

**Agriculture-Led
Export Businesses
(ALEB) Project**

**MarketPulse-Egypt
Progress Report**

Year 1, Period 1

**Submitted:
May 27, 1999**

**Prepared for:
USAID/Egypt
SO-1; IR 1.3.1; 1.3.2; 1.3.3;
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MarketPulse-Egypt Progress Report

Introduction

This progress report includes work done in Egypt under USAID's ALEB project, begun in January, 1999 and covers the SCI activity under this subcontract during the first trimester of the ALEB project.

The MarketPulse information system is being developed on the basis of similar information systems used worldwide for agricultural clients by Sparks Companies, Inc, a subcontractor to Abt Associates for Task 1 of the ALEB project. MarketPulse is an integrated information system that helps SCI clients manage both operational and investment decisions. It is focused on decisions they must make to identify and manage their risks, and it is updated continually.

In the ALEB project, MarketPulse-Egypt is being designed especially to focus on Egyptian Fruit and Vegetable processed products, in Egyptian market conditions. The ALEB project's purpose is to increase exports of selected fruit and vegetable products from Egypt.

This report describes the efforts made during January-May, 1999 to make MarketPulse-Egypt operational. During that period, as the ALEB project was being organized, a Task 1 team worked extensively in Egypt (detailed scopes of work and activity reports are appended) to:

- **Inventory available data and information in Egypt and help build and organize the ALEB project data library. Information pertinent to selected food products developed by the GOE, USAID contractors, trade sources, banks, international organizations and others was located and evaluated. Mr. Peter Buzzanell of SCI headed this effort, and spent 8 weeks in Egypt to develop the project library.**
- **Develop sources of market and price information concerning processed fruit and vegetable products in potential markets and competing exporter countries. Dr. Boyd Buxton worked in Egypt and Europe to develop potential data sources for use in developing and updating the MARKETPULSE-EGYPT, for the Industry Rapid Analysis, and for incorporation into the ALEB library.**

- **Develop an electronic "platform" to organize and present current information to potential clients.** Mr. Terry Dunn spent 3 weeks in Egypt developing an initial prototype of the MARKETPULSE-EGYPT presentation system, and identifying potential analytical approaches, data needs and a data-management system for MarketPulse-Egypt.
- **Develop the necessary information management system, and insure the appropriate focus on Egyptian agribusiness investment and management decisions.** Dr. Dyer, Ms. Elizabeth Brechbill and Dr. William Motes worked extensively with SCI staff in Egypt and with selected Egyptian business leaders to insure practical orientation and focus of the information and analyses being developed. Dr. Motes spent two periods in Egypt of two weeks each, one in March and a second in May, 1999.
- **Developing training programs to introduce companies to MARKETPULSE-EGYPT and its use.** Training plans for Egyptian Agribusinesses, with a special focus concerning the use of information systems in agribusiness management, were developed in concert with research and design of the MPS. First, Dr. Dyer, Ms. Elizabeth Brechbill, and Dr. Emerson Babb, an expert in agribusiness management and training, conducted a preliminary evaluation of selected Egyptian firms to identify the decisions they make, the information they use and the potential benefit from the availability of additional information. Ms. Brechbill spent two periods in Egypt of two weeks each, in March and in May 1999. Dr. Babb spent three weeks in Egypt in late April and May 1999.

Management Information Systems

The overall purpose of information systems is to support business decisions. Efficient management information systems must be keyed to decisions at each level through the production/marketing chain. Information systems are frequently linked specifically to investment, marketing or policy decision schedules, so that both the information and analysis necessary for informed decisions are available on a timely basis, using the most current available information. In brief, adequate, accurate information must be available when it is needed.

For example, information systems are frequently designed to support:

- Short-term decisions, including input purchase and use, planting, harvesting, marketing/storage, transportation, etc;
- Longer-term investment decisions in capacity to produce, store, transport, etc. for crops and livestock; and
- Alternative investment options facing a firm.

The effective design of information systems depends on the identification of selected, important decisions throughout this structure, the information required to support each, the source of the necessary information and the strategy to be used to develop the information.

Information types

Just as an effective information system requires clear focus on company decisions that are to be supported by the system, it also depends upon the identification of the availability and requirements for different types of information. In general, information falls into five types:

- **Market News** – This type of information includes sales reports including transactions by commodity, observing price, quantity, quality, by location and time period. In the short-term, this information permits sellers to determine the degree of competition among potential buyers, and to avoid being "captured" by buyers or being constrained by buyers who offer attractive (but non-competitive) inducements based on credit and transportation. It also prevents the use of misinformation.

Timely, accurate market news information is essential to make informed short and long-term decisions. While it may be relatively easy and cheap to develop, the challenge is to provide the information in a format that permits sellers to readily analyze their competitive position in accessible markets and channels. Market information is frequently developed and provided free by the private print media, by associations, by television and by others (input providers, banks, the markets themselves, etc.).

It is true, however, that market news may not be readily available for all transactions. For private sales under contracts, prices and other specifications are often not public and the parties are often reluctant to disclose these terms. Thus, while some prices – of livestock, milk and other commodities – are frequently readily available, wholesale prices of fruits, vegetables, meat, milk products, flour and grain products, oils and other food products are often difficult to obtain. As a result, information about such products is frequently offered by private services and sold for substantial sums. This is especially true for highly complex marketing systems where there are an enormous array of products that can be produced from primary agricultural products.

- **Situation analyses** – Over the past eight decades, "situation analysis" has become very widely understood and used for virtually every type and kind of market, including those outside of agriculture.

The concept is relatively simple – estimates are made of the commodity supply (from local production, stocks, or imports), historical and expected demand,

the degree of competitive challenge faced by suppliers, and historical and expected prices. For agricultural commodities, "balance-sheet" analyses are commonly presented, with highly detailed but widely understood "supply-use" tables presented that contain enormous amounts of information about the current situation. Situation reports describe the likely market conditions: whether changes in fundamental forces are likely to result in an overabundance of products --and downward pressure on prices-- or shortages --with upward pressure prices.

- **Outlook reports** – Situation analysis, together with research results on supply and demand relationships, can permit estimates of future supply and use levels, as well as stocks, trade, prices and other future market characteristics. This type of analysis, similar to the situation analysis described above, has evolved in recent decades to become a fundamental planning and risk management tool, widely used throughout the food industry.

Outlook analysis is derived from the basic characteristics of the agricultural and food system. Food and commodity demand characteristics reflect consumer incomes and consumption levels, prices of substitutes, consumer tastes and preferences and other factors that tend to change slowly over long periods of time. By contrast, the supply of agricultural commodities used in the food processing industry reflects a host of factors that change dramatically over short periods of time – even daily. These factors include producer decisions, government decisions, weather, transportation availability, etc.

Thus, commodity ingredient prices are extremely sensitive to anticipated shifts in supply. Acquiring and maintaining familiarity with fundamental information about anticipated changes in either supply or demand will sharply reduce price risk – and, permits very useful "outlook" information in support of both short- and longer-term decisions throughout the system.

- **System surveys** – Surveys include estimates of livestock inventories, planted area, crop progress and expected yields through the growing season, available stocks, and other production/supply components. In addition, surveys are essential to permit estimates of future investment, plantings, and other activities. And, they are essential to determine consumer preferences and other demand components.

Surveys tend to provide very valuable information that can be sold readily to processors and others who require such information to manage risk, plan investment and regulate short-term production, purchases and marketing. However, they are expensive to make. Because they provide such valuable information, they are frequently made by both public and private organizations.

- **Research** – The fifth type of agricultural information is research – quantitative estimates of relationships between supply, demand, stocks, investment, prices and other factors. Examples include the major trends in consumption and factors affecting the trends, factors causing changes in consumer preferences and relationships between carryover stocks and prices. Also included are production responses to price and income shifts.

A key function of outlook research is determining the basic factors affecting system response. Questions include expected producer responses to price shifts; expected investment responses to cost and price shifts; expected changes in the economic structure and capacity to changes in price and revenue, and many others.

Balance of Report

The following sections describe the initial steps taken in the development of the MPS-Egypt as an effective, practical system. Following this introduction, a review of the existing public and private information systems in Egypt is presented and analyzed in Section II. A conceptual overview of a practical information system that would increase the efficiency of processed fruit and vegetable product investment in Egypt is presented in Section III and illustrative components of MarketPulse-Egypt are in Section IV. Section V discusses next steps in the development of MarketPulse-Egypt.

II. Review: Processed Fruit and Vegetable Information Currently Available

Approach

Two SCI experts interviewed data managers in the United States, Europe and in Egypt, as part of two separate tasks:

- **Inventory available data and information in Egypt and help build and organize the ALEB project library. Information developed by the GOE, USAID contractors, trade sources, banks, international organizations and others were located and evaluated. Mr. Peter Buzzanell of SCI headed this effort, and spent 8 weeks in Egypt to develop the project library.**
- **Develop sources of market and price information concerning processed fruit and vegetable products in potential markets and competing exporter countries. Dr. Boyd Buxton spent 8 weeks in Egypt and Europe to develop potential data sources.**

The result is an extensive ALEB market information library, with extensive hard-copy and electronic information (An inventory is in Appendix ___). The library includes both the very extensive information sources in Egypt and those suggested sources of information in Europe and elsewhere. Both the current data and the sources of updated information are listed.

Task 1 is working closely with Task 3 (Market Development), and will review its data banks, sources and estimated needs as soon as the set of designated "focus" commodities and products are identified (based on studies for which the fieldwork now is complete and analyses are being completed).

Commodities of interest: EGYPT

	Source	Frequency	Electronic	Fresh length of series	exp series	Imports exports			Proc	In bank	
						fresh	frozen	dried			
Vegetables:											
(1) Peas	All kinds (puff peas, sugar snaps) green peas	MALR/CAPMAS/FAO	annual	x	1990-1998	x	1993-97	x	x	x	Xx
(2) Green Beans	(especially fine and extra fine)	MALR/CAPMAS/FAO	annual	x	1992-97	x	1992-98	x			Xx
(3) Sweet corn	(Especially minicobs.)	(No exp data from MALR)									
(4) Artichokes	(hearts)	MALR/CAPMAS/FAO	annual	x	1992-97	x	1992-97	x	x		Xx
(5) Broccoli		(No exp data from MALR)									
(6) Cauliflower		MALR/CAPMAS/FAO	annual	x	1992-97	x	1993-98	x			Xx
(7) Pearl onions		(no data available from MALR)									
(8) Onions		MALR/CAPMAS/FAO					1993-97	x		x	Xx
(9) Oats		MALR/CAPMAS/FAO	annual	x	1992-97	x	1993-97	x	x	x	Xx
(10) Celery		(No exp data from MALR)						x			
		MALR/CAPMAS/FAO	annual	x	1990-97	x	1992-97	x			Xx
		MALR/CAPMAS/FAO	annual								
		MALR/CAPMAS/FAO	annual								
(12) Cabbage		MALR/CAPMAS/FAO	annual	x	1990-97	x	1993-97	x			Xx
(13) Lettuce		MALR/CAPMAS/FAO	annual	x	1992-97	x	1993-97	x			Xx
(14) Carrots		MALR/CAPMAS/FAO	annual	x	1992-97	x	1992-98	x			Xx
(15) Baby carrots		(No exp data from MALR)									
(16) Spinach		MALR/CAPMAS/FAO	annual	x	1992-97	x	1993-97	x			Xx
Fruits:											
	Still highest priority, frozen.	MALR/CAPMAS/FAO/AT	annual	x	1990-97	x	1992-98	x		x	Xx
		UT									
		MALR/CAPMAS/FAO/AT	annual				1994-98		x		Xx
		UT									
(2) Melon		MALR/CAPMAS/FAO	annual	x	1992-97	x					Xx
watermelon		MALR/CAPMAS/FAO	annual	x	1992-97	x					Xx
other melons		MALR/CAPMAS/FAO	annual	x	1990-97	x					Xx
(3) Grapes											
(4) Stone fruits		MALR/CAPMAS/FAO	annual	x	1990-97	x					Xx
Apricots		MALR/CAPMAS/FAO	annual	x	1990-98	x					Xx
Plums											
	(pink guava; white guava)	(No exp data from MALR)	annual	x	1990-97	x					Xx
(6) Guava		(no exp data from MALR)									
(8) Passion fruit		MALR/CAPMAS/FAO	annual	x	1990-97	x					Xx
(7) Bananas		MALR/CAPMAS/FAO	annual	x	1990-97	x					Xx
(9) Apples	Fresh apples only										
apple juice	(likely to import juice from Chile as carrying Agent for other higher value fruit juices.)										
Wax peas		Peas									
		Snow peas									
		Green beans									
		Broccoli									
		Cauliflower									

Data Source Evaluation

Major data sources providing periodic information on Egypt's foreign markets and competing countries are outlined below. (This is an initial and representative list, not intended to be considered a comprehensive list.) Sources are divided into two groups: (1) current market information on prices and commentary on factors currently affecting price, and (2) sources that lag the current market, making them more useful for establishing trends and historic perspectives on prices, production, utilization, imports, exports, and stocks. A summary of reports needed for the "competition" and "markets" part of MarketPhase are:

