

MT10022 – Export Market Intelligence

Australian Pear Exports

YTD – October 2010 Update

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Pear Export Summary

- Australian Pear exports were 19% below last year at 4,963 MT for the 10 month to October 2010
- Canada was the main volume market being though dipped 2% and accounting for 34% of the annual volume. Canada was impacted by the exchange rate and the value per kg dipped 12% to \$1.58 affecting the overall value. The industry promotions in Canada supported several retailers.
- New Zealand has added 4% which is lower than expected with October sales only 70 MT compared to 176 MT last year. Planned promotions were not implemented in NZ.
- After a strong 2009 in several Asian and European markets helped by the lower exchange rate and lower Europe stock levels the 2009 results were not repeated in 2010 and volumes dipped up to 85% wiping off more than 1000 MT.
- According to WAPA data, Europe is likely to be short on pear stocks in early 2011 which may provide export opportunities similar to 2009.
- Emerging markets Vietnam and Thailand lifted significantly off small bases and this should be influenced by tariff reductions by the FTA's coming into effect.
- Overall Australian pear exports were valued at \$8.01m or down 22% on last year with average value per kg 7c lower than last year at \$1.61.



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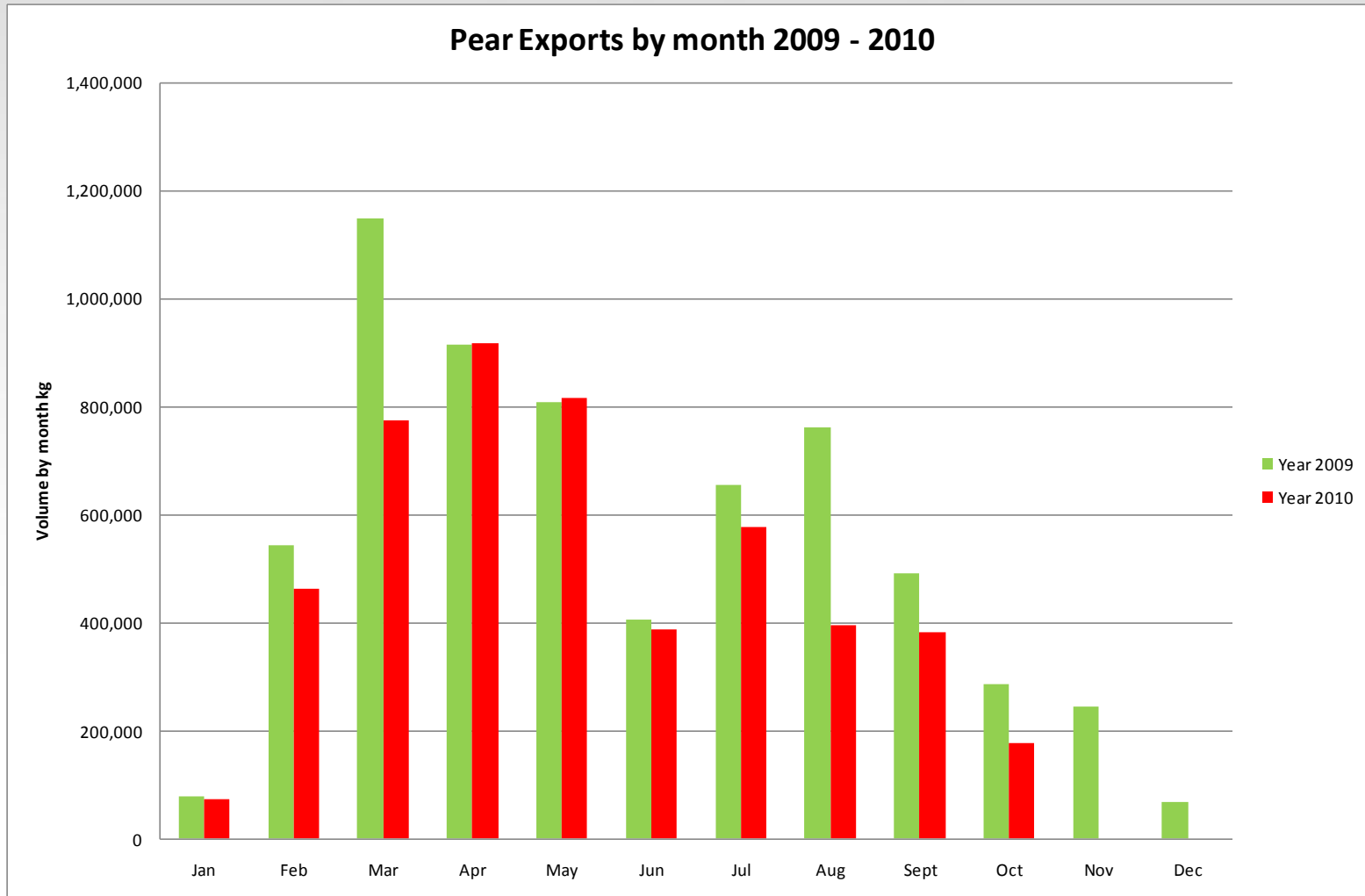
Pear Exports by volume and value and market – Year to date October 10

