PN ABY-979
91309

OPPORTUNITIES FOR JORDANIAN

TABLE GRAPE EXPORTS

Prepared for

Agricultural Marketing Development Project

Amman, Jordan

At the request of
Sigma One Corporation
Raleigh-Durham, North Carolina

Under contract to the
US Agency for International Development

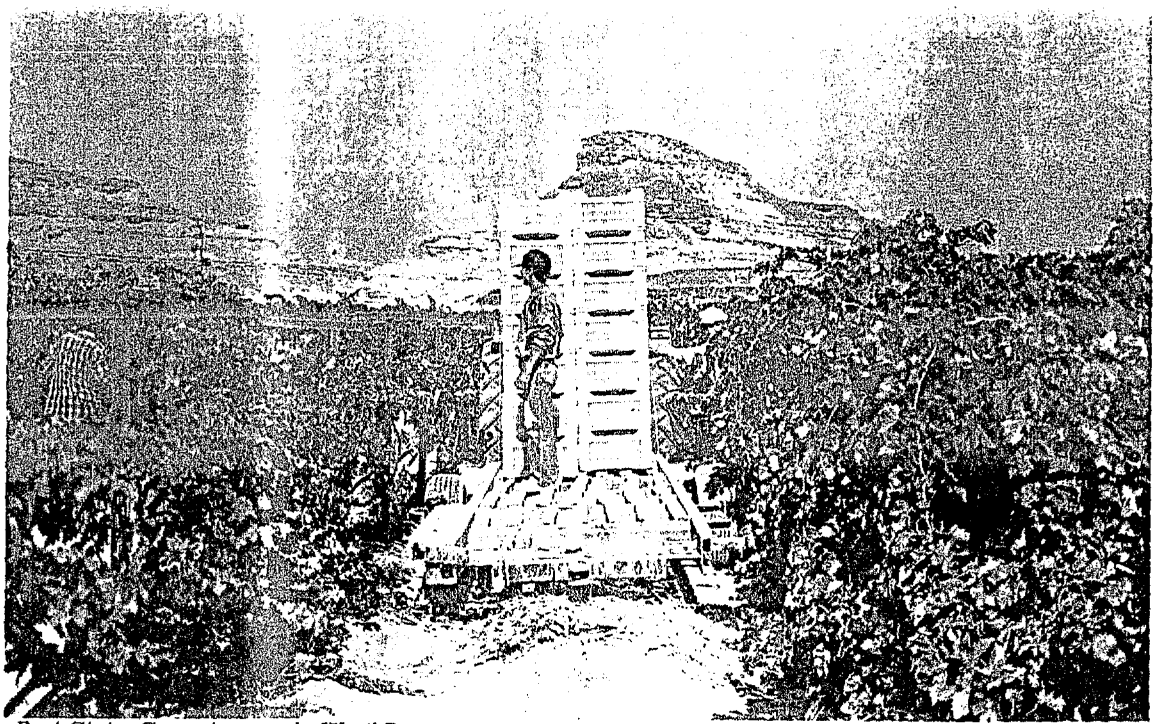
Prepared by

Peter G. de Balogh

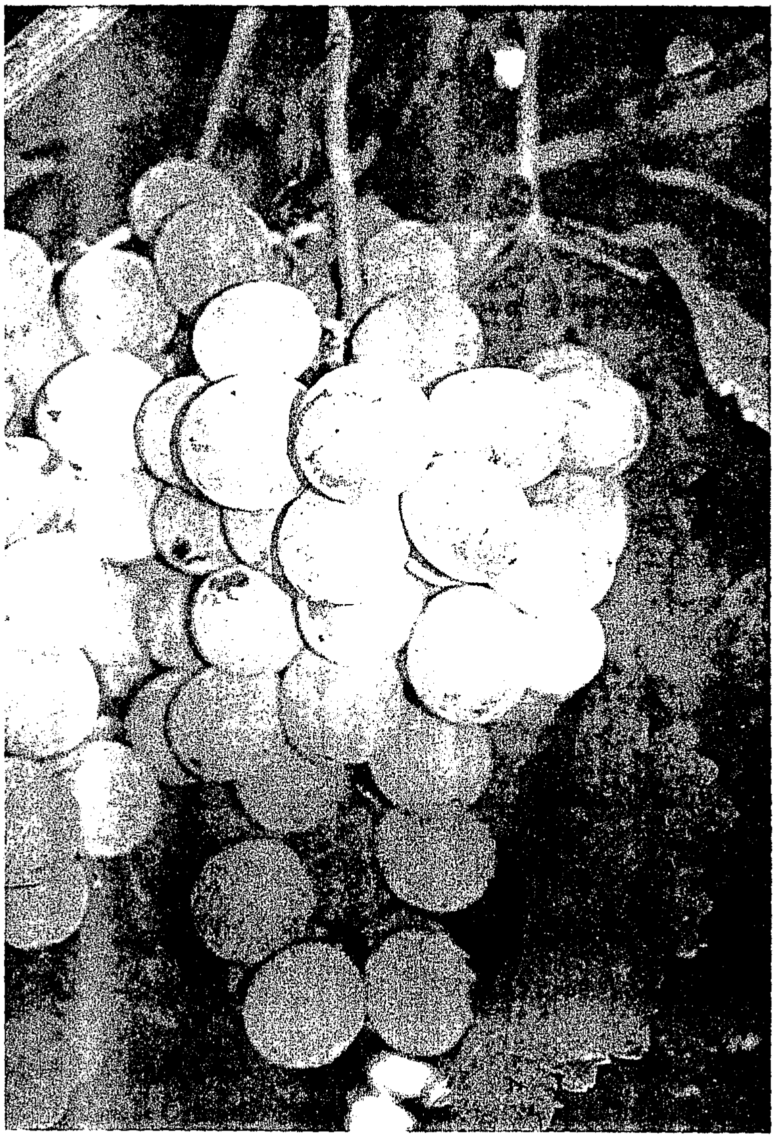
September 1994

TABLE OF CONTENTS

B

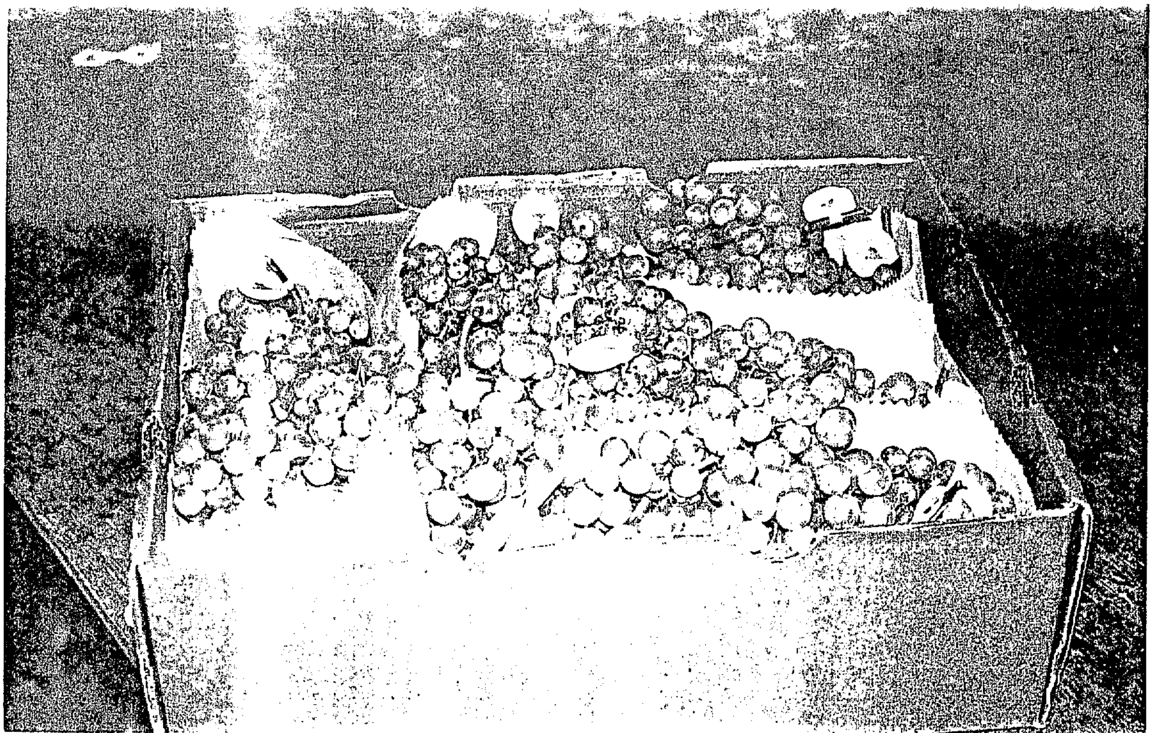


Red Globe Grape harvest in Wadi Rum spans a period of more than 30 days. Courtesy: Richard J. Peters



The Red Globe seeded grape is one of the exceptions in the growing seedless market. Trial shipments by RUM Farms to Indonesia indicate good acceptance in that market. Courtesy: Richard J. Peters

6



White Superior Seedless grapes are readied for shipment to the European market by Abu Ghazaleh Farms. Courtesy: Richard J. Peters

Jordanian ladies find employment in the final selection and prparation of White Seedless Grapes for shipment to Europe from Abu Ghazaleh Farms. Courtesy: Richard J. Peters

INTRODUCTION

A. Background to the Study

In 1991 a study for the Agricultural Marketing Development Project (AMDP) identified seedless grapes as a potential high value crop for the European market. Since the 1980's a few Jordanian producers developed commercial production of this type of grapes and, in the last years, regularly exported to Western Europe, principally to the United Kingdom market. Also traditional varieties of grapes have been exported to the Gulf markets for many years, but it seems that due to quality and other problems the volume of sales decreased considerably. Grape producers are interested to know more about the different markets and the sales possibilities in the medium-term.

B. Objectives of the Study

1. Identification of potential markets for seedless grapes in Western European markets and assessment of the competitive situation of the Jordanian grapes.

2. Analysis of the market opportunities for grapes in Gulf and Far East markets.

3. Estimation of prospects on the Central and Eastern European markets.

4. Recommendations on strategies leading to a substantial increase of the present exports of grapes from Jordan.

C. Approach to the Study

Mr. Peter G. de Balogh, Agricultural Marketing Consultant carried out the required market research in the period from 31 July to 2 September 1994. Necessary background information on the international trade of grapes was gathered at the Headquarters of the International Trade Centre UNCTAD/GATT and at the Joint ECE/FAO Agriculture and Timber Division, both in Geneva. From 4 to 27 August 1994 market research activities were carried out in Amman and during the return travel a short visit to Budapest, Hungary permitted to obtain a general view on the market situation in Hungary and neighbouring countries. Furthermore, several importers were consulted in Germany, the Netherlands and the United Kingdom.

During the Consultant's stay in Amman, Mr. Mohamed I. Hadi, Agribusiness Development Representative of the Agricultural Marketing Development Project was in charge of the coordination of activities and close cooperation was received also from Mr. M. Awamleh, representing the Agricultural Marketing Organization (AMO). The overall supervision of the Consultancy was the responsibility of Mr Richard J. Peters, Senior Technical Representative, Sigma One Corporation, who also assisted in the preparation of the present report.

In Jordan, the main producers and exporters of grapes and representatives of transport companies were interviewed. The preliminary findings were presented at a Workshop held on 25 August 1994, followed by active discussion on the market potential and suggested strategies. On 22 and 23 August 1994 a field trip was organized to the RUM region, in order to make observations on production, harvesting, handling and packing of grapes.

D. Arrangement of the Report

First, a brief overview is presented on table grape production in Jordan. Thereafter, a thorough analysis is made on the recent development of table grape production in the main competing countries and the future outlook of supply from the different continents. Available statistical information is shown.

In the following chapter the main export markets are presented and the export possibilities for Jordan are discussed. Much attention is given to seasonality of supplies, wholesale price developments in the different markets and consumer preferences. Finally, a strategy is worked out for market development to serve as guidance to Jordanian producers and exporters.

Many persons were helpful in the realization of the study and provided ample information. Sincere gratitude is expressed for the cooperation received. It is hoped that the report will give a useful indication of trends and possibilities for the grape industry and will show the key factors essential for the expansion of exports.

1. TABLE GRAPE PRODUCTION IN JORDAN

Grape production in Jordan can be found throughout the cultivated areas of the country. Harvested quantities are estimated at around 50,000 metric tons per year. (Table 1) Available statistical information did not permit establishment of a definite trend in the development of grape production. Most grapes are from traditional varieties that are consumed on the domestic market. Traditionally, also part of the production is exported to the Gulf market.

1.1 Seedless grape production

As early as 1981, a California company collaborating with an Italian firm, introduced seedless grapes to the Jordan Valley in the interest of supplying grapes to the European market. This early venture was abandoned by the foreign companies, but the introduced varieties were multiplied by Jordanian entities. Today there are several significant producers of seedless grapes in the Jordan Valley. The three companies interviewed have at present approximately 120 hectares under seedless grape cultivation with an estimated yield of 1,400 metric tons per season. In addition, in the frame of the agricultural development project in the RUM area, an important extension has been planted with grapes, around 64 hectares with an estimated productioon of 1,000 metric tons per year. Most of the grapes are of seedless varieties. The main seedless varieties cultivated in Jordan are Thompson Seedless, Perlette, Superior, Flame Seedless, while in the RUM area quantities of the seeded variety Red Globe are produced.

Yields are estimated between 10 and 15 metric tons per hectare. With improved production methods, this could be increased to 20 metric tons per hectare. Certainly, improved production methods represent higher production costs, but the unit value of the harvested grapes could be lower.

Because of the initial success of current producers, there is a growing interest in expansion of the seedless grape production. One interviewed entrepreneur indicated that he planned to increase the present average crop from 750 metric tons to 1,500 metric tons in the coming 3 - 4 years. Another producer is interested in planting an additional 10 hectares of seedless grapes, to have an additional production of 120 ton per year. Also in the RUM region, an additional 20 hectares will be planted, which will give an additional production of 250 - 300 metric tons per year.

1.2. Seasonality of the production

The main harvesting season of seedless grapes in the Jordan Valley begins at the end of May and reaches importance in June. In the RUM region production is later, harvest of seedless varieties start in mid-June, but the more important production is in July and August; some quantities for export are still available in September.

With improved cultural practices, the potential grape harvest in Jordan can supply continuous and consistent quality grapes from late April through December. This would broaden the export season considerably and permit supply to different markets.

1.3 Export of table grapes

In the early eighties Jordan exported more than 5,000 metric tons of grapes per year to the Gulf market. It appears that an important part of these grapes were brought from the Gaza Strip. This quantity decreased gradually, simultaneous with the discontinuation of the supply from the Gaza Strip and remained between 1,000 and 2,000 metric tons in the late eighties and to 1990.

In the 3 recent years under review, as it is shown in Table 2, exports from Jordan increased from 509 metric tons in 1991 to 883 metric tons in 1992 and 1,228 metric tons in 1993. While the EU market took 323,448 and 646 metric tons in the indicated years, exports to the Gulf region were 158,417 and 567 metric tons, in 1991, 1992 and 1993, respectively.

With respect to the EU market, the major quantities were sold in the United Kingdom and occasional exports took place to the BENELUX countries. In the Gulf area no big differences are seen between the shipments to Bahrain, Qatar, Saudi Arabia and United Arab Emirates.

The production of the Jordan Valley is sent to Europe and the Gulf market, while the RUM area is supplying mainly Saudi Arabia, because of the late harvesting period.

In 1993 and 1994 some trial shipments were sent to Indonesia, which could become a new market with further opportunities. The quality of the grapes was satisfactory, but exporters faced some problems of commercial nature. The recent commercial mission to Indonesia investigated this interesting market and the exporters will be able to start business on a larger scale.

