

**MANUAL FOR  
EXPORT MARKET  
STUDIES**

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**JUNE, 1993**

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## 1. INTRODUCTION

Analyzing and evaluating export markets for agricultural products is a complex process. The analyst must consider a wide variety of information and be able to relate this to the domestic production and market situation of the product. If the goal of the study is to target and prioritize import markets, details on the needs of importers must be weighed against information on competitors' market strengths and weaknesses, as well as domestic constraints.

The manual describes the process by which an export market survey can be conducted and why it is important to obtain the kind of information the survey will generate. The manual divides the process into steps, and then illustrates these steps by drawing on the export market survey recently conducted for dried beans in Madagascar.

## 2. THE COMPONENTS OF A MARKET SURVEY

### 2.1 Develop a Chronology of Work Steps

The major steps to completing an export market study are the following:

**STEP 1:** Determine what kinds of information are needed to answer the study's questions. Find sources for as much information as possible. (Section 1 gives an overview of information needs and possible sources.)

**STEP 2:** Identify key market informants. A complete contact list should be provided or developed, including:

- Name of the firm, contact
- Street Address
- P.O. Box
- Telephone and Telefax number
- Information brief: products, approximate volume, if possible

Arrange pilot interviews and develop loosely-structured interview formats. (Section 2 gives guidelines on how to prepare an interview and written survey).

**STEP 3:** Prioritize export markets based on information gathered and narrow focus of study to only the top one or several markets. Repeat Step 3 to gather additional information from key informants in these markets only.

**STEP 4:** Target major constraints to increasing exports to this market and review the options, keeping in mind your domestic supply constraints.

**STEP 5:** Write up your findings. Discuss these findings with your market contacts and ask for feedback on what changes can be made.

**STEP 6:** Develop recommendations based on your study's findings.

## **2.2 Define the Information Needs of the Project**

### **2.2.1 Identify the Product(s) to be Exported**

It is important to be able to identify product names in international markets, which can be very confusing. For example, the UK market does not distinguish between Malagasy butter beans and U.S.-sourced large lima beans. In the UK, large lima beans are sold as "butter beans". However, in France certain ethnic distributors consider Malagasy butter beans to be the true "pois du cap" and a distinct product (responding to some consumer's preferences for Malagasy butter beans over large lima beans). The analyst must be aware of subtle differences within product categories as well as the more obvious differences between varieties.

#### **a) What is the physical form(s) of the product to be exported?**

Is the product semi-processed or processed? Is the product perishable?

What product varieties are exported? Are there grades and standards in use?

*Possible data sources:* Collectors, wholesalers and exporters should have answers to these questions.

#### **b) What are the terms by which the product is identified in different international markets?**

What are the scientific terms for the product(s)?

Are local terms equivalent to terms used by importers in international markets?

What are the names of close substitutes to the product(s) in international markets?

Are standards units of weight used? What packaging standards do importers require?

*Possible data sources:* The Ministry of Agriculture or university libraries should be able to provide the botanical names. Exporters may know international terms.

#### **c) What are the internationally recognized quality standards?**

For each variety and form of product, what are the international grades and the physical specifications of each grade?

If these differ from domestic grading, how can they be compared?

*Possible data sources:* The Ministries of Agriculture, Trade or Commerce should have information on domestic grades. Exporters should have detailed information on international grades. Foreign importers will have specific grade information.

### **2.2.2 Obtain an Overview of the International Market for the Product(s)**

The goal of constructing a market overview is to prioritize the importing markets according to those which are most likely to import your product. The types of information needed to make these distinctions are numerous and often costly to obtain. The first step is to identify the major export and import markets for the product. The second step is to identify major price and volume trends in the international market. The third step is to find out why these trends are taking place, with particular attention to shifting market shares.

Historical data on the value and volume of imports and exports by country will identify:

- 1) where the import markets are;
- 2) who the major competing exporting countries are; and
- 3) what the recent market trends in volume and value are for importing and exporting countries.

Historical country data on domestic production, stocks and prices, in conjunction with import and export data, will indicate trends in growth of the subsector.

*Possible Data Sources:* Trade statistics can usually be obtained from public libraries, government agencies, international organizations such as the World Bank, FAO, United Nations, the European Community, trade associations and embassies of the countries concerned.

