Agri-Business, Production, Processing and Marketing Information News

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AgEnt's presentation at the
seminar in modern technologies/
trends in production, postharvest handling and
international marketing of fruits/vegetables
(Taj Samudra - 25/1/95)

Illustrations of how AgEnt is/can assist the Sri Lankan private Agro-Enterprise sector to expand (particularly in the export arena); selected European sub/tropical fruits and vegetables "Eurofruit" magazine articles trends, developments and landed European prices/countries of export origin; illustrations of "basic/on target" Thai fresh produce exporter brochures etc

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AgEnt

HELPING SRI LANKA TO GROW !

AgEnt is a dynamic USAID funded private sector agro-enterprise development initiative successfully assisting companies and entrepreneurs with viable business/marketing plans to expand existing operations or start-up new ventures targeted at both domestic and export markets.

INDEX

ITEM		PAGE
*	EUROPE - NEW MARKET FOR LANKA'S VEGETABLES	2
*	SRI LANKA TARGETS EUROPE FOR VEGETABLE EXPORTS	3
*	AgEnt HELPS DOMESTIC & EXPORT AGRO-ENTERPRISES TO GROW	4
*	AgEnt " EXPORT SERVICES/ASSISTANCE " ADVERTISEMENT	5
*	SELECTED SUB/TROPICAL FRUITS AND VEGETABLES TRENDS/ DEVELOPMENTS HIGHLIGHTED IN RECENT " EUROFRUIT " MAGAZINE ARTICLES i.e. - Guatemala finds niche in Europe (6.) - Europe sees potential for Pitahaya (7.) - Colombia consolidates market position in exotics (8.) - More demand for Hawaiian Papayas (9.) - Puerto Ricans profit from consistent volumes (10.) - Indian mangoes for Frumar/solid growth in Mango consumption (11.) - Brazilian producer expands mango production (12.) - Israeli mango exports to boom (13.) - Frosts cut Spanish avocado/mango crop (14.) - Gambia becomes source for market-led mangoes (15.) - Spain increased mango production (16.) - Spain exports more asparagus (17.) - India looks for a place in the sun (18.) - Jamaica expects jump in tropical fruit production (20.) - Gerber's growth based in Southern Africa (21.) - Africa's green shoots grow stronger (22.) - Fine vegetable exports maintain growth (24.) - Europe's mango boom (25.) - Agrexco to promote mangoes in Europe (27.) - Year of the mango (28.) - Holland shows strong interest in mangoes/German mango imports soar (29.)	6:29
*	ILLUSTRATIONS OF TWO " BASIC/ON TARGET " THAI FRESH PRODUCE EXPORTER BROCHURES	30:39
*	NCE " SRI LANKA EXPORTER " ARTICLE TITLED - PERSUADING A CALIBRE IMPORTER/DISTRIBUTOR TO MARKET YOUR PRODUCT - FIRST HURDLE TO CROSS	40:45
*	SELECTED 93/94 NEWSPAPER ARTICLES FURTHER HIGHLIGHTING AgEnt's VERY WIDE/SUCCESSFUL DEVELOPMENT ASSISTANCE PROGRAM TO THE SRI LANKAN AGRO-ENTERPRISE SECTOR	46:63
*	ILLUSTRATIVE LANDED/EUROPEAN PRICES AND COUNTRIES OF ORIGIN FOR SELECTED " FRUIT BASKET " CROPS PRESENTED AT THE SEMINAR	64:78

Sunday Observer
FINANCE & ECONOMY
THE SUNDAY OBSERVER, NOVEMBER 27, 1994

Europe - new market for Lanka's vegetables

Sri Lanka's vegetable exports have been highlighted in the October (1994) issue of *Eurofruit* magazine Titled, Sri Lanka targets Europe for vegetable exports, and subtitled - Diversification and expansion of hill country agriculture, the article reads

An initiative to diversify agriculture in Sri Lanka's central highland region is seeking customers in European markets for its range of high value vegetables.

At present tea is the main crop in this area of the Indian Ocean island and some planters have been encouraged by the AgEnt Project to put their growing skills and experience in post-harvest handling to use in producing fine beans, mangetout, snow peas and round beans

The AgEnt initiative in Sri Lanka, which is funded by the United States Agency for International Development (USAID), started in early 1993 to help the private agro-enterprise sector expand by developing and marketing new export crops AgEnt saw huge potential for temperate vegetable cultivation in the favourable soil and climate conditions of the Nuwara Eliya area and implemented small scale trials at the end of 1993

The second phase of the project is to identify importers and retailers in France, the UK, the Netherlands, Germany, Switzerland, Denmark and Nordic markets who could be seriously interested in high quality export vegetables from Sri Lanka After interested importers are found, the project then aims to identify the individual quality standards, packaging requirements and import timing of each potential customer

"The first trial export shipments were in May and samples went to the Netherlands, France, Germany, Switzerland and the UK," David Brandon of High Value Horticulture, the UK-based consultancy to the project, told Eurofruit Magazine. "These were the products of the first round of trial drillings on three sites in March In total the project covers 2.5 hectares on eight sites." Samples from the second round of trials were due in September and these will find their way onto the commercial market

Mr. Brandon has provided the Sri Lankan growers with all the necessary information for standards in growing and packing which conform with all EU legislation and supermarket specifications. The growers will use this information to establish packhouse and cooling facilities Project advisors Anthony Dalgleish and Gamini Kumarage will be available on the Sri Lankan stand at the SIAL food fair in Paris this month to discuss the project

"At the moment we are assessing the market and I am reasonably positive about the project so far," said Mr. Brandon "If the level of interest we have had keeps up, I think the project can go commercial next year"

Meanwhile, a press release, from AgEnt, says that Sri Lanka's exporters of vegetables achieved excellent results at the prestigious French SIAL '94, international food products exhibition, concluded in Paris The press release adds

SIAL is the largest European food and allied products trade fair held bi-annually at the giant Paris "Parc D'expositions." The event is widely recognised throughout the world as the leading showcase for quality fresh; processed, chilled frozen food products and food ingredients

The fair took place between the 23rd-27th October 1994 and was understood to have attracted this year around 100,000 buyers visiting 3,500 exhibitors from 77 countries (displaying more than 35,000 products).

At the recent signing of a 50% "shared investment grant" to help Koffee Exotique, a small dynamic womens agro-enterprise to introduce a new piece of food processing technology are (L) AgEnt's Managing Director Richard Hurelbrink and Agri-Business Advisor Charmarie Maelge, Koffee Exotique's Proprietor Rushika Weerathunga and AgEnt's International Marketing / Agro- Processing Advisor Anthony Dalgleish.

Under the direction of the Export Development Board (EDB), with strong assistance and promotional inputs from USAID's dynamic AgEnt private agro-enterprise sector development project - • 7 selected exporters were given individual display booths and helped with airfreight of samples, and assistance towards air travel.

• 5 other exporters had their products gherkins, pickles, cashew, dehydrated fruit and confectionery displayed within the EDB booth area and helped with samples shipment, display and promotion

Exporters who participated at SIAL '94 covered the following product sector fresh produce • spices • herbal products • fine foods • essential oils • oleoresins • dessicated coconut and coconut products and food ingredients

Orders taken/potential orders on a consolidated basis among participating exporters have already been confirmed as topping the Rs 40 million mark linked to 10 (ten) new export markets being opened by exporters on a consolidated basis

Extensive interest was also raised by potential buyers from many countries relating to a number of new export products displayed for the first time by Sri Lankan exporters at the trade fair or "in the pipeline" for planned launch in 1995"

Sri Lanka's stand was manned by EDB's Deputy Director of Export Agriculture and AgEnt's Agri-Business and International Marketing/Agro-Processing Advisors

The impact of Sri Lanka's stand at SIAL '94 scored very highly versus the majority of other developing country stands as a result of -

• Development of a Sri Lankan country image positioning based around a "Sri Lanka - Isle of Paradise" concept and strong use of an environmentally friendly colour at the pavillion and individual exporter name/product mix signage level

• A strong "on stand" promotion offering existing/potential buyers the opportunity to win daily a number of collector's "devil masks" (which in turn had been promoted in pre-trade fair catalogue advertising)

Sri Lanka's new export development initiatives in the high value "hill country" export vegetables sector secured very wide coverage in the October SIAL '94 edition of Eurofruit magazine This publication is the leading European fresh produce journal covering the import / wholesale / retail distribution trade in 15 European Community and Nordic markets

Sri Lanka targets Europe for vegetable exports

Diversification and expansion of hill country agriculture

AN INITIATIVE to diversify agriculture in Sri Lanka's central highland region is seeking customers in European markets for its range of high value vegetables.

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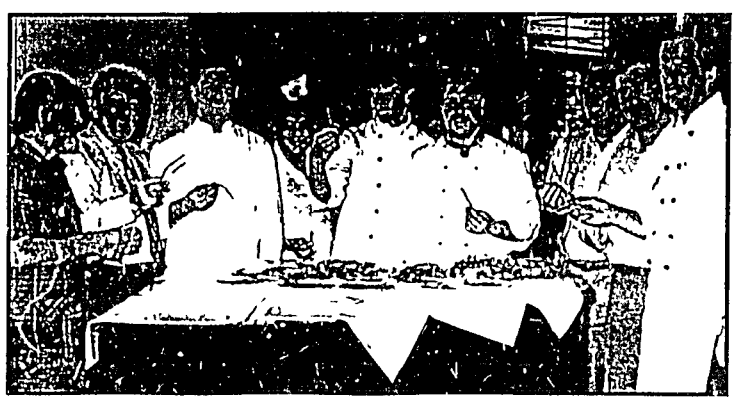
Tea pickers re-direct their skills to mangetout

Sri Lanka. The new, quality source for fine beans mangetout/snow peas, round beans and much, much more!

WIN A SUPERB DEVIL MASK AT SIAL!

Visit the Sri Lankan stand (2H/J64, Hall 2) and enter the daily competition to possibly win a superb collectors Devil Mask!



THEY HAVE TO BE GOOD!

Colombo (Sri Lanka) 5 star hotel chefs (pictured left) with AgEnt Advisors endorsing the quality of first trialled high value export vegetables

The central hill country massif of Sri Lanka has long been renowned for the magnificent quality of the teas grown in this region of the island and exported to the world Now some of the country's finest tea planters have embarked on a program of intense export crop diversification where their long standing growing skills / post harvest handling experience combined with the hill country's most favourable soil / climate conditions are proving just right to grow a whole range of top quality / competitively priced export vegetables

To find out more about how this unique USAID funded AgEnt (agro-enterprise development) private sector project can help you increase sales of these product lines, please contact AgEnt's Anthony Dalgleish (International Marketing / Agro Processing Advisor) or Gamini Kumarage (AgriBusiness Advisor) on the Sri Lankan stand at SIAL AgEnt's Colombo (Sri Lanka)

contact fax number: +94 1 446428

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JANUARY 1995 AgEnt
" KICK START "
PROMOTIONAL
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HOW AgEnt HELPS DOMESTIC AND EXPORT AGRO-ENTERPRISES TO GROW !

BACKGROUND

AgEnt is a dynamic USAID funded private sector agro-enterprise development initiative successfully assisting companies and entrepreneurs with viable business and marketing plans to expand existing operations or start-up new ventures targeted at both domestic and export markets

OVER 200 "SHARED INVESTMENT GRANTS" HAVE BEEN MADE TODATE!

As at the end of 1994 AgEnt had made well over 200 "shared investment grants" to agro-enterprises and entrepreneurs to help them expand or develop their businesses

TYPICAL ILLUSTRATIONS OF AgEnt ASSISTANCE TO SELECTED SECTORS AND CLIENTS ETC

AgEnt is assisting many clients on a phase by phase "shared investment grant" basis in the following sectors and areas i e

1 **PROCESSED FOODS** Introduction of new/upgraded equipment and technologies new products research and development, label and packaging design overseas new equipment/technologies evaluation and assessment/acquisition trips, addressing environmental waste issues etc

2 **ORNAMENTAL FISH** Broodstock enhancement anti predator control new/upgraded technologies, new Sri Lankan fish feedstock production etc

3 **SPICES/OLEORESINS** Developmen of new export product formulas, introduction of new packaging equipment, plant redesign and new equipment specifications, new crop outgrower programs etc

4 **FLORICULTURE.** Introduction of new export varieties, new production technologies temperature controlled container sea shipment trials etc

5 **NEW SRI LANKAN EXPORT CROPS PRODUCTION TRIALLING AND TEST MARKETING INITIATIVES:** AgEnt is working with numerous clients throughout the country to introduce new higher added value fresh/processed export crops supported by full scale test marketing programs

6 **AgEnt's NEW WOMENS AGRO-ENTERPRISE BUSINESS/ MARKETING DEVELOPMENT DIVISION:** AgEnt has always recognised the untapped creativeness/business capability of Sri Lankan women entrepreneurs and is working successfully with many micro size agro-enterprises to help them expand their businesses or develop and launch new products

7 **EXPORT DEVELOPMENT AND PROMOTION** AgEnt is assisting many clients to travel overseas to evaluate new export marketing opportunities, participate in trade fairs to promote and sell their products, produce export promotional material, send samples to potential buyers for evaluation etc

8 **FINANCIAL MANAGEMENT ADVICE** AgEnt often offers clients appropriate advice designed to strengthen/re structure the financial component of their business plans

9 **AgEnt's BUSINESS INFORMATION CENTER.** The project operates a major information facility which todate has issued more than 8000 pieces of information/reports etc to clients and potential clients covering the agri business, export marketing, crop production, post harvest handling, processing and financial sectors Many clients and potential clients regularly visit the center to conduct their own desk research

HOW TO FIND OUT MORE ABOUT HOW AgEnt MAY BE ABLE TO ASSIST YOUR AGRO-ENTERPRISE !

Simply write to the Managing Director, AgEnt Project, 5th Floor, Deutsche Bank, P O Box 389, 86 Galle Road, Colombo 3 and we will send to you our information brochure and agro-enterprise profile form Once you have completed and returned the latter form to AgEnt we can then determine whether we should seek to hold an exploratory/possible assistance discussion with your enterprise

AgEnt

AgEnt IS A DYNAMIC USAID FUNDED PRIVATE SECTOR AGRO-ENTERPRISE DEVELOPMENT INITIATIVE SUCCESSFULLY ASSISTING COMPANIES AND ENTREPRENEURS WITH VIABLE BUSINESS/MARKETING PLANS TO EXPAND EXISTING OPERATIONS OR START-UP NEW VENTURES TARGETED AT BOTH DOMESTIC/EXPORT MARKETS!

Over the past 20 months AgEnt has assisted many Sri Lankan agro-enterprises and entrepreneurs through the project's unique "50% SHARED INVESTMENT GRANTS" program in the following export sectors -

1. To visit overseas markets to assess/acquire new higher added value processing and packaging technologies
2. To conduct "first hand" export markets research to determine whether existing or new concepts/products have the potential to achieve success, linked to the development/implementation of export marketing strategies which are most likely to work in the highly competitive international market place.
3. To participate in trade fairs to help them promote their products and find new buyers.
4. To produce "on target" export promotional material such as product information/sales brochures.
5. To send samples to potential buyers for initial evaluation.
6. To develop new export manufacturing processes.

- and much, much more

Next, AgEnt's freely accessible Business Information Center maintains an up-to-date collection of hard back publications, international trade magazines, product sector trend/price reports, linked to an international network capable of accessing a wide range of production, post harvest handling, processing, marketing and agri-business topics.

For more information on how AgEnt can possibly assist your agro-enterprise in the export marketing development arena, please send a brief one page letter outlining the nature of your business and possible assistance sought to-

Richard Hurelbrink,
Managing Director - AgEnt Project,
5th Floor, Deutsche Bank, PO Box 389,
86 Galle Road, Colombo 3, Sri Lanka.
Tel: 94-1-446447, 446420 Fax: 94-1-446428

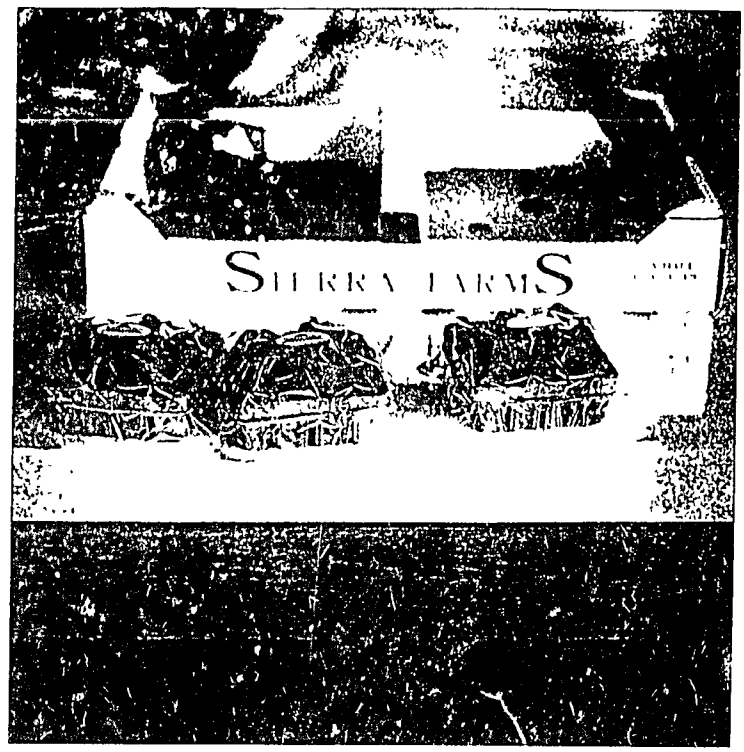
We will then send to you our AgEnt information brochure and an agro-enterprise profile form which needs to be completed to form the basis for holding our first exploratory meeting with a potential client.

Guatemala finds niche in Europe

Big growth in berry and asparagus production

GUATEMALA is an acknowledged producer of many types of fresh produce. The country's comprehensive product range includes mangoes and melons from its tropical regions and vegetables from its more temperate growing areas. However, over the past few years certain other products have become very important to the export sector. Eurofruit Magazine charts the expansion of non-traditional exports to Europe and takes a closer look at some of the newer products Guatemala has to offer.

Guatemala's worldwide exports of non-traditional products rose by one per cent last year, according to the exporters' association Gexpront Growth in Europe was more considerable with an average increase of 10 per cent in all of the country's main markets Guatemala's most important European market is Germany, but significant tonnages are also sent to Italy, the Netherlands and the UK Gexpront says that Guatemalan products have been well received in Europe due to an increasing emphasis on quality control and improved production techniques. "It is encouraging that we no longer depend exclusively on the United States", commented Gexpront's Jandira Elías



Berry production in Guatemala is expanding rapidly

Asparagus

Asparagus production has increased dramatically over the past few years In 1986, for example, Guatemala exported a mere seven tonnes of asparagus but in 1990 this figure had risen to 148 tonnes In just five years asparagus production has grown by nearly 2,000 per cent The product is grown at low altitudes in different parts of the country including the Salamá valley in north-west Guatemala and the plains of southern Chimaltenango

Modern methods of pruning and fertilization mean that it is now possible to control the growing season to avoid direct competition with US producers on the export market The USA continues to be Guatemala's most important market but an increasing number of companies are looking to establish closer trading links with Europe Guatemala avoids excessive duties on entry to the EU as a member of the general system of preferential tariffs But exporters are worried that this significant trading advantage may be lost when the system is dismantled at the end of the year

The USA is one of the world's largest producers of asparagus but Guatemala does not begin exports until October when 90 per cent of the US crop has been sold Exports continue until the following February when US production comes on line once again

Berries

The cultivation of strawberries, blackberries and raspberries is also important to operators in the Guatemalan fresh produce sector In the last couple of years there has been considerable interest in blackberries and raspberries which, for reasons of quality and presentation, continue to hold well in both the US and European markets Production is geared largely towards the export market and producers claim that improved quality means that good returns can now be guaranteed

One example of the rapid growth currently taking place in the Guatemalan export sector is the raspberry Small scale exports began in 1988 and sales have increased by 3,000 per cent in the space of five years. Even though tonnages remain small exporters are looking to consolidate their position and invest in the future of their industry

The increase in blackberry sales is even more impressive In 1988 Guatemala exported just 14 tonnes of blackberries but by 1992 this figure had risen to 7,488 tonnes Berry production in Guatemala is concentrated on the high plains of Sacatepequez, Chimaltenango and Guatemala provinces The export season runs from October to June. As with asparagus, the bulk of Guatemalan berry production is destined for the US market but demand in Europe is rising The UK is the largest European importor of Guatemalan berries although a large proportion of these volumes are sent for re-export to other parts of the EU ■

Europe sees potential for pitahaya

Nicaragua promotes red variety

LAST year saw the start of a special promotion to increase sales of red pitahaya from Nicaragua in Europe. This season the campaign, jointly funded by the EU and the Nicaraguan Institute for Agrarian Reform, will continue and exporters are keen to consolidate Nicaragua's position as the world's second largest producer of this small tropical fruit.

Yellow pitahaya has been available throughout Europe for at least 10 years now and many leading fruit companies regularly source limited volumes from Colombia. Red varieties, on the other hand are still something of a novelty with consumers and production is less widespread "Colombia leads the world in the supply of red pitahaya but production is expanding rapidly in Nicaragua as more and more shoppers are made aware of the appeal of this delicious fruit", EU consultant Jacques Hesen told Eurofruit Magazine "Lesser tonnages are also produced in Mexico, Honduras, Belize and Vietnam There is also speculation that Israel may be experimenting with tunnel production in the Negev Desert"

There are currently four types of pitahaya being produced on a commercial basis but industry sources say they expect major developments in varietal output in the near future Nicaragua produces a red pitahaya with "fluorescent" flesh the rind of which, like that of all pitahayas, is covered in "scales" or bracts which can vary in size, shape, number and colour Guatemala also produces this type of pitahaya but this year Nicaragua is introducing a new yellow variety which is much sweeter Mexico and Vietnam produce a red variety which has white flesh while growers in Colombia are concentrating on a yellow pitahaya with almost colourless flesh Small black seeds, similar to those found in kiwifruit, are common to all types of pitahaya

Production of pitahaya is still in its infancy but growers in Nicaragua feel that there is much room for improvement with regard to cultivation techniques The pitahaya season runs from May to October but better irrigation could help to extend the season and improve marketing and export opportunities open to producers Growers in Nicaragua say that

Nicaragua wants to increase sales of red pitahaya in Europe

the high retail cost of the pitahaya is justifiable given the expense of planting and managing even a small plantation.

Acquiring planting material and trellises can push up the cost of cultivation to around US$10,000 per hectare but the pitahaya is a hardy plant which seems to prosper in a wide range of environments Although the fruit belongs to the cactus family it thrives in climates with at least six months rainfall of between 800mm and 1,000mm a year. In Colombia pitahaya is grown at altitudes of up to 1,500m but red varieties can flourish at a height of between 300m and 500m or even at sea level Pitahaya can be produced in rich volcanic soils or in areas where the soil is poor and stony like Yucatan in Mexico

Planting takes place at the beginning of the rainy season and the crop requires the usual maintenance of weed control, pruning and plant support

There have been few reported problems with disease or pest and subsequantly the use of agrochemicals has been kept to a minimum The first flowers appear with the onset of the rains and development from flower to ripe fruit takes around 40 days Production commences one year after planting at a rate of 3-4 fruits per plant A normal crop density is 1,000 to 1,200 plants per hectare and production can rise to 60 fruits per plant after five years. A well maintained plantation will produce fruit for up to 20 years

Production is mainly geared towards the fresh market but Nicaragua also supplies the juicing industry The pitahaya's exotic appearance and well defined shape and colour make it very popular in fruit arrangements and its increasing popularity has even prompted some people in the exotics trade to label it the "Latin kiwifruit".

It is also claimed that the pitahaya has certain medicinal properties which are good for those with diabetes or endocrinic problems In Nicaragua the fruit is being promoted as a source of natural coulourants

In Europe red pitahaya is available through several leading importers although Nicaragua distributes almost exclusively through the Netherlands

Presentation is in boxes of around 3 3kg containing between nine and 12 fruits and pitahaya shows good shelf-life when stored at between 10°C and 12°C Major European importers are predicting that the fruit has a good marketing future and growers in Nicaragua hope that their version of the "Latin kiwifruit" will soon be a regular addition to the European shopping basket ■

Colombia consolidates market position in exotics

Major importers see growth for physalis and pitahaya

SOME OF Europe's leading importers of exotic fruit and vegetables are witnessing increases in demand for a particular range of products produced in Colombia.