1.4 Factors affecting competitiveness

In the present report only the cost related to marketing are investigated. The planting of seedless grapes represents a high investment, estimated at JD 10,000 per hectare. Also the application of improved production techniques as recommended by the Production Consultant has an additional cost, but earlier harvesting possibility and higher yields should compensate for the higher expenditures.[1]

---

[1] According to information received from California, the average price of Ethrel is US$ 49 per gallon and Gibberellic acid US$ 1.23 per actual gram utilized.

1.4.1 Harvesting and packing

Labor: Considerable labour cost is involved in the harvesting and packing of grapes. The level of wages in Jordan may not constitute a factor which increases extremely the costs.[2] Certainly, there are several producing countries with higher labor costs compared with Jordan, but others such as Egypt and India have much lower wages.

Boxes: Strong, good quality boxes are made in Jordan, which had a cost of JD 0.370 per unit for 5 kg fruit. Lately, prices are being increased to JD 0.400, even to JD 0.450 (Between US$ 0.57 and 0.64 per box).

A disadvantage is indicated that the locally made boxes are not waxed and have less stability. Therefore, some exporters are buying boxes made in Lebanon under foreign license, which are somewhat more expensive, JD 0.600 per unit (US$ 0.86 per box). Better arrival to the market and better presentation may justify the additional cost.[3]

The boxes used for internal fruit distribution are far from suitable for the export to the Gulf markets, which is a common practice. Consequently, this presentation can not compete with the grapes received from other sources. Therefore, the specialized exporters are now using carton boxes for shipment to Saudi Arabia and other Gulf markets, which is appreciated by the buyers. This practice represents a higher cost, but is inevitable for recovering a more important market share.

1.4.2 Transportation

Western Europe: For fruit and vegetable exports air shipment is the generally utilized transport method. The national carrier, the Royal Jordanian Airline receives for transportation almost all this cargo and quotes a freight rate of JD 0.46 per kilo, equivalent to US$ 0.65, to Western European destinations, for both line services and freight charters. This rate is very competitive, as Egyptian exporters pay around US$ 0.80 - 1 per kilo.

Sea transportation to Europe costs around US$ 3 000 per refrigerated container,with a capacity of around 15 metric tons i.e. US$ 0.20 per kg.

Gulf Region: A freight rate of JD 1,000 - 1,200 is calculated for transportation of 14 metric tons of grapes to Jeddah, which means between JD 0.071 and 0.086 per kg, or US$ 0.10 - 0.13 per kg. Freight to Dubai varies according to the season and transport situation, being in average around JD 1,600 for a truck, which is JD 0.115 or US$ 0.17 per kg.

Far East: Exporters paid around JD 0.75 to 0.80 per kg for air transport from Amman to Jakarta, via Jeddah, equivalent to US$ 1.07 - 1.14 per kg. For marine transportation to the

---

[2] Labor cost in Jordan is around US$ 10 per day, while in California it is as much as US$ 6-7 per hour.

[3] This cost seems somewhat high, as in the United States a box of 5 kg grapes costs between US$ 0.45 and 0.65.

Far East freight rates were low. Quotation for refrigerated containers, was around US$ 1,700, but the rate has been increased recently to about US$ 2,000, which means a freight rate of around US$ 0.15 per kg.

__Inland transportation:__ The cost of a truck for transportation of grapes from the farm in the Jordan Valley to the Airport in Amman is estimated at US$ 143 per day (Capacity 7.5 metric tons). If the truck is well utilized, for two trips a day, the cost will remain low, between US$ 0.01 and 0.015 per kg. Overland transportation cost from the Jordan Valley to Aqaba is also not high, around JD 500 - 600 per container, which is US$ 0.05 per kg.

1.4.3 Overview of export costs

A leading exporter estimates the following costs for table grapes export from Jordan to the markets in the European Union:

Export Costs	JD Per Box	US$ per kg
Air Freight to Western Eur	3	0.86
Carton, sticker, plastic bags	0.8	0.23
Packing	0.2	0.06
Inland Transportation	0.1	0.02
Total	4.1	1.17

Considering an average sales price of Lstg 8.50 per box, C & F London Gatwick Airport, equivalent to US$ 2.55 per kg, gives a return of US$ 1.38 per kg for the grapes, equivalent to almost JD 1 per kg.[4]

1.4.4 Export prices in competing countries

There are some estimates available on export prices for the last years in countries which had off-season supplies of table grapes.

__United States:__ Producers in California calculate a break even production cost for Thompson Seedless grapes of US$ 1 per kg, for Flame Seedless US$ 0.90 and for Perlette US$ 1.20 per kg. At the beginning of the season Perlette can reach a farmgate price of US$ 3 per kg, which decreases later on to US$ 1.60 - 1.70 per kg. Thompson Seedless' average farm price fluctuates, in normal years between US$ 1.20 - 1.40, while in some seasons it can reach between US$ 1.50 - 1.70 per kg.

__Chile:__ The different market situations have influence on the export prices. It is but natural that due to the diversity of markets and the long supply season, prices vary considerably from

---

[4] This sales price would allow to ship grapes to the United Kingdom also during the period between 1 - 15 July, when a duty of 18% is due.

one season to the other. Also the quality of the fruit and the condition of arrival have an influence on the prices received at the export markets.

An average export price for Thompson Seedless grapes was in 1992/93 between US$ 15 - 17 per box 10 kg F.O.B., somewhat higher compared with the previous season, when it was between US$ 14 -16; these amounts are equivalent to US$ 1.50 - 1.70 and 1.40 - 1.60 per kg, for 1992/93 and 1991/92, respectively. The first shipment, in November, resulted in high prices, US$ 27 - 30 per box 10 kg F.O.B..

Cyprus: Considering at the main destination, in the United Kingdom a wholesale price of Lstg 11 - 12 per 5 kg box when the market is favourable and Lstg 8.50 - 9 when it is lower, which is approximately Lstg 2.30 and 1.75 per kg and equivalent to US$ 3.45 and 2.63 per kg, according to market situation. Freight and other expenses can be estimated roughly to be around US$ 1.30 per kg, which gives an export price for the grapes of US$ 2.15 and 1.33 per kg, respectively.

Greece: For the present season, exporters expect to pay farmers between US$ 1.25 and 1.70 per kg for seedless grapes. The above information shows that the price idea of US$ 1.40 per kg for Jordanian export grapes compares well with the export prices of the competing countries.

2. DEVELOPMENT OF THE EXPORT ORIENTED PRODUCTION IN THE COMPETITIVE COUNTRIES.

World production of table grapes is distributed all over the continents and is estimated in more than 8.3 million metric tons per year. Seventy percent of this is produced in the countries of the EU, the former USSR, Turkey, Chile and the United States. Production has showed some decline in the second half of the eighties, but recovered again to new record levels in 1991 and 1992. The largest concentration of the production is in the Mediterranean region, being Italy the principal producer with more than 1 million metric tons, followed by Spain, almost 500 000 metric tons, and Greece with more than 200,000 metric tons per year. The former Russian states have been considered in the past to be a major producer with an estimated yearly harvested quantity of around 1 million metric tons. [5]

Production of table grapes increased considerably during the last years in several countries, among others in Chile, Australia, South Africa and Israel. But also in Egypt and India larger scale export oriented production projects have been initiated.

Notwithstanding this development, global world production has remained relatively stable, but exports of table grapes has shown a continuous upward trend rising from 1.2 million metric tons in the first half of the eighties to a peak 1.7 million metric tons in 1992. Chile has become the world's largest exporting country. As a result of the expansion in Chile and some other smaller supplying countries in the region like México and Argentina, Latin America has become the main off-season supplier of table grapes. The second most important exporting region after Latin America was the Near East, where significant volumes were exported from Israel, Cyprus, Lebanon and Turkey. Larger exports have been registered in South Africa, but obviously Egypt and India are also increasing their shipments to different markets. United States exports appear to have stagnated after a significant growth in the period to 1990.[6]

In order to be able to enter and remain in this competitive market environment, several countries are eager to have all facilities needed for the export of high quality grapes. Packing plants, mobile and stationary pre-cooling facilities are installed adjacent to vineyards.

The role of the different producing countries which are of interest for the off-season table grape supply can be summarized as follows:

2.1 Southern Hemisphere

A steady expansion in exports from Chile and South Africa reflects the market opportunities offered for table grapes maturing outside the main harvesting season of the northern hemisphere.

---

[5] Little information is available on the factors affecting production of table grapes in the Russian regions.

[6] An overview related to the production and export of table grapes in the different countries is shown in Table 3.

2.1.1 Chile

Production data available for Chile, the largest southern hemisphere exporter differ much. While FAO indicates a yearly production figure of around 700,000 metric tons, other sources estimate a volume of 800,000 metric tons. The rapid growth in production reflects mainly a significant increase in planted area, but there are indications that a part of the plantings have not yet reached bearing age. This means that further increase of the harvested quantities can be expected. The indicated level would be about five times the average harvested quantity of the first half of the eighties as a result of relative profitability of the crop due to favourable agroecological conditions and increased productivity.

Yearly exports exceeded lately 400,000 metric tons, over 60 % of this, had the United States as destination. Chile is attempting to diversify and broaden its export markets, consequently Chilean grapes can be found in all important markets. In 1991/92 shipments to the EU market were above 90,000 metric tons, half of this quantity was imported by the Netherlands. Nineteen thousand three hundred metric tons had United Kingdom as destination, while Germany purchased around 10,000 metric tons. Chile is making efforts to obtain a fair share on the Far Eastern markets. Hong Kong imported in 1993 more than 10,000 metric tons of table grapes from Chile, around 30 % of the supplies; Singapore purchased 1,700 metric tons, which represents 14 % of the total grape imports. There is also a regular supply of Chilean grapes to the Gulf States.

Chile has a large number of varieties available for export, among others Thompson Seedless, Flame Seedless and Ribier, and in smaller quantities other varieties, like Red Globe, Perlette, Superior, Red Seedless and Ruby Seedless. In 1993 Thompsom Seedless and Flame Seedless shipments were down by 18 % and 37 % respectively, while Ribier arrivals increased by 23 %. The United Kingdom is the main market for Flame Seedless.

The harvesting season starts in late November and continues till June. There are also ample cold storage facilities which permit the extension of the supply period, if market outlook is good. Chilean grapes have a strong presence in Europe throughout a six months period.

2.1.2 South Africa

Production in South Africa exceeded 100,000 tons per year in the nineties and is forecast to reach around 133,000 tons in 1994. Exports have averaged about 60 % of production in the last years, which makes South Africa the second most important exporter of the southern hemisphere. During the 1990/91 season nearly 52,000 tons of grapes were shipped to the EU, mainly to Germany and United Kingdom, which countries accounted for 26,100 and 14,400 tons, respectively. The following season the exported quantity to the EU increased by more than 10,000 tons to 62,400 tons. Germany remained the main market with 23,000 tons, while United Kingdom imported 16,400 tons. Belgium/Luxembourg also increased the purchases to 17,700 tons, approximately.

A range of newly developed seedless and seeded varieties, black, red and white grapes are being planted (Sunred Seedless, Muscat Seedless, Red Globe). This next generation of grape varieties will carry on the reputation established by the traditional varieties: Barlinka, Alphonse Lavalle and Dan Ben Hannah which all have good demand on the market. The marketing season potential for grapes goes normally from late November through beginning of June.

2.1.3 Australia

Production of table grapes remained steady during the last years, varying between 45,000 and 50,000 tons per year. As shown in Table 4, exports were between 13,800 and 16,900 tons during the seasons 1991/92 and 1992/93, oriented towards both Far Eastern and European markets. Seventy percent of the export went to Asia where Singapore was the main buyer, but lately Indonesia became the prime market for Australian table grapes. Shipments for Europe are concentrated to the United Kingdom. Thompson Seedless, Flame Seedless and Red Emperor are among the main varieties exported. The marketing season extends normally from late November through the beginning of June, with largest shipments during the months January-April.

2.2 United States

The official 1993 U.S. crop estimate for table grapes indicates 705,200 metric tons. The exports appear to have stagnated after a significant growth in the period before 1990. During 1993 exports amounted to nearly 204,000 metric tons; a normal harvest period distributed supplies later into the export season. In the previous years total U.S. exports were somewhat higher, around 250,000 metric tons. The main exporting state is California with a production around 125,000 metric tons and exports of around 82,000 metric tons in 1992. This represents a growth rate of 290% in the past 10 years period.

About 59 % of total U.S. table grape exports in 1993 were shipped to NAFTA neighbors. It is expected that this share could grow in coming seasons as tariffs are reduced in México and the country's economic reforms contribute to higher incomes and increased consumer spending. While United States table grapes exports to the southern neighbour were between 2 500 metric tons and 4,000 metric tons in the years 1990, 1991 and 1992, exported volume reached 9,000 metric tons in 1993. Quantities of around 13,000 metric tons per year are shipped to other Latin American countries, such as Venezuela, Costa Rica, Panama, Guatemala and El Salvador.

During recent years, the Far East also became an important sales outlet for American table grapes, with Hong Kong the main destination[7], followed by Taiwan, Philippines and Singapore. Increasing demand from Malaysia and Indonesia helps to boost export growth[8].

Shipments to the EU were between 8,000 and 10,000 metric tons in recent years and around 80 % had the United Kingdom as destination. The balance was sold in the BENELUX countries, in Germany and in Scandinavia.

---

[7] United States exports of grapes to Hong Kong amounted to 22,658 metric tons in 1993.

[8] Please refer to Table 5.

With respect to varieties, in the main producer state, California, Thompson Seedless and Flame Seedless account for the bulk of production, but also important quantities of Perlette, Superior, and Ruby Seedless are available. The trend towards fewer seeded varieties will continue, with the exception of Red Globe and Christmas Rose. Red Globe production is forecast to expand, fuelled by growing demand from Asia. The principal export season expands from June to December.

2.3 Israel

Table grape production increased strongly from yearly 25,000 metric tons in the eighties to 47,000 metric tons in 1992. Exports also reached higher levels, around 7,000 metric tons during the 1991 and 1992 seasons. United Kingdom is the main market, which receives more than 80 % of the shipments to the EU. There are plans to increase to 10,000 metric tons the yearly exportable quantity. The quality of the grapes is high. The transportation and distribution are well organized, in a similar way to the other fruit and vegetables exported, which makes a further development of grape production and export likely.

All seedless varieties with good demand such as Thompson Seedless, Flame Seedless, Superior and Perlette ara available for export. The export season starts end May and goes until beginning of September, with largest quantities being shipped during the period from June to August.

2.4 Cyprus

Yearly production of table grapes varies between 25,000 and 30,000 metric tons. Exports of Cypriot grapes have declined quite heavily in recent years, from around 10,000 metric tons to 6,000 metric tons. This represents a heavy drawback for the vine industry as Cyprus used to export in the early eighties 16,000 - 17,000 metric tons of table grapes each year. The bulk of the exports still has United Kingdom as destination; the exported quantities to Europe varied between 6,700 metric tons and 4,500 metric tons during the different years between 1991 and 1994.

One of the main reasons for the indicated negative development is the retention of traditional varieties, while other countries replied earlier to market needs and increased the production of seedless varieties. To a certain extent, the traditional Sultana variety, which is produced in major quantities, has some good characteristics appreciated by consumers (berry size and taste), but since some time the United Kingdom market prefers seedless varieties. There is now a noteworthy change in production towards this type of fruit in demand and the exporters are eager to re-conquer their lost market share[9]. At present around 1,000 metric tons of Thompson Seedless grapes are produced and 750 metric tons Perlette. It is expected that more Perlette will come to the market in 5 years time, around 1,200 metric tons per season.

Due to the close links between exporters and importers, Britain remains the most important

[9] In 1992 the following varieties have been shipped to the United Kingdom: 70% Sultana, 11% Perlette, 10% Thompson Seedless and 9% Cardinal.

export outlet for Cypriot table grapes[10]. Germany has bought also some limited quantities, as well as Sweden and Finland are among the regular buyers of table grapes from this island.

In order to take advantage of favourable sales possibilities the first shipments are made by air, towards the end June and beginning of July. Later on transportation by sea is preferred and in July weekly shipments arranged. This makes the grapes of the Sultana variety more competitive.

