

## Spain: Reduction of strawberry volume marketed at the start of the campaign

Regarding the current strawberry campaign, the Prices and Markets Observatory of the Government of Andalusia highlights the low production obtained in the last weeks of 2018 and the first of January compared with previous campaigns. This has led to prices increasing by between 59 and 80%.

Last week, Huelva-based producers already made a statement through the organization Freshuelva to report that the campaign has so far been characterized by delays in the production. Those delays have been a consequence of the weather conditions recorded in late summer and early winter.

The Prices and Markets Observatory says that the start of the campaign has been delayed by three weeks, considering that it kicked off in the second half of December. The strawberry volumes marketed in week 51 of 2018 were 80% lower than those of the same week of the previous season. Those of week 52 were 70% lower and those of week 1 of January 2019 were 59% lower than those registered in the first week of January 2018. In any case, the institution also acknowledges that since the campaign is only starting, we are talking about very small volumes.

As a result, there have been significant price increases compared to the same period of the previous year. Thus, in week 51, the price at origin of strawberries reached 5.03 Euro/kg (45% above the price of week 51 of 2017) and in week 52 the estimated average price stood at 4.18 Euro/kg (57% above the price of week 52 of the previous year). In week 1 of 2019, the price at origin amounted to around 2.89 Euro/kg (56% higher than in week 1 of last year).

Regarding varieties, the Fortuna and Rociera stand out as the most planted this campaign, as was the case in the previous one. "The Fortuna represents the commitment to precocity and the Rociera to organoleptic quality, without forgetting also the precocity," says the analysis of this Andalusian body.



## Raspberries

The weather has taken a similar toll on raspberries. Therefore, during the Christmas period (last week of December and first of January) there has been a drastic reduction in the volume of raspberries marketed compared to the past Christmas, as revealed by the report of the Prices and Markets Observatory.

In this case, and quite unlike what we've seen in the strawberry market, prices have not made up for the situation to the same extent, since the growers have received only slightly better prices in weeks 51 and 52 than in the same ones a year earlier (7.15 Euro/kg in week 51 and 7.31 Euro/kg in week 52). In week 1 of 2019, the price was the same as in the previous one.

Still, the weekly raspberry prices obtained as of November have been higher than those of the previous year, and this has been the case practically until the end of the year.

The volume of raspberries marketed from the start of the campaign up until week 51 of 2018 is similar to that registered in the previous season. Taking the two previous campaigns as reference, it can be said that approximately 18.4% of the campaign's total raspberry production was marketed up until week 51.

If we also take week 1 into account, this percentage would reach 23.3%.

Lien article : <https://www.freshplaza.com/article/9061476/spain-reduction-of-strawberry-volume-marketed-at-the-start-of-the-campaign/>

