Strawberry in Europe

"State of commercialization and adjusting to meet evolving customers and consumer requirements "

Philippe Binard

General Delegate

Freshfel Europe

Plan of the presentation

- ✓ *About Freshfel*
- ✓ *Strawberry in perspective ; facts and figure in Europe and in the World*
- ✓ *Fresh produce consumption : state of play and review of key parameters*
- ✓ *Adjusting to customer requirements*
- ✓ *Conclusions*

About Freshfel Europe

Freshfel Europe

- European Fresh Produce Association, aisbl
- Based in Brussels – headquarters of the EU-27
- Membership across the chain from production down to retail
- EU-27 and beyond
- Mission and objective
- www.freshfel.org

Freshfel's mission aims to:

- improve the efficiency and competitiveness of the sector
- facilitate international fresh produce trade
- assist members to comply with the highest safety rules and move the sector towards a sustainable development
- secure a favourable environment to promote the benefits of fresh produce
- position the sector in the new research and innovation policy
- improve the communication of the sector
- stimulate the consumption of fresh fruit and vegetables

Strawberry in perspective:
“ Fact and figures
in Europe and in the World”

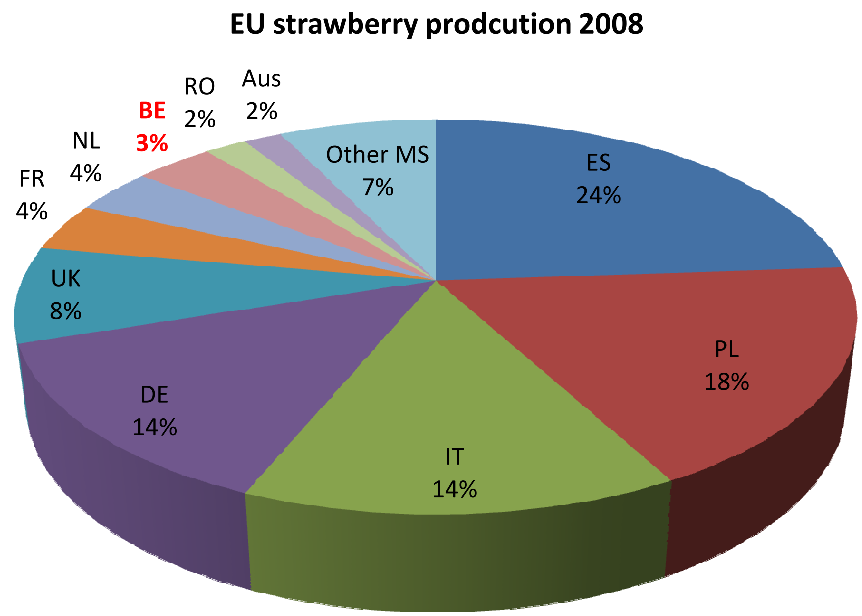
World strawberry production

Strawberry	Production (FAOSTAT)				Av period	Progress	Share
Reporter	2008	2005	2000	1995	95/08	95/2008	prod 2008
United States	1.148.530	1.053.242	862.828	727.200	881.090	58%	29%
Spain	263.900	320.853	344.865	285.500	317.073	-8%	7%
Turkey	261.078	200.000	130.000	76.000	135.333	244%	7%
Mexico	207.485	162.627	141.130	131.839	145.199	57%	5%
Korea	203.227	201.995	180.501	168.528	183.675	21%	5%
Poland	200.723	184.627	171.314	211.271	189.071	-5%	5%
Egypt	200.254	100.000	70.612	32.000	67.537	526%	5%
Japan	193.000	196.200	205.300	201.400	200.967	-4%	5%
Italy	155.583	146.769	195.661	190.100	177.510	-18%	4%
Germany	150.854	146.500	104.276	68.780	106.519	119%	4%
Russia	145.000	221.000	160.000	110.000	163.667	32%	4%
Morocco	130.000	118.600	105.000	10.000	77.867	1200%	3%
UK	87.200	68.600	37.300	41.900	49.267	108%	2%
Ukraine	52.900	46.200	32.072	16.323	31.532	224%	1%
Belarus	50.400	38.189	15.000	20.800	24.663	142%	1%
Colombia	43.920	21.696	19.142	14.840	18.559	196%	1%
France	43.541	57.637	57.819	79.735	65.064	-45%	1%
Netherlands	41.000	39.000	34.000	34.000	35.667	21%	1%
Belgium	40.000	42.000	46.000	40.000	42.667	0%	1%
Chile	40.000	25.600	21.000	15.500	20.700	158%	1%
Other	310.678	399.863	359.342	339.741	366.315	-9%	8%
Total	**3.969.273**	**3.791.198**	**3.293.162**	**2.815.457**	**3.299.939**	**41%**	**100%**

- Almost reaching 4 Mln T, experienced a 40% growth since 1995 (15% between 2000 and 2005)
- EU-27 = +/- 1.1 Mln T (28 % world production , just below USA with 29 %
- Important growth rate in Med countries (TK, MO, EG,..) = 600.000 T doubled the production in 5 years, progression slowing down now

EU-27 strawberry production

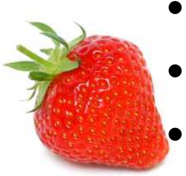
EU-27	Production	
Spain	**263.900**	**24%**
Poland	200.723	18%
Italy	155.583	14%
Germany	150.854	14%
United Kingdom	87.200	8%
France	43.541	4%
Netherlands	41.000	4%
Belgium	**40.000**	**3%**
Romania	21.233	2%
Austria	19.363	2%
Czech Republic	12.543	
Sweden	11.800	
Finland	11.151	
Bulgaria	8.599	
Greece	7.500	Other MS
Denmark	6.000	7%
Lithuania	5.105	
Hungary	4.616	
Portugal	2.800	
Latvia	1.984	
Slovenia	1.872	
Cyprus	1.870	
Estonia	1.500	
Ireland	1.400	
Slovakia	691	
Malta	400	
Luxembourg	35	
Total	**1.103.263**	**100%**



World strawberry export

	2000	2005	Mrkt Share	Trends 05/AV 99-04
Spain	214.170	216.640	35%	1%
USA	63.120	97.390	16%	29%
Mexico	35.050	52.360	9%	31%
Belgium	39.550	**42.290**	**7%**	10%
France	21.750	41.150	7%	58%
Netherlands	17.110	39.570	6%	94%
Morocco	21.700	27.050	4%	45%
Italy	36.120	22.890	4%	-22%
Poland	10.890	22.690	4%	-9%
Germany	6.530	12.620	2%	57%
Egypt	340	8.980	1%	215%
Turkey	70	6.260	1%	192%
Israel	1.740	3.510	1%	44%
Australia	2.130	2.580	0%	30%
China	450	2.430	0%	173%
Austria	1.140	1.880	0%	41%
Other	16.480	10.040	2%	-26%
TOTAL	**488.340**	**610.330**	**100%**	

- 610.000 T (+ 25% in 5 years) , trade = 16% of world production
- Dominated by Spain (35%) with 216.000 T (*incl intra trade !*)
- BE & NL respectively n° 4 and n°6
- Total EU trade = +/-65 % of world trade
- MO = 4 %, EG & TK so far 1% and USA = 16%



EU export trade (third countries)

- Strong growth since 2000 (139 %) , exclusively due to Russia
- Russia is leading with 15.000 T (= 42 % total export) - slowing down /saturation?
- Switzerland stagnating at 12.000 T
- Overall, slight trade deficit in strawberry (EU import = 36.000 T v. EU export = 42.000 T)

Partner	2000	2005	2009
Russia	1.266	9.536	15.385
Switzerland	10.935	11.291	12.486
Norway	1.526	4.308	5.043
Croatia	560	947	796
Ukraine	2	75	654
Moldova	1	8	636
Iceland	198	501	283
Serbia	1	3	210
Belarus	284	417	178
Fyrom	2	52	63
Other	321	544	331
Total	**15.095**	**27.681**	**36.063**

World strawberries import

- Some (usual) discrepancies with import data
- Over 620.000 T in 2005
- Dominated by EU Member States
- EU MS represent more than 400.000 T of world trade (64%) = mainly EU intra trade

World Import	2000	2005
France	88.530	121.360
Germany	125.260	93.590
Canada	50.130	74.770
United States	34.580	55.690
United Kingdom	29.050	46.800
Belgium	24.300	38.900
Italy	26.870	34.690
Austria	18.870	21.690
Netherlands	14.060	19.560
Russian Federation	720	13.460
Mexico	10.910	13.430
Switzerland	12.000	12.400
Denmark	4.960	8.040
Czech Republic	2.000	6.640
Sweden	4.490	6.540
Portugal	5.770	6.460
Spain	3.370	6.140
Saudi Arabia	3.230	4.510
Norway	1.640	4.110
Japan	5.530	3.950
Poland	750	3.940
Other	16.190	26.520
Total	**483.210**	**623.190**