The EU allows the table grapes from Cyprus to come in duty-free until the 4th August, after which date imports are due 22 percentof duty. [11] For duty-free imports a yearly quota of 10,000 metric tons is established, but this limit was not reached in the past years.

2.5 Egypt

While FAO indicates a yearly production for table grapes of 100,000 metric tons, other sources handle much higher figures. Until 1991 export was low, only a few hundred metric tons per year, chancelled mainly to the Gulf States and Saudi Arabia. In 1992 exports reached 1,000 metric tons, in part with EU destination. Unfortunately, exported produce failed to meet required strict quality standards on European markets and furthermore, shippers had problems to find suitable transport opportunities. Now commercial production of table grapes is growing. Fruit output has benefited from government land reclamation of desert areas. Most of the reclaimed land is being planted to vineyards and fruit orchards. Production of grapes in these areas increased already to more than 500 metric tons during the last years. Producers are making efforts to supply successfully the EU and other potential markets. Close cooperation is being established with British importers, who are helping to overcome the limitations in quality and presentation. Buyers are interested to receive table grapes from Egypt between mid-June and end-July, when sales prospects are usually good. In the beginning of the harvest, the first shipments are made by air but later on shipments by sea are also considered. Sometimes picking of grapes has to be delayed until berry size and sugar content have been reached in line with the need to meet stringent quality requirement, determined by the main buyers as the supermarket chains in the United Kingdom and other interested countries, such as Germany and the Netherlands. The target for export to Europe is around 3,000 - 4,000 metric tons per year.

At the beginning of the season, first, Flame Seedless and Superior grapes are shipped, thereafter King Ruby Seedless and Thomspon Seedless are coming on the markets. Producers and exporters are eager to sell the grapes before abundant supply is coming from Cyprus and Greece.

[10] In the years 1991 and 1992 almost 90% of the Cyprus grape shipments to the EU, had the British market as destination.

[11] The exporters are requesting the Government of Cyprus to obtain an extension of the period of duty-free entry for grapes until 15 August, but a favourable reply is not expected from the Commission for the time being.

2.6 India

According to FAO, the grape production in India may be estimated around 300,000 ton per year, but in the past, exports were of little significance. Regular supply of the Gulf States (e.g. to the United Arab Emirates and Saudi Arabia) went on for decades. Most of the trade was in non-refrigerated ships and organized in a simple way among the expatriate Indian communities living in these countries. The volume of Indian exports to the Gulf region reached around 12,500 metric tons in 1993, which represents a high percentage of the total imports of the Gulf States. This traditional trade did not require high standards, in contrast to the target markets of the new export grape industry, established with foreign assistance and probably financial participation, which incorporates modern viticultural and packing technology as well the required marketing organization.

The corresponding projects permitted that India enters the export market with high quality Thompson Seedless grapes in the United Kingdom and other EU markets. Although the volumes are currently small, the potential for development of the export grape industry seems bright. It is expected that exports to Europe will reach 7,000 to 8,000 metric tons during the coming seasons, up from about 1,000 metric tons of experimental shipments in 1993, which is a spectacular development. Further important increase of the exportable quantities is expected as several new export oriented plantings are progressing and which could double the present export volume in a few years.

India supplies the market from February to May, with the peak occuring in March and April, coinciding with the shipments from Southern Hemisphere countries, such as Chile, South Africa and Australia. Larger quantities of supplies from India, will probably displace some grape shipments from these sources.

2.7 Turkey

One of the main table grape producers of the world with an estimated harvest of 800,000 - 900,000 metric tons per year. Exports amounted to more than 16,000 metric tons in 1992, more than 80 % of the Sultani variety. Germany is the main destination, receiving about half of the Turkish exports. Some deliveries are going to Austria. About 4,000 metric tons per year are shipped to the Middle East countries, which constituted about one quarter of the exports. The peak production period is between August and October.

2.8 Mexico

Is also an important producer of table grapes, with 70,000 - 80,000 metric tons per year. Traditionally, exports are going to the United States, quantities reached around 40,000 metric tons per year. Development of the trade is helped by the NAFTA agreement.

Market building in the United Kingdom was successful and it is expected that Mexico could ship 3,500 to 4,000 metric tons a year. For the future, the development of the table grape production is promising, the young vines are coming to the optimum age for both quality and yield and there is no foreseeable problems with water or land for increased acreage.

In some areas of Mexico, seedless varieties as Perlette, Flame Seedless, Superior and Thompson Seedless are grown. The main harvesting season is in May and June.

2.9 Greece

Since this producer country is member of the EU, it has special importance as table grape supplier. From the 200,000 metric tons of production about half is exported. In addition to traditional varieties, also seedless grapes are cultivated. Production is increasing rapidly and a significant growth is expected over the next 2 or 3 years. There is a new early variety, the Attica Seedless, a black grape, cross of Alphonse Lavalle and Manouki, which is about 25 days earlier than the Thompson Seedless, and has a promising market outlook. Grapes from Greece now enter end-July the market, supplies reach larger quantities between 8 and 15 August, and continue through September and October. Exporters from other countries , as Italy and Israel, are interested to get involved in the export of grapes from Greece and are making respective arrangements with producers and traders.

2.10 Italy and Spain

These two countries are the most important producers of the EU. Normally, traditional varieties are available for export, but in the recent years, principally Spain made efforts to start growing larger quantities of seedless grapes. Larger quantities become available in mid-July, consequently harvest is somewhat earlier than in Greece. Harvest continues until mid-October, but Spain is exporting grapes at later periods too.

In Italy the growing of seedless grapes had a slow start, but producers understand that modernization of the varieties is required by the consumers abroad. The principal export season is from begin August to end-October.

3. EXPORT MARKETS

Since the eighties the consumption pattern for fruit changed significantly in Western Europe. The current emphasis on health food, availability of a broad assortment of produce and premium placed freshness have contributed to the rise in demand for imported fruit. The development of the trade in fresh grapes shows a relatively favourable picture, partly because the year-round supply on the large import markets. Demand has been stimulated by increased production in many countries, principally in Chile, but the additional supply has not led to remarkable price-cutting. The main trade flows in table grapes are confined to a limited number of countries.

Western Europe and the Gulf States are traditional markets for grapes from the Near East. Eastern European countries have an important regional production and off-season trade was not usual before the free market economy has been introduced. The Far East became also a large consumer of grapes in the last years as a consequence of the economic development in that region.

3.1 Western European Markets

The quantity imported of table grapes in the EU increased from 826,000 metric tons during the period July 1990 - June 1991 to 880,000 metric tons one year later. [12] Between 75 and 80% of the movement was intra-union trade, but in the case of France and Germany, the importance of the intra-union trade is even bigger. The United Kingdom and the Netherlands purchase more than half of the total quantity of grapes imported from outside the Community. This means that the importance of the off-season imports is bigger in these two countries.

The largest part of the imports take place in the months from August through December and almost all grapes are supplied by Italy, Greece and Spain. It is axiomatic that during the period 1 November - 14 July when no major quantities are harvested in the Union, table grapes are imported from sources outside the Community, amounting to 150,000 to 175,000 metric tons per year.

As indicated before, the United Kingdom and the Netherlands are the most important buyers of Western Europe for off-season grapes; Germany is a growing market, while France has apparently a more limited importance in this respect. Table 7, gives more information about the monthly fluctuations in off-season table grape imports and the importance of the indicated countries. Their total volume of imports during the period January - August from producers outside the EU increased from 125,300 metric tons to 134,900 metric tons, in the years 1990 / 1991, i.e. a growth of around 7.5%. The United Kingdom imported the largest quantities, around 48,000 metric tons per year. Imports increased in the Netherlands from 3, 000 to 41,000 metric tons and in Germany from 31,400 to 38,800 metric tons, during the 2 years under review. France remained stagnant with imports around the 8,000 metric tons per year.

With respect to the seasonality of imports, March - April - May are the months with largest

[12] Please refer to Table 6.

imports from producers outside the EU; with average quantities between 20,000 and 30,000 metric tons per month. Imports in June - July are much lower, being between 10,000 and 15,000 metric tons.

Another two tables were prepared, showing the different supplying countries to the EU; Table 8 covering the period 1 November - 14 July and Table 9 for the remaining time, 15 July -31 October. Fourteen countries are listed, in the first semester Chile and South Africa are the main suppliers, followed by Argentina and Brasil. Israel and the United States are also important vendors of table grapes in the EU, considering their presence during July - August and October[13]. Cyprus and Turkey exports also during the mentioned season.

3.1.1 Seasonal supply of table grapes in the European Union

Figure 1 shows the seasonal supply of table grapes in the European Union, which helps to foresee the possibilities for the Jordanian production.

The main European producers, Italy, Spain and Greece are covering the period August - December with strong supplies. Thereafter starts the extended off-season supply from the Southern Hemisphere with the production of Chile, South Africa and Australia, which goes on until May - June. In February enters into the market the production of India, having supplies through May, connecting with México in May - June.

Israel starts to ship grapes end of May and continues until the beginning of September. Egypt has grapes from mid-June to mid-July. End of June starts the season in Cyprus which supplies the market until the beginning of August. The United States is usually on the market from June to December.

During the last years, principally in the United Kingdom the market for seedless grapes was getting bigger and bigger. Seeded varieties have been selling slower. There was no proper identification of the varieties at the supermarkets which meant that both seeded and seedless grape were sold at the same price. Now the produce is tagged and seeded grapes can be sold more cheaply and seedless varieties can obtain a premium. Seedless grapes are being sold to restaurants, higher class supermarkets and to speciality shops.

A segment of the consumers will buy good quality fruit, even lesser known varieties if tasty and if prices are lower, , considering good value for money. There is always a place for less expensive grapes in the market.

Seedless grapes tend to be sweeter and larger than many seeded varieties. They usually command higher prices because their production process is more complicated and consequently more costly. Seedless grapes need also careful handling and more treatment than seeded varieties.

---

[13] Important quantities have been shipped from the United States to the EU during the months June, and even in September, October and November. A conservative estimate could be, around 1,000 metric tons in June and between 1,200 and 2,000 metric tons per month in the autumn.

With respect to future demand, available market studies are not making distinction according to season and estimate the annual growth in the EU market in less than 5%. In Germany this figure may be somewhat higher.

3.1.2 United Kingdom

Consumption of seedless grapes increased substantially during the last years. In general, grapes now rank fourth after apples, bananas and oranges as the fruit British consumers like to eat.

The import market showed a considerable growth during the eighties and is now just over 120,000 metric tons per year. Nearly 60% of these grapes are imported from other EU countries, Italy, Spain and Greece, were the largest suppliers. Chile with nearly 16,000 metric tons in 1991 and more than 19,000 metric tons in 1992 was the largest supplier outside the Community, and also South Africa and Cyprus are among the traditional shippers during the off-season. South Africa exported to the United Kingdom around 14,400 and 16,400 ton in the 1990/91 and 1991/92 seasons, respectively, while Cyprus shipped arond 6,300 and 4,300 metric tons to Britain during the same time. United States exports of grapes to the United Kingdom were around 7,500 metric tons in the last years.

United Kingdom has an important counter seasonal import market and there is a certain gap betweem the Southern Hemisphere and EU supplies, which represents a possible opportunity for the future. For Jordanian grapes this market was already the favourite one, and the yearly quantities exported varied between around 300 and 500 metric tons in recent years.

Consumers have high expectations as to the quality and presentation of off-season table grapes. White seedless varieties are most popular, but also coloured seedless varieties have a share on the British market.

3.1.3 The Netherlands

Grape imports by this country were around 80,000 metric tons per year. About one-half of the quantities were supplied by other EU countries, mainly by Greece. In the period March-to-May Chile is the largest supplier and imports from there grew substantially in the 1990's. Here also the gap between Southern Hemisphere suppliers and intra-union availabilities represents an opportunity for countries such as Jordan which are minor players in the market. Some shipments of grapes are made from the United States during the period September - December, with quantities amounting to 200 - 300 metric tons per month.

The Dutch market differs from the United Kingdom market in that consumers in Holland are more tolerant of seeded varieties. Seedless grapes represent a small percentage of the imports only, but there are indications that this may change in the future. The Netherlands is an important transit country and much fruit is being sent to other destinations. Leading

exporters indicated that Thompson Seedless is the preferred variety, Superior and Ruby Seedless are less wanted, while Flame Seedless is not in demand. However, other red and black seeded grapes are well sold in the market.

exporters indicated that Thompson Seedless is the preferred variety, Superior and Ruby Seedless are less wanted, while Flame Seedless is not in demand. However, other red and black seeded grapes are well sold in the market.

3.1.4 Germany

Germany is the largest market for grapes in the EU. Imports increased from 280,000 metric tons to 380,000 metric tons in the period 1989 -1991. Almost 80 % are imported from other EU sources, which means that the demand is concentrated during the availability of grapes in the Mediterranean countries. Chile and South Africa the main off-season suppliers have a market share of a few percent only. The supplies by other sources as Israel, Egypt and Cyprus are marginal[14]. Turkey has a somewhat larger market share, because of the important Turkish population living in this country, having a preference for products coming from their native country.

Jordan has shipped very limited quantities to this market, but importers and distributors foresee a real possibility that off-season demand will increase in the future.

Consumers are used to buying grapes imported from Italy, the main supplier. The Italian grapes are usually of a more golden colour; berries are smaller and less uniform in size. Green fruit which UK supermarkets demands is less popular and clusters with more golden brown berries which have received apparently more sun, and so have more colour and more favour are preferred.

Specialized fruit and vegetables grocers are offering regularly seedless grapes and there seems to be a growing interest to buy. The economic situation is improving after a period of recession and this will stimulate the demand for special fruit as is seedless grape in the off-season. Thompson Seedless grapes are most in demand, followed by Perlette and Superior. Some sales opportunities exist for Flame Seedless and Dan Ben Hannah.

3.1.5 France

Ninety five percent of the imports, which increased from 120,000 metric tons to 160,000 metric tons in the last years are coming from other EU countries. The import requirements are to a great extent dependent upon the fluctuations in domestic production. Off-season imports, from February to June, are of minor importance and supplied by Chile and other Southern Hemisphere producers. Tunisia is also among the off-season suppliers, with yearly quantities between 300 and 600 metric tons. The Rungis Wholesale Market in Paris registered a trade of table grapes between 1,500 and 2 ,00 metric tons in the months March to May, while in June and July, the monthly quantities sold at Rungis remained under the 1 000 ton mark. It should be mentioned that the early-season market does not appear to be growing strongly in France.

---

[14] Israel exported in 1991/92 around 1 600 metric tons of table grapes to Germany. June and July were the main months for the imports.

3.1.6 Other European markets

The import of grapes in six countries was approximately 150,000 metric tons in 1992, viz. Austria 48,000 metric tons, Switzerland 37,000 metric tons, Sweden 26,000 metric tons, Norway 19,000 metric tons, Denmark 12,000 metric tons and Finland 8,000 metric tons. There was no noteworthy increase in the consumption during the last years. Traditionally, Italy is the main supplier, but recently also Spain has obtained more importance, also in the off-season. However, demand in this time is limited and supplied mainly by Chile, South Africa and Israel.

Although the Austrian market for off-season grapes is small and import trade is concentrated in one city, it should not be ignored by Jordanian exporters as it is likely to expand in the future. Importers have close contact with Eastern European traders, which increases their volume of business.

Swiss consumers are quality conscious, have high incomes and are prepared to pay high prices for products of top quality. Probably the reduced consumption of off-season grapes is due to eating habits. The market is supplied to a large extent through importers in the Netherlands, Germany and France.

Fruit consumption in general is high in the Scandinavian countries. It is but natural that off-season grapes will receive more popularity in the future, if supply is regular, abundant and prices reasonable. Jordanian exporters could take advantage of direct air connection and favourable freight rates. With the integration into the EU imports will be easier and more intra-union trade is expected.