"During the first six months of this year we have enjoyed above average growth in excess of 15 per cent in demand for Colombian exotics against the same period last year", said Marc de Naeyer of FTK Holland BV "This growth is solely in exotics Physalis and pitahaya are doing extremely well"

Market expansion

The growth surge for these two products turns on its head the belief that market expansion had run its course for relatively high priced and exclusive exotic fruits FTK Holland has seen growth in demand for other products like grenadilla, maracujá and tamarillo, but these have been at a slower rate "They are unlikely to become large commodity-type items", said Mr de Naeyer

Opportunities

Bud Holland director Paul van Pelt agrees "I think growth is possible for physalis and pitahaya", he told Eurofruit Magazine British fresh fruit and vegetable importer Frumar also believes there are good opportunities for physalis "In volume terms it will be our most successful exotic imported from Colombia", commented Simon Smith of the London-based company Frumar is supplied by Tropical Crop SA in Colombia

Colombia has been able to command a share of the new growth in demand for these so-called "super-exotics" because of its ability to supply fruit 12 months of the year "It is one of Colombia's greatest strengths", said Mr van Pelt

"Many other origins are eager to compete with Colombia on these lines of exotics but we have yet to encounter an origin that can rival it for quality", said Mr de Naeyer. FTK Holland works exclusively with Colombian Exports, which markets fruit under the "Pepita" label

Ongoing development

Melons, mangoes and pineapples have all been imported into Europe on a programme of trial shipments in recent years as part of an ongoing development in Colombia of exports of more traditional fresh fruit and vegetables

But FTK Holland believes the availability of the same products from other sources at the same time of the year leaves little scope for growth in future "We retain our focus on the strength of Colombian exotics", explained Mr de Naeyer ■

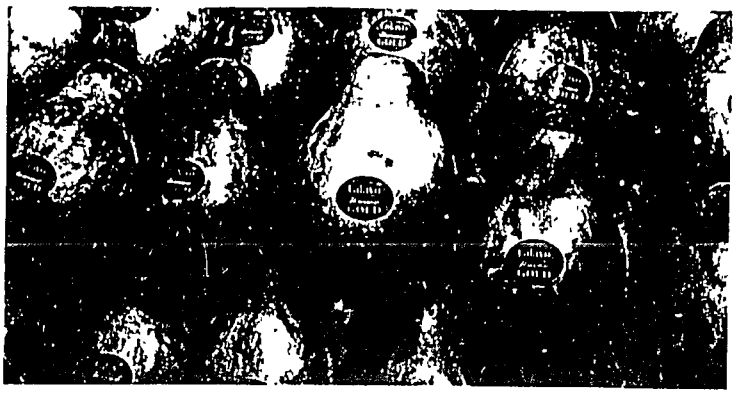
More demand for Hawaiian papayas

Mangoes may follow from largest avocado marketer in California

CALIFORNIA'S biggest marketer of avocados has found a growing demand for Hawaiian papayas in Europe.

Calavo Growers, traditionally a marketer of Californian avocados, distributes over 1m 10lb-cartons of the Kapoho Solo papaya annually, mostly within North America "Our unique variety of papaya has been building a steady business in Germany and Switzerland with several air shipments per week," international and diversified fresh products manager Jeff Long told Eurofruit Magazine "The Kapoho Solo variety is only grown commercially on the "Big Island" of Hawaii, where it has been adapted to the virgin volcanic soil conditions." The papaya is noted for its golden yellow colour when ripe

Calavo was not able to exploit the problems in other avocado producing areas last year, even though other Californian producers performed very well in Europe "We exported very few avocados to Europe last season as we did not have the preferred 4kg carton We expect to be able to provide such a carton in the future," said Mr Long



Calavo sells more than 1m boxes of papayas every year

Calavo, celebrating its 70th anniversary this year, is also moving into mango distribution from Mexico and South America. "The main varieties are Haden, Tommy Atkins, Kent and Keitt. We feel mangoes are a natural complement to our well established avocado and papaya business and we anticipate our mangoes will also find their way on to European markets," said Mr Long. ■

Puerto Ricans profit from consistent volumes

Supplier consolidates exports through major importers

PUERTO RICAN mango exporters are carving out new marketing opportunities in Europe because they are able to supply consistently large volumes of high quality fruit over long periods of the year.

"It is of great benefit that we can source in volume a selected range of mangoes from a single origin for a large part of the year", Atlanta AG import manager Klaus Pape told Eurofruit Magazine

Atlanta AG, along with other large European importers like Hagé International in the Netherlands and Geest Tropical Produce in the UK, is expected to source large volumes of mangoes from Fruits International, a senior mango producer in Puerto Rico The company, which operates two large mango farms on the Caribbean island, is preparing to export some 1 1m cartons of mangoes this season to Europe and the USA. It plans to supply Europe with some 180 containers of a range of high quality Pango Mango-branded mangoes from May through to September First arrivals were due into Rotterdam in the last week in April

Puerto Rican mango exporters have been helped on by the sharp rise in mango imports into the European Union in recent years Total mango volumes imported into Germany have almost doubled to 9,000 tonnes in the last four years, Mr Pape said

Mango exports to Europe from the USA have prospered against a downturn in shipments from Brazil, Mexico and other established producing countries Puerto Rico is also only nine to 11 sailing days from Europe, almost a week shorter than most other major Latin American producing areas

Meanwhile, the Bremen-based fruit importer is planning to make its first-ever direct container deliveries to some of its major supermarket customers in Germany

"We are able to do this because we can obtain regular supplies of consistently high quality fruit", Mr Pape told Eurofruit Magazine. Keitt and Kent, which are available in the largest volumes, are expected to account for most of the fruit scheduled to arrive direct Fruits International is also planning to export Tommy Atkins, Haden and other smaller varieties like Parvin

Meanwhile, Atlanta is planning to test market a small but significant volume of mangoes in IFCO containers this season. It is the first time the returnable packaging system developed on behalf of leading German food retailers has been used for mangoes.

Atlanta is testing exotic fruit shipments in IFCO containers

IFCO has already been employed widely on fresh fruit and vegetable shipments within Europe Its developers says it is now used on as many as six million trips every month, mostly inside the European Union

However, it has been trialled increasingly in major fruit exporting countries like Israel, Chile, Argentina and Morocco, where small shipments of citrus and other fresh fruit and vegetables have been made with positive results. For example, Atlanta's major Moroccan suppliers shipped approximately 30,000 units of tomatoes in IFCO containers this season against total imports from Morocco of more than 1.0m units. ■

German mango market soars over last three years

Fruchthansa handling over three times as many mangoes

OVER the last three years the mango has rapidly become popular in Germany and the market is still expanding, according to Fruchthansa GmbH of Cologne.

"The rate of growth has been particularly strong in recent years," J-P Beltrami told Eurofruit Magazine. "Three years ago it was only about 30 per cent of current volumes."

The company sources almost all year round from South Africa, Ivory Coast, Puerto Rico, Brazil, Peru and Mexico. More mangoes will be sourced from non-traditional producers, like Ecuador and Costa Rica. Varieties handled by Fruchthansa include Tommy Atkins, Kent, Haden, Zill, Amelie, Gouverneur and Keitt.

Mr Beltrami attributes the mango's increased popularity to a steadily increasing supply, more consistent quality, slightly decreasing prices and promotional activities.

Fruchthansa undertakes promotional weeks and months with food retailers, publishing consumer information brochures and recipes or using in-store sampling. "That is also a good opportunity to get opinions about the product direct from consumers," said Mr Beltrami.

Indian mangoes for Frumar

Non-traditional sources to be developed in the near future

Some of India's 1,000 mango varieties on display

WHILE India is being developed as a source of mangoes for the British market, importer Frumar Ltd also hopes to add fruit from other non-traditional sources in the near future

"Frumar will be marketing mangoes from most of the traditional sources this year, including Venezuela, Costa Rica, Brazil, Puerto Rico, Peru, Honduras and Mexico," senior marketing manager Simon Smith told Eurofruit Magazine. "But we are working on new sources and varieties for Frumar that we hope to develop in future seasons "

In addition to the main line mango varieties Tommy Atkins, Haden and the so far less popular Keitt, Frumar will be importing several Indian varieties including the well known Alphonso "The Alphonso is a smaller fruit, 250g to 300g, but it is regarded by many as the best eating mango anywhere around the world," said Mr Smith The majority will be airfreighted this season, and therefore being more expensive, it is unlikely to be replacing seafreighted Mexican mangoes as a supermarket main line "However, we will be conducting trials with seafreight with a view to reducing costs in the future," Mr Smith added

Greater consumer education and a more attractive price are two factors singled out by Mr Smith which should encourage mango consumption in the UK

"Increasing consumer awareness of mangoes via media publications and promotional activity within the retail sector will obviously aid sales in the long term," he said "For example, consumers need to learn that Keitt mangoes remain green when ripe, which one supermarket is trying to demonstrate by using labels with a green background, while using a red background for Tommy Atkins "

The increasing volume of seafreighted mangoes should help prices, as will an increase in production and advances in storage technology to ensure good quality arrivals "Controlled atmosphere storage of mangoes during sea freight is far more common nowadays, so the likelihood of successful arrivals has increased," Mr Smith explained.

One of the most important factors for the repeat purchase of mangoes for consumers is the supply of a consistent state of maturity, Mr Smith believes. "We need to make sure that the consumer can purchase the fruit in the knowledge that the fruit will mature correctly and be ready to eat within a certain number of days," he said ■

Solid growth in mango consumption

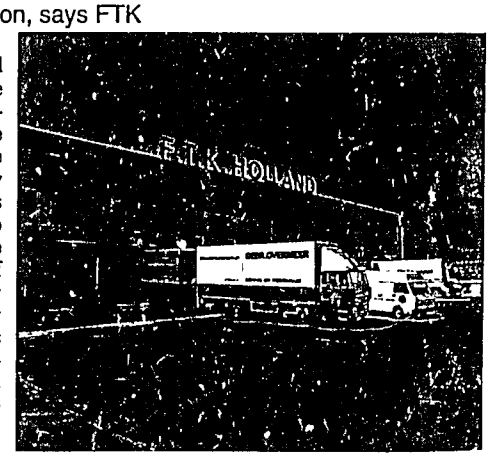
High awareness in Europe gives hope for further expansion, says FTK

MANGO consumption in the Netherlands and all over Europe is growing quickly and the fruit is fast becoming one of Dutch importer FTK Holland's main lines. "FTK imported in excess of 3,000 tonnes in 1993 and we anticipate further solid growth in 1994," Marc De Naeyer of the company told Eurofruit Magazine.

FTK imports from all over the world for distribution throughout Europe. A recent survey in the Netherlands backs up Mr De Naeyer's optimism about further growth in consumption. PGF, the Dutch Commodity Board for Fruit and Vegetables found that 83 per cent of the population in the Netherlands knows what a mango is and at one time or another has eaten mango Only 26 per cent is buying them on a regular basis, but still managed to consume approximately 6,000 tonnes in 1992

"It is obvious that there is still plenty of room for growth," said Mr De Naeyer "In addition, many southern European countries are buying increasing volumes of this tropical delicacy."

Mr De Naeyer reported that consumers are becoming more discerning about quality as the mango becomes more popular. "Increasingly only top quality counts and those producers who cannot comply with the market needs, in terms of varieties, colour, maturity and flavour, will rapidly lose market share. As new and better transportation techniques become available, in the form of faster transport and more affordable CA systems, the overall condition of mangoes will benefit," he said, singling out producers in Honduras and Peru as examples of how to produce and ship a high quality mango



Room for growth in European mango consumption

As a result of working with its suppliers to present its customers with consistently high quality mangoes, FTK undertakes in-store promotions and maintains a presence at trade fairs in an effort to communicate directly with consumers. "Mangoes are now available practically all year round, but if we focus and listen even more closely to the needs of our markets, as well as direct more energy into "educating" the consumer, we will continue to see above average growth in Europe for several years to come," said Mr De Naeyer. ■

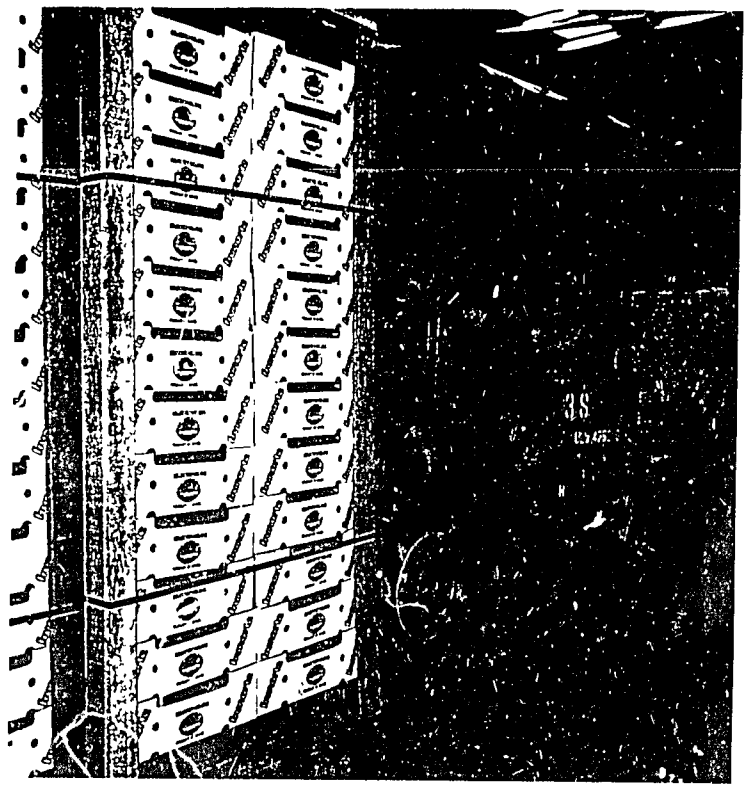
Brazilian producer expands mango production

Frunorte expects exports to top 1m boxes in 1996

BRAZIL'S second largest fruit exporter is seeking to establish itself as one of Europe's most important suppliers of mangoes. Frunorte, better known in the European fresh produce sector as a producer of melons, has extended the season and increased production. The company, based in north-east Brazil, now hopes for a rise in European consumption.

Only Mexico produces more mangoes than Brazil. Last year Brazil produced 25m boxes and the north-east, with its hot, dry climate and low humidity made a sizeable contribution to this overall figure Most of the mango volumes produced in north-east Brazil are for the export market, indeed, the region sends 80 per cent of its entire mango crop to major EU markets like Germany, France and the UK

Frunorte has decided to concentrate its efforts on the UK. This year the company will supply UK-based Red Rose International with nearly 200,000 boxes of mangoes from its farms on the banks of the River Assú. The season starts in September and continues until the following January. The very latest irrigation techniques and harvest management have meant that production has Increased each year since the company was formed in 1986



Melon producer Frunorte is expanding into mangoes

Frunorte will have 286 hectares under mangoes by 1996. Over the next three years production is expected to increase five-fold, which means that output will soon top 1m boxes. Frunorte says that 60 per cent of its mango crop will be sent for export. Next year the season will be even longer, running for nearly 10 months from April 1995 until January 1996 Production for next year is estimated at just under 0.5m boxes

Frunorte's main variety is Tommy Atkins which it produces on its farms at Martins, Baviera and Arraial Nearly all of the land under mangoes is given over to the production of this variety apart from 10 hectares on the Martins plantation currently producing Van Dyke, Sensation, Haden and Keitt Production is based on new orchards, all of which have been planted within the last five years

The largest farm, Arraial, is expected to produce 3,320 tonnes of mangoes in 1996. Van Dyke production at the Martins farm will reach 163 tonnes in 1996 but the bulk of the 5,389 tonnes produced that year will be Tommy Atkins. Experimental plantings of Sensation, Haden and Keitt are not yet produced in sufficient volumes for the export market

Frunorte estimates that marketed tonnages will be 20 per cent lower than gross production levels. This means that in 1996 the company will actually market 4,312 tonnes of mangoes

Last year Frunorte established the ISO-9000 quality control programme It also invests in research and technological development and collaborates on agricultural programmes with some of the country's leading universities and experimental centres Installations include 800m² of cold-storage which cost US$7m

Irrigation is essential in a climate like that of north-east Brazil In order to meet its irrigation needs Frunorte set up a subsidiary company which is capable of producing 10,000 metres of polyethylene tubes on a daily basis. Frunorte has over six kilometres of open irrigation throughout its farms.

The eco-system of north-east Brazil is extremely fragile USDA has certified as to the absence of the fruit fly which means that heavy pesticides can be avoided. Frunorte practices crop rotation and the use of integrated pest management. This system was used on melons and extended to mangoes for the first time this year after initial tests revealed that it kept fruit free of toxic residues and helped lower the costs of production

This year the producers of north-east Brazil are set to harvest 35,000 tonnes of mangoes. Mango consumption in Europe is rising, European importers and consumers have reacted favourably to this fruit ■

Israeli mango exports to boom

Over 4,000 tonnes due in Europe this season

ISRAEL is expecting that production of mangoes will grow by 60 per cent in the next few years thanks to large increase in new plantings from current levels of 1,800 hectares.

Agrexco is preparing to export approximately 4,500 tonnes of mangoes from a total crop of 15,000 tonnes this year between mid-July to September.

"Israeli mangoes are gaining prominence in our export basket"says Mrs Orna Inbar, head of the marketing mangoes at Agrexco

Production of mangoes underwent many problems in Israel during the 1970s, although there was a gradual growth in volume thanks to the expansion of new plantations Israel found suitable varieties for export and developed market niches in Europe and, for the first time this year, in the Far East as well.

Sixty per cent more mangoes due in the near future

The ecological conditions of mango growing in Israel are totally different from those prevailing in tropical or semi-tropical climates, where most of the mangoes in the world are produced

A striking example is already successful mango production in the Arava, a desert-like region in the southern part of Israel with little rainfall and year-round sunlight. "Lily, a new early ripening variety, is in great demand in the European markets," said Mrs Inbar. The success of the Lily exports last season means that Agrexco is set to increase export quantities of this variety during 1994.

Half of the mango plantations in Israel are located in the hot basin of the Sea of Galilee, at altitudes of between 600 feet below and 50 feet above sea level The remaining plantations are in the coastal plain, where mangoes ripen three weeks later than in the Sea of Galilee region

The three main mango varieties exported from Israel are Tommy Atkins, Kent and Keitt, which comprise 75 per cent of the total planted orchards Other varieties include Maya, a local selection enjoying success on the local market, and Haden, production of which is reducing because yields fluctuated

Mrs Inbar said that the main marketing efforts in Europe are through the big supermarket chains. Main markets include the UK, with anticipated sales of between 800 and 1,000 tonnes against over 500 tonnes last season Germany, France, Spain, Portugal and Benelux are also due to receive mangoes this season, while Agrexco is also developing the markets in Greece and Italy

Marketing Israeli mangoes this season in Europe will be accompanied by appropriate promotional campaigns, to be carried out in cooperation with the major supermarkets.

"For the first time this season, Agrexco is developing the market for the Israeli mangoes in the Far East, mainly in Singapore and in Hong Kong", Mrs Inbar said. ■

Production and export of mangoes from Israel

(in tonnes)

Year	Production	Export
1985	3300	970
1986	3500	830
1987	4500	1050
1988	4600	500
1989	7800	1370
1990	7600	1350
1991	12000	2800
1992*	9400	2600
1993	13000	3300
1994**	15000	4500

Source. Ministry of Agriculture, Tel Aviv, April 1994

* frost damage ** estimate

Frosts cut Spanish avocado and mango crop

Lower exports force change on sector

LAST YEAR'S severe frosts which affected much of Southern Spain have lead to a 50 per cent drop in production for many subtropical producers. Subtropical farming in the Iberian Peninsula is centred on the Malaga and Granada regions of Southern Spain where climatic conditions favour the production of fruits like mangoes and avocados. The region is a main point of supply for European markets.

Volumes fell by as much as 50 per cent last year and growers qualified the crop as "poor". The frosts have meant that this year's exports will be almost half those of 1993, at around 20m to 25m kilogrammes of avocados and 0.6m to 0.7m kilogrammes of mangoes

José Portoles of the SAT Trops growers and exporters association explained that attempts are now underway to unify the various cooperatives in the area in order to rationalise production. The SAT (Sociedad Agraria de Tranformación) to which Mr Portoles belongs is one of the largest of its kind in the area in terms of volume and variety and markets fruit under the "Trops" brand name for 220 individual farmers and co-operatives

SAT Trops sends considerable avocado volumes to France and the UK. Holland, Germany and Denmark are also important avocado markets. Outside the EU, the organisation deals with Switzerland and Austria and, to a lesser extent, the Scandinavian countries Mangoes fetch better prices on the domestic market due largely to cheaper handling and transport costs even though consumption has remained static for some years.

The organisation is currently marketing several new American avocado varieties SAT Trops has just set up a nursery with US company Brokaw to sell young avocado trees bearing Gwen, Whitsell and Esther to associate cooperatives and the general public.

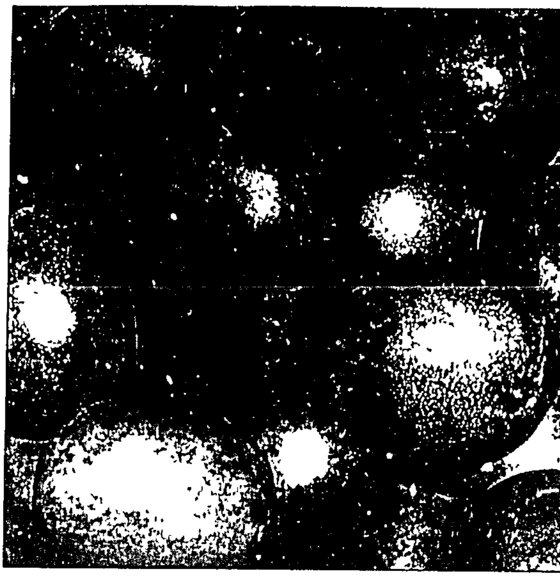
The new American avocado varieties, however, are more popular in certain markets than in others Neither SAT Trops nor its customers, for example, supply these varieties to the French market since consumers in France appear to prefer Hass Gwen, on the other hand, is particularly successful in the UK, Germany and Switzerland Preference of size, like variety, varies from country to country. In Spain consumers opt for Hass in larger sizes of 10, 12 and 14, while Gwen sells in smaller sizes of 14, 16 and 18 in the UK.

New marketing initiatives are in the pipeline to organise the production sector in order to attain higher levels of quality and to ensure the adoption of professional marketing techniques Mr Portoles said that the main problem facing Spanish avocado growers is that marketing is too fragmented He also added that a more cohesive marketing policy would "protect growers from the damage of independent speculators who do not uphold the interests of investments in production, which have been made with a view to profit in the future".

Additionally Spanish producers are now having to deal with increasing volumes of imported avocados from South Africa, Israel and Mexico Mr Portoles believes imported volumes do not match the freshness of Spanish produce given the distances involved and the time it takes to reach European markets. "The advantage with Spanish produce is its privileged position to the European market. The products are easily distributed and arrive in better condition than produce from Africa and America", he said

In addition to mangoes and avocados SAT Trops produces lesser volumes of other tropical fruits such as starfruit, lychee, macadamia nuts, cherimoya, lime and kumquats which are marketed all over Europe

Over the last 10 years important improvements have been made in packaging which is now stronger, better presented and can be fully recycled, said Mr Portoles ■



Spanish mangoes are easily distributed to the European market

UK importer calls for generic mango promotion

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[illegible] some sort of generic campaign to promote the mango to British consumers. "Many British consumers know very little about mangoes, they do not know how to serve them and often think that green varieties are unripe," he added.

Gambia becomes source for market-led mangoes

Radville Farms keen to push mangoes

A GAMBIAN producer has planted one of the largest single plantations of mangoes in Africa.

