

**Study of the Market**  
**For Rwandan Passion Fruit**  
**In Europe**

By

Dr Peter Jaeger

On behalf of

Chemonics

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## **SUMMARY**

1. The European market for passion fruit is small but growing gradually. It is estimated at 2,000 to 2,500 tonnes. Recent increases in supply have put pressure on prices.
2. The major importers are the Netherlands, the UK, France and Belgium
3. Switzerland does not import significant quantities of passion fruit
4. The major suppliers are Zimbabwe, Kenya and Colombia.
5. New suppliers include South Africa, Zambia and Israel.
6. The size of the market, the increasingly competitive prices and the relatively high cost of airfreight from Rwanda limit opportunities. Nevertheless, the Rwanda could be seen as a useful alternative to Kenya or Zimbabwe.
7. Unit import values suggest a C&F budget value of \$2.5-2.75/kg. Trade sources believe the lower end would be competitive but quality must match the Zimbabwean standard.
8. The European summer months may not be remunerative times to export.

## I INTRODUCTION

This study has been prepared at the request of the ADAR Agribusiness Centre in Rwanda. It is one of a set of studies prepared to provide an understanding of the potential market in Europe for possible export crops. Each study is written as a separate document designed to provide an overview of the market, the opportunities and the potential trading partners. There should be enough information for a potential exporter to assess the viability of entering the market with guidance on the sustainability of the demand.

The studies are not comprehensive and exporters will need to initiate discussion with importers for more detailed information, but the relevant issues are raised here. It is essential that any exporter should make full enquiries regarding potential partners before entering into a commitment to trade. No recommendation to trade is intended with this study.

The markets covered by this study are the 15 members of the European Union and Switzerland. As a regional unit, the EU is the largest market in the world for imported fresh produce, with an import trade in excess of 6.5bn ECU. The notion of a single EU market may apply to the regulatory structure but the national and regional markets remain diverse in demand and consumer behaviour.

Despite the attractions of size and diversity, the EU market is becoming increasingly difficult for the fresh produce exporter:

- The food market is largely saturated and all products compete for a share. Exporters must look for competitive advantage wherever possible
- The distribution and retail arrangements have changed dramatically over the last 15 years with much greater linkage between the supplier and the consumer. Suppliers are expected to react rapidly to consumer tastes and demands.
- The entry barriers are higher with greater performance expectations from fewer more powerful buyers and trimmed margins that require high volume turnover for profit
- The regulatory environment has changed with a reduction in customs tariffs but an expansion in other regulatory issues of standards, labelling, pesticides, additives, packaging, hygiene and so on.

The scale and speed of change in the fresh produce distribution of northern Europe has been exceptional, and the supermarkets and hypermarkets now control 70% of the grocery retail trade. In the UK, supermarkets handle over 80% of fresh produce sales. It has been suggested that as the consolidation of the trade continues, by 2005 five large chains will control 40% of the EU market. The exporter must be aim to supply into this system and be able to manage their demands although the initial entry to the market will be through other traditional channels. The exporter can no longer rely on placing product into wholesale markets on a consignment basis as a long term strategy.

Retailers respond to key drivers in the food market and the range of products and the marketing reflect their perception of their customers concerns. Drivers such as:

- convenience - the rise of snacking with less emphasis on meal preparation
- safety – for example absence of pesticide residue

- health – perhaps in fresh produce or fruit juices
- novelty/ethnic – such as exotic fruits
- environmental issues – the rise of the organic sector
- ethical issues – the concept of fair trade
- all year round availability – customers buying product out of season.

Drivers such as these open up the opportunities to the responsive supplier.

While import volumes have been quite stable overall, individual items have made substantial progress, as has the value of the trade. In particular, items such as exotic fruits including mango and papaya have shown excellent growth rates, and in part this has increased the value of the trade. Other gains are seen in the value-added products such as the prepared vegetable and fruits, responding to the consumer search for convenience.

The rise of the organic sector is probably the best known development in the market, and in a time of price cutting the most surprising. Consumers have shown a willingness to pay a premium for food prepared under certified organic conditions. Growth rates in this sector have been impressive, but from an insignificant start. The current status of the organic sector varies between countries and between food sectors too and without detailed statistics it is difficult to assess the true scale. In general, however, organic sales account for less than 5% in most products and exporters aiming for niche markets such as passion fruit should keep this in perspective. A niche of a niche can easily be oversupplied.