### **2.2.3 Gather Country/Commodity-specific Information with Which to Prioritize Markets**

Once the major import markets are identified, further information is needed on the quality, prices, tastes and preferences of consumers, the country's economic situation, its import barriers, and other trends in the demand for the product. Personal interviews are the best means of gathering this information.

*Possible Data Sources:* Importers, brokers and processors will have the most valuable and up-to-date information for your study. Addresses can be obtained from Chamber of Commerce, trade associations, retailers, trade publications, shippers and Malagasy exporters.

Trade associations will give addresses of members to contact for interviews. They may have information on current market conditions and market trends, consumer preferences, and quality characteristics.

National governments maintain internal statistics on production, consumption, imports and exports, and prices of various products. Government trade bureaus of importing countries will be able to specify trade restrictions such as tariffs, quotas, or health and food safety codes and regulations.

Types of Information Needed to Rank Potential High Potential Export Markets

The following list of questions outlines the various types of information needed to determine which export markets should be targeted. While you may not need to address all of these questions in your study, the list serves as a useful reference for conducting profiles of those importing countries and determining which ones are your highest potential export markets.

a) Grade or quality of imported product:

What is the phytosanitary (i.e. grading) standard being used (e.g. the U.S. Department of Agriculture publishes the Federal Grain Inspection Service *U.S. Standards for Beans* which are used by European importers)?

What grades of the product are imported (1st, 2nd, or 3rd)?

If more than one grade is imported, what is the quantity (or share of total imports) of each quality grade imported?

b) Timing of demand for imported product:

Are there specific periods of the year when importers place the bulk of their buy orders?

Is demand for the product even throughout the year? Or is it seasonal?

c) Quantity of imports needed vs. capacity to supply:

What are the import levels of purchase orders in volume terms?

Is there a minimum quantity for delivery orders which Madagascar would have difficulty meeting? Some orders are made on a consignment basis (handled by brokers), while food processors may impose quantity minimum requirements in purchasing contracts on exporters or their agents.

d) Price levels of imports (in cif terms) :

What are recent prices (cif) of purchases at various grade/quality levels?

How much do prices vary over time and between grades? Between customers?

e) Internal production patterns:

How much of local consumption is met by local production?

Is this share getting larger or smaller? Why?

What is the quality of local production?

What are the price mechanisms and supply patterns for local production?

f) Supply fluctuations of major competitors:

Are there annual or seasonal fluctuations in the market channels of major competitors?

How frequent are these fluctuations and to what degree do they affect the market?

g) Export Finance: methods of payment between exporters, shippers and import agents:

How are sales of exports made? On the basis of which of the following:

- export letters of credit (L/C)
- export draft
- cash deposit prior to full payment
- cash against document (CAD)
- consignment
- open account
- other method (specify)

Do importers issue letters of credit for shipments? Is the issuing bank well reputed?

Will importers issue letters of credit to your exporters?

Do current practices introduce credit or finance problems for your exporters?

h) Phytosanitary standards for imported product:

What are the importing country's phytosanitary standards?

Does the product(s) meet these standards? If not, how difficult would it be to meet these standards?

i) Shipping routes, schedules, capacities, costs for the product in question to the importing market:

Does the product need special storage or transport?

How frequently are ships available to transport product to market?

What are ships' capacities for refrigerated and for non-refrigerated products?

Is air transport available and in what volume? Who are the other competitors for that space?  
What is the frequency of flights? Are they affordable? Appropriate?

What are estimated transport costs per ton of product to key destinations?

What is the length of time needed for product to reach each major import market?

j) Does there exist a preferential trade agreement or other treaty with this country which would give your exported product an advantage?

Is there a preferential trade agreement with your competitors?

If so, how long will it apply? Is it likely to change?

k) What is the market position of competing exporters in the importing country?

How many internal processors and/or distributors are there for the imported product?

Do these firms have direct linkages (financial, contractual, joint ownership) with competing exporters?

What are current market promotion activities of competing exporters?

What are the prices and quality standards of the products of competing exporters?

l) Are there tariffs or quotas that impede imports? Non-tariff barriers?

m) Are there preferential trade and tariff agreements which give certain countries greater market access?

With which countries are the agreements made?

During which production periods are preferential agreements in effect?

Do these production periods coincide with Madagascar's production period for the same products?

n) Trends in domestic demand for the product:

What are consumer preferences for the product(s)?

What are taste and appearance constraints?

What is the level of product awareness at consumer and trade level?

