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Kenya Horticulture
Competitiveness Project (KHCP)

FRESH PRODUCE MARKET IN JEDDAH

INTRODUCTION

The second largest city in Saudi Arabia, Jeddah is known as the country's commercial capital and the principal gateway for the growing numbers of Muslims who travel from around the world to make the pilgrimage to Mecca. Unlike Dubai, with its modern skyline and rapid mass transit system, Jeddah shows decades of rapid, poorly managed expansion with unplanned settlements and congested roads. Jeddah has a large expatriate population, with an estimated population of 3.5 million; 52 percent are Saudi nationals while 48 percent non-Saudi nationals. Saudi Arabia's total expatriate population is 7.5 million, or 25 percent of the country's estimated 30 million populations.

Saudi Arabia's imports from Kenya grew at 195 percent in volume and 429 percent in value in the last 6 years. In 2012, Kenya exported 3,558 MT to Saudi Arabia worth Ksh 602.8 million (\$7.1Million). This was predominantly mangoes with 46 percent of the export volume followed by avocado with 29 percent.

PORTS

Located just west of the city center, Jeddah Islamic Seaport is the country's largest commercial port and, as of 2013, the port handled more than 65 percent of the traffic entering the Saudi Arabia from the sea. The port has 58 berths and was described by importers as "congested, but manageable." Containers generally clear customs within two to five days, however it was reported that cargo could take up to two months before being cleared. Unloading and clearing times can vary with the season. For instance, during the High Holiday season (e.g. Hajj pilgrimage) containers are released after two to three days, but can take anywhere from 45 to 60 days during other times of the year. One importer noted that since unloading times can vary, he chooses to import via Jebel Ali Port (Dubai) during the start of a particular commodity's production season in order to take advantage of Dubai's reliably quick unloading times and gain initial market share.

According to a local fresh produce wholesaler, it cost 1,500 SAR (US\$400) to unload a single container and 700 SAR (US\$186) to transport it to the market. The exporter/supplier typically pays for the insurance for up 48 hours while the cargo sits in port. After two days, the insurance costs are transferred to the importer/buyer. If the container sits longer than five days in the port, then there is an additional storing surcharge of US\$200.

IMPORT REQUIREMENTS

According to importers, customs officials at Jeddah Islamic Port randomly select and test mango shipments for the mango seed weevil (*Sternochetus mangiferae*). If the pest is detected inside a seed, the entire consignment is destroyed. One importer stated that shipments of Kenyan mangoes have been destroyed in the past due to the mango seed weevil. Importers noted that customs does not test the skin of mangoes for pesticide residues.

Onions do not undergo any rigorous testing, however if large black spots are found on the surface of the onion, then importers may not accept the shipment. The standards for potatoes are similar in that overly green skinned potatoes are considered "toxic" and are blocked from the market.

All fresh produce imports must satisfy the regulations set forth by the Gulf Corporation Council (GCC) Standardization Organization. The GCC requires that all fruits and vegetables be free of insect pests (e.g. fruit flies), fungal infections, and harmful pathogens. Accordingly, the following GCC standards¹ should be followed:

¹ GSO Standards Catalogue: <http://www.gso.org.sa/standards/public/standardsList.seam>

- GSO 2216:2012 “Good Agricultural Practices - Part I: Fruit and Vegetables”
- GSO 123:1990 “General Requirements for Fresh Fruits and Vegetables”
- GSO 124:1990 “General Requirements for Fresh Fruits and Vegetables Boxes”
- GSO ISO 2169:1994 “Fruits and Vegetables - Physical Conditions in Cold Stores - Definitions and Measurement”
- GSO 2233:2012 “Requirements of Nutritional Labeling”
- GSO ISO 6661:2009 “Fresh Fruits and Vegetables- Arrangement of Parallelepipedic Packages In Land Transport Vehicles”

TARIFFS

According to importers, in general, there is a 3.5 percent to 5 percent tariff on fresh vegetables and no tariffs on fresh fruits. For vegetables, tariff rates may rise during the domestic production season in order to protect Saudi farmers against cheaper imports. For instance, Saudi customs collects a tariff on onions (rate unspecified) during a three to five month period, but the rate drops to zero during the other seven to nine months. An importer noted that there may be a tariff on carrots from October to May. In addition to custom tariffs, taxes are collected for “handling, labor, and electricity” (i.e. moving and unloading containers).

WHOLESALE MARKET

Jeddah’s largest wholesale market is situated in just north of the city center in Al Safa district. According to an importer, the Al Safa fresh produce market has a daily turnover of 50 million SAR (~US\$13.3 million). Bananas, apples, and oranges are the fastest growing market segment. A wholesaler noted that, on average, there is a 5 percent to 20 percent markup between wholesale and retail prices.

The largest fresh produce importer in Saudi Arabia is Jeddah-based **Mohammed Abdallah Sharbatly**. Better known as simply Sharbatly, the company has a 75 percent market share of fresh fruit sold in Saudi Arabia. Sharbatly specializes in apples, bananas, oranges, and grapes, but are known to import a wide variety of fresh produce from all over the world including Chile, South Africa, and Egypt. They rarely source from East Africa, noting that they had quality issues with fresh produce originating from that region. Accordingly, they imported mangoes and avocados from Kenya on a consignment basis. Sharbatly representatives also stated that during their high production season consumers switch to consuming cheaper locally produced stone fruit and watermelons as opposed to purchasing higher priced imported fruit (e.g. pineapples, mangoes). They added that the majority of the Jeddah population is relatively poor, and often substitute expensive fruit such as pineapples, with local fruits.

Payment Terms

Foreign suppliers generally work with local Al Safa brokers in order to sell their fresh produce in Jeddah. It was recommended that a supplier should find a reputable and experienced broker to sell Kenyan produce. The first step in the process is to open a credit line with a Jeddah-based bank. This bank will then issue a Letter of Confirmation, which confirms that not only was the shipment received, but also that both supplier and broker agree to the price at which the fresh produce will be sold. Once sold, the brokers pockets a 5 percent commission, as well as 1 SAR (US\$0.27) per carton (e.g. mango/avocado/pineapple/carrot carton). The package fee drops to 0.5 SAR (US\$.13) per bag of potatoes or onions.