3.2 Gulf Region Markets

Imports of table grapes into the Gulf countries during 1990-1992 are shown in Table 10. The total imports were approximately 65,000 metric tons per year. The United Arab Emirates and Saudi Arabia are the main markets with a yearly average volume of 25,000 - 28,000 metric tons. There is no significant change in the imported quantities from one year to another. The United Arab Emirates re-exports part of the imported quantities to neighbouring countries. Saudi Arabia is developing table grape production, the harvest being sold in the region.

The regional market incorporating the Gulf states is diversified, will continue to grow as population and income rise which stimulates demand for high value product.

Jordan used to be an important supplier of grapes to the Gulf countries. Unfortunately, the export system which did not give sufficient attention to fruit quality, packaging and presentation permitted to supply only one segment of the market, the less exigent consumers during the last years. Imported fruit from other sources had better quality and obtained preference from the purchasers. Among others the varieties Halawani and Zeni from Lebanon are very popular. Also the Gulf War curtailed seriously supply opportunities for Jordan.

3.3 Far East Markets

Several countries of the Far East are often desribed as potentially high growth markets for food products. Although import demand for grapes is currently small and relatively new, population increases and strong economic performance should ensure continued growth as trade is progressively liberalized and import tariffs eventually is bound at lower rates.

Imports of table grapes increased considerably during the period under review, as may be seen from the same Table 10. While imports amounted to 48,000 metric tons in 1990, they were 64,000 toms in 1992, which represents a yearly increase of nearly 20% in 1991 and 12% in 1992.

Hong Kong is the largest importer with an average of around 30,000 metric tons of grapes per year, followed by Singapore with 12,000 - 13,000 metric tons. Three producer countries are the main suppliers of these markets, as can be seen in Tables 11 and 12.

	------Percentage------	
Exporting Country	**Hong Kong**	**Singapore**
U.S.A.	**64.3**	**60.4**
Chile	**29.1**	**14.2**
Australia	**3.9**	**21.5**
South Africa	**2.3**	**3.0**
Others	**0.4**	**0.9**
Total	**100.0**	**100.0**

United States has an overwelming share in the supply of this region, having shipped 22,700 metric tons and 7,200 metric tons to Hong Kong and Singapore, respectively. Chile also sells important quantities in the Far East, mainly to Hong Kong. The respective volume amounted to 10,200 in 1993, while the exports to Singapore were 1,700 metric tons.

As is shown in Table 4, the exported volume of Australia was important for Singapore, having reached around 5,000 metric tons in the years 1990/91 and 1991/92. Sales of table grapes to Indonesia increased substantially during the last years, arriving at almost 4,000 ton in 1992/93 which means that Australia supplied the biggest part of the growing imports of Indonesia.

Table 12 gives an indication on the seasonal fluctuations of imports in the Far East, referring to data of Singapore. The largest quantities, around 1,400 - 1,600 metric tons of grapes are imported during the months March, September and October, while during April, August, November and December around 1,000 metric tons were imported. January, February and June, July is the time when import level is the lowest.

Indonesia and Philippines eased the import restictions in the past few years and are becoming regular purchasers of seedless grapes. Specially, Indonesia is representing a growing market of interest for Jordan.

China and Japan are also importers of grapes, with a volume of around 15,000 and 8,000 metric tons respectively (1992). Exports to these two countries are somewhat complicated and need laborious preparatory work.

3.4 Eastern European Market

In Eastern Europe (Bulgaria, Hungary, Romania, Czech Republic, Slovakia and former USSR) production of table grapes has also been affected by the political changes and subsequent economic difficulties which beset the countries concerned. However, all these countries intend to increase their areas planted to table grapes, either for domestic consumption, or for export. Production in Bulgaria decreased from 130,000 to 83,000 metric tons during the period 1990-92, in Romania from 132,000 to around 100,000 metric tons in the same time, while in Hungary it remained stable around 56,000 metric tons per year. In the former USSR production of table grapes was estimated to be around 1 million metric tons per season.

Eastern Europe has around 320 million consumers. Inter-regional trade was important in the eighties, almost 100,000 metric tons per year. Bulgaria and Romania were the main exporters, while Czechoslovakia, Eastern Germany and Poland the main purchasers.

Eastern Europe is being envisaged as a potential market for table grapes for Jordan. Already an important demand has emerged for (sub-) tropical products, such as citrus and bananas. Suppliers of these products, mainly from Germany and the Netherlands have already shipped table grapes to Eastern Europe. Also South African exporters indicated that buyers of oranges requested quotations of table grapes during the winter months. It appears that Poland has returned to the market and the combined imports of the Czeh Republic and Slovakia in 1992 were on an upward trend.[15]

Reviewing the foreign trade statistics of Hungary, it can be seen that after the principal harvest time of grapes in September and begin October, quantities between 600 and 1,000 metric tons per months have been imported, mainly from Italy and Greece. In the first months of the new year, at winter time, around 200 metric tons of grapes have been sold in Hungary per month coming from different suppliers, such as South Africa, Chile, Argentina and Spain, and also through re-export from Germany. [16] The maximum quantity bought from one country, did not exceed 60 - 70 metric tons per month[17]. In May - June, because of abundant local fruits crop,

[15] As shown in Table 10, the imported quantities of table grapes increased in Poland from 9,800 metric tons in 1991 to 18,000 metric tons in 1992, and in the Czech Republic and Slovakia from 9,000 metric tons to 14,300 metric tons in the same years. These figures are referring to the whole year.

[16] Several Hungarian supermarket chains are linked to German companies and deliveries of an important assortment of products is usual.

[17] In January 1994, 17 metric tons of table grapes were imported from Lebanon. Turkey supplied minor quantities of grapes only.

demand for table grapes is diminishing and no more than 50 - 100 metric tons per month are imported.

In all Eastern European countries, the present economic situation and the restricted availability of foreign exchange are limiting seriously market opportunities[18]. Undoubtedly, a reduced number of consumers, hotels and restaurants are eager to copy Western eating habits and are demanding a larger assortment of products, which could include off-season table grapes.

The granting of IMF loans, requires generous import facilities. Consumers have preference for bananas and increasing quantities have been sold in Eastern Europe during the last few years. An annual growth rate of 5% is expected for the coming years for this fruit. Demand for tropical and off-season fruit and vegetables will increase with the hoped for normalization of the political and economic situation. Russia and the other countries of the former Soviet Union certainly will become a market for table grapes. Even now Italian grapes are being sold in the streets of Moscow. There will be a need for a bona fide wholesale trade also in the fruit and vegetable sector. International organizations are promoting the establishment and modernization of wholesale markets in several consumer centres which will form a nucleus for the fruit and vegetable import trade.

It may take a number of years before Hungary, the Czech Republic and Poland will develop into a substantial seasonal import market for grapes. The container transport possibility will help sales to these markets as the price is of great importance. Eastern European countries can afford only to buy a lower priced product, consequently seeded varieties will have a market too.

3.5 Market Prices

Prices of table grapes fluctuate considerably from one season to the next as a result of climate-induced variations in crop levels. Inter-country comparisons based on unit values are difficult to interpret because relative exchange rate variations often outweigh changes in actual price quotations. Also, quality of produce and marketing periods differ. In general, average export unit values have tended to rise over the past decade in both monetary and real terms. According to FAO data the unit value of table grape exports of shipments from Chile were between US$ 720 and 1,000 per ton in the 3 years between 1990 and 1992 and for the United States around US$ 1,200 per ton during the same period[19].

The review of the prices in the four most important countries in EU, showed that British buyers usually have to pay higher prices for imported grapes than the consumers on the continent. In France and Switzerland the level of prices is also higher, but there, as indicated

---

[18] For instance, in Hungary a quota system exists, regulating fruit and vegetables imports. Licences are being issued, according to market situation and foreign exchange reserves.

[19] Due to the very divergent values for table grape exports and imports it was not possible to make a broad and meaningful analysis based on custom statistics.

before, quality requirements are high. Exports to Germany and the Netherlands frequently give lower return to exporters, due to the very competitive market environment. However, sudden fall in prices regularly has not prompted a noteworthy rise in consumption. If market is over-supplied, prices go down without the compensation of increased consumption.

In order to have some ideas on the wholesale price developments in potential markets for Jordanian grapes, the following information may be of interest for the export trade:[20]

3.5.1 Western Europe

United Kingdom: Table 13 shows the wholesale market prices in the United Kingdom during the last weeks of 1993 and the period January-July 1994. A distinction is made according to varieties and origins. Prices were high right up until the beginning of February, around US$ 3 and somewhat more per kg, when they began to tail off to more normal levels due to larger supplies. There was also a competition between Chilean and South African grapes.

Larger supplies and lower prices, encouraged importers to store with the hope of achieving better prices later on. Prices were relatively stable in the following time, and there is no noteworthy seasonal difference between the months May, June and July when grapes from Jordan are available for export. However, higher quality grapes from Israel obtained a premium on the market, but it seems that occasionally also the Egyptian product fetched good prices.

Jordanian seedless grapes sold first for Lstg 9 per box, later this amount decreased Lstg 8, equivalent to US$ 2.70 and 2.40 per kg. With one shipment quality problems ocurred which resulted in utmost low sales result, Lstg 3 per box. Such happenings result in high losses for the exporter. It should be remembered that prices depend from quality. Only fresh looking grapes with good colour and good presentation bring top prices.

Consumer Prices: For the better sale of grapes the retail price level is of great importance. Normally, the retail outlets, both supermarkets and green grocers have a gross margin of 25 - 30% for off-season fruit or even more. The above indicated average wholesale price equivalent to US$ 2.40 to 2.70 per kg, would give a retail price of around US$ 3.10 - 3.50 per kg which is not cheap at all. For comparison, it is interesting to know, that consumers in the United States consider seedless grapes at a retail price of US$ 2.20 - 3.30 per kg acceptable, at more than US$ 3.30 as expensive, when prices are between US$ 1.55 and 2.20 per kg a bargain, and the quality of the grapes is questioned at a price of less than US$ 1.50 per kg.

---

[20] The information is based on the Fresh Produce Journal and the Market News Service (MNS) of ITC. The first source is providing wholesale market prices in different consumer centres, while MNS prices are collected from selected importers.

The Market News Service of the ITC suggests to subtract 20% from the published "Importer Selling Price" for commission and various costs, such as forwarding, handling and general expenses, to obtain an approximate CIF value. From this the transport costs have to be deducted to obtain the F.O.B. value.

Germany: The German wholesale prices, published by the Market Information Service are shown in Table 14. and were during May -July, most of the time, above US$ 2.50 per kg for Thompson Seedless and around US$ 2 per kg for Ribier from Chile. The German market prefers the large berry size and buyers are ready to pay a premium of US$ 0.10 - 0.20 per kg for well presented, larger sized grapes.

3.5.2 Gulf Markets

United Arab Emirates and Saudi Arabia: An overview has been prepared containing wholesale market prices in the two most important markets in the Gulf region (Tables 15 and 16). It can be seen that Thompson Seedless grapes from the United States had the highest prices, which have reached more than US$ 3.50 in certain times, but were sold also even above US$ 2 per kg. Red Seedless grapes from the same origin fetched an average price somewhat above US$ 2 per kg. Price for Chilean Thompson Seedless was between US$ 1.00 and 1.50, but late in the season, which means that the fruit could have been stale. Egyptian grapes sold well in Saudi Arabia, around US$ 2.50 per kg on average.

It is noteworthy that Halawani grapes from Lebanon had during an extended period of time low prices, between US$ 0.66 and 0.80 per kg. Turkish grapes sold at times cheap, for US$ 0.66 per kg, but also sales at US$ 1.10 were reported.

In Saudi Arabia local grapes have been sold between US$ 0.65 and 1.30 per kg, according to season. In August 1994, price of local grapes was US$ 0.66 per kg and imported grapes from Jordan (RUM region) were sold at an equal price. At the same time United States grapes were sold much more expensively, at US$ 2 per kg.

Several truck loads of Jordanian grapes were sent to the United Arab Emirates in June 1994, which fetched a price of around US$ 1.60 per kg. To defend this price, only limited quantities could be sold in the market.

Some brief comments on the other markets of the region, Bahrain, Kuwait and Qatar, where prices seem to be somewhat higher than in Saudi Arabia and the United Arab Emirates. The fluctuations during the year were bigger, caused by the changing supply situation.

Bahrain: In July 1994 seedless grapes from Egypt had a wholesale price of US$ 1.70 and from Saudi Arabian local production US$ 1.10 per kg.

Kuwait: The ITC Market Reports indicate table grapes from many origins and with a wide range of prices. While United States and Australian seedless grapes often had a very high wholesale price around US$ 4 per kg, fruit from Cyprus and Turkey hardly fetched US$ 1 per kg.

Qatar: This market also shows great variations in type and origins of grapes available, and the respective level of prices. In June - July 1994 Halawani grapes from Lebanon were sold at US$ 1.75 per kg. In the same time, for Jordanian grapes, prices between US$ 1 and 1.50 per kg were reported.

3.5.3 Far East Markets

The import statistics for Singapore provide a rough indication on the prices declared to customs[21]. The average price for Chilean grapes is somewhat lower than that of Australia, South Africa and the United States, which are similar, around the US$ 2.50 per kg. With respect to seasonal fluctuations of prices, the level is lowest in June and highest in December and January.

No information was available for Indonesia. It is estimated that the sales of grapes from Jordan were done in July 1994 at a price of US$ 2.60 per kg C&F Jakarta. [22]

3.6 Market Opportunities

In the United Kingdom seedless grapes became popular, probably through the imports from the United States. On the Continent consumers have a certain preference for traditional varieties of seeded grapes, such as Italia and Muscat, but they are mostly buying according to the price and appearance. In general, there is a lack of knowledge about the seedless grapes, however in the Northern countries interest is growing.

Several countries have been increasing the export oriented production of seedless grapes, in part looking for the off-season market opportunities. The required marketing infrastructure is being implemented; technical and commercial cooperation established.

The Gulf Markets are traditional buyers of Jordan grapes, but better quality and well organized sales practices are needed to re-conquer the lost share at the main markets.

Southern Asia is a growing market for grapes and through adequate organization of sales and transportation, the opportunities should be pursued. Eastern Europe still has economic difficulties, which limit major immediate sales opportunities, but introduction of Jordanian grapes in Hungary and Russia should be possible.

3.6.1 Quality aspects

Good presentation and high fruit quality certainly is needed to obtain consumer preference in a competitive market. Large crisp berries, musky aroma, sweetness, fresh colour are important characteristics. The medium sized, thin-skinned grapes retain better its juice during the transportation and the bunches are less prone to berry shatter. Grapes must have a minimum sugar content at harvesting, which depends on the variety. In Jordan, the minimum desirable Brix acid ratio should be established which may be variable according to varieties. The ratio for Thompson Seedless should be about 25:1. In addition, grapes should have a Brix of 17 or higher. In some producer countries minimum requirements as to sugar content have been

---

[21] Please refer to Table 12

[22] More information was gathered by the Commercial Mission, organized by the Exporters Association, which visited Indonesia in early September 1994.

officially fixed[23]. European buyers of grapes from Jordan indicated that they require a sugar content at least equivalent to 16 grades Brix for the varieties Thompson Seedless and Perlette, while for Superior 15 grades Brix should be the minimum[24].

The size of the individual berries is also a quality requirement, this depends on the variety. Buyers from the United Kingdom indicated a minimum size of 16 mm in diameter for Thompson Seedless grapes. A minimum of 18 mm for Superior and 13 mm for Perlette. In the commerce, sizes for table grapes of 14, 16 and 18 mm are usual. In general, fruit with larger berry sizes obtain higher prices.

3.6.2 Packaging

Different type of containers are used. Carton boxes of 5 kg net are preferred for seedless grapes, but seeded grapes can also be packed in boxes containing 10 kg fruit[25]. In some supplying countries wooden trays are also used. Carton boxes must be strong, preferably waxed to support container shipment in a more humid atmosphere. Boxes must be weighted exactly. Traditionally, grapes were simply put in the crates. Modern distribution requires that the blue and seedless grapes be packed in small polypropylene carrier bags or in plastic baskets with 1 kg content.