- **The Food Institute Report**
- **FOODNEWS**
- **"Today's Market Prices" publication**
- **EUROSTAT – Trade data, "Agricultural Prices," and "Crop Production" reports.**
- **FAO data**
- **U.S. Department of Agriculture data and publications:**
 - **Foreign Agricultural Service (FAS) – Horticultural Circular**
 - **Agricultural Marketing Service (AMS) Market News/Economic Research Service (ERS) "Fruit Situation and Outlook" ERS : "Vegetable Situation and Outlook"**
 - **National Agricultural Statistical Service (NASS) – "Non-Citrus Fruit"**
 - **NASS – "Vegetables Report"**
 - **NASS – "Crop Production"**

I. Market information on current market conditions and prices

- **The Food Institute Report – This source includes coverage of produce, canned vegetables, canned fruit, juices and drinks, dried vegetables, dried fruit, frozen vegetables, frozen fruits, and juice concentrates among other processed products. In addition to many f.o.b prices, information also is provided on production, pack, stocks, weather, and changes in government programs and legislation and business structure (mergers, etc.) that affect each product. The international market is discussed when the US focus is affected. The report presents commentary on market conditions providing useful insights into factors shaping the market, including the international dimension. This should be a useful report that is available weekly on a continuing basis. The information is available on a fee and subscription basis.**
- **FOODNEWS – This is part of the Agra-Food-News based in Kent, England. It provides market information for the world food trade. FOODNEWS**

publishes a weekly report containing market information on the world markets for fruit juice concentrates, canned and frozen food, tomato products, dried fruit and nuts, and dairy products. Subscribers receive a weekly report and monthly supplements with focused analysis on a specific market sector, statistical surveys, market briefings and in-depth reviews. Reports are available via internet. FOODNEWS has a network of reporters with contacts in the trade that give insiders' views and alert readers to developing market trends. They provide information on harvest forecasts, market shortages and gluts, subsidized sales, market access, and policy updates about developments and new trade regulations, tariffs, quota controls, levies, and taxes. The information is available on a fee and subscription basis.

- **"Today's Market Prices"** -- This is a private company created by a team of researchers, designers, and programmers based in Miami, Florida. It appears this source is primarily focused on fresh market fruits, vegetables, herbs, and tropical commodities and provides terminal prices for the United States, Europe, Canada, and Mexico/South America. Other terminals include: Valencia, Spain; the Rotterdam exchange auction and terminal prices; Beijing, China; and MERCOSUR compared (Buenos Aires, Cordoba, Montevideo, Sao Paulo, Porto Alegre, and Curitiba). Prices are reported by terminal, product and origin. Information from this source is available through an annual paid subscription.
- **U.S. Department of Agriculture (USDA) - Agricultural Marketing Service (AMS) Market News** -- This source reports several major international terminal market prices around the world including markets in Europe (Paris, Bulgaria, Poland, Netherlands, United Kingdom, France, and Germany), Mexico, Canada, and South America. The source reports only fresh commodities and does not maintain historical prices for time series. AMS also maintains (1) a directory of freight forwarders serving agricultural shippers and (2) ocean freight rate bulletins. However, the freight rate bulletins focus mostly on Asian countries.

II. Historic market information

- **USDA Economic Research Service (ERS)** -- ERS summarizes acreage, yield, production, fresh and processed use information for many fruits and vegetable crops. There are three "Situation and Outlook" reports for fruits and three for vegetables plus an annual "Year Book Issue" for fruit and for vegetables. ERS is the source of supply/utilization for a wide range of fresh, frozen, and canned fruits and vegetables. These are reported annually for the previous years, with estimates of U.S. per capita consumption. Commodities included are shown in the following table.

Table __ ERS Supply And Utilization For Fruits And Vegetables

- | | |
|---------------------------------|--------------------------------|
| 1. Fresh apples | 41. Artichokes |
| 2. Fresh grapes | 42. Eggplant |
| 3. Fresh kiwifruit | 43. Garlic |
| 4. Fresh mangoes | 44. Fresh market snap beans |
| 5. Fresh papayas | 45. Fresh market spinach |
| 6. Fresh peaches and nectarines | 46. Fresh market potatoes |
| 7. Fresh pears | 47. Honeydews |
| 8. Fresh strawberries | 48. Cantaloupe |
| 9. Fresh grapefruit | 49. Watermelon |
| 10. Fresh lemons | 50. Asparagus for freezing |
| 11. Fresh limes | 51. Broccoli for processing |
| 12. Fresh oranges | 52. Cauliflower for processing |
| 13. Canned apples | 53. Green peas for freezing |
| 14. Canned apricots | 54. Snap beans for freezing |
| 15. Canned cherries (sweet) | 55. Sweet corn for freezing |
| 16. Canned cherries (tart) | 56. Potatoes for freezing |
| 17. Canned olives | 57. Tomatoes for processing |
| 18. Canned peaches | 58. Cucumbers for pickles |
| 19. Canned pears | |
| 20. Canned pineapples | |
| 21. Canned plums | |
| 22. Apple juice | |
| 23. Grapefruit juice | |
| 24. Orange juice | |
| 25. Pineapple juice | |
| 26. Dried prunes | |
| 27. Dried raisins | |
| 28. Frozen fruit | |
| 29. Fresh tomatoes | |
| 30. Fresh bell peppers | |
| 31. Fresh head lettuce | |
| 32. Fresh onions | |
| 33. Fresh sweet corn | |
| 34. Fresh carrots | |
| 35. Fresh broccoli | |
| 36. Fresh cauliflower | |
| 37. Fresh asparagus | |
| 38. Fresh celery | |
| 39. Fresh cucumbers | |
| 40. Fresh cabbage | |

- **Food and Agricultural Organization** – FAO assembles and reports primary crop production, trade, and producer prices by country by year for many fruit and vegetable commodities. This information was used heavily in the preparation of the Abt Associates and ERS 1993 reports entitled "The European Market and Near East Agricultural Exports: Trends, Trade Barriers, and Competition." FAO information is accessible on the internet and provides a wide range of search options by country, commodity, and by years. There is no subscription for small inquiries over the internet.
- **USDA Foreign Agricultural Service** – The FAS is the source of considerable information for the international markets for fruit and vegetable products, including supply/utilization for some major commodities, both fresh and processed. FAS circulars report production, supply, and distribution for the following products in the countries listed. Also, Brazil Supply, and Distribution of Oranges and FCOJ are reported. FAS agricultural attaché's often prepare market information reports and commentary on production and trade, but some of the information provided is not applicable for Egypt.¹
- **EUROSTAT** – This source provides imports by origin and exports by destination over time for commodities identified by harmonized trade codes. The information can be purchased on CD-ROM. This is the major database for European trade by origin and destination.

Two Eurostat reports useful to ALEB are, first, "Agricultural Prices, 1987-1996". This report is published about every three years and contains EU fresh fruit and vegetable price indices (both in nominal and deflated form) and selling prices of crop products. The indices are too aggregated to be very helpful for ALEB, but the absolute selling prices are much more detailed by commodity. At most Eurostat offices, the 1996 prices in this report can be updated from the electronic Eurostat database even though the updated prices are not published in hard copy. Clients can either fax or e-mail requests to one of the Eurostat offices for specific updates. Some updated information can be

¹ Countries and accompanying commodity information were not listed for commodities that were initially determined to be of lesser priority for ALEB. These include:

Pears (Austria, Belgium-Luxembourg, Denmark, France, Germany, Greece, Italy, Netherlands, Spain, Sweden, United Kingdom, Bulgaria, Canada, China, Japan, Mexico, Norway, Russian Federation, Serbia/Montenegro, Turkey, USA, Argentina, Australia, Chile, New Zealand, South Africa)
 Orange juice (Greece, Italy, Mexico, Morocco, Spain, Turkey, USA, Argentina, Australia, Brazil, South Africa)
 Apples
 Canned deciduous fruit (Italy, Chile, South Africa, Australia, Japan, China, France, Greece, Spain, Turkey)

accessed directly on the internet by a subscribing member of Eurostat. The prices in the Eurostat system are prices for "all" the commodity with not prices of product used for fresh or for processed. A summary of the commodity coverage of the prices by EU country is shown in Appendix 2.

The second Eurostat report, "Crop Production," has area, yield and production by EU country for many of the raw commodities of interest to ALEB. A summary of the commodity coverage for this information is also shown in Table 1. This report is published twice a year in hard copy and could be up-dated from the electronic database mentioned above.

The above Eurostat report has "supply balance sheets" by country for a limited number of commodities of interest to ALEB. The commodities of most interest include cauliflower, processed tomatoes, apples, pears, fresh peaches, processed peaches, and fresh grapes. This report is published twice a year.

Eurostat will likely be the major data source for historical information on the fruit and vegetable commodities of interest to ALEB even though the lag time is substantial. Hard copies of statistics are apparently less timely than the electronic form. Member countries can be delinquent in reporting statistics, holding up hard copy publication but individual member country data is entered into the database as soon as available. The data is timely enough to provide the basic trends for the commodities reported.

- **CBI (Centre for the Promotion of Imports from developing countries)**
CBI co-operates with ITC/WTO and European import promoting organizations (FORUM) to globalize trade promotion. It offers export marketing services based on "up-to-date market information and training..."
CBI market information includes:
 - News Bulletin (11 times annually), containing market news and publication
 - CBI guide "Exporting to the EU, The Netherlands as the gateway to Europe"
 - Product market surveys for 83 product groups
 - Trade Documentation Centre
 - Miscellaneous other special reports released periodically

The product groups for preserved fruit and vegetables covered by CBI include:

- Fruit pulp puree and juice concentrate
- Dried/dehydrated fruit and vegetables
- Frozen fruit and vegetables
- Canned fruit and vegetables
- Provisionally preserved fruit and vegetables, and

- Preserved mushrooms and truffles

Product groups for dried fruit and vegetables covered by CBI include:

- Dried fruit (Apples, Apricots, bananas, currants, dates, figs, prunes, and raisins/sultanas)
- Other dried fruit (mangoes, papayas, peaches, pears, and pineapple)

The CBI News Bulletin is sent free of charge to embassies of developing countries and to export promotion organizations, chambers of commerce, and trade and industry association in developing countries. Individual exporters in developing countries cannot be included in the mailing list. The circulation of the Bulletin is about 9,500.

III. Summary of data and data gaps

- **Area, yield, and production.** This information is available in Eurostat for all European Union member countries, both major exporting and importing countries. It is available from FAS for selected other exporting and importing countries for a few of the commodities of interest to ALEB. However, gaps exist in the FAS country coverage as the focus is on countries of most significance to the United States. Area, yield, and production information is available from FAO for many countries but is usually aggregated into a total crop category, with no separation into fresh and processed uses.
- **Fresh and processed utilization.** FAS reports total processed utilization for a limited number of horticultural products in countries of major interest to United States trade. The major commodities most often include apples, strawberries, tomatoes, and potatoes. Total area and production usually cannot be broken down into fresh and processed utilization for most horticultural commodities of interest to ALEB in either Eurostat or FAO information, leaving large gaps in reported information when it comes to individual processed products. Very little reported data on the amount of product packed is provided.
- **Stocks (inventories).** Limited information is reported on stocks of horticultural processed products. USDA's "Cold Storage Report" includes stock information on a few processed products in the United States but any stock information from other countries comes from isolated industry sources and is reported by reporters of "Foodnews" and "The Food Institute Report."

- **Imports and Exports.** Trade data is available for almost all countries at the harmonized code level. However, the harmonized codes do not allow a break-out by individual processed product. For example, IQF products of various sizes or qualities are aggregated into one "frozen" category.
- **Prices.** Farm monthly and annual prices are available from Eurostat for essentially all European Union member countries. Prices are available for many major producing countries and work is still underway to determine the completeness of this coverage. However, the farm prices are usually an "all" price and there is no breakdown for the "fresh market" or "processed market." Wholesale fresh market prices are available in most regions of the world. Import and export unit values can be calculated for most countries. Retail prices for most processed products are not available but could be purchased through a Neilson retail scanner source.

III. MarketPulse-Egypt Design

The initial design of the MarketPulse system for Egypt includes two key steps:

- **Develop data for the refined initial product list that will be the focus of the system. This step is partially complete, working in concert with other ALEB tasks, especially Task III.**
- **Develop and design the MarketPulse system, including components to be developed and included in the Egyptian system. This research for the system configuration is complete.**

Information Focus

The ALEB team is considering primary country markets of interest and narrowing the focus on key processed products with export potential. At this time, the countries of interest include major market countries (the Netherlands, United Kingdom, Germany, and France) as well as the major competitors for each of our products (including, for example, Turkey, Spain, Morocco, Mexico, the United States and Chile).

This information system is described in detail in the following sections.

Market Fundamentals -- The S/U Balance

For each country and product, the Team will develop supply/use balance estimates for recent years as well as projections. For each product, it will estimate the S&D balance by months, including supply (production, imports, stocks) and demand (use by major category, exports, stocks) and prices for both the processed product and their basic raw material.