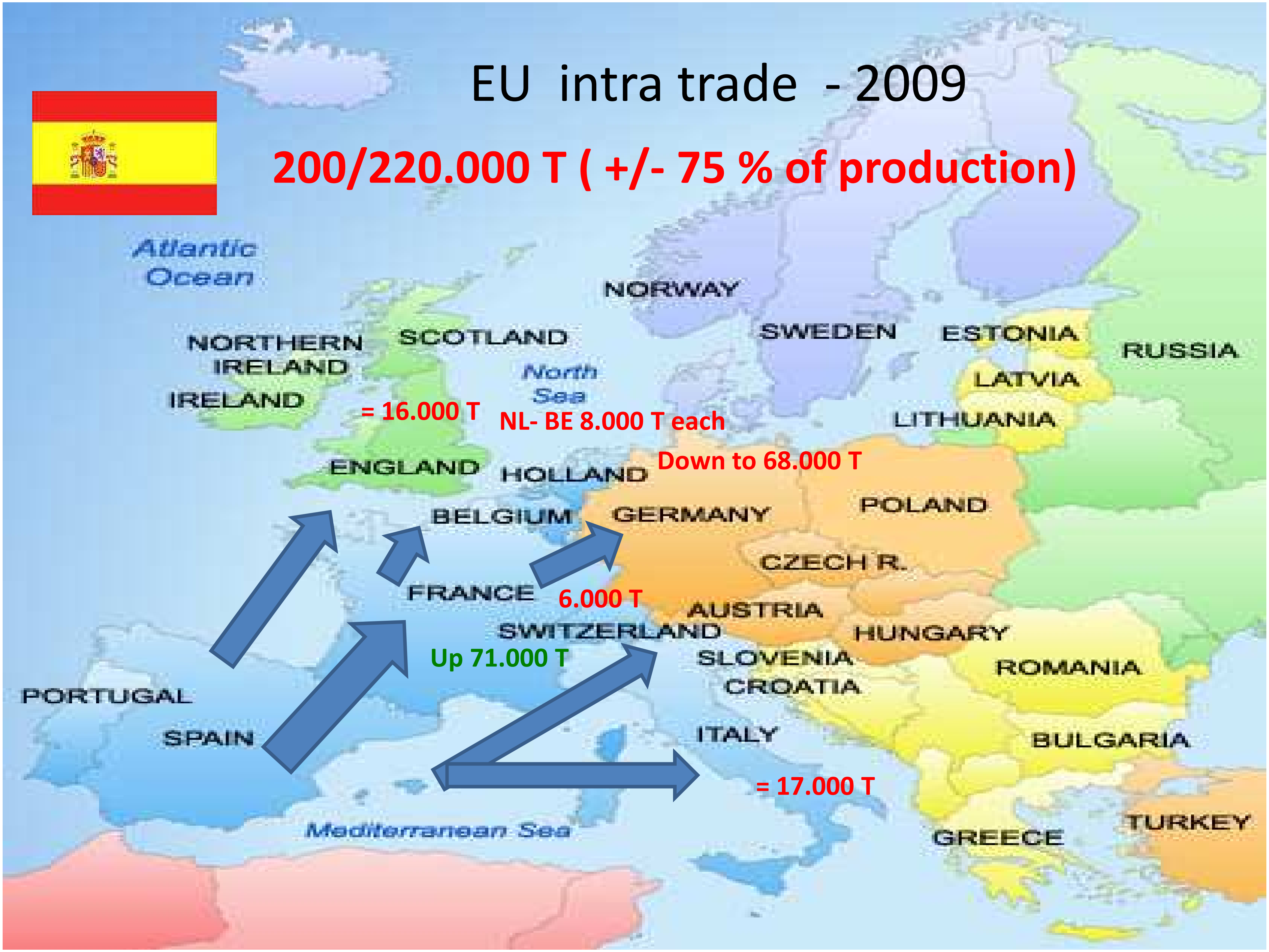
EU import trade (third countries)

- Rapid growth of import (67% in the decade, stabilizing ?)
- Main push comes from Egypt, exceeding 13.000 T
- Morocco , still main EU suppliers from 1/3 countries
- EG + Mo = 75 % EU import

	2000	2005	2009	Variation
Total	25.670	42.526	42.911	67%
out of which				
Egypt	1.080	4.545	13.127	1116%
Morocco	20.299	28.384	19.410	-4%

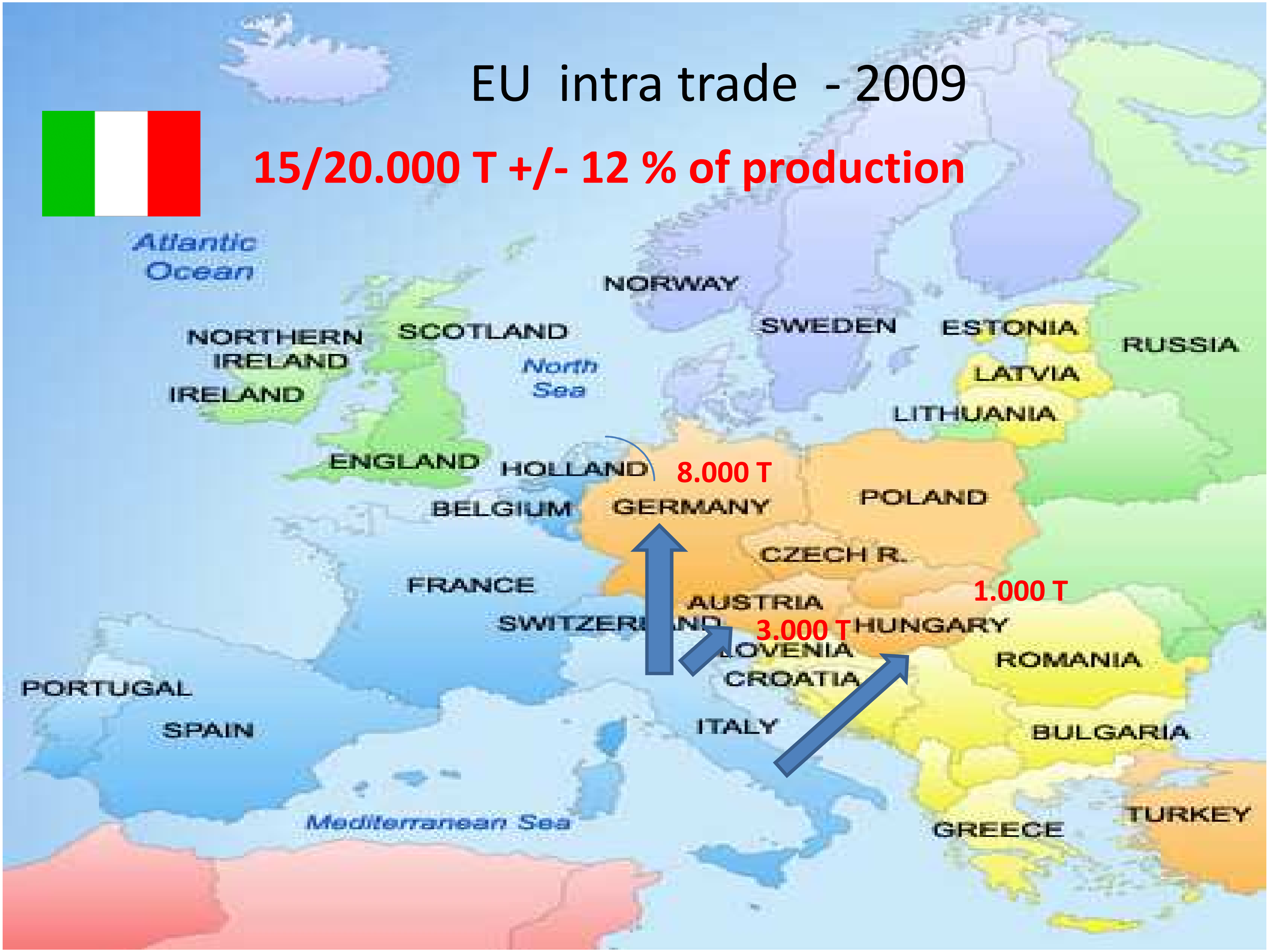
EU intra trade - 2009

200/220.000 T (+/- 75 % of production)