Radville Farms, a subsidiary of UK-based importer Wealmoor, has 400 hectares under cultivation including 11,000 mango trees between four and seven years of age. Each tree produces 75 to 90 kilogrammes of mangoes per season which are sold in boxes of four kilogrammes to supermarkets in the UK and other parts of Europe

Wealmoor's Rati Dhanani told Eurofruit Magazine that Radville Farms concentrates on Haden, Tommy Atkins and Kent and expects to market 250,000 boxes of mangoes this year Haden accounts for 60 per cent of production while the remaining 40 per cent is split equally between the other two varieties

Mr Dhanani said that this year 50 per cent of exports will be sent to major British supermarkets Remaining volumes will be marketed in Germany, France, Holland and Belgium Some varieties sell better in certain countries than in others according to market preferences: consumers in the UK, for example, prefer Haden while Kent sells better in France. Dutch, Belgian and German consumers are happy to buy all three varieties

Preference of size can also vary from country to country in Belgium consumers prefer to buy larger sizes like 8 and 10 but in Holland smaller sizes of 12, 14 and 16 are more popular The UK is perhaps the most flexible market as concerns size because British consumers will buy mangoes ranging from size 7 through to 14

Though mango consumption looks set to rise throughout Europe Mr Dhanani is keen to promote the product in supermarkets He believes that European consumers must be made aware of the quality of Gambian mangoes so that they will choose them rather than those of other African and Asian producers. "Trial tastings should be offered in supermarkets so that customers will come to appreciate the superior quality of Gambian mangoes", he said

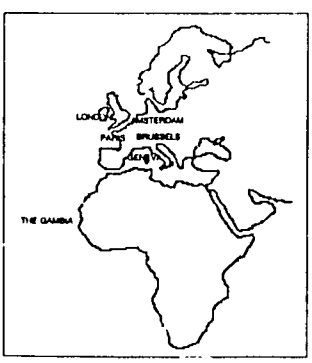
Just as consumption is expected to rise over the next few years, so too is production. In response to this Wealmoor is busy sourcing new markets like those in Scandinavian countries. Outside Europe the Middle East is also an important mango market, Mr Dhanani said prices in the Middle East are often better than those obtained in Europe. Of course transportation can be difficult when exporting to the Middle East, but all mangoes produced in the Gambia are air-flown or shipped in reefer container.

All mango plantations are served by a resident tree agronomist and the minimum amount of pesticides is used. Access to the US market is still extremely difficult, however, because of the demand for hot water treatment. Mr Dhanani said that Radville Farms would continue to apply the very latest in pre and post-harvest management to guarantee the quality of Gambian mangoes.

The National Investment Board of the Gambia will be visiting Belgium, the Netherlands and the UK from May 2 to May 20 to promote all types of Gambian fresh produce. ■

HORTICULTURE **THE GAMBIA** *AN OPPORTUNITY TO INVEST*

Leading landowners in The Gambia seek partners for fruit and vegetable production and export to major European markets



Competitive advantage lies in:

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- government tax and investment incentives

The farms are ideally located within 20 minutes of Banjul airport Soils suitable for fruit and vegetable production and abundant good quality ground-water.

Sample list of products and seasons

produce	J	F	M	A	M	J	J	A	S	O	N	D
Asparagus												
Green Beans												
Mango												
Melon-Galia												
Papaya												
Sweet corn												

.. and many more products

For further information contact:

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Tel (44) 844 261447 Fax (44) 844 261708

Mr S Wade, FAPE Office
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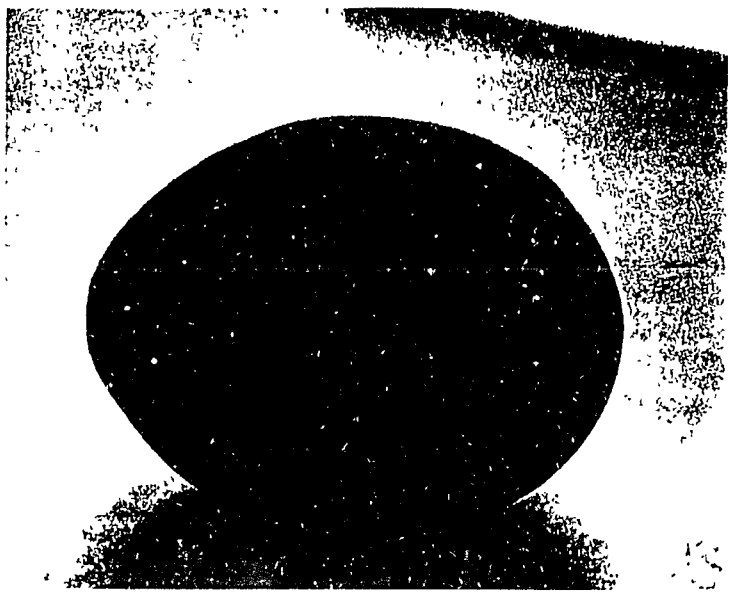
Spain increases mango production

Tropical fruit offers hope to Spanish farmers

SPAIN'S EASTERN sea-board is acclaimed as one of Europe's primary centres of agricultural production. The gentle Mediterranean climate creates the ideal growing conditions for the many types of citrus which can be found on supermarket shelves throughout Europe. Rather less well-known among the consumers of the European Union, however, are the vast tracts of land in Andalusia given over to the cultivation of certain exotics , like mangoes, and established tropical fruits like avocados.

The Andalusian micro-climate favours the full range of exotic and tropical fruits. Some, like avocados and cherimoyas, relatively common on European markets and others, like kumquats, papayas and mangoes still very much in the initial stages of production and development It is conceivable, and indeed probable, that Spanish producers of exotic and tropical fruit will soon create their own niche on many European markets



Spain is producing red and yellow-skinned varieties

There are presently 8,000 hectares successfully given over to the production of avocados on and around the coast of the Málaga and Granada provinces in southern Spain These areas produce an average 40,000 tonnes per year, with industry sources predicting considerable increases in the near future. Mango production, on the other hand, is still very much in its experimental stages but is expected to increase rapidly over the next five years Over the last decade mango production has spread over some 500 hectares and is one of the most rapidly expanding sectors in the Spanish fresh produce sector

The removal of phytosanitary barriers which protected Spain from uncontrolled third country imports has meant that volumes from outside the EU now have open access to the Spanish market Spanish mango production must now compete on the domestic market with considerable tonnages from established producers such as Israel, Brazil, Costa Rica and South Africa. Israel in particular will be a tough competitor for Spanish mango and avocado producers on both the domestic and Eurpoean markets given the close proximity of Spanish and Israeli production calenders

But competition has not been all bad Spanish producers have responded positively, taking heed of preferred varieties and adjusting their production accordingly. The Spanish mango sector has been encouraged to ensure that its plantings are adequately grafted and to offer the consumer a wider choice of mango varieties. At the moment Spain is offering European consumers favoured red or yellow-skinned varieties like Tommy Atkins, Irwin, and Osteen Kent and Keitt are also popular to a lesser extent.

Spanish consumers have welcomed the liberalization of the market and the improved choice that has accompanied it Mangoes and lychees have been particularly well received. The sweet-tasting starfruit is also a firm favourite with the Spanish. Small-scale starfruit production is also underway in Spain and small tonnages have already been marketed in

Brazilian exporter to concentrate on US market

Curaça Agricola e Exportação increases mango production

ONE MAJOR Brazilian exporter of mangoes says it will not be doing business with the European Union this year. Recife-based producer Curaça Agricola e Exportação Ltda will be concentrating on the US and other world markets because it says they offer better business opportunities.

Despite increasing demand in Europe for mangoes and other tropical fruits the company stopped supplying EU markets in 1992. This year Curaça Agricola e Exportação expects exports of 4,000 tonnes , the vast majority of which will be consumed on the US and other South American markets. Last year the company marketed some 2,600 tonnes of mangoes to its customers world-wide.

Last year's harvest was good with sizes ranging from 6 to 14 and the company is experimenting with newer varieties such as Kent and Van Dyke. New plantings are expected to increase production within four years .

Spain exports more asparagus

Sales of white asparagus outstrip those of green

SPAIN is the EU's largest supplier of fresh asparagus. Though production has fallen considerably over the last two years, export levels have reached an all-time high with sales of white asparagus three times higher than those of green varieties.

Export growth is essential to the survival of the Spanish asparagus sector since the domestic market for fresh asparagus is very small Large consignments of fresh asparagus are frequently despatched to the markets of Northern Europe but Spanish consumers prefer the tinned variety.

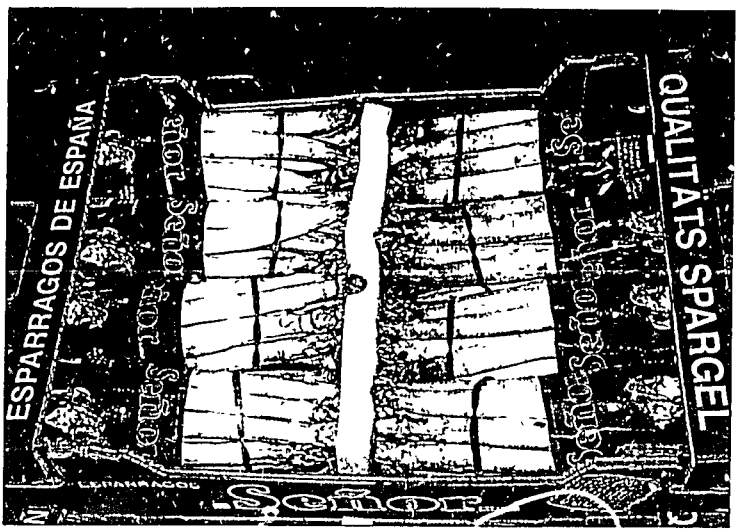
Luis Marin, Director of the Asociafruit association of producers and exporters which represents over 80 per cent of all Spanish asparagus exporters, told Eurofruit Magazine that of the 87,000 tonnes of asparagus produced in Spain last year 11,700 tonnes were sent to Germany. In addition some 7,030 tonnes went to the French market with lesser tonnages sent to Italy, Switzerland, Belgium and the UK. Perhaps the most important market development in recent years has been the increase in exports to France which have grown from 11 per cent in 1987 to 27 per cent in 1993

Mr Marin also told Eurofruit Magazine that growers and exporters, are presently involved in several promotional campaigns to boost consumption in Germany.

Though exports of both white and green asparagus have shown a rise on last year more than three-quarters of these sales relate to white asparagus. Though Mr Marin thinks that this season's results will be "more than adequate when compared with previous years", he has expressed doubts about the size of this year's crop because of the prolonged drought in southern Spain.

The drought-stricken regions of Andalusia and Extremadura in Spain's extreme south are the country's most important areas of cultivation with 12,290 hectares given over to the production of asparagus. Other important areas include Navarra-La Rioja in the north where 6,800 hectares are given over to asparagus production. The majority of Spain's green asparagus stocks come from around the Granada region while in Extremadura production centres on white asparagus

Spanish producers and exporters are in regular contact with companies and growers' organisations from other EU producers such as France and Greece. Greece is also a major competitor given the lower production costs it continues to command.■



Domestic demand for asparagus is small

India looks for a place in the sun

Concern as grape exports set for great leap forward

SENIOR British fruit importers are becoming increasingly concerned that substantially larger exports of seedless table grapes expected from India this season are likely to bring a sharp drop in returns to growers and dent the continent's reputation as an emerging supplier of grapes to Western Europe.

"It is very worrying", commented one established London-based importer of grapes from India. "If we are not careful, we could see a repeat of what has happened in the grape export sector in Greece in recent years". Returns to Greek grape producers fell heavily last year as a result of a sharp increase in competition between over 40 large and small exporters. Five years ago there were less than a dozen established suppliers of table grapes to the UK operating in Greece

Major supermarkets in the UK have shown very strong interest for Thompson Seedless grapes produced in India since exports to Britain were first pioneered four years ago The UK, Europe's largest single importer of seedless grapes, has seen consumption of table grapes more than double in the last 10 years. Grapes now rank fourth after apples, bananas and oranges as the fruit British consumers most like to eat

India, where production for export is still in its infancy, is a particularly attractive source because its Thompson Seedless fills a lucrative market window between the end of the Southern Hemisphere season and the arrival of the first table grapes from the Mediterranean basin Kismis Chorni, India's Russian black seedless cultivar, has proven more of a problem to export successfully, with poor turnout on trial shipments over the last two seasons

The small volumes of export quality Thompson Seedless marketed by a handful of UK fruit importers in the last two seasons have been generally well-received. Indian exporters have been buoyed up by very strong interest thanks to relatively short crops in both Chile and South Africa as well as continuing difficulties in Australia, an established seedless grape source for the UK which has had weather problems in recent years

With both major Southern Hemisphere grape producers showing larger, longer crops this season and more encouraging reports from

UK supermarkets have shown strong interest for Indian grapes, importers say

Australia, India seems set to face the full blast of competition for really the very first time. Price pressure should be much heavier as a result And, after two trial years when the sometimes indifferent quality of export trials has been overlooked, Indian grapes are going to face much more intense scrutiny, importers say

Since last summer grape producers in the fruit growing state of Maharastra have been deluged with enquiries by a host of UK fruit importers keen to cash in on the perceived export potential Large numbers of smaller growers have also come forward offering grapes for export Unofficial reports are pointing to a ten-fold increase in exports of grapes to the UK from India this season Sources say that the major reefer container operators have already taken orders for close on 600 units against total exports of less than 100 containers last season

Established importers are urging producers to export only the best quality product available "If they don't then the industry risks ruining its reputation before it has really started", Simon Allfrey of Mack Fruit told Eurofruit Magazine

The fruit sourcing division of the UK-based importer and specialist supermarket supplier Mack Multiples is one of four British importers now sourcing increasing volumes of grapes from established suppliers in and around Nasik, the town north-east of state capital Bombay where India's grape export industry is centred. Like Mack, Frumar Ltd, part of the World Fresh Organization, has imported since it first became involved in Indian grapes from the Kalyani Agro Corporation, one of India's largest companies, which set up an agro division several years ago and now runs other programmes alongside. Meanwhile, J.O Sims and Three Ways International have prospered with groupings of large and small independent exporters from the same area

All four UK-based companies are expecting to market substantially larger volumes of grapes from India this year with first arrivals due in the last week of March Cool weather in January has pushed the start of the season back by 10 to 14 days These increases should be accompanied by marked improvements in fruit quality. Major importers have devoted a large among of time and money to help accelerate the learning curve for grape growers who have only been exporting to Europe for two seasons

For example, Mahagrapes, which supplies Van den Brink partner company Three Ways International, has employed on secondment a grape

technologist from Chile who has advised on correct orchard management and growing techniques

Importers have also been working with suppliers to develop new cold storage and packing house facilities as well as refrigerated trucking. "Pressure on the port authorities in the port of Bombay has also paid off", Christopher Sims of J O.Sims Ltd told Eurofruit Magazine "They have agreed to receive containers after the vessel has docked which means that they are loaded much more quickly than before"

Meanwhile, new plantings by some of the larger companies suggest that substantially larger volumes of grapes will come through quickly in the seasons to follow Frumar Ltd's supplier, Kalyani Agro, sees new export oriented plantings as the future for India and together with other suppliers is planting new, larger vineyards across the state

Interestingly, Mack Fruit and at least one other importer have plans to source grapes from Hyderabad, the east coast city, where the wider diversity of plantings and larger production capacity allows growers to push availability through June This expansion of fruit exports has been encouraged by the Indian government Although the authorities in Delhi have yet to remove a 0 5 per cent duty on exports, there has been some financial assistance as well as duty concessions for capital goods imported in connection with the production of goods to be exported It has resulted in the construction of large numbers of new pre-cooling and cold storage facilities in the state which, importers say, will help maintain fruit quality through the shipping season ■

Dutch importer in deal with Indian multi-nationals

Mark Four to increase supply of Indian grapes

IN ONLY its second year as a Dutch-based importc . Mark Four plans to increase substantially supplies to European customers of fresh Thompson Seedless and other grape varieties from India.

The company will receive fruit, including grapes and mangoes, from a group of five suppliers incorporating some of India's leading multi-national companies like Godrej and the ITC Group.

Since these companies will be exporting to Europe for the second consecutive season, it is expected that the quality of this year's fruit will be much improved, said Mark Four Director Vikram Prasad. Mr Prasad also claimed that yields will be higher than last season.

This season Mark Four has targeted to receive arount 80 to 100 containers of Indian grapes.

Mr Prasad said that cold weather had damaged crops in the Nasik region, but explained that Mark Four has suppliers in other parts of India and thus expects a reasonably good performance this season.

Jamaica expects jump in tropical fruit production

Papaya and mango output to leap forward

New corporate investment in Jamaica

TROPICAL fruit growers in Jamaica are increasing production of papayas and mangoes in the expectation of capturing one fifth of the total European market for these two fruits within two years. And much of this new expansion in production on the Caribbean island comes from corporate investors keen to take up the opportunities that are appearing in the export of these non-traditional fruits to the EC.

"Papayas and mangoes are already among the leading tropical fruits consumed in major EC markets", said Diane Edwards, senior trade commissioner at the Jamaica Trade Commission in Brussels "We believe there is still great potential to grow sales" Jamaica's fruit sector is braced for a massive increase in production of a range of mainstream commercial varieties in the next half-decade papaya production is set to climb by 70 per cent as 200 hectares of new farming land is planted with papayas to add to the 350 hectares already in full production, while mango production should jump by 200 per cent over the next four years

Indeed, Jamaica's fruit export sector has already been quick to profit from the steady expansion in year-round demand for tropical fruits in Europe The Jamaica Trade Commission reports that Jamaica doubled to 12 per cent its share of total EC sales in just three years while European demand for papayas and mangoes expanded by 20 per cent in the five years to 1992

Solo, the commercial American variety, constitutes the large majority of papaya production in Jamaica while mango plantings are made up of Tommy Atkins and Keitt rather than local Jamaican varieties, said Ms Edwards

The Jamaican government has sponsored initiatives to diversify the country's agricultural sector into new export products It has not had difficulty in finding buyers for its substantial holdings in the country's farming sector. The business and banking sectors in Jamaica have been attracted by the new opportunities in development of papaya and mango exports in particular For example, NCB Investments Ltd, part of the National Commercial Bank Group, one of Jamaica's leading financial institutions, is funding tropical fruit production on part of 400 hectares of prime farming land close to Kingston, Jamaica's capital city. Clarendon Park Orchards has already turned over 50 acres of land to papaya production

Meanwhile, Jamaican fruit growers have been able to take advantage of improvements in high quality freight links with Europe While the availability of air-freight poses few problems, the high costs involved have not helped them compete effectively against sea-freighted arrivals from Central America. However, successful trials of sea-freighted shipments of papayas and mangoes, brought in reefer containers on board modern reefer vessels carrying bananas to Western Europe, are expected to give Jamaican tropical fruit producers a greater competitive edge. Not surprisingly, Jamaica Producers Ltd, the UK-based company which has recently extended its holding in the island's banana production, is also involved in the new production of papayas and mangoes The company has recently acquired some 2,000 acres in production in the Belvedere region of Jamaica, Ms Edwards told Eurofruit Magazine

Exporters are hopeful of marketing larger volumes of papayas and mangoes in established tropical fruit eating markets like Germany and the Benelux countries To date, Jamaican fruit sales have been concentrated in the UK, where their share of total papaya and mango sales is already strong Fruit has been exported into major Continental European markets for some years They will have been boosted by recent developments: well-placed trade sources told Eurofruit Magazine that two leading Jamaican papaya growers have now concluded a lucrative, first-time contract with the leading supermarket chain in the Netherlands ■

Exporter sees higher exotic fruit sales

EXOTIC fruit sales in Europe show great potential for growth because general levels of per capita consumption of a range of exotic fruits are still comparatively low, says one of Colombia's leading exporters of exotic fruit and vegetables.

"European consumption of apples is one hundred times higher than demand for some exotic fruit types", Néstor Gutiérrez of Bogotá-based exporter Frutierrez Ltda told a MOFEL trade seminar. "And increased demand for high quality, higher value exotic fruits and vegetable could help to dispel some of the recessionary impact in other parts of the fresh produce sector".

The value of exotic fruit exports from Colombia has grown from $150,000 in 1988 to an expected $5m in 1993, Mr Gutiérrez said. Further large increases are expected, with mangoes the best placed to record new sales. Three thousand hectares of mangoes have been planted in Colombia in the last five years.

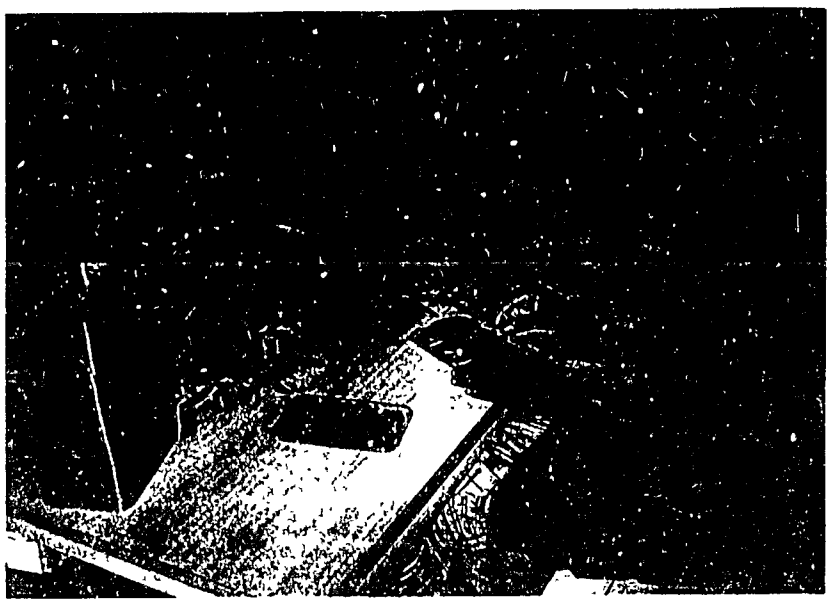
New possibilities to sea-freight fruit in reefer containers could halve transport costs, said Mr Gutiérrez. These lower costs should help increase shipments

But leading Swiss food retailer Migros, whose sales of exotic fruit and vegetable sales account for seven per cent of SFr1.1bn turnover on fresh produce, reckons further growth in exotic sales is unlikely. "The boom is over for some exotic items", said fresh produce trading director Hans-Rudolf Mori. Migros does not expect future sales of exotic fruits to enjoy the same rates of rapid growth as in the 1980s.

The exotic fruit sector needs to concentrate on higher quality to allow better producers to prosper and to encourage higher rate of purchase at the point of sale.

Gerber's growth based in Southern Africa

Zambia, Zimbabwe and Kenya supply increasing volumes



York Farms first exported from Zambia five years ago

ONE of the world's largest marketers of processed food and drink is set to import increasing volumes of fresh fruit and vegetables from southern Africa and other major sources worldwide in the second year of a significant diversification from its core business.

Complement

Gerber Fresh Produce Ltd was set up two years ago to exploit sourcing opportunities for fresh fruit and vegetables which complement the existing operations of the parent company. Gerber Foods International already generates multi-million dollar sales from its food and drink manufacturing interests worldwide It markets fruit drinks, canned and frozen foods and other products under private labels and its own brands "Sun Pride" and "Gerber Pride".

"Gerber Fresh Produce now has a handful of excellent supply sources in southern Africa", said Barry Fine, joint managing director with former Fyffes Group colleague Ken O'Sullivan "The region is now the cornerstone of our supply base" The UK-based importer expects this year to import some 800 tonnes of fresh vegetables from Zambia, Zimbabwe and Kenya to distribute to major supermarket customers in Britain

Increasing

Gerber Fresh Produce is also importing increasing volumes of citrus fruit from North Africa and South America as well as melons and other produce from France, Spain and many other sources worldwide. It is also looking closely at extending its supply base in Turkey and other parts of the eastern Mediterranean. It finished its first season of cherry imports from Turkey earlier this summer which were procured, packed and supplied from within their own facilities in Turkey.

Gerber Fresh Produce says it is in a position to take advantage of some of the existing market contacts that the parent company has via its network of offices abroad Gerber Foods has food and drink manufacturing subsidiaries in France, Italy, Spain, Greece, Turkey and Israel

Success

"We have had some successes with imports of high quality fine vegetables from southern Africa", Mr Fine told Eurofruit Magazine Gerber Fresh Produce imports a range of airfreighted produce from established producers in Zambia, Zimbabwe and Kenya. The spread of supply across three major countries allows it to extend the marketing season, vary the range of products and guarantee continuity of supplies. Although drought hit export volumes from Zimbabwe last season, its contacts in Zambia allowed it to maintain supplies at the right levels

Capture

Last year's collapse of leading Zambian horticultural produce supplier Launa Farms let Gerber's supplier, Lusaka-based York Farms, capture a larger share of fresh produce exports. York Farms, set up over a decade ago, grows mange-tout, sugar snaps, babycorn, sweetcorn and roses over 4,800 acres on two farms. First exports to Europe were made five years ago.

