"!","

## Japan

## Citrus

## Semi-Annual

2003

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## Report Highlights:

High quality and exceptionally good flavor built strong Japanese consumer demand for 2002/03 U.S. grapefruit, and the resulting good sales of U.S. grapefruit kept nation's inventory at low levels. Japanese imports of U.S. grapefruit in the 2002/03 season are projected to be approximately 215,000 metric tons, valued at $\$ 185$ million (CIF), according to Tokyo traders. The record crop of 2002/03 U.S. oranges and exceptionally good flavor sold extremely well into the J apanese market. Japanese imports of U.S. oranges will likely reach at 86,000 metric tons or $\$ 70$ million (CIF). Japan's fresh lemon market remained fairly stable with the imports from the United States at approximately 65,000 metric tons or $\$ 65$ million (CIF) in the 2002/03 Season.

## Table of Contents

High Quality U.S. Grapefruit Capture Japanese Consumers ..... 3
Ruby Grapefruit Sales Surpassed Whites ..... 3
Boosting U.S. Grapefruit Sales in Sea of Japan Cities ..... 3
Israel Sweetie Sales Dropped Further ..... 4
Good Crop of U.S. Oranges Significantly I ncrease J apanese I mports ..... 4
J apan Opened its Market for Argentine Citrus Products ..... 4
J apan's Fresh Lemon Market Remains Fairly Stable ..... 4
Chile Continues to Strengthen Sales of Summer Lemons ..... 5
Co-op Stores Sell Non-Postharvest Fungicide Citrus Products ..... 5
This Season's South African Citrus Products Arriving Six Weeks Earlier ..... 5
PS\&D Tables and Trade Matrices ..... 6
Fresh Orange PS\&D Table ..... 6
Orange Juice PS\&D Table ..... 7
Fresh Orange Import Trade Matrix ..... 8
Orange Juice Import Trade Matrix ..... 9
Fresh Orange Wholesale Price Table ..... 10
Fresh Grapefruit PS\&D Table ..... 11
Grapefruit Juice PS\&D Table ..... 12
Fresh Grapefruit Import Trade Matrix ..... 13
Grapefruit Juice Import Trade Matrix ..... 14
Fresh Grapefruit Wholesale Price Table ..... 15
Fresh Lemon PS\&D Table ..... 16
Lemon Juice PS\&D Table ..... 17
Fresh Lemon Import Trade Matrix ..... 18
Lemon Juice Import Trade Matrix ..... 19
Fresh Lemon Wholesale Price Table ..... 20

## High Quality U.S. Grapefruit Capture Japanese Consumers

High quality and exceptionally good flavor in this season's U.S. grapefruit attracted traders and captured Japanese consumers. The freshness and sweetness of U.S. grapefruit suited Japanese consumers's taste, which made sales in supermarkets and retail stores successful throughout Japan. Japanese imports of Florida grapefruit will likely reach 10.5 million cartons ( 178,500 metric tons) this season. Despite high demand for U.S. grapefruit in the Japanese market, shipment of Florida grapefruit for this season will likely end in early May, approximately 3 weeks earlier than a normal, leading to exports slightly less than last year's levels of ( 11 million cartons). Japanese sales of Florida grapefruit will continue until early June.

This season's sales of U.S. grapefruit have been especially good since March after the Japanese Mikan tangerine and Iyokan orange season. With good sales of U.S. grapefruit, Japanese wholesalers have maintained well-balanced inventories and have been able to supply good, fresh quality fruit to the clients, enhancing sales. Japanese importer's orderly purchases of U.S. grapefruit also helped maintain the nation's inventory at fairly stable levels. The current inventory of U.S. grapefruit is 2.104 million cartons ( 35,768 metric tons), able to supply approximately 4 weeks of grapefruit to the Japanese market.

Japanese sales of the new crop of Florida grapefruit started in early October 2002, but many Japanese importers experienced difficulties selling grapefruit until in early spring. Reflecting Japan's current sluggish economy, many Japanese supermarkets and retail stores set their retail prices at low levels. As a result, many grapefruit importers had to sell at prices lower than their imported prices.