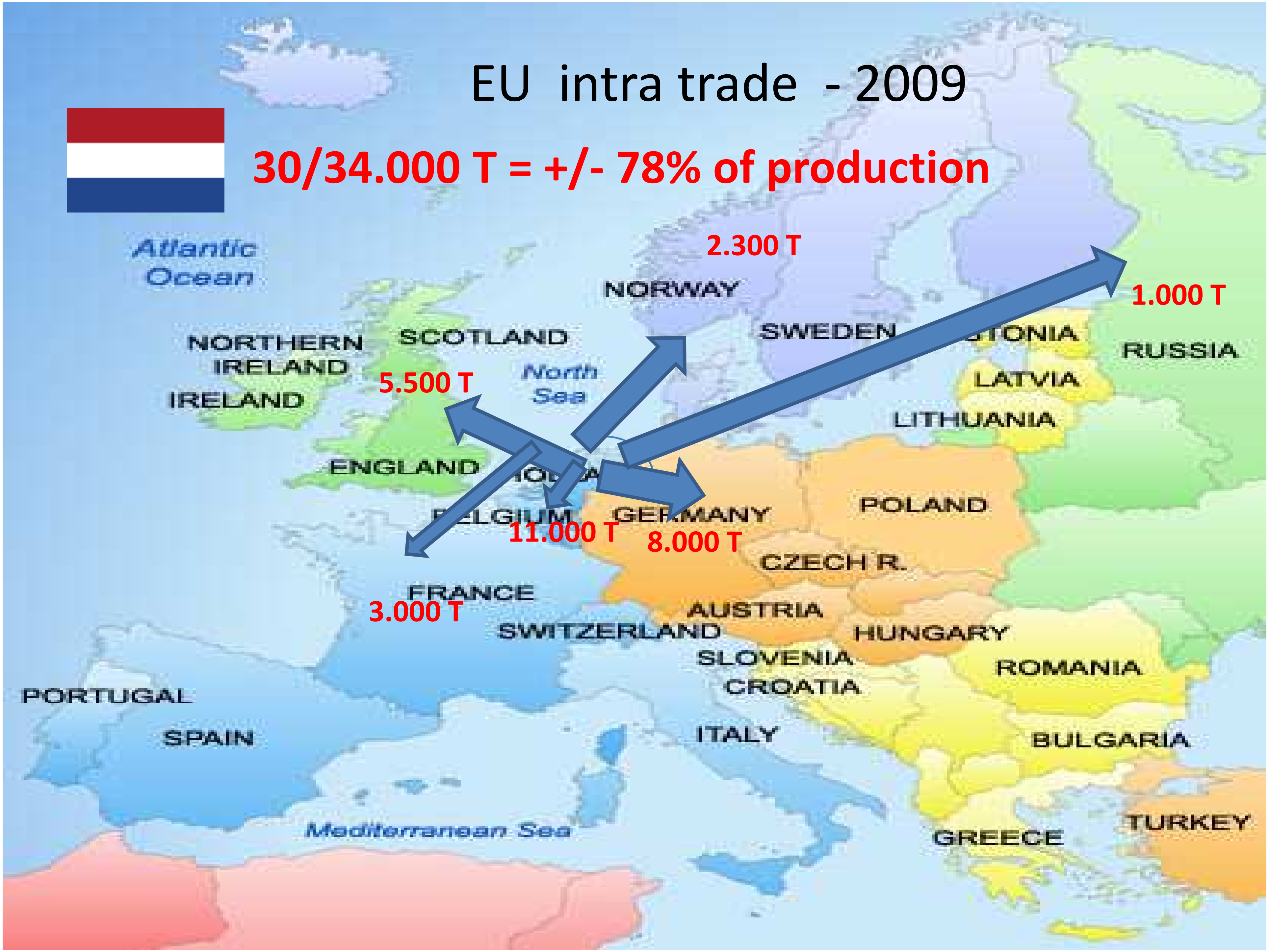
EU intra trade - 2009

15/20.000 T +/- 12 % of production



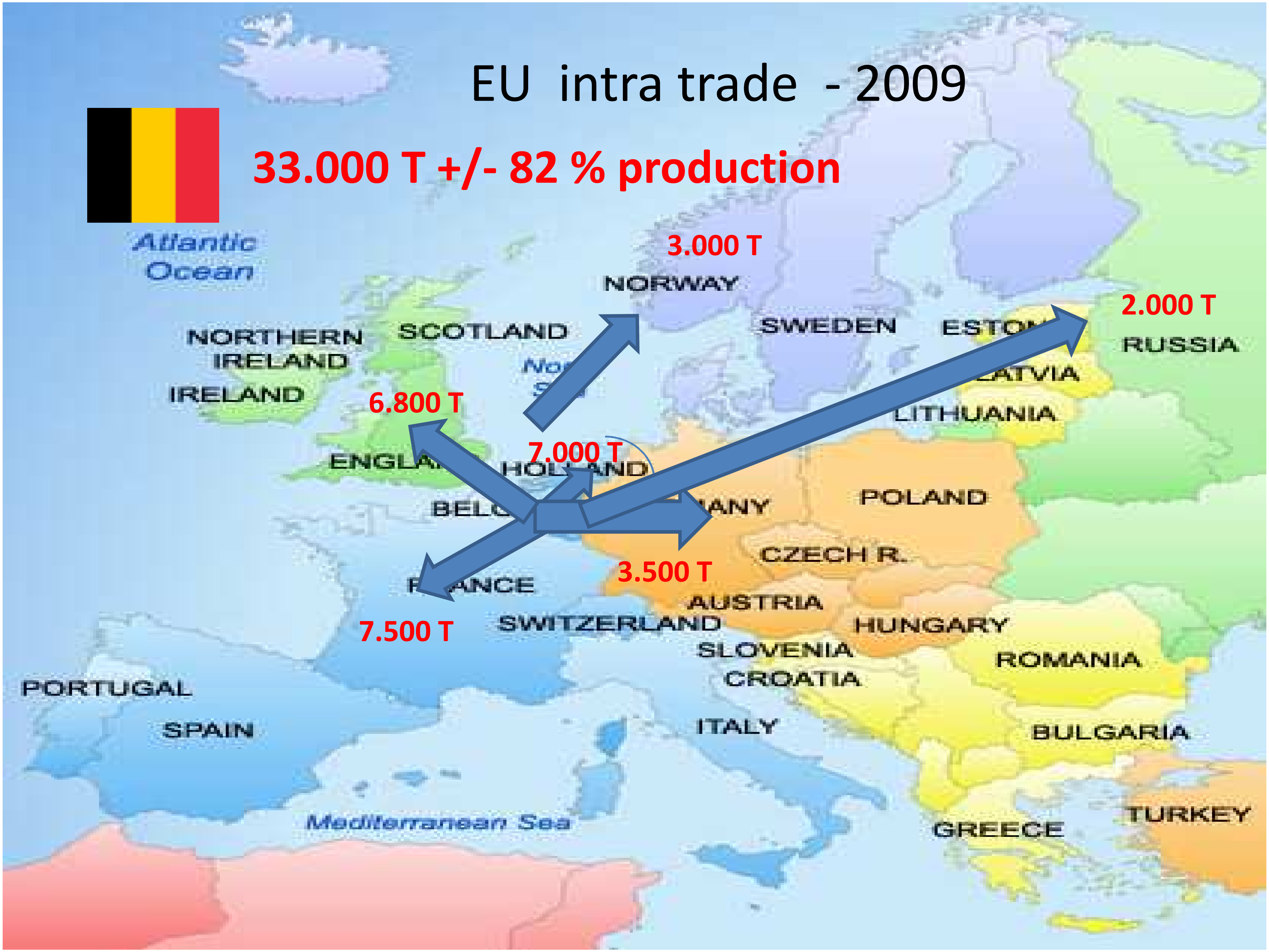
EU intra trade - 2009

30/34.000 T = +/- 78% of production



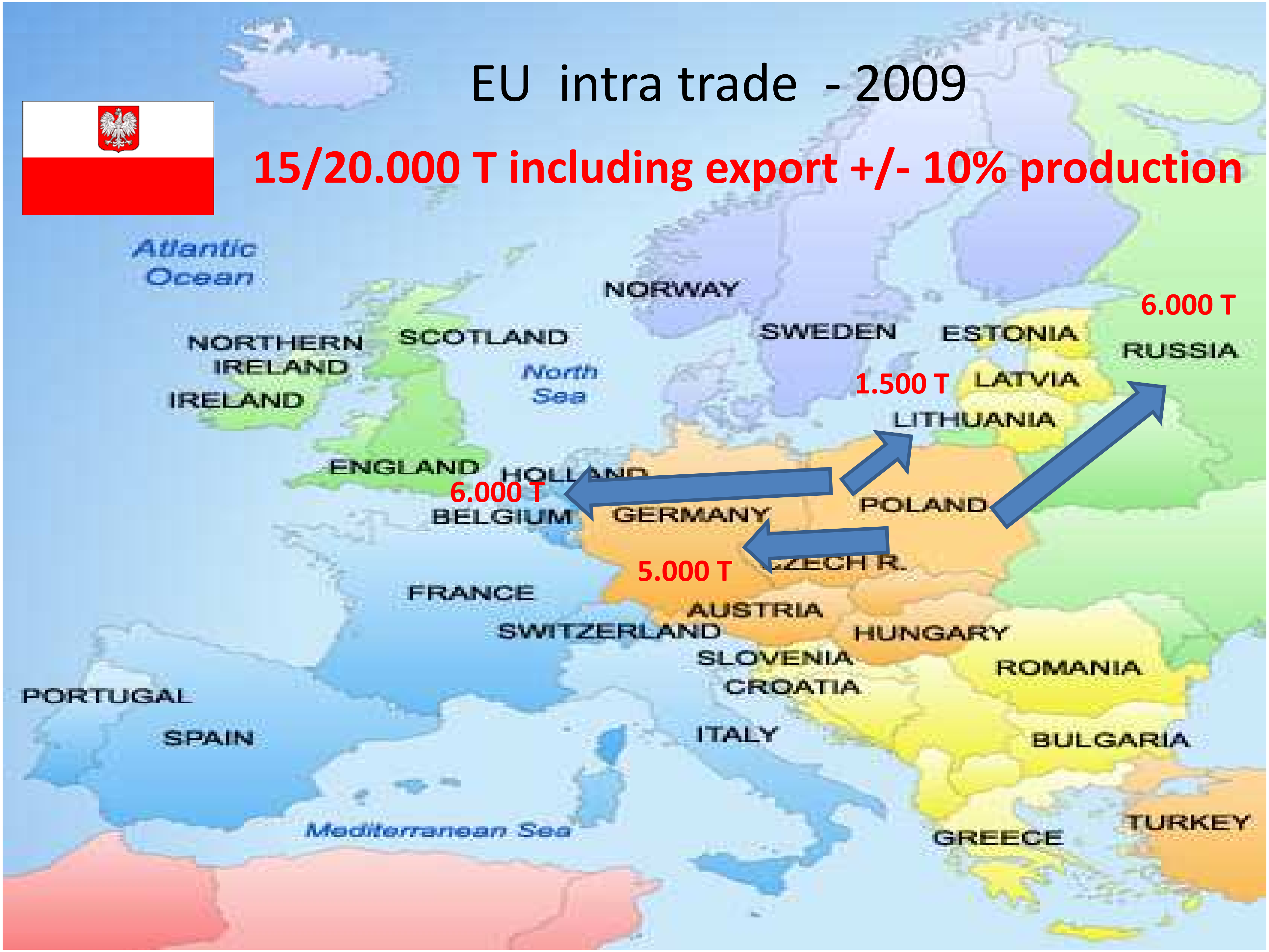
EU intra trade - 2009

33.000 T +/- 82 % production



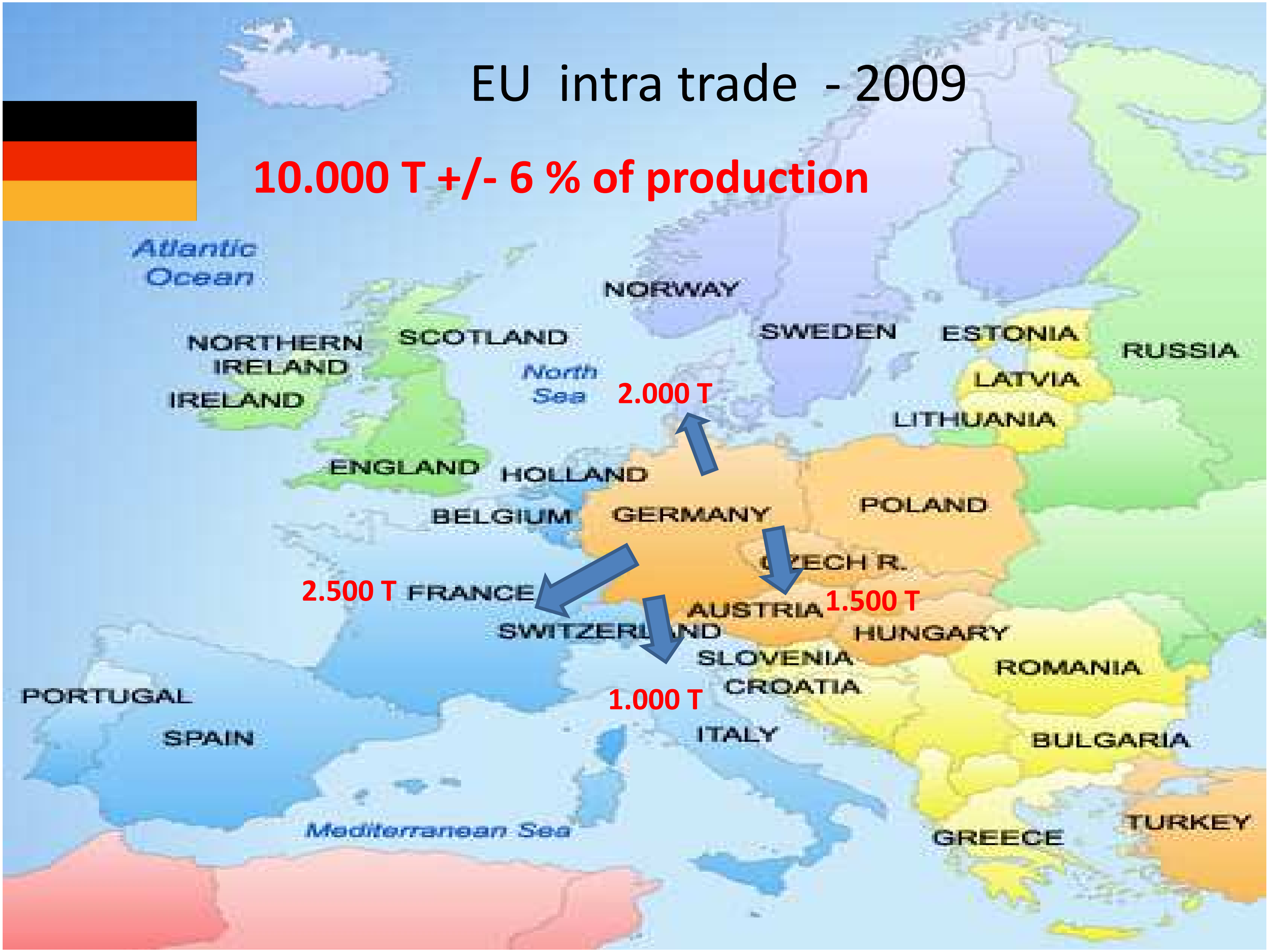
EU intra trade - 2009

15/20.000 T including export +/- 10% production

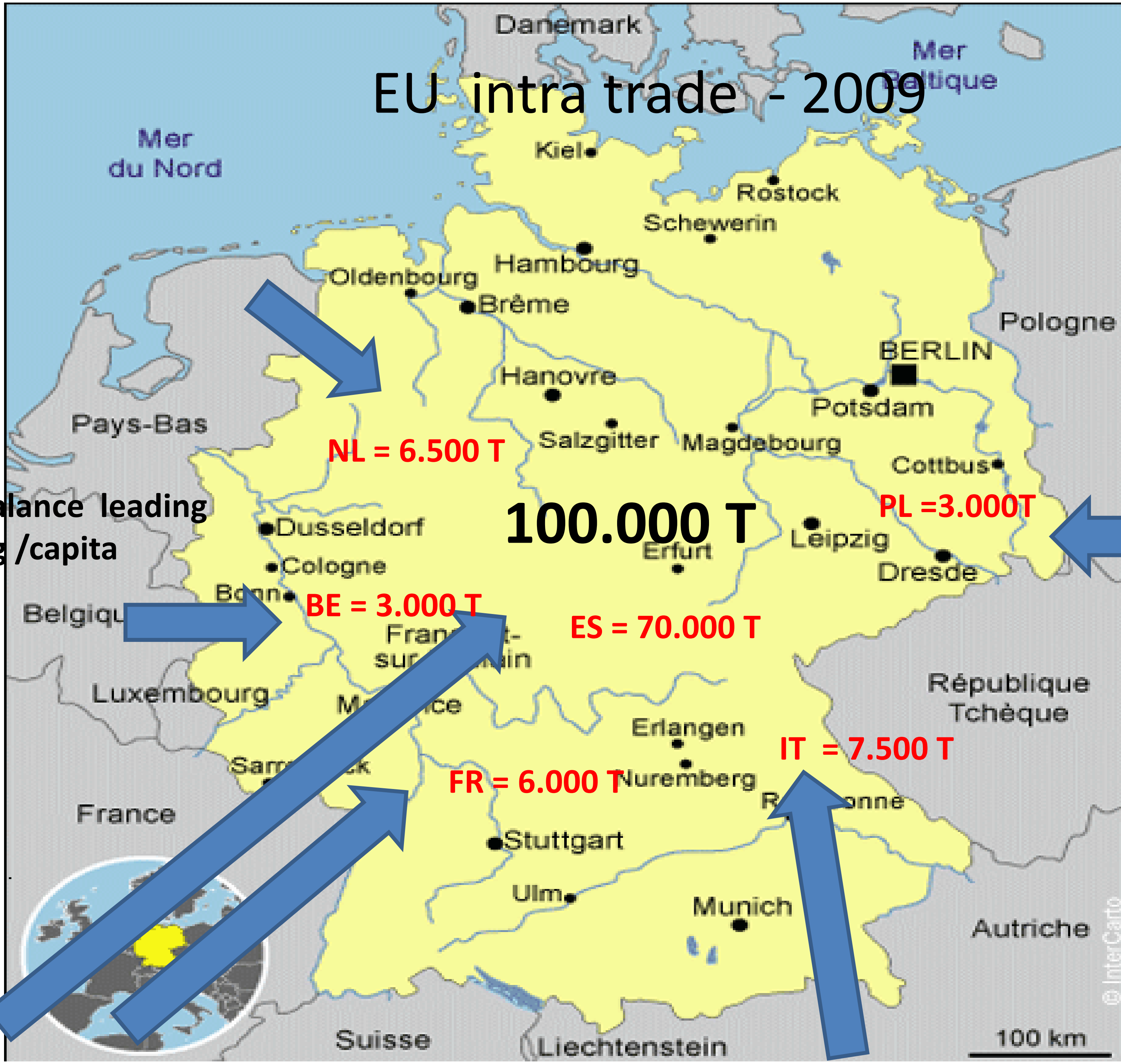


EU intra trade - 2009

10.000 T +/- 6 % of production



EU intra trade - 2009



Supply balance leading to 2,73 kg /capita

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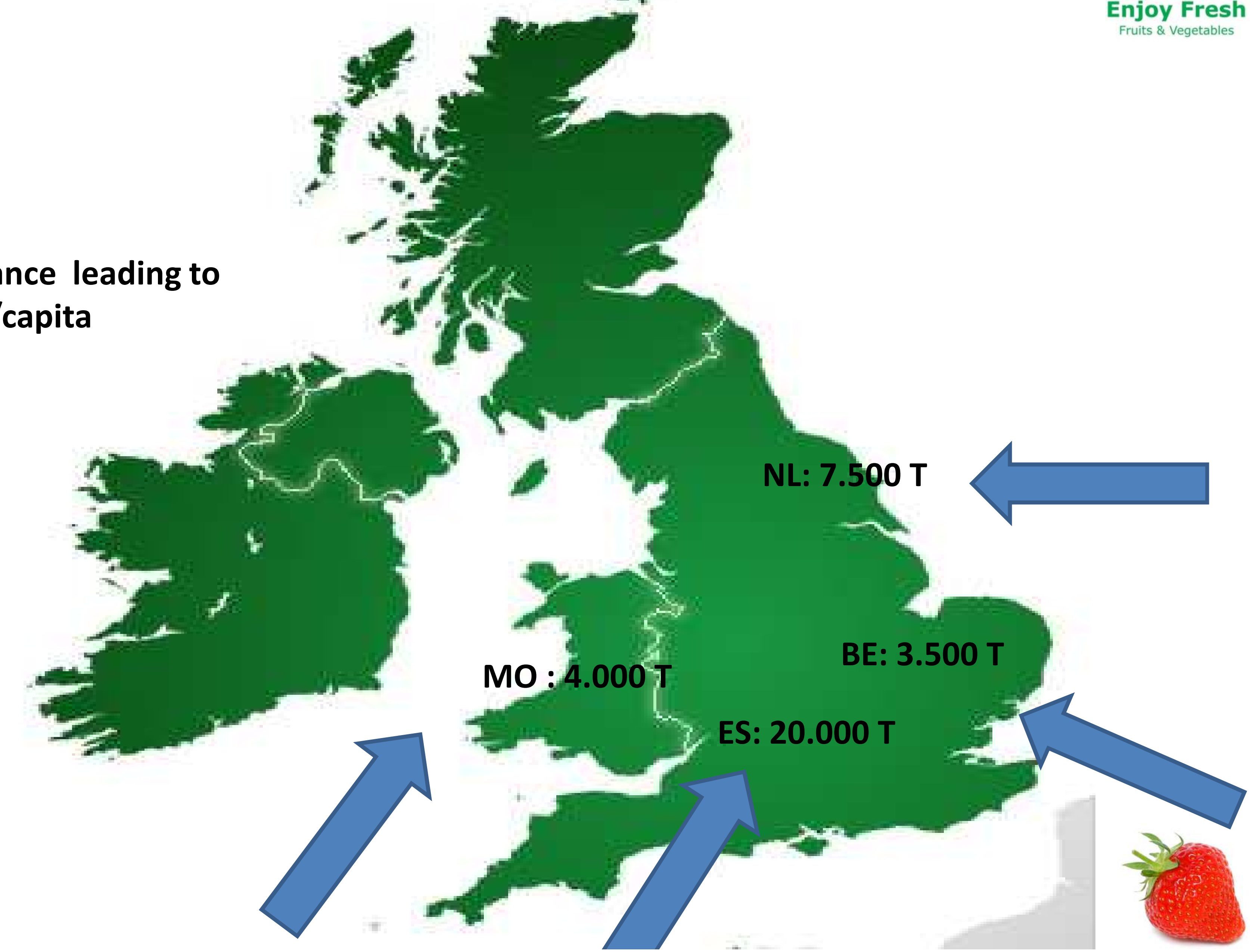
Enjoy Fresh Fruits & Vegetables

EU intra trade - 2009

Supply balance leading to ca 2.16 kg /capita



Tentative supply balance

2008	Prod	Import extra	Import Intra	Export extra	Export	Balance	Population	Per capita
Spain	263.900	*1.969*	*1.764*	*4.580*	*183.463*	79.590	44.474	**1,79**
Poland	200.723	*1.143*	*3.131*	*1.075*	*13.202*	190.719	38.157	**5,00**
Italy	155.583	*252*	*36.755*	*3.660*	*19.624*	169.306	58.751	**2,88**
Germany	150.854	*4.756*	*79.947*	*269*	*10.425*	224.863	82.437	**2,73**
United Kingdom	87.200	*7.752*	*36.927*	*0*	*559*	131.320	60.816	**2,16**