Last year the company erected a new packing house with coldstores and rapid-cooling facilities while a new annexe was added for hand-trimming of sweetcorn and mange-tout. York Farms is starting to grow Jalapeno and Fresno chillies too. Pre-packing at source was also undertaken for the first time last season, Gerber Fresh Produce food technologist Duncan Roscoe told Eurofruit Magazine. Zambian fresh vegetable exports have been greatly assisted by the completion of new coldstorage facilities at Lusaka airport, financed by the Zambian Export Growers Association (ZEGA) of which York Farms is a member.

Position

Gerber Fresh Produce is seeking to increase volumes of vegetables from Zimbabwe and Kenya. In Zimbabwe, its supplier Sungro is expected to be in a position to provide first quantities of a new variety of fine bean to match UK supermarkets' exacting trim specifications. "In general Zimbabwe has not been able to match the size and quality of fine beans produced in Kenya", explained Mr Roscoe. "We are hopeful that the introduction of this new variety will change that".

In Kenya, Gerber Fresh Produce's sourcing operations are altogether on a larger scale, with several farms in the Nairobi area providing large volumes of fine beans in particular. ■

Africa's green shoots grow stronger

Vegetable exports have strengthened their export position

Horticultural exports from Zimbabwe rose to well over Z$200m in 1992

ESTABLISHED fresh produce importers in Europe are confident the boom in demand for a range of fresh fruit and vegetables from southern Africa is set to continue even in the face of a general downturn in economic activity across major markets in northern Europe. The combination of a wider availability of high quality produce at lower prices is helping to sustain growing levels of demand, they say.

"Import volumes and sales can increase", Bud Holland BV managing director Paul van Pelt told Eurofruit Magazine "It is clear that there is a future on major European markets for produce of the correct quality and price And since many of the products that are now sold in Europe are already well known, this relationship between price and quality is likely to be the best boost for an increase in sales and consumption"

Clear

If only on the basis of the number of leading fresh produce importers now involved, it is clear that the availability of high quality produce in southern Africa has increased significantly since the late 1980s. Eurostat figures bear out the anecdotal evidence: African countries have accounted for a large share of the rise in EC fresh vegetable imports from third countries as a whole, up from some 728,000 tonnes in 1988 to over 945,000 tonnes in 1991

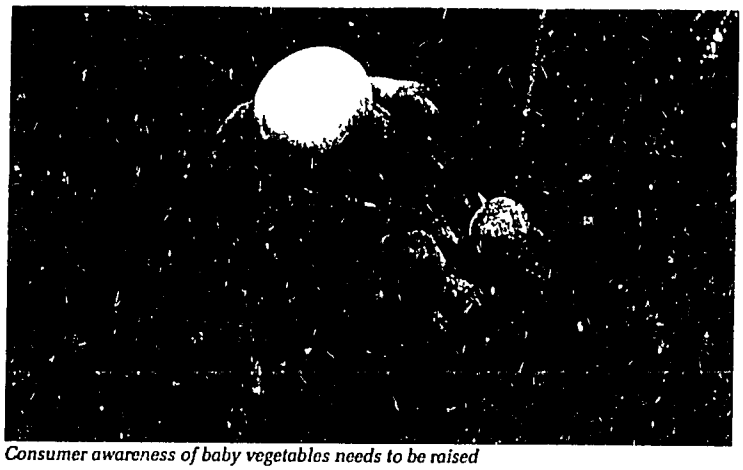
Zimbabwe, already among the top 10 fresh vegetable exporters to the EC in 1991, has seen an explosion in revenues from horticultural exports since development of the sector first started in the mid 1980s. Horticultural exports have grown from Z$3.1m in 1985 to well over Z$200m in 1992, according to ZimTrade, Zimbabwe's national trade development organisation

Profit

Meanwhile, figures from the COLEACP, the European Liaison Committee for promotion of produce from ACP countries, show how ACP countries have profited from the increase in EC imports For example, although total EC imports of French beans moved ahead only marginally, up from 34,600 tonnes in 1987 to 37,900 tonnes in 1991, the total share of African, Caribbean and Pacific countries increased sharply, up from 48 per cent (16,594 tonnes) in 1987 to just under 60 per cent (22,458 tonnes) in 1991.

"The market for French beans in the off-season between November and May is developing fast and the quality of the produce supplied has been a central factor in this development", says the Paris-based COLEACP. That these improvements in general product quality have been particularly focussed in southern Africa is a reflection of the far-reaching developments in production

Indeed, expansion of production into new areas of southern Africa has helped the region consolidate and even expand upon existing marketing opportunities in Europe. New growing areas across southern Africa have been developed to push availability of fresh vegetables through December and January, largely at the expense of Central America which is likely to see its market position dented as a result, distributors say. UK importer Frumar told Eurofruit Magazine that it is now securing year-round supplies of mangetout from Kenya. "Suppliers are becoming more successful at growing



Consumer awareness of baby vegetables needs to be raised

this product", senior marketing manager Simon Smith told Eurofruit Magazine

Reputation

Fresh fruit and vegetable producers in southern Africa are enjoying a reputation for high quality produce which has given them a major competitive advantage in EC markets. "The success of African vegetables has a lot do with their high quality", confirmed Norbert Timme of Hamburg-based Trofi Tropenfruchtimport GmbH. "They have benefited from proper post-harvest handling, installation of new coldstores and refrigerated trucks for transportation as well as long-term planning of production". For example, substantial investment has been made in Zambia where large coldstorage facilities financed by the Zambian Export Growers Association (ZEGA) were completed at Lusaka airport earlier this year. Exporters already report quality improvements

Yet the availability of air-freight is likely to be as much a determining factor in the development of exports from southern Africa as improvements in production techniques. "Availability of air-freight space is a major problem", Starfruit NV managing director Christian Decannière told Eurofruit Magazine. The Belgian importer, which generates 30 per cent its BFr1bn turnover from imports of produce from Africa, is only hopeful of increased availability in Belgium via Sabena But freight rates in general seem disproportionately higher in Zambia, Zimbabwe and Kenya than from other parts of Africa

Pace

More worryingly still, availability of air-freight space is unlikely to keep pace with expansion in production. Some are already warning of sudden expansion in mange-tout production in Zimbabwe in particular, where tobacco growers are continuing to diversify into cash-generating horticultural exports. Flowers, which tends to achieve higher returns than vegetables per cubic foot of air-freight space, have enjoyed a more rapid expansion in exports: Zimbabwe's Horticulture Promotion Council (HPC) is estimating flower exports of 6,000 tonnes in 1992-93, more than twice volumes shipped in 1989-90.

The prospects for an improvement in the availability of more air-freight space seem patchy. "Airlines are working very hard to offer sufficient space throughout the year", said Mr Timme, "and they are doing their best to charge rates which vegetables can stand". Indeed, air-freight rates from southern Africa can account for more than 50 per cent of the total product cost. Not surprisingly, some say it is likely that any new marketing opportunities could be determined by new airline links. And in these circumstances it seems that the continued emergence from isolation of South Africa leaves it perhaps best placed to profit.

Expand

The potential to expand demand in Europe is high, say leading European importers. Certainly, the year-round trade in high quality added-value products from Africa and a range of other sources has transfixed British supermarket chains in particular. In these circumstances, the European market is relatively underdeveloped. "There are opportunities to push up demand for products of this kind all over Europe", said Otto Reimers of FTK Holland BV. Some Continental European fresh produce importers are hoping to record large increases in sales: Dutch importer Hagé International BV is confident it can achieve "incredible" sales volumes this season to cope with new production from a number of projects it has in hand in Africa. Fresh produce imports from Africa already account for over 10 per cent of total turnover, Hagé said.

There is a general perception among importers that it will not require much effort to increase sales of a number of core products from Africa. The taste and quality of the produce guarantees them a future, they say. "There is tremendous potential", Nigel Pell of Geest Tropical Produce told Eurofruit Magazine. "But there is a need to increase consumer awareness for certain baby vegetables and légumes".

Opened

Parts of southern Europe would appear especially ripe for expansion where there is likely to be an opportunity to "piggy-back" new products into a market which has opened itself rapidly to imports. Italy, for example, has seen a more than threefold increase in its total vegetable imports in six years, up from 67,300 tonnes in 1987 to 211,600 in 1991. Sabrosa Italia, the Milan-based exotic fruit and vegetable importer, reports sharply increased activity since it was set up in 1990. "There is still space to market exotics", Roberto Merkowicz told Eurofruit Magazine. Although it is predominantly in fruit, Africa already accounts for 15 per cent of it total imports. ■

Fresh vegetable imports into the EC (in tonnes)

	1987	1988	1989	1990	1991
Zambia	302	803	1,174	1,875	1,649
Zimbabwe	640	810	1,003	1,886	2,642
South Africa	7,479	6,239	4,903	7,234	12,229
Kenya	14,258	15,444	17,023	18,293	17,862

Source Eurostat

Fine vegetable exports maintain growth

Pre-packs our speciality, says Tropical Splendor

Verónica Barillas, managing director of Tropical Splendor

ALTHOUGH Tropical Splendor has only been in business for five years, it has already developed a strong client base in Europe with special pre-packing orders carried out for German importer Weichert and Dutch importer Hispafruit. It is also a regular supplier to other well-known European importers like Wealmoor, Exotimex and Trofi. "We know that very special quality is required for Europe", managing director Verónica Barillas told Eurofruit Magazine.

"Demands are very specific. We make sure we meet these requirements by giving the correct seeds to our growers, the right information on pesticide use, handling and so on. Quality, consistent supplies and special service lie behind our success. We're now ready to enlarge our business with Europe."

The main lines Tropical Splendor exports to Europe include mangetout, sugar snaps, French beans, mini vegetables (courgettes, green and yellow squash) and green asparagus. Weekly availability currently stands at 12 tonnes for mangetout, eight tonnes for sugar snaps, two tonnes for baby vegetables and four tonnes for French beans. 'Although all of the vegetables can be produced throughout the year, peak shipments are from October to May, prior to the start of Guatemala's rainy season

Tropical Splendor packs its vegetables in 2.2kg net cartons. Mangetout and sugar snaps can also be packed in 150g plastic trays covered with plastic film. "We pack these 27 to a tray and they're very popular in Holland and Germany", said Ms Barillas. "We're very careful to ensure that we choose only the very best vegetables from each crop, then pre-cool and pack them carefully in order to preserve their natural characteristics." ■

Guatemala's largest cooperative invests in new facilities

CUATRO PINOS, Guatemala's largest cooperative, brings together some 1,650 growers from the central highland regions, with an average annual production total of 5m lbs. Miguel Angel Socop, president of Cuatro Pinos, told Eurofruit Magazine that production is forecast to double over the next couple of years as the cooperative invests in new infrastructure to cope with additional volumes.

Established in 1970 with financial and technical support from Swiss organization Heks, Cuatro Pinos has exported fresh vegetables since 1981. Its product range includes mangetout, sugar snaps, French beans, courgettes, bunched onions, blackberries, runner beans, raddichio, leeks, broccoli and raspberries. Eighty per cent of its exports are destined for the USA and 20 per cent for Europe. "We're now the largest producer of mangetout in Guatemala", said Mr Socop. "We pack 5,000 (10lb) boxes of mangetout each day and anything up to 30,000 boxes per day in full season."

Cuatro Pinos says its current headquarters and facilities cover 14,500m². Its packhouse can handle up to 300,000 lbs of produce per week, with cooling and storage facilities available for a further 150,000 lbs.

Europe's mango boom

The development of seafreight has had a large part to play in the rapid increase in mango sales in Europe. Eurofruit Magazine talks to exporters and importers about the increasing popularity of this fruit and prospects for sales this year

Mango production in Puerto Rico

Creating an identity

West African mango producers are unsure whether they should imitate the model of their competitors or carve out a new image for themselves

NEAR TO 40,000 tonnes of mangoes were imported by the EC in 1991, of which 8,500 tonnes were supplied by ACP producing countries. The UK is the Community's largest consumer of mangoes, accounting for 13,000 tonnes in 1991, followed by France, the Netherlands, Germany, Belgium and Portugal. On the supply side, the ACP countries — mainly West African in this case — have accounted for a stable 25 per cent share of the market since 1987, with total mango sales increasing by 30 per cent over this same period. Indeed, the league of suppliers has hardly changed in this time. Puerto Rico and the USA have maintained a stranglehold over the market, followed by Brazil, Venezuela, Mexico and Israel.

Stable from 1987 to 1991, mango exports from the Ivory Coast are set to increase this year to 3,000 tonnes. These will be supplied by four export groups: Idefor, Ifruitrop, Ranch du Koba and Sitab. Meanwhile, in Burkina Faso, exporters Ucobam and Flex Faso are predicting exports in the region of 1,000 tonnes

Sea or air?

The main difference between mangoes from Africa and mangoes from America and Latin America is one of transport costs Seafreight, which is twice as cheap as airfreight, is the best means of transporting sizeable volumes of mangoes overseas. Some African exporters now believe that they too must transfer over to sea technology if they are to maintain a strong market position. The changeover is relatively easy for certain markets such as the Ivory Coast, which already possess good port facilities. The move obviously becomes complicated for landlocked countries such as Burkina Faso and Mali. Burkina is looking at transporting mangoes in containers to the Ivory Coast port of Abidjan, while Mali has not as yet come up with any viable solution. For the time being, the airline services of Air Franco and Air Afrique remain Mali's only solution for transporting mangoes to Europe. Guinea suffers similar problems — its port at Conakry lacks the necessary infrastructure to cope with refrigerated vessel arrivals

Varieties and quality

In addition to the logistical problems facing the West Africans, there is also the question of whether the mangoes

African exporters aim to develop sea freight

can withstand the journey by sea. The issue depends to a large extent on the maturity of the mango and date of harvesting, aspects which are being worked on at present. Furthermore there is the problem of the varietal range In spite of its excellent eating qualities and attractive coloration, Amelia, the main variety produced, is often rejected by consumers because of its green-orange skin, which is thought to be less attractive than some of the American varieties.

West African exporters are aware of the issues but believe that they could develop a trade on the back of their different varieties and the advantage of airfreight in terms of end quality. However, only a very small amount of money has been invested to date in promoting the West African varieties to the European trade and consumers.

Nevertheless, some exporters have made significant improvements to their mango businesses in terms of quality, farm structure and varietal range. One example is the development of large orchards, such as the 170 hectares owned by Koba to the north of the Ivory Coast, where many varieties have been planted including Zill, Kent, Keitt and Haden. This has helped not only to expand the range on offer, but also to strengthen the presence of West African mangoes on the European market. Starting with Amelia and running through to Kent, exports can now be staggered from February right through to July, with peak shipments from April to May.

The West Africans are also looking at the issue of packaging very carefully. To date 5kg cartons have been used. Exporters are now beginning to sticker their fruit and hope to increase consumer sales through identification of the Amelia variety. This process could help consumers overcome their reluctance to buy Amelia because of its external appearance. ■

Agrexco to promote mangoes in Europe

The first experimental mango plots were planted in Israel in the 1930s, but it is only since the 1970s that mangoes have become an important item in Israel's export range

FROM mid-July to mid-November 1993, Israel aims to export an all-time record of 5,000 tonnes of mangoes, according to Orna Inbar, head of the mango marketing desk of Agrexco. The main markets will continue to be Spain and France, but owing to the large quantities programmed for export this year, special promotional campaigns will also be run in the UK, Benelux and Switzerland.

The development of mango plantations in Israel is a direct result of the increase in demand for tropical fruit both on the overseas and domestic markets. Realising the potential mangoes offered for export, researchers worked for years in Israel to overcome the problems that restricted mango development. These included the selection of adequate soil types, the recommendation of suitable rootstocks and the choice of varieties for different production areas.

Mango plantations in Israel today cover 1,800 hectares, with yields approaching 12,000 tonnes This figure is expected to increase by at least 60 per cent over the next few years, according to Shaul Homsky, chief specialist for subtropical fruit crops at the Ministry of Agriculture in Tel Aviv

Most of Israel's manga orchards are located in the basin of the Sea of Galilee

Israeli mango production (tonnes)		
	Production	Export
1985	3,300	970
1986	3,500	830
1987	4,500	1,050
1988	4,600	500
1989	7,800	1,370
1990	7,600	1,350
1991	12,000	2,800
1992	9,400*	2,600
1993	15,000**	4,800

* Freeze damage
** Estimate

Source: Ministry of Agriculture, Tel Aviv

Israel's climate is very different to the tropical or semi-tropical climates where most of the world's mangoes are produced. Israel's rainy season, which runs from November to March and cool night time temperatures from December to February, have led to slightly smaller trees in Israel than those of the same age in the tropics However, the trees are said to flower profusely in the spring The long, warm summer calls for extensive irrigation of the plantations but there is a notable absence of anthracnose, a disease which causes many blemishes to mangoes grown in the tropics

Half of Israel's mango orchards are located in the basin of the Sea of Galilee at altitudes between 600 ft below and 700 ft above sea level. The remainder of the plantations can be found along the Mediterranean coastal plain, from the Lebanese border in the north to the Egyptian border in the south. In these areas, mango fruits mature three weeks later than in the Sea of Galilee region.

The three main varieties grown in Israel are Tommy Atkins, Kent and Keitt. These account for 75 per cent of the total planted orchards. Other varieties are Maya, a local variety which is very successful on the domestic market but not suitable for export due to its small size and relatively short shelf life and Haden, a variety which is erratic in production in Israel and no longer recommended for planting.

Tommy Atkins is favoured for new plantings due to its good average yields, colourful appearance and excellent shelf-life. The Kent variety also performs well, as does Keitt, a relative newcomer to Israel. Keitt is said to have the longest marketing period for any one variety, being available from mid-September to mid-December. Another up and coming variety is Palmer, a colourful mango grown for export.

Mrs Inbar of Agrexco told Eurofruit Magazine that marketing efforts in the UK this season will concentrate on the supermarket chains. Agrexco hopes to supply 800 tonnes to the UK this year, in comparison with 200 tonnes last year. Mrs Inbar believes that European consumers are now fully aware that the green skin of certain varieties does not mean that the mango is unripe. In addition to its plans for the UK, Agrexco also aims to export 900 tonnes of mangoes to France, 800 tonnes to Germany, 700 tonnes to Spain and 400 tonnes to the Benelux countries ■

Year of the mango

UK supermarkets believe mango sales are set to soar

GEEST TROPICAL PRODUCE has been appointed exclusive UK distributor for Puerto Rican mangoes under the "Pango Mango" brand. Stephen Woodhouse, trade and marketing manager of Geest Tropical Produce, told Eurofruit Magazine that Geest intends to bring in 250,000 to 300,000 cartons under the new arrangement this year. Varieties will include Irwin to Parvin, Tommy Atkins, Haden and Keitt, with the season stretching from April right through to November.

Quality from Puerto Rico at the beginning of April was said to be reasonable, with Geest supplementing supplies with airfreighted mangoes from Venezuela and Colombia. Seafreighted arrivals are expected to commence in May. "Geest has been working very hard at developing mango sales", Mr Woodhouse told Eurofruit Magazine "We have run several campaigns with the supermarket chains and intend to run many more. Sales are expected to perform well, so well in fact that some of the supermarkets believe this year could even be the year of the mango."

Geest has also been developing its own production of mangoes in Costa Rica. First estimates point to supplies in the region of 100,000 to 150,000 cartons this year, with the potential to reach much higher levels in future years. The mangoes will be marketed under the "Geest" brand and should be available from the end of May to July.

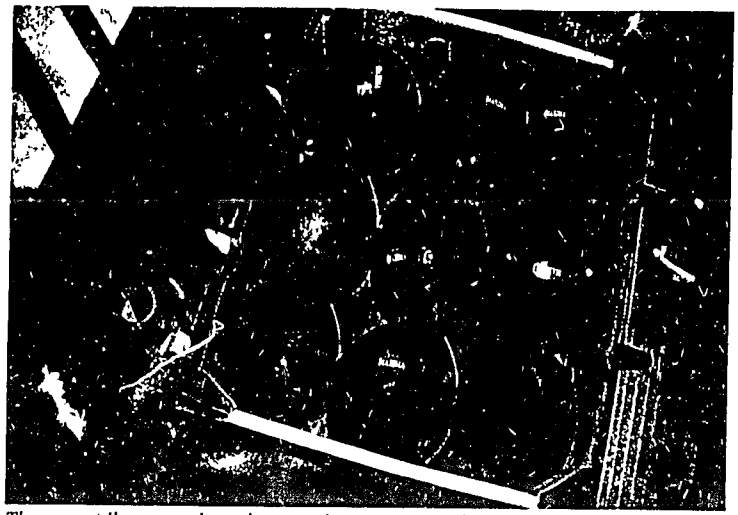
From July to August, Geest plans to distribute significant volumes of mangoes from Israel through Agrexco, before moving on to other suppliers in the run up to Christmas. Nigel West, product manager, said Geest always aims to deal with two suppliers at any one time, in order to ensure the highest service levels to the customer.

"Mangoes are still treated as exotics, but we could see a great increase in sales over the next two years", he commented. "They must be established more thoroughly as an item before attention is paid to promoting individual varieties. It will only lead to confusion if we try to introduce too many varieties at once. At the moment, mango availability is simply driven by season. But in time, there will be more demand for certain varieties which consumers will expect to see year-round." ■

Steve Segal of Fruit International, suppliers of "Pango Mango" brand

Holland shows strong interest in mangoes

FTK Holland believes potential exists to develop sales further



There are still some weeks in the year when mango supplies are short

IN 1992 a total of 11,180 tonnes of mangoes were imported by Holland, of which Brazil accounted for 22 per cent, South Africa 14 per cent and Puerto Rico 13 per cent. Achilles de Naeyer of FTK Holland — a company which captured an approximate 30 per cent share of the Dutch market for mangoes last year — believes further growth is possible. "Sales of real exotics are growing at a rate of 20 to 30 per cent each year in Holland and FTK aims to keep in line with this development", he said.

In early April, FTK was just finishing its South African mango programme and entering a new season of imports from Mali, Burkina Faso, the Ivory Coast, Mexico, Guatemala, Puerto Rico and Israel. However, in spite of all the talk of year-round availability, Achilles de Naeyer says that there are still some weeks in the year when mango supplies are short, as one crop ends and another starts. "Due to new growing techniques, some varieties can be harvested over a longer period, enabling both importers and exporters to spread volumes more evenly and avoid oversupply in a short period", said Mr de Naeyer. "However, there are still some gaps to be filled."

Mr de Naeyer added that the quality of the mango crops varies greatly from country to country. One problem, he believes, is that there are no official packaging and quality standards for this item, so requirements depend solely on the needs of the individual importer.

FTK Holland brings in most of its mangoes by sea, with small quantities brought in by air at the beginning of certain mango seasons. At the time of writing, Mr de Naeyer said that the mango market had been very strong in Holland, but that the beginning of May should see a return to normal selling prices due to abundant volumes expected on the market. ■

German mango imports soar

Germans are now eating more mangoes than avocados

WHILE the UK and France continue to be Europe's leading importers of mangoes, sales are rising considerably in Germany as well with mango imports now exceeding avocado imports. Klaus Pape of Atlanta Scipio told Eurofruit Magazine that mango imports now exceed 10,000 tonnes every year, a figure which reflects the increasing interest of German consumers in this item.

Atlanta concentrates primarily on Puerto Rico for its mango supplies. "From April to September 1993 we aim to strenghten our imports of mangoes under the "Pango Mango" brand", commented Mr Pape. "These are supplied by Fruit International in Puerto Rico and have achieved very good results in recent years." Irwin, Haden, Parvin, Tommy Atkins, Van Dyke and Keitt are the main varieties Atlanta plans to import. Mr Pape told Eurofruit Magazine that the first arrivals from Puerto Rico were due at the end of April, although air shipments had commenced several weeks earlier. "Our eventual aim is to bring all of our imported mangoes into Germany by sea", commented Mr Pape. "The voyage from Puerto Rico is perfectly suitable in this respect."

He added that work is now being undertaken to find the most suitable type of packaging for mangoes in the future. Retail demand tends to centre on module sized packaging and 80 x 120 cm pallets, Mr Pape said.