How is the product sold at the retail level? Fresh, dry bulk, canned, or frozen?

What is the market outlook for your product? Why?

o) The economic and political environment in the target market (the importing country):

Is the country politically stable?

What are growth projections for its economy? Its debt situation? Per capita income?

What is the reputation of foreign importers in securing financing or making payment for products?

p) Market channels in the importing country:

What are the sales and distribution channels for the product(s)?

What is the transportation network for the product(s)?

What kind of storage facilities are available?

How much time between port arrival and delivery to wholesalers and retailers?

### 3. PREPARING THE INTERVIEW OR QUESTIONNAIRE

Most information needed to evaluate a potential export market is not written, or at least not written down in the same place. The best way to get up-to-date, accurate and affordable information is to interview directly various market participants. Because the quality of these interviews has a direct bearing on the quality of the study, it is important that you prepare for the interviews in advance.

#### 3.1 Preparing for an Oral Interview:

**(1) State your purpose.** When contacting agribusiness firms in importing countries, it is crucial that you give an accurate and complete explanation of the reason for your call. You need to stress your independence from other market participants and the confidentiality of the questions you wish to pose.

**(2) Diversify your contacts.** Key informants should reflect different viewpoints and concerns. They should represent different stages of the importing process and different occupations.

**(3) Prioritize your topics.** Key informant interviews are conducted using an interview guide that lists the topics and issues to be covered during the session. The interviewer frames the actual questions in the course of the discussions.

The information you need to obtain from the importing agents should be thought out well **in advance** of the interview. Topics should be ordered according to their importance and sensitivity.

The questioning format needs to be kept flexible, that is, the direction of questioning develops according to the kind of information the informant provides. Open-ended questions need to be posed, particularly those which begin with 'why'. Questions need to be posed in ways which do not bias the response.

In the course of the interview it is important to determine the motivations and attitudes of the import agents and other key marketers. Think through ahead of time what kinds of questions will give you this information.

**(4) Sequence your questions.** The interview should begin with general-information questions on the kind of firm with which you are dealing. You want to establish the knowledge and openness of the respondent. You also want to identify the types of questions this person is most qualified to answer. Those areas where the respondent is not well informed should be left for last, in case the interview must be cut short due to time constraints.

Some of the topics you cover in the course of the interview may be seen as strategic information and must be introduced in the right context. These questions are usually reserved for the later stages of an interview, which gives the informant time to understand better the purpose and nature of your study. You must assure and subsequently respect the confidentiality of any strategic information which you receive.

**(5) Take notes.** Notes can be taken during the interview and should be as complete as possible, except when dealing with sensitive information. The informant may be reluctant to respond fully if the answers are being written down.

### **3.2 Preparing an Informal Written Survey**

There are several big disadvantages to gathering information through a written questionnaire. First, the format and content of the survey is fixed; it cannot be adapted as information is received. Second, written surveys take time to read and fill out. Many recipients are likely to throw them away. Finally, written surveys tend to inhibit informants. They are reluctant to put in writing much of the sensitive or confidential information they have.

Nonetheless written surveys may be useful when travel or telephoning is not possible or is too expensive. The success of a written survey depends upon your ability to pinpoint the appropriate questions for your respondent, to pose these questions such that you get the desired response, and to limit the time needed to fill out the questionnaire.

**(1) State your purpose.** As with an oral interview, the purpose of your study needs to be clarified and confidentiality assured.

**(2) Diversify your contacts.** Choose a wide selection of individuals from all areas of the import market. Contact as many people as possible within each group. Remember, most contacts will not return your survey.

**(3) Prioritize your questions.** Don't ask any more questions than you absolutely must; the longer the questionnaire, the less likely the respondent is to reply. Identify those questions which the respondent is most qualified to answer.

**(4) Format your survey questions.** On a written survey, questions should be posed that can be answered by a simple yes or no, or where the respondent can simply check the most appropriate response from a list provided. Questions need to be sequenced much like in an oral interview, with the more sensitive questions coming later.

**(5) Include a return envelope, self-addressed and postage paid.**

#### **4. PREPARING THE REPORT**

Once the data have been collected, interviews completed and findings verified with market contacts, you should be able to write up your results and make recommendations.

In general, your report should be organized to give the reader as much insight into the market as possible. You should present clearly the information needed to explain and support your conclusions and recommendations.