In some countries there are provisions for the disposal of packing material, but a Community-wide directive on packaging and packaging waste has not yet been adopted.

3.6.3 Quality control

The development of the export market for table grapes, make it essential to have quality control established for both regional and far-away markets. Major supply countries (Israel, South Africa & United States) have established stringent market requirements by virtue of their own high quality export standards. Their attention to quality ensures that the fruit arrives in optimum condition and obtains prime prices. In general, also in Jordan official quality guidelines have to be issued, including minimum berry size (13 mm) and sugar levels (according to variety). Quality certification is necessary to safeguard the interests of both exporting and importing countries.

3.7. Marketing Strategies

The supplying of larger quantities of grapes to a market orregional markets needs well organized sales. Previously, most imported fruit and vegetables were sold through wholesale markets, where a great number of wholesalers were active. With the increase of importance of

---

23 For more details please refer to the Grape Production and Postharvest Manual prepared by the Agricultural Development Project.

24 A minimum sugar content of 16 and 17 grades Brix was fixed for exported table grapes in Cyprus and México, respectively.

25 Italian grapes are mostly packed in boxes with 10 kg content.

large supermarket chains and the heavy reduction in the number of smaller individual retail outlets, specialized importers/distributers gained importance[26]. They are making contacts with the large scale buyers and supply directly a large assortment of produce in the required quality and presentation to the individual sales outlets. The supermarkets in the United Kingdom and some other countries are not buying directly, but they go through importers. Taking into account the limited number of buyers with good reputation and strong financial background in the individual countries, a certain organization of the export markets necessary.

Western Europe: The important supermarket chains prefer to work with a few suppliers only. They are eager to supervise operations from harvesting through packing and transportation, stuffing of containers bound distribution outlets.

Supermarket's share of fresh fruit and vegetables throughout Europe will continue to grow to a level of about 70% With a trend towards concentration in retail distribution there will be an even greater need for centralized distribution agents in Europe. But also the supplying of other type of distributors require efficient marketing methods. An example for market organization is AGREXCO from Israel which exports and closely monitors the import markets. This company works with one of two large- scale importers in the interested countries and a number of "panellists" in the individual market places. Mostly through an own representation AGREXCO supervises thoroughly the sales in each important market place through allocation of optimum quantity of produce and the guiding of sales prices.

New development in AGREXCO's grape marketing activity is, that in continuation of the Israeli season, which terminates end of July, from mid-August to end-October Thompson Seedless grapes are exported from Greece to the Northern Europe. Thereafter the company starts exports from India, which permits an additional 6 months supply for the clients, regular buyers of grapes from
Israel.

With respect to Cyprus, the London based Table Grapes Office regulates, supervises and coordinates the marketing in the United Kingdom and other EU countries. In a similar way as indicated before for AGREXCO, the Cypriot exporters expect that daily sales and stock reports from distributors will enable more effective control of supplies and prices, than happened in previous years. The five principal importers of grapes in the United Kingdom have agreed to cooperate in the marketing and distribution of this year's Cyprus grape crop in the proposed form.

Gulf Region: It is frequent that Jordanian producer/exporters work with associated companies in the different countries of the region. Traditionally, fruit and vegetables wholesalers, mainly from Amman also supply the Gulf markets. Unfortunately, not always high quality product is being shipped by this trade.

---

[26] There are three important supermarket chains in Britain which are selling large quantities of seedless grapes, viz Sainsbury, Tesco and Safeway.

Far East: There are specialized importers working in the fruit and vegetable trade in the different countries. The recent Commercial Mission was certainly successful in establishing contact with serious interested companies and members will use the identified business opportunities in due course.

Eastern Europe: In the past political and economic regimes, strong, large-scale, state owned firms were leading in the export and import business, and fruit and vegetables were no exception. Many of this firms had financial difficulties and their operation was terminated in the past years. The professional staff is trying to establish new private companies, in cases with the participation of specialized enterprises from Central and Western Europe. In the Eastern countries, the importance of modern supermarkets is constantly increasing, but on the other side, the number of ambulant retailers, working all over the consumer centres, and that of specialized retail outlets is also growing. Due to this dual structure of retailing, wholesale markets have still importance and with loans from international financial institutions these facilities are being modernized and enlarged. Independent wholesalers are starting to operate in these market centres and imported products, mainly bananas and citrus, represent an important part of their business.

Large, specialized import firms from Western Europe, mainly Germany and the Netherlands are selling and delivering a wide range of fruit and vegetables in Eastern Europe. Sometimes the quantity of off-season products, with destination of specific markets, is not sufficient for direct shipment from the production region and trans-shipment through Western Europe can be more convenient[27]. Furthermore, several supermarket chains in Eastern Europe are associated with Austrian and Western European entreprises, supply of products is made in many cases through the Headquarters.

3.8 Promotion

In the United States producers considered that publicity contributed to make seedless grapes popular and to better sales results. The California Table Grape Commission promotes regularly grapes on its key markets through programmes with supermarket chains and distributing point-of sale material to independent retailers.

There is little knowledge about seedless grapes in general in many of the European markets and the consumers are not familiar with the large number of varieties and their favourable characteristics for the consumer. More advanced retail outlets like to have white, red and black grapes on the shelf reserved for seedless varieties.

Publicity campaigns are costly and the diversity of supply sources make the realization of such programmes for grapes in Europe difficult. Undoubtedly, large supply organizations as the Dutch and Breton Horticultural Producers; the Chilean, South African, Israeli and New Zealand Fruit Exporters are having promotional activities, but focused on specific products, such as tomatoes, cauliflowers, apples, pears, citrus and kiwi. Grapes are not covered.

---

[27] The well known import firm, Jos. van der Berg in Rotterdam indicated his interest to strenghten market ties with Russia, mainly St. Petersburg.

The leading supermarket chain in the Netherlands (Albert Heijn) started at the beginning of the grape harvest in the Mediterranean region a publicity campaign, suggesting different dishes and combinations with cheese. Emphasis is made on the good characteristics if seedless varieties, Thompson Seedless is specially mentioned.

3.9 Transportation Issues

From Jordan grapes are shipped to Western Europe preferably by air. From the organizational point of view this means of transport is the most convenient for the export of perishables to Western Europe and so far air freight from Amman is competitive compared with other producing regions. Due to the reduced volume of shipments in the last years, there was no problem in obtaining the necessary space in the planes. Royal Jordanian Airline operates a large number of passanger planes to Western Europe which transport limited quantities of produce in each trip, but there are also special freight services which have a capacity of 25 metric tons per flight. There was no problem to find space for a yearly export of 750 metric tons of grapes to Europe, but when perishables exports from Jordan to Western Europe will reach a considerably higher volume, more air transport capacity will be required. In addition to the Royal Jordanian Airline, other companies are also operating from Amman to Europe, but their quotation is much higher than the rate applied by national airline.

Air shipment of grapes to Indonesia was made through Jeddah. It is believed that with transportation by sea or road lower freight costs can be obtained, as is the case of Israel. Undoubtedly, this requires adequate transport facilities and rapidity for perishable products. Refrigerated containers are needed, but the availability can represent a problem. The convenience to replace air transportation will depend upon the difference in cost between container transport by sea or land and airfreight, but the first means would become essential when the demand for airfreight capacity is excessive.

It is not likely that grapes from Jordan will be transported is sufficient quantities to justify chartering of vessels, even in combination with other fruits and vegetables. Therefore the use of individual reefer containers or refrigerated trucks will be necessary. With respect to delay, this should be kept on a minimum. Grapes can travel for 2 or 3 weeks, as is the case from Chile, México or India (From Bombay it takes 2 or 3 weeks for consignments to reach the European market).

Sea transport permits producers at a large distance to supply the European, Gulf or South Eastern Asian markets at a lower cost, using proper containers for shipment, which could increase substantially the volume of sales . The improved technology of transport permits the use of refrigerated containers with or without controlled atmosphere for sea and road transportation. A number of firms are developing systems which could be of interest for the Jordanian exporters. The transport company Welz in Salzburg, Austria has a large number of " Freshtainers " available. [28] It would be interesting to obtain up-to-date information on recent experiences and conditions. There are several ways to use the containers; purchase or long-

---

[28] For more information, please contact: Mr. Klaus Schmitzberger c/o FTD Development and Service Ltd. Salzachweg 23A-5061 Elsbethen/Salzburg, Austria, Tel.: (43) 662 6275630, Fax: (43) 662 627569.

term leasing would be of interst only if the containers can be used during the whole year by Jordanian exporters/importers. The transportation of containers from abroad to Jordan can result in logistical problems and excessive cost, as generalized use of these specialized containers involving a large numer of countries is not yet materialized. Other firms are also developing individual systems, such as " Freshcon " by Sietas, Hamburg, and " Pacas " by Graaf, Elze, both in Germany.

The experience of Israel in the field of transport of fruit and vegetables would be valuable[29].

3.10 Regulations and Import Policies

3.10.1 European Union

Production and trade of table grapes in the EU are governed by regulations under Council Regulation 1035/72. The main features of these regulations provide for the removal of barriers to intra-Community trade, the adoption of common quality standards in the internal and external trade, the application of the Common Customs Tariff to trade with third countries, a reference price system , compensation for the withdrawal of produce , and export subsidies. Both, the quality standards and import regulations are of interest for Jordanian exporters.

(i) Common Quality Standards[30]

Quality standards for table grapes in the EU were set by regulation 1730/87 and have been amended in 1991 by regulation 93/91. These quality standards give the minimum requirements, grading requirements, including criteria of size, presentation , packaging and labelling as well as a list of commercial varieties. Also tolerances for quality and size are given.

Grapes can be marketed under three classes: extra, class I, and class II. All grapes must be sound, free from pest or disease damage, visible foreign matter (except for up to 5 cm of stem), abnormally high external moisture, or foreign smell or taste. Table grapes must be intact, normally developed and well formed, and able to withstand transport and handling, and arrive at market place in satisfactory condition. Tables grapes in each package must be uniform meaning of the same origin, variety, class and the same degree of ripeness.

- **"Extra quality"** means, superior grapes with a minimum weight for the bunches of 200 and 150 grams according to varieties.

[29] Mr. Augustine Samandar from Eastern Co. in Amman made interesting comments on this matter during the consultancy which should be worthwile to follow up.

[30] Detailed quality requirements are included in report "Grapes Production & Postharvest Manual", Agricultural Marketing Development Project, Amman, 1991, p. 121 and also available from the technical staff of the Agricultural Marketing Organization.

- "**Class I**" must be fruit of good quality, only slight defects in shape and coloring skin (due to sum scorch) are allowed, minimum weight 150 and 100 grams, respectively.

There exist also a class II grade which is however not good enough for export from Jordan to the EU.

Packaging must be new, clean, protective, and the printing or labeling must be done with non-toxic ink or glue.

The prevailing grade standards will be distributed to interested exporters.

(ii) Customs Tariff

A system of ad valorem Common Customs Tariffs (CCT) applies to third country imports and may vary according to the time of the year. Preferential access are given to imports from ACP countries, Cyprus, Israel, the Maghreb (Algeria, Morocco, Tunisia), the Mashraq (Egypt, Jordan, Lebanon, and Syria), Eastern European countries, Malta and Turkey. Import licensing provisions also exist if imports from third countries threaten to cause an imbalance in the market.

The basic rate for table grapes is 18 % from November 1 until July 14 and 22 % from July 15 until October 31. As known Jordan is enjoying from February 1 until June 30 is duty exemption. The same privilege is given to Egypt and Israel , while the closing date for duty free import of Cypriot grapes is August 5.

It seems that discussions are underway with the Commission to extend the period of duty exemption for Mediterranean countries until the end of July. Similar privilege should be obtained for Jordan.

Due to this duty structure air shipments in July for Jordanian grapes are difficult and only possible if the market is exceptionally strong and higher prices prevail. Container shipments would reduce transport costs and allow for the payment of duty.

(iii) Entry Price System

It is anticipated that from the start of the next marketing year (1995), reference prices will be revised and replaced by an entry price system. This would have some major differences compared to the reference price system. For instance, every lot or consignment imported would have to comply with the entry price. If a lot has been imported below the entry price, an extra levy would be added to the customs duty for this particular lot (and not to all imports from that origin, as is presently the case). The extra levy would be charged at rates ranging from 8 % of the entry price (for imports priced between 92 and 94 % of the entry level) to 2 % (for imports priced between 98 and 100 %). Lots imported at levels below 92 % of the entry price would be penalized with an extra levy, called the maximum tariff equivalent. There would be no further ranking in tariff equivalents, implying that all lots below 92 % would have to pay this maximum tariff equivalent. Problems with imports may only arise in the period of weeks 35 to 43, (end August to end October), which is of little interest for

Jordanian exporters.

(iv) Preliminary assessment of the impact of the Uruguay Round

According to the FAO Intergovernmental Group in Wine and Vine Products, the eventual reduction of tariffs in support to table grapes is still unknown, because under the Uruguay Round commitments the percentage reduction in internal support refers to the aggregate for the agriculture sector. A significant change in the import regime resulting from the Round would be the replacement of the reference price system with the new entry price system, as indicated in the previous paragraph. Furthermore, over the implementation period ending in the year 2000 bound tariff levels for table grapes would be progressively reduced to 14.1 percent ad valorem depending on the variety, for the main marketing season (15 July to 31 October). In any case, trade policies will further protect grower interests when local supply is abundant.

Austria currently uses a sliding scale of duties for grape imports at various times of the year. No duty from 11 October to 20 August. However, the new rates reflecting commitments under the Uruguay Round include a base rate tariff of 12.5 schillings per 100 Kg during the domestic marketing period (July 1-October 31). If Austria will become a full member of EU, the common regulations will be applicable.

With respect to some Asian countries under the Round import tariff for Malaysia and Singapore would eventually be bound at lower rate, 20 % and 10% respectively, from the high current and base rate duties[31]. Therefore, some expansion of the imports might be envisaged.

---

[31] Current rate of duty in Malaysia is USD 661.40 per metric ton, which represents around 30% - 40% of the grape value.

4. CONCLUSIONS and RECOMMENDATIONS

The Production Consultant estimates that - complying with a number of requisites - Jordanian producers can supply continuous and consistent quality table grapes from late April through December. However, timely assessment of the export markets and review of all available information on worldwide supply and demand is needed for decision making to increase export oriented production.

Present export oriented production of grapes is estimated to be around 2 400 metric tons per year and there are plans to increase this quantity in the short-term with an estimated 1 400 metric tons. Table grapes export from Jordan increased somewhat in the last 3 years to both destinations, Western Europe and the Gulf Region. However, the exported quantities to this latter destination remained much under the volumes shipped in the eighties. The trial shipments to Indonesia could signify a good start.

Grapes for export have to satisfy consumers' requirements as to taste, colour, quality and presentation. The Production Consultant's report contains suggestions on suitable varieties to be cultivated in Jordan, according to the different regions. From the marketing point of view, best demand is identified for Thompson Seedless, Perlette and Superior among the white grapes and the coloured varieties, Flame Seedless, Ribier, Barlinka and Dan ben Hannah.

Grapes export require a high level of infrastructure in terms of marketing, grading, packing, storage and shipping facilities. It appears that Jordan has favourable competitive position with regard to labor and transportation costs. International transportation cost constitute a big share of the total marketing costs and plays an important role in making produce competitive in the markets. The labor cost advantage can be lost if the share of transport costs in the final sales price is too high. Furthermore, the keeping low of the transport cost has a significant effect on prices and consequently on demand for table grapes.

As it has been discussed in the respective part of this report, the market possibilities are subject to the seasonality of production in the different continents and the existing demand for off-season grapes. The Production Consultant identified good possibilities for having table grapes for the market in the Ghor region from end-April to mid-July and in RUM from mid-June through November as well as anticipated a fair potential for export oriented production in other new regions fruit being available for marketing between August and November.