Ehud Peikes, general manager of Fruits International, Puerto Rico

Ema's promise:

Brought to you by East Asiatic

Ema's is a brand of EAC Export which is a part of the East Asiatic Group, founded in 1884 as a trading company. The EAC group now consists of 114 companies, 41 associate companies and is staffed by more than 14,000 employees worldwide. Included in its portfolio, is an international sea-freight network which will be increasingly utilised as new technology makes shipping fresh produce by sea more viable.

EAC Export handles Ema's fresh fruits and vegetables from its offices in Thailand and Malaysia.

EAC Export

EAC Export Corporation
(Thailand) Limited
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SPAULDING & PARTNERS

Fresh, fresh, fresh, fresh.

In the natural fruit and vegetable business, fresh means success

The finest fresh produce, packed fresh and delivered fresh anywhere in the world. That's the promise Ema's makes to every one of our clients.

For years, we've been supplying international markets with the finest fresh fruits and vegetables. Wholesalers and retailers have come to rely on the added value that is associated exclusively with Ema's brand produce.

To guarantee our products arrive at their destination fresh, Ema's employ a quality control system that comes on-line the minute the produce is selected and picked. Fruits and vegetables are transported in refrigerated trucks to our warehouses where they are treated, inspected and hygienically-packed before being transported in cool containers to their final destination.

We offer a customised packaging and labelling system that is as flexible as it is comprehensive. Produce can be labelled with any brand name and packed in individual containers of different sizes, shapes and weights, or in pouches, boxes or bulk containers. Ema's own brand is packed with environmentally-friendly materials, although as a market driven company we offer a variety of different options to our clients.

ENVIRONMENTALLY-SAFE PACKAGING OF ALL SHAPES AND SIZES

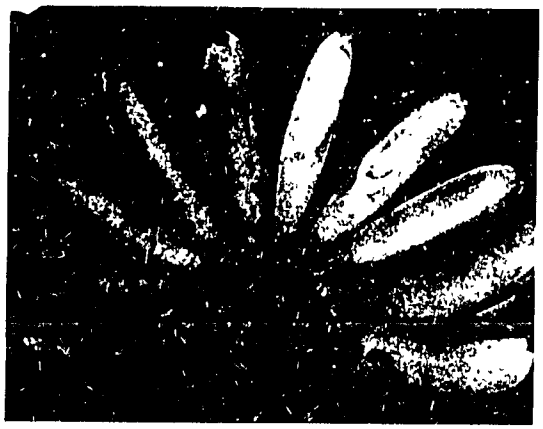
The quality of Ema's fresh fruits and vegetables is a lot more than skin deep. They not only look fresh and healthy... they are.

Growing food organically comes naturally to Thais. Modern technology is used for harvesting and transportation but the quality is as pure and healthy as it has been for centuries.

ANNUAL FRUIT & VEGETABLE AVAILABILITY

AVAILABLE MTHS P/YR		SEASONS											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AVOCADO	12												
BANANAS	12												
CARAMBOLA	12												
CHERIMOYA (CUSTARD APPLE)	12												
CHICO	4												
DURIAN	7												
GUAVA	12												
JACKFRUIT	12												
LANGSAT	7												
LONGAN	4												
LYCHEE	3												
MANGOES	8												
MANGOSTEEN	8												
PAPAYA	12												
PINEAPPLE	12												
POMELO	4												
RAMBUTAN	8												
SAPODILLA	12												
SOUR SWEET SOP	12												
STRAWBERRIES	3												
SUGAR APPLES	4												
WATERMELON	8												
VEGETABLES													
ASPARAGUS	12												
BABY CHERRY TOMATOES	12												
BABY CORN	12												
CHILLIES	12												
EGGPLANT	12												
GINGER	12												
HOT PEPPERS	12												
LONG & SOFT BEANS	12												
OKRA	12												
OTAI	12												
SPRAY	12												
SNAP BEANS	12												
SUGAR PEAS	8												
SWEETCORN	12												
SWEET POTATOES	12												

Thailand Exotic Varieties



Baby banana

Scientific name : *Musa sapientum*

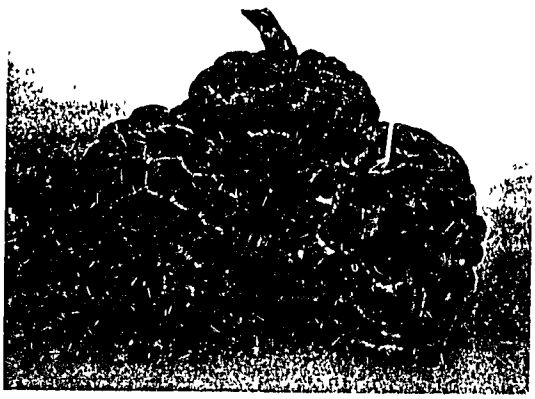
Baby banana is one in three main varieties of banana in Thailand This variety has a thin skin and has a bright golden yellow color when ripe It is harvested mature green

Storage and ripening

Banana can be stored when mature green at 15°C 90-95% RH for 14 days Controlled ripening is undertaken at 21 22°C Humidity in the ripening room should be maintained at 85 90% The ripening room should be gassed once a day on two successive days until there is an ethylene concentration of 100 $\mu l/l$

Supply by month

Mid of June Mid of November



Custard apple

Scientific name : *Annona squamosa*

There are many species of Annona in Thailand The main commercial species is *A squamosa* The fruit is formed by the fusion of the numerous carpel with the fleshy receptacle The pulp is aromatic with a sweet creamy taste and encloses large, black, shiny seeds

Storage

The fruit generally ripen 3-7 days after harvest, becoming soft and easily damaged Optimum storage condition is 15-20°C at 85-90% RH

Supply by month

Mid of June-July

Durian

Scientific name : *Durio zibethinus*

Durian is the best known fruit in Thailand The fruit is ovoided to elliptical in shape and weighs 2 5- 3 5 kg Its surface is covered with thick spines and green at first but changes to greenish yellow when fully ripe The fruit is capsule, splitting into 4-5 segments of irregular width to liberate a low of soft, juicy, cream-color pulp (aril) Inside the pulp is a row of large brown seeds

Storage and ripening

Fruit harvested from the tree often has a shelf life extending to 1 week However fruit can be stored for up to 2 weeks at 15°C

Supply by month

May-July

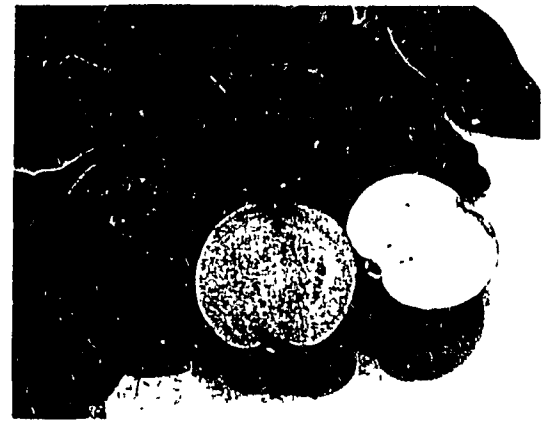
The guava fruit are round to pear shape Its skin color ranges from yellowish green to green while the flesh is white The fruit has a characteristic aroma and is rich in Vitamin C and niacin

Storage

Guava can be stored when mature green at 10°C, 90-95% RH for 2 weeks

Supply by moth

all year



Guava

Scientific name : *Psidium guajava*

Langsat is a typical Southeast Asian fruit tree It grows to 9 12 m high and has dark green pinnate leaves The fruits are composed of five carpels and containing a white fleshy tissue Each fruit has one bitter testing seed The flesh is aromatic and has a pleasant slightly acid taste

Storage

Sound fruits remain attractive for a maximum of 4 days under ambient temperature

Supply by month

July Mid of August

Lansat

Scientific name : *Lansium domesticum*

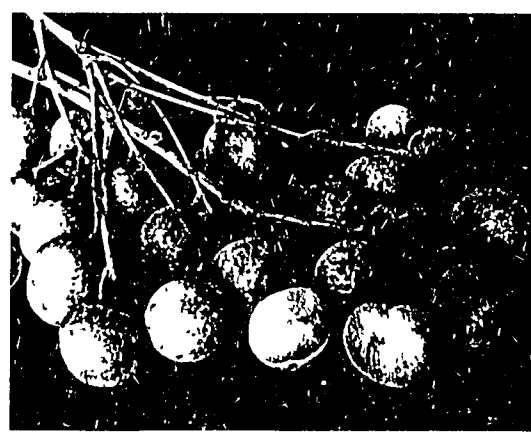
The longan is related to the lychee and is similar in appearance The skin tends to be light brown The longan fruits are mostly marketed with stem Its flavour is musky and distinctive quite unlike lychee and rambutan Maturity is gauged by fruit shape skin color and taste

Storage

In general the fruit stores longer under refrigeration than do lychees and there is no significant color change in pericarb nor a substantial tendency to postharvest rots Usually it can be stored at 10°C 90% RH for 10 days

Supply by month

July-August



Longan

Scientific name : *Euphoria longan*

Lychee is a tasty beautiful fruit It is round ovoid or heart shape and is 3-4 cm long When ripe the skin is dark red in color scaly and shell like in texture The flesh is pearly white translucent and jelly like Its sweet flavour which is subacid is quite distinctive in its characteristic

Storage

The lychee quickly loses its bright red color a few days after harvesting Optimum storage conditions are at 5°C with 90-95% RH and in polythylene bags which can retain the lychees good quality for 2 weeks

Supply by month

Mid of May Mid of June

Lychee

Scientific name : *Litchi chinensis*

The fruit has an oblong shape and contains a large flat seed The outer skin in its fully ripened stage is yellow to orange, juicy has an aromatic flavour Mangoes are a full source of vitamins A and C

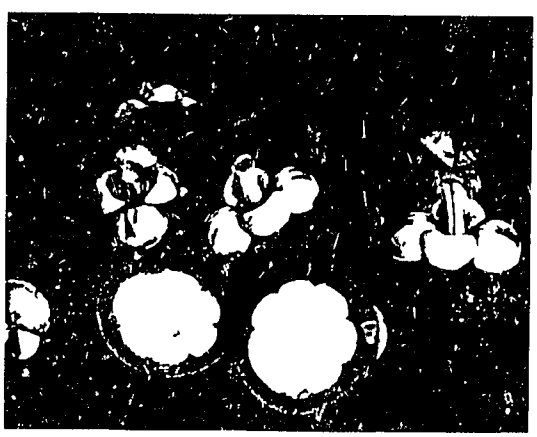
Storage and ripening

The mango fruit picked at the mature-green stage, will be fully ripe in 7-14 days The cold storage requirement of mangoes is 13°C at 90% RH (for 3 weeks) However ethylene treatment at 100 ppm for 48 hours at 25°C and 90% relative humidity enhances fruit ripening and color

Supply by month

Mid of April May

Scientific name : *Mangifera indica*



Mangosteen is a typical Southeast Asian fruit tree The fruit is a berry present which is some 4-6 cm in diameter with a thick leathery rind which becomes purple when the fruit is ripe Inside are 5-7 segments of white jelly like flesh which is sweet, slightly acidic and has a extremely pleasant taste

Storage

Storage conditions for mangosteen are 15°C at 90-95% RH, and can be stored up to 3 weeks

Supply by month

Mid of May-June, September

Mangosteen

Scientific name : *Garcinia mangostana*

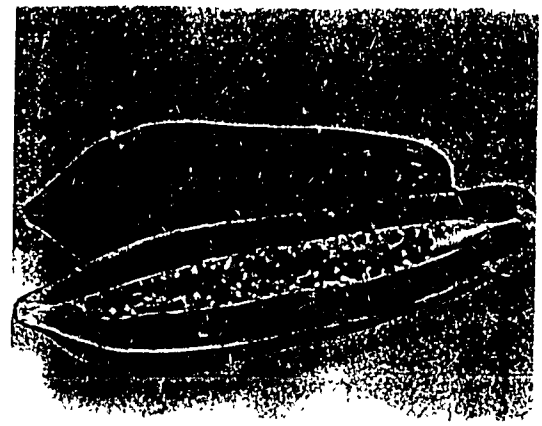
Papaya fruits can be produced the whole year round They are oblong and weight 0 5 2 kg per fruit They are harvested when mature green When it ripes the flesh is yellow to orange color soft and juicy The surface of the central cavity in the fruit is covered with dark gray pea sized seeds

Storage and ripening

Papaya is susceptible to chilling injury below 15°C They can be stored 15°C at 85 90% RH for 2 weeks Papaya can be ripened quickly by the use of ethylene and high temperature Gassing with ethylene at a concentration of 200 µl/l 30-32°C for 2-3 days will hasten ripening

Supply by month

all year



Papaya

Scientific name : *Carica papaya*

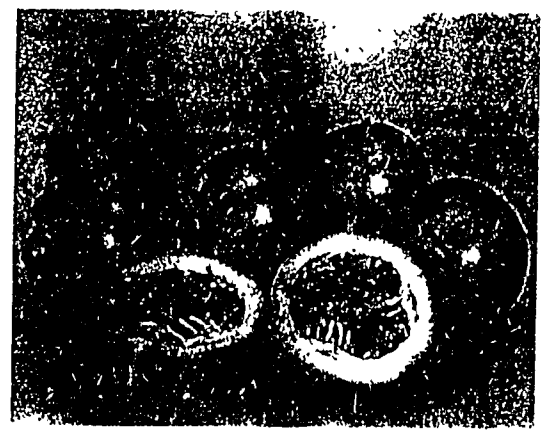
The fruit is berry oval or round and 5 8 cm in lenght The fruit develops on a vine Inside the fruit is a mass of pulpy tissue containing numerous seeds which have a pleasant aroma

Storage

Passion fruit stored at room temperature for a few days will shrivel as the rind dries Fruit can be stored for up to 4 to 5 weeks with minimum losses of fruit weight at 5°C and 80-90% RH

Supply by month

Mid of August January



Passion fruit

Scientific name : *Passiflora spp*

It is perenial monocarpic herb The compound fruit is formed by fusion of the parthenocarpic fruitlets with the bracts and the central axis of the inflorescence it takes 5-6 months to ripen On top of the fruit is a crown of leaves, which continue to grow until the fruit is mature

Storage

Fruit is picked in a half ripe stage Fruit can be stored for 2 weeks at 10°C and 85 90% RH

Supply by month

all year

Pineapple

Scientific name : *Ananas comosus*

The fruits are about 10-30 cm in diameter globose or slightly flattened At maturity the fruit is light green to yellow The rind is soft pithy pink or white and about 1 cm thick The centre of fruit may be solid but more commonly is open The segment walls of the fruit are tough but can be easily seperated from the large juice vesicles

Storage

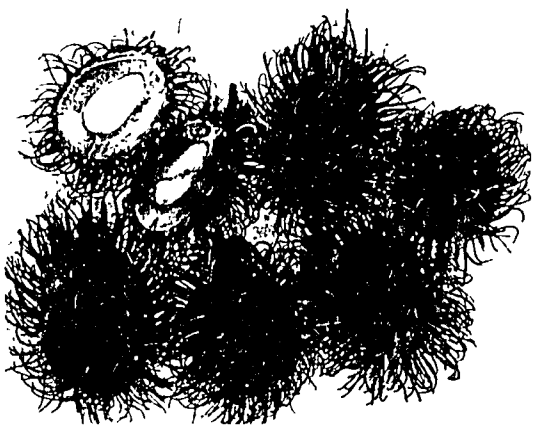
The fruit is easy to market as it stores well and does not bruise easily They can store well at 10°C 90-95% RH for 1 to 2 months

Supply by month

August October

Pummelo

Scientific name : *Citrus grandis*



Fruits vary in shape from round to oval and are covered with long soft, fleshy green hairs The outer skin changes color from green to red as it ripens Inside the fruit is a single seeds enclosed in a white, transparent covering which is juicy and sweetacid in taste

Storage

Optimum storage condition for rambutan is 15°C at 90-95% RH They can be stored up to 1 weeks

Supply by month

Mid of May-Mid of July, August September

Rambutan

Scientific name : *Nephelium lappaceum*

The tamarind is native in tropical Africa It grows up to 24 m high The fruit, bean-like irregularly curved pod with brown color at mature The seeds are surrounded by a sticky, brown pulp It serves both as a food and a refreshing acid drink

Storage

Tamarind pod can be stored at 5°C for a long peroid

Supply by month

January Mid of March

Tamarind

Scientific name : *Tamarindus indica*

It is a native plam of Indonesia It is normally short and dumpy Fruit are in tight globose bunches and covered with regularly arranged scales developing from the skin of the fruit The fruits enclose a soft translucent pulp with 1-3 blackish seeds

Storage

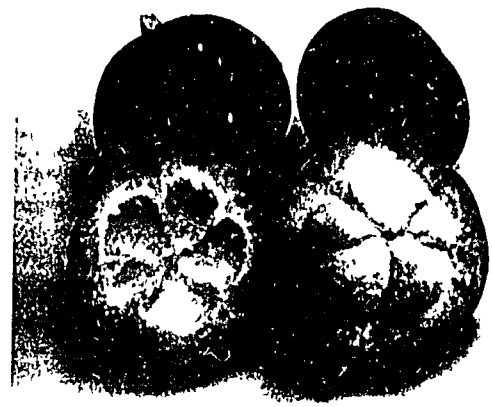
Salak can store well at 15°C with 85-90% RH

Supply by month

June-Mid of July

Salak

Scientific name : *Salacca edulis*



Santol is a well known Asian fruit The fruit is round slightly flattened brownish yellow and velvety on the surface It has a thick tough rind inclosing five segments of whitish translucent pulp with adheres to the large seeds

Storage

Optimum storage condition for santol is 10°C at 85-90% RH

Supply by month

Mid of June-Mid of July

Santol

Scientific name : *Sandoricum koetjape*

The sapodilla is a native to Central America It is an evergreen tree which can grow to 20 m high The fruit is oval with a thin brown scurfy skin and yellow brown translucent flesh which is soft sweet There are up to 6 black shiny seeds per fruit

Storage and ripening

The fruit takes 5 to 7 days to soften at room temperature Optimum storage condition for sapodilla is 15°C at 85-90% RH

Supply by month

November February

Sapodilla

Scientific name : *Manilkara zapota*

Top quality fruits

Commodities	Appearance	Packing	Storage	Supply by month
Baby banana	thin skin fruit with bright gloden-yellow color when ripe	covered with plastic film in 10 kg carton	store at 15°C with 90-95% RH, when bananas are under plastic film	Mid of June-Mid of November
Custard apple	fruit is formed by the fusion of the numerous carpel with the fleshy receptacle	wrapped individually with foam net, in 3 kg carton	store at 15-20°C with 85-90% RH	Mid of June-July
Durian	oval to round shape with thick spines, greenish yellow when fully ripe	in 10 kg carton	store at 15°C with 85-90% RH	May-July
Guava	like green pear slightly difference in color look yellowish green to green	wrapped individually with foam net in 5 kg carton	store at 10°C, 90-95% RH	all year
Lansat	oval shape with a thin light brown skin	in 3 kg carton	store at 10°C with 85-90% RH	July-Mid of August
Longan	small, round shapewith light brown skin	packed the whole bunch in 3 5 kg carton	store at 10°C with 90% RH	July-August
Lychee	as round or ovoid shape with dark red, roughly skin	packed the whole bunch in 3,5 kg carton	store at 5°C with 90-95% RH	Mid of May-Mid of June
Mango	an oblong shape, yellowish skin and contains a large flat seed	wrapped with foam net, in 4 kg carton	store at 13°C with 90% RH	Mid of April-May
Mangosteen	round shape with dark purple skin when ripe	in 5 kg carton	store at 15°C with 90-95% RH	Mid of May-June, September
Papaya	oblong shape with greenish yellow skin when ripe	wrapped individually with foam net, in 4 kg carton	store at 15°C with 85-90% RH	all year
Passion fruit	berry oval to round shape with yellow or purple red skin	in 3 6 5 kg carton	store at 5°C with 80-90% RH	Mid of August-January
Pineapple	oval shape with a thin yellowish green skin	in 10 kg carton	store at 10°C with 85-90% RH	All year
Pummelo	globose or slightly flattened shape with light green to yellow skin	in 7 kg carton	store at 10°C with 90-95% RH	August-October
Rambutan	round to ovoid shape covered with freshy green hairs	in 4 kg carton	store at 15°C with 90-95% RH	Mid of May-Mid of July August-September
Tamarind	curve pod with a brown skin	in 3 5 kg carton	store at 5°C with 85-90% RH	January-Mid of March
Salak	oblong shape with a thin brown scaly skin	in 3 kg carton	store at 15°C with 85-90% RH	Mid of June-Mid of July
Santol	round shape with a thin brown skin	wrapped with foam net in 4 kg carton	store at 10°C with 85-90% RH	June-Mid of July
Sapodilla	oval shape with a thin brown scurfy skin	in 3 6 kg carton	store at 15°C with 85-90% RH	November-February

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Member of the Federation of Chambers of Commerce & Industry of Sri Lanka.

Winners all the way

Exports bring prosperity to you and the Nation

2nd Anniversary Issue

"Winners all the way"

See page - 9

Persuading a calibre importer/distributor to market your product

First hurdle to cross

By Anthony Dalgleish
International Marketing/Agro-processing Advisor, USAID AgEnt Project

AgEnt has been working successfully with many Sri Lankan agro-enterprises in the export arena over the past 20 months covering new product development/repositioning, assessing competitor country and individual exporter marketing strategies, participating in overseas technology assessment/acquisition and trade fair/ sales missions etc; hence the project believes it has a very sound feel pertaining to the strengths/weaknesses of many large/medium/micro size agro-enterprises and entrepreneurs.

In terms of Sri Lanka's strengths, there is little doubt that there is a core grouping of highly motivated/successful exporters who are doing well through the simple application of sound/basic export marketing tenets and a burning desire to succeed

However, there are a great many more Sri Lankan agro-enterprises which have the product development base/financial resource/management capability etc necessary to successfully penetrate and develop export markets than evidenced todate; but who in turn need to be given the confidence level that export marketing can be a most profitable sector if the right attitude/maketing disciplines/ staying power are adopted from the outset

It is against this brief background that this article has been written, that is, to pinpoint to potential new exporters in particular an awareness of the highly professional marketing/sales approach needed to raise serious, initial handling and buying interest of your product line by those importers/distributors in target export markets who can truly deliver a level of sustainable export sales/profits in line with your expectations.

Professionalism and staying power are the keys to export success.

"Whether you are a large company or a medium/micro size agro-enterprise, many of the self-same marketing dictates equally apply, starting with the critically important need to identify the "right importer/distributor in each export market who is prepared to take on your product line and place behind it the necessary marketing/promotional commitment which will ensure success from the outset".

Before looking at typical importer/ distributor requirements sought by calibre identities who can deliver (i.e. successfully introduce a new exporter's product line and consistently increase sales/market share), potential exporters should be aware that they —

1. First need to implement a sound level of desk and "on the ground" market research in initially identified export target markets, buttressed by the product/pricing/marketing mix and financial resource they will have to invest to achieve success at the end of the day.
2. Have or develop a high level of "creative salesmanship capability". You may have the fine concept/product, but if you cannot sell it you wil never really be in with the chance to win!
3. Have the "staying power" to go through that extra mile, as successful profitable export marketing is normally achieved in the longer term.
4. Have the determination to "keep up with the marketing play" as both existing or new competitors will be continuously repositioning existing or launching new products to either hold or win new market share.

Key importer/distributor dynamics

Chart A requires careful study by potential exporters as it clearly identifies the "highly competitive climate" within which they will have to sell their product line

Calibre importers/distributors have the "world beating at their doors", simply because they have built a proven track record in developing sustained/ profitable sales for their core import clients and themselves.

Whilst the majority of those importers/ distributors surveyed/handled large export clients, many also represent low volume/high margin niche products on behalf of exporters who have developed product lines with a distinct "positioning/

marketing edge". In the agro-enterprise sector, many Sri Lankan export marketing opportunities exist but few companies have made it really happen todate!

What calibre importers/distributors ideally seek in an ideal new export client

Chart B typifies what a calibre large/ medium size importer/distributor will most often seek from a potential new export client before deciding to take-on an additional product line

At first glance their requirements may look overly demanding and too costly to implement and sustain However, this often is not the case if the exporter has done his marketing homework well; and AgEnt gave numerous illustrations at their recently conducted Agri-Business/ International Marketing workshops that well executed export marketing research/ development does not always constitute an expensive/high risk investment

Convincing/selling the right importer/ distributor to take on your product line.