In late April 2003, Florida's ruby and white grapefruit were trading at Tokyo's Ohta Wholesale Market at $\$ 27.03$ ( 3,200 yen) for a carton of size 27 ( 27 grapefruit in a $17-\mathrm{kg}$ carton). Ruby and white grapefruit were trading at the same price. Sizes 32 and 36 were trading at $\$ 25.34$ ( 3,000 yen), size 40 were trading at $\$ 23.65$ ( 2,800 yen), and size 48 were trading at $\$ 21.96$ ( 2,600 yen). Currently, a medium sized Florida grapefruit is selling at $\$ 0.74$ - $\$ 0.84$ (88 100 yen) per fruit, and $\$ 1.16$ (138 yen) for a large sized fruit at Tokyo supermarkets. Small and medium sized grapefruit are often sold in a bag. A bag of 6 small grapefruits is selling at $\$ 3.36$ ( 398 yen) and $\$ 4.20$ ( 498 yen) for a bag of 6 medium- size fruit.

* The exchange rate of 118.35 yen per dollar is based on the Nikkei News quote on May 6, 2003.


## Ruby Grapefruit Sales Surpassed Whites

For the second year in a row, Japan's ruby grapefruit sales surpassed white ones. Since the season began, ruby grapefruits dominated sales in Japan. Many consumers believe that ruby grapefruits are sweeter because of its color. Traditionally, Western Japan consumers had a stronger preference for ruby grapefruit than consumers in Tokyo, but now the preference for rubys is nation wide. Rubys were approximately 55 percent of total grapefruit sales.

## Boosting U.S. Grapefruit Sales in Sea of Japan Cities

Sea of Japan cities, geographically far from the center of Japan, include important cities for marketing U.S. grapefruit. A Niigata wholesaler played a key role in marketing U.S. grapefruit, including providing an annual marketing plan to the supermarkets and retail chains in the Niigata region. All supermarkets and retailers joined U.S. grapefruit promotional activities and encouraged consumers to purchase more grapefruit.

A major constraint for marketing U.S. grapefruit in the cities along the Sea of Japan coast have been high cost of inland transportation from the Japan's Pacific coast. For the first time this year, Japanese importers used sea routes to carry fresh grapefruit from Florida to the Sea of Japan. The transportation costs were significantly reduced, according to Niigata traders, and within 2 days of arrival at the Niigata port, grapefruit would be on the supermarkets shelves in Niigata, compared to the usual 8 or 9 days when landed on the Pacific coast. Thirty containers of Florida grapefruit landed at the port of Niigata this season, which will probably increase the sales of grapefruit in this region, according to importers.

## Israel Sweetie Sales Dropped Further

The 2002/03 Israel Sweetie sales declined 24 percent from the previous season to approximately 441,000 cartons ( 7,500 metric tons). J apan imported 3,610 and 3,892 metric tons of Israel Sweeties in November and December, respectively. Competition was severe in the Japanese market from Florida grapefruit and Sunkist's Oroblancos and Japan's major fresh produce importers switched its sales from Israel Sweeties to Sunkist's Oroblancos in the 2002/03 Season, according to Tokyo traders. Approximately 100,000 cartons (1,700 metric tons) of Oroblancos were imported into Japan in the 2002/03 Season and marketed at the same time as Israel Sweeties were sold. Japanese retailers sell Sweeties only as a special item.

## Good Crop of U.S. Oranges Significantly I ncrease J apanese I mports

The 2002/03 U.S. orange marked a record crop with exceptionally good flavor, according to Tokyo citrus traders. J apanese imports of U.S. oranges will likely increase approximately 10 percent over the previous year to 86,000 metric tons. Japan's total imports of oranges are expected to be 110,000 metric tons in the 2002/03 Season. Since the beginning of the new crop in November 2002, the J apanese market movement of U.S. oranges has been very smooth, keeping the nation's inventory at a minimum level of 150,000-250,000 cartons (2,550-4,250 metric tons). Japanese traders completed the sales of U.S. navels in late April and Valencia oranges are presently sold nation- wide. The taste of this season's U.S. oranges (both navels and Valencia oranges) was well suited for Japanese consumers, according to Tokyo traders.

