

## **EU: Strawberries: Low prices due to high availability**

At the moment there is a clear surplus of strawberries in Germany. Especially the Spanish strawberries flood the market. "Unfortunately, the demand is currently very low," states a German wholesaler, "And now, in the beginning of January, consumers have had enough." That is a normal situation for the wholesale trade. The prices of many products drop after New Year's.

And due to the low demand the availability increases. "Spain sends more product than needed," continues the expert, "Which is visible in the prices too." The prices go down.

"The quality of the fruit is good," tells the German wholesaler satisfied, "The Spanish strawberries have a consistent quality compared to the other imported strawberries. And the short transport routes mean that the Spanish strawberries have a longer shelf life."

Source : <http://www.hortidaily.com/12/01/2016>