As illustrated in Chart A (item 1.), calibre importers/distributors receive a tremendous number of approaches each year from exporters seeking to sell their product lines into a market for the first time, but very few make it in the finality! Why? Very simple because many potential exporters worldwide do not understand that importers/distributors who have a delivery track record have neither the time/inclination to respond to new exporter approaches unless they can demonstrate from the outset an ability to—

1 Position their company/product line in a highly professional manner and speak the "market and interest language of the importer distributor".

2 Can clearly pinpoint that their product line has a distinct competitive marketing edge (which can often be achieved/ developed in many ways through skillful use of all components in the marketing mix)

Chart C. illustrates the critically important ingredients (in order of importance) which a new Sri Lankan exporter should address in their first export positioning/ information/sales brochures, which should ideally be kept specific and to a minimum of four pages (plus inserted trade terms/price list)

A recent survey by AgEnt of over 70 Sri Lankan existing/potential exporters identified that only 8 per cent correctly detailed/positioned the key components broadly outlined in Chart C which should be included in a persuasive, " on target" sales pitch designed to instantly raise test marketing trial interest in a new exporter's product line

Put in another way, many Sri Lankan existing/potential exporters still have to learn how to cross the critically important first hurdle in the marketing game!

This brief article has essentially sought to highlight in simplistic chart form the key dynamics of the processed foods importers/distributors scene (which typically applies to many other product sectors) in eight prime world processed foods imports markets, together with the Phase 1 marketing/promotional strategy new Sri Lankan exporters in particular could well consider adopting if they wish to raise immediate buying interest/test marketing trial of their product lines.

Chart A SELECTED/SUMMARISED EXTRACTS FROM 8 PRIME WORLD MARKETS PROCESSED FOODS IMPORTERS/DISTRIBUTORS SURVEY

Key Dynamics	Numeric =N or %
1. Per annum approaches to large/medium size calibre importers/distributors seeking first time market representation.	N : 21-38
2. Number of export companies and product lines handled by calibre importers/distributors (large and medium) together with combined range items	N : 6-11 N : 162
3. Level of direct/final outlet sales penetration (i.e. where the sale is made to the final end buyer)	% : 10-59
4. Time devoted by importers/distributors to the marketing and promotion of the top 4-6 product sales/profit lines	% : 70-85
5. Ability of importers/distributors to mount/ influence major consumer promotions at a retail floor outlet level	% : 10-53
6. Sought additional promotional expenditure (over and above volume buying discounts) from importers during the first 18 months of new product market establishment	% : 7-14
7. Average number of visits to key export markets and importers/distributors by committed/successful exporters each year	N : 2-3.2

(Source: Copyright AD & A 1992 update; markets - Germany/ United Kingdom/ United States/United Arab Emirates/Malaysia/ Singapore/HongKong/Japan)

Chart B MAJOR REQUIREMENTS MOST OFTEN SOUGHT BY CALIBRE LARGE/MEDIUM SIZE IMPORTERS WHEN AGREEING TO TAKE-ON A NEW EXPORTER'S PRODUCT LINE

Unless a new offered processed food product range is quite unique, calibre importers "who can deliver" will often require to know/expect of a new exporter with no previous market experience the following :

1. Resource base of the exporter, years in business and experience/success in the export marketing arena
2. A track record in innovative/ongoing new export products development/introduction
3. Proven ability to service on time placed export orders and linked to a fast/efficient "two way" communications system
4. Correct product positioning/adaptation/packaging/ promotional material in line with individual market dictates
5. Competitive trade terms/pricing (but not necessarily cheap !)
6. Preparedness to visit the market 2/3 times per year and train/work alongside importers/distributors sales personnel to assist them to introduce/establish/ profitably grow the product line

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(Source: Copyright AD & A 1992 update; markets - Germany/ United Kingdom/United States/United Arab Emirates/Malaysia/ Singapore/HongKong/Japan)

Chart C KEY COMPONENTS IN A NEW EXPORTER'S 4 PAGE PRODUCT POSITIONING/INFORMATION SALES BROCHURE

Page	Component	Objectives
1.Front cover	Company positioning strengths	To immediately convince a potential/ calibre importer that they should "open-up" serious handling discussions of the company's product line
2.	a. Sri Lanka's image strengths	To position Sri Lanka's image/other strengths in support of the exporter's product line and individual markets · product adaptation/positioning capability etc.
	b. Company's product line strengths	To sell the company's product line "marketing edge/other benefits" versus mainline competitors
3.Blank with inserts flap	C & F pricing by market/ trade terms/ packaging/ order lead times/shipping and airfreight frequencies	To further convince a potential importer that the exporter fully understands this critically important component in the export marketing mix
4.Back cover	Importer/ distributor marketing and promotional support program	To demonstrate to a potential importer that other than through price discounting/ cheapness in price, the exporter can construct/offer low cost, high impact trade and end buyer promotions which will achieve increased sales and market penetration

The Island

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anka at SIAL '94 gains entry to ten new markets

The Agent initiative to develop a ghly competitive gricultural export ector in the country as resulted in seven elected exporters eing assisted to exbit their products at the French SIAL '94 International food products exhibition.

The exhibition held in Paris between the 23rd through 27th October is said to have attracted around 100,000 buyers visiting 3500 exhibitors from 77 countries displaying more than 35,000 products.

The seven Sri lankan exporters had been selected under the director of EDB and were given display booths at the exhibition.

Five other exporters had their products — gherkins, pickles, cashew, dehydrated fruits and confectionary displayed within the EDB booth area.

These exporters were assisted by USAID funded AgEnt with airfreight of samples and assistance towards air travel.

Exporters who participated at SIAL '94 covered the following product sectors: fresh produce ● spices ● herbal products ● fine foods ● essential oils ● oleoresins ● dessicated coconut and coconut products and food ingredients.

Orders taken/potential orders on a consolidated basis among participating exporters have already been confirmed as topping the RPS 40 million mark linked to 10 (ten) new export markets being opened by exporters on a consolidated basis.

Extensive interest was also raised by potential buyers from many countries relating to a number of new export products displayed for the first time by Sri Lankan exporters at he trade fair or "in the pipeline for planned launch in 1995".

Sri Lanka's stand was manned by EDB's Deputy director of Export Agriculture and AgEnt's Agri-Business and International Marketing/Agro-Processing Advisors.

The impact of Sri Lanka's stand at SIAL '94 scored very highly versus the majority of other developing country stands as a result of —

- Development of a Sri Lankan country image positioning based around a "Sri Lanka — Isle of Paradise" concept and strong use of an environmentally friendly colour at the pavillion and individual exporter name/product mix signage level.
- A strong "on stand" promotion offering existing/potential buyers the opportunity to win daily a number of collector's "devil masks" (which in turn had been promoted in pretrade fair catalogue advertising)

Both the EDB and AgEnt team also spent considerable time at SIAL '94 visiting competitive country and individual exporter stand to identify new export marketing opportunities for Sri Lanka. In early 1995 the EDB/AgEnt plan to run a number of major export marketing development workshops based on experiences gained through participation at trade fairs such as SIAL '94 to illustrate the wide range of Sri Lankan export marketing opportunities which the private agro-enterprise sector should be aware of and seek (where appropriate) to seriously evaluate and test market.

Sri Lanka's new export development initiatives in the high value "hill country" export vegetables sector secured very wide coverage in the October SIAL '94 edition of Eurofruit magazine. This publication is the leading European fresh produce journal covering the import/wholesale/retail distribution trade in the European Community and Nordic markets.

ECONOMY AND BUSINESS

Sunday Island
BUSINESS, ECONOMY & FINANCE
Sunday October 2, 1994 Business Editor: Dalton de Silva

Woman entrepreneurs told —

'You can market goods abroad'

By Karel Roberts

If you are a woman and want to market your home-made seeni sambol, mango chutney or vambotu pahi, abroad, you can make it happen, if you have creative business ideas — and equip yourself with marketing know-how

In essence, that was what the roomful of women were told by the experts who talked to them at a seminar "How to Take Your Business Overseas and a Woman's Way to Success" organised by the Association of Business and Professional Women and USAID Agent's Women's Agro Enterprise at the Renaissance Hotel last week.

Mr Richard Hurelbrink, Chief of Party/ AgEnt, said that the key objectives of AgEnt in its five-year plan (1993-98) were to create 13,000 jobs in the domestic/ export sales fields, targetting 50 million US dollars worth of sales investments back to Sri Lanka. In the 'critical' 20 months of its existence, AgEnt had stimulated 20 million US dollars worth of investment.

He said that the next phase of assistance would be technical and innovative technologies, with emphasis on transfer technology What were needed were clients with creative ideas and opportunities for enterprise. The private sector was very encouraging Mr. Hurelbrink said.

AgEnt is a USAID funded private agro-enterprise development initiative offering companies and entrepreneurs. Viable business/marketing plans to expand existing operations or begin new ventures aimed at both the domestic and export markets.

The most critical period would be in the next 20 months with bring invaluable creativity, dynamism and staying power. Identifying markets was also a vitally important factor.

Ms. Chrismarie Maelge, Business/ Marketing Development Advisor at AgEnt said that the response of business women at the seminar was good.

"Some had very good ideas", she said.

Anthony Dalgleish AgEnt's popular genial Marketing/ Agro-Processing Adviser summed up the workshop:

"There is a lot more dynamism in Sri Lankan women than you think. They are a pretty go-getting lot. They are go-getting and have driving determination. They are also a pretty committed lot".

Twenty to 25 new clients had put their ideas across to AgEnt at the informal discussions that followed the seminar. Dalgleish described four out of ten of the ideas as 'very, very good'.

Some of the would be AgEnt clients were those who had stumbled along as well as others who had problems getting local assistance to set their projects off the ground.

Addressing the experienced and would be women entrepreneurs at the seminar, Tony Dalgleish said that the meeting was an 'appetite whetter" for any outstanding woman 'out there', and proceeded to list the hallmarks of a sound professional exporter. Number One was that homework had to be well done; secondly, a sound marketing plan must be formulated, identifying building a "better mousetrap". Staying power was vitally important. Listed number three was good salesmanship creativeness.

Creativity was important The fourth golden rule was to start with one market — to minimise risk, and the fifth, given added emphasis was 'keep up with the play', stay ahead

Sri Lanka, Mr Dalgleish said, was 'absolutely loaded with export opportunities'. These export-marketing chances had to be uncovered. 'There are new opportunities everyday', he added.

Daily News
The English Daily with the largest circulation in Sri Lanka
THURSDAY OCTOBER 27, 1994

Mr. Terrence Liercke, acting director of the USAID unveils a plaque to open the automated broiler plant. On his left is Mr. Maxie Perera of Maxie House. – (Picture by Bandula Alakhoon)

Modern poultry processing plant opened at Wennapuwa

By A. B. Mendis

USAID acting director Terence Liercke said he has not seen anywhere else in the world an establishment like Maxi House, where the energies of ordinary rural families are utilised to give them rich rewards by a large industry.

"In the process, it also offers employment to hundreds of young persons" he said. Mr. Liercke deputised for U.S Ambassador, Ms. Teresita C. Schaffer at the opening of an automated broiler processing plant in Wennappuwa recently.

He said a sudden illness had prevented the ambassador from attending the function

Mr. Liercke said. "We at USAID share your pride at the inauguration of this modern poultry processing plant, not only because of our involvement through the agro-enterprises project, but because it will benefit a lot of people directly in this country

"These include the 800 outgrowers, as well as consumers and others who are involved in this sector, including the farmers who grow maize to feed the chickens

"We are also pleased that our assistance program can share the advances in the technology of food processing with developing countries, such as Sri Lanka This improved processing technology can become more widely utilised in the industry, and will help to raise overall standards for the industry

"The introduction of this modern processing plant will help to improve the quality of the product and also improve public health It should reduce processing costs and help make poultry more affordable to the consumer

"Furthermore, the new system helps to improve the waste disposal and hygiene without polluting the environment. I was very interested to learn how Mr. Perera started his business in a small way with 100 chickens a month in his backyard and grew to the present size

"We are pleased to see that he is growing more with the assistance of the USAID AgEnt project USAID has contributed only a small portion of the cost for this factory expansion and that contribution covers equipment new to Sri Lanka

"Most of the costs and risks are borne by Mr. Perera We applaud this effort for its benefits of increased employment This business development may improve the livelihood of over 3,000 family members at the grass roots level This is a major goal of our program in Sri Lanka, to have an impact on people at grass-roots level "

Mr Richard Hurelbrink, managing director of the USAID AgEnt project congratulated the proprietor, whose initiative and drive had made him build an establishment of this nature with a very small beginning

Mr Tony Dalreish, marketing and agro-processing director of USAID said "Maxies is a great band of Sri Lankan entrepreneurs who have shown that they can compete with the best in Sri Lanka and overseas AgEnt is proud to be associated with you in this event '

He said they believe that Maxie s buy-back growers are poised to move successfully ahead again, and that the "Maxie House family team" will continue to be one of the leading producers of broiler chickens throughout the country

HE SUNDAY OBSERVER, SEPTEMBER 25, 1994

Sunday Observer

FINANCE & ECONOMY

Under USAID project

Excess tea estate labour to be used for growing pyrethrum

by Elmo Leonard

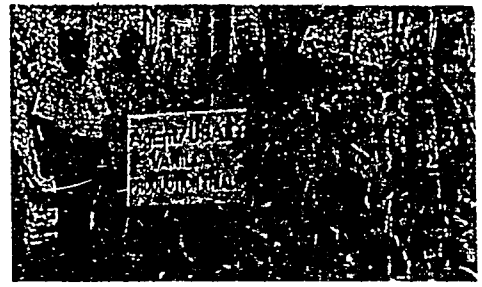
Farmers take on new high export value crops as vanilla, pyrethrum and legumes.

Excess labour of Sri Lanka's up country tea estates would soon be used to grow pyrethrum, a natural insecticide (similar to tea pick and dry), which would go into the making of aerosol sprays for export and to a local mosquito coil manufacturing industry. This is just one of many plans AgEnt dynamic USAID funded project has in its five year plan to end 1999, and possibly into the next century.

Richard Hurelbrink

Another is to put together 500 farmers to grow vanilla initially. The number of farmers would increase to 1,200 AgEnt's managing director, Richard Hurelbrink, said vanilla is a new high value export crop, and farmers from Kandy, Matale and Kegalle districts were trained in its cultivation.

AgEnt's successes thus are enormous. Set up in January 1993, AgEnt had 250 clients working very actively with 125 of them. Eighty percent of AgEnt's clients are in the small and medium category.



Vanilla grown on a trial basis in the Matale region

AgEnt is a US$ 14 million project funded by USAID. Taking a simple example of an enterprise which has benefited from the AgEnt project, we spoke to Mario de Alwis, Managing Director of MA's Tropical Foods Processing (Pvt) Ltd based in Dembulla. De Alwis said that his enterprise got underway in 1987, putting out spices and spice based products. The spices the company puts out includes all types as, pepper, cloves, nutmeg, cinnamon in powdered form. The spice based products include, seasonings, chutneys, curry paste, mixes, etc.

MA's fulfilled a requirement of AgEnt, calling for assistance and putting its cards on the table. AgEnt responded with a grant US$ 5 000 to purchase a semi-automatic filler machine to pack spices. AgEnt's loans are on a 50:50 sharing basis, and MA's put in the equivalent of another US$ 5 000.

De Alwis said that his company's export would increase by a third within this year. Currently MA's exports reach Japan, Russia, USA, Canada, Australia and UK.

MA's employs 70 persons at Dembulla who have the facility of free lodging and meals, in addition to another 10 persons employed in Colombo who assist in marketing the products at home and overseas.

Hulbrink explained that within the past 20 months, the 200 shared investor grants covered a very diversified range of agro-enterprise sectors and products from agriculture, floriculture, ornamental fish, processed foods spices, livestock (especially poultry), and legumes to be grown in the upcountry regions of the island.

Companies and enterprises have been assisted under this USAID project on a cost sharing basis, to visit overseas markets, and purchase equipment and technologies, so that a market edge could be achieved. And identify export market opportunities, or participate in trade fairs. To produce new label designs, sales brochures and promotional literature. To develop new export crops on a trial basis.

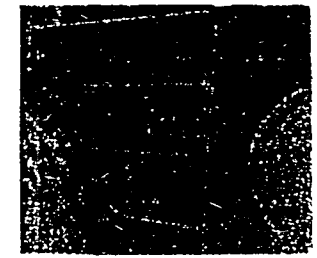
AgEnt's objective is to assist the Sri Lankan economy by way of developing the private sector expand or establish commercially viable agro enterprises. It plans to create 13 000 jobs within the 5 year period, while increasing sales at home and abroad. Hurelbrink spelled out AgEnt's second objective, as to increase sales of the companies by US$ 50 million within 5 years. The third objective is to ensure that within the 5 year period the companies would invest their profits of not less than US$ 20 million into their companies, and the agricultural sector.

Other experiments, are on for cultivating legumes in the up country region for export into the European Union. These crops include French fine beans, round beans, sugar peas and mangetout.

Around Avissawella in the Sabaragamuwa province a fibre crop called Ramie is being experimented with. Ramie could be blended with cotton to feed country's spinning mills.

In the south of the island, work is underway to develop seeds for the cultivation of sesame, maize, and pulses which could be grown in dry areas. If such are grown in the south it would assist low income farmers, Hurelbrink, said.

The technically qualified staff of AgEnt, with experience in developing nations in many parts of the world are also working on cultivating B



A client and an AgEnt international technical assistant specialist discusses how Shitake mushroom production could be increased without major additional investment.

onions during off season, and on its storage techniques.

All this work is being done outside the Mahaweli regions, while 2 other USAID funded projects work within the Mahaweli region, of the country.

The AgEnt project which is funded by United States Agency for International Development is being implemented by a consortium comprising Oregon State University as the lead organisation, and Development Alternatives Inc. Fintrac and Management Advisory Services, of USA.

AgEnt's international marketing agro-processing advisor Anthony Dalglish plays a catalytic role in this program.

AgEnt has of late turned its attention on Lankan women, who they say have the capability to become successful agro-enterprise entrepreneurs. AgEnt has concluded a program where 200 women throughout the country took part in a program to expand their business and launch new products via a major domestic export marketing workshop. The women's entrepreneurial advisor Charmaine Maelge, who has shown results in short time.

US$ 14m AgEnt project completes major phase 2

AgEnt is a dynamic USAID funded private sector agro-enterprise initiative successfully assisting companies and entrepreneurs with viable business/marketing plans to expand existing operations or start-up new ventures targeted at both domestic and export markets.

Richard Hurelbrink, AgEnt's Managing Director, stated that over the last 20 months AgEnt had made nearly 200 "shared investment grants" covering a very diverse range of agro-enterprise sectors and products to enable companies and entrepreneurs to-

*Visit overseas markets to evaluate/purchase upgraded and new equipment/technologies designed to create a marketing edge.

*Visit overseas markets to evaluate/identify new export marketing opportunities or participate in trade fairs to successfully promote and sell their products.

*Produce new label designs, sales brochures and promotional literature.

*Address environmental processing problems.

*Develop and trial new high value export crop initiatives at a hill/mid/low country regions level.

Whilst the "shared investment grants" component is the cornerstone of AgEnt's private sector agro-enterprise development thrust, another critically important support component is the project's program, which shortly completes a major Phase 2 multifaceted training workshops program covering the following illustrative sectors.

3 day agri-business/ International marketing workshops

Over 100 senior/mid management executives and entrepreneurs throughout the country attended 4 workshops held in Colombo, Kandy and Nuwara Eliya. The workshops were concepted/run by AgEnt in association with Mississipi State University's Agri Business Institute.

As a result of idependent market research conducted at the conclusion of the majority of the workshops, AgEnt will intensify its training efforts in the international marketing arena in 1995, as many participants expressed deep interest in "How to identify export marketing opportunities; then develop/launch products successfully into the international marketplace on a sustainable/profitable basis."

AgEnt's International Marketing/Agro-Processing Advisor (Anthony Dalgleish) will again act as the catalyst in the development/implementation of this important component of AgEnt's future multifaceted agro-enterprises training program; which will be run in conjunction with a leading Sri Lankan trade association and development body, linked to the award of a number of overseas international marketing training/study tours as prizes for the "best submitted international marketing plans aligned with the development/launch of a new export product sector".

Financial institutions' credit officers training workshops

This is Phase 2 of AgEnt's program to train another 50 credit officers (mainly from the financial community) who are employed at an operational credit management level with responsibilities in the agriculture sector. The workshops are being conducted on AgEnt's behalf by the United States based MAS/Management Advisory Services company with specifically constructed inputs fron AgEnt's Financial Divison relevant to Sri Lankan needs and requirements in this sector

AgEnt believes that the development of improved skills in the agriculture credit management discipline will encourage Sri Lankan financial institutions to increase their exposure in the agribusiness arena, benefitting in turn from the increased demand for banking services which will follow from the agriculture sector.

2-Day medium/micro size agro-entreprise management/marketing and sales personnel effective field selling workshops

Utilising a leading Sri Lankan trainer in these disciplines, AgEnt conducted Sinhala language workshops in the above sectors covering a total of 70 men/women entrepreneurs and their sales personnel in Colombo and Kandy.

The key objectives were to improve the marketing/sales sophistication and application of medium/micro size agro-enterprises and entrepreneurs who must sell their products in a highly competitive marketplace

Reducing domestic market postharvest losses of fresh fruits and vegetables

AgEnt in collaboration with HORDI (Horticulture Research and Development Institute) conducted the first of a series of training workshops in this important sector. The 33 participants came from the Kandy Central Market Traders Associatin and their affiliated growers and transport agents.

Vanilla outgrowers development program - field planting demonstrations

As part of AgEnt's major pro-active development support for this new, high value export sector, the project conducted a field workshop on hand pollination for 34 farmers from Kandy, Matale and Kegalle districts.

Finally, Richard Hurelbrink confirmed that AgEnt in 1995 will increase the intensity and scope of its training programs throughout the private agro-enterprise sector embracing large/medium/micro-size organisations, farmers associations and women entrepreneurs. In a latter context he confirmed that AgEnt's recently formed "Womens Agro-Enterprise Development Unit" headed by Miss Charmarie Maelge is already achieving a considerable impact on a number of fronts.

Award of AgEnt 3 Day Agri-Business / International Marketing Workshop Certificates. From left, Mrs. Dissanayake (Summer Foods), Anthony Dalgleish (AgEnt International Marketing / Agro- Processing Advisor), Gamini Kumarage (AgEnt Agri-Business Advisor), Richard Hurelbrink (AgEnt Managing Director) and Professor Travis Davis (Mississipi State University's Agri-Business Institute).

Hiran sees good future for dried fruits

Mohan Samarasinghe

Hiran International Dehydration Co. (Pvt) Ltd., a wholly-owned subsidiary of Hiran Cordials Company of Moratuwa, has been granted patent rights for the manufacturing process of naturally dehydrated fruit.

The company, which pioneered the technology for this process in Sri Lanka, currently exports dehydrated fruits to lucrative markets in Germany, Japan, Austria and the Netherlands.

"There is a good future for this industry. Countries like Thailand and Philippines are into dehydration in a big way, but our fruits are tastier than their's and therefore has a better demand abroad," says Henricus Fernando, Chairman of Hiran.

He, along with his wife Helen, set up Hiran Cordials in 1979 to manufacture cordials and jams. While jam and cordial were being bought up by leading Colombo hotels, the company diversified into the manufacture of yoghurts, ice cream and vinegar.

Presently, Hiran products are distributed for sale along the west coastal belt of Sri Lanka. The company is also the sole manufacturer of Gold Crest brand vinegar for the Ceylon Tobacco Trading Co. Ltd.

"In 1989, we began to experiment with dehydrating fruit, with guidance from the Industrial Development Board," Helen Fernando recalls.

While the IDB assisted the company to reach quality standards, USAID's associate agency 'Agent' provided them with funding to grow. With IDB and Agent support, the Fernandos attended several international fairs and promoted their novel product to the world

Photo: Douglas Dias

Workers at Hiran International Dehydration Co., Sri Lanka's only manufacturer and exporter of dehydrated fruits.

In 1993, they set up the Hiran International Dehydration Company and purchased a sophisticated electric dryer from Japan with financial assistance from Agent.

"Our first export consignment went out last November. Since then, we've exported over 5 tons of dehydrated fruit," Mr.Fernando says.