France	43.541	*15.669*	*89.162*	*2.236*	*21.290*	124.846	63.300	**1,97**
Netherlands	41.000	*1.070*	*17.491*	*3.456*	*28.057*	28.048	16.357	**1,71**
Belgium	40.000	*3.049*	*25.132*	*6.029*	*32.075*	30.078	10.584	**2,84**
Romania	21.233	*5.903*	*492*	*0*	*10*	27.617	21.565	**1,28**
Austria	19.363	*137*	*17.261*	*0*	*1.625*	35.136	8.298	**4,23**
Czech Republic	12.543	*43*	*6.558*	*0*	*398*	18.747	10.287	**1,82**
Sweden	11.800	*46*	*4.666*	*42*	*65*	16.405	9.113	**1,80**
Finland	11.151	*55*	*963*	*0*	*0*	12.169	5.276	**2,31**
Bulgaria	8.599	*48*	*358*	*393*	*677*	7.935	7.679	**1,03**
Greece	7.500	*81*	*295*	*4.551*	*2.160*	1.165	11.171	**0,10**
Denmark	6.000	*0*	*7.739*	*107*	*79*	13.552	5.447	**2,49**
Lithuania	5.105	*5*	*3.549*	*4.063*	*48*	4.549	3.384	**1,34**
Hungary	4.616	*488*	*1.613*	*2*	*3*	6.712	10.066	**0,67**
Portugal	2.800	*19*	*6.340*	*91*	*3.009*	6.059	10.599	**0,57**
Latvia	1.984	*77*	*1.080*	*0*	*81*	3.060	2.281	**1,34**
Slovenia	1.872	*18*	*1.813*	*352*	*285*	3.067	2.010	**1,53**
Cyprus	1.870	*19*	*171*	*0*	*0*	2.059	778	**2,65**
Estonia	1.500	*18*	*913*	*0*	*462*	1.970	1.342	**1,47**
Ireland	1.400	*558*	*2.567*	*0*	*928*	3.597	4.312	**0,83**
Slovakia	691	*0*	*0*	*0*	*0*	691	5.393	**0,13**
