



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

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**GAIN Report Number:** FR4005

## France

## Kiwifruit

## Annual Report

## 2004

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**Report Highlights:**

Preliminary data show that France MY 2003 French kiwifruit production will be 10 percent higher than previous MY, at 80,000 MT. The drought and heat wave in the summer of 2003 had a significant impact on fruit size with average calibers 10 percent down. Trade is expected to remain high, both in exports and imports. There is no significant trade between France and the United States. Prices are also expected to remain strong. The French kiwifruit sector has launched a massive 1 million € per year generic promotional campaign over the next three years, with ads on TV, to boost consumption of kiwifruit. This campaign is partly funded by the European Union. French kiwifruit producers are worried by the growth of the Chinese kiwifruit production, which could compete with them on Asian markets.

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Includes PSD Changes: Yes

Includes Trade Matrix: Yes

Annual Report

Paris [FR1]

[FR]

PSD Table							
Country	France						
Commodity	Kiwifruit				(HA)(MT)		
	2001	Revised	2002	Estimate	2003	Forecast	UOM
	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	
Market Year Begin		10/2001		10/2002		10/2003	MM/YYYY
Bearing Area	4250	4200	4250	4226	0	4230	(HA)
Non-Bearing Area	250	250	250	250	0	250	(HA)
TOTAL Area Planted	4500	4450	4500	4476	0	4480	(HA)
TOTAL Area Harvested	4250	4250	4250	4250	0	4250	(HA)
TOTAL Production	74000	79048	76000	73271	0	80000	(MT)
Imports	32652	33063	31500	40164	0	35000	(MT)
TOTAL SUPPLY	106652	112111	107500	113435	0	115000	(MT)
Exports	28769	29155	29500	29346	0	33000	(MT)
Domestic Consumption	77883	82956	78000	84089	0	82000	(MT)
TOTAL DISTRIBUTION	106652	112111	107500	113435	0	115000	(MT)

## Export Trade Matrix

Country France

Commodity Kiwifruit

Time Period  Units:

Exports for:

U.S.  U.S.

Others Others

Spain	10964	Spain	13326
Germany	6186	Germany	5175
Belgium	3755	Belgium	3809
Netherlands	3436	Netherlands	2126
Canada	736	Taiwan	1193
Taiwan	711	Portugal	667
Hong Kong	477	Canada	518

United Kingdom	456	United Kingdom	503
Portugal	410	Hong Kong	439
Italy	364	Australia	291
Total for Others	27495		28047
Others not Listed	1624		1281
Grand Total	29155		29346

## Import Trade Matrix

Country France

Commodity Kiwifruit

Time Period  Units:   
 Imports for:    
 U.S.  U.S.

Others		Others	
New Zealand	12560	Italy	15349
Italy	11079	New Zealand	11239
Chile	5021	Chile	5997
Spain	1452	Netherlands	2394
Belgium	1369	Spain	1779
Greece	809	Belgium	1445
Netherlands	405	Greece	651
Costa Rica	109	Turkey	489
		Germany	389
		South Africa	279

Total for Others	32804		40011
Others not Listed	257		153
Grand Total	33063		40164