In early April 2003, California navels were trading at the Tokyo Ohta Wholesale Market at $\$ 29.57$ ( 3,500 yen) for a $17-\mathrm{kg}$ carton for size 56 ( 56 oranges in $17-\mathrm{kg}$ carton) and $\$ 27.88$ ( 3,300 yen) for sizes 72 and 88 . On April 25, California Valencia oranges were trading at $\$ 25.34$ ( 3,000 yen) for sizes 56 and $72, \$ 23.65$ ( 2,800 yen) for size 88 and $\$ 18.58$ (2,200 yen) for size 113. California Valencia oranges currently sell at $\$ 0.76-\$ 0.84$ (90-100 yen) for a medium size fruit at Tokyo's supermarket. Small sized oranges are sold in a bag at $\$ 3.36$ - $\$ 4.20$ (398-498 yen) for a bag of 6 oranges.

## J apan Opened its Market for Argentine Citrus Products

On April 21, 2003 Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF) lifted an import ban on fresh Argentine lemons, Valencia oranges and grapefruit. The Argentine products are subject to cold treatment for Mediterranean fruit flies before arriving in Japan. Lemons and grapefruit are required to have a 19-day cold treatment at 2.2 and 2.3 degrees Celsius, respectively. Valencia oranges need a 21 -day cold treatment at 2.2 degrees Celsius. Shipment must be direct, limiting marketing opportunities. Argentine citrus products have not arrived in Japan yet, but Japanese traders are ready to market the products.

## Japan's Fresh Lemon Market Remains Fairly Stable

The 2002/03 Japanese imports of fresh lemons from the United States are expected to be close to last season's 65,000 metric tons. Japanese traders generally sell fresh lemons from Arizona from October through January, lemons from California from February through July, and Chilean lemons in August and September. Japan imported 30,145 metric tons of fresh lemons from the United States from October 2002 through February 2003, up approximately 1.8 percent from the same period the previous year. The market movement of fresh lemons is currently fairly smooth, with stock of about 148,000 cartons ( 2,516 metric tons) in the nation's cold storage facilities. In Iate April, California lemons were trading at Tokyo's Ohta Wholesale Market at $\$ 29.57$ - $\$ 33.79$ (3,500-4,000 yen) for a carton (17 kilograms) for sizes $95,115,140$, and 165 . Tokyo supermarkets sell a medium sized California lemon for $\$ 0.74-\$ 0.84$ ( $88-100$ yen) and at $\$ 1.67$ (198 yen) for a bag of 3 lemons.

## Chile Continues to Strengthen Sales of Summer Lemons

Japanese traders favor marketing Chilean lemons over California ones during the summer season. U.S. lemons deteriorate fairly quickly during the summer due to the hot temperatures, while Chilean lemons' provide a longer shelf life and reasonable quality, according to Tokyo traders. The quality of Chilean lemons is relatively good and the prices are better. In August 2002, the average import price of Chilean lemons was $\$ 1.25$ per kilogram (CIF), whereas the average price of U.S. lemons was $\$ 1.51$ per kilogram. Many Chilean lemon suppliers and Japanese importers establish a consignment sales agreement for the price and volume before the season.

## Co-op Stores Sell Non- Post-harvest Fungicide Citrus Products

Food safety remains a big concern among Japanese consumers. Japanese consumer cooperative stores largely sell citrus products without post-harvest fungicide treatment. Citrus products treated with a post-harvest chemical are unpopular among co-op members. Co- op displays its citrus products with a 'no preservative used' label or a sign of "No OPP, Imazali, TBZ used" in the store. Non-chemically treated citrus products are usually sold at 30-50 percent higher than treated ones. In Tokyo suburbs, co-op stores sell California lemons not treated with post-harvest fungicides for $\$ 1.25$ (148 yen) per fruit or $\$ 2.09$ ( 248 yen) for a bag of two lemons.

## This Season's South African Citrus Products Arriving Six Weeks Earlier

Citrus growers in South Africa and Swaziland plan to accelerate their shipments to Japan by 4-6 weeks, according to Tokyo traders, with the season's first shipment scheduled to arrive in Japan in mid-May. Traders anticipate that the Japanese citrus market will be in short supply this summer, due largely to the early completion of Florida citrus products. South African citrus products are usually marketed in Japan from June through September. In the 2001/02 Season, South Africa shipped 52,548 metric tons of grapefruit, 8,114 metric tons of oranges, and 4,141 metric tons of lemons.