Although the exact format of your study will depend on the type of market you studied, the amount of information you obtained, and the conclusions you draw, some general guidelines are useful. The following is a rough outline which summarizes those sections included in many export market studies.

1. Introduction:
  - a. Statement of Objectives
  - b. Statement of Methodology and Study Limitations
2. Overview of the World Market:
  - a. Trends in Value and Volume of World Trade
  - b. Information on Major Export Markets for Malagasy products
  - c. Information on Major Import Markets for World products
3. Import Markets Targeted by Your Study (a separate section for each import market):
  - a. Market Trends and Preferences (analysis of market share, quality and competitive position of other suppliers)
  - b. Market Potential for your Product.
  - c. Major Constraints to Raising Demand for Your Product.
4. Domestic Supply Potential and Constraints
  - a. Domestic Production and Trends
  - b. Domestic Constraints to Improving Exports
5. Conclusions and Recommendations
6. Appendices

## 5. AN APPLICATION: THE DRIED BEANS CASE STUDY

This section summarizes sequentially, the work done to put together an export market study of Madagascar's dried bean subsector.

### 5.1 Identifying the Product

The products to be studied in the survey were limited to only those bean varieties for export (3-4 bean varieties). Names for these varieties were obtained in Malagasy and French. Most market agents were familiar with these names. Next, the botanical names were identified through a reference book on tropical crops. International names for the crops were obtained from bean marketing specialists in the U.S. Harmonized trade system (HTS) codes were also identified for the data search. Malagasy bean grades and standards were obtained from the Ministry Commerce.

### 5.2 Obtain Overview of the International Market

The first step to analyzing the market was to compile trade statistics. The sources used for Madagascar's export data were the following:

1. The Eurostat data system (official EC statistics) provide data on various types of dried beans by destination, origin (countries, regions and world), in quantity (metric tons), and value (in 1000 ECU). Information on the bean types and HTS codes is given in Appendix 1. Eurostat data can be obtained from the European Community in Brussels and in Branch offices in major cities such as Washington (where data for the Dried Bean Market Survey was obtained).

Import levels for dried beans have not changed significantly. Europe accounts for the largest imports of most beans, particularly the types exported by Madagascar. The data showed annual changes in import levels for each bean type, the volume and market share of each foreign supplier. EC production data could also have been accessed, but it was not crucial to the study.

European imports of *lingot blanc* and *pois du cap* beans and their close substitutes showed that while Madagascar's exports declined, overall imports to British and French markets remained about the same. In addition, imports of U.S. lima beans (a substitute for butter beans) rose steadily in the U.K.

2. The OECD Trade Data System contains information on the quantity and value of imports by country of destination, and quantity and value of exports by country of origin for dried beans. The Organization for Economic Cooperation and Development (OECD) is located in Paris and has branch offices in each member country. OECD Data for the Dried Bean Market Survey was obtained from the EC library in Washington. This data identifies the major import markets and the major supplying countries to these markets.

3. The Government of Madagascar Ministry of Commerce has annual data on quantity of Madagascar's exports by variety of bean and by market destination. Data obtained for a five-year period (1987-1991) revealed important trends in Madagascar's bean exports. The quantity and value of Madagascar's dried bean exports to traditional markets in Europe declined, while exports to Réunion and Mauritius grew rapidly.

4. FAO World Trade data gives import statistics on Europe, Asia and Africa. This data was useful for summarizing information on Asian countries not covered in other sources. It showed that, after Europe, Asia countries are the next largest group of bean importers, with Japan being the single largest importer. Bean imports in Asia are used in the pastes and condiments of traditional cuisine. Major exporters to Asian markets are the United States, China and Argentina.

5. U.S. Trade and Dried Bean Market Analysts were contacted to get insight into trends in imports and production. The information obtained helped to identify those periods when adverse weather or other random events had altered import patterns. Data on U.S. bean production and exports by quantity and value were obtained from the Bureau of Census and U.S. Department of Agriculture (USDA). Domestic price information was obtained from USDA's Market News Service.

In addition, U.S. analysts and market traders provided information on the nature of competition in the international marketplace including quality and price advantages, production trends, and likely patterns to emerge in the short and medium term.

Based on trade data analysis phase, the focus of the in-depth market survey was limited to Western European and Indian Ocean importers, namely Mauritius and Reunion.