4.1. Market Development

The international market for seedless grapes requires high quality standard. Therefore, consideration should be given to the working out of official quality guidelines, including minimum requirements as berry size (13 mm) and sugar levels (according to variety). Quality certification is necessary to safeguard the interests of both exporting and importing countries.

4.1.1. Potential Markets

Four main regions have been selected for potential market identification in the present study : Western Europe, Gulf Region, South East Asia and Eastern Europe.

Western Europe: The development of commercial table grape production, including seedless varieties in several countries permits the year round supply of the market and helps to stimulate demand. In general, future growth of off-season fruit and vegetable demand is likely to be a function of the growth of income. After a period of economic recession in Western Europe, an improvement of the situation is expected, which certainly will stimulate the demand for seedless table grapes. The European Union is already a big market for this product. During 3 - 4 months (between August and November) it is well supplied by inter-union production and in the other time several exporting countries compete for the off-season supply.

After the grapes from the Mediterranean region, Southern Hemisphere countries, Chile, South Africa and Australia are the main suppliers, followed by India. From May also México, Israel and the United States are coming on the market as well as Egypt, Cyprus and Turkey.

Buyers have been satisfied with the shipped table grapes from Jordan and there are good possibilities to increase the exports to the main market, United Kingdom and also start regular shipments to the Netherlands and Germany.

The Gulf Region market was traditionally supplied by the Near East producers, but now purchases of table grapes are also made from Southern Hemisphere producers, Chile, South Africa and Australia. Saudi Arabia started with own production too.

Systematic work has to be made to re-conquer the lost market share in competition with India, Egypt, Lebanon and South Africa. Seeded grapes are also wanted and producers from the RUM area already are supplying the Saudi Arabian market.

South East Asia is becoming an interesting market for table grapes. Due to the strong economic development and the lifting of import restrictions mainly the United States, Australia and Chile took advantage of the bigger export opportunities to this region. Jordan made test shipments to Indonesia and good possibilities have been identified for future business.

Eastern Europe: There are signs that consumption is growing for tropical and sub-tropical fruit and vegetables and among others demand is increasing for grapes also in the off-season. However, the political and economic changes have not yet created the conditions for consumer earnings which would make regular purchases of higher priced products possible. Russia and the other countries of the former Soviet Union and Eastern Europe certainly will become a market for table grapes. Some shipments from Jordan will be possible, also for seeded varieties, but the quantities will remain reduced for the time being.

4.1.2 Supply

From the supply side the Southern Hemisphere countries are the most important. Chile is increasing continuously the production and has become the world's largest exporting country. South Africa will have also larger quantities of grapes for export, but the growth rate is less important. In Australia the production remains steady. The main supply period of these producing countries is not coinciding with the harvest time in Jordan. India is also increasing the production, which is however prior to the harvest season in Jordan.

As it has been discussed in the respective part of this report, there are many other countries which are supplying the Western European market and their main season coincides with the suggested increased production in Jordan. México, Israel and Egypt have growing production. México's supply potential is much dependant on the shipping possibilities. Comptetition from Israel is strong, they grow varieties according to consumer demand and have well organized and less expensive shipping opportunities. Egypt had a poor reputation on the European market and shipping problems. Efforts are being made in cooperation with the import trade to improve quality and organize shipping possibilities.

Cyprus can supply from mid-July to mid-August top quality seedless grapes at a price that represents the best value for the consumers, as sea shipment is not giving any problem and the country has duty exemption privileges. Already late June Cyprus grapes are coming to the market, being competition for Jordan. The indicated country plans to improve and expand production to reconquer lost market share. Also Greece is important for sales in July and an increase of the available quantities of seedless grapes is expected. Finally, the United States exports to Europe seem to remain steady.

4.1.3 Prices

Market prices in Western Europe are frequently not high enough to justify shipments from Jordan during May, but used to increase during June and July. Considering an average wholesale price in the United Kingdom of Lstg 8 per box of 5 kg and discounting 20% for importer's margin, the equivalent of US$ 1.90 per kg remains C&F destination. Paying the actual freight rate of US$ 0.65 per kg, around US$ 1.25 per kg remains F.O.B. Amman, which seems to be reasonable for the exporters. Undoubtedly, during certain periods, if sales are good, most direct marketing channels used and supply not excessive, sales prices can be between Lstg 10 - 12 per box of 5 kgs, which is equivalent to around US$ 2.50 per kg C&F, US$ 1.70 per kg F.O.B. Amman. Prices depend on quality. Table grapes with fresh aspect, good color and presentation bring top prices[32].

Importers from the Netherlands and Germany are expecting an average wholesale price of DM 18 per box of 5 kg, which results in a similar F.O.B. Amman price of US$ 1.20 per kg. Above prices compare well with the competing countries, which are calculating with export prices around US$ 1.40 per kg, F.O.B..

It appears that sales were made for US$ 2.60 per kg C&F Jakarta which is equivalent to US$ 1.15 F.O.B. Amman.

Due to the important local production, the wholesale price for Jordanian grapes in Saudi Arabia was around US$ 0.66 per kg, equivalent to around JD 0.700 per kg ex-farm (August 1994). Quality improvement are needed to approach the price of grapes imported from other sources, which were considerably higher.

[32] Normally grapes from Israel obtain a higher price with 20% difference, compared with grapes from Egypt.

4.1.4. Importation and proposed distribution channels

Traditionally, fruit and vegetables were sold through different types of retail outlets: supermarkets, greengrocers, general food stores and ambulant traders. In spite of the modernization of the food distribution in Western Europe marketing and specially distribution margins are high. [33] This means higher prices for the consumer and inconvenient limitations for the growth of consumption.

Supermarket's share of fresh fruit and vegetables selling throughout Europe will continue to grow to a level of about 70% With a trend towards concentration in retail distribution there will be an even greater need for centralized distribution agents in Europe. Producers and exporters should have regular supplies to be able to work with the large buyers as are the supermarket chains.[34]

Due to the fact that in Britain the most important buyers are the large supermarket chains and they are served through importers/distributers, it is advisable for Jordanian exporters to concentrate sales in a few hands, working with no more than 2 - 3 importers. A coordination of sales through the Exporters Association would benefit the development of seedless grape export to Britain. It is axiomatic that the commercial cooperation between individual exporters is a difficult task, but the examples of Israel and Cyprus indicate the benefits of such efforts.

On the Continent more trade is done both on national markets and in neighbouring country's markets, within or outside the EU, here the concentration of imports from Jordanian grapes in few hands in less important. To establish business contact with a number of importers would be the first step for the successful sales of larger quantities of Jordanian grapes to these markets[35]. Jordan grapes should be better known also in these markets. Dutch and German firms are working regularly with Russia and other Eastern European countries, consequently sales through this channel should be considered as an alternative. Table grapes are having still a limited potential in this region and therefore joint supplies, together with more important products, such as bananas and citrus, could be a good alternative. If direct truck shipments from Jordan to Eastern European markets would not be possible, trans-shipment through Western Europe should be made.

---

[33] Relative marketing margin above the buying price in supermarkets in the United Kingdom is around 25 - 30%, whereas it can reach 50 - 60% in independent green groceries. Margins of street vendors seem to be lower.

[34] An important supermarket chain in Britain expressed interest to increase purchases in Jordan, which could reach 300 - 400 metric tons of seedless grapes per year.

[35] A list of suggested import firms is included in Annex I

4.2. Market Opportunities for Jordanian Table Grapes

The thorough analysis of the supply and demand situation in the different markets of interest for assess future sales opportunities for Jordanian table grapes, preferably of seedless varieties, gives the following picture:

European Union: It can be expected that the three most important countries for the off-season grapes, will import in the coming years during the months May, June and July, from countries outside the EU:

Country	May	June	July
	- Metric Tons -		
United Kingdom	6,000	5,000	10,000
The Netherlands	13,000	6,000	6,000
Germany	15,000	8,000	6,000
Total	34,000	19,000	22,000

Source : Table 7 and The Market for Table Grapes and Dried Vine Fruit, FAO, Rome, 1994 p.10 and 11.

With respect to the supply the Southern Hemisphere countries still have late production arriving to the market in the above indicated period. Additional suppliers foresee an important increase in their production and exports directed towards the EU market:

Country	Exports per season last years	Expected imports next years
	------------- Metric tons -------------	
India	1000	4000
Mexico	500	3500
Israel	7000	10000
Egypt	1000	3000
Cyprus	6000	9000
USA	8000	8000
Total	23500	37,500

There are also other sales possibilities than the EU market, consequently a reasonable increase of the demand could avoid problems with the important proposed increase of the production of table grapes.

The Jordanian exports to the EU were up to 750 metric tons a year, but with additional sales efforts in the Netherlands and Germany, as well as better sales organization in the United Kingdom, the future export volume could increase to 2 000 - 2 500 metric tons in the coming years. This could include trans-shipments to other neighbouring countries, such as Scandinavia and Austria.

Gulf Region: In the past years Jordan supplied not more than 1% of the imported volume of table grapes, which was estimated in 66,000 metric tons per year. Through the availability of more fruit in the RUM region and additional sales efforts by the growers in the Jordan Valley, it should be possible to reach a yearly export volume of 1,500 - 2,000 metric tons for both seedless and seeded grapes.

South East Asia: The regional market, Indonesia, Malaysia and Singapore has imported around 23,000 metric tons per season in the last years and the demand for grapes is increasing. Consequently, there should be no difficulty that Jordan exports between 300 and 400 metric tons of grapes in the coming years.

Eastern Europe: Due to the limitations in the development of the off-season grapes imports, no more than 200 - 300 metric tons can be expected to be sold per year in this area and mainly in Hungary. If substantial improvement of the economic situation would be forthcoming in Russia and former USSR countries, this would open better opportunities, but there are no elements to justify this assumption.

Summary:

The expected exports from Jordan give the following sum:

Region	Metric Tons Per Year
European Union	2,000-2,500
Gulf Region Market	1,500-2,000
South East Asia	300-400
Eastern Europe	200-300
Total	4,000-5,200

Taking into account the present export oriented production and the actual plans for expansion, Jordan would have the possibility to export around 3,800 metric tons per year. The above estimate on the potential market provides a prudent margin with respect to the sales potential. For larger additional plantings it is advisable to wait the development of exports in the coming years, mainly with respect to the sales results in the Gulf Region and in the Far East, as well as the possibilities in Eastern Europe.

Selection of business relations: In Annex I a list is given of the leading importers of fruit and vegetables in the main market places. As it has been suggested before for the United Kingdom it would be advisable that the Jordanian exporters work with a few firms only and try to coordinate the business activities. The indicated firms have good standing and all are interested in the importation of off-season grapes. Sims works with India and apparently has imported this year a considerable quantity from there , Kruidenier is working with Egyptian exporters and Minnaar has an important business too.

With respect to the Netherlands, Jacob van der Berg is linked with a Jordanian producer/exporter and is also interested to re-export to Eastern Europe (Russia). FTK is an excellent importer, specialized in tropical and sub-tropical, as well as off-season products. HAGE is also a very good company, with regular activities in the off-season grapes trade.

In Germany, Scipio is a very strong importer, with excellent reputation and much business in Eastern Europe. T. Port is also a leading importer, while Kahl is working mainly in the Southern part of Germany.

Other firms are also interested in importation of table grapes.

4.3 Feasibility Study Model for Interested Producers/exporters

As has been indicated in this report the present and future international market situation for seedless grapes is subject to important changes due to climatic variations and developments in the production structures in the large number of producing countries situated on the various continents. Individual exporters frequently travel to the main importing countries and obtain first hand information from importers and other sources. Also publications such as Trade Journals and reports of specialized entities and organizations (USDA, OECD, FAO, ITC) are useful tools for the detecting and measuring of short and long-term market outlook.

A feasibility study has to cover the two main components, referring to the supply and demand side (Annex II). Generally, producers require a good local market for the complemtation of the potential exports, in order to minimize risk. Advance contracts in the international trade of fresh fruit and vegetables are not usual, even so that at present large scale buyers as the supermarket chains are starting to find ways to cover their produce requirements at a fixed price.

4.4 Need for Training

At present there are four major producers of seedless grapes who are also interested to develop further the export business. Future market possibilities will motivate more producers to grow seedless grapes. Numerous producers assisted at the recent workshop organized with the participation of the Grape Production Consultant which confirms the existing interest in this product. Certainly, the few individual producers/exporters were successful in entering the Western European market. but cooperative efforts will be needed for the future to maintain and expand the very competitive market places discussed in the present report. The Exporters Association also can contribute to organize a number of activities needed for the market development. First step was the visit to Indonesia and Malaysia. A guideline was prepared for the Commercial Mission which visited the indicated countries beginning September 1994 (See Annex III). A buyer's company profile form should be used by the mission members, model of which is available in the Exporters Association.

Grading, packing and presentation of the fruit is the most important factor for export development. It could be of benefit for the producers to organize a study tour for personnel in charge of the packing operation, permitting to learn about the quality wanted in the main market, the produce shipped by the main competing countries and probably to visit other production centres. A study tour should include the United Kingdom for market observations and United States for the packinghouse operation[36]. The participants of a study tour should be required to advise other exporters too.

4.5 Possible VOCA Assistance for Grape Marketing

Jordanian exporters have lost market share in the last years in the Gulf Region markets, in part because of quality problems. While exporters shipping table grapes to Europe complied with the high requirements, specially of the United Kingdom, exporters to regional markets overlooked this very important condition for successful market development.

Several producers expressed interest to enter in the seedless grapes cultivation and they will need, in addition to production advice, guidance for the harvesting, grading and packing activities. If grape producers will make an observation tour abroad to become acquainted with the modern production technique, the same opportunity could serve for observations on preparation of the fruit for being marketed.

Satisfactory results haves been obtained in many fields with the assistance provided by experienced retired professionals, who have worked practically for many years in specific fields of fruit marketing, having carried out and supervised activities in packing houses or elsewhere in the marketing chain, having been linked with farmers organizations or commercial enterprises.

4.6 Cooperation with other Technical Assistance Projects

The implementation of a new technical assistance project with the German GTZ is foreseen in AMO, with the aim of Promotion of Exports of Fresh Horticultural Products. A number of activities foreseen in the indicated project will benefit the table grape export industry, viz.

- Facilitation of trade promotion measures, e.g. pilot shipment with cooling- and C.A.-containers. The use of alternative means of transport will be an important condition for future development. The project should help to adapt suitable technology for maritime and road transport.

- Implementation and evaluation of grading and packing trials in selected export oriented enterprises.

- Development of organizational procedures for quality control and training programs.

---

[36] If technical cooperation programs with Israel will be available, observation tours related to handling, grading, packing and transportation in the neighbouring country would be of interest.

- Information about pesticide residue problems.

- Export promotion.

- Market reasearch in specific regions & countries should include table grapes.

- Probably the experience and programmes of PROTRADE in Germany could be useful for the seedless table grape export, till consumed to a limited scale in that country.

The present study identified several of the above activities as a requirement for the development of the table grape exports from Jordan to the different markets identified.

BIBLIOGRAPHY

Tropical and Off-season Fresh Fruits and Vegetables, ITC, Geneva 1987, 264 p.

Horticultural Products, Europe and Middle East, different issues, Market News Service, ITC, Geneva, Switzerland

Analysis of Horticultural Trade in the European Market - Implications for the Near East, USDA, Washington D.C. 1993, 303 p.

Table Grape Situation and Outlook for Selected Countries,World Horticultural Trade & U.S. Export Opportunities, USDA, Washington, D.C. 1994, p. 41-45

The Market for Table Grapes and Dried Vine Fruit, Committee on Commodity Problems, (WI 94/3), FAO, Rome,Italy, 1994, 17 p.

The World fruit Market, Rabobank Nederland, Utrecht, 1990, 50 p.

Current Policies Affecting the Production and Trade of Table Grapes and Raisins, Commitee on Commodity Problems, (WI 94/7), FAO, Rome, Italy, 1994, 13p.