One importer stated that brokers often add in an extra charge of 1 SAR per carton or bag. This charge is not shown in the invoice and serves as an undocumented charge that is collected by the broker. For example, a single carton of mangoes will sell on the market for 39 SAR (US\$10.40), but the invoice will only show it being sold for 38 SAR (US\$10.13). The importer stated that “everyone is doing it.” In order to sidestep brokers, a local Al Safa vendor suggested suppliers should establish their own representative office directly in Jeddah.

RETAIL MARKET

Jeddah has numerous retail markets including Danube, Mar Haba, Al Raya, and Goodies supermarkets, as well as Super Panda hypermarket. In 2010 and 2011, Carrefour hypermarkets were sold to a Saudi prince and rebranded as Super Panda. Initial steps are being made to build Super Panda's own distribution network (bypassing Al Safa market).

Goodies is a high-end supermarket, with nearly all of their fresh produce arriving by air from Lebanon. Goodies has two locations in Jeddah, and one being proposed for Riyadh. A Goodies representative noted that strawberries, berries, oranges, cherries, and medium sized pineapples are in high demand. Their primary distributor/wholesale supplier is Francaise Food (see Buyer Survey in Annex).

MANGO

In 2011, Saudi Arabia imported 63,497 metric tons (MTs) of guavas, mangoes, and mangosteens², and had an equivalent import value of US\$51.2 million. The majority of these imports are mangoes, as importers noted that mangoes are heavily traded. Yemen, Pakistan, and Egypt were the top suppliers, with India and Kenya as solid secondary suppliers.

Suppliers

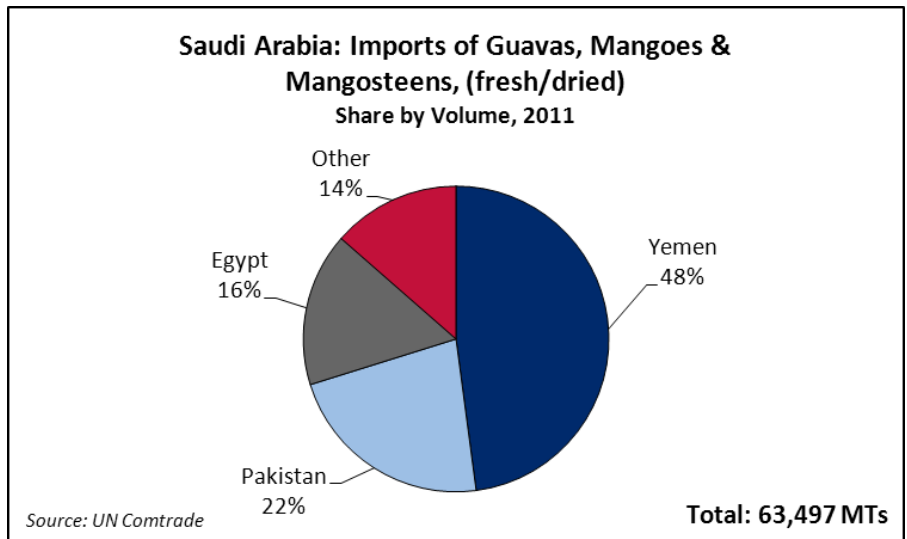
Yemen supplies a variety of mangoes including the large Kalb-al-Thour ("Heart of Ox") mango, Samaka ("Fish") mango, Syndery, Alphonso, and Taymore ("Butter") mango. Yemeni production is

primarily based in the three western provinces (located along the coast of Red Sea) of Hodeida, Hajja, and Taiz. Due to their close proximity to the Saudi border in the south, Yemeni mangoes only take one to two days to reach the market in Jeddah. According to importers, the mangoes remain in good condition for three to four days in the heat, and 15 to 30 days in cold storage. Prices for Yemeni mangoes have two peaks. The first occurs in February and March when they first hit the Jeddah market due to built-up demand, and once again in June when stocks begin to run low. In general, wholesalers stated that Yemeni mangoes are not of high quality and, as of June 2013, an oversupply on the market.

Pakistan and India are suppliers of low priced mangoes and, together with Yemeni mangoes, are widely available during the summer months. The author only noticed one variety of Pakistani mango being sold, a medium sized yellow-skinned mango that arrived in cheap plywood boxes. A variety of Indian mangoes were available, similar to what was seen in Muscat and Dubai (i.e. Alphonso, Badami, Rajapuri, etc.). It should be noted that expatriates in Jeddah prefer to consume mangoes from their home country. Accordingly, Indian and Pakistani expatriates prefer mangoes from their native countries, respectively.

There were no Egyptian mangoes in the wholesale market, and the commodity was seen only once (variety unspecified) in the retail market.

Like Egyptian mangoes, Kenyan mangoes were only found once for this study (Long variety, official species not given) in the retail market. An importer stated that his company had imported Apple and Ngowe mangoes from Kenya, but only by air in order to avoid a potential long waiting time (four to five days) at the Jeddah Islamic Port. The importer also



² The UN Comtrade database does not differentiate between guavas, mangoes, and mangosteens.

noted that the market does not like Kenyan mangoes because they are not sweet enough, and prefer Indian/Pakistani mangoes for their sweetness.

Packaging & Shipping

Importers prefer mangoes be neatly packaged in 4 kg cartons. Pakistani mangoes tend to be poorly packaged, shipped ad-hoc in cheap plywood boxes. Indian mangoes are packed in a professionally labeled carton, but are filled with cheap shredded paper instead of trays to prevent bruising. Yemeni mangoes are professionally packed and labeled, with each mango typically wrapped in tissue paper to prevent bruising. Importers prefer mangoes be cradled in a tray (similar to an egg tray).

An importer stated that mangoes can be imported via boat or air, however an additional cost of 25 SAR (US\$6.67) per carton should be added (a 50 percent to 75 percent price hike per carton) for mangoes imported by air.

