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France

Kiwifruit

Annual

2002

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Report Highlights:

French kiwi production is estimated to decline from 76,900 MT in 2000/01 to 70,000 MT in 2001/02, due to adverse weather conditions. France is a major kiwi consumer and most of its purchases are made in the winter months. France's leading kiwi suppliers are New Zealand and Italy. Shipments often go through Belgium and the Netherlands. Taiwan and Canada are France's leading export markets after the European Union. There is virtually no trade for this product between the United States and France.

Includes PSD changes: Yes
Includes Trade Matrix: Yes
Annual Report
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Executive Summary	1
Section I: Situation and Outlook	1
Section II: Statistical Tables	2
PS&D Table	2
Trade Matrices	3

Executive Summary

French kiwi production is estimated to decline from 76,900 MT in 2000/01 to 70,000 MT in 2001/02, due to adverse weather conditions. France is a major kiwi consumer and most of its purchases are made in the winter months. France's leading kiwi suppliers are New Zealand and Italy, with shipments going through Belgium and the Netherlands. There is virtually no trade for this product between the United States and France.

Section I: Situation and Outlook

French kiwi production is estimated to decline significantly in 2001/2002 to 70,000 MT, due to adverse weather conditions. French kiwi consumption in 2000/01 increased by 13 percent from 1999/00. Almost 80 percent of the consumption occurs from November to May. French per capita kiwi consumption amounted to 1.23 Kg in 2000/01.

New Zealand and Italy are France's leading kiwi suppliers. Trade matrices indicate that the bulk of these are imported through Belgium and the Netherlands. These are mainly imports from New Zealand, imported through the ports of Antwerp and Rotterdam.

France's leading export market is Spain, with 40 percent of the market in 2000/2001. Taiwan and Canada are France's leading export markets outside of the EU, with 5.6 and 4.2 percent of the market in 2000/2001, respectively. French kiwi exports to the United States are marginal.

The French kiwi board (Bureau Interprofessionnel du Kiwi-BIK), funded by producers, conducts an annual marketing program to promote domestically-grown kiwifruit on the French market. In 2001/2002, this marketing program will first target doctors, as was the case in 2000/2001. Three million informative leaflets will be distributed during the current marketing year to 12,500 general practitioners' offices. Second, a national contest for the best fresh kiwifruit cocktail will be organized among 600 barmen. Finally, the board will produce a press package: two press releases will be sent to 550 journalists, CD-Roms on kiwifruit will be sent to 1,000 radio stations, and an image bank will be made available for the press.

Section II: Statistical Tables

PS&D Table

PSD Table						
Country	France					
Commodity	Kiwifruit				(HA)(MT)	
	Revised	1999	Preliminary	2000	Forecast	2001
	Old	New	Old	New	Old	New
Market Year Begin		10/1999		10/2000		10/2001
Bearing Area	3848	3848	3800	3860	0	3860
Non-Bearing Area	172	172	160	172	0	172
TOTAL Area Planted	4020	4020	3960	4032	0	4032
TOTAL Area Harvested	4020	3848	3960	3860	0	3860
TOTAL Production	72900	72300	73000	76900	0	70000
Imports	24811	24662	26000	30497	0	32000
TOTAL SUPPLY	97711	96962	99000	107397	0	102000
Exports	28937	28337	28000	29734	0	26000
Domestic Consumption	68774	68625	71000	77663	0	76000
TOTAL DISTRIBUTION	97711	96962	99000	107397	0	102000

Trade Matrices

Export Trade Matrix			
Country	France		
Commodity	Kiwifruit		
Time period	Oct-Sept	Units:	MT
Exports for:	1999		2000
U.S.	298	U.S.	176
Others		Others	
Spain	9969	Spain	11948
Germany	5061	Germany	4602
Belgium	4298	Belgium	3704
Netherlands	3177	Netherlands	3075
Taiwan	1892	Taiwan	1660
Canada	541	Canada	1258
Total for Others	24938		26247
Others not Listed	3101		3311
Grand Total	28337		29734

Commodity	Kiwifruit		
Time period	Oct-Sept	Units:	MT
Imports for:	1999		2000
U.S.	0	U.S.	0
Others		Others	
Italy	10966	Belgium	13275
Belgium	8484	Italy	11730
Netherlands	1426	Netherlands	1437
Greece	974	Greece	1368
Chile	775	Spain	881
Spain	712	Chile	582
Germany	689	Germany	534
Total for Others	24026		29807
Others not Listed	636		690
Grand Total	24662		30497

Import Trade Matrix			
Country	France		