## II MARKET OVERVIEW

### Outline

There are at least ten species of the genus *Passiflora* that are cultivated in the tropics and sub-tropics for their fruits. However, the international trade is dominated by one species alone, *P.edulis*. The species is generally known as the passion fruit, and it is used either as a fresh fruit snack eaten out of hand or as a culinary ingredient, or it is processed for juice. The passion fruit of the fresh fruit trade has a small purple fruit containing seeds in a juicy fragrant pulp while the yellow form, or yellow granadilla, of the species (*P.edulis f.flavicarpa*) is used for juice processing.

The two forms differ in a number of aspects:

- Climatic preference - the purple skinned types grow successfully in sub-tropical or high elevation cool topics, whereas the yellow form is cultivated in the tropical lowlands
- Vigour – the yellow form is more vigorous
- Fruit size – the yellow form is larger with fruits from 6-8cm in diameter and about 70g in weight, whereas the purple skinned fruits are usually 3.5-7cm in diameter and about 35g in weight.
- Juice – the yellow form is more acid
- Yield – yields of purple passion fruit are around 5-10 tonnes per hectare whereas the yellow-fruited forms will yield up to 30 tonnes or more.
- Shelf-life – purple skinned fruit can be held for 4-5 weeks, whereas yellow passion fruit can only be stored for 1 week.

The purple skinned fruit dominate the demand for passion fruit in Europe and the yellow skinned form of the fruit is little known in the fresh produce trade. However, the development of hybrids between the two forms by breeders for disease resistance is lessening the distinction. Potential producers should investigate the availability of different cultivars and their suitability both for production in Rwanda and for the European market.

Of the other species of *Passiflora* cultivated for their fruits, most do not appear in international trade, with the exception of some interest in ethnic markets in the sweet granadilla (*P.ligularis*) from highland South America.

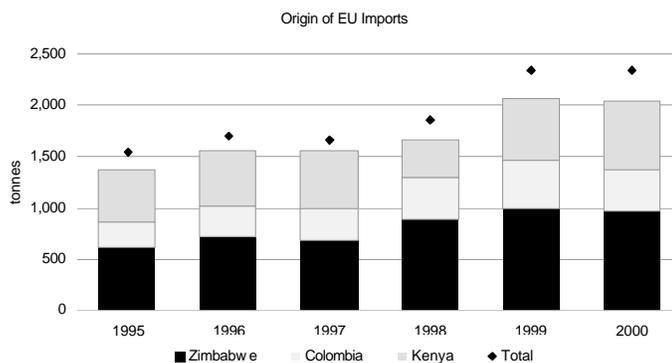
### Supply and Demand

Total global supply of *P.edulis* is estimated at 640,000 tonnes. Over 95% of output is the yellow granadilla for juicing, and production of the purple fruited form for the fresh produce trade is relatively small and specialised. The principal producers of the purple passion fruit are Africa, Australia and Colombia

Trade statistics for the European Union group passion fruit together with pitahaya and carambola. Some separation of the data on the basis of origin is possible, since carambola are almost exclusively derived from South East Asia, whereas passion fruit are principally imported from Africa. The picture from South America is less clear, with Colombia and others exporting both pitahaya and passion fruit, but it is estimated that the EU imports over 2,000 tonnes of passion fruit per year with a value of some 6.6mn ECU.

Figure 1 shows the imports of passion fruit as extracted from the data of the eight major suppliers. Some new suppliers are beginning to export, particularly from South America, but the grouping of the data for passion fruit with pitahaya obscures these origins.