Seasonality

There is an adequate supply of mango on the market from February to August, during which time Yemen, Pakistan, and India have their peak production season. The Yemeni mango season runs from February to August, with an oversupply of multiple varieties during June. The Pakistani season is much shorter, running only from June to August, but they saturate the market and drive prices down once they arrive. The Indian production season runs from March to June. For new entrants to compete, it is best to supply the market from September to January or during the off-season of Jeddah’s regular top suppliers.

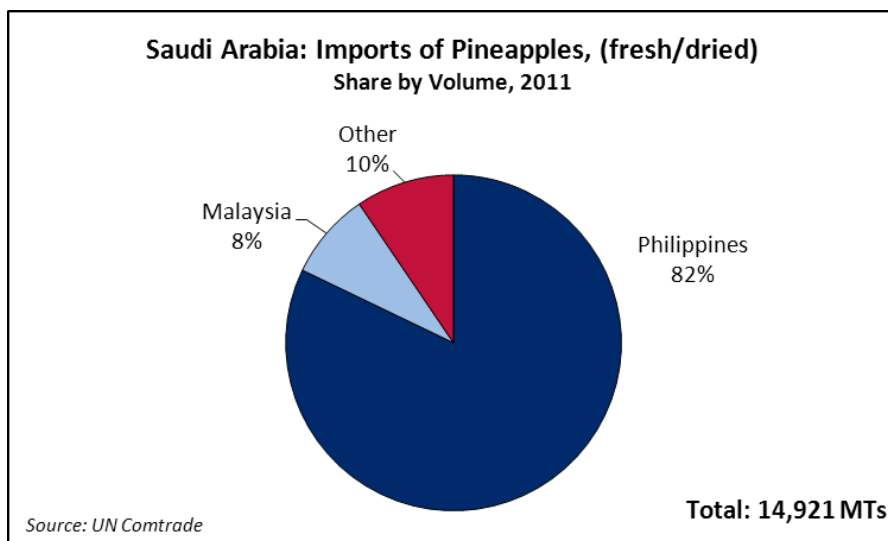
Seasonality of Mango Supply														
Commodity	Market	Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Mango	Saudi Arabia	Yemen		█	█	█	█	█	█	█				
Mango	Dubai	Pakistan						█	█	█				
Mango	Oman	India			█	█	█	█						

PINEAPPLE

In 2011, Saudi Arabia imported 14,921 MTs of pineapples, with a total value of US\$12.8 million. The top supplier was the Philippines, accounting for 82 percent of all imports by volume. Malaysia, South Africa, and India were also suppliers of note.

Suppliers

As in Dubai and Muscat, Philippines is the dominant supplier of pineapples in Jeddah. Filipino pineapples were characterized by importers as being sweeter, albeit more expensive, than Malaysian pineapples. Baby pineapples (~700 grams per piece) mostly arrive from South Africa by air.



According to an importer, Malaysian pineapples are cheaper than Filipino pineapples, but don’t taste as sweet. Prices go down during peach/apricot/cherry (summer) season since they are cheaper and consumers substitute them for pineapples. The MD-2 variety is imported from the Philippines. They prefer 12 kg cartons and are imported via boat.

Packaging & Shipping

According to importers, they prefer medium-sized pineapples (~1.25 kg) that are shipped in 10 to 12 kg cartons (eight to nine pieces per carton). Due to a pineapple's high fruit density, it is too expensive to import the fruit via Jebel Ali Port in Dubai to Jeddah. In general, pineapples are shipped by boat to Jeddah Islamic Port, while baby pineapples arrive by air.

Seasonality

Filipino pineapples arrive year round owing to modern and well-managed (i.e. by Del Monte, Dole, and Sharbatly) farms. Despite the stable supply, prices do fluctuate and decrease (percentage unspecified) during the summer months due to the availability of cheap locally produce fruit such as peaches, apricots, and cherries. Low income consumers often substitute cheaper stone fruits for pricier pineapples.

Seasonality of Pineapple Supply														
Commodity	Market	Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Pineapple	Dubai	Philippines												

AVOCADO

In 2011, Saudi Arabia imported 2,056 MTs of avocados, with a total value of US\$3.2 million. The dominant supplier by far was Kenya with a 71 percent import market share, totaling approximately US\$2.4 million. Other suppliers included the USA, Lebanon, and Spain. Avocados are consumed by both Saudis and expatriates, and are used primarily in salads and juices.

Suppliers

Kenya supplies both the Hass and Fuerte varieties of avocados. According to one importer, Hass avocados move more quickly than Fuerte avocados.

The importer complained that Kenyan avocados tend to go bad quicker than they would hope (i.e. within 15 days).

Lebanese avocados are generally flown in after the Kenyan season ends in September.

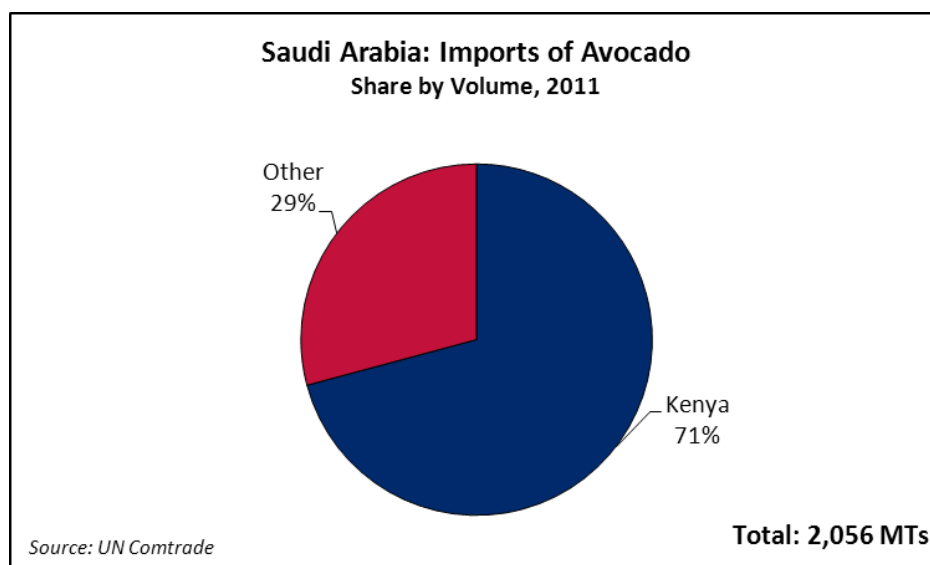
The USA supplies Hass avocados after the Lebanese season ends in December. However, Jeddah hypermarkets such as Super Panda keep expensive American Hass avocados in stock year round in order to lure customers. In the retail market, American avocados are generally four to five times more expensive than Kenyan Fuerte varieties.

