

Spain: Fresh fruit and veg consumption down 5% in first four months of 2015

Domestic fresh fruit and vegetable consumption in the first four months of 2015 has registered a 5% drop compared to the same period of 2014, totalling 2,554 million kilos. In terms of value, there has been a 2% drop, with a total of 3,481 million Euro, according to data from the Food Consumption Panel of the Ministry of Agriculture, Fisheries and Food.

The decline in consumption has affected fruits, vegetables and potatoes. Fruit consumption has dropped by 3%, to a total of 1,371 million kilos, and the value has decreased by 0.2% to a total of 1,812 million Euro. The main fruits consumed in Spanish homes in this period were oranges, apples, bananas, mandarins, pears and strawberries. Oranges and apples grew by 2% in both cases, to a total of 448 and 195 million kilos, respectively. The rest registered declines. Banana consumption stood at 190 million kilos (-6%), mandarins reached 138 million kilos (-8.5%); pears, 95 million kilos (-4%), and strawberries stood at 82 million kilos (-15%).

Vegetable consumption in the first quarter dropped by 8% in volume, to a total of 860 million Euro, and their value fell by 1.5% to a total of 1,474 million Euro. The most consumed vegetables, that is, tomatoes, onions, lettuce and peppers, all registered drops. Tomato consumption stood at 172 million kilos (-8%), onions totalled 107 million kilos (-2%), lettuce, endive and escarole reached 64 million kilos (-1.4%) and peppers stood at 61 million kilos (-10%).

As for potato consumption, it totalled 323 million kilos (-5%) in the first four months of 2015, and their value was of 195 million Euro (-17%).

Declines in fresh fruit and vegetable consumption were registered during each of the first four months of the year; in January 2015 consumption was 4% lower compared with January 2014; in February 2015 it was 5% lower; in March it dropped by 8.5% and in April consumption was 3% lower than in April 2014.

For FEPEX, the continued fall in consumption, which started in 2013, is very worrying, and considers the institutional promotional campaign launched by the Ministry of Agriculture in July and August a very positive step. FEPEX considers it a priority to boost the demand for fruits and vegetables by linking it to its positive impact on health and social welfare and to counter the aggressive marketing of industrial substitutes.

Source : <http://www.freshplaza.com//> 14/07/2015