**Figure 1 Origin of Passion Fruit Imports to the EU**



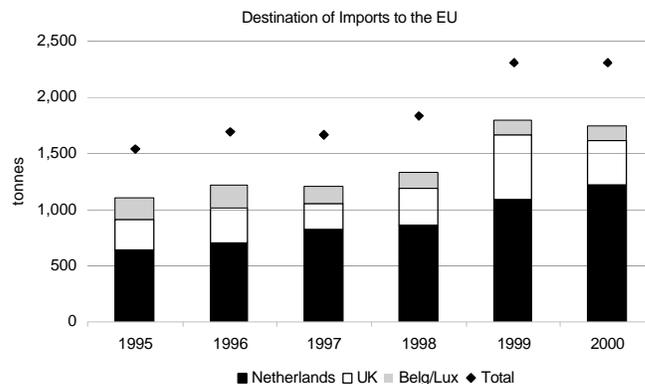
Source: EUROSTAT

Three origins dominate the supply of passion fruit to the EU, namely Zimbabwe, Kenya and Colombia. Note that the figures for Colombia are inflated by the inclusion of pitahaya (perhaps 25% of exports). Other less important suppliers include South Africa and Zambia. Burundi was a significant supplier to Europe up to the mid 1990s. Exports are increasing again and sendings from Burundi to Europe reached 16 tonnes in 2000 from zero in 1997. One new supplier not included in the data is Israel.

Figure 1 shows a relatively slow expansion of the European market with a significant step up in supplies between 1998 and 1999. Imports in 1990 were just below 1,000 tonnes.

Figure 2 shows the major destinations of passion fruit. These data are less reliable since re-exporting is not properly recorded and it is not possible to show how much passion fruit is consumed within the import market and how much is re-exported. Thus the Netherlands is the major importer but not the largest consumer.

**Figure 2 Destination of EU Imports of Passion Fruit**



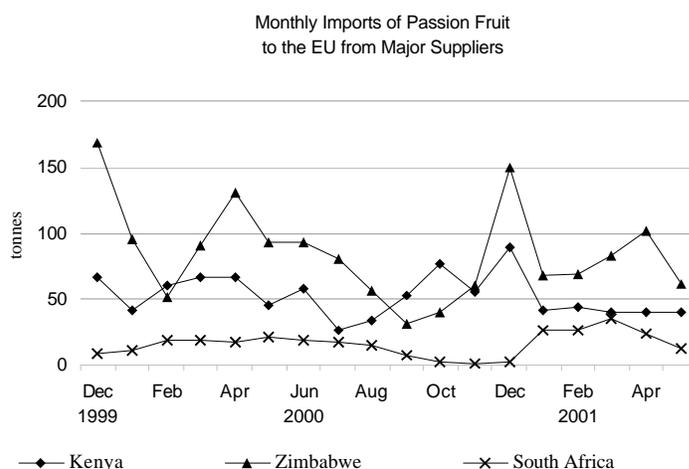
Source: EUROSTAT

The UK is the largest consumer of passion fruit in the EU. Imports to the Netherlands and Belgium, both important hubs in the fruit and vegetable distribution, are largely re-exported across northern Europe. The principal destinations for imports from Zimbabwe, Kenya and Burundi are the Netherlands, UK, France and Belgium.

Switzerland imports some passion fruit. Total tropical fruit imports in 2000 reach 1,450 tonnes of which an estimated 50 –100 tonnes were passion fruit.

Figure 3 shows the seasonal imports of passion fruit to the EU, derived from the imports from the major suppliers:

**Figure 3 Monthly Imports of Passion Fruit to the EU**



Source: EUROSTAT

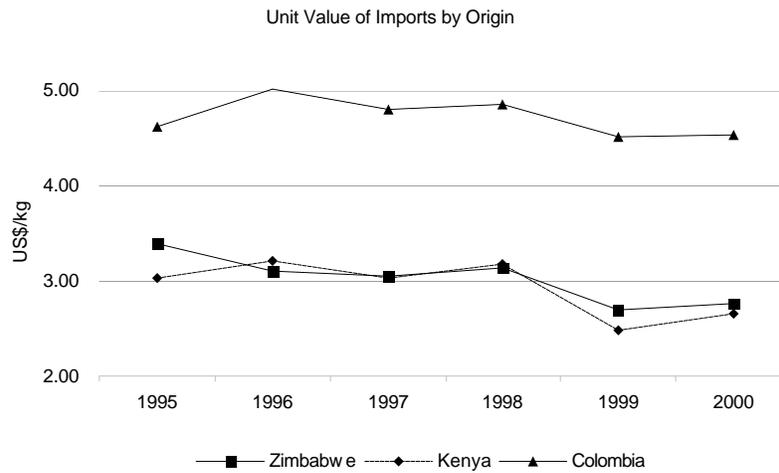
Passion fruit are supplied to the EU through out the year. Imports peak in December, for the Christmas season, and in March / April for Easter. Imports are lowest during the summer months when there are plentiful supplies of low priced of other European fruits.