Commodity prices reflect expectations of shortages and surpluses by potential buyers and sellers. Prices are volatile both in response to real shifts in supply and demand, but also because market expectations vary. And, export markets for commodities are among the world's most volatile because shifts in supply and demand are continual and because there is little specific current information about overall market conditions.

Since most commodity prices are inherently volatile, commodity price trends have little power as predictors of future price levels. Rather, more "fundamental" analyses are used that assemble as much information as is available about each market of interest. S/U balance sheets are traditionally organized to present basic information about the supply of a commodity over time -- at least over one crop cycle -- its use over time and the beginning and ending stocks. Such a concept permits consistent comparisons of levels and

changes in inventories at the end of any period . The system produces the best available estimate of changes in the degree of surplus or shortage likely for each commodity, food stuffs produced from each, and thus expectations of changes in prices.

Fundamental analyses using S/U balance sheets are used for many commodities, and have the following characteristics:

- **Comprehensive overview of the commodity** – All sources of supply are included for the country/region, and all uses and outlets are covered, to provide accurate estimates of changes in the surplus/shortage characteristics of the market.
- **Primary decision levels are covered** – Sources of primary product ingredients affect the processed food industry. For example, the strawberry jam market conditions also reflect the availability of strawberries, so a comprehensive S/U should provide an overview of the S/U for strawberries as well as strawberry jams.
- **Observation period is useful for decisions** – At least one complete production cycle and one forward planning cycle summary are displayed.
- **Meaningful changes are presented** – Not only should current-season estimates be estimated, but changes from year-earlier should be presented for key factors (supply, use, inventory changes).
- **S/U analyses depend on extensive information systems** – each S/U summary reflects estimates of a number of analyses that, in turn, represent analyses of key markets (exports) and the availability of necessary raw materials.

Managing Outlook Information – The MarketPulse System

An effective market information system is far more than an assembly of large amounts of information about markets. It must identify the contextual components that make market information useful, and provide agribusiness firms, producers, the government and others with information they can use to make effective decisions. For private information systems, investment and management decisions are the dominant focus of the system, and it focuses on key questions concerning the outlook for current and alternative production and marketing investments.

MarketPulse –Egypt

MarketPulse systems provide highly detailed overviews for specific markets of interest -- in this case, the Egyptian processed foods sector. While the system is basically product-oriented, it also recognizes the interdependence of major markets, and of the macro economy in major target markets. For example, for the US market, MarketPulse has five major sections, with only one focused directly on individual commodities. The MarketPulse system depends primarily upon S/U analyses, supplemented and supported by

both a hierarchy of such analyses and a series of supporting analyses. In general terms, the system includes:

- I **World and national macroeconomic level information – the macroeconomic and sector-wide economic setting, key policy developments that affect the sector, and other major developments and key trends.**
- II **Food industry developments in Egypt – major political and trade developments.**
- III **Processed food commodity overview, to include:**

- **Balance sheet for each selected product and its primary raw material.** Information is presented for product output and sales for current and upcoming periods. This is a summary that includes the gist of information from the following sections for each product. Summaries include two main support sections for each product: (1) market overview and sales outlook, and (2) raw material overview and costs.
- **Balance sheet and market overview – major market countries.** This is a short-term overview of factors that are affecting these key markets, the product balance sheet for each and the outlook for the next two years. Focus on each product/by each market. Market coverage would initially include five countries.
- **Market overview – major competing countries.** This is S/U balance for each major competitor covering factors that are affecting their position in each important market for the next two years. Focus overview on each product/by each market.

IV. **Ancillary Analyses**

- **Longer-term demand and competition factors – Reviews trends that identify changing interests, e.g., of European consumers, economic trends in Europe, consumption trends, taste and preference shifts, costs shifts, etc.**
- **Current and projected margins for food exporters – Prices in Egypt and in Europe, volumes, length and scope of product windows, etc.**
- **Market SWOT – A systematic longer term view of where marginal Egyptian investment should go. Major market threats, and major emerging opportunities are highlighted.**

V. **Appendices –Charts and Tables**

Progress To Date

MarketPulse-Egypt development has focused heavily on three kinds of activities:

- ◆ **Development of an information library related to fruit and vegetable production and consumption worldwide, and an evaluation of information needs.** While information collection will be an ongoing effort, a very substantial library has been assembled, including virtually all of the information currently available in Egypt.
- ◆ **Development of an analytical system to permit evaluation of markets and competition for processed products of interest to Egyptian fruit and vegetable processors.** This work has progressed steadily, especially for strawberries and tomatoes and can be expanded quickly once other products of interest to Egyptian processors are identified by Task III. Examples of each of the MarketPulse-Egypt components are presented in this report.
- ◆ **Development of an electronic data management platform, including presentation and analytical software.** A number of such platforms are available, including those used in SCI (Excel and Microsoft Access) and by ATUT, and are under active consideration. Each of the platforms under consideration can efficiently convert information systems developed in Excel, and the project strategy has been to proceed using Excel to organize information and then to consider shifting to a more powerful electronic platform as the system is expanded.

Focus on Egyptian Commodity Information

In addition to progress described above to inventory and develop the information library for the ALEB project, the Task 1 team has made significant progress designing the eventual presentation and evaluation system for MarketPulse-Egypt, and for developing actual data and analyses for selected products. The initial efforts to date have been to develop an illustrative MarketPulse-Egypt presentation, using a limited number of commodities that will be important to the final system (pending designation of the final commodity list). The primary emphasis of MarketPulse-Egypt development work to date has been the construction of the three sub-components of the commodity evaluation and overview (Component III) of MarketPulse.

As an example, the information set for processed strawberries is presented below. This presentation table for Egyptian Strawberries links fresh and processed strawberry production, consumption, prices and trade in Egypt to basic supply and conditions in 14 market and exporter countries, and to the world total. It will permit forecasts of both fresh strawberry prices and prices of strawberry products in key markets worldwide. Similar tables and analyses will be developed and presented for all commodities of interest to ALEB.

Egyptian Strawberries Supply/Use

	Unit	Source	1990-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	
Area (Ha)	Hectares		1,680	1,690	1,717	1,607	1,760	1,813	1,708	1,976	2,368	0
Yield (Kg/ha)	kg/hectare		25,827	17,814	18,439	16,684	16,678	17,026	21,700	23,232	21,679	#DIV/0!
Production (MT)	Tonnes		43,053	29,927	28,232	26,210	27,943	30,884	36,994	45,936	51,735	0
Prices												
Farm price (all)	ECU/100Kg											
Fresh use price	ECU/100Kg											
Processed use price	ECU/100Kg											
Conversion Factor-Fresh												
Beginning Stocks	Tonnes			0	0	0	0	0	0	0	0	0
Production-Fresh	Tonnes		43,053	29,927	28,232	26,210	27,943	30,884	36,994	45,936	51,735	0
Imports-Fresh	Tonnes		0	0	0	0	0	0	0	0	0	0
Total Supply-Fresh	Tonnes		43,053	29,927	28,232	26,210	27,943	30,884	36,994	45,936	51,735	51,735
Domestic Use-Fresh	Tonnes		43,053	29,927	28,232	26,210	26,220	27,113	30,839	33,343	36,662	
Exports-Fresh	Tonnes						969	717	427	600	727	
Ending Stocks-Fresh	Tonnes		0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000											
Export value \$1000	US\$1,000											
Wholesale market	\$/100kg											
Import Price	\$/100kg		#DIV/0!									
Export Price	\$/100kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	68.84	55.81	41.73	44.38	0.00	0.00
Retail price	\$/100kg											
Available for Other Uses	Tonnes		0	0	0	0	1,754	3,034	5,728	11,685	14,448	14,448
Conversion Factor-Frozen												
Beginning Stocks-Frozen	Tonnes			0	0	0	0	0	0	0	0	0
Imports-Frozen	Tonnes							0	0	0	0	0
Production-Frozen	Tonnes						1,754	3,034	5,728	11,685	14,448	14,448
Total Supply-Frozen	Tonnes		0	0	0	0	1,754	3,034	5,728	11,685	14,448	14,448
Domestic Use-Frozen	Tonnes		0	0	0	0	1,669	2,823	5,685	11,702	13,343	13,343
Exports-Frozen	Tonnes						65	211	43	283	1105	
Ending Stocks-Frozen	Tonnes		0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000											
Export value \$1000	US\$1,000											

Import Price	\$kg	\$DIV/OI											
Export Price	\$kg	\$DIV/OI	\$DIV/OI	\$DIV/OI	\$DIV/OI	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Retail price	\$kg												

Strawberry Products

Conversion Factor-Jam											
Beginning Stocks-Jam	Tonnes										
Imports-Jam	Tonnes										
Production-Jam	Tonnes										
Total Supply-Jam	Tonnes	0	0	0	0	0	0	0	0	0	0
Domestic Use-Jam	Tonnes	0	0	0	0	-418	-408	-482	-3,282	-1,282	-1,282
Exports-Jam	Tonnes					418	408	482	3,282	1,282	
Ending Stocks-Jam	Tonnes										
Import value \$1000	US\$1,000										
Export value \$1000	US\$1,000										
Import Price	\$/kg	#DIV/0!									
Export Price	\$/kg	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00	0.00	0.00	0.00	0.00	0.00
Retail price	\$/kg										
Per Capita Consumption	Kg per person										
Fresh	Kg per person	0.82	0.88	0.82	0.45	0.44	0.47	0.82	0.55	0.59	0.58
Frozen	Kg per person	0.00	0.00	0.00	0.00	0.03	0.03	0.10	0.19	0.22	0.21
Jam	Kg per person	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.02
Total	Kg per person	0.82	0.88	0.82	0.45	0.47	0.82	0.82	0.75	0.83	0.81
Population	Millions	82,442	83,817	84,780	85,880	87,084	88,180	89,272	90,488	91,594	92,733
Exports % production	Percent										
Fresh	Percent	0.00	0.00	0.00	0.00	0.03	0.02	0.01	0.01	0.01	0.01
Frozen	Percent	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.05	0.07	0.01	0.02	0.03	0.03
Jam	Percent	#DIV/0!									

Table: Strawberry 9

14-May-88

"You Need to Know"— Current Events and Price Trends

A key feature of MarketPulse-Egypt is the currency of the information involved. It will provide both "early warning" information to clients and projections/forecasts about future trends. And, while many of the sources of current information are still being developed, examples of information for the weekly "You Need To Know" section (gathered from the trade press worldwide) are attached below.²

Examples of underlying fundamentals and key events in the global IQF strawberry market in 1998 and 1999 are summarized in tabular form and include a number of changes in the underlying market fundamentals for IQF strawberries that are of direct importance to Egyptian suppliers in their marketing decisions:

- Prices in September 1998 (US\$0.83 per pound f.o.b. plant) moved higher than the year before (US\$0.65 per pound f.o.b. plant) as the California crop was forecast to be down as much as 25 percent from the year before.
- Also, heavy frosts in January 1998 reduced Mexico's deliveries to the United States by 24 percent. In June 1998, EU importers of fruit from Spain and Morocco reported larger quantities of fruit available.
- China is poised to compete with Spain and Morocco as it tries to meet growing EU demand before the June Poland crop. In January 1999, Chinese exporters were beginning to sign contracts with customers.

² Although production and prices of farm commodities are important to the producers of processed fruit and vegetable products, the market of most relevance is described in terms of the processor's final output or product. For example, the terms of trade for IQF strawberries are usually described by price per metric ton for product from a given origin and of a given size and/or quality delivered to a given point in the marketing chain. In recent reports, IQF strawberries from Chile and China were quoted in terms of US\$ per metric ton delivered c&f in Europe. IQF strawberries from California were quoted in terms of US\$ per pound f.o.b. plant. From Turkey, prices were quoted in German currency per kilogram delivered to Germany. This information is most relevant to Egyptian IQF strawberry processors operating in this global market as it best describes the competition and market fundamentals of the IQF strawberry market faced by the processor.