Packaging & Shipping

Importers preferred that avocados be packaged in 4 kg opened-top cartons (~12 pieces per carton). Shipments can arrive either by air or by sea.

Seasonality

Jeddah's imports of avocados can be divided according to production seasons of the three dominant suppliers. From March to September, Kenya is the top supplier, while Lebanon follows suit from October to December. During January and February, supply dries up and importers are forced to import pricier American avocados in order to fill the gap. Consequently, prices generally increase during this period and represent an ideal time to enter the market.



Seasonality of Avocado Supply														
Commodity	Market	Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avocado	Saudi Arabia	Kenya												
Avocado	Saudi Arabia	Lebanon												
Avocado	Saudi Arabia	USA												

PASSION FRUIT

Importers stated that there is little to no demand for fresh passion fruit. However, small quantities do arrive by air from Kenya and Thailand.

CARROT

In 2011, Saudi Arabia imported 26,371 MTs of carrots and turnips, with a value of US\$12.6 million. The top suppliers were Australia, China, and Turkey.

Saudi Arabia produces carrots, but is unable to compete with imports in terms of quality. In addition, local production suffers from crop damage during the hot summer months. An importer stated that there is a seasonal drop in production every summer owing to the heat.

Suppliers

Australia is the dominant supplier, with importers praising the carrot's superior taste and long, thin shape. Australian carrots originate from the western part of the country. Sherbatly, the market leader in fresh produce, stated that were only interested in importing "Australian type carrots".

China is a low priced supplier of significance, but importers stated that Chinese carrots were of a lower quality than the Australian carrots. Referring to the water content of carrots, an importer stated that condensation appears inside bags of Chinese carrots after a few days, which denotes poor quality. Similarly, local consumers prefer the taste of Australian and Saudi carrots to those from China. If prices spike, importers tend to source additional Chinese carrots from Jebel Ali Port in order to dampen the effect of price increases.

Packaging & Shipping

Importers prefer carrots that placed in a single 10 kg bag and then packaged in a 10 kg carton. Shipments generally arrive by boat.

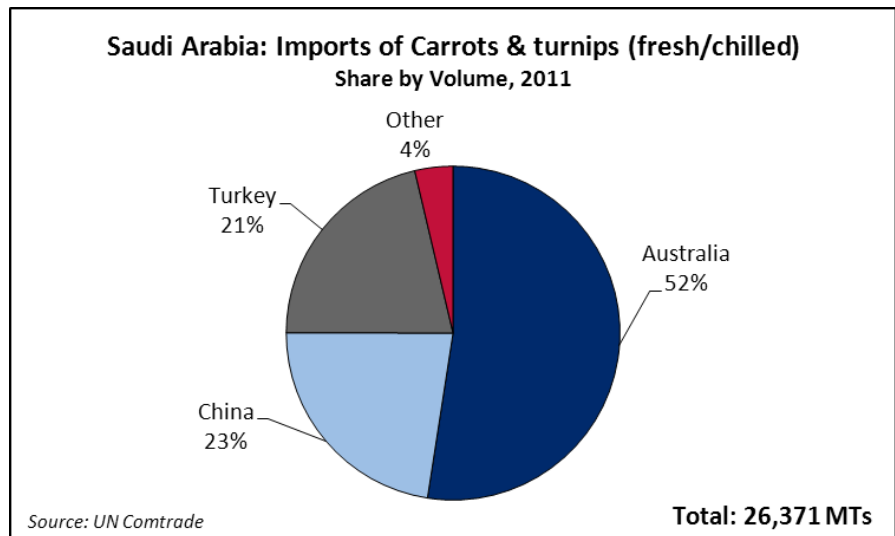
Seasonality

Saudi Arabia's peak production season occurs from October to May. During the summer months, the hot summer heat damages the crop, causing a seasonal drop in production from June to September. Australian and Chinese supply is relatively stable throughout the year. Australian carrots are available all year round.

Seasonality of Carrot Supply														
Commodity	Market	Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Carrot	Saudi Arabia	Saudi Arabia												

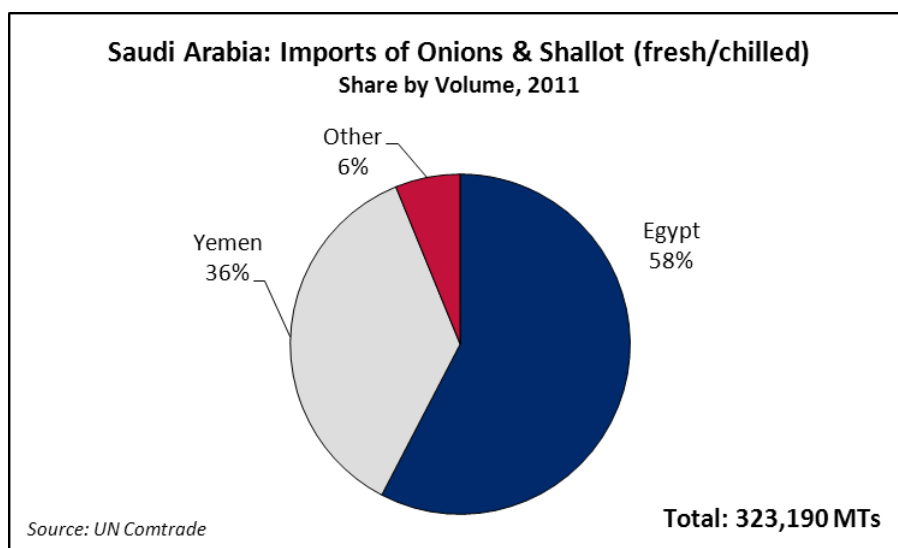
ONION

In 2011, Saudi Arabia imported 323,190 MTs of onions and shallots, with a value of US\$125.4 million. Egypt and Yemen were the top suppliers, with India, China, and the USA as small secondary suppliers.