### Prices

Wholesale market prices are recorded and published, for example by the International Trade Center ([www.intracen.org](http://www.intracen.org)), and these are useful for monitoring current activity. However, the wholesale market prices only provide a snapshot of activity on one day without recording the volume traded: a temporary shortage or surplus can have a significant impact on prices. Further, with the rise of the supermarkets the relevance of the wholesale markets has diminished, and less product is traded on consignment basis through the markets of northern Europe than between importers, distributors and retailers.

Figure 4 overleaf shows the unit import value for passion fruit over the past five years. These values are calculated from customs declarations of consignment weight and value. Clearly there are many potential errors but the data accord relatively well with trade data.

**Figure 4 Import value of Fresh Passion Fruit**

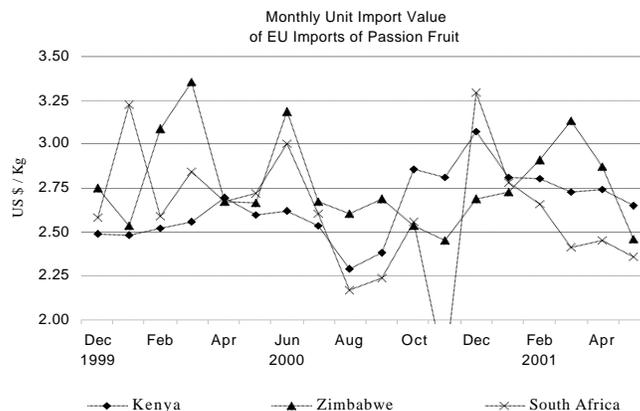


Source: EUROSTAT

Note that:

- Kenyan and Zimbabwean product achieves broadly similar values.
- Colombian grenadilla appear to be significantly more valuable than the African passion fruit. This is false as the data include the high priced pitahaya. Information from the Colombian customs authorities shows that passion fruit exports achieved an average export value (FOB) of \$2.35/kg during 2000. Allowing for freight costs, the Colombian product is more valuable than the African but the premium is not as great as that shown here
- Values appear to have drifted downwards during the late 1990s. Where passion fruit from Zimbabwe and Kenya maintained a level above US \$3.00/kg during the period 1995-1998, 1999-2000 saw annual average prices weaken below US \$2.80/kg. This coincides with the step up in imports between 1998 and 1999, indicating how easily the market is oversupplied.

**Figure 5 Monthly Unit Import Values of Passion Fruit**



Source: EUROSTAT

Figure 5 shows erratic values for all three origins, but generally lower prices during the European summer months and a trading range generally between \$2.50/kg and 3.00/kg.

### **Opportunities**

The market for passion fruit in Europe is small but high priced. Although the imports have been growing throughout the 1990s, passion fruit remains an exotic niche product, and, at current retail prices, it is unlikely that it will ever become a significant item. Consumer understanding of the product is still poor; it is unfortunate that the fruit is at its best when it has begun to shrivel and looks least appealing. In the UK passion fruit retail at about \$0.45 per fruit, a level that discourages either purchasing to try or regular purchasing. Passion fruit remains an irregular purchase except amongst a small sector of aficionados.

To gain entry to the market then, Rwandan exporters must compete directly with existing suppliers. They must provide product that is at least as good in quality and preferably better in price. The opportunities lie in providing an alternative to Zimbabwe and to Kenya. In Zimbabwe output is threatened by the deteriorating political situation and the lack of investment in farms, for example to renew plantings. Meanwhile trade sources continue to report that Kenyan product is unreliable in supply and quality.

Against this opportunity the threat to developing supplies from Rwanda comes from other African suppliers such as Zambia and South Africa where output is increasing. Airfreight rates from Rwanda are relatively high at US\$2/kg compared with an estimated US \$1.57 from South Africa and US \$1.30-1.50 from Zambia. Rwandan exporters will be starting out at a comparative disadvantage in costs at current rates and the negotiation of a more beneficial rate will be critical to the success of a passion fruit export programme.

Passion fruit is a good product and useful both as a snack to eat out of hand and also as an ingredient in the home and in the juice industry. However, the market will only expand if prices can be brought down significantly, for example by the development of sea freighting. Given the shelf life of passion fruit, surface transport should be feasible except that current volumes are too small and the arrival of a single container would flood the market. If sea freighting were to develop, for example from South Africa or Israel, airfreight export would no longer be viable.