Malta	400	*1*	*40*	*0*	*0*	441	407	**1,08**
Luxembourg	35	*0*	*965*	*0*	*42*	958	476	**2,01**
Total	**1.103.263**	**43.177**	**347.693**	**30.907**	**318.569**	**1.144.657**	**494.760**	**2,31**

Tentative supply balance

2008	Prod	% import/prod	% export/prod	% prod sold locally
Spain	**263.900**	1%	**71%**	29%
Poland	**200.723**	2%	**7%**	93%
Italy	**155.583**	**24%**	15%	85%
Germany	**150.854**	**56%**	7%	93%
United Kingdom	**87.200**	**51%**	1%	99%
France	**43.541**	**241%**	54%	46%
Netherlands	**41.000**	45%	**77%**	23%
Belgium	**40.000**	70%	**95%**	5%
Romania	**21.233**	**30%**	0%	100%
Austria	**19.363**	**90%**	8%	92%
Czech Republic	**12.543**	**53%**	3%	97%
Sweden	**11.800**	**40%**	1%	99%
Finland	**11.151**	**9%**	0%	100%
Bulgaria	**8.599**	5%	**12%**	88%
Greece	**7.500**	5%	**89%**	11%
Denmark	**6.000**	**129%**	3%	97%
Lithuania	**5.105**	70%	**81%**	19%
Hungary	**4.616**	**46%**	0%	100%
Portugal	**2.800**	**227%**	111%	-11%
Latvia	**1.984**	**58%**	4%	96%
Slovenia	**1.872**	**98%**	34%	66%
Cyprus	**1.870**	**10%**	0%	100%
Estonia	**1.500**	**62%**	31%	69%
Ireland	**1.400**	**223%**	66%	34%
Slovakia	**691**	**0%**	0%	100%
Malta	**400**	**10%**	0%	100%
Luxembourg	**35**	**2758%**	121%	-21%
Total	**1.103.263**	**35%**	**32%**	**68%**