Pears Exports by Season to date						Pears Exports by Season to date							
Volume KG						Value \$ Million AUD							
January to Oct-10						January to Oct-10							
Country	Volume KG (season to date)			MAT KG MAT		Value \$ Million AUD (season to date)			MAT MAT		Average price per KG		
	Jan to Oct-09	Jan to Oct-10	Change to 09	Nov-09 Share Oct-10 %		Jan to Oct-09	Jan to Oct-10	Change to 08	Nov-09 Share Oct-10 %		Jan to Oct-09	Jan to Oct-10	Nov-09
-- World --	6,095,102	4,963,021	-19%	5,274,250	100%	10.24	8.01	-22%	8.51	100%	1.68	1.61	1.61
Canada	1,796,751	1,767,649	-2%	1,767,649	34%	3.20	2.80	-12%	2.80	33%	1.78	1.58	1.58
New Zealand	1,291,672	1,342,520	4%	1,491,460	28%	2.14	2.14	0%	2.38	28%	1.65	1.60	1.59
-PACIFIC ISLANDS-	784,350	710,847	-9%	863,093	16%	1.08	1.09	1%	1.32	16%	1.37	1.53	1.53
Hong Kong	284,597	349,945	23%	352,019	7%	0.52	0.55	7%	0.56	7%	1.82	1.58	1.59
Indonesia	444,872	314,645	-29%	315,003	6%	0.64	0.48	-25%	0.48	6%	1.44	1.53	1.54
Singapore	433,210	106,088	-76%	106,093	2%	1.08	0.20	-81%	0.20	2%	2.50	1.93	1.93
Vietnam	26,378	44,668	69%	47,429	1%	0.09	0.19	118%	0.20	2%	3.34	4.29	4.20
Malaysia	266,441	74,084	-72%	74,089	1%	0.34	0.12	-64%	0.12	1%	1.26	1.65	1.65
-EU 25-	481,752	72,576	-85%	72,576	1%	0.72	0.11	-84%	0.11	1%	1.49	1.55	1.55
Brunei Darussalam	53,578	44,653	-17%	44,745	1%	0.08	0.07	-19%	0.07	1%	1.56	1.52	1.53
Sri Lanka	19,152	25,200	32%	25,200	0%	0.04	0.06	67%	0.06	1%	1.95	2.47	2.47
India	108,864	47,508	-56%	47,508	1%	0.17	0.06	-63%	0.06	1%	1.53	1.30	1.30
Thailand	5,987	11,826	98%	13,272	0%	0.03	0.03	10%	0.04	0%	4.71	2.62	2.69
Russia	67,200	32,992	-51%	32,992	1%	0.04	0.03	-22%	0.03	0%	0.66	1.06	1.06
-MIDDLE EAST 15-	16,225	6,561	-60%	8,826	0%	0.05	0.02	-50%	0.03	0%	2.90	3.61	3.72
East Timor	10,554	7,119	-33%	8,156	0%	0.03	0.02	-37%	0.02	0%	3.10	2.89	2.92
Maldives	2,912	3,840	32%	3,840	0%	0.00	0.01	54%	0.01	0%	1.46	1.70	1.70
Switzerland	450	300	-33%	300	0%	0.00	0.00	-26%	0.00	0%	5.30	5.90	5.90
TOTAL Apples	6,095,102	4,963,021	-19%	5,274,250	100%	10.24	8.01	-22%	8.51	100%	1.68	1.61	1.61