You Need To Know -- IQF Strawberry Markets

Weekly Prices and Events From World Trade Press Reviews

Time line	Origin	Product Descrip	Price	Unit	Price in US US\$/ton	Current Market Factors
Jan-07						
Feb-07	<i>Examples from Last six Months</i>					
Mar-07						
Apr-07						
May-07						
Jun-07	Turkey		DM2.80	Kg, del G	1,822	
Jul-07						
Aug-07						
Sep-07	California		US\$0.66	lb, fob plant	1,439	
Oct-07	Chile	No detail	US\$1450-1600	Ton, c&f, E	1,900	
Nov-07						
Dec-07						
Jan-08						Mexico, hit by heavy frosts in January, deliveries to US down 24%
Feb-08						
Mar-08	Mexico	New-season	US\$0.62-0.66	lb, fob, Tax	1,369	
	California		US\$0.62-0.64	lb, fob plant	1,630	
Apr-08						
May-08						Considerable European interest in frozen strawberries from China in 1998
Jun-08	Turkey		DM3.50	Kg, del G	1,902	Turkish suppliers encouraged to raise prices in line with Poland
	Spain	No detail	PTA175	Kg, ex-store	1,122	Fruit from Spain and Morocco available in larger quantities in June according to EU importers
Jul-08	China		US\$600-650	Ton, c&f, E	826	China suppliers claimed to be sold out by July 1998
Aug-08						
Sep-08	California		US\$0.62-0.64	lb, fob plant	1,608	Predictions that California crop could be down 20% and reduced Mexican crop
Oct-08	Chile	Calibrated	US\$1600-1700	Ton c&f E	1,680	In October -- Growers in Chile reported favorable weather for 1998/99 crop

You Need To Know -- IQF Strawberry Markets -- page two

	China	Forward prices, Apr-June, 99	US\$880-900	Ten, c&f E	875	Forward prices for shipments between April and June 1999 were quoted in Nov 1998
Nov-98						
Dec-98						
Jan-99						
Feb-99						
Mar-99	China	15-22mm	US\$1100	Ten, c&f Europe	1,100	Chinese exporters are beginning to sign contracts with customers
	China	22-30mm	US\$1150	Ten, c&f Europe	1,150	China trying to meet growing EU demand before this June Poland crop comes on
	China	Uncalibrated	US\$900-1000	Ten, c&f Europe	900	China to compete with Morocco and Spain--Available from April Importers say--necessary to place orders with established suppliers because of quality variations
	Mexico	New-season	US\$0.65-0.68	lb, fob Tex	1,466	
Weekly information available by Tuesday after publication						
Major suppliers: Spain, Italy, US, Poland, Mexico, Chile, Morocco, China						
Major markets: Germany, France, Austria, Canada, Japan						
Spain, largest IQF Strawberry supplier in the EU						

IV. MarketPulse-Egypt -- Next Steps

During the first four months of the project, the Task 1 team has focused extensively on several activities to design and develop a MarketPulse System (MPS) for Egyptian fruit and vegetable processors, including the collection of voluminous data on all facets of the Egyptian food processing industry, and its current and potential markets. The Team has elaborated a design, which will soon be available as a stand alone deliverable, and which has been described in detail above.

At this point, the Task 1 team has:

1. Completed its initial elaboration of the MARKETPULSE-BGYPT design for Egyptian processed fruit and vegetable products.
2. Evaluated available commodity and firm data in Egypt and developed an effective data management system.
3. Evaluated available information sources on markets for fruit and vegetable processed products worldwide (including North America, Europe, the Middle East and others).
4. Developed an effective electronic presentation platform to incorporate the massive amounts of information, develop crucial analyses and effectively present conclusions to support operational and investment decisions in Egypt. The Task 1 staff is continuing discussions with ATUT and other GTG partners to both build on their information systems, and to provide information inputs to their systems.

The team is continuing to expand and elaborate the MARKETPULSE-BGYPT to make it more current, more comprehensive, more specific to Egyptian fruit and vegetable products and more useful to Egyptian firms. The Task 1 team is continuing to evaluate how best to apply MPS to Egyptian markets and local conditions. It will require additional time during the next phase to test the validity and timeliness of market reports and analyses, developing additional information concerning evolving markets and information needs of Egyptian managers. Design refinement will continue in the next phase and throughout the project's life, along with vigorous efforts to find and develop new and more useful information and analyses for the MPS. Activities include:

- Continue to develop and digest available data. Roll-out a prototype MarketPulse system, with reports incorporating available information and key analyses for feedback and discussion with Egyptian business to determine modifications to make the system more useful.
- Develop additional international information sources (with Task III). Preliminary investigation of European (United Kingdom, Germany, Belgium and France) information has occurred and now will be incorporated into the MarketPulse system, to be complemented by additional information from similar sources worldwide.

- **Develop and implement client focus group.** Present draft report documents which will allow comments by potential users through informal focus group discussions to permit ALEB to refine and focus the MarketPulse System.
- **Make MarketPulse fully operational.** During the next four months, team one will complete work on the first version of the MarketPulse System.
- **Design MARKETPULSE-EGYPT communication program.** Various dissemination channels can be used to distribute and update the MarketPulse System. Task 1 will implement and test alternative channels—such as internet (websites), e-mail, fax, and physical distribution.

V. Appendices

- A. Inventory Of ALEB Task 1 Market Information Library.**
- B. MarketPulse-Egypt: Example Tables - Strawberries**
- C. MarketPulse-Egypt: Example Tables - World Macro-Economic Indicators**

APPENDIX A:

MarketPulse - Egypt

Inventory Of ALEB Task 1

Market Information Library

Inventory of ALEB Task 1 Market Information Library

CBI (Centre for the Promotion of Imports from developing countries)

1. Dried fruit and edible nuts (A survey of the Netherlands and other major Markets in the European Union)
2. Preserved fruit and vegetables for industrial use
3. Preserved fruit and vegetables in consumer and catering packs
4. Health foods
5. Oil Seeds
6. Environmental quick scan fresh fruits and vegetables (overview of environmental legislation and developments relevant to trade in fresh fruits and vegetables in the Netherlands, France, Germany and at the level of the European Union).
7. Two copies of "CBI News Bulletin, news, views, and background (January 1999 and April 1999)
Shows publications available at CBI
8. Table of contents of "European regulations manual" - Information on technical, legal and regulatory requirements for industrial enterprises to access the unified European market.
9. "Fresh Fruit and Vegetables -- Update importeursadressen"

FOODNEWS

1. Ten issues (February 5, 1999 to April 9, 1999) of FOODNEWS weekly report.
2. Three of FOODNEWS monthly reports
3. Index 1998 of articles reported by product
4. Copy of the order form
5. Introductory copy of FOODNEWS internet web site

"Accessing Germany's Retail Food Sector: A Guide for U.S. Food & Beverage Suppliers" This is a good description of the rapid changes occurring in the European food sector.

ZMP (Zentrale Markt- und Preisberichtsstelle für Erzeugnisse der Land-, Forst- und Ernährungswirtschaft GmbH) Germany. (All in German)

1. Information on objectives, scope, and organization of ZMP (English)
2. Example copies of weekly fruit (Obst) and vegetable (Gemüse) market reports
3. Copy of cover for monthly report on fruit and vegetables
4. Copy of annual fruit yearbook
5. Copy of annual vegetable yearbook

Germany folder

European Community tariff rates from the Official Journal of European Communities (English).

Miscellaneous information from ministry of Agriculture (all in German)

The Public Ledger (London)

1. Copies of weekly Newspapers with reported prices
2. LLP catalogue, 1999 (Publications, Information Services, etc.)
3. The Public Ledger information pack

United Kingdom Ministry of Agriculture, Fisheries, and Food.

1. Copies of monthly report on the Fruit and Vegetable crops in England and Wales.
2. Copies of selected fruit and vegetable survey forms
3. Annual report entitled "Basic Horticultural Statistics for the United Kingdom, Calendar and Crop years 1987-1997.
4. Balance sheet for potatoes and potato starch

Leatherhead Food Research (London) A research center for the food industry

1. Information about Leatherhead

European Commission

1. Copy of the Agricultural Situation in the European Union, 1997 Report
2. Miscellaneous information on Europe and the Mediterranean neighbors.

Eurostat

1. Eurostat Publications and Database, 1998 -- Practical mini-guide
2. "Agricultural Prices, 1987-1996."
3. "1994 Glossarium."
4. Statistical references (Brief information on Eurostat products and services).
5. Photo copy of "Crop Production" 1-1998, 2-1998
6. Special study from the University of Cambridge on "Economic Results From Horticulture 1995 Harvest year (1995/6 financial year).
7. "Unit Values of Agricultural Products, 1989-1997

Library inventory for ALEB (Buxton)

CBI (Centre for the Promotion of Imports from developing countries)

10. Dried fruit and edible nuts (A survey of the Netherlands and other major Markets in the European Union)
11. Preserved fruit and vegetables for industrial use
12. Preserved fruit and vegetables in consumer and catering packs
13. Health foods
14. Oil Seeds
15. Environmental quick scan fresh fruits and vegetables (overview of environmental legislation and developments relevant to trade in fresh fruits and vegetables in the Netherlands, France, Germany and at the level of the European Union).
16. Two copies of "CBI News Bulletin, news, views, and background (January 1999 and April 1999) Shows publications available at CBI.
17. Table of contents of "European regulations manual" - Information on technical, legal and regulatory requirements for industrial enterprises to access the unified European market.

18. "Fresh Fruit and Vegetables -- Update importers addresses"

FOODNEWS

6. Ten issues (February 5, 1999 to April 9, 1999) of FOODNEWS weekly report.
7. Three of FOODNEWS monthly reports
8. Index 1998 of articles reported by product
9. Copy of the order form
10. Introductory copy of FOODNEWS internet web site

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European Community tariff rates from the Official Journal of European Communities (English).

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Leatherhead Food Research (London) A research center for the food industry

2. Information about Leatherhead

European Commission

3. Copy of the Agricultural Situation in the European Union, 1997 Report
4. Miscellaneous information on Europe and the Mediterranean neighbors.

Euwestat

8. Euwestat Publications and Databases, 1998 -- Practical mini-guide
9. "Agricultural Prices, 1987-1996."
10. "1994 Glossarium."
11. Statistical references (Brief information on Euwestat products and services).
12. Photo copy of "Crop Production" 1-1998, 2-1998
13. Special study from the University of Cambridge on "Economic Results From Horticulture 1995 Harvest ear (1995/6 financial year).
14. "Unit Values of Agricultural Products, 1989-1997

USA Strawberries Supply/Use-Market Prices

	Unit	Source	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Production-Jam	tonnes												
Total Suply-Jam	tonnes		0	0	0	0	0	0	0	0	0		
Domestic Use-Jam	tonnes		0	0	0	0	0	0	0	0	0		
Exports-Jam	tonnes												
Ending Stocks-Jam	tonnes												
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg		#DIV/0!										
Export Price	\$/kg		#DIV/0!										
Retail price	\$/kg												
Per Capita Consumption	Kg per person												
Fresh	Kg per person		0.00	0.00	0.00	0.00	0.00	1.88	1.87	1.88	1.87	0.00	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.70	0.77	0.71	0.71	0.38	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.08	0.08	0.08	0.08	0.00	0.00
Total	Kg per person		0.00	0.00	0.00	0.00	0.00	2.48	2.82	2.68	2.68	0.38	0.00
Population	millions		282,918	288,381	288,132	280,882	283,188	288,587	287,988	270,312	272,840	274,848	277,888
exports % production	percent												
Fresh	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.10887	0.08887	0.08888	0.0888883	#DIV/0!	
Frozen	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.81882	1.01287	0.88888	0.8888804	#DIV/0!	
Jam	percent		#DIV/0!	#DIV/0!									

Table: Strawberry 7

11-11-98

1993 1994 1995 1996 1997 1998 1999 2000

Japan Strawberries Supply/Use-Market Prices

	Unit	Source	1988-89	1989-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Area (Ha)	hectare												
Yield (Kg/ha)	M/hectare		#DIV/0!										
Production (MT)	tonnes							201,800	207,800	200,000	199,000	199,000	
Prices													
Farm price (all)	ECU/100Kg												
Fresh use price	ECU/100Kg												
Processed use price	ECU/100Kg												
Conversion Factor-Fresh													
Beginning Stocks	tonnes			0	0	0	0	0	0	0	0	0	0
Production-Fresh	tonnes							197,100	203,000	195,320	194,800	194,400	
Imports-Fresh	tonnes							4,780	4,853	4,672	4,894	5,000	
Total Supply-Fresh	tonnes		0	0	0	0	0	201,880	207,853	199,992	199,694	199,400	0
Domestic Use-Fresh	tonnes							201,888	207,849	199,857	199,491	199,385	0
Exports-Fresh	tonnes							2	4	5	3	5	
Ending Stocks-Fresh	tonnes		0	0	0	0	0	0	0	0	0	0	
Import value \$1000	US\$1,000					28,220	28,882	38,028	33,928	34,098			
Export value \$1000	US\$1,000					41	38	28	48	65			
Wholesale market	\$/100kg												
Import Price	\$/100kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	783.86	664.84	744.48	0.00	0.00	#DIV/0!
Export Price	\$/100kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1280.00	1225.00	1300.00	0.00	0.00	#DIV/0!
Retail price	\$/100kg												
Available for Other Uses	tonnes		0	0	0	0	0	3,800	4,180	3,980	3,570	3,050	0
Conversion Factor-Frozen													
Beginning Stocks-Frozen	tonnes			0	0	0	0	0	0	0	0	0	0
Imports-Frozen	tonnes							28981	28749	28027	28221	28900	
Production-Frozen	tonnes							600	780	780	680	680	
Total Supply-Frozen	tonnes		0	0	0	0	0	30,181	29,489	28,787	28,881	28,080	0
Domestic Use-Frozen	tonnes							30,181	29,489	28,787	28,881	28,080	0
Exports-Frozen	tonnes							0	0	0	0	0	
Ending Stocks-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00	0.00	0.00	0.00	0.00	#DIV/0!
Export Price	\$/kg		#DIV/0!										
Retail price	\$/kg												

