aaron Clark says the brothers' small family farm is an endangered species and they must look to add value to survive another generation. Whole Foods Northwest is showing "great interest" in the Eco-Apple program. [Return to Contents](#)

## ***Washington apples optimism***

*Eurofruit, eurofruitmagazine.com, October 2006, pp127/128*

The forecast Washington apple crop of 94.2m cartons is expected to meet favourable market conditions during 2006/07. Red Delicious apples still make up 33% of the plantings but a feature this year is the trueness to type that the variety is showing with typical elongated shape.

During 2005/06 1.1m cartons of Washington apples were exported to the UK, consisting of "premium Red Delicious, Cripps Pink and organic lines", according to Rebecca Baerveldt of the Washington Apple Commission. Washington receives very little rain during the summer months and uses fewer chemicals, so that there is increasing organic production that is expected to adequately supply not just North America but Europe in the future. [Return to Contents](#)

## ***2006 US pear crop***

*Eurofruit, eurofruitmagazine.com, October 2006, pp130/131*

The 2006 US pear crop is estimated at 16.4m cartons. 3.6m cartons will be summer autumn varieties that commenced harvest in mid-August and 12.8m cartons will be winter pear varieties that commenced harvest in early September.

Pear exports to Russia before the start of the southern hemisphere season saw a 6% increase in sales in 2005/06. Volume is split early between European Russia and the Russian Far East. St Petersburg remains a logistical bottleneck. Green Anjou has increased sales prospects in Germany and pre-ripened pears are a key to US pear sales in all markets.

The Pear Bureau will again market fruit in Taiwan, Hong Kong, Singapore, and sales have more than doubled in the past 3 seasons to NZ, India and the Russian Far East. Future access to China will create new export opportunities.

[Return to Contents](#)

## ***Pome fruit artwork can be viewed***

*Good Fruit Grower, October 2006, p37*

The Cameo apple drawing contest earned Alina Godfrey, 17, of Cashmere, Washington, first prize in the Washington 2006 Year of the Apple art contest by the Education Foundation. 12 prize-winners were selected and there were also categories for pears and stone fruit. Visit the website [www.waef.org](http://www.waef.org) to see the artwork and order a calendar or greeting cards.

[Return to Contents](#)

## ***More compliance options in the US***

[www.freshplaza.com](http://www.freshplaza.com), 24<sup>th</sup> October 2006

Delegates to the PMA Conference in San Diego were provided with information about Protected Harvest, an independent national not-for-profit organisation that applies certification for environmentally friendly techniques. Protected Harvest monitors compliance. They are developing programs across a wide range of crops including fruit and vegetables. See [www.protectharvest.org](http://www.protectharvest.org)

[Return to Contents](#)

## ***Knowledge is power***

[www.freshplaza.com](http://www.freshplaza.com), 24<sup>th</sup> October 2006

Stemilt will be discussing its category management program named FruitTracker at the PMA Conference. They have ramped up the program to provide more in depth analysis of retail scan data. FruitTracker goes one step further in analysing retailer's practices such as shopping trends and provides real time analysis.

[Return to Contents](#)

## **South America**

### ***Chile total exports record and apples up***

*Eurofruit, eurofruitmagazine.com, October 2006, p12*

Chile exported 40.7m cartons of apples in 2005/06, up 3.7m on the previous year. Total fruit exports soared to a record breaking 230m cartons in 2005/06. Grapes, apples and kiwifruit performed well and overall shipments up 2.73%, according to consultancy group Decofruit.

[Return to Contents](#)

## UK Market Report

[Return to Contents](#)

Fresh Produce Journal, 27<sup>th</sup> October 2006, pp 43/44. UK wholesale apple & pear prices:-

Source	Variety	Pack	Pence Min	Pence Max	AU \$ Min	AU \$ Max
France	Braeburn	13.0kg	850	900	20.94	22.17
U.K	Bramley	per kg	42	66	1.03	1.63
U.K	Cox	per kg	62	71	1.53	1.75
France	G.Delicious	18.0kg	1025	1080	25.25	26.61
France	G.Smith	18.0kg	1025	1225	25.25	30.18
US	MacIntosh Red	18.0kg	1550	1600	38.19	39.42
New Zealand	Pink Lady™	18.0kg		1500		36.95
France	Pink Kiss	13.0kg		1400		34.49
France	Red Chief	18.0kg		1070		26.36
USA	Red Delicious	18.0kg		1625		40.03
France	Royal Gala	18.0kg	1075	1235	26.48	30.43
Italy	Abete Fetel	7.00kg		750		18.48
Netherlands	Buerre Hardy	12.0kg		650		16.01
Belgium	Comice	7.0kg		500		12.32
Belgium	Conference	12.0kg	600	900	14.78	22.17
Italy	Packham	7/8.0kg		700		17.25
Portugal	Rocha	6.0kg		565		13.92
Italy	Williams	7/8.0kg	550	600	13.55	14.78

[Return to Contents](#)

## 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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Every effort is taken to interpret and report accurately on information and events but no responsibility is taken for the source or accuracy of either the information or the interpretation placed upon it in this publication. Similarly the authors do not accept any responsibility for any action that may be taken by an individual following their interpretation of statements made in this report. Currency conversions are for guidance only and were obtained from the Bloomberg Currency Calculator which can be found at <http://www.bloomberg.com/markets/currencies/fxc.html>

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[Return to Contents](#)