According to wholesalers, Saudi Arabia prefers red onions, which are used in everyday household cooking. Other types of onion including yellow (golden) and white onions are less sought after in the market. One wholesaler noted that red onions have seven times the demand of white onions.

Saudi red onion production is based in the northern part of the country in Al-Jawf province. White onions are produced in Tabuk province, northwestern Saudi Arabia. Saudi onions are known to have a high water content, which makes them uncompetitive with higher quality imports.



Suppliers

Egypt is the top supplier, and mostly exports red onions to the market in Jeddah. White onions used to arrive from Egypt, but shipments have stopped recently since their prices are too high and became uncompetitive. Egyptian onions tend to last 20 to 25 days, while local Saudi onions have a much shorter shelf life and only maintain their quality for roughly 10 days. Egyptian onions could also last up to six to seven months in cold storage.

Yemen primarily supplies red onions, and small quantities of yellow onions. An importer stated that for every 1 MT of yellow onion imported from Yemen, an equivalent of 50 MTs of red onions were also imported.

India, a noted supplier of cheap red onions on the Dubai markets, also supplies a small amount of high quality red onions via Jebel Ali Port.

Packaging & Shipping

Onions in Jeddah were sorted and packed in 8 kg bags. Shipments arrived by boat.

Seasonality

Egypt's production season runs from June to January, while Yemen's season occurs from August to October. The months from February to May is an ideal time period to supply the market, however new entrants will have to compete with locally produced onions.

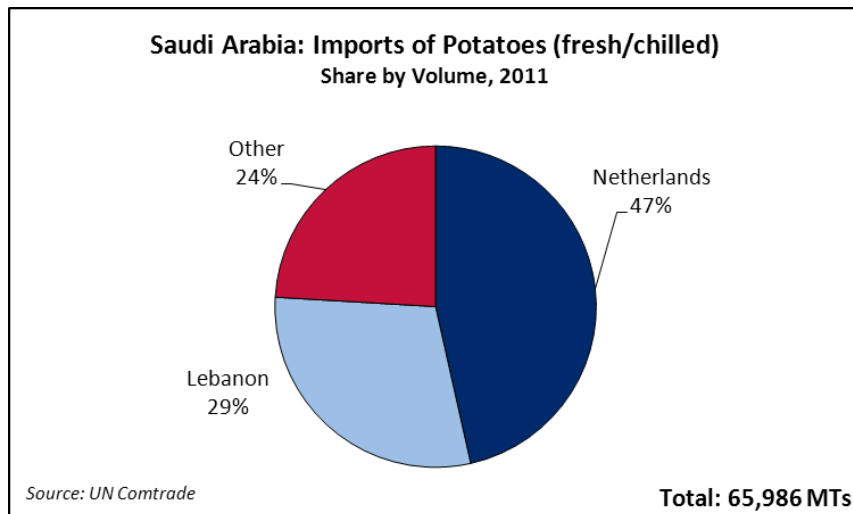
			Seasonality of Onion, red Supply											
Commodity	Market	Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Onion, red	Saudi Arabia	Egypt												
Onion, red	Saudi Arabia	Yemen												

POTATO

In 2011, Saudi Arabia imported 65,986 MTs of potatoes, with a value of US\$37 million. The top suppliers were the Netherlands and Lebanon, with secondary suppliers of France and the UK.

Saudi Arabia is an important producer of potatoes in the region, with Dubai and Muscat having constant demand for them. Production is centered in Ha'il province, northern Saudi Arabia. An importer stated that Saudi Arabia uses Dutch tuber seeds as their production stock. The primary variety seen for this study was medium-sized white skinned potatoes.

In general, Saudi potatoes are highly valued for their quality, but exports were curtailed in 2013 due to water shortage concerns. The Saudi government wished to keep locally produced potatoes within the domestic market. According to Al Safa market wholesalers, the virtual export ban on potatoes is expected to be lifted in 2014. These same wholesalers also stated that potatoes are in high demand, and that any quantity can be cleared within 24 hours on the market. They can also keep potatoes in cold storage for up to eight months.



Suppliers

No potatoes originating from the Netherlands were seen at the time of this study. Wholesalers stated that they had potatoes from Saudi Arabia, Lebanon, and Jordan. Lebanese potatoes were described as expensive and of good quality. These potatoes are in high demand, but it was reported that not all wholesalers were able to import them.

Packaging & Shipping

Potatoes were either packed in 3 to 4 kg bags or 18 to 20 kg bags. Imports arrive by boat. Wholesalers stated they prefer that the potatoes be unwashed, and brushed clean.