Japan Strawberries Supply/Use-Market Prices

	Unit	Source	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Conversion Factor-Jam													
Beginning Stocks-Jam	tonnes												
Imports-Jam	tonnes												
Production-Jam	tonnes												
Total Suply-Jam	tonnes		0	0	0	0	0	0	0	0	0		
Domestic Use-Jam	tonnes		0	0	0	0	0	0	0	0	0		
Exports-Jam	tonnes												
Ending Stocks-Jam	tonnes												
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
Export Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
Retail price	\$/kg												
Per Capita Consumption	Kg per person												
Fresh	Kg per person		0.00	0.00	0.00	0.00	0.00	1.81	1.85	1.89	1.88	1.88	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.24	0.23	0.23	0.20	0.21	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	Kg per person		0.00	0.00	0.00	0.00	0.00	1.85	1.89	1.82	1.79	1.78	0.00
Population	millions		123,954	124,983	124,708	124,991	125,233	125,455	125,699	125,932	126,182	126,434	126,744
exports % production	percent												
Fresh	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1.01E-05	1.97E-05	2.88E-05	1.54E-05	2.57E-05	
Frozen	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0	0	0	0	0	
Jam	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	

Table: Strawberry 8

12/2/16

Egypt Strawberries Supply/Use-Market Prices

	Unit	Source	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08		
Area (Ha)	hectare		1,860	1,860	1,717	1,607	1,760	1,813	1,708	1,878	2,368	0	
Yield (Kg/ha)	kg/hectare		28,827	17,814	18,438	18,884	18,878	17,028	21,700	23,282	21,878	SD/VOI	SD/VOI
Production (MT)	tonnes		43,083	28,827	28,232	28,210	27,843	30,884	38,884	48,838	51,738		
Prices													
Farm price (all)	ECU/100Kg											0	
Fresh use price	ECU/100Kg												
Processed use price	ECU/100Kg												
Conversion Factor-Fresh													
Beginning Stocks	tonnes			0	0	0	0	0	0	0	0	0	0
Production-Fresh	tonnes		43,083	28,827	28,232	28,210	27,843	30,884	38,884	48,838	51,738	51,738	0
Imports-Fresh	tonnes		0	0	0	0	0	0	0	0	0	0	
Total Supply-Fresh	tonnes		43,083	28,827	28,232	28,210	27,843	30,884	38,884	48,838	51,738	51,738	0
Domestic Use-Fresh													
Exports- Fresh	tonnes		43,083	28,827	28,232	28,210	28,220	27,113	30,838	33,343	38,882	38,882	
Ending Stocks-Fresh	tonnes						888	717	427	600	727	727	
Import value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0	
Export value \$1000	US\$1,000					1,281	888	401	178	288			
Wholesale market	\$/100kg												
Import Price	\$/100kg		SD/VOI	SD/VOI	SD/VOI								
Export Price	\$/100kg		SD/VOI	SD/VOI	SD/VOI								
Retail price	\$/100kg						88.84	88.81	41.73	44.38	0.00	0.00	SD/VOI
Available for Other Use													
	tonnes		0	0	0	0	1,784	3,034	5,738	11,888	14,448	14,448	0
Conversion Factor-Frozen													
Beginning Stocks-Frozen	tonnes			0	0	0	0	0	0	0	0	0	0
Imports-Frozen	tonnes							0	0	0	0	0	
Production-Frozen	tonnes						1,784	3,034	5,738	11,888	14,448	14,448	
Total Supply-Frozen	tonnes		0	0	0	0	1,784	3,034	5,738	11,888	14,448	14,448	0
Domestic Use-Frozen													
Exports-Frozen	tonnes		0	0	0	0	1,888	2,823	5,888	11,702	13,343	13,343	0
Ending Stocks-Frozen	tonnes						88	211	43	288	1108	1,108	
Import value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0	
Export value \$1000	US\$1,000												
Import Price	\$/kg		SD/VOI	SD/VOI	SD/VOI								
Export Price	\$/kg		SD/VOI	SD/VOI	SD/VOI								
Retail price	\$/kg						0.00	0.00	0.00	0.00	0.00	0.00	SD/VOI
Conversion Factor-Jam													
Beginning Stocks-Jam	tonnes												
Imports-Jam	tonnes												
Production-Jam	tonnes												
Total Supply-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	0

Egypt Strawberries Supply/Use-Market Prices

	Unit	Source	1999-00	1999-01	1999-02	1999-03	1999-04	1999-05	1999-06	1999-07	1999-08	
Domestic Use-Jam	tonnes		0	0	0	0	-418	-408	-482	-3,282	-1,282	-1,282
Exports-Jam	tonnes						418	408	482	3,282	1,282	1,282
Ending Stocks-Jam	tonnes											0
Import value \$1000	US\$1,000											
Export value \$1000	US\$1,000											
Import Price	\$/kg	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI
Export Price	\$/kg	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI
Retail price	\$/kg					0.00	0.00	0.00	0.00	0.00	0.00	SDI/VI
Per Capita Consumption	Kg per person											
Fresh	Kg per person		0.82	0.88	0.82	0.48	0.44	0.47	0.82	0.88	0.88	0.88
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.03	0.05	0.10	0.19	0.22	0.21
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.02
Total	Kg per person		0.82	0.88	0.82	0.48	0.47	0.52	0.92	1.07	1.10	1.11
Population	millions		82,442	83,817	84,780	88,830	87,084	88,180	89,372	89,485	87,884	88,733
exports % production	percent											
Fresh	percent		0.00	0.00	0.00	0.00	0.02	0.02	0.01	0.01	0.01	0.01
Frozen	percent	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	0.08	0.07	0.01	0.02	0.08	0.08
Jam	percent	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI	SDI/VI

Table: Strawberry 8

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Producer Summary Strawberries Supply/Use-Market Prices

	Unit	Source	1999-00	1999-01	1999-02	1999-03	1999-04	1999-05	1999-06	1999-07	1999-08	1999-09
Area (Ha)	hectare		1,890	1,890	1,717	1,807	1,780	21,371	21,817	24,459	24,329	22,723
Yield (Kg/ha)	Mt/hectare		29827	17914	16499	18884	18879	81681	79147	17687	17227	11823
Production (MT)	tonnes		43,083	29,927	28,232	28,210	27,943	1,744,982	1,838,803	1,898,012	1,898,140	878,000
Prices												
Farm price (all)	ECU/100Kg											
Fresh use price	ECU/100Kg											
Processed use price	ECU/100Kg											
Conversion Factor-Fresh												
Beginning Stocks	tonnes		0	0	0	0	0	0	0	0	0	0
Production-Fresh	tonnes		43,083	29,927	28,232	28,210	27,943	1,220,788	1,343,818	1,274,088	1,298,848	780,443
Imports-Fresh	tonnes		0	0	0	0	0	80,888	88,800	78,273	82,893	88,800
Total Supply-Fresh	tonnes		43,083	29,927	28,232	28,210	27,943	1,311,388	1,333,418	1,383,388	1,378,078	889,243
Domestic Use-Fresh	tonnes		43,083	29,927	28,232	28,210	28,220	898,144	1,018,487	990,822	998,831	498,887
Exports-Fresh	tonnes		0	0	0	0	889	348,178	308,203	308,851	388,101	347,840
Ending Stocks-Fresh	tonnes		0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000		0	0	0	122,029	148,874	188,783	188,210	148,028	28,489	0
Export value \$1000	US\$1,000		0	0	0	487,780	834,882	808,709	877,828	898,813	87,388	0
Wholesale market	\$/100kg											
Import Price	\$/100kg	SCM/CI	SCM/CI	SCM/CI	SCM/CI	SCM/CI	178.34	187.10	188.73	34.82	0.00	SCM/CI
Export Price	\$/100kg	SCM/CI	SCM/CI	SCM/CI	SCM/CI	SCM/CI	88184.21	173.47	188.88	181.21	28.28	0.00
Retail price	\$/100kg											
Available for Other Uses	tonnes		0	0	0	0	1,784	283,818	188,872	208,808	188,888	37,188
Conversion Factor-Frozen												
Beginning Stocks-Frozen	tonnes		0	0	0	0	0	118,808	181,284	108,288	88,278	88,807
Imports-Frozen	tonnes		0	0	0	0	0	248,483	238,287	248,238	247,810	38,200
Production-Frozen	tonnes		0	0	0	0	1,784	248,247	211,473	227,288	228,288	230,888
Total Supply-Frozen	tonnes		0	0	0	0	1,784	808,418	612,884	681,788	678,284	388,803
Domestic Use-Frozen	tonnes		0	0	0	0	1,888	287,148	321,012	288,288	308,788	188,400
Exports-Frozen	tonnes		0	0	0	0	88	188,888	182,783	188,834	170,888	188,803
Ending Stocks-Frozen	tonnes		0	0	0	0	6,773	181,284	108,288	88,278	88,807	0
Import value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0
Export value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0
Import Price	\$/kg	SCM/CI	SCM/CI	SCM/CI	SCM/CI	SCM/CI	0.00	0.00	0.00	0.00	0.00	SCM/CI
Export Price	\$/kg	SCM/CI	SCM/CI	SCM/CI	SCM/CI	SCM/CI	0.00	0.00	0.00	0.00	0.00	SCM/CI
Retail price	\$/kg											
Conversion Factor-Jam												
Beginning Stocks-Jam	tonnes		0	0	0	0	0	0	0	0	0	0
Imports-Jam	tonnes		0	0	0	0	0	0	0	0	0	0
Production-Jam	tonnes		0	0	0	0	0	0	0	0	0	0
Total Supply-Jam	tonnes		0	0	0	0	0	0	0	0	0	0

Producer Summary Strawberries Supply/Use-Market Prices

	Unit	Source	1990-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Domestic Use-Jam	tonnes		0	0	0	0	-418	-408	-482	-3,282	-1,282	-1,282	0
Exports-Jam	tonnes		0	0	0	0	418	408	482	3,282	1,282	1,282	0
Ending Stocks-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0	0
Export value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0	0
Import Price	\$/kg		#DMDI										
Export Price	\$/kg		#DMDI	#DMDI	#DMDI	#DMDI	0.00	0.00	0.00	0.00	0.00	0.00	#DMDI
Retail price	\$/kg												
Per Capita Consumption	Kg per person												
Fresh	Kg per person		0.08	0.04	0.04	0.04	0.04	1.32	1.38	1.34	1.34	0.88	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.40	0.44	0.40	0.41	0.27	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.22	0.28	0.28	0.28	0.22	0.00
Total	Kg per person		0.08	0.04	0.04	0.04	0.04	1.94	2.08	2.00	1.98	1.18	0.00
Population	millions		891,318	888,274	708,178	711,824	718,300	724,888	731,008	737,388	743,888	748,882	758,848
exports % production	percent												
Fresh	percent		0.00	0.00	0.00	0.00	0.08	0.28	0.38	0.28	0.28	0.44	#DMDI
Frozen	percent		#DMDI	#DMDI	#DMDI	#DMDI	0.08	0.88	0.88	0.82	0.74	0.72	#DMDI
Jam	percent		#DMDI										

Table: Strawberry 10

Equals sum of Italy, Spain, Poland, Canada, Mexico, Chile, USA, Japan, & Egypt

11-1998

Germany Strawberries Supply/Use-Market Prices

	Unit	Source	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Area (Ha)	hectare				5,657	6,292	6,613	7,360	8,348	8,828	8,828		
Yield (Kg/ha)	M/hectare		#DIV/0!	#DIV/0!	8410	8343	8607	8398	8282	8249	8682	#DIV/0!	#DIV/0!
Production (MT)	tonnes				69118	68805	68600	68780	77293	78677	81546		
Prices													
Farm price (all)	ECU/100Kg						171.07	183.67	188.03	200.12			
Fresh use price	ECU/100Kg												
Processed use price	ECU/100Kg												
Conversion Factor-Fresh													
Beginning Stocks	tonnes			0	0	0	0	0	0	0	0	0	0
Production-Fresh	tonnes				55,118	58,805	68,600	68,780	77,293	78,877	81,546	0	0
Imports-Fresh	tonnes				66,949	65,200	128,238	140,288	129,936	138,372	138,372	0	0
Total Supply-Fresh	tonnes	0	0	162,065	143,705	167,136	208,038	207,168	217,249	218,917		0	0
Domestic Use-Fresh	tonnes			160,891	142,888	165,325	208,608	204,283	214,632	217,200		0	0
Exports-Fresh	tonnes			1,364	1,118	1811	2430	2805	2717	2,717		0	0
Ending Stocks-Fresh	tonnes	0	0	0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000				278,918	174,443	251,821	268,802	248,289	228,838			
Export value \$1000	US\$1,000				3,048	1,844	3,886	3,886	5,334	5,181			
Wholesale market	\$/100kg												
Import Price	\$/100kg	#DIV/0!	#DIV/0!	287.39	204.75	198.48	184.30	181.09	188.17	0.00	#DIV/0!	#DIV/0!	#DIV/0!
Export Price	\$/100kg	#DIV/0!	#DIV/0!	220.23	174.19	216.00	146.83	183.61	188.68	0.00	#DIV/0!	#DIV/0!	#DIV/0!
Retail price	\$/100kg												
Available for Other Uses	tonnes		0	0	0	0	0	0	0	0	0	0	0
Conversion Factor-Frozen													
Beginning Stocks-Frozen	tonnes			0	0	0	0	0	0	0	0	0	0
Imports-Frozen	tonnes											0	0
Production-Frozen	tonnes												
Total Supply-Frozen	tonnes	0	0	0	0	0	0	0	0	0	0	0	0
Domestic Use-Frozen	tonnes							0	0	0	0	0	0
Exports-Frozen	tonnes												
Ending Stocks-Frozen	tonnes	0	0	0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg	#DIV/0!											
Export Price	\$/kg	#DIV/0!											
Retail price	\$/kg												