PS\&D Tables and Trade Matrices
Fresh Orange PS\&D Table PSD Table

## Country

 Commodity
## Japan

Fresh Orange


Offic USDA Post USDA
(HECTARE S)(1000

TREES)(10 00 MT )
2000 Revised 2001 Estimate 2002 Forecast

Market Year Begin
Area Planted

Area Harvested
Bearing Trees
Non-Bearing Trees
TOTAL No. Of Trees
Production
Imports
TOTAL SUPPLY
Exports
Fresh Dom. Consumption
Processing
TOTAL DISTRIBUTION
w]
10/2000
1450

1450

Orange J uice PS\&D Table
PSD Table

| Country | Japan |
| :--- | :--- |
| Commodity | Juice, |
|  | Orange |

 Orange

| 2000 | Revised | 2001 | Estimate | 2002 | Forecast |
| :--- | :---: | :---: | :---: | ---: | :---: |
| USDA | Post | USDA | Post | USDA | Post |

Official[Old] Estimate[Ne Official[Old] Estimate[Ne Official[Old] Estimate[Ne
w]
Market Year Begin
Deliv. To Processors
Beginning Stocks
Production
Imports
TOTAL SUPPLY
Exports
Domestic Consumption
Ending Stocks
TOTAL DISTRIBUTION

| $10 / 2000$ |  |
| ---: | ---: |
| 2 | 2 |
| 10000 | 10000 |
| 200 | 200 |
| 116245 | 116245 |
| 126445 | 126445 |
| 0 | 0 |
| 111445 | 111445 |
| 15000 | 15000 |
| 126445 | 126445 |

Fresh Orange Import Trade Matrix
Import
Trade Matrix
Country Japan
Commodity Fresh
Oranges

Others
Others

| South Africa | 9375 | South Africa | 8114 |  |
| :--- | ---: | :--- | ---: | :---: |
| Australia | 6867 | Australia | 6501 |  |
| Chile | 3007 | Chile | 3951 |  |
| Spain | 1216 | Spain | 1648 |  |
| Mexico | 417 | Mexico | 391 |  |
| New Zealand | 142 | Swaziland | 241 |  |
| Swaziland | 103 | New Zealand | 99 |  |
|  |  |  |  |  |
|  |  |  | 20945 |  |
|  |  |  | 4 |  |
| Total for Others <br> Others not Listed <br> Grand Total |  |  |  |  |

Orange J uice I mport Trade Matrix
Import
Trade Matrix
Country Japan
Commodity Juice,
Orange

| Time period | Oct. - Sept. | Units: | Metric Tons |
| :---: | :---: | :---: | :---: |
| Imports for: | 2000 |  | 2001 |
| U.S. | 12952 | U.S. | 12395 |

Others Others

| Brazil | 95477 | Brazil | 73848 |
| :---: | :---: | :---: | :---: |
| Belize | 4713 | Mexico | 3945 |
| Italy | 1190 | Italy | 3050 |
| Australia | 608 | Belize | 1457 |
| Mexico | 442 | Australia | 759 |
| Israel | 344 | Spain | 248 |
| Canada | 178 | Israel | 217 |
| Netherlands | 134 | Canada | 145 |
| Pakistan | 49 | Cuba | 129 |
| Austria | 45 | South Korea | 111 |
| Total for Others | 103180 |  | 83909 |
| Others not Listed | 113 |  | 325 |
| Grand Total | 116245 |  | 96629 |

Fresh Orange Wholesale Price Table
Prices
Table
Country
Commodity
Japan

Prices in

Year
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

| 2002 | 2003 |
| ---: | ---: |
| 242 | 184 |
| 215 | 168 |
| 195 |  |
| 196 |  |
| 181 |  |
| 161 |  |
| 148 |  |
| 159 |  |
| 170 |  |
| 187 |  |
| 215 |  |
| 200 |  |

\% Change
$-23.97 \%$
$-21.86 \%$
$-100.00 \%$
$-100.00 \%$
$-100.00 \%$
$-100.00 \%$
$-100.00 \%$
$-100.00 \%$
$-100.00 \%$
$-100.00 \%$
$-100.00 \%$
$-100.00 \%$


$$
\begin{gathered}
\text { \% Change } \\
-23.97 \% \\
-21.86 \% \\
-100.00 \% \\
-100.00 \% \\
-100.00 \% \\
-100.00 \% \\
-100.00 \% \\
-100.00 \% \\
-100.00 \% \\
-100.00 \% \\
-100.00 \% \\
-100.00 \%
\end{gathered}
$$