### **5.3 Gather Country/Commodity-Specific Information**

The sources used in obtaining the information outlined in section 2.2.3 were numerous and diverse. Addresses and phone numbers of market contacts were acquired from USDA trade specialists who provided a worldwide list of dried bean importers that was compiled under the AIMS (Agricultural Information & Marketing Services) program. Initial phone calls were conducted with contact names to ascertain their position and knowledge of the market situation. Arrangements were made for more in-depth interviews, in-person where possible. These contacts also provided new names and phone numbers of additional market agents.

**The interviews conducted with the bean import brokers, processors and distributors were by far the most valuable source of information for the study.** A single one hour session provided insight into the competitive nature of the world market, trends in import demand, domestic supply conditions, and quality requirements. When one contact could not answer certain questions, he or she was able to give additional names, and often phone numbers, of people who could.

In addition, processors and distributors were interviewed to find out processing techniques, end product types, time and quality constraints. Information on consumer preferences, packaging, distribution networks and storage was also obtained.

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Based on these preliminary responses, we were able to identify key constraints to Madagascar's bean exports in each of the import markets studied. We were then in a position to use our findings to make recommendations on what changes needed to be made in the production, marketing and export practices for beans in Madagascar.

**APPENDIX A: BEAN TRADE DATA/INFORMATION  
FOR MADAGASCAR EXPORT STUDY**

**A. Eurostat Trade Data 1980-1991:**

A.1 Import data on dried beans by destination (EC), origin (countries, regions, and world), and types. Dried beans are categorized by 8-digit HTS code (Harmonized Tariff Schedule). Note that HTS codes prior to 1988 are slightly different and less detailed than the present ones. Quantities are in metric tons (1000 kg). Values are in 1000 ECU (exchange rate from ECU to USD is also available).

Imported dried bean types include:

1. 0713.31.10—dried bean of species *Vigna mungo* (L) Hepper or *Vigna radiata* (L) Wilczek for sowing, shelled
2. 0713.31.90—dried bean of species *Vigna mungo* (L) Hepper or *Vigna radiata* (L) Wilczek, shelled (excl. for sowing)
3. 0713.32.10—dried red (Adzuki) beans for sowing, shelled
4. 0713.32.90—dried red (Adzuki) beans, shelled (excl. for sowing)
5. 0713.33.10—dried kidney beans, incl. white pea beans for sowing, shelled
6. 0713.33.90—dried kidney beans, incl. white pea bean, (excl. for sowing), shelled
7. 0713.39.10—dried beans for sowing, (excl. 0713.31.10 - 0713.33.90), shelled
8. 0713.39.90—dried beans, shelled, (excl. for sowing and 0713.31.10 to 0713.33.90)

A.2 These data rank exporting countries in descending order of volume by bean types and by specific importing countries (EC countries only) for 1988-1991. France emerges as the largest importing country for Madagascar. The most significant bean type in terms of quantity imported is 0713.33.90—dried kidney beans, incl. white pea beans.

A.3 1991 EC imports of bean flour

1. HTS code: 1106.1000—flour and meal of dry leguminous vegetables of heading N 0713.
2. Quantities are in metric tons and value in 1000 ECU.

**A.4** Export:

1990 EC export data on beans, by origin (EC), destination (countries, regions, and world), and types (8-digit HTS codes). Quantities are in 1000 kg and values are in 1000 ECU.

Exported bean products include:

1. 0713.33.10—dried kidney beans, incl. white pea beans for sowing, shelled
2. 0713.33.90—dried kidney beans, incl. white pea beans, (excl. for sowing), shelled
3. 0713.39.10—dried beans for sowing, (excl. 0713.31.10 to 0713.33.90), shelled
4. 0713.39.90—dried beans, shelled, (excl. for sowing and 0713.31.10 to 0713.33.90)
5. 0713.40.10—dried lentils for sowing, shelled
6. 0713.40.90—dried lentils, shelled, (excl. for sowing)
7. 0713.50.10—dried broad beans and horse beans for sowing, shelled
8. 0713.50.90—dried broad beans and horse beans, shelled (excl. for sowing)
9. 0713.90.10—dried leguminous vegetables for sowing, shelled, (excl. 0713.10.11 to 0713.50.90)
10. 0713.90.90—dried leguminous vegetables, shelled, (excl. for sowing and 0713.10.11 to 0713.50.90)

**B. OECD Trade data 1990:**

**B.1** Import:

i. UK bean import data presented by origin (countries), and types. Dried bean products are categorized by 5-digit SITC codes. Quantities are in metric tons and values are in 1000 USD.