Germany Strawberries Supply/Use-Market Prices

	Unit	Source	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Conversion Factor-Jam													
Beginning Stocks-Jam	tonnes												
Imports-Jam	tonnes												
Production-Jam	tonnes												
Total Suply-Jam	tonnes		0	0	0	0	0	0	0	0	0		
Domestic Use-Jam	tonnes		0	0	0	0	0	0	0	0	0		
Exports-Jam	tonnes												
Ending Stocks-Jam	tonnes												
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
Export Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!		
Retail price	\$/kg												
Per Capita Consumption	Kg per person												
Fresh	Kg per person		0.00	0.00	1.88	1.77	2.29	2.55	2.51	2.62	2.63	0.00	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	Kg per person		0.00	0.00	1.88	1.77	2.29	2.55	2.51	2.62	2.63	0.00	0.00
Population	millions		78,630	78,367	78,983	80,387	80,788	81,088	81,338	81,988	82,431	82,874	83,317
exports % production	percent												
Fresh	percent		#DIV/0!	#DIV/0!	0.025111	0.018075	0.030747	0.03833	0.037913	0.034446	0.033319	#DIV/0!	#DIV/0!
Frozen	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Jam	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Table: Strawberry 11

11-11

France Strawberries Supply/Use-Market Prices

	Unit	Source	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Area (Ha)	hectare				5,958	5,780	5,737	5,448	5,228	5,200	5,200		
Yield (Kg/ha)	M/hectare		#DIV/0!	#DIV/0!	13808	14083	14286	14844	14734	15000	15000	#DIV/0!	#DIV/0!
Production (MT)	tonnes				81044	81480	81855	79735	77000	78000	78000		
Prices													
Farm price (dl)	ECU/100Kg				238.80	248.88	249.90	284.37	288.75				
Fresh use price	ECU/100Kg												
Processed use price	ECU/100Kg												
Conversion Factor-Fresh													
Beginning Stocks	tonnes			0	0	0	0	0	0	0	0	0	0
Production-Fresh	tonnes				81,044	81,480	81,855	79,735	77,000	78,000	78,000	0	0
Imports-Fresh	tonnes				90,797	89,013	82,808	83,888	84,208	88388	88388		
Total Supply-Fresh	tonnes		0	0	131,841	134,473	144,664	143,721	131,208	137,388	137,388	0	0
Domestic Use-Fresh	tonnes				118,877	122,080	130,867	133,162	118,861	123,808	123,808	0	0
Exports-Fresh	tonnes				15,184	12983	13677	10959	12355	13899	13899		
Ending Stocks-Fresh	tonnes		0	0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000				153,128	103,123	115,428	117,789	111,042	108,748			
Export value \$1000	US\$1,000				50,305	38,828	38,008	28,758	38,888	32,211			
Wholesale market	\$/100kg												
Import Price	\$/100kg		#DIV/0!	#DIV/0!	301.48	184.82	184.38	184.04	204.85	183.19	0.00	#DIV/0!	#DIV/0!
Export Price	\$/100kg		#DIV/0!	#DIV/0!	331.74	288.79	287.28	281.83	322.84	237.98	0.00	#DIV/0!	#DIV/0!
Retail price	\$/100kg												
Available for Other Uses	tonnes		0	0	0	0	0	0	0	0	0	0	0
Conversion Factor-Frozen													
Beginning Stocks-Frozen	tonnes			0	0	0	0	0	0	0	0	0	0
Imports-Frozen	tonnes												
Production-Frozen	tonnes												
Total Supply-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Domestic Use-Frozen	tonnes							0	0	0	0	0	0
Exports-Frozen	tonnes							0	0	0	0	0	0
Ending Stocks-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg		#DIV/0!										
Export Price	\$/kg		#DIV/0!										
Retail price	\$/kg												

France Strawberries Supply/Use-Market Prices

	Unit	Source	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Conversion Factor-Jam													
Beginning Stocks-Jam	tonnes												
Imports-Jam	tonnes												
Production-Jam	tonnes												
Total Suply-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	
Domestic Use-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	
Exports-Jam	tonnes												
Ending Stocks-Jam	tonnes												
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Export Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Retail price	\$/kg												
Per Capita Consumption	Kg per person												
Fresh	Kg per person		0.00	0.00	2.05	2.13	2.28	2.30	2.05	2.12	2.11	0.00	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	Kg per person		0.00	0.00	2.05	2.13	2.28	2.30	2.05	2.12	2.11	0.00	0.00
Population	millions		68,417	68,720	67,008	67,287	67,588	67,840	68,109	68,408	68,888	68,888	69,248
exports % production	percent												
Fresh	percent		#DIV/0!	#DIV/0!	0.187108	0.182013	0.188884	0.132428	0.160465	0.173833	0.173833	#DIV/0!	#DIV/0!
Frozen	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Jam	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

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United Kingdom Strawberries Supply/Use-Market Prices

	Unit	Source	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08		
Area (Ha)	hectare				5,261	5,229	5,250	5,200	4,600	4,300	4,300		
Yield (t/ha)	MT/hectare	#DIV/0!	#DIV/0!		6108	11229	7805	8088	8833	7279	7279	#DIV/0!	#DIV/0!
Production (MT)	tonnes				47891	58714	41800	41900	40200	31300	31300		
Prices													
Farm price (all)	ECU/100Kg				252.23	217.31	2284.40	208.63	223.02				
Fresh use price	ECU/100Kg												
Processed use price	ECU/100Kg												
Conversion Factor-Fresh													
Beginning Stocks	tonnes			0	0	0	0	0	0	0	0	0	0
Production-Fresh	tonnes				47,891	58,714	41,800	41,900	40,200	31,300	31,300		0
Imports-Fresh	tonnes				21,798	19,384	28,485	25,480	28,370	32,112	32,112		
Total Supply-Fresh	tonnes	0	0		69,689	78,098	67,985	67,380	68,570	63,412	63,412	0	0
Domestic Use-Fresh	tonnes				68,272	78,084	67,918	67,251	68,388	63,083	63,083	0	0
Exports- Fresh	tonnes				378	34	68	129	181	349	349		
Ending Stocks-Fresh	tonnes	0	0		0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000				62,820	44,213	61,117	63,888	62,307	72,445			
Export value \$1000	US\$1,000				528	182	424	440	880	1,208			
Wholesale market	\$/100kg												
Import Price	\$/100kg	#DIV/0!	#DIV/0!		289.21	228.09	230.78	248.57	238.82	226.60	0.00	#DIV/0!	#DIV/0!
Export Price	\$/100kg	#DIV/0!	#DIV/0!		140.27	478.47	814.48	341.08	488.19	348.13	0.00	#DIV/0!	#DIV/0!
Retail price	\$/100kg												
Available for Other Uses	tonnes		0	0	0	0	0	0	0	0	0	0	0
Conversion Factor-Frozen													
Beginning Stocks-Frozen	tonnes			0	0	0	0	0	0	0	0	0	0
Imports-Frozen	tonnes												
Production-Frozen	tonnes												
Total Supply-Frozen	tonnes	0	0		0	0	0	0	0	0	0	0	0
Domestic Use-Frozen	tonnes												
Exports-Frozen	tonnes												
Ending Stocks-Frozen	tonnes	0	0		0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg	#DIV/0!											
Export Price	\$/kg	#DIV/0!											
Retail price	\$/kg												
Conversion Factor-Jam													
Beginning Stocks-Jam	tonnes												
Imports-Jam	tonnes												

United Kingdom Strawberries Supply-Use-Market Prices

	Unit	Source	1990-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	
Production-Jam	tonnes											
Total Suply-Jam	tonnes		0	0	0	0	0	0	0	0	0	
Domestic Use-Jam	tonnes		0	0	0	0	0	0	0	0	0	
Exports-Jam	tonnes											
Ending Stocks-Jam	tonnes											
Import value \$1000	US\$1,000											
Export value \$1000	US\$1,000											
Import Price	\$/kg		#DIV/0!									
Export Price	\$/kg		#DIV/0!									
Retail price	\$/kg											
Per Capita Consumption	Kg per person											
Fresh	Kg per person		0.00	0.00	1.20	1.35	1.17	1.18	1.14	1.08	1.07	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	Kg per person		0.00	0.00	1.20	1.35	1.17	1.18	1.14	1.08	1.07	0.00
Population	millions		57,239	57,418	57,814	57,798	57,870	58,135	58,288	58,480	58,686	58,845
Exports % production	percent											
Fresh	percent		#DIV/0!	#DIV/0!	0.00793	0.00058	0.00188	0.00308	0.0045	0.01115	0.01115	#DIV/0!
Frozen	percent		#DIV/0!									
Jam	percent		#DIV/0!									

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Austria Strawberries Supply/Use-Market Prices

	Unit	Source	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Conversion Factor-Jam													
Beginning Stocks-Jam	tonnes												
Imports-Jam	tonnes												
Production-Jam	tonnes												
Total Supply-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	
Domestic Use-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	
Exports-Jam	tonnes												
Ending Stocks-Jam	tonnes												
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Export Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Retail price	\$/kg												
Per Capita Consumption	Kg per person												
Fresh	Kg per person		0.00	0.00	2.68	2.42	3.23	3.01	2.68	4.32	4.29	0.00	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	Kg per person		0.00	0.00	2.68	2.42	3.23	3.01	2.68	4.32	4.29	0.00	0.00
Population	millions		7,824	7,718	7,813	7,868	7,915	7,965	7,967	8,078	8,137	8,167	8,268
Exports % production	percent												
Fresh	percent		#DIV/0!	#DIV/0!	0.020242	0.019135	0.080824	0.077091	0.048331	0.091411	0.091411	#DIV/0!	#DIV/0!
Frozen	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Jam	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

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11-01-11

Others Strawberries Supply/Use-Market Prices

	Unit	Source	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Area (Ha)	hectare		-1,680	-1,680	188,732	188,693	178,291	188,988	183,747	88,578	88,471	-82,723	0
Yield (Kg/ha)	M/hectare		28827	17814	10802	12157	13413	4527	6019	6789	6180	11823	#DIV/0!
Production (MT)	tonnes		-43,093	-29,827	2,157,826	2,304,680	2,380,709	766,137	821,884	780,881	688,178	-678,000	0
Prices													
Farm price (all)	ECU/100Kg												
Fresh use price	ECU/100Kg												
Processed use price	ECU/100Kg												
Conversion Factor-Fresh													
Beginning Stocks	tonnes		0	0	0	0	0	0	0	0	0	0	0
Production-Fresh	tonnes		-43,093	-29,827	2,157,826	2,304,680	2,380,709	1,288,331	1,217,882	1,172,878	1,087,773	-780,443	0
Imports-Fresh	tonnes		0	0	121,416	128,397	148,288	68,831	68,832	72,878	68,416	-68,800	0
Total Supply-Fresh	tonnes		-43,093	-29,827	2,279,242	2,433,077	2,487,078	1,386,282	1,283,814	1,245,654	1,167,189	-888,243	0
Domestic Use-Fresh	tonnes		-43,093	-29,827	1,893,035	2,102,831	2,123,887	1,291,282	1,210,287	1,208,001	1,147,337	-488,867	0
Exports-Fresh	tonnes		0	0	286,808	331,048	378,282	68,004	79,245	82,648	34,288	-347,840	0
Ending Stocks-Fresh	tonnes		0	0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000		0	0	248,180	118,287	140,443	148,188	148,348	183,278	-28,488	0	0
Export value \$1000	US\$1,000		0	0	888,078	134,373	141,978	164,880	183,888	182,888	-87,288	0	0
Wholesale market	\$/100kg												
Import Price	\$/100kg		#DIV/0!	#DIV/0!	204.40	88.10	85.88	218.41	228.82	210.81	-41.04	0.00	#DIV/0!
Export Price	\$/100kg		#DIV/0!	#DIV/0!	230.82	40.88	37.83	227.80	208.43	280.81	-283.80	0.00	#DIV/0!
Retail price	\$/100kg												
Available for Other Uses	tonnes		0	0	0	0	0	-524,184	-388,888	-411,917	-388,888	-187,887	0
Conversion Factor-Frozen													
Beginning Stocks-Frozen	tonnes			0	0	0	0	0	0	0	0	0	0
Imports-Frozen	tonnes												
Production-Frozen	tonnes												
Total Supply-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Domestic Use-Frozen	tonnes												
Exports-Frozen	tonnes												
Ending Stocks-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Export Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Retail price	\$/kg												