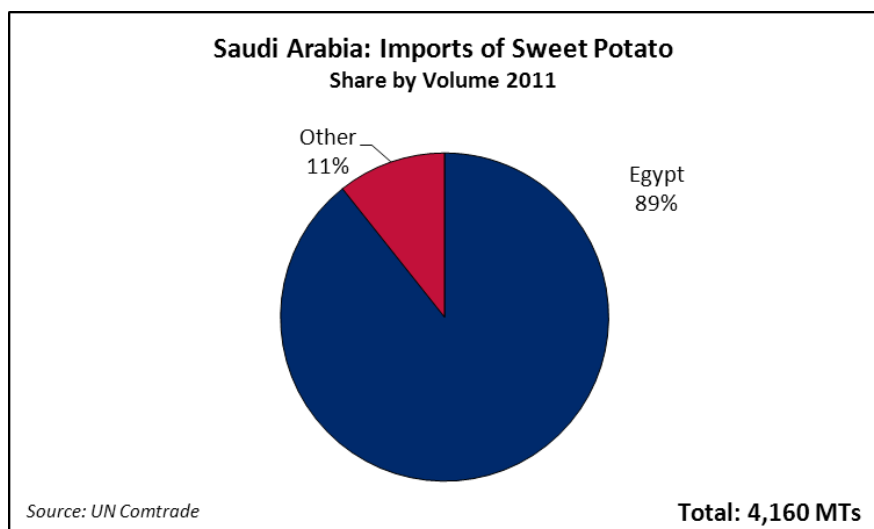
Seasonality

The peak production season for Saudi Arabia runs from December to March, but occurs all year. The Lebanese season begins in August. The author was unable to determine the end of its production season.

Seasonality of Potato Supply														
Commodity	Market	Origin	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Potato	Oman	Saudi Arabia												
Potato	Saudi Arabia	Lebanon								Starts in August, ends?				
Potato	Oman	Belgium												

SWEET POTATO

In 2011, Saudi Arabia imported 4,160 MTs of sweet potatoes, with a value of US\$2.4 million. Sweet potatoes are not popular in Saudi Arabia, with small quantities of both white and orange-fleshed varieties being imported from Egypt. Expatriate Egyptians are the main consumers in Saudi Arabia.



OUTLOOK

Saudi Arabia is becoming increasingly reliant on food imports to feed its rapidly growing population. According to the country's 9th Development Plan, demand for fruit and vegetables is expected to grow at an annual rate of 2.6 percent up to 2014, which is faster than demand for wheat, milk, eggs, and

red meat (2.1 percent). In addition, according to the country's Ministry of Agriculture, as of 2010, Saudi Arabia had a self-sufficiency percentage of approximately 85 percent for vegetables and just 59 percent for fruits.

The majority of the companies interviewed were interested in procuring mangoes, pineapples (including baby pineapples), avocados, and carrots. For mangoes, September to January would be the ideal time to supply the market as the production seasons of Yemen, Pakistan, and India all go offline during this time. Avocados are not in high demand in Saudi Arabia, but there is a seasonal gap during the months of January and February when Jeddah importers are forced to source expensive avocados from the USA. During visits conducted in June 2013 for this study, carrots were the commodity most in demand. During the summer months, local Saudi production suffers crop damage from the heat and importers look to international suppliers to fill the supply gap. However, the quality of carrots should be similar to Australian varieties (e.g. long, thin carrots with low moisture content), in order to effectively compete in the market.

Kenya has the comparative advantage of year-round production for vegetables and some fruits under irrigation. Furthermore, the mango season begins in late September through March with November, December and January being the peak harvest months. Thus, Kenyan mangoes could fill the supply gap experienced in Jeddah between the months of September to January as long as the quality, taste and size requirements are met.

Annex: Prices, Importers, and Photos

MANGO PRICES

Jeddah, Mango Prices (US\$), June 2013								
Market, Volume	Variety	Egypt	India	Kenya	Pakistan	Saudi Arabia	Unknown	Yemen
Wholesale, per 6 KG	Mango, kalb-al-thour "heart of ox"							\$6.80
	Mango, samaka "fish"							\$4.00
	Mango, taymore							\$8.00
Retail, per KG	Mango	\$3.72			\$3.72			\$1.85
	Mango, alphonso		\$6.80					
	Mango, badami		\$4.41					\$2.92
	Mango, baldi							\$2.65
	Mango, f (small)						\$6.40	
	Mango, fanus						\$7.18	
	Mango, geleen (green)						\$5.32	
	Mango, jazan					\$2.25		
	Mango, kalb-al-thour "heart of ox"							\$1.85
	Mango, long			\$4.52				
	Mango, mabroka						\$4.26	
	Mango, samaka "fish"							\$2.32
	Mango, taymore							\$7.18
Retail, per 6 KG	Mango, badami		\$13.33					

PINEAPPLE PRICES

Jeddah, Pineapple Prices (US\$), June 2013					
Market, Volume	Variety	Malaysia	Philippines	South Africa	Unknown
Wholesale, 8 pieces	Pineapple	\$5.06			
	Pineapple		\$7.33		
	Pineapple	\$3.46			
Retail, per KG	Pineapple		\$2.65		
	Pineapple, baby	\$5.32		\$6.00	
Retail, per piece	Pineapple		\$2.39		\$2.65
	Pineapple, baby			\$2.39	
Retail, 8 pieces	Pineapple	\$7.33			
	Pineapple		\$11.33		

AVOCADO PRICES

Jeddah, Avocado Prices (US\$), June 2013				
Market, Volume	Variety	Kenya	USA	Unknown
Retail, per KG	Avocado, fuerte*	\$2.65		\$2.74
	Avocado, hass		\$12.32	
	Avocado, hass*		\$13.31	
Wholesale, 4 KG	Avocado, fuerte*	\$7.60		

*Variety Inferred by researcher

PASSION FRUIT PRICES

n/a

CARROT PRICES

Jeddah, Carrot Prices (US\$), June 2013					
Market, Volume	Variety	China	China or AU	Imported	Saudi Arabia
Wholesale, per 10 KG	Carrot	\$5.33			
Retail, per KG	Carrot		\$1.85	\$2.19	\$1.45

ONION PRICES

Jeddah, Onion Prices (US\$), June 2013					
Market, Volume	Variety	Egypt	Saudi Arabia	Unknown	USA
Wholesale, per 3.5 KG	Onion, white		\$1.60		
Wholesale, per 4 KG	Onion, red	\$1.47			
Wholesale, per 8 KG	Onion, red	\$2.93	\$1.20		
	Onion, yellow		\$1.33		
Wholesale, per 10 KG	Onion, white		\$2.67		
Retail, per KG	Onion, red		\$1.19	\$0.74	\$9.31
	Onion, white		\$1.59	\$1.36	\$7.58
	Onion, yellow			\$1.16	
Retail, per 1.6 KG	Onion, yellow			\$1.20	