Bean types in SITC code include:

1. 054.23—beans other than broad beans and horse beans, dried, shelled, whether or not skinned or split
2. 054.25—broad beans and horse beans, dried, shelled, whether or not skinned or split
3. 054.29—leguminous vegetables other than peas, chickpeas, beans and lentils, dried, shelled, whether or not skinned or split

ii. Similar data are presented on Netherland's imports. Bean types include 054.23 and 054.25

**B.2** Export:

i. Netherlands export data on 054.23—beans other than broad beans, horse beans by selected countries (France, UK, Germany) and regions.

### C. Madagascar Bean Export Data

#### C.1 1979

1. Madagascar bean exports by destination and types.
2. Quantities in net kg and value in 100 FMG
3. Merchandise is categorized by *Nomenclature pour la classification des marchandises dans les tarifs douaniers (NDB)*. Note that this is a different system from the SITC codes and the HTS system used by the EC.
4. Bean products are under Section II: *Produits du regne végétal, Division 07: legumes, plantes, racines et tubercules alimentaires*:

- a. 070509—*haricots secs*
- b. 070521—*pois chiches secs pois pointus*
- c. 070534—*pois du cap secs PC 1*
- d. 070535—*pois du cap secs PC 2*
- e. 070536—*pois du cap secs PC 3*
- f. 070537—*pois du cap secs PC 4*
- g. 070538—*autres pois du cap secs*
- h. 070539—*autres pois secs*
- i. 070549—*lentilles seches*
- j. 070561—*amberiques*
- k. 070571—*voemba*
- l. 070590—*autres legumes secs*

Source: *Statistiques du Commerce Exterieur de Madagascar, Malagasy Republique, Direction de l'Institut National de la Statistique et de la Recherche Economique, tome 1, 1979.*

#### C.2 1980-1986

Export data by bean types only—lima beans, other beans (white, red, speckled, etc.), lentils. Quantities of total world export in tons.  
Source: Embassy of Madagascar, Washington DC

#### C.3 1987-1991

1. Madagascar dried bean exports of the species *Vigna Mungo (L) Hepper* or *Vigna radiata (L) Wilczek*, small red beans, *phaseolus vulgaris*, or others. Quantities are in kg. See attached for ranking of import volumes and respective countries.

These data (source: ATW Consultants) generally show smaller numbers than the EUROSTAT trade data for the same period. The differences range from 50 to a few hundred metric tons depending on the bean type.

2. Madagascar *pois du cap* exports (PC1, PC2, PC3, PC4) to the following countries in descending order of total export volumes: Reunion, Mauritius, South Africa, France, United Kingdom, Mayotte, Spain, Djibouti, and Comores. Quantities are in kg.

Source: ATW Consultants

C.4 List of bean types grown in Madagascar: Scientific, French, and English names

**D. United Nations/FAO: World Trade Data—FAO Trade Yearbook, vol.43, 1989 :**

D.1 Dried Beans 1987-1989:

- i. Import data on selected countries in Europe, Asia, and Africa.
- ii. Export data on Australia, and selected countries in Europe, Asia, Africa, N. and S. America.

**E. USDA/Foreign Agricultural Service (FAS): World Grain Situation and Outlook:**

E.1 World trade data:

1. Import and export data on beans, peas, and lentils by selected countries and world, 1985/86 - 1990/91. Quantities in 1000 metric tons. (pp.5-7)

E.2 U.S. pulse trade data:

1. Pie charts on U.S. pulse imports and exports of beans, peas, and lentils, 1986/87 - 1989/90 (p.8)
2. Graph on U.S. bean exports by type, 1986/87 - 1989/90: great northern, navy, pinto, lima, red kidney, white, black, blackeyed, other, and seed. Units in metric tons. (p.8)
3. Bar chart on U.S. pea imports by type, 1986/87 - 1989/90: chickpea, yellow, cowpeas, green, splitpea, and other. Units in metric tons. (p.8)
4. Bar charts on U.S. bean, pea, and lentil exports to top five and all other markets, 1979/80 - 1989/90. Units in metric tons. (p.9)
5. Graphs on breakdown of U.S. pulse exports and imports (beans, peas, and lentils), 1979/80 - 1989/90, showing market trends. Units in metric tons. (p.10)
6. Graphs on U.S. pulse supply (production and imports) and demand (utilization and exports) of beans, peas, and lentils, 1984/85 - 1990/91. Units in 1000 metric tons. (p.11)