Surabian, J.N., Opportunities for Jordanian Table Grape Production for Export with Farming Recommendations, Agricultural Marketing Development Project, Amman, Jordan 1994, 55 p.

Daines S. et al., Jordanian Table Grapes in European Markets, Agricultural Marketing Development Project, Amman, Jordan, 1991, 52 p.

Himelrick, D.G. & J. Ahrens, Grapes - Production & Postharvest Manual, Agricultural Marketing Development Project, Amman, Jordan, 1991, 133 p.

Al-Baqain, Raid N.. A Survey of Jordan Exporters to the Gulf States, Agricultural Marketing Development Project, Amman, 1992/93, 21 p.

EUROFRUIT Magazine, different issues, London, U.K.

Fresh Produce Journal, different issues, London, U.K.

Fruit and Vegetables Markets, different issueres, Agra Europe, Turnbridge Wells, Kent, U.K.

International Fruit World, different issues, Basel, Switzerland

ANNEX I

IMPORTERS OF GRAPES

#	Name of Company	Address	Contact	Tel	Fax	Comment
United Kingdom						
1	H. Kruidenier (London) Ltd.	201-203 Flower Market, New Covent Garden London SW8 5NA.	Mr. Hans van Zetten.	44 - 71 - 720 94 86.	44 - 71 - 720 81 51.	(mission met in 1988) Grapes from Cyprus & Egypt.
2	FRUMAR.	Tolworth Tower, Surbiton, Surrey, KT 6 7EL.	Mr. Mark Bradnum.	44 - 81 - 390 11 33.	44 - 81 - 399 34 99.	Grapes from Greece.
3	Griffin & Brand.	Trophy House, Leacon Rd. Ashford, Kent TN 2TU		44 - 233 - 64 59 41.	44 - 233 - 63 93 40.	Well known company.
4	C. Minnaar.	101 Highstreet. Earith Huntingdon,Cambs. PE17 3PN.		44 - 487 - 84 511.	44 - 487 84 30 01	Connected to Jordanian exporters.
5	Morin Fruit Brokers Ltd.	D 39-49 New Covent Garden Market London SW8 5LL.		44 - 71 - 720 85 05.	44 - 71 - 627 78 84.	Grapes from Cyprus.
6	J.O. Sims Ltd.	16 Winchester Walk, Borough Market, London SE1 9AQ.	Mr. Christopher Sims.	44 - 71 - 407 07 56.	44 - 71 - 403 48 89.	Grapes from India and other sources.
7	Three Ways International Ltd.	Staplehurst Road, Marden, Tonbridge, Kent TN12 9BT	Branden Oast	44 - 580 - 89 00 25	44 - 580 - 89 00 26	Grapes from India

The Netherlands						
8	FTK HOLLAND BV	Klappolder 191 - 193 2665 MP Bleiswijk	Mr. Reimers, Manager	(31) 1892 - 41700	(31) 1892 - 19616	Specialized in off-season and tropical fruit and vegetables
9	HAGE INTERNATIONAL BV	Spoorweg emplacement 1 2991 VT Barendracht	Mr. van der Heuvel Manager	(31) 1806 - 42777	(31) 1806 - 11802 / 21152	First class, strong import firm
10	JACOB van der BERG	Rochussenstraat 209 3021 NS Rotterdam	Mr. Pot & Mr. Leo Pels	(31) 10-476-7366	(31) 10-476-4254	Specialized firm, related to one Jordanian exporter
11	BV EXOTIMEX	Postbus 226 2230 AE Rijnsburg	Mr. van Reekum	(31) 1718 - 31555	(31) 1718 - 31391	Exotics and off-season fruit and vegetables
12	Lehmann & Troost BV	Bredaweg 23 2742 KZ Waddinxveen		(31) 1802 - 1011	(31) 1802 - 3268	Importer / distributor
Germany						
13	T. Port	Lippeltstrasse 1 20097 Hamburg	Mr. Scholdei, Director	(49) 40-301 000	(49) 40-33606 4	Most important company
14	Scipio & Co.	Breitenweg 29/33 28195 Bremen	Mr. Fanatico	(49) 421 - 30921	(49) 421 - 13176	Most important company
15	J.A. Kahl	Bauernbrauweg 1 81369 Muenchen		(49) 89-78006 0	(49) 89-785-5824	Important wholesaler for the Southern part of Germany

16	International Fruchtimport Weichert Co	Fruchthof Hamburg		(49) 40 - 33124 1		Important distributor
France						
17	Pomona S.A.	21 rue du Pont Neuf 75039 Paris - Cedex 01	Mr. Michel Schwartz	(33) 1 - 4028 3037	(33) 1 - 4026 5895	Most important importer
18	Pascual France	B.P. 391 94155 Rungis - Cedex	Mr. George Allene	(33) 1 - 4687 2515	(33) 1 - 4560 9510	Important company, but in frequent reorganization Earlier buyer of Jordanian cucumber
19	E. Azoulay & Co.	18 - 28 rue du Puits-Dixme 94577 Rungis - Cedex		(33) 1 - 4687 2540	(33) 1 - 4686 231	Well known wholesaler
20	R. Lacour	2 rue des Tropiques 94538 Rungis - Cedex		(33) 1 - 4978 2500	(33) 1 - 4560 4293	Well known wholesaler
Hungary						
21	KOFRUKT	Pet fi- t 72 H - 6200 Kisk r s	Dr. LJszl Thun, Manager	(36) 78 31166 0	(36) 78 31236 2	
22	INTERFRUCT	P.O.Box 45 H - 1453 Budapest Tengelmann in M hlheim/Rhur	Mr. SJndor Holy Chief, Purchase Dept.	(36) 1 - 21760 00 Ext62 80	(36) 1 - 21525 16	Subsidiary of the German Supermarket chain
23	STARKING	Csont-u. 1 - NagyvJsJrtelep H - 1095 Budapest	Ms. Ibolya Mikei	(36) 1 - 21544 34	(36) 1 21579 18	

24	Yellow Fruit Kft.	Nagyk r si- t 136 H - 1212 Budapest	Mr. J zsef Kiss Manager	(36) 1 - 1474590 Ext. 303	(36) 1 - 1474590 Ext. 144	
25	Landesmann Trans Trade	Bokor-u.10 H - 1037 Budapest	Ms. Vera Kozal Director	(36) 1 - 250-4274	(36) 1 - 250-4274	Mainly transit trade with Russia & Ukraine

ANNEX II

BASIC COMPONENTS OF A FEASIBILITY STUDY FOR TABLE GRAPES

1. Production

- **Production factors:** Climate, irrigation, labor, technical progress (specialization[37]), product innovation (introduction of seedless varieties), required infrastructure.

- Assessment of national production and outlook for changes in other farms in the area or other production regions.

- **Production techniques related to marketing:** Timely availability of produce according to market prospects. How does handling and transport affect quality? Harvesting, grading and packing, if possible in the farm or assembly centers.

- **Estimation of production costs and sales results:** Investments needed. Fix and variable production and marketing costs. Results of sales. Break even point. Internal rate of return.

- Does the cost of improvements in quality keep the product within the market's price range?

2. Marketing factors

- Review of existing studies on local and export markets, reports on Commercial Missions and information on commercial visits.

- Analysis of markets for existing local varieties, other traditional varieties with good market potential (Halawani, Zeni) and improved varieties (seedless grapes).

- Consumer preferences for seedless varieties.

    - Where are the potential consumers ?
    - What are the market segments ?
    - How do consumers define quality ?
    - Where are the competitors located relative to markets ?

- Seasonal fluctuations in demand in the different markets and sales opportunities.

- Expected level of sales prices on local and export markets.

---

[37] Adaptation of improved production methods as suggested by the Production Consultant in August 1994.

3. Logistical issues.

- Structure of the distribution system in the different markets.

    - Where is the power in the distribution channels ?

    - Selection of best sales methods and individual buyers. (Associated firms, importers, direct distributors)

    - How do institutional constraints affect the competitive environment ? (Tariffs, quotas)

4. Conclusions

- Preparation of a production plan in conformity with market outlook.

- Ideas about organization of the marketing.

- What will be the interested firms market share in relation to potential export from Jordan

ANNEX III

MARKET INVESTIGATION IN THE FAR EAST

Points to be investigated :

1. Development of imports during the last years, since import restrictions have been lifted

   - seasonal fluctuations of imports
   - main supplying countries imported products
   - monthly development of import prices.

2. Qualitative assessment of imported grapes

   - varieties, colour, size, packaging, presentation in general.

3. Studying shipping possibilities and freight rates.

4. Selection of future business relations for Jordanian exporters.

5. Discussion of terms of delivery, payment conditions, inspection of quality at arrival, settling of disputes.

TABLE # 1

TABLE GRAPES:
PRODUCTION IN JORDAN, 1992

REGION	PLANTED AREA DUNUM	PRODUCTION TONS	YIELD TON/HA
UPLANDS			
GRATER AMMAN	11,702	13,781	12
ZARQA	3,825	3,281	9
IRBID	14,728	15,919	11
MAFRAQ	1,536	1,306	9
BALGA	7,435	2,998	4
KARAK	2,230	1,537	7
TAFILA	1,098	1,739	16
MA'AN	2,433	2,160	9
SUB TOTAL	44,987	42,721	9
GHOUR			
AL.GHOUR AL.SHAMALI	287	697	24
DAIR ALA	1,598	5,557	35
SHUNA JANOBIA	535	773	14
GHOUR AL SAFI	164	412	25
SUB TOTAL	2,584	7,439	29
TOTAL JORDAN	47,572	50,160	11

TGPIJA.XLS
SOURCE: THE HKJ DEPARTMENT OF STATISTICS, 1992

TABLE # 2

TABLE GRAPES:
EXPORT QUANTITIES FROM JORDAN 1991 - 93

QUANTITIES IN TONS

PERIOD	SAUDI	U.A.E	QTR	BAH.	UK	NETH	BELG.	OTH.	TOTAL
1991									
JUNE		58	12	26	201			21	318
JULY		2	11	25	112			17	167
AUGUST		3	5	12					20
SEPTEMBER		1	1	2					4
TOTAL		64	29	65	313			38	509
1992									
JUNE	6	27	21	22	235		11		322
JULY	70	39	42	49	160		42	15	417
AUGUST	31	2	64	11					108
SEPTEMBER	1	4	24	5				2	36
TOTAL	108	72	151	87	395		53	17	883
1993									
JUNE		83	40	94	458	67	2		744
JULY	4	26	52	56	63	55	0	3	259
AUGUST	7	22	72	40	1	0	0	5	147
SEPTEMBER	11	7	25	21				7	71
OCTOBER		6		1					7
TOTAL	22	144	189	212	522	122	2	15	1228

TGJE.XLS

SOURCE : AMO

TABLE # 3

TABLE GRAPES:
PRODUCTION & DEVELOPMENT OF EXPORTS IN SELECTED COUNTRIES. 1981 - 1992

THOUSAND TONS

	PRODUCTION				EXPORTS				
	1981 - 85	1986 - 90	1991	1992	1980 - 85	1987 - 90	1991	1992	1993
COUNTRY	AVERAGE				AVERAGE				
BRAZIL	220	264	261	261	0.8	2	2.9	6.9	
CHILE ***	167	508	668	689	142	361	419.2	428.8	418
MEXICO ***	82	82	69	77	15	34.8	50	44.2	50
U.S.A ***	490	557	563	572	112.7	170.5	246.4	233.5	205.8
S. AFRICA	56	80	108	115	37	47.5	55.9	77.5	
INDIA *			300	314	1.6	4.6	11.1	11	
CYPRUS	27	29	21	27	12.4	10.2	8.9	7	
EGYPT **	100	100	100	100	0.3	0.6	0.5	1	
ISRAEL **	25	25	33	47	2.6	4.6	7	5	
LEBANON	88	88	88	88	26.6	27.6	19.3	18.7	
TURKEY *	802	802	913	921	11.6	17.2	12.2	16.1	
AUSTRALIA	25	45	47	50	3.1	14.4	8.8	15.5	

TGPDESC.XLS

SOURCE: FAO. CCP.: W1 94 3

* All grapes

** Figures needs further examination

*** Source World Horticultural Trade & US Export Opportunities (USDA)

TABLE # 4

TABLE GRAPES: EXPORT QUANTITIES FROM AUSTRALIA 1990/91, 1991/92 & 1992/93

QTY IN TONS

DESTINATION	1990/91	1991/92	1992/93
FAR EAST:			
Hong Kong	736	1,604	1,357
Indonesia	204	3,431	3,992
Malaysia	1,069	1,398	1,185
Singapore	4,698	5,062	2,978
Far East Total	**6,707**	**11,495**	**9,512**
GULF:			
Bahrein	21	42	
Saudi Arabia		70	18
U.A.E.	143	255	153
Gulf Total	**164**	**367**	**171**
Mauritius	189	372	173
EUROPE:			
Germany	162	491	211
Netherlands	19	211	143
Sweden	162	209	155
United Kingdom	847	1,657	1,163
Europe Total	**1,190**	**2,568**	**1,672**
Other Countries	1,308	2,081	2,279
GRAND TOTAL	**9,558**	**16,883**	**13,807**

tgeqa.xls

SOURCE: Trade Statistics Produced for ABS by AGPS

TABLE # 5

TABLE GRAPES :
EXPORT QUANTITES FROM UNITED STATES
TO SOUTHEAST ASIAN MARKETS, 1990-1993
IN TONS

DESTINATION	1990	1991	1992	1993
THAILAND	289	303	531	1,139
MALAYSIA	1,575	2,132	2,676	4,018
SINGAPORE	5,626	6,478	5,587	6,655
PHILIPPINES	2,904	4,084	5,531	5,955
INDONESIA 1/	296	2,073	2,629	4,357
TOTAL	10,690	15,070	16,954	22,124

tgequssa.xls

1/ (INDONESIAN MARKET OPENED JUNE 1991
IMPORTS IN 1990 ARE FROM LIMITED QUOTA.)
SOURCE: U.S. CENSUS DATA

St

TABLE # 6

TABLE GRAPES :
IMPORT QUANTITY IN THE EUROPEAN UNION
1990/1991 AND 1991/1992.