Exchange Rate

Date of Quote


Fresh Grapefruit PS\&D Table
PSD Table

## Country Commodity

## Japan <br> Fresh <br> Grapefr <br> uit

USDA Post USDA Post USDA Post

Official[Old] Estimate[Ne Official[Old] Estimate[Ne Official[Old] Estimate[Ne

Market Year Begin
Area Planted
Area Harvested
Bearing Trees
Non-Bearing Trees
TOTAL No. Of Trees
Production
Imports
TOTAL SUPPLY
Exports
Fresh Dom. Consumption
Processing
TOTAL DISTRIBUTION

10/2000

| 0 | 0 | 0 | 0 | 0 | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 274 | 274 | 277 | 277 | 285 | 285 |
| 274 | 274 | 277 | 277 | 285 | 285 |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 274 | 274 | 277 | 277 | 285 | 285 |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 274 | 274 | 277 | 277 | 285 | 285 |

Grapefruit J uice PS\&D Table
PSD Table

## Country Commodity

## Japan <br> Juice, <br> Grapefr

uit
USDA Post USDA Post USDA Post

Official[Old] Estimate[Ne Official[Old] Estimate[Ne Official[Old] Estimate[Ne
Market Year Begin

| Deliv. To Processors | 0 | 0 | 0 | 0 | 0 | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Beginning Stocks | 2000 | 2000 | 2000 | 2000 | 1000 | 1000 |
| Production | 0 | 0 | 0 | 0 | 0 | 0 |
| Imports | 24794 | 24794 | 29925 | 29925 | 32000 | 32000 |
| TOTAL SUPPLY | 26794 | 26794 | 31925 | 31925 | 33000 | 33000 |
| Exports | 0 | 0 | 0 | 0 | 0 | 0 |
| Domestic Consumption | 24794 | 24794 | 30925 | 30925 | 32000 | 32000 |
| Ending Stocks | 2000 | 2000 | 1000 | 1000 | 1000 | 1000 |
| TOTAL DISTRIBUTION | 26794 | 26794 | 31925 | 31925 | 33000 | 33000 |

Fresh Grapefruit I mport Trade Matrix
Import
Trade
Matrix
Country Japan
Commodity Fresh
Grapefruit

| Time period | $\begin{aligned} & \text { Oct. - } \\ & \text { Sept . } \end{aligned}$ | Units: | Metric Tons |
| :---: | :---: | :---: | :---: |
| Imports for: | 2000 |  | 2001 |
| U.S. | 203287 | U.S. | 209262 |

Others
Others

| South Africa | 48483 | South Africa | 52545 |
| :--- | ---: | :--- | ---: |
| Israel | 15946 | Israel | 9907 |
| Swaziland | 6143 | Swaziland | 5009 |
| China | 39 | Cuba | 75 |
| Cuba | 38 | Chile | 41 |
| Taiwan | 16 |  |  |
|  |  |  | 67577 |
|  |  |  | 1 |
|  |  |  | 276840 |

## Grapefruit J uice I mport Trade Matrix

Import
Trade
Matrix
Country Japan
Commodity Juice,
Grapefruit

| Time period | Oct. Sept. | Units: | Metric Tons |
| :---: | :---: | :---: | :---: |
| Imports for: | 2000 |  | 2001 |
| U.S. | 21125 | U.S. | 20119 |

Others
Others

| Israel | 1281 | Israel | 7022 |
| :--- | ---: | :--- | ---: |
| Belize | 886 | Cuba | 1010 |
| Cuba | 739 | Italy | 437 |
| Australia | 299 | Australia | 444 |
| Netherlands | 148 | Belize | 296 |
| Italy | 110 | Netherlands | 219 |
| Canada | 71 | Iceland | 114 |
| Austria | 40 | Mexico | 96 |
|  |  | Canada | 33 |
|  |  | Austria | 31 |
| Total for Others <br> Others not Listed <br> Grand Total |  |  |  |