E.3 U.S. Export data, 1979/80 - 1989/90:

1. U.S. dried bean export data :
  - a. Total U.S. dried bean exports by destination (country and region). Regions include North America, the Caribbean, Central America, South America, European Community, other Western Europe, Eastern Europe, Middle East, Africa, Asia, and Oceania. Units in metric tons. (pp. 12-14)

- b. Breakdown of U.S. bean exports by destination (countries and regions) and by types. Bean types include pinto, great northern, red kidney, lima, black, white, blackeyed, and other. Units in metric tons. (pp. 15-31).
- c. Total U.S. bean exports by destination. Value in 1000 dollars. (pp. 56-58)

2. U.S. dry pea export data:

- a. Total U.S. dry pea exports by destination (countries and regions). Units in metric tons. (pp. 32-34)
- b. Breakdown of U.S. dry pea exports by destination and types. Pea types include green, yellow, Australian Winter, chickpeas, and other. Units in metric tons. (p.35-45).
- c. Total U.S. pea exports by destination, value in 1000 dollars. (pp.59-61)

3. U.S. lentil export data:

- a. Total U.S. lentil exports by destination. Units in metric tons. (pp.46-48)
- b. Total U.S. lentil exports by destination, value in 1000 dollars . (pp.62-64)

4. U.S. seed export data:

- a. Breakdown of U.S. seed bean exports by destination and types. Seed types include bean, pea, and lentil. Units in metric tons. (pp. 49-55)

E.4 U.S. Import data, 1979/80 - 1989/90:

1. U.S. dried bean import data:

- a. Total U.S. bean imports by destination. Units in metric tons. (pp. 65-66)
- b. Breakdown of U.S. bean imports by destination and types. Bean types include pinto, navy, red kidney, lima, black, white, mung, and other. Units in metric tons. (pp. 67-77)
- c. Total U.S. bean imports by destination. Value in 1000 dollars. (pp.94-95)

2. U.S. dried pea import data:

- a. Total U.S. pea imports by destination. Units in metric tons. (pp. 78-79)
- b. Breakdown of U.S. pea imports by destination and types. Pea types include green, yellow, split, chickpeas, cowpeas, and other. Units in metric tons. (pp.80-88)
- c. Total U.S. pea imports by destination. Value in 1000 dollars. (pp. 96-97)

3. U.S. lentil import data:

- a. Total U.S. lentil imports by destination. Units in metric tons. (pp.89-90)
- b. Total U.S. lentil imports by destination. Value in 1000 dollars. (pp.98-99)

4. U.S. seed import data:

- a. Breakdown of U.S. seed imports by destination and types. Seed types include bean, pea, and lentil. Units in metric tons. (pp.91-93)

Source: World Grain Situation and Outlook, United States Department of Agriculture/Foreign Agricultural Service, Circular Series: Supplement 3-91, May, 1991

**F. Netherlands Trade data 1989-1990:**

F.1 Netherlands bean imports and exports by origin (countries) and types.

1. Note that there is no major gap between these trade data and those of EUROSTAT (bean imports of the Netherlands by origin and types). The Netherlands trade data is in more detail than Eurostat. The former lists the specific countries of origin for **all** bean types. Eurostat data only lists exporting countries for selected bean types.
2. Bean types are categorized in HTS system (the system used by the Netherlands is actually called Common Nomenclature (CN). It is based on the HTS system and seems to be identical to the HTS).
3. Quantities in 1000 kg and value in 1000 gld.
4. Bean types include:
  - a. 0713.31.100
  - b. 0713.31.900
  - c. 0713.32.100
  - d. 0713.32.900
  - e. 0713.33.100
  - f. 0713.33.900
  - g. 0713.39.100
  - h. 0713.39.900

See Section A.1 (Eurostat Trade Data 1980-1991: Import) for definition of HTS codes.

F.2 Netherlands imports and exports by specific countries (e.g. Madagascar)

1. Commodity categories arranged in 3-digit SITC codes.
2. Quantities in 1000 kg and value in 1000 gld.
3. The largest imports from Madagascar in both quantity and value are 071---coffee and 075---specerijen.