source : ABS data, HAL analysis

This data is funded by project MT10022

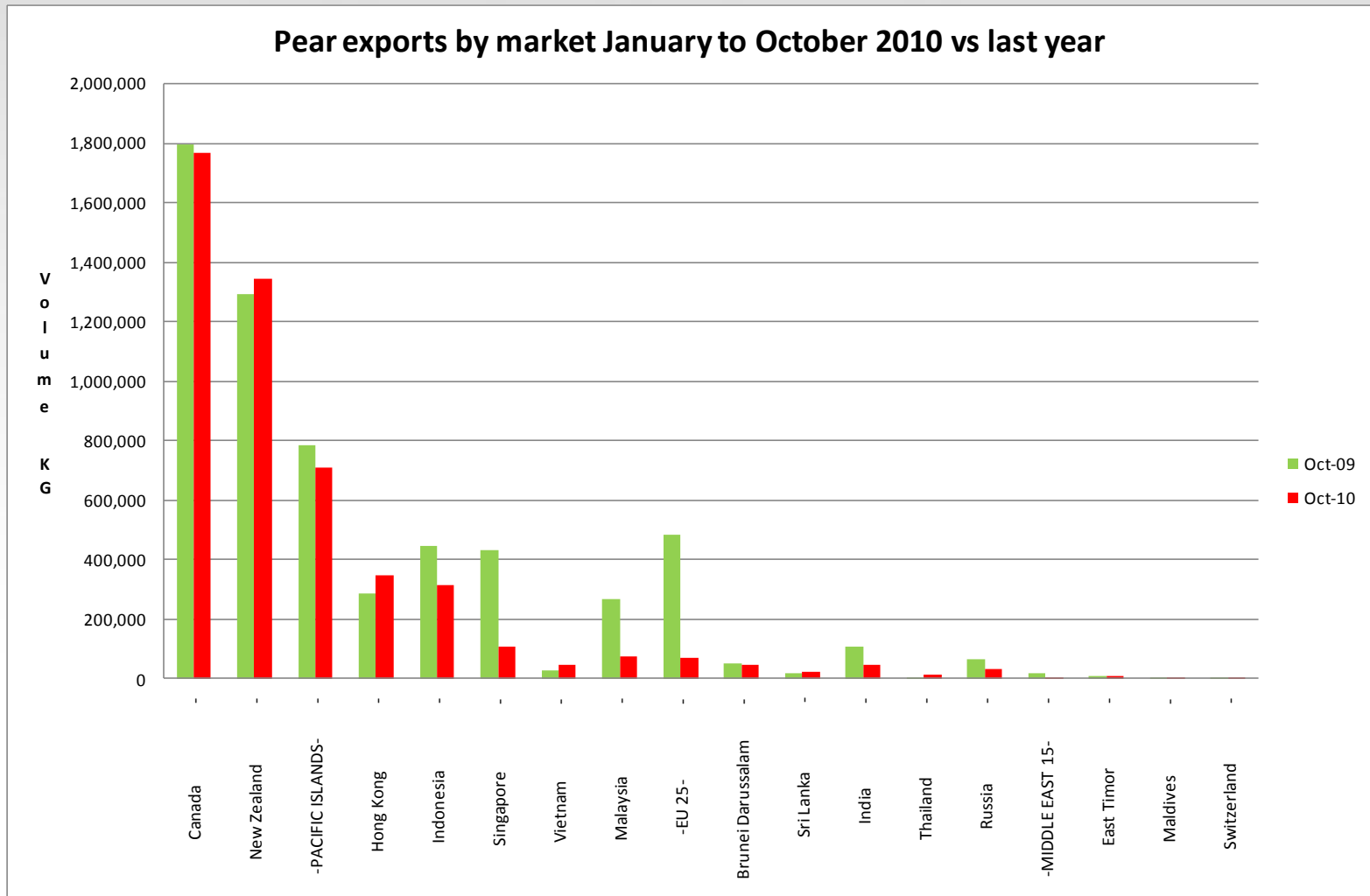
Pear exports by month – overall similar to last year though March and October were well behind last year and pulled to the total back





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Pear exports by market – Canada, New Zealand account for over 60 export volume. EU, Singapore, Malaysia and India all dipped significantly after a strong demand in 2009 influenced by low European stock levels





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This report is intended for use by the Australian Pear industry to assist in understanding and measuring export performance

The information is provided as part of MT10022 Export Market Intelligence project.