According to him, dehydrated fruit is the next best thing to fresh fruit, which is not always available. Technology developed by Hiran makes it possible to remove 70 to 80% of the moisture from fruit, while reportedly maintaining every bit of its natural taste and food value

Dehydrated fruit has the advantage of keeping for as much as five to six years. Packaging makes it easy to carry around, even in your pocket. Imagine carrying a pineapple in you pocket!

Hiran's own technology has enabled the company to dehydrate bananas (whole and slices), mango, pineapple (slices and centres), papaya, jack and lime. The company can perfect technology to dehydrate other fruits and even vegetables, on demand

"We now have an inquiry for jack seeds We're doing trials these days for it," Mrs Fernando says

Most of the dehydrated stuff are used for direct consumption, while some are used for food and table decoration

"We have not introduced dehydrated fruits to Sri Lanka, because here we have plenty of fresh fruit But we can certainly create a market for seasonal fruits and vegetables like onions and mangoes," she explains

Dehydrated onions are presently used heavily by the fast food industry overseas

"We have already launched an expansion programme Then we can meet the demand as well as introduce new dehydrated foods into the market," Mr Fernando adds

Directors of the company are Mr Henricus Fernando Chairman Mrs Helen Fernando, Mr Herathon Fernando and Miss Hirashini Fernando

Daily News
The English Daily with the largest circulation in Sri Lanka
TUESDAY AUGUST 16, 1994

Daily News

The English Daily with the largest circulation in Sri Lanka

MONDAY JUNE 20, 1994

The Export Development Board's ornamental fish exporters stall at the INTERZOO '94 world pet trade fair held recently at Nurenberg, Germany, was designed and built with assistance from USAID's AgEnt Project. Eight local breeders/exporters of endemic tank and pond-reared ornamental fish were overwhelmed by the advance orders they received at the four-day exhibition. (Picture by courtesy of AgEnt)

Boost for Lanka's aquarium fish export

Sri Lanka's aquarium fish display at the Interzoo '94 pet trade fair held recently in Nurenberg, Germany, has provided a major boost for the country's aquarium fish exports, according to the Export Development Board (EDB) and USAID's private sector agro-enterprise development project AgEnt.

Both the EDB and AgEnt, assisted eight Sri Lankan aquarium fish exporters to participate in Interzoo, the world's largest fair for the pet trade with aquarium fish being one of the major product groups.

Tank and pond raised ornamental fish from Sri Lanka was one of the highlights and sales success stories of the show, according to AgEnt. Some of the exhibitors were considering returning to Sri Lanka before the show was even over as a result of advance orders for their anticipated production.

AgEnt also collaborated with the EDB in organising the Lankan stall and international market promotion. Other assistance given to exporters included free stall space with basic fixtures and fittings, aquaria with complete accessories for exhibiting the live fish products and the provision subsidised air fare and daily subsistance allowance to the eight breeders/exporters who participated.

These were Messrs Ocean Tropical Fish Exports, Sumudra Aquaria, Fish Gate (Pvt) Ltd., Wet Pets, Aquapets, Aquarium Sea Horse, CDE Aquariums, Golden Scalare Business Enterprises, and Ruwini Aquatics.

AgEnt has been providing technical assistance for the expansion and breeding of freshwater aquarium fish and marketing assistance for export to selected local aquarium fish breeders/exported under an EDB/ITC/UNDP funded project. As a result of this program, those who were predominantly exporting marine tropical aquarium fish have commenced captive breeding of freshwater tank-reared fish for the export trade.

One of the catalysts responsible for this transition has been the lobbying by various international and conservationists' organisations for the preservation of the natural environment.

For Interzoo '94, AgEnt created and provided two colourful endemic fish posters to create an identity for Lankan tank and pond raised fish. Fourteen aquariums with fish ranging from guppies to goldfish were placed at the back of the Lankan stall, so that one had to really walk in to view. This promotional strategy had an outstanding impact in that the stall was patronised by over 1,000 visitors during the four-day exhibition.

As a result, the representatives of the eight participating companies had a combined total of nearly 500 sit-down discussions with existing and potential new buyers during the show.

According to AgEnt, the main producer of ornamental fish in the Asian region is Singapore, whose export market last year neared US$ 50 million.

While Sri Lanka has a long way to go to reach such a figure, given the strength and talent of the local industry, the marketing and promotional approaches introduced at Interzoo, and land availability for breeding, both the EDB and AgEnt are confident that foreign exchange earnings should grow significantly in the near future.

Daily News

The English Daily with the largest circulation in Sri Lanka

THURSDAY MARCH 31, 1994

Hill country export crop trials, test market workshop a success

Over 125 key identities from the plantations, growers, the Ministry of Agriculture, the Export Development Board and fresh produce exporters yesterday participated in a very successful workshop on hill country export crops at Nuwara Eliya. The workshop was organised by USAID's private sector agro-enterprise AgEnt Project.

Richrd Hurelbrink, AgEnt's managing director told the *Daily News* at the conclusion of the workshop that it was the second such major initiative by the project to assist the plantation sector to explore a number of new hill-country high value export crop diversification possibilities.

The major thrust of the workshop was based around the just commenced crop triallingltest marketing program in the Nuwara Eliya region for mangetoutsnowpeas, sugar snap peas, and fine and round beans.

Speakers yesterday included AgEnt's international specialist in high value export vegetables David Brandon, and a prominent line-up including AgEnt's international marketing and agro-processing advisor Anthony Dalgleish; Shanthi Wijesinghe, chairman of Consolidated Business Systems, a leading fresh fruit and vegetable exporter; Horticultural Research and Development Institute director Dr. Gerry Jayawardena, the Export Development Board's agricultural exports director Dr. Daya Wijewardena; the Seed Certification and Plant Quarantine Centre's director Dr. Jinasiri Fernando; and Survey Research Lanka Limited's managing director Kithsiri Wijesundera.

The workshop covered the planning, growing, harvesting, handling, cooling, packing, shipping, and export market opportunities for the high value vegetables now being trialled.

The Department of Agriculture's horticulture development and research division also displayed a range of recently developed dehydrated fruits and vegetable, together with ready-to-serve soups.

The specific components of AgEnt's crop trailling-test marketing program embraces how to successfully grow the identified range of hillcountry high value export begetables; take these products to the market and determine whether Sri Lanka has a competitively priced, quality product range' estalbish the size of importer:end-buyer market opportunities plus requirements necessary to succeed throughout the growing, post-harvest handling, distribution and marketing chain; and if all these prove successful, to put together a total Sri Lanka grower-exporter delivery program.

Finally, AgEnt's marketing:agro-processing division presented a survey of the Sri Lankan market for fruit and vegetables in the hotel and restaurant sector. This was one of a number of Free Market Research Surveys which AgEnt has recently completed to assist growers:farmers better understand the issues they must address when seeking to successfuly market their products.

Daily News

The English Daily with the largest circulation in Sri Lanka

TUESDAY MARCH 08, 1994

AgEnt's strategy package for aromatic crops

AgEnt, the USAID funded private sector agro-enterprise development initiative, has set out to assist the Lankan aromatics sector identify and capitalise on new marketing opportunities

At an 'Aromatic Crops Domestic - Export Production and Marketing Workshop' held at the Hotel Lanka Oberoi yesterday, AgEnt's Managing Director Richard Hurelbrink was delighted at the interest shown by present and potential entrepreneurs who had turned out to learn how AgEnt could help them

The workshop sought to establish the ideal strategy-package needed to help the aromatics sector expand, particularly in exports

Key speakers were Tom Davies, an aromatic crops agronomist from the United Kingdom, who outlined opportunities for Sri Lanka, Intecnos Associates' senior partner Dr R O B Wijesekera, whose subject was improved technology for processing aromatic crops, and his colleague C.N. Ratnatunga, who considered the design and fabrication of equipment for the aromatic plant industry; and Sri Lanka Export

(Contd on page 16)

AgEnt's strategy package

(Contd from page 1

Development Board Assistant Director P N S Wijeratna, who outlined strategies for spices, essential oils and medicinal herbs in Sri Lanka's decade of exports

At yesterday's workshop, closely guarded trade secrets were brought to the surface and typical western marketing trends and opportunities outlined Cultural practices post-harvest handling hygiene continuity of supply and competitive pricing were outlined for successful growth and marketing

Another aspect was how essential oil extraction processes could be modified to suit specific Lankan crops

Most essential oils from Sri Lanka have in recent years been exported to the USA, France and the UK As a united market area, the European Community represents Lanka's largest outlet

The Island
Thursday 13th January, 1994 Registered in Sri Lanka as a Newspaper Vol. 14 No. 11 PRICE Rs. 7.

Bringing U.S. Agro-enterprises to Lanka

Agent, which is dynamic five year USAID private agro-enterprise sector initiative has now completed its first year of operation.

Richard Hurelbrink, AgEnt's Chief of Party, stated that in 1993 the project got off to a highly successful start, awarding well over 100 "shared investment grants" covering the agro enterprise new equipment/technology acquisition, export marketing development and training sectors. AgEnt is presently working with clients in over 12 different agro-enterprise sectors and the project will expand its advice/assistance services into many new areas in 1994.

AgEnt "kicks off" its 1994 sector by sector and clients support activities; linked to the determination to attract increased United States joint investment, etc. into the Sri Lankan private agro-enterprise sector, with the following program — 46th Atlanta International Poultry Exposition

Co-ordinated by AgEnt's international marketing/agro-processing advisor - Anthony Dalgleish - the project is assisting on a "shared investment grants" basis, representatives from the following agro-enterprises to attend above event -

Pussela Farm
Crystal Springs (Pvt) Ltd
Maxie House
M I M Naleem Hajiar & Co Ltd
Ravi Farm complex

to evaluate the latest poultry sector developments covering production/quality control/disease management/processing/marketing etc, as Sri Lanka's present per capita consumption of broiler meat is still very low, and the potential firmly exists to significantly increase the number of small broiler farmers at an outgrower level

A number of Sri Lankan representatives visiting the exposition will also -

a. Participate in the "1994 Georgia 3 day short course in Poultry Technology organised by The University of Georgia, designed to update industry breeders/processors on the latest poultry practices and innovations.

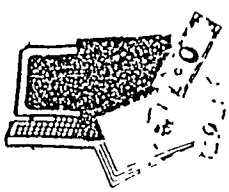
b. Travel after the event throughout the United States to hold discussions with potential suppliers of poultry processing equipment, disease management/laboratory technology, grand parent stock, etc.

Anthony Dalgleish, AgEnt's international marketing/agro-processing advisor, will also travel after Atlanta to Portland (Oregon) and Sacramento (California) to make presentations to United States businessmen (organised by Oregon State University and the USAID outreach program) to -

a. Profile the dynamics of the Sri Lankan agro-enterprise sector, in terms of potential joint venture investment and marketing opportunities, including the identification of new processing equipment/technologies which can offer Sri Lankan companies either increased production efficiency or a distinct "marketing edge".

b. How AgEnt can assist as the mid point facilitator to bring interested Sri Lankan and United States agro-entreprise identities together to explore mutual investment and marketing possibilities

Hurelbrink, believes that a number of United States agro enterprise processors and marketers could well be interested in the opportunities which the project has identified in this arena



ECONOMY AND BUSINESS

Business Editor Eric Dewanarayana

The Island

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Sri Lanka must gain international recognition

Dhilara Senevirratne

The market overseas for Sri Lankan ethnic food is very weak. Although the best cinnamon in the world is produced in Sri Lanka it is always India which is associated with it. The leader of ethnic food is India and unfortunately Sri Lanka has still not touched it.

This was stated by Anthony Dalgleish, Marketing/Agro processing advisor for 'Ag Ent' and U.S. aid project.

Ag Ent (Agro Enterprise Development Project) which assists the Sri Lankan private sector to develop commercially viable agro-enterprise is $14 million project designed for five years.

Mr. Dalgleish was addressing a workshop at which over 225 women agro enterprise entrepreneurs attended. These women entrepreneurs were given a knowledge of how a product should be taken into the market and how they should deal with their clients. They were also advised on how they should avoid risk when introducing new technology.

Ornamental fish export, floriculture, poultry and ayurveda were some of the fields that were discussed at this workshop.

Mr. Dalgleish also explained the advantages of exporting vanilla beans which has a high demand in the world market. He said a kilo of vanilla beans could earn 75 U.S. dollars.

Since we were unable to compete with multinational companies like Uni-Levers it was best for us to concentrate on packaged ethnic food he said.

Recalling an incident, he said, out of 400 brands of tea which he had inspected at over 26 super markets only one brand had the label "Ceylon" on it.

This he said was a very unfortunate situation", Sri Lanka must gain new recognition where international trade was concerned, and should not be under the shade of India.

The Ambassador for U.S. Terresita Schaffer was the chief guest. She promised that a number of 350 projects will be created with the assistance of Agro Enterprise.

ECONOMY AND BUSINESS

Business Editor: Eriq Dewanarayana

Daily News

The English Daily with the largest circulation in Sri Lanka

THURSDAY SEPTEMBER 23. 1993

AgEnt fillip for upturn in agriculture

By Daryll de Silva

American Ambassador Teresita Schaffer yesterday expressed confidence that AgEnt, the USAID sponsored private sector agro-enterprise advice and assistance service, would unleash power to Sri Lanka's farmers and turn the trend of a low growth in the agricultural sector

She said the AgEnt project to stimulate the successful development of agro-products, enterprises and export markets for Sri Lanka combines all the features for the country's development

"The project is practical, it is free of some of the traditional mythology about what was useful and what was not, and is providing a real service. It exemplifies what the United States would like to see for Sri Lanka's agricultural development," she said

She was addressing an assorted gathering of persons who were brought together by AgEnt at the BMICH to be appraised of "Project AgEnt" and its progress and achievements since it was set up ten months ago In the audience were provincial directors of the Agricultural Development Authority, heads of financial institutions and government departments, private sector clients of AgEnt, Provincial Council leaders, USAID officials, and Minister of Agricultural Development and Research R M Dharmadasa Banda

AgEnt's chief of party in Sri Lanka Richard Hurelbrink said the project has a target of creating 13,000 new jobs in the next five years

"It is not a give-away project There must be shared investment by our clients We try to identify opportunities and try to introduce new product on techniques We are not here to make their decisions or do their work, but to provide clients with 'hands-on' assistance," he said

Hurelbrink made the point that although "Project AgEnt" was appropriate for Sri Lanka's private sector, it was influenced by the public sector and dealt with the high priority of using an increasing number of Sri Lankan companies and farmers

Tony Dalphesh AgEnt's marketing and agro-processing advisor said the project was presently working with the funding 40 private sector identities "who are outstanding clients to work with We show them how to get out to the export market place and sell their products We hold their hands and stay with them to make sure they get there, using technology that is appropriate to Sri Lanka "

USAID's acting director Terrence Liercke described the project as "sharing risks, not just giving grants. It is a foundation for Sri Lanka to solidify its emerging international role, with human capital as its greatest resource By targeting 350 new agro-business ventures and 13,000 new jobs for the next five years, it will uplift living standards, and we are counting on success," he said

Minister Dharmadasa Banda said "If you can find the market, our farmers will do the job There are 677 experts in the Department of Agriculture to help them. The 13,000 to be employed need training, and I have just got the government's permission to start six new schools which will provide two-year diploma courses in agriculture "

Daily News

The English Daily with the largest circulation in Sri Lanka

MONDAY SEPTEMBER 13, 1993

LEAD PAGE, SECTION 2

AgEnt boost for processed fruits and vegetables

USAID's major AgEnt private sector agro-enterprise project has joined forces with the Perennial Crops Development Project to focus on domestic and export marketing prospects for companies and entrepreneurs interested in investing in the processed fruits and vegetables arena.

At a recent seminar cum workshop held in Kandy, particular emphasis was placed on domestic marketing opportunities in jams, chutneys, and pickles, where the findings of Survey Research Lanka, commissioned by AgEnt to survey the 'Market for chutneys, pickles and jams in the Greater Colombo Area' were presented.

Designed to assist companies and entrepreneurs interested in entering these product sectors to better understand the issues and marketing dynamics they should be aware of, AgEnt will also release shortly a number of pro-active market research studies in other major agro-enterprise sectors as a service to its clients.

Richard Hurelbrink, AgEnt's chief of party, expressed delight at being able to underpin the efforts of the Perennial Crops Development Project (PCDP) to develop the processed fruits and vegetables sector.

The PCDP, under the direction of Dr. U. P. de S. Waidyanatha, can assist companies with loan funding to purchase the needed production plant for entry into this sector.

The Kandy seminar, developed and presented by AgEnt's international marketing/agro-processing advisor Anthony Dalgleish, and domestic marketing/agro-processing advisor Anton Wijeratne, was based on 'true to life' and 'hands on' marketing experience and case histories

It identified that the companies most likely to succeed are those who develop and implement a sound marketing plan, produce a quality product with a competitive marketing edge, can creatively sell and promote their product, launch these products on a market by market basis, and have the staying power to go that 'extra mile.

It also helped to illustrate how Sri Lanka can improve the country's image and packaging technology limitations into marketing strengths.

AgEnt has also made ten shared-contribution grants to assist companies and entrepreneurs to visit the Indian Food Convention (IFCON) and Technology Exhibition in Mysore, and to introduce new processing technology with a marketing edge.

According to Richard Hurelbrink, AgEnt will shortly present similar domestic and export marketing programs to a number of other agro-enterprise sectors.

Daily News

The English Daily with the largest circulation in Sri Lanka

SATURDAY JULY 17, 1993

FRONT PAGE

Flourishing floriculture: AgEnt's five-year export venture

By Daryll de Silva

AgEnt, USAID's major private sector agro-enterprise project, has undertaken phase one of its advice and assistance program to increase floriculture exports over the next five years.

This undertaking has been given to both the Export Development Board and the Sri Lanka Floriculture Produce Exporters' Association.

By December 1992, Sri Lanka had exported US $6.3 million in floriculture produce (an increase of 98 per cent since 1989) to 44 countries. Six of these countries – the Netherlands, Germany, Japan, Singapore, Denmark and Switzerland accounted for 78 per cent of this sum. Export potential for the next five years is therefore excellent, says AgEnt.

Its two international technical assistance specialists, Nancy Laws (marketing) and Dick Lahey (production) who will handle phase one of the project are due to arrive in Sri Lanka today

Both specialists will work closely with AgEnt's strong 'on the ground' team comprising Anthony Dalgleish and Anton Wijeratne (marketing/agro-processing) and Phil Mowbray and Neville Gnanapragasam (production) in a seven-week assignment They will also make an in-depth assessment of marketing opportunities in Hong Kong and selected European Countries

The Japanese and selected Middle East markets will be evaluated later to determine how the floriculture sector can tap these relatively closer export markets

Contd on p16

Flourishing floriculture

Contd from p1

Richard Hurelbrink, AgEnt's chief told the *Daily News* that the visiting specialists will analyse a complete SWOT (strengths/weaknesses/opportunities/threats) of Lanka's floriculture export industry, and work alongside growers and exporters to advise on production, post-harvest handling, marketing, packing and shipment.

They will also work out how local exporters can increase sales in existing markets and open up new markets; identify the growers/exporters who meet the requirements to obtain 'shared technology investment grants' from AgEnt; and present their findings and recommendations at an industry seminar in Colombo

AgEnt at present is working with over 25 agro-enterprise clients throughout the country (other than in the Mahaweli area) on a wide range of product sectors

The project, formerly housed at the Oberoi Hotel, has recently moved into its permanent office on the 5th floor of the Deutsche Bank building, 86, Galle Road, Colombo 3 (telephone 446447, 446420) where agro- entrepreneurs may make contact.

Sunday Observer

Sri Lanka's English newspaper with the largest circulation

SUNDAY, JULY 11, 1993

FINANCE AND ECONOMY

UniLevers help small farmer to grow vanilla as an export crop

by E.Weerapperuma

Consumers who go for processed foods today look for natural ingredients and there is a strong interest and demand for natural vanilla, a flavouring ingredient in ice creams, cakes, conserves, chocolate and the like the world over. If vanilla is grown on a well-planned basis it would bring dividends to the small farmer who during the past three decades were reluctant to grow the crop as they no longer found the crop commercially viable. Vanilla a member of the "*Orchidaceae*" family was successfully grown on a limited and non commercial scale for many years in Sri Lanka but the interest in growing this crop declined since the 1960s with the increased supply of the synthetic substitute vanilla which replaced the natural vanilla and was much cheaper. This resulted in a market drop in the land undere vanilla cultivation.

In 1991 UniLever Ceylon, found there were excellent prospects for vanilla as a high value export crop They found that the cultivation of the crop would benefit small farmers They worked in close collaboration with the Minor Export Agricultural Department, the University of Peradeniya and the Agricultural Development Authority to establish this crop more extensively and on a scientific and commercial basis UniLever Ceylon already has 50,000 plants under propagation in nurseries throughout the country and had distributed many plants to farmer-co-operatives.

Forecasts

Forecasts of demand for vanilla and international prices indicate that with the support of nucleus estates, 8,000 to 10,000 small farmers could earn upto Rs.100,000 per acre by cultivating vanilla. UniLever PLC's major international fragrances and flavours company, Quest International in the UK has indicated their willingness to offer growers producing quality, dried vanilla bean, a very attractive farm gate price

USAID's AgEnt, a major new initiative designed to assist the Sri Lankan private agro-enterprise sector to develop and export new products with a high value potential, had also identified vanilla as a crop with exceptional export promise. Hence AgEnt has agreed to underpin UniLevers' initiatives behind this crop through an on going program of technical support based on bringing in from overseas a proven vanilla growing/production specialist to assist the small grower with advice level and to develop Sri Lankan export quality standards and the vanilla brand mark.

Seminars to educate and provide information had been held in the past and recently a similar seminar was held at Mawanella where the Minister of Construction and Building Materials was present.

36 Pages

Daily News

Late City

The English Daily with the largest circulation in Sri Lanka

Established 3 1-1918 TUESDAY JUNE 22, 1993 PRICE Rupees 6 00

Ornamental fish export sector must maintain its marketing edge!

Seventy five members of the country's ornamental fish sector, government and non government organisations were issued a challenge by Jonathan Mee, a visiting specialist in the ornamental fish sector Mee has just finished a five week review of this important export sector in Sri Lanka for AgEnt, a major USAID private sector agro-enterprise project which commenced operations at the beginning of the year.

The challenge was offered at a recent findings presentation at the Lanka Oberoi Whilst Mee confirmed that "He had seen some of the best ornamental export fish anywhere in the world in Sri Lanka", he challenged this important export revenue earning sector, with enormous untapped potential, to take the important environmental step necessary to ensure that "our children and grandchildren still have this sector and unique resource in the years ahead". In this context, AgEnt is considering a formal survey of the effects of wild collection of marine species as a part of its assistance package to the industry.

Mee presented the first draft of his findings in a fifty page report which had over forty specific recommendations to ensure that "environmental issues are addressed and the overall quality of Sri Lanka's ornamental aquatics exports continue to improve". He stressed that quality improvement is crucial if the country is to maintain a firm, profitable place in the world market, and challenged the sector to never be satisfied with their product, but to continually seek to better their ornamental fish quality.

AgEnt is now in the process of closely evaluating Mee's recommendations, which include –

* Predator barriers for fish breeders * Disease detection * Ongoing industry training seminars at varying levels * Export markets promotional assistance * Individual breeder and exporter "Shared technology grants" for those who meet AgEnt's award criteria

AgEnt is also part funding the travel costs for a number of breeders and exporters attending the major Singapore AQUARAMA trade fair at the end of June

Richard Hurelbrink, AgEnt's Chief of Party, stated that "He is delighted with the initial level of production and marketing advice the project has been able to offer Sri Lanka's ornamental fish export industry as a result of Mee's visit."

Hurelbrink also confirmed that AgEnt is presently finalising similar assistance packages in support of a number of other major Sri Lankan agro-export potential sectors, together with various new export crop initiatives with a number of agro-enterprises and outgrowers

Daily News

The English Daily with the largest circulation in Shri Lanka

WEDNESDAY May 12, 1993 PRICE Rupees 6.00

FRONT PAGE

Huge market for Lankan line in processed foods

By Daryll de Silva

An USAID-funded agro-enterprise has found a huge processed food market awaiting Lankan exporters

AgEnt, a private sector advice and assistance service to stimulate agro-products, enterprises and export markets for Shri Lanka, recently sent a four-member team to the Exporters' Food Fair in Bangkok, and has identified opportunities for fresh, frozen, canned, dehydrated, concentrated and reconstituted food products

The team comprised Mr. B E Pereira of Junson Marketing (Pvt) Ltd, Mr S Wickramasekara of Forbes Agricultural Services (Pvt) Ltd, and Mr. and Mrs H Fernando of Hiran Cordials Company they were accompanied by AgEnt's marketing and agro-processing advisors, Anton Wijeratne and Anthony Dalgleish

The fair, the largest of its kind in the region, covered an enormous range of food sectors. The team explored the possibilities of a two-way Lankan-Thai processed food trade, including domestic and export joint ventures in investment, technology transfer and marketing.