Sources: 1.Jaarstatistiek van de Buitenlandse Handel 1990, Central Bureau voor de Statistiek, Voomburg/Heerlen, 1991.

2.Jaarstatistiek van de Buitenlandse Handel 1989

**G. United Kingdom trade data 1989 and up to March, 1990:**

**G.1 UK imports of leguminous vegetables by origin and types.**

1. Quantities in metric tons and value in 1000 pounds
2. Commodities are categorized by 5-digit SITC codes.
3. Bean products are under SITC heading 054.2—leguminous vegetables, dried, shelled, whether or not skinned or split:
  - a. 054.21—peas
  - b. 054.22—chickpeas
  - c. 054.23—beans, other than broad beans and horse beans
  - d. 054.24—lentils
  - e. 054.25—broad beans and horse beans
  - f. 054.29—leguminous vegetables other than peas, chickpeas, beans, and lentils

**G.2 UK imports from specific countries (e.g. Madagascar).**

1. Value of merchandise in 1000 pounds.
2. 2-digit SITC codes only (05 and 07 for imports from Madagascar)

Sources: 1. Business Monitor, Overseas Trade Statistics of the United Kingdom, March, 1990, Central Statistical Office, London, 1990;

2. Business Monitor, Overseas Trade Statistics of the United Kingdom, December, 1989.

**H. General information on the economy and agricultural sector of Madagascar, the Seychelles, Réunion, Comoros, and Mauritius. Tables on production and trade of Madagascar:**

1. Madagascar production and import of food crops (including lima beans), selected years, 1972-79. Quantities in 1000 tons.
2. Madagascar production and export of industrial crops, 1972-79. Quantities in 1000 tons.
3. Composition of merchandise trade, 1972-79: exports and imports by selected commodities. Value in billions of Malagasy franc.
4. Direction of Trade, 1974-80: exports and imports by selected countries (including Réunion). Value in millions of USD. (Source: Direction of Trade Statistics Yearbook, 1981, IMF, 1981)

Source: Indian Ocean: Five Island Countries, American University Foreign Area Studies, ed. Frederica M. Bunge, US Government Printing Office, DC: 1983.

- I. Mauritius:** general information, names and addresses of chambers of commerce, government agencies and organizations related to trade, trade associations, business libraries, publications, and statistical sources.

Source: World Trade Resources Guide, ed. Kenneth Estell, Gale Research Inc., Detroit, MI: 1992.

- J. Harmonized Tariff Schedules of the US, 1992:** classification of bean exports (schedule B) and imports. Note: export and import commodities have slightly different codes.

**J.1 HTS import schedule :**

**1. Lima beans**

- a. imported for consumption during the period from May 1 to August 31, inclusive: 0713.39.20.30
- b. if imported for consumption outside the above stated period: 0713.39.40.30

**2. Import code for other lima beans:**

- a. imported between May 1 and August 31: 0713.39.20.40
- b. if imported outside the above stated period: 0713.39.40.40

**J.2 HTS export schedule :**

- 1. Lima beans: 0713.39.5030
- 2. Other lima beans: 0713.39.5040

**K. Eurostat Agricultural Prices 1980-89**

Dried bean prices (excl. VAT) per 100 kg of the EC-12. Value in local currencies and ECU. These are the only EC bean prices available in published form.

**APPENDIX B**

<b>Identification of certain bean varieties in Madagascar</b>		
<b>Scientific Name</b>	<b>Local Variety Name</b>	<b>Commercial class</b>
<i>Phaseolus vulgaris</i>	Tsaminanakavy	White kidney (Gros Blancs)
	Fotsy lava	Great Northern (Lingot blanc)
	Fotsy botra	Small white Navy (Coco blanc)
	Rotra lava	Red common (Sang de boeuf)
	Menakely	Small red common (Coco rouge)
	Mavokely	Pink bean
	Mara mena	Red speckled bean (Rouge marbré)
	Marlat	Light red speckled bean (Rouge marbré)
<i>Phaseolus lunatus</i>	Kabaro	Large lima bean (pois du cap)
<i>Vigna umbellata</i>	Tsiasisa mena	Red mung bean (Ambérique)
<i>Vigna radiata</i>	Voantsiroky	Mung bean (Ambérique)
<i>Vigna unguiculata</i>	Voanemba mena	Cowpea (Niébé rouge)
<i>Vigna unguiculata</i>	Voanemba fotsy	Blackeyed Cowpea (Niébé blanc)