Others Strawberries Supply/Use-Market Prices

	Unit	Source	1988-89	1989-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Conversion Factor-Jam													
Beginning Stocks-Jam	tonnes												
Imports-Jam	tonnes												
Production-Jam	tonnes												
Total Supply-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	
Domestic Use-Jam													
Exports-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	
Ending Stocks-Jam	tonnes												
Import value \$1000	US\$1,000												
Export value \$1000	US\$1,000												
Import Price	\$/kg		\$/DIV/01										
Export Price	\$/kg		\$/DIV/01										
Retail price	\$/kg												
Per Capita Consumption													
Fresh	Kg per person		-0.01	-0.01	0.46	0.46	0.46	0.27	0.25	0.25	0.23	-0.10	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	Kg per person		-0.01	-0.01	0.46	0.46	0.46	0.27	0.25	0.25	0.23	-0.10	0.00
Population	millions		4,311,216	4,364,606	4,478,628	4,582,803	4,680,697	4,738,791	4,827,287	4,910,800	4,997,201	5,083,747	5,169,552
Exports % production													
Fresh	percent		0.0%	0.0%	13.3%	14.4%	16.0%	5.3%	6.5%	4.6%	3.1%	44.0%	\$/DIV/01
Frozen	percent		\$/DIV/01										
Jam	percent		\$/DIV/01										

Table: Strawberry 15

11-2-11

Importer Summary Strawberries Supply/Use Market Prices

	Unit	Source	1988-89	1989-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Area (Ha)	hectare		-1,880	-1,880	217,873	207,802	188,828	188,341	188,088	108,108	104,888	-82,723	0
Yield (Kg/Ha)	Mt/hectare		28827	17814	10804	12087	13128	8148	8812	8082	8828	11823	SDM/VI
Production (MT)	tonnes		-43,083	-28,827	888888	888888	888888	888,302	1,027,288	884,888	808,874	-878,000	0
Prices													
Farm price (all)	ECU/100Kg												
Fresh use price	ECU/100Kg												
Processed use price	ECU/100Kg												
Conversion Factor-Fresh													
Beginning Stocks	tonnes		0	0	0	0	0	0	0	0	0	0	0
Production-Fresh	tonnes		-43,083	-28,827	888888	888888	888888	1,488,488	1,423,281	1,378,888	1,304,188	-788,448	0
Imports-Fresh	tonnes		0	0	288,888	288,878	378,848	307,848	287,348	222,883	318,883	-88,800	0
Total Supply-Fresh	tonnes		-43,083	-28,827	888888	888888	888888	1,801,448	1,710,821	1,888,488	1,823,782	-888,348	0
Domestic Use-Fresh													
Exports-Fresh	tonnes		-43,083	-28,827	888888	888888	888888	1,722,287	1,821,033	1,841,228	1,888,330	-888,887	0
Ending Stocks-Fresh	tonnes		0	0	388,888	344,788	881,878	82,182	88,218	70,128	81,878	-347,840	0
Import value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0	0
Export value \$1000	US\$1,000		0	0	788,348	488,878	888,888	810,888	884,212	888,178	-28,488	0	0
Wholesale market	\$/100kg		0	0	718,808	173,288	188,888	188,888	210,881	188,882	-87,288	0	0
Import Price	\$/100kg		SDM/VI	SDM/VI	288.31	188.43	188.71	188.38	208.80	184.38	-8.91	0.00	SDM/VI
Export Price	\$/100kg		SDM/VI	SDM/VI	238.42	80.28	47.88	222.17	221.88	278.18	-187.80	0.00	SDM/VI
Retail price	\$/100kg												
Available for Other Uses	tonnes		0	0	0	0	0	-824,184	-388,888	-411,917	-388,888	-187,887	0
Conversion Factor-Frozen													
Beginning Stocks-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Imports-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Production-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Total Supply-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Domestic Use-Frozen													
Exports-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Ending Stocks-Frozen	tonnes		0	0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0	0
Export value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0	0
Import Price	\$/kg		SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI
Export Price	\$/kg		SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI	SDM/VI
Retail price	\$/kg												
Conversion Factor-Jam													
Beginning Stocks-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	0
Imports-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	0
Production-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	0
Total Supply-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	0

Importer Summary Strawberries Supply/Use-Market Prices

	Unit	Source	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98		
Domestic Use-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	0
Exports-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	0
Ending Stocks-Jam	tonnes		0	0	0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0	0
Export value \$1000	US\$1,000		0	0	0	0	0	0	0	0	0	0	0
Import Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Export Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Retail price	\$/kg												
Per Capita Consumption	Kg per person												
Fresh	Kg per person		-0.01	-0.01	0.80	0.82	0.82	0.26	0.32	0.32	0.30	-0.08	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	Kg per person		-0.01	-0.01	0.80	0.82	0.82	0.26	0.32	0.32	0.30	-0.08	0.00
Population	millions		8888888	8888888	8888888	8888888	8888888	4,843,808	5,032,888	5,117,888	5,305,222	5,282,828	5,378,388
exports % production	percent												
Fresh	percent		0.00	0.00	0.13	0.14	0.15	0.05	0.07	0.05	0.04	0.44	#DIV/0!
Frozen	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Jam	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Table: Strawberry 18

Equals sum of Germany, France, United Kingdom, Austria, and Others

1998-11

World Strawberries Supply/Use-Market Prices

	Unit	Source	1999-00	1999-01	1999-02	1999-03	1999-04	1999-05	1999-06	1999-07	1999-08
Area (Ha)	hectare				219,980	208,908	188,688	208,612	204,888	201,884	203,387
Yield (Kg/ha)	kg/hectare		SD/V/OI	SD/V/OI	10848	12114	13154	12848	13018	13148	12788
Production (MT)	tonnes				2,382,208	2,538,088	2,574,070	2,714,284	2,688,788	2,680,701	2,600,714
Prices											
Farm price (all)	ECU/100Kg										
Fresh use price	ECU/100Kg										
Processed use price	ECU/100Kg										
Conversion Factor-Fresh											
Beginning Stocks	tonnes			0	0	0	0	0	0	0	0
Production-Fresh	tonnes				2,382,208	2,538,088	2,574,070	2,714,284	2,688,788	2,680,701	2,600,714
Imports-Fresh	tonnes				288,888	288,878	378,848	388,844	377,148	402,128	402,128
Total Supply-Fresh	tonnes		0	0	2,691,183	2,834,884	2,980,918	3,112,788	3,043,838	3,082,827	3,002,840
Domestic Use-Fresh	tonnes				2,378,088	2,488,801	2,588,888	2,681,441	2,638,820	2,631,848	2,581,881
Exports-Fresh	tonnes				303,888	344,788	382,348	431,387	404,418	428,878	428,878
Ending Stocks-Fresh	tonnes		0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000				788,848	888,888	747,784	770,888	782,822	748,301	
Export value \$1000	US\$1,000				718,888	881,188	720,881	788,814	788,817	788,888	
Wholesale market	\$/100kg										
Import Price	\$/100kg		SD/V/OI	SD/V/OI	288.31	188.88	188.43	183.38	202.18	184.82	0.00
Export Price	\$/100kg		SD/V/OI	SD/V/OI	228.42	181.77	183.78	184.88	188.88	188.20	0.00
Retail price	\$/100kg		SD/V/OI	SD/V/OI							
Available for Other Uses	tonnes		0	0	0	0	0	0	0	0	0
Conversion Factor-Frozen											
Beginning Stocks-Frozen	tonnes			0	0	0	0	0	0	0	0
Imports-Frozen	tonnes										
Production-Frozen	tonnes										
Total Supply-Frozen	tonnes		0	0	0	0	0	0	0	0	0
Domestic Use-Frozen	tonnes							0	0	0	0
Exports-Frozen	tonnes							0	0	0	0
Ending Stocks-Frozen	tonnes		0	0	0	0	0	0	0	0	0
Import value \$1000	US\$1,000										
Export value \$1000	US\$1,000										
Import Price	\$/kg		SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI
Export Price	\$/kg		SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI
Retail price	\$/kg		SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI	SD/V/OI
Conversion Factor-Jam											
Beginning Stocks-Jam	tonnes										
Imports-Jam	tonnes										
Production-Jam	tonnes										
Total Supply-Jam	tonnes		0	0	0	0	0	0	0	0	0

World Strawberries Supply/Use-Market Prices

	Unit	Source	1988-89	1989-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	
Domestic Use-Jam	tonnes		0	0	0	0	0	0	0	0	0	
Exports-Jam	tonnes											
Ending Stocks-Jam	tonnes											
Import value \$1000	US\$1,000											
Export value \$1000	US\$1,000											
Import Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Export Price	\$/kg		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Retail price	\$/kg											
Per Capita Consumption	Kg per person											
Fresh	Kg per person		0.00	0.00	0.44	0.48	0.48	0.47	0.48	0.48	0.43	0.00
Frozen	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jam	Kg per person		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	Kg per person		0.00	0.00	0.44	0.48	0.48	0.47	0.48	0.48	0.43	0.00
Population	millions		666666	666666	5,384,161	5,477,896	5,573,116	5,668,475	5,764,005	5,859,223	5,948,917	6,042,891
Exports % production	percent											
Fresh	percent		#DIV/0!	#DIV/0!	0.127227	0.138838	0.153423	0.168823	0.181166	0.188918	0.191671	#DIV/0!
Frozen	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Jam	percent		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

Table: Strawberry 17

11-11

CURRENT EVENTS

Prices quoted in Foodnews weekly reports from February 5, 1999 to April 9, 1999

Product	Date	Origin	Description	Price	Unit	US\$/tonne	Market Fundamentals
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ICF Strawberries

Report

01/01/97							
01/02/97							
01/03/97							
01/04/97							
01/05/97							
01/06/97		Turkey		DM2.80	Kg, deliver	1,822	
01/07/97							1,485
01/08/97							
01/09/97	01/09/97	California		US\$0.68	lb, feb pla	1,433	
01/10/97	01/10/97	Chile	Uncalibrated	US\$1480-	Tonne, c&	1,800	
01/11/97							
01/12/97							
01/01/98							
01/02/98							
01/03/98	08/03/98	Mexico	New-season	US\$0.62-	lb, feb Tex	1,289	
01/04/98		California		US\$0.62-	lb, feb pla	1,820	
01/05/98							
01/06/98		Turkey		DM3.80	Kg, deliver	1,802	
01/07/98	01/07/98	Spain	Uncalibrated	PTA176	Kg, ex-ator	1,122	1,438
01/08/98	01/07/98	China		US\$800-9	Tonne, c&	825	
01/09/98							
01/10/98	01/09/98	California		US\$0.62-	lb, feb pla	1,808	
01/11/98	01/10/98	Chile	Calibrated	US\$1800-	Tonne, c&	1,880	
01/12/98	01/11/98	China	Forward prices	US\$820-9	Tonne, c&	875	
01/01/99							
01/02/99							
01/03/99	08/03/99	China	18-22mm	US\$1100	Tonne, c&	1,100	
01/04/99	08/03/99	China	23-30mm	US\$1180	Tonne, c&	1,180	
01/05/99	08/03/99	China	Uncalibrated	US\$800-1	Tonne, c&	880	
01/06/99	08/03/99	Mexico	New-season	US\$0.65-	lb, feb Tex	1,485	
01/07/99							

Major market players:
Spain, Italy, Turkey, Mexico, USA, Chile, Morocco, China
Major markets:
Japan
Spain, largest ICF Strawberry supplier in the EU

Mexico, principal US supplier hit by heavy frosts in January, deliveries to US down 24%

Considerable European interest in frozen Strawberries from China in 1998
Turkish suppliers encouraged to raise prices in line with Poland
Fruit from Spain and Morocco available in larger quantities in June according to EU importers
China suppliers claimed to be sold out by July 1998

Predictions that California crop could be down 25% & reduced Mexican crop
in October - Growers in Chile reported favorable weather for 1998/99 crop -
Forward prices for shipments between April and June 1999 were quoted in Nov 1998

Chinese exporters are beginning to sign contracts with customers - outdoor prod for end of April to mid-June
China trying to meet growing EU demand before this June Poland crop
China to compete with Morocco and Spain - Avail from April
Importers say - necessary to place orders with established suppliers because of quality variations

1,177

Table: Strawberry 10

Table: Strawberry # 11

**Total World Strawberry Consumption
Per Capita**

Kilograms per person

	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98
World	0.44	0.45	0.46	0.47	0.46	0.45	0.43
Egypt	0.52	0.45	0.47	0.52	0.62	0.75	0.83
Germany	1.88	1.77	2.29	2.55	2.51	2.82	2.63
France	2.05	2.13	2.28	2.30	2.05	2.12	2.11
United Kingdom	1.20	1.35	1.17	1.18	1.14	1.08	1.07
Austria	2.58	2.42	3.23	3.01	2.68	4.32	4.29
Italy	0.00	0.00	0.00	1.63	1.48	1.62	1.71
Spain	0.00	0.00	0.00	1.90	1.03	1.31	2.57
Japan	0.00	0.00	0.00	1.85	1.89	1.82	1.79
United States	0.00	0.00	0.00	2.48	2.82	2.88	2.68
Canada	0.00	0.00	0.00	2.69	2.49	2.48	2.37
Mexico	0.00	0.00	0.00	1.12	0.94	0.87	0.82
Chile	0.00	0.00	0.00	0.98	1.04	1.07	0.88
Poland	0.00	0.00	0.00	2.95	4.72	3.89	3.10
Others	0.45	0.46	0.46	0.27	0.25	0.25	0.23

