

## Spanish strawberries at lowest prices

Strawberry price trends in the European markets will be crucial in the latter part of the season to determine the time when producers will stop producing large volumes. Work has already concluded with 20% of the crops, mainly of early varieties, as reported last week by the producer organisation Freshuelva and the Andalusian Council of Agriculture, Fisheries and Rural Development.

Taking into account that the strawberry production volume devoted to exports amounts to around 80%, the prices reached in foreign markets are key to the campaign's success.

In April, strawberry prices already entered a downward trend due to this being the month when Spain's exports reach their peak, while sharing the market with the production from countries like France, the Netherlands or Germany. The price of Spanish strawberries is currently the lowest among its competitors; it only exceeds 2 Euro per kilo in London, where it reaches 2.33 €/kilo. In Munich they stand at 1.87 €/kilo, while in Milan they register the worst price, just 1.28 €/kilo, according to data released by the Council of Agriculture, Fisheries and Rural Development of the Government of Andalusia.

The French markets show different trends; while the average price of Spanish strawberries maintains a downward trend in Perpignan, in Paris the price went up by 40 cents during the last week of March. In Perpignan, the average price stands at € 1.33/kilo, while in Paris it reaches 1.84 €/kilo. Despite the downward trend registered since late March, these prices are 19% and 21% higher than at the same date last season.

In Germany, the Berlin market seems to have brought some stability to Spanish strawberry prices over the past two weeks. The average here stands at 1.78 €/kilo, with a trend more similar to Paris than to Perpignan. The German market is where more than half of Spanish strawberry exports are directed.

In these same markets, strawberries of German origin have reached an average of 5 €/kilo; those from the Netherlands stand at 4 €/kilo and Italian strawberries cost between 3.5 and 4 €/kilo.

### **The final stretch**

The latest monitoring report of the Council of Agriculture, Fisheries and Rural Development estimates that, by the end of April, 70% of the season's strawberry production had already been harvested.

It also points out that the weather conditions have been favourable for the plants, although there is already an increase in the volumes of second-class fruit intended for the processing industry. Prices at origin stand at around 0.79 €/kilo, 46% above last season's price during the last weeks of April.