Tentative supply balance

2008	Supply in T	Market share
Germany	224.863	20%
Poland	190.719	17%
Italy	169.306	15%
United Kingdom	131.320	11%
France	124.846	11%
Spain	79.590	7%
Austria	35.136	3%
Belgium	30.078	3%
Netherlands	28.048	2%
Romania	27.617	2%
Czech Republic	18.747	2%
Sweden	16.405	1%
Denmark	13.552	1%
Finland	12.169	1%
Bulgaria	7.935	1%
Hungary	6.712	1%
Portugal	6.059	1%
Lithuania	4.549	1%
Ireland	3.597	0%
Slovenia	3.067	0%
Latvia	3.060	0%
Cyprus	2.059	0%
Estonia	1.970	0%
Greece	1.165	0%
Luxembourg	958	0%
Slovakia	691	0%
Malta	441	0%
Total	1.144.657	100%

2008	Kg Per capita
Poland	5,00
Austria	4,23
Italy	2,88
Belgium	2,84
Germany	2,73
Cyprus	2,65
Denmark	2,49
EU-27	2,31
Finland	2,31
United Kingdom	2,16
Luxembourg	2,01
France	1,97
Czech Republic	1,82
Sweden	1,80
Spain	1,79
Netherlands	1,71
Slovenia	1,53
Estonia	1,47
Lithuania	1,34
Latvia	1,34
Romania	1,28
Malta	1,08
Bulgaria	1,03
Ireland	0,83
Hungary	0,67
Portugal	0,57
Slovakia	0,13
Greece	0,10

Summary

- Between 2000/ 2005 , growth of production and export were similar (+ ca 15%)
- EU-27 (28%) is second to USA in production ranking, while EU (including intra trade) dominate world export (65%)
- EU extra trade is dominated by RU for export and growing influence of Med countries for import into the EU
- Top 5 MS (PL, De, IT, UK, FR) represents 74% of EU market
- EU average conumption is 2.3 kg , only 7 MS are above average. Growth progress possible

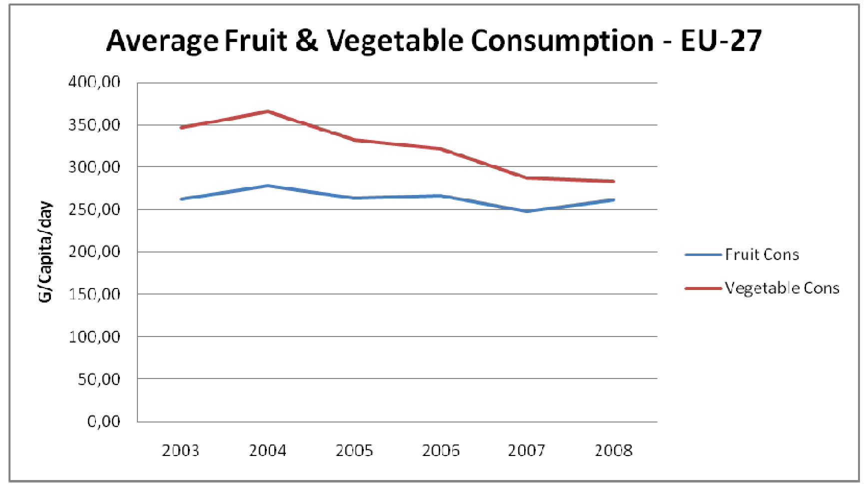
Fresh produce Consumption

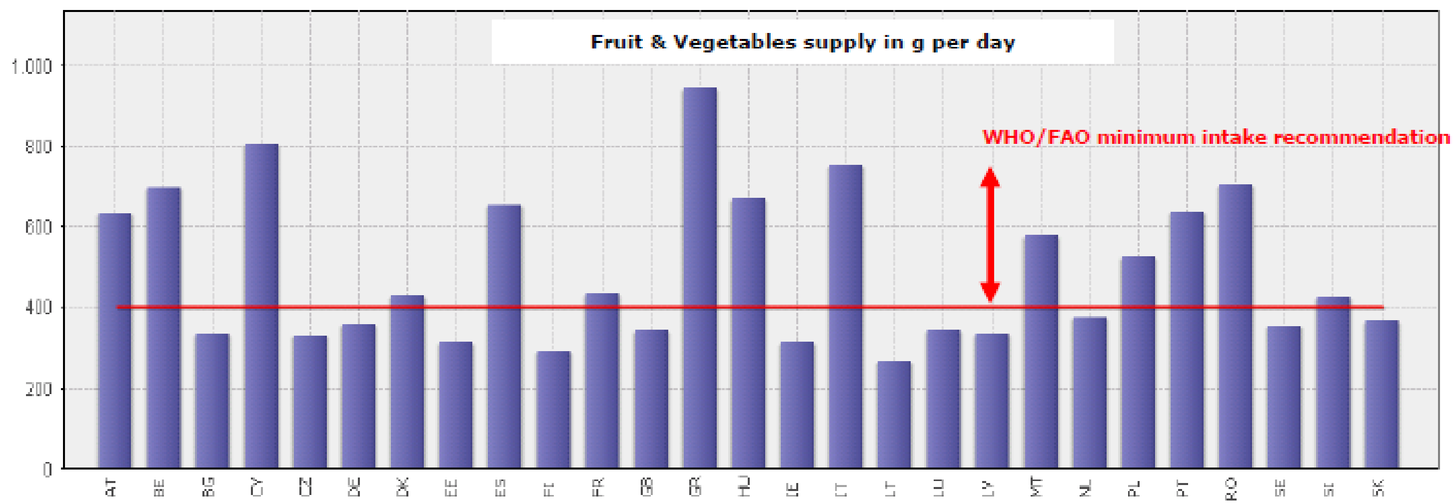
Review of factors

EU fresh produce consumption : state of play

F&V consumption is

- below the WHO min recommendations
- not homogeneous across Europe
- at best stagnating in some MS



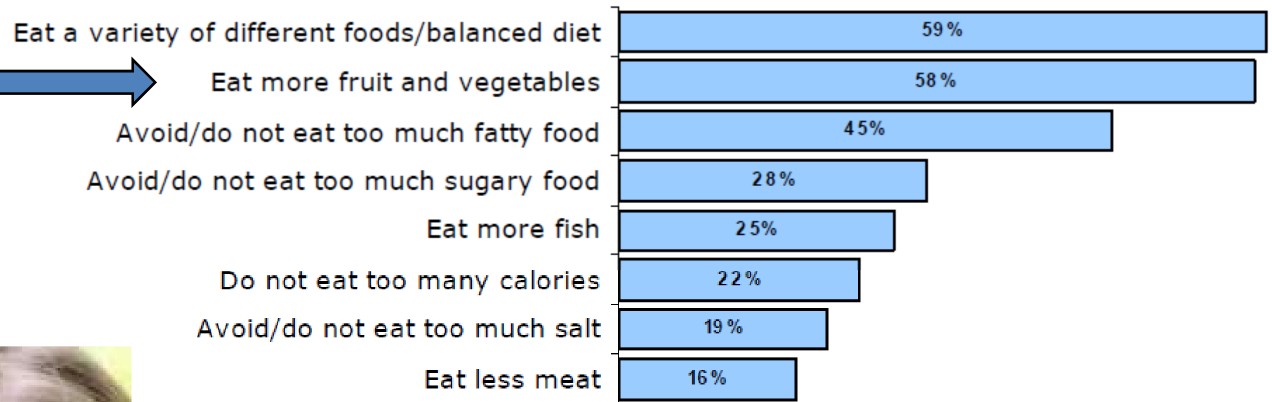


EU fresh produce consumption : state of play

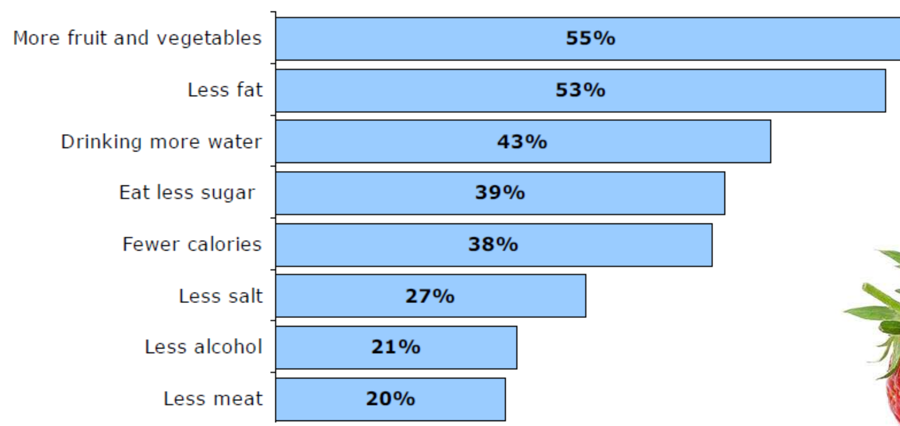
…but consumers are ready to change diet !!!