QUANTITIES IN THOUSAND TONS

DESTINATION	1990/1 15/7-31/10	1991 1/11-14/7	TOTAL	1991/2 15/7-31/10	1992 1/11-14/7	TOTAL
BEL. & LUX	25.6	20	45.6	27.5	31.5	59
GERMANY	237.7	139.5	377.2	259.4	140.4	399.8
FRANCE	105.6	57.2	162.8	99.2	57.7	156.9
NETHERLAND	34.5	57	91.5	32.9	65.7	98.6
U.K.	46.4	69.4	115.8	51	77.8	128.8
OTHER EU	11.3	21.9	33.2	12.3	24.9	37.2
TOTAL	461.1	365	826.1	482.3	398	880.3
INTRU EC TRADE	443	212.9	655.8	463.6	222.3	685.9

tgiqeu.xls

SOURCE : EUROSTAT 1991 AND 1992

TABLES

Table 7

Table Grapes: Monthly imports in the United Kingdom, Netherlands, Germany and France, January- June 1990 and 1991. (Thousand metric tons)

Country	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
UK, WI '90	6.0	8.6	11.5	13.2	7.3	3.7	9.5	13.3
EUI '90	2.9	2.0	4.3	2.0	2.2	1.2	2.4	7.4
Ex-EUI '90	3.1	6.6	7.2	11.2	5.1	2.5	7.1	5.9
WI '91	7.1	11.8	12.0	10.4	5.8	5.0	8.8	9.3
EUI '91	3.0	2.3	4.2	2.9	2.0	0.4	1.4	6.1
Ex-EUI '91	4.1	9.5	7.8	7.5	3.8	4.6	7.4	3.2
Netherlands WI '90	2.3	3.2	5.3	7.6	6.4	8.2	6.6	13.4
EUI '90	0.5	0.3	0.8	0.6	0.5	0.4	1.4	10.5
Ex-EUI '90	1.8	2.9	4.5	7.0	5.9	7.8	5.2	2.9
WI '90	4.6	4.5	6.7	12.0	12.7	4.5	1.9	8.5
EUI '91	2.5	0.8	1.4	1.1	0.7	0.2	0.6	7.2
Ex EUI '91	2.1	3.7	5.3	11.1	12.0	4.3	1.3	1.3
Ger. WI'90	2.3	2.3	8.0	14.3	11.1	7.1	11.0	63.5
EUI '90	1.7	1.6	2.8	3.5	4.3	2.8	8.2	62.3
Ex EUI '90	0.6	0.7	5.2	10.8	6.8	4.3	2.8	0.2
WI '91	5.9	4.3	12	18	17	5.4	7.8	43
EUI '91	5.5	2.5	3.4	6.6	6.8	2.1	5.1	41
Ex-EUI '91	0.4	1.8	8.3	11	10	3.3	2.7	0.7
FranceWI '90	0.6	1.4	3.4	3.7	3.1	0.6	2.5	15
EUI '90	0.6	0.4	0.7	1.5	1.3	0.4	2.3	15
Ex EUI '90	0	1	2.7	2.2	1.8	0.2	0.2	0
WI '91	2.2	1.5	3.4	3.9	2.3	0.4	1.5	8.6

EUI '91	2.2	0.6	1.1	1.2	0.7	0.2	1.4	8.6
ExEUI '91	0	0.9	2.3	2.7	1.6	0.2	0.1	0
To Ex EUI '90	5.5	11	20	31	19	15	15	8.8
Ex EUI '91	6.6	16	24	33	28	12	12	4.5

Source: EUROSTAT

WI World Import
EOI Import from EU
Ex EU1 Import from outside EU

TABLE # 8

TABLE GRAPES:
IMPORTS OF SELECTED COUNTRIES OF THE EU
Between Nov. 1st, 1990/91 - July 14th, 1991/92

	QUANTITY IN TONS											
	.BEL / LUX.		GERMANY		FRANCE		NETHERLAND		UNITED KINGDO		TOTAL EU	
SUPPLIER	1990 - 91	1991 - 92	1990 - 91	1991 - 92	1990 - 91	1991 - 92	1990 - 91	1991 - 92	1990 - 91	1991 - 92	1990 - 91	1991 - 92
United States	369	321	248	162			834	207	3.210	3.900	4.779	4.631
Mexico									218	210	224	210
Egypt			113	57				43	226	352	342	453
Tunesia					596	389					596	389
Israel			996	874				250	3.235	2.617	4.489	3.779
Jordan								40	200	264	206	313
India									10	741	12	746
Cyprus									1.038	306	1.137	392
Turkey			675	1.205							740	1.257
S. Africa	754	17.658	26.097	23.040	1.913	2.595	626	689	14.354	16.357	51.778	62.385
Chile	3.720	4.012	7.689	10.126	5.269	5.842	39.506	44.150	15.712	19.373	78.324	90.411
Argentina			1.221	804			445	1.209	2.714	1.105	5.155	3.554
Brasil	144	204	146	154		510	722	1.644	740	1.602	1.841	4.184
Australia				366				231	1.452	10	873	2.052

tgisceu.xls

SOURCE: EUROSTAT

TABLE # 9

TABLE GRAPES:
IMPORTS OF SELECTED COUNTRIES
OF THE EU, Between July 15th - Oct. 31st, 1991/92

QUANTITY IN TONS

SUPPLIER	GERMANY		NETHERLANDS		UNITED KINGDO		TOTAL EU	
	1991	1992	1991	1992	1991	1992	1991	1992
United States	60		387	125	3.205	3.113	3.746	3.274
Cyprus	239	480			5.255	4.027	5.529	4.545
Israel	324	780		70	2.426	2.383	2.866	3.284
Jordan	25		22		51	7	98	20
Turkey	3.450	6.062	60		90	306	3.712	6.529
Chile	124	128	719	213		25	844	382

tgisceu2.xls
SOURCE: EUROSTAT

TABLE # 10

TABLE GRAPES:
IMPORT QUANTITIES in SELECTED COUNTRIES of EASTERN EUROPE, the GULF and the FAR EAST, 1990 - 1992

QUANTITIES (000) TONS

COUNTRY	1990	1991	1992
EASTERN EUROPE:			
Former Russia	56	20	150
Czechoslovakia	13	9	14
Hungary	1	0	0
Poland	2	10	18
Eastern Europe Total	72	39	182
GULF:			
Bahrein	2	2	2
Kuwait	2	0	1
Oman	6	5	5
Qatar	2	2	2
Saudi Arabia	28	27	27
U.A.E. *	25	27	28
Gulf Total	65	63	65
FAR EAST:			
Hong Kong	27	29	32
Indonesia	0	3	6
Malaysia	5	5	5
Philippines	6	7	9
Singapore	10	13	12
Far East Total	48	57	64
GRAND TOTAL	185	159	311

tgiqsc.xls

SOURCE: FAO

* Nearly half of the quantity is re-exported to other markets of the region

TABLE # 11

TABLE GRAPE IMPORT QUANTITY and UNIT VALUE
HONG KONG 1993

SOURCE	QTY/TON	IMPORTANC	UNIT VALUE USD/KG
USA	22.658	64.30%	1.91
CHILE	10.243	29.07%	1.55
SOUTH AFRICA	805	2.28%	2.42
AUSTRALIA	1.378	3.91%	2.04
OTHERS	152	0.43%	1.82
TOTAL	35.236		
WGT. AVG. PRICE			1.82

TGIQUVHK.xls

SOURCE: HONG KONG STATISTICAL YEARBOOK

EXCHANGE RATE: USD=HKD 7.74

TABLE # 12

TABLE GRAPES :
SINGAPORE IMPORT QUANTITY & UNIT VALUE 1993

SUPPLIER /MONTH	JAN	FEB	MARC	APRIL	MAY	JUNE	JULY	AUG.	SEPT	OCT.	NOV.	DEC.	TOTAL
a) IMPORT QUANTITIES													
QTY. IN TONS													
AUSTRALIA	449	464	686	477	173	134	71	9			6	110	2,579
CHILE		101	523	463	359	200	34	19					1,699
SOUTH AFRICA	34	167	106	37								12	356
UNITED STATEA	109	63	35	90	15	350	672	986	1,591	1,419	1,055	860	7,245
OTHER COUNTRIES	5		22	31	16	16	1	1	1	2	13		108
TOTAL	597	795	1,372	1,098	563	700	778	1,015	1,592	1,421	1,074	982	11,987
SEASENALITY OF IMPORTS/ MONTHLY PERCENTAGES	5%	1%	11%	9%	5%	6%	6%	8%	13%	12%	9%	8%	100%
b) UNIT VALUE													
US$ / KG													
AUSTRALIA	3.22	2.87	2.34	2.17	2.19	1.91	1.71	1.73				2.96	2.56
CHILE		2.69	2.27	2.29	2.26	1.76	2.58	1.8					2.25
SOUTH AFRICA	2.46	2.28	2.46	2.45									
UNITED STATES	2.85	2.63	2.77	2.06	3.29	2.48	2.59	2.65	2.43	2.36	2.03	2.71	2.45

TGSIQ.XLS

TABLE # 13

TABLE GRAPES:
WHOLESALE PRICES IN THE UNITED KINGDOM 1993 - 94

US $ / KG

VARIETY	THOMPSON SEEDLESS								PERLETTE			
SUPPLIER	CHILE	S.AFRICA	INDIA	USA	ISRAEL	EYGPT	CYPRUS	JORDAN	CHILE	ISRAEL	MEXICO	CYPRUS
NOV. 93				4.30								
DEC. 1 - 15 / 93	4.80	6.80		4.90								
DEC. 16 - 31 / 93	6.00	5.40		..					4.20			
JAN. 1 - 15 / 94	2.85	3.45							2.40			
JAN. 16 - 31 94	3.00	3.15							2.40			
FEB. 1 - 15 / 94	2.25	3.15					3.30		2.10			
FEB. 16 - 28 / 94	2.10	2.55					3.00					
MAR. 1 - 15 / 94	2.25	2.25										
MAR. 16 - 31 / 94	1.80	1.80										
APR. 1 - 15 / 94	2.10	2.10										
APR. 16 - 30 / 94	2.10											
MAY 1 - 15 / 94	2.10		2.40									
MAY 16 - 30 / 94	2.40		2.10							4.50		
JUNE 1 - 15 / 94	2.10		2.25		3.30	3.00		2.40		3.30		
JUNE 16 - 30 / 94	1.80		1.80		3.30	3.00		2.10		3.25	3.50	1.50
JULY 1 - 15 / 94	2.10				3.30	2.25		1.80		3.60	3.50	2.20
JULY 16 - 31 / 94			3.00		2.60	1.20	2.30			2.70		2.25

VARIETY	FLAME SEEDLESS						RIBIER	SUPERIOR		D.B.HANNAH
SUPPLIER	S.AFRICA	CHILE	USA	EGYPT	ISRAEL	JORDAN	CHILE	ISRAEL	JORDAN	S.AFRICA
NOV. 93	6.90		4.50							
DEC. 1 - 15 / 93	6.60		4.30							
DEC. 16 - 31 / 93	4.50	4.00	4.00							
JAN. 1 - 15 / 94	3.60	3.50								
JAN. 16 - 31 94	3.30	2.70								2.70
FEB. 1 - 15 / 94	3.30	2.10								2.00
FEB. 16 - 28 / 94	2.80	1.80								1.80
MAR. 1 - 15 / 94	3.00	1.80								1.80
MAR. 16 - 31 / 94	1.60	1.80					1.80			1.65
APR. 1 - 15 / 94	1.90	1.80					1.80			1.90
APR. 16 - 30 / 94		1.80					1.80			1.90
MAY 1 - 15 / 94		1.80					1.65			2.10
MAY 16 - 30 / 94		1.95					1.80			
JUNE 1 - 15 / 94		1.80		1.80	3.30		1.65	3.90	2.40	
JUNE 16 - 30 / 94		1.50		3.00	3.80	1.95	1.50		1.80	
JULY 1 - 15 / 94		1.50		3.00	3.60	2.10	1.20	2.40	1.80	
JULY 16 - 31 / 94		2.25	1.65	2.25	3.10		1.20			

TGWPUK.XLS

SOURCE: FRESH PRODUCE JOURNAL

63

TABLE(14)

TABLE GRAPES :
WHOLESALE PRICES IN GERMANY . 1992-1994

USS/KG

	CHILE		SOUTH AFRICA	
	THOMPSO SEEDLESS	RIBIER	BARLINK	DAN BEN HANNAH
MAY.15-31/1992	2.15	2.2	2.35	3.75
MAY.15-13/1993	2.9	2.25	2.6	
MAY.15-31/1994	2.4	2.05	2.35	
JUNE.1-15/1992	2.5	2.3	2.6	3.5
JUNE.1-15/1993	2.9	2.25	2.5	3.4
JUNE.1-15/1994	2.45	2	2.4	
JUNE.16-30/1992	2.5	2.35	2.9	3.5
JUNE.16-30/1993	3.2	2.25	2.15	3.4
JUNE.16-30/1994	2.5	1.85	2.35	
JULY.1-15/1992		2.5	3.1	4
JULY.1-15/1993		2.25	2.35	
JULY.1-15/1994	2.5	1.95		

tgwpg.xls

SOURCE : ZMP(CENTRSL MARKET INFORMATION SERICE) BONN.

TABLE # 15

TABLE GRAPES :
WHOLESALE PRICES IN THE UNITED ARAB EMIRATES 1992-1994.

US$ / KG

	JORDAN	UNITED STATES		AUSTRALIA		CHILE		S. AFRICA	INDIA	TURKIY	CYPRUS
	T.S	T.S	R.S	T.S	R.S	T.S	RIBIER	T.S	T.S	T.S	T.S
DEC.92		2.18	1.75		2.26			3.4			
JAN.93			2.18			2.43					
FEB.93			2.16			2.43					
MAR.93								3.36			
APR.93				1.62	1.62	1.5	1.4	2.43	1.08		
MAY.93					2.2	1	1				
JUN.93						1.05	1.4				
JUL.93							1.62				
AUG.93							1.3			0.81	
SEP.93			2.3				1.3			1.08	
OCT.93			2.3								2.64
NOV.93		3.57	2.3								2.38
DEC.93			2.43								3.26
JAN.94		2.3	2.02						1.09		
JUN.94	1.62	3.78					1.49	2.43			
JUL.94					2.96	0.55	1.49				

TGWPUAE.XLS

SOURCE : ITC MARKET NEWS SERVICE
T.S : THOMPSON SEEDLESS
R.S : RED SEEDLESS

TABLE # 16

TABLE GRAPES :
WHOLESALE PRICES IN SAUDI ARABIA 1992-1994

US $ / KG

	INDIA		LEBANON	SWAZILAND	SAOUTH AFRICA		CHILE		LOCAL	TURKEY	
	T.S	BLACK			T.S	BLACK	T.S	RIBIER		WHITE	BLACK
DEC.92	2.9	3.3	0.66	4							
JAN.93	2.5	2.4	0.66	4							
FEB.93	2	2.6		3.7							
MAR.93	2.4	2.5			2.25	2.05					
APR.93	2.2	2.8									
MAY.39	2.65						2.65	1.75			
JUN.93	3.1						1.85	1.95	1.35		
JUL.93									1.8		
AUG.93									0.75	0.66	
SEP.93			0.8							0.68	0.45
OCT.93			1							1.1	1.1
NOV.93	3.3		0.8								
DEC.93	3.3		1		2.2						
JAN.94	2		0.8		2.2						
JUN.94	1.85	2.15			2.4		2.2	2.15	1.3		
JUL.94									0.66		

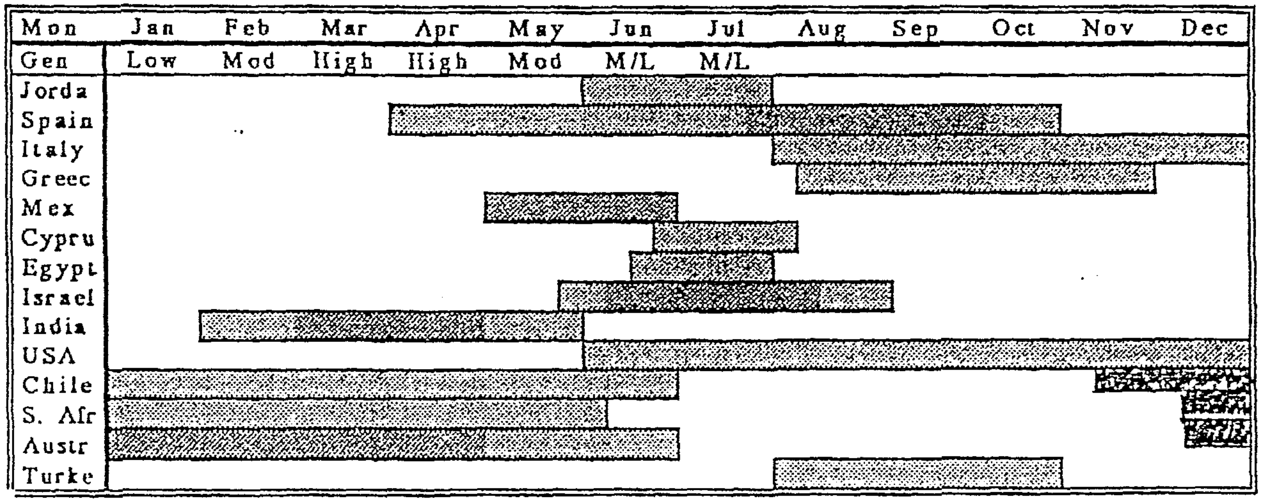
TGWPSA.XLS

T.S : THOMPSON SEEDLESS

SOURCE : ITC MARKET NEWS SERVICE.

FIGURE 1

Table Grapes: Seasonal Supply in the European Union



Source: Present Study = Strong Supplies