

European export volume rises, but revenue down

The European production of fruit and vegetables for the fresh market accounts for more than 70 million tonnes, Freshfel writes in a recently published report. In 2013, the total fruit production was 35.8 million tonnes, while 34.7 million tonnes of vegetables were produced. Compared to 2012, when over 82 million tonnes was produced, production has decreased. The biggest share is for top fruit, citrus, peaches and nectarines, kiwis and melons. When it comes to vegetables, tomatoes, cabbage, onions, cucumber, bell pepper, carrots, lettuce and beets score high production figures.

Within Europe, a lot of products are traded. The intra-European trade accounts for 29 million tonnes. In 2014, 17 million tonnes of fruit were traded, and 12 tonnes of vegetables. The biggest importer within the Union is Germany, accounting for 6.9 million tonnes of import on top of the domestic production. Other main import markets are France, with 3.6 million tonnes, and the United Kingdom with 3.1 million tonnes. Belgium and the Netherlands both imported 1.6 million tonnes. A part of these products aren't consumed in this markets, but exported to other destinations via re-export. Poland also imports about 1.6 million tonnes.

Development consumption (2013 vs average 2008-2012)	
legumes	-14,30%
tomatoes	-7,30%
melons and papaya	-6,00%
citrus	-5,50%
stonefruit	-5,00%
cabbage, cauliflower	-4,20%
cucumbers and gherkins	-4,10%
other fruit	-3,30%
lettuce and Belgian endive	-3,00%
apples and pears	-1,60%
carrots and turnips	1,10%
other vegetables	1,40%
dates, figs and exotics	1,90%
onions, shallots and garlic	2,80%
grapes	2,90%
bananas	5,00%

Spain is by far the biggest supplier of fruit and vegetables to the other member states. The country exported nearly 11 million tonnes of fruit and veg within the EU in 2014. Over half of that is fruit: 6.4 million tonnes. The remaining 4.5 million tonnes are vegetables. Second, at a distance, is the Netherlands, with around half of that export volume. According to the Freshfel figures, the Netherlands exported 5.4 million tonnes in 2014. This is the total export, meaning both export of domestic production and re-export. Over 3.2 million tonnes were vegetables, while around 2.1 million tonnes of fruit was traded across the border. Belgium and Italy come third and fourth, both exporting nearly 3 million tonnes.

EU remains big importer

On a global scale, the European Union remains the biggest importer of fruit and vegetables. There is diversification noticeable in trade flows though, caused both by the growing demand in markets in Latin

America, Asia, the Middle East and Africa, and the Russian boycott of Western products. Due to these shifts, Europe is a less popular market for export from overseas areas.

Last year, the EU imported 13.1 million tonnes with a value of 12.5 billion Euro. By far the biggest part of this trade, 87 percent, is fruit. Especially bananas, apples, pineapple, pears, citrus and grapes are shipped to Europe from the southern hemisphere.

Europe's import is still higher than its export, so the Union remains a net importer. Main trade partners are South Africa, Costa Rica, Morocco, Turkey, Ecuador, Chile, Colombia, Peru, Brazil, New Zealand, Argentina, Israel, Egypt and the Dominican Republic.

main EU suppliers other EU member states			
country	fruit	vegetables	total
Spain	6.381.958	450.083	10.892.041
Netherlands	2.178.961	3.259.400	5.438.361
Italy	2.199.179	781.605	2.980.784
Belgium	2.069.045	786.281	2.855.326
France	1.088.509	934.467	2.022.976
Germany	656.960	381.508	1.038.468
Greece	839.623	114.219	953.842
Poland	343.740	446.359	790.100
Portugal	280.627	204.546	485.173
Austria	189.515	128.763	318.278
Czech Republic	147.234	77.900	225.134
Hungary	139.910	80.203	220.113
United Kingdom	90.499	85.097	185.596
Slovenia	58.397	41.479	99.876
other	317.668	239.437	557.105
Total	16.981.824	12.071.347	29.053.172

EU exports more volume, fewer Euro

The total EU export amounted to 6.2 million tonnes in 2014, with a value of 4.8 billion Euro. About 68 percent of the export consists of fruit, the other 32 percent is vegetables. Russia was the biggest buyer of products, which changed when Russia closed its borders to European fruit and vegetables in August 2014. Nevertheless, the European exporters managed to compensate for the loss of this market, and the export even increased slightly thanks to the opening of new markets. The biggest challenge

for the exporters, however, is the value of the export. Although the volume shows a slightly upward trend, less money is made from export. In 2013, 5.16 billion Euro was made by exporting 5.86 million tonnes. In 2014, the exported volume increased to 6.2 million tonnes, but revenue went down to 4.8 billion Euro. Main markets apart from Russia are Belarus, Switzerland, Norway, Ukraine, Algeria, Brazil, Egypt and Senegal.

At product level, apples are by far the biggest export product, accounting for a 28 percent share in export. Onions and shallots come in second with a 13 percent share, followed by pears at seven percent.

Source : <http://www.freshplaza.com/24/03/2015>