Q8 We often hear people talking about the importance of eating a health diet. What do you think "eating a healthy diet" involves? (SPONTANIOUS - MULTIPLE ANSWERS POSSIBLE)

Source: Eurobarometer Health & Food 2006



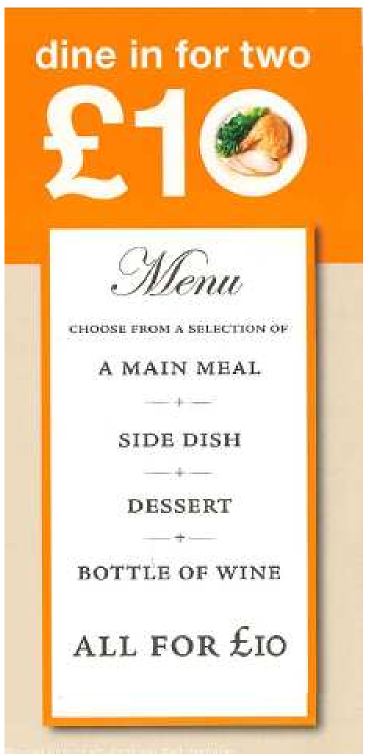
Q11 What kind of changes did you make? (EU25)

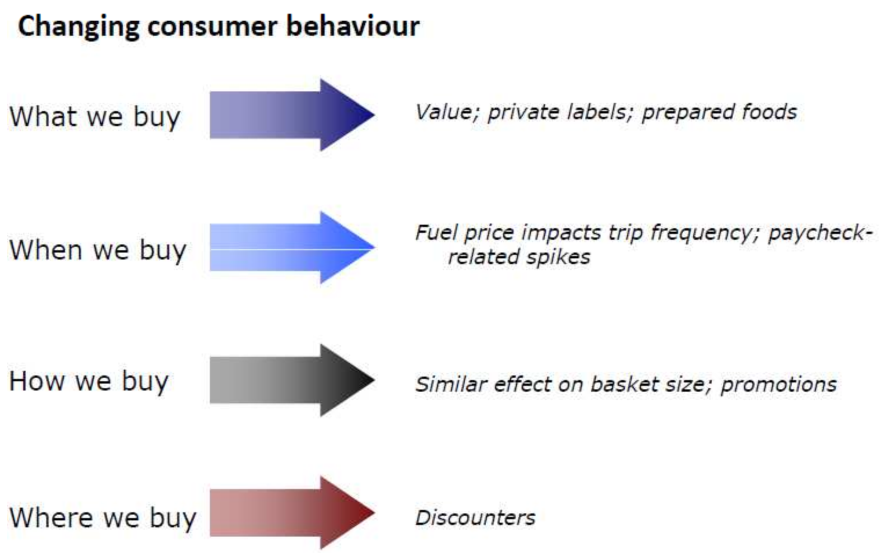


EU fresh produce consumption : state of play

Economic and employment crisis could =>

- ✓ further affect consumption trends
- ✓ move consumers to new parameters and buying attitude
- ✓ Price is on top of consumer mind, role of discounter and all retailers communicate on price with customers
- ✓ European debate on sustainability of the supply chain





EU fresh produce consumption : state of play

Sector to consider that F&V consumption is hampered by image issues. Actions need to be taken to adress :

- ✓ NGO negative campaign (mrl)
- ✓ preconceived opinions regarding prices
- ✓ unnecessarily questioned in the climate change debate
- ✓ misuse of image by competing sector (claim debate)

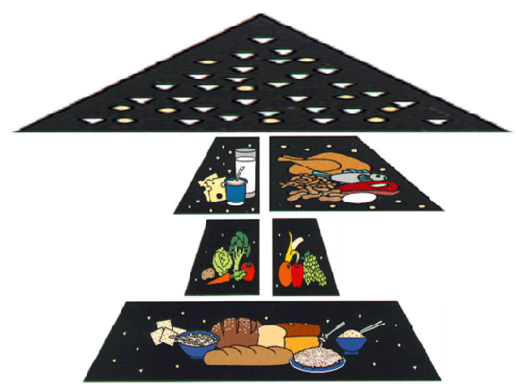
EU fresh produce consumption : state of play

F&V sector to study ways to remedy to its communication and marketing limits. Actions need to be taken to address :

- ✓ competition form FMGC with huge budget
- ✓ lack of promotion budget for generic promotion and limited brand campaign
- ✓ failing to communicate on health assets

Health benefit

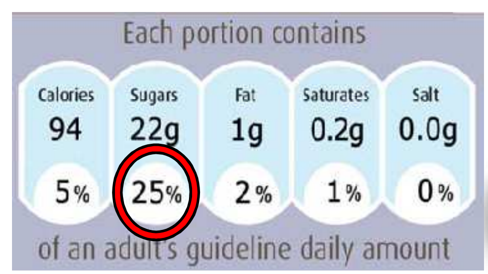
Marketing Investment

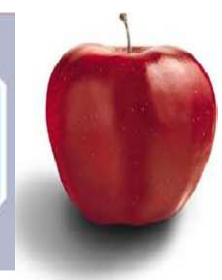


EU fresh produce consumption : state of play

F&V sector to reflect on other parameters limiting consumption today :

- ✓ difficulties to penetrate the fast growing foodservices sector
- ✓ adjust timely product to changing lifestyle (convenience)
- ✓ complexity to reach taste, stable quality, ripeness/maturity
- ✓ role of education (POS, foodservices ,….)
- ✓ Coping with the new health and nutrition claim





Summary

- F & V consumption is at best stagnating and below WHO recommendations despite consumers being positively minded to eat more

- Sector should be more « agressive » to
  - Protect its image
  - Avoid misperception (price)
  - Better value its health or enviromental assets
  - Increase ressource for marketing and promotion

Meeting customers requirements

…evolving customer requirements
from safe food to sustainable food…

Quality

- ✓ Freshness
- ✓ Taste
- ✓ Convenience
- ✓ Color
- ✓ Shape & presentation
- ✓ Packaging
- ✓ Homogeneity
- ✓ Firmness
- ✓ Label
- ✓ Certification

Pesticide & active substances

Changing regulatory and non regulatory requirements on active substance and MRL

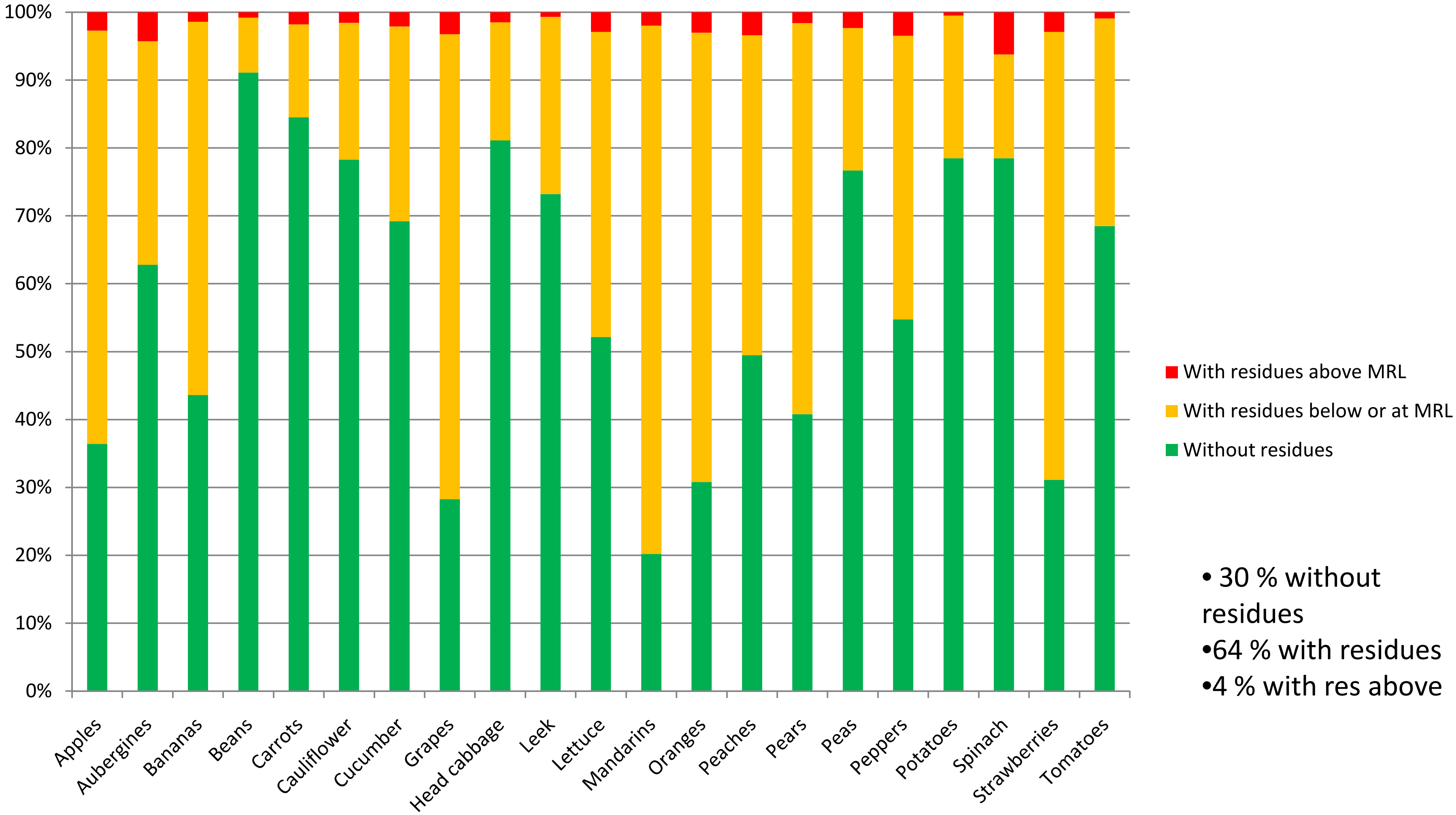
- ✓ New regulatory framework :
  - ✓ Reg 1107/2009 on AS
  - ✓ Directive 2009/128 on sustainable use /IPM
  - ✓ Reg 396/2005 on MRL
  - ✓ But private standards (mrl portion, AS provisions, multiresidues)