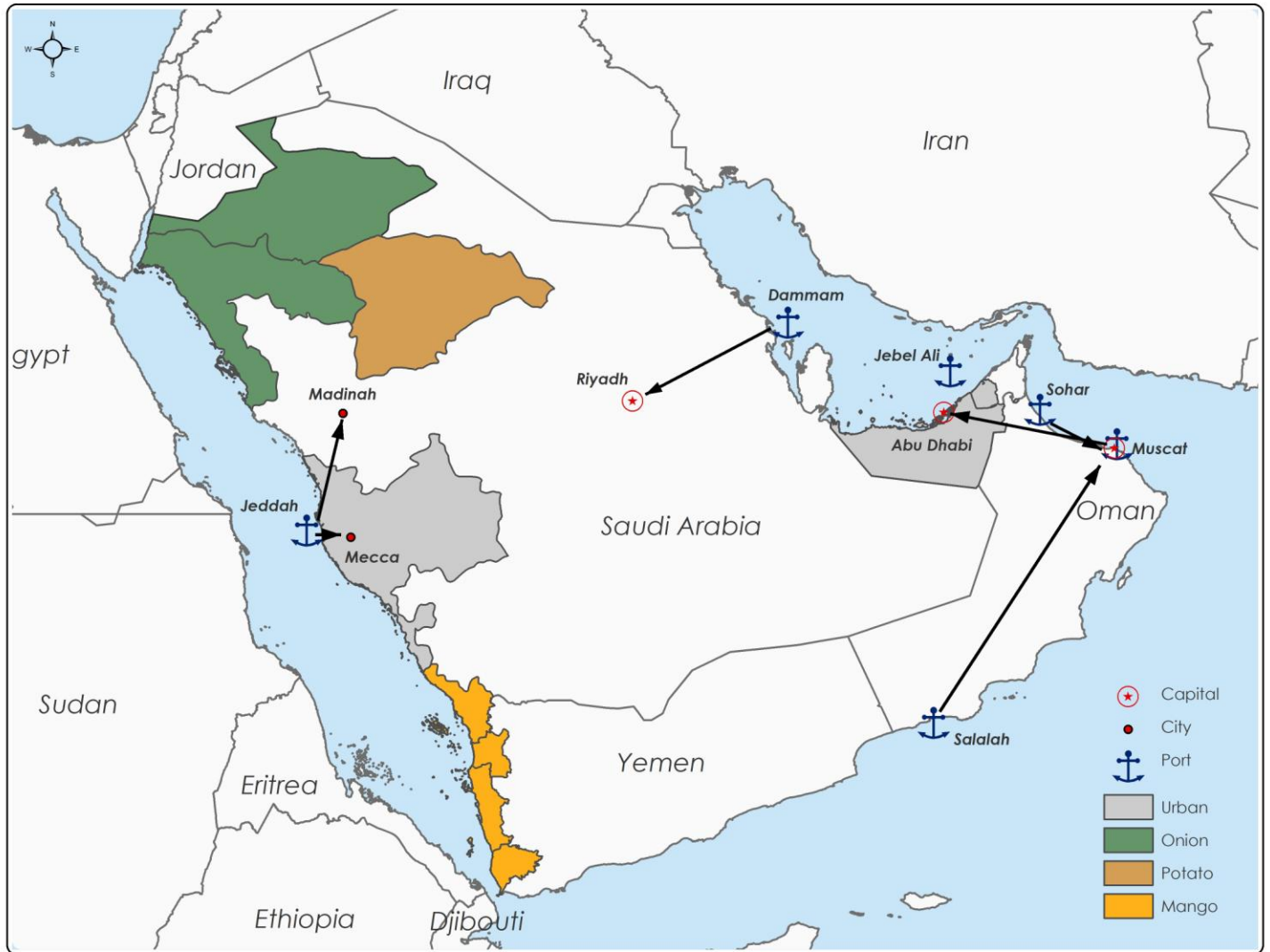
POTATO PRICES

Jeddah, Potato Prices (US\$), June 2013			
Market, Volume	Variety	Saudi Arabia	Unknown
Wholesale, per KG	Potato, white	\$0.67	
Wholesale, per 3 to 4 KG	Potato, white	\$2.53	
Wholesale, 18 to 20 KG	Potato, white	\$5.15	
Retail, per KG	Potato, white	\$0.62	\$0.65
Retail, per 15 KG	Potato, white	\$4.00	

SWEET POTATO PRICES

Jeddah, Sweet Potato, Prices (US\$), June 2013					
Market, Volume	Variety	Egypt	Saudi Arabia	Unknown	USA
Retail, per KG	Sweet Potato, orange				\$7.18
	Sweet Potato, white	\$1.59	\$0.79	\$1.32	
Retail, per 3 to 4 KG	Sweet Potato, orange	\$1.73			

