

Strong Japanese Yen bad for fruit exporters

Watermelon exports from Japan to Hong Kong and other Asian countries this season will be less compared to last season. According to Amori Trading, Hideo Obori, exporting melon from Japan was relatively expensive during the last two seasons compared to previous years due to a growing demand for watermelons in Japan. "The demand for the Amori melon has been growing as our prices are much better compared to other firms but fruits in Japan are generally very expensive as production doesn't match the demand," explains Obori.



Amori who ventured into the export business creating more demand locally which rewards growers with better prices, exports three main varieties to Hong Kong due to its proximity to Japan. "We export three varieties two of which are highly perishable, so we mainly deal in the muskmelon variety and our number one destination is Hong Kong," adds Obori. The other Asian destinations Amori Trading exports to are Malaysia, Singapore and China amongst others.



He also added that they expect demand for their fruit to increase towards the end of this month as the Lantern Festival in August approaches. The big season will, however, last for a short period as demand in other Asian countries such as China and Hong Kong will begin to pick up by the end of August or early September.



“The demand for our fruit is expected to shoot up by the end of this month, with a better supply and better prices. However, things will take a different direction towards the end of August. The demand doesn’t always match supply as importers in other Asian countries begin to import during this time (early September),” explains Obori.



Amori Trading exports less than one percent of its produce during the Lantern Festival. "Things will also be different during the Mid-Autumn festival this season as the Japanese currency this year is 25% stronger compared to last year. Notably, most of Japanese production is consumed locally as the domestic market is huge."

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