## Fresh Grapefruit Wholesale Price Table Prices

Table

| Country | Japan |  |  |
| :---: | :---: | :---: | :---: |
| Commodity | Fresh Grapefruit |  |  |
| Prices in | Yen | per uom | KG |
| Year | 2002 | 2003 | \% Change |
| Jan | 158 | 146 | -7.59\% |
| Feb | 153 | 143 | -6.54\% |
| Mar | 160 |  | -100.00\% |
| Apr | 167 |  | -100.00\% |
| May | 162 |  | -100.00\% |
| Jun | 151 |  | -100.00\% |
| Jul | 139 |  | -100.00\% |
| Aug | 136 |  | -100.00\% |
| Sep | 132 |  | -100.00\% |
| Oct | 137 |  | -100.00\% |
| Nov | 169 |  | -100.00\% |
| Dec | 152 |  | -100.00\% |

Exchange Rate

Date of Quote

| 120.20 | Local <br> currency/US <br> $\$$ |
| :---: | :--- |
| $04 / 16 / 2003$ |  |
|  | $\mathrm{MM} / \mathrm{DD} / \mathrm{YYY}$ |

## Fresh Lemon PS\&D Table <br> PSD Table

## Country Commodity

## Japan <br> Fresh Lemons

(HECTARE S)(1000 TREES)(10 00 MT )

2002 Forecast
USDA Post USDA Post USDA Post
USDA Post USDA Post USDA Post Official[Old] Estimate[Ne Official[Old] Estimate[Ne Official[Old] Estimate[Ne w]

10/2001

Area Planted
0
$0 \quad 0$
0

Bearing Trees
Non-Bearing Trees
TOTAL No. Of Trees
Production
Imports
TOTAL SUPPLY
Exports
Fresh Dom. Consumption
Processing
TOTAL DISTRIBUTION
$w]$
$10 / 2000$
0

0
0
0
0
2
84

86
0
86

86

0
0

0
0
0
0

## Lemon Juice PS\&D Table

 PSD Table
## Country Commodity

## Japan <br> Juice, Lemon

2000 Revised 2001 Estimate 2002 Forecast Official[Old] Estimate[Ne Official[Old] Estimate[Ne Official[Old] Estimate[Ne w] 10/2000
Market Year Begin
Deliv. To Processors
Beginning Stocks
Production
Imports
TOTAL SUPPLY
Exports
Domestic Consumption
Ending Stocks
TOTAL DISTRIBUTION

| $\begin{gathered} \text { w] } \\ 10 / 2000 \end{gathered}$ |  | $\begin{gathered} \text { w] } \\ 10 / 2001 \end{gathered}$ |  | $\begin{gathered} \text { w] } \\ 10 / 2002 \end{gathered}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 2000 | 2000 | 2000 | 2000 | 1500 | 1500 |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 11749 | 11749 | 12506 | 12506 | 13500 | 13500 |
| 13749 | 13749 | 14506 | 14506 | 15000 | 15000 |
| 0 | 0 | 0 | 0 | 0 | 0 |
| 11749 | 11749 | 13006 | 13006 | 13500 | 13500 |
| 2000 | 2000 | 1500 | 1500 | 1500 | 1500 |
| 13749 | 13749 | 14506 | 14506 | 15000 | 15000 |

Fresh Lemon I mport Trade Matrix
Import
Trade
Matrix
Country Japan
Commodity Fresh

| Time period Imports for: U.S. Others | Lemons | Units: <br> U.S. <br> Others | Metric Tons <br> 2001 |
| :---: | :---: | :---: | :---: |
|  | Oct. - Sept. |  |  |
|  | 2000 |  |  |
|  | 65054 |  | 65165 |
|  |  |  |  |
| Chile | 12799 | Chile | 15766 |
| South Africa | 3031 | South Africa | 4141 |
| Australia | 1899 | Australia | 2267 |
| New Zealand | 989 | New Zealand | 1421 |
| Spain | 99 | Spain | 207 |
| South Korea | 16 |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total for Others | 18833 |  | 23802 |
| Others not Listed | 2 |  | 2 |
| Grand Total | 83889 |  | 88969 |

Lemon J uice Import Trade Matrix
Import
Trade
Matrix
Country Japan
Commodity Juice,
Lemon


## Fresh Lemon Wholesale Price Table Prices

Table

## Country Commodity

Prices in

Year
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

Exchange Rate

Date of Quote

Japan
Fresh
Lemons
Yen per uom

\% Change
-2.78\%
-9.43\%
-100.00\%
-100.00\%
-100.00\%
-100.00\%
-100.00\%
-100.00\%
-100.00\%
-100.00\%
-100.00\%
-100.00\%