Arabian Peninsula: Major Ports, Production Zones and Trade Routes



IMPORTERS

Importers, Wholesalers, and Distributors in Jeddah, Saudi Arabia

Company	Comments
<p>Reddah Al-Thebaiti Est. Jeddah Vegetable Market Tel Office: 679 3206 / 679 3523 / 693 5572 Mobile: 610 4428</p>	<p>Reddah company prefers (in order of importance): mango, avocado, and baby pineapple. Carrots and potatoes are locally produced and will be too pricey to import by boat (vs. locally produced).</p> <p>Commodities of interest (rank according to demand)</p> <ol style="list-style-type: none"> 1) Mango 2) Avocado 3) Pineapple (baby)
<p>Hussain O. Al-Qurashi Jeddah – Fruits & Vegetables Center Market Contact: Hussain O. Al-Qurashi Mobile: 050 336 3247 Email: hussain.obidqurashi@gmail.com</p>	<p>Hussain's company wants carrots and pineapples, and claims to be a major importer of pineapples, but they source pineapples from Malaysia and may start importing from the Philippines in the future. He said he would buy/import carrots immediately. For Hussain, carrots (medium length, not too thick) are top priority, followed by pineapples. Email pictures of carrots/pineapples. Want to put their name on the carton.</p> <ol style="list-style-type: none"> 1) Carrot 2) Pineapple
<p>Royal Fruits Company Jeddah – Al Safa Wholesale Market Contact: Dinesh Babu Tel: +(996) 269 35019 ext. 110 Mobile: 050 238 6142 Email: info@royalfruitsco.com</p>	<p>They primarily source from Jeddah Port and only ~10 percent from Dubai (Jebel Ali). The products they want the most are in order of importance, pineapple (only MD-2), mango (apple variety is tops), avocado (mostly used in drinks mixed with milk and honey, and salads), and passion fruit. Royal Fruits complained that the Port in Dar, Tanzania, has a ~two week wait time for exports.</p> <ol style="list-style-type: none"> 1) Pineapple 2) Mango 3) Avocado 4) Passion Fruit
<p>Themar Al-Safa Jeddah – Al Safa Wholesale Market Contact: Abu Yousef Mobile: 053 707 0132</p> <p>Contact info: has2008san@mail.net.sa and SSbb27@hotmail.com (second email is Arabic language only)</p>	<p>Themar Company recommend we find good (i.e. reputable brokers) to sell our produce to and enter the Saudi market. We need to open credit lines with a bank. Themar stated that they work on a 5 percent commission plus 1 Riyal KSA per carton.</p> <p>Themar wants mangoes, pineapples, carrots, avocados (send physical samples and pictures).</p> <ol style="list-style-type: none"> 1) Mango 2) Pineapple 3) Carrot 4) Avocado <p>Jeddah Fresh Produce Brokers:</p>

Importers, Wholesalers, and Distributors in Jeddah, Saudi Arabia

Company	Comments
	<ul style="list-style-type: none"> • Abo Majed Al Abdly • Al Esmal Refrigerator (Mr. Mohamad – Abo Moaz) • Hussain Al Qurashi (met with during trip) • Al Nakheel Refrigerator (Mohammad Quda)
<p>Sohaim Saeed Al-Ghamdi Trading Jeddah – Al Safa Market Contact: Abu Turki Tel Office: 00 (966) 2 678 1210 / 693 1004 / 693 4727 Mobile: 00 (966) 555 668 744 Email: alimkasem@gmail.com</p>	<p>Sohaim stated that the Saudi market is “open” and can accommodate any quantity of pineapples, mangoes, and avocados. They charge a 5 percent commission on total wholesale price, but no ½-1 Riyal surcharge. They own their own cold stores.</p> <ol style="list-style-type: none"> 1) Pineapple 2) Mango 3) Avocado
<p>Mohammed Abdallah Sharbatly Jeddah – Al Safa Market Contact: Loreto Catania Tel Office: (966) 2 679 0000 ext. 248 / 279 Email: loreto.catania@sharbatlyfruit.com</p>	<p>Sharbatly has a 75 percent fresh produce market share in Saudi Arabia. They import from all over the world including Chile, South Africa, and Egypt, but not sub-Saharan Africa. They stopped importing from Africa owing to quality issues, and may import from Kenya mangoes and avocados on a consignment basis only. They move mostly apples, bananas, oranges, and grapes.</p> <p>Sharbatly is interested in carrots and onions. Email commodity, season, sizes, pictures, schedule (i.e. transit time, vessels per week, volumes, bag/carton/boxes per pallet), send offer (product specifications, packaging, etc.) Long-term suppliers get payment after 15 days.</p> <p>Start off on a consignment basis, although in the past, East Africa has not proved a reliable trading partner, and South Africa is also not very reliable.</p> <ol style="list-style-type: none"> 1) Carrot 2) Onion
<p>Goodies (Supermarket) Jeddah – Coral Mall Contact: Kasem Fakih Tel: (966) 02 665 7721 ext. 610 Mobile: (966) 562 254 533 Email: kasseem.fakih@goodies.com.sa</p>	<p>Goodies is a high-end supermarket (similar to Whole Foods) with only two locations in Jeddah, and one being proposed for Riyadh. Nearly all of their vegetables arrive from Lebanon via air. In high demand are strawberries, berries, oranges, and cherries, as well as pineapples (but only medium-sized). Quality is the most important issues as they don’t sell much local produce in their outlets. Francaise Food is their primary distributor.</p>
<p>Francaise Food Contact: Fares Al-Zahrawi Tel: (966) 2 669 6612 Mobile: (966) 50 561 4632 Email: info@francaisefood.com</p>	<p>Francaise Food is an importer/wholesaler of foodstuffs and have been in business for the past 30 years. His company last imported fruit (stone fruits, apricot) from Tanzania over 15 years ago. His company prefers dealing with professional exporters, like those in California. The world has changed and everything must be of high quality (export quality – brix content, acidity). The first year of doing business is just to test</p>

Importers, Wholesalers, and Distributors in Jeddah, Saudi Arabia

Company	Comments
	the market and build your brand. "Jeddah is the gatekeeper" to the Saudi Arabian market. <ol style="list-style-type: none"> 1) Pineapple (baby) 2) Mango 3) Avocado

PHOTOS: JEDDAH



Figure 1: Yemeni Samaka or "Fish" Mangoes. Each mango is individually wrapped, with shipments taking only one to two days by road to reach the Jeddah market. (Photo by Fintrac Inc.)



Figure 2: Kenyan avocados packed in 4 kg cartons. (Photo by Fintrac Inc.)



Figure 6: Malaysian pineapples packed in 10 kg carton. Notice it is eight pineapples per carton. (Photo by Fintrac Inc.)



Figure 3: Chinese carrots packed in 10 kg carton. Notice they are stored in a single plastic bag. (Photo by Fintrac Inc.)



Figure 4: Saudi white potatoes packed in a 3-4 kg bag. Potatoes are also packed in larger 18-20 kg bags. (Photo by Fintrac Inc.)



Figure 5: Saudi red onions packed in an 8 kg bag. (Photo by Fintrac Inc.)