Thailand is reported to have built an enviable reputation as one of the most imaginative and successful exporters of processed foods, such as microwave meals, ready-to-serve snacks, oriental sauces, seasonings, health foods, fruits, fruit drinks, preserves and the like.

Lankan food manufacturers were also given the opportunity of studying at first hand, the latest developments in food packaging and marketing in agro-production sectors akin to Lanka's own.

The Lankan team also visited a number of Thai export companies processing canned fruits, vegetables, dehydrated fruit and poultry.

(Contd on page 10)

Huge ... (Contd from page 1)

Mission members realised that Shri Lanka has considerable resources of untapped agriculture, horticulture, fisheries and aquaculture production. They report that for existing and intending food manufacturers to succeed in the highly competitive export arena, considerable new investments will have to be made.

These investment areas include the latest processing and packaging technology (including lightweight 'rip-top' aluminium cans, lightweight high impact glass bottles and jars, long-life sterile packaging etc), improved product formulae, correct brand and product positioning, development of processed food in line with ever changing import buyer and consumer dictates, international bar coding, and the upgrading of processing plants to meet the specific import country's standards of hygiene.

According to AgEnt, one of Thailand's strengths is its ability to utilise a skilled, low-cost labour force to add higher value to export food products – such as deboning chicken to produce *Yakitori* (barbeque stick for the Japanese marke The larger plants in th sector employ over 300 line workers per da and process more tha 300,000 broiler chicker in one eight-hour shift

AgEnt believes Sh Lanka could well offer similar, highly skille low-cost labour input.

In 1977, Thailand processed food industr netted only US $ 1 million. Today, expo earnings have increase to over US $ 1.2 billior with canned fruit juices, baby corn, bam boo shoots, vegetabl and dehydrated fruit doing particularly well.

Against this back ground, AgEnt's chief Shri Lanka, Richar Hurelbrink believes tha AgEnt's major five-yea private sector agro-en terprise assistanc project' is particularl well placed to offe processed food expo companies the necessar support to help them de velop and launch a wid range of new adde value products

Entrepreneurs need ing AgEnt free assistanc may contact its tem porary office at th Lanka Oberoi Hotel

24 Pages

Daily News

The English Daily with the largest circulation in Shri Lanka

Established: 3-1-1918 MONDAY FEBRUARY 08, 1993 PRICE Rupees 6.00

Ag Ent, godfather to Lanka's private sector agro-business

By Daryll de Silva

A private agro-enterprises advice and assistance service, Ag Ent, will stimulate the development of Lankan agro-products and their export and play a dynamic role in this new private sector initiative which has been launched in the country.

The project is for a five-year term and funded by the United States Agency for International Development (USAID).

Ag Ent will draw on the resources of the state of Oregon and a consortium of leading US private sector and research/development enterprises in agro-industry, seeking to stimulate the successful development of commercial farming, agro-processing and new agro-products for Shri Lanka's export markets.

"We are delighted with the tremendous private sector interest the project has clearly generated even before the doors were officially opened for business a few weeks back," Ag Ent's chief of party and agri-business advisor in Shri Lanka, Richard Hurelbrink told the *Daily News*, adding that Ag Ent has received more than 25 requests for advice and assistance from a wide range of enterprises throughout the local agro-industry sector.

"Ag Ent's advice and assistance service is designed to be responsive to both client and market needs, helping organisations and enterprises to start-up potentially viable new ventures and to improve and expand their businesses," Hurelbrink said.

Ag Ent's services are being offered to enterprises which meet a number of criteria, on a points-assessment basis, linked to the level of resource commitment from each applicant.

Ag Ent will operate through Shri Lanka, except the Mahaweli region. Its support and assistance program will include business and marketing strategy plans; introduction c improved product formulae and processing technologies; identification of new mark-

(Contd on p 12)

Ag Ent ... (Contd from p 1)

ets and buyers, market research; export opportunities assessment, sales, trade mission and trade fair participation, promotional material development; joint venture identification and development; introduction of new production technologies, post-harvest handling innovations; training programs, and special policy and feasibility studies.

Hurelbrink said Ag Ent will also establish an "Agro-production, Processing and Market Information Centre" to enable entrepreneurs and agro-enterprises access to up-to-the-minute date in each of the above subjects

Ag Ent will also support and assist in the award of agro-enterprise development grants which it calls "Shared Investment Awards" to business and commercial farmers with the potential to become viable enterprises through the introduction and processing technologies designed to develop new products and markets. It will also offer advice on financing of agro-enterprises, including assisting clients to put together what he termed 'bankable investment packages'.

Hurelbrink also said that one of the hallmarks of Ag Ent's operational strategy will be maintaining strict confidentiality in its dealings with its clients

The Ag Ent team which will work with Lankan private sector agro-enterprises and entrepreneurs has considerable international and locally proven experience in the highly competitive private sector covering the business, joint venture development, marketing production and product launching, processing, and financial disciplines

Ag Ent is currently in the process of mailing a four-page brochure describing the services it offers to industry associations, enterprises and entrepreneurs

It now operates from the Hotel Lanka Oberoi, but will shortly move to the top floor of the Deutsche Bank building in Colombo

ITC

INTERNATIONAL TRADE CENTRE UNCTAD/GATT

MARKET NEWS SERVICE (MNS)

Fresh Fruits & Vegetables

Europe

No. 45/1994

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HDR/from Henry itc

MNS European Fruits and Vegetables Report
Number 45 of 08/12/94
===
prices are given in the currency of the importing market.
===
average wholesale market price on 08/12/94
===
unless otherwise stated prices are per kg, imported by air
===
unless otherwise stated counts are per carton or per bag
===

How to read the prices:

- Importer Selling Price =	100
- Importer Commission + various costs (forwarding agent, Handling,telephone, telex etc.)	- 20 %
	====
	= CIF
- Transport costs	- ?
	====
	= FOB

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EUS/rate of exchange 07/12/94
===
1 us dlr equals

USD	0.00
DM	1.57
BFR	32.20
FL	1.76
DKR	6.15
NKR	6.84
LST	0.64
LIT	1,619.50
FF	5.39
SFR	1.32
SKR	7.50
AUSCH	11.05
FMK	4.86
YEN	100.45

EFR/taux de change fr. francais 01/12/94

1 us dol	5.405
100dm	342.880
100bfr	16.676
100fl	306.190
100dkr	87.700
100nkr	78.830
1lst	8.460
lit (1000)	3.343
100sfr	405.760
100skr	71.850
100ausch	48.707
100fmk	110.799
100pes	4.108
100yen	5.409

ABR/LIST OF ABBREVIATIONS USED BY MNS FOR HORTICULTURAL PRODUCTS

GENERAL

bl	=	blue/bleu/azul	j	=	jumbo
blk	=	black/noir/negro	xl	=	extra large
gr	=	green/vert/verde	l	=	large
org	=	orange/naranjo	m	=	medium
pur	=	purple/pourpre/purpura	sm	=	small
r	=	red/rouge/rojo	s	=	super
vio	=	violet/violeta			
wh	=	white/blanc/blanco			
y	=	yellow/jaune/amarillo			
mix	=	mixed colors			

8'	=	8 fruits per carton
10'	=	10 fruits per carton
12'	=	12 fruits per carton etc. etc. etc.

ctn	=	carton
prep	=	prepacked

1 kilogramme = 2.20462 pounds
1 pound = 0.45359 kilogramme

VEG/VEGETABLES

asparagus/asperges/esparragos

wh	=	white/blanc/blanco	r	=	green/vert/verde
vio	=	violet/violeta	j	=	jumbo
xl	=	extra large	l	=	large
m	=	medium			

16+	=	16 millimetres of diameter minimum
22+	=	22 millimetres of diameter minimum

---
beans/haricots/judias
---

xf = extra fine (width of the pod not exceeding 6 millimetres)
f = fine (width of the pod not exceeding 9 millimetres)
bob = boby

---
chillies/piments/ajies
---

g	=	green/vert/verde	r	=	red/rouge/rojo
mix	=	mixed colors	pre	=	prepacked
raw	=	rawitt/birdseye/oiseau	jal	=	jalapeno
ser	=	serrano	fres	=	fresno
ana	=	anaheim	cub	=	cubanelles
sco	=	scotch			

---
lettuce
---

bos	=	Boston	l. ross	=	Lolo rosso
o. leaf	=	oak leaf	fris	=	frisee

TFR/TROPICAL FRUIT

---
avocados/aguacate/avocats
---

prices are for normal cartons of 4kg unless otherwise indicated.
les prix sont donnes par carton de 4kg sauf autrement indiques.
los precios estan fijados por cajas de 4kg salvo de otra forma indicado.

ctn = carton cont = container

12'-14' = 12 to 14 fruits per 4kg carton
16'-18' = 16 to 18 fruits per 4kg carton and so on.

ard	= ardit	lul	= lula	bac	= bacon	nab	= nabal
ben	= benik	pink	= pinkerton	edr	= edranol	ree	= reed
ett	= ettinger	rya	= ryan	fue	= fuerte	wur	= wurtz
has	= hass						

mini = stoneless avocado = avocat cornichon = mini aguacate (sin hueso)

---
coconuts/noix de coco/coco

15',16',20',25',40' = Cartons or bags containing 15, 16, 20, etc. pieces
50',60' Cartons ou sacs contenant 15, 16, 20, etc. pieces
Cajas o sacos conteniendo 15, 16, 20, etc. piezas

---
kiwi

Normally in cartons of 3 to 3.5 kilograms containing:
20,23,25,27,30,33,36,39,42 or 46 fruit.

tri = tri-pack (3 cartons of 3.5 kg)
prep = prepacked 10 x 1 kg
bins = 50 kilograms

---
mangoes
---

alph	=	alphonse	ken	=	kent
am	=	amelie	kin	=	kingston
app	=	apple	ngo	=	n'gowe
atk	=	tommy atkins	pal	=	palmer
bor	=	boribo	rub	=	ruby
had	=	haden	sen	=	sensation
irw	=	irwin	van	=	van dijk
jul	=	juli	zil	=	zill
kei	=	keitt	fran	=	francine

---
pineapples
---

ctn = carton
cont = container

mini = small fruit of about 400 to 500 grs. per piece normally transported by air. also called baby pineapples.

vict = victoria = mini = baby

4', 6', 7', 8', 9', 10', 12', 14', = cartons containing 4', 6', 7' etc. fruit

Cote d'Ivoire pineapples

a' = fruits of 1.8 to 2.2 kg (average 2 kg)
b' = fruits of 1.3 to 1.8 kg (average 1.5 kg)
c' = fruits of 0.9 to 1.3 kg (average 1.1 kg)
d' = fruits of 0.7 to 0.9 kg

OFF/OFF-SEASON FRUIT

---
melons
---

cant = cantaloup
char = charentais
gal = galia
gold = seedless water melon = ananas melon in scandinavian markets
hdgr = honey dew green = tendral
hdy = honey dew yellow
hdw = honey dew white
ogen = ogen
orange = orange flesh
piel = piel de sapo
ten = tendral = hdgr
water = water melon/pasteque/sandia

grapes/raisins/uvas

white/blancs/blanca		blue/red/pink/noir/rose negra/rosada	
ale	= aledo	alp	= alphonse lavallee
alm	= almeria	bar	= barlinka
bien	= bien donne	ben	= ben hannah
cal	= calmeria	bon	= bonheur
chas	= chasselas	car	= cardinal
dau	= dauphine	fla	= flame
erl	= erlihane	glo	= red globe
fes	= festival	mus	= muscat de hambourg
gold	= golden pearl	napo	= napoleon
ita	= italia	remp	= red emperor
mus	= muscat	ren	= regina nera
new	= new cross	rib	= ribier
oha	= ohanez	roch	= la rochelle
per	= perlette	roy	= royal
pre	= premier donne	rub	= ruby
que	= queen of the vineyards = rev		
reg	= regina or regina vera		
rev	= regina dei vigneti = que		
ros	= rosaki		
sul	= sultana		
sup	= superior		
thom	= thompson seedless		
vic	= victoria		
wal	= waltham cross		
we	= white emperor		

apple

g. smith	= granny smith	brae	= braeburns
r. gala	= royal gala	d. r.	= double red
r. del	= red delicious	gold	= golden
gold. del	= golden delicious	jona	= jonagold

pear

pack = packham triumph conf = conference bart = bartlett

orange

val = valencia nav = navel bld = blood sham = shamouti

Uk	Chile					24.00	24.00

BNS/beans/haricots/judias

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Belgium	Egypt	bob				70.00	70.00
	Kenya	xf				120.00	128.00
	Kenya	f		prep		140.00	140.00
Denmark	Egypt	bob				16.25	16.25
	Kenya	xf				32.00	33.00
Finland	Kenya	xf				25.20	25.20
France	Cameroun	xf				20.00	22.00
	Kenya	xf				19.00	21.00
Germany	Egypt	bob				4.40	4.40
	Kenya	xf				6.40	6.40
	Kenya	f		prep		8.00	8.00
	Kenya	bob				4.25	4.25
Holland	Kenya	xf				7.20	7.30
	Kenya	f				6.80	6.90
	Thailand	string				13.00	13.00
Norway	Egypt	bob				22.00	22.00
	Kenya	xf				34.80	34.80
Sweden	Kenya	xf				38.00	40.00
Switzerland	Kenya					6.00	6.15
	Spain	bob				2.80	2.80
Uk	Egypt	bob				1.50	1.50
	Kenya	f				2.40	2.80
	Kenya	bob				1.75	1.75
	Spain	bob				1.55	1.55

CAR/carambole/carambola

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Austria	Malaysia					72.00	72.00
Belgium	Malaysia	large		ctn		140.00	140.00
	Malaysia	small		ctn		170.00	170.00
Denmark	Malaysia				sea	28.00	28.00
Finland	Malaysia				sea	19.80	19.80
France	Israel					19.00	21.00
	Malaysia					26.00	28.00

Germany	Malaysia				air	6.60	7.40
	Malaysia				sea	4.30	5.15
Holland	Malaysia				air	8.00	8.25
	Malaysia				sea	5.40	5.60
Italy	Malaysia					9000.00	9000.00
Norway	Malaysia					34.00	35.00
Sweden	Malaysia					29.00	32.00
Switzerland	Malaysia		18'			6.80	6.80
	Malaysia		22'			6.00	6.30
Uk	Brazil					3.85	3.85
	Malaysia					2.85	3.15

CAS/cassava/yuca/manioc

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
France	Costa rica					6.00	7.00
Switzerland	Costa rica					2.80	2.80
Uk	Barbados					1.00	1.00

CFI/cactus figs/figues de barbarie/tuna

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Belgium	Colombia					165.00	170.00
Finland	Italy					16.80	16.80
Germany	Colombia					8.80	9.60
Norway	Italy					18.50	18.50
Sweden	Italy					19.50	19.50
Uk	Colombia					3.95	3.95
	Italy					1.35	1.35

CHA/chayote/christophine

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
France	Costa rica					6.00	8.00
	Local					4.00	6.00
Switzerland	France					2.00	2.20
Uk	Costa rica					0.90	0.90

FIG/figs/figues/higos

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Austria	Brazil		24'			106.00	106.00
Belgium	Brazil					225.00	250.00
Denmark	Brazil					64.00	64.00
Germany	Brazil					10.00	10.50
Italy	Brazil					14.00	14.00
Norway	Brazil					64.00	64.00
Sweden	Brazil					71.00	71.00
Switzerland	Brazil		24'			10.00	11.00
Uk	Turkey					3.40	3.40

FJA/feijoa

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Switzerland	Colombia					10.00	10.00

GIN/ginger/gingembre/jengibre

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Austria	Brazil				air	54.00	54.00
Belgium	Brazil					60.00	70.00
Denmark	Brazil					13.85	13.85
Finland	Brazil				sea	15.50	15.50
France	Brazil				sea	12.00	14.00
Germany	Brazil				sea	4.00	4.00
	Brazil				air	5.00	5.00
	China					4.00	4.00
Holland	Brazil				sea	3.50	4.00
	Ecuador				sea	3.30	3.30
Italy	Brazil					5000.00	5000.00
Norway	Ecuador					20.75	20.75
Sweden	Ecuador					23.75	23.75
Switzerland	Brazil					4.50	5.00

Sweden	Israel					48.00	48.00
Switzerland	Israel					6.50	7.00
Uk	Brazil					3.50	3.50
	Israel					4.00	4.00

KWO/kiwano
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Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Austria	Israel		11'			52.00	52.00
Denmark	Israel		11'			23.20	23.20
Finland	Israel					24.00	24.00
Germany	Israel		11'			6.40	6.40
Holland	Israel				sea	6.40	7.00
	Kenya				air	7.35	8.00
	New zealand				air	8.00	8.40
	Portugal				tru	6.40	6.80
Sweden	Israel					25.00	25.00
Switzerland	Israel		11'			4.80	4.80
Uk	Kenya					3.40	3.40

LGR/lemmongrass/citronelle
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Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Holland	Thailand					13.00	13.00
Switzerland	Thailand			prep		11.00	11.50
Uk	Thailand					4.50	4.50

LIM/limes/lima
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Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Austria	Usa					33.00	33.00
Belgium	El salvador					84.00	84.00
	Mexico					77.00	78.00
Denmark	Brazil					26.00	27.00
Finland	Mexico					13.50	13.50
France	Mexico					15.00	16.00
Germany	Mexico					4.90	4.90
	Usa					4.00	4.00

Japan	Mexico					180	180

MGS/mangosteen/mangoustan

Destination	Origin	Variety	Size	Pack	Transp.	Price high-low	
Belgium	Indonesia					175.00	190.00
Finland	Indonesia					31.00	31.00
France	Indonesia					32.00	32.00
Holland	Indonesia					9.50	9.75
Switzerland	Indonesia					8.25	8.25
	Thailand					11.00	11.00

MGT/snow peas/mange-tout

Destination	Origin	Variety	Size	Pack	Transp.	Price high-low	
Austria	Guatemala					100.00	100.00
Belgium	Kenya					170.00	170.00
Denmark	Guatemala					56.00	57.00
France	Morocco					8.00	10.00
Germany	Kenya					10.00	10.00
Holland	Guatemala					11.00	11.35
	Kenya					11.00	11.00
Norway	Guatemala					56.00	56.00
Sweden	Guatemala					63.00	66.00
Switzerland	Zimbabwe					6.50	6.50
Uk	Gambia					5.00	5.00
	Guatemala					5.50	5.50
	Kenya					3.50	3.50
	Zimbabwe					4.55	4.55

MVE/mini vegetables

Destination	Origin	Variety	Size	Pack	Transp.	Price high-low	
Norway	Holland	carrots				74.00	74.00
Sweden	Holland	carrots				83.00	83.00
Switzerland	Kenya	aubergines				8.00	8.00
	South africa	patisson				14.00	14.00
	South africa	courgette				14.00	14.00

Switzerland	Thailand					8.00	8.00
Uk	Cyprus					2.60	2.60
	Gambia					2.90	2.90
	Kenya					3.00	3.50

PAP/papaya

Destination	Origin	Variety	Size	Pack	Transp.	Price high-low	
Austria	Brazil					51.00	51.00
	Hawaii					73.00	73.00
Belgium	Brazil					103.00	103.00
	Jamaica					95.00	105.00
Denmark	Brazil				sea	19.50	19.50
Finland	Brazil				sea	18.00	18.00
France	C.ivoire				air	18.00	22.00
Germany	Brazil				sea	3.00	4.00
	Brazil				air	6.30	6.85
Holland	Brazil				air	5.20	5.40
	Brazil				sea	3.15	3.50
	Burundi					6.50	7.00
	C.ivoire					6.70	6.70
	South africa					4.75	4.75
Italy	Brazil					6000.00	6000.00
Norway	Brazil				sea	22.00	25.00
Sweden	Brazil				sea	22.00	23.00
Switzerland	Brazil				air	5.25	6.00
	Brazil				sea	3.60	3.60
	Hawaii					5.40	5.40
Uk	Brazil					2.15	2.15
Japan	Hawaii					620	665

PAS/passion-fruit/maracuja

Destination	Origin	Variety	Size	Pack	Transp.	Price high-low	
Austria	Colombia					80.00	80.00
	Kenya					70.00	70.00
Belgium	Burundi					130.00	150.00
	Kenya					140.00	160.00
Denmark	Kenya					41.00	41.00

Finland	Kenya					38.50	38.50
France	Kenya					32.00	34.00
Germany	Kenya					7.00	7.00
	South africa					7.50	7.50
	Zimbabwe					7.50	7.50
Holland	Kenya					8.40	8.75
	Zimbabwe					8.00	8.75
Norway	Zimbabwe					42.50	42.50
Sweden	Kenya					42.50	42.50
	Zimbabwe					50.00	50.00
Switzerland	Colombia					7.20	7.20
	Kenya					5.50	5.50
Uk	Kenya					3.00	3.20

PCH/peaches/peches/duraznos

Destination	Origin	Variety	Size	Pack	Transp.	Price high-low	
Austria	South africa		20'		sea	56.00	56.00
	South africa		23'			52.00	52.00
Denmark	South africa				sea	20.00	20.00
France	Chile					40.00	40.00
Sweden	South africa		23'			25.00	26.00
Switzerland	Chile					8.00	8.00
Uk	South africa					2.20	2.20
	Zimbabwe					2.00	2.00

PEP/pepino

Destination	Origin	Variety	Size	Pack	Transp.	Price high-low	
Austria	Peru					60.00	68.00
Belgium	Ecuador					91.00	91.00
Holland	Ecuador					7.35	7.80
	Peru					7.75	8.25
Sweden	Peru					41.00	41.00
Switzerland	Ecuador					6.60	6.60

Sweden	South africa					29.00	29.00
Switzerland	Chile				air	8.00	8.00
	South africa		20'			6.00	6.00
Uk	South africa					2.40	2.40
	Zimbabwe					1.50	1.50

PEP/pepino
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Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Austria	Peru					60.00	65.00
Holland	Ecuador					7.50	7.90
	Peru					8.15	8.35
Norway	Peru		9-14'			38.00	39.00
Sweden	Ecuador					41.00	41.00
	Peru		15'			43.00	43.00
Switzerland	Ecuador					6.30	6.30
Uk	Peru					3.40	3.40

PHY/physalis all prepacked or
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Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Austria	Colombia					200.00	200.00
Denmark	Colombia	large ctn				87.50	87.50
	Colombia	small ctn				97.50	97.50
Finland	Colombia					99.00	99.00
Germany	Colombia					20.50	22.00
	Colombia	loose				11.00	11.00
Holland	Colombia					17.50	18.00
Italy	Colombia					26000.00	26000.00
Switzerland	Colombia					20.00	20.00
Uk	Colombia					8.00	8.50
	South africa					9.85	9.85

Belgium	Iran		15'			80.00	80.00
	Spain					40.00	40.00
Denmark	Spain		40'			6.80	6.80
Finland	Iran					12.00	12.00
France	Iran					9.00	12.00
	Spain					4.00	6.00
Germany	Iran		10-15'			3.40	3.40
Holland	Iran		12'			3.60	4.00
Italy	Spain					1800.00	1800.00
Norway	Iran					22.00	23.00
Sweden	Iran		15'			25.00	25.00
Switzerland	Iran		10'			2.85	3.15
	Spain		16'			1.85	2.00
Uk	Iran					1.60	1.60
	Spain					0.60	0.60

PTH/pitahaya

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Austria	Colombia					96.00	96.00
Belgium	Colombia					200.00	225.00
France	Colombia					42.00	42.00
Holland	Colombia	yellow				14.00	14.00
	Colombia	dragon				13.50	13.50
Sweden	Nicaragua					63.00	63.00
Switzerland	Colombia					9.75	10.25

RAM/rambutans

Destination	Origin	Variety	Size	Pack	Transp.	Price high	low
Belgium	Indonesia					190.00	190.00
Denmark	Indonesia					55.00	55.00
Finland	Indonesia					30.00	30.00
Holland	Indonesia					9.00	9.50
Norway	Indonesia					41.00	41.00