**Total World Strawberry Imports
Major Countries
Metric Tonnes**

	1981-82	1982-83	1983-84	1984-85	1985-86	1986-87	1987-88
World	298,955	298,579	376,848	398,544	377,143	402,128	402,128
Egypt	0						
Germany	86,949	85,200	128,238	140,258	129,935	138,372	138,372
France	50,797	53,013	62,609	63,988	54,208	58,385	58,385
United Kingdom	21,758	19,384	26,485	25,480	26,370	32,112	32,112
Austria	8,037	9,585	13,150	11,294	10,797	20,328	20,328
Italy	0	0	0	14,205	9,679	13,658	16,580
Spain	0	0	0	0	500	650	2,200
Japan	0	0	0	4,780	4,953	4,572	4,884
United States	0	0	0	28,882	30,530	14,479	14,479
Canada	0	0	0	40,308	40,400	41,218	38,880
Mexico	0	0	0	4,610	3,700	4,000	4,880
Chile	0						
Poland	0	0	0	0	141	700	1,880
Others	121,416	129,397	146,388	66,931	65,932	72,876	68,416

**Total World Strawberry Exports
Major Countries
Metric Tonnes**

	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98
World	303,080	344,763	392,348	431,357	404,419	420,979	420,979
Egypt	0	0	999	717	427	600	727
Germany	1,384	1,116	1,811	2,430	2,905	2,717	2,717
France	15,164	12,383	13,577	10,559	12,355	13,559	13,559
United Kingdom	375	34	69	129	181	349	349
Austria	251	164	660	1,080	530	955	955
Italy	0	0	0	75,044	55,835	55,124	52,000
Spain	0	0	0	174,000	153,500	211,000	221,000
Japan	0	0	0	2	4	5	3
United States	0	0	0	50,518	52,631	52,513	52,513
Canada	0	0	0	68	75	412	50
Mexico	0	0	0	27,000	25,000	16,400	27,500
Chile	0	0	0	33	31	97	8
Poland	0	0	0	21,783	21,700	14,700	15,300
Others	285,906	331,046	375,262	68,004	76,245	52,546	34,296

Total World Strawberry Area
Major Producers
Hectares

	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98
World	219,590	209,509	195,689	209,612	204,688	201,594	203,367
Egypt	1,717	1,607	1,760	1,813	1,705	1,978	2,398
Germany	5,857	6,262	6,613	7,350	8,348	8,528	8,528
France	5,955	5,760	5,737	5,445	5,228	5,200	5,280
United Kingdom	5,281	5,229	5,250	5,200	4,500	4,300	4,380
Austria	1,088	1,088	1,088	1,248	1,248	1,489	1,489
Italy	0	0	0	0	0	5,332	5,070
Spain	0	0	0	0	0	7,700	8,160
Japan	0						
United States	0	0	0	19,558	19,412	18,085	18,081
Canada	0	0	0	0	0	5,370	5,032
Mexico	0	0	0	0	0	6,128	6,080
Chile	0	0	0	0	700	700	750
Poland	0	0	0	0	0	50,200	53,880
Others	199,732	189,563	175,261	188,998	163,747	86,578	85,471

APPENDIX C:

MarketPulse - Egypt

Example Tables -

World Macro-Economic Indicators

APPENDIX ___

World Macro-Economic Indicators

Key indicators of macroeconomic variables are presented for countries that are potential target markets for Egyptian food products or competitors in international markets. Data for eight countries have been included initially.

France	Germany
United Kingdom	Netherlands
Canada	Mexico
Chile	Japan.

Other countries will be added.

Macroeconomic indicators for each country are arrayed as follows:

Real GDP (Billion '87 LC)
Percent Change

Consumer Price Index
(1987=100)
Percent Change

Population (000)
Percent Change

Official exchange rate
(Local Currency per US\$,
period average)

For each variable, annual observations from 1990 through 2000 are included. Generally, 1997 and 1998 data are preliminary or estimated. 1999 and 2000 data are forecasts provided by Sparks Companies, Inc. World Bank data are generally used for estimates.

Exporters and Importers:

Detailed supply and utilization data are presented for key producing and exporting nations. As an example, data describing output from the following countries and a summary tabulation are presented in the "Strawberry" section of MPS:

Italy	Spain
Poland	Canada
Mexico	Chile
USA	
Summary, Producing Nations	

Similarly, data are provided for key importing countries and a summary:

Germany	France
United Kingdom	Austria
Other importers	
Summary, Importing Nations	

Example:

As an example, data provided for each strawberry producing/importing nation would be as follows:

Area (Ha)
Yield (Kg/ha)
Production (MT)
Prices
Farm price (all)
Fresh use price
Processed use price

Conversion Factor-Fresh
Beginning Stocks
Production-Fresh-
Imports-Fresh
Total Supply-Fresh

Domestic Use-Fresh
Exports- Fresh
Ending Stocks-Fresh
Import value \$1000
Export value \$1000
Wholesale market
Import Price
Export Price
Retail price

Available for Other Uses

Conversion Factor-
Frozen
Beginning Stocks-Frozen
Imports-Frozen
Production-Frozen
Total Supply-Frozen

Domestic Use-Frozen
Exports-Frozen
Ending Stocks-Frozen

Import value \$1000
Export value \$1000
Import Price
Export Price
Retail price

Conversion Factor-Jam
Beginning Stocks-Jam
Imports-Jam
Production-Jam
Total Supply-Jam

Domestic Use-Jam
Exports-Jam
Ending Stocks-Jam
Import value \$1000
Export value \$1000
Import Price
Export Price
Retail price

Per Capita Consumption
Fresh
Frozen
Jam
Total
Population

exports % production
Fresh
Frozen
Jam

Table: Strawberry 14

World Macro Economic Indicators

Egypt: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Real GDP (Billion '87 LC)	318	314	320	313	310	322	334	330	362	361	370
% Change	-1.5	-1.4	1.8	-1.9	-1.1	3.9	3.6	1.3	3.8	2.5	2.5
Consumer Price Index (1987=100)	135	170	224	270	348	400	500	592	648	713	791
% Change	18.6	25.9	31.7	20.8	29.0	32.2	21.5	5.7	9.5	10.0	11.0
Population (000)	60106	67512	68723	69029	61150	62374	63599	64824	66050	67274	68495
% Change	2.9	2.5	2.1	2.1	2.0	2.0	2.0	1.9	1.9	1.9	1.5
Official exchange rate (LC per US\$, period average)	1.55	3.14	3.32	3.35	3.39	3.39	3.39	3.42	3.42	3.42	3.42

United Kingdom: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996
Real GDP (Billion '87 LC)							
% Change							
Consumer Price Index (1987=100)							
% Change							
Population (000)							
% Change							
Official exchange rate (LC per US\$, period average)							

Germany: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996
Real GDP (Billion '87 LC)							
% Change							
Consumer Price Index (1987=100)							
% Change							
Population (000)							
% Change							
Official exchange rate (LC per US\$, period average)							

World Macro Economic Indicators

Netherlands: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Real GDP (Billion '87 LC)											
% Change											
Consumer Price Index (1987=100)											
% Change											
Population (000)											
% Change											
Official exchange rate (LC per US\$, period average)											

France: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Real GDP (Billion '87 LC)											
% Change											
Consumer Price Index (1987=100)											
% Change											
Population (000)											
% Change											
Official exchange rate (LC per US\$, period average)											

United States: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Real GDP (Billion '87 LC)	4902	4851	4985	5107	5298	5424	5554	5771	5957	6066	6238
% Change	1.1	-1.0	2.8	2.5	3.7	2.4	2.4	3.9	3.4	2.0	2.5
Consumer Price Index (1987=100)	116	120	123	127	130	134	138	141	143	147	150
% Change	5.4	4.2	3.0	3.0	2.8	2.8	2.9	2.3	1.8	2.3	2.4
Population (000)	249.9	252.6	255.4	258.1	260.7	263.2	265.6	268.0	270.3	272.6	274.9
% Change	1.04	1.08	1.10	1.07	0.99	0.95	0.91	0.90	0.88	0.85	0.85
Official exchange rate (LC per US\$, period average)	1.0	1.0	1.0	1.0	1.0	0.9	1.0	1.1	1.1	1.2	1.1
% Change	-4.8	-1.8	-1.4	3.2	-4.2	-3.0	4.9	7.9	6.5	2.7	-2.8

World Macro Economic Indicators

Canada: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Real GDP (Billion '87 LC)	685.79	675.14	679.81	692.86	617.09	631.33	640.80	664.51	686.44	699.48	718.97
% Change	-0.28	-1.82	0.81	2.27	4.07	2.31	1.90	3.70	3.30	1.90	2.50
Consumer Price Index (1987=100)	114	121	123	128	128	128	130	132	133	135	138
% Change	4.8	5.8	1.6	1.8	0.2	2.2	1.6	1.4	1.2	1.6	1.8
Population (000)	27.8	28.1	28.5	28.9	29.3	29.6	30.0	30.3	30.7	31.0	31.3
% Change	1.80	1.18	1.44	1.39	1.18	1.22	1.28	1.15	1.11	1.08	1.04
Official exchange rate (LC per US\$, period average)	114.42	120.85	122.87	124.83	125.16	127.87	129.87	131.88	133.27	135.40	137.83
	4.75	5.82	1.51	1.84	0.19	2.17	1.55	1.40	1.20	1.80	1.80

Mexico: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Real GDP (Billion '87 LC)	215.18	223.80	231.81	235.83	248.12	230.85	244.39	281.48	273.82	283.10	293.00
% Change	5.37	4.02	3.82	1.89	4.38	-8.21	5.87	7.00	4.80	3.80	3.50
Consumer Price Index (1987=100)	325.51	369.28	401.20	508.17	541.43	730.83	982.21	1,184.54	1,397.78	1,607.42	1,848.53
% Change	25.85	22.85	15.51	9.75	6.97	35.00	34.38	20.80	18.00	15.00	15.00
Population (000)	84.7	85.4	86.1	86.8	87.6	88.3	89.1	89.8	90.6	91.3	92.0
% Change	2.02	1.88	1.97	1.85	1.92	1.89	1.88	1.84	1.80	1.77	1.73
Official exchange rate (LC per US\$, period average)	2.81	3.02	3.09	3.12	3.38	6.42	7.90	7.91	9.00	10.00	11.00
	14.27	7.32	2.69	0.87	8.33	80.20	18.38	4.15	13.71	11.11	10.00

Chile: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Real GDP (Billion '87 LC)	5,829	5,930	6,961	6,982	7,287	7,908	8,475	9,035	9,488	9,847	10,221
% Change	3.25	7.24	10.89	6.24	4.22	6.80	7.20	6.80	4.80	4.00	3.80
Consumer Price Index (1987=100)	189.17	208.02	237.80	288.07	298.74	323.33	347.13	388.65	388.93	408.54	429.20
% Change	28.04	21.75	15.43	12.73	11.44	8.23	7.38	6.20	5.80	5.30	4.80
Population (000)	13.1	13.3	13.6	13.8	14.0	14.2	14.3	14.5	14.7	14.8	15.0
% Change	1.70	1.88	1.84	1.84	1.44	1.35	1.28	1.22	1.18	1.11	1.05
Official exchange rate (LC per US\$, period average)	304.80	348.22	382.88	404.17	420.18	388.77	412.27	418.15	489.00	485.00	470.00
	14.22	14.83	3.89	11.47	3.88	-8.57	3.91	1.87	8.61	1.31	1.08

World Macro Economic Indicators

Japan: Macro Economic Indicators, 1990-2000

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Real GDP (Billion '87 LC)	409.89	426.37	429.59	430.89	433.33	439.38	455.20	458.84	447.37	448.16	458.14
% Change	5.13	3.83	0.89	0.25	0.62	1.40	3.60	0.80	-2.50	0.40	2.00
Consumer Price Index (1987=100)	108.12	108.89	111.48	112.89	113.67	113.57	113.72	115.95	115.65	115.08	115.08
% Change	3.08	3.27	1.73	1.28	0.70	-0.09	0.13	1.70	0.00	-0.50	0.00
Population (000)	123.5	124.0	124.4	124.7	125.0	126.2	126.5	126.7	126.9	126.2	126.4
% Change	0.35	0.34	0.33	0.28	0.23	0.19	0.18	0.19	0.19	0.20	0.20
Official exchange rate (LC per US\$, period average)	144.79	134.71	128.85	111.20	102.21	94.08	108.78	120.97	133.00	140.00	130.00
	4.95	-6.97	-5.98	-12.20	-8.08	-7.97	15.85	11.21	9.95	5.28	-7.14

Source: World Bank & SOI forecast