

Fruit export value may reach milestone of 1 billion USD

Brazil will emphasize conquest of Chinese market this year

According to an article on br-cn.com, Luiz Roberto Barcelos, chairman of Abrafrutas (Brazilian Fruit Export Association), stated that 2019 could be the year that the value of Brazilian fruit exports reaches the milestone of 1 billion USD. The Chinese market is the main focus of Brazilian fruit export this year.

Barcelo explained that the Brazilian government launched the "National fruit plantation development plan" last year with the support of Blairo Maggi, who was Minister of Agriculture at the time. Abrafrutas has worked hard to develop new overseas markets ever since the plan was launched.

"The development of new markets is of vital importance to growth of export, and also helps to diffuse bulk export to single markets. The large majority of Brazilian fruit is destined for European markets. We opened the South African market for Brazilian mangoes in 2018, and we opened the Korean market for Brazilian grapes. In addition, we are making great progress in negotiations with our Chinese counterparts for the export of Brazilian muskmelons to the Chinese market," said Barcelo.

He also emphasized that Abrafrutas faces its greatest challenge in opening up the Chinese market. Data from the China Chamber of Commerce for Import and Export of Foodstuffs (CCCFNA) shows that China imported 4.4 million tons of fruit in 2017. A large share of that volume came from South America: Chile, Peru, and Ecuador.

The main obstacle for Brazilian fruit exports to China is related to the quarantining of plant material. The Chinese quarantine regulations are extremely strict. Transport costs form another obstacle. Brazilian exporters hope that the expansion of the Panama Canal will lower transport costs of the fruit exported to China. This will improve the competitive position of Brazilian fruit in the Chinese market.

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