- ✓ New framework
  - ✓ Could clarify framework
  - ✓ But customers remain under NGO watch
  - ✓ Unlikely step backwards in regard to private standards

- ✓ Strawberry : = sensitive product in regard to MRL

- ✓ Case of Strawberry from Egypt as of October 2010 with “high risk “product s (Annex 1 of Regulation 669/2009)

Pesticides & active substances



- 30 % without residues
- 64 % with residues
- 4 % with res above

Pesticides & active substances

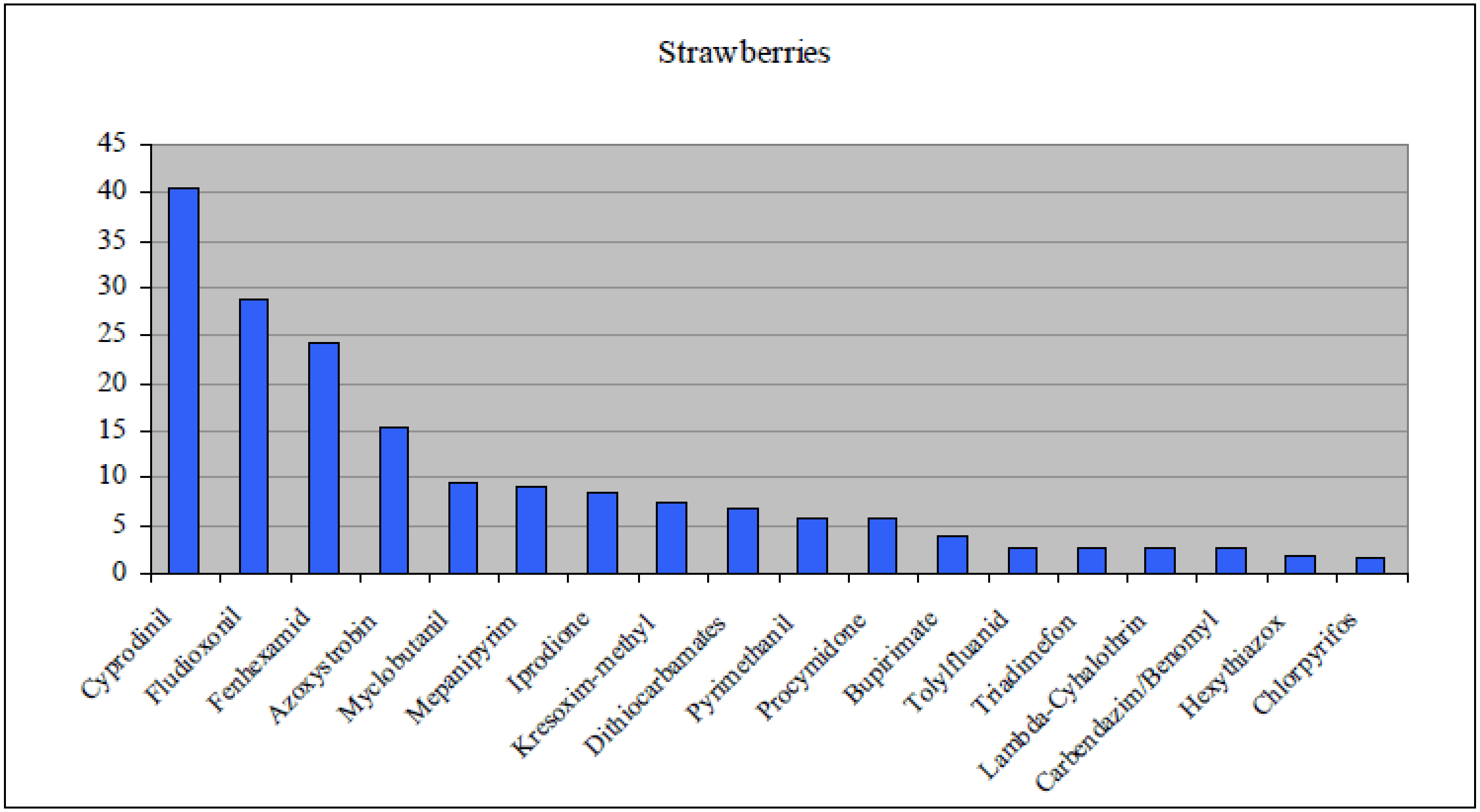


Figure 3.4-1d Percentage of samples above the reporting level by pesticide/commodity combination for the 2007 EU coordinated programme

Pesticides & active substances

Die 12 schlechten Obst- und Gemüsearten

Papaya	Petersilie
Johannisbeeren	Rucola
Stachelbeeren	Paprika
Trauben	Staudensellerie
Himbeeren	Zucchini
Melonen	Grünkohl
Aprikosen	Auberginen
Kaki/Sharon	Radieschen, Rettich
Kirschen	Salat
Pflaumen	Feldsalat
Grapefruit	Gurken (Salat-)
Erdbeeren	Bohnen, grün

Hier sehen Sie, welche Produkte häufig **hohe Pestizidbelastungen** aufweisen. Die Rückseite zeigt Produkte mit meist geringen Belastungen.

GREENPEACE

EWG'S SHOPPER'S GUIDE TO PESTICIDES™

DIRTY DOZEN™
Buy These Organic

WORST

1	Celery
2	Peaches
3	Strawberries
4	Apples
5	Blueberries
6	Nectarines
7	Bell Peppers
8	Spinach
9	Cherries
10	Kale/Collard Greens
11	Potatoes
12	Grapes (Imported)

CLEAN 15™
Lowest in Pesticides

BEST

1	Onions
2	Avocado
3	Sweet Corn
4	Pineapple
5	Mangos
6	Sweet Peas
7	Asparagus
8	Kiwi
9	Cabbage
10	Eggplant
11	Cantaloupe
12	Watermelon
13	Grapefruit
14	Sweet Potato
15	Honeydew Melon

ENVIRONMENTAL WORKING GROUP
www.foodnews.org

Climate change - carbon footprint
Various developments

- ✓ High political pressure =>EU Commissioner for Climate Action
- ✓ Pressure for voluntary commitments => Forum for sustainable production and consumption
- ✓ Technical complexity => What and how to measure, how to label?..
- ✓ Evolving issue : from foodmiles to carbon footprint and lyfecycle assessment and new issues such as water usage , waste of F&V by households (25%),...
- ✓ Dogmatic debate exposing fruit and veg : focus on “eat local”, eat “in season” , organic... while at the end the benefit would be to eat.... fruit and vegetable

How to cope and be accountable ?
GAP/GDP/CRS/ CARBON

Proliferation, confusion and cost : harmonisation !

Summary

- Issue on active substance and mrl to remain on the agenda => new requirements for sustainable use and IPM coming up shortly
- Other aspects to be addressed urgently for sustainable production and consumption
- Harmonization to avoid proliferation of scheme and costs

Conclusions

Conclusions

- ✓ Strawberry , a category growing within a stagnating consumption background
- ✓ Sector needs to be proactive to stimulate consumption and take full benefit of a positive image and other assets (health , nutrition,..)
- ✓ Sector need to adjust to a rapidly evolving environment and need to remain competitive/sustainable despite growing costly requirements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Thank you!

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