In summary, there is an opportunity for passion fruit if costs can be matched with the current suppliers and the high standard of Zimbabwean reliability and quality can be achieved. A budget c&f value between \$2.50 and \$2.75 must be achieved in order to be consistently competitive, and exporters should initially aim for the lower end of this range in order to gain access. Exporters will have to look hard for competitive advantage since their costs are likely to be higher than other suppliers.

### *Organics*

The opportunity for fresh organic passion fruit is very limited. Although there are no statistics available the size of the overall European demand for passion fruit suggests that the requirement for organic fruit would be tiny.

### *Passion Fruit Juice*

The total international market for passion fruit juice is estimated at 12,000 tonnes of concentrate per year. South American producers, namely Brazil, Ecuador, Colombia and Peru, largely supply it and prices are known to be erratic: prices of concentrate rose from \$2,000/tonne in 1993 to \$6,000/tonne in 1995 before falling back again. More recently, prices have exceeded \$8,000/tonne. The volatility is a consequence of the rapid reaction of producers to high prices with a short lead time between planting and harvest. Juice is sold as single strength 15° brix (currently \$1,200/tonne) or 50° brix concentrate (currently \$3,300/tonne). The juice is prepared from the yellow form of passion fruit since these are more productive per hectare even if the juice yield of individual fruits is lower. Juice from the purple form of passion fruit would be considered a different product.

Enquiries among the trade regarding the opportunities for organic passion fruit juice suggest total international demand would be of the order of a few hundred tonnes per year. Currently China is offering organic passion fruit juice.

In summary, there is a demand for juice from the yellow granadilla and within this market there is some requirement for organically produced product. The market is small, but with a yield of 12:1 (ie 12kg fruit:1kg juice) there may be an opportunity for production. Assuming that production, certification, processing and the quality requirements can be satisfied the key questions are the premium required for organic production and whether this market can expand. Passion fruit juice is an expensive commodity.

### III MARKET REQUIREMENTS

There is a very small market for the yellow granadilla in Europe, but at least 95% of demand is for the purple fruited form of passion fruit.

Standard specifications are as follows, but note that with the many different cultivars and hybrids now available, detailed specifications should be established in advance with the intended market. Where the yellow granadilla is required, specifications are broadly the same although sizing, of course, differs.

Varieties:	Cultivars of <i>P.edulis f. edulis</i>
Appearance:	Entirely purple. Fully developed, glossy and ripe.
Size:	40 - 50mm diameter, though a narrower range may be specified with different counts per carton. Min 30g. Max 50g.
Shape & Aspect:	Globose. Preferably round and not ovoid. Light wrinkling is permitted, but should not be excessive, nor distorting the shape. The fruit stalk of 2-4mm may be required or permitted.
Condition:	Free from splits or cracks in the skin. Free from pests and disease. Free from blemishes.
Taste & Texture:	Fruits at least 80% full. Flesh yellow/orange, juicy with brown/black seeds, characteristically aromatic. No taints, off-flavours or fermentation.
Storage:	7-10°C. Susceptible to chilling injury. Note that passion fruit produces much ethylene - beware of mixed loads of produce.
Presentation:	Boxes should contain fruit of uniform size.

## **IV EXPORT PROCESS**

### **Harvesting**

At maturity passion fruit colour from green to purple (or yellow). The fruit should be fully developed at harvest and can finish colouring during storage. The fruit must, however, arrive at the destination market fully coloured but not shrivelled.

The fruit can be allowed to drop and picked off the ground or, preferably, it is harvested from the vine with knives or secateurs. If picked off the ground there is a greater risk of extraneous material (sticks, stone, and other rubbish) and water loss: the fruit must not have begun to shrivel. The ground underneath the vines must be kept clear.

When cutting from the vine it is critical that the fruit is sufficiently mature to colour before import, and it should not be cut before it is full and almost ready to drop. Fruits picked too early will not ripen properly and the pulp may have a woody taint. Fruits should be picked with the up to 30mm stem intact.

Note that despite the tough leathery skin passion fruit are still quite easily damaged. Picked fruit should be collected into lined crates and removed from the field as soon as practicable.

### **Export Grading & Packing**

Good grading will ensure that only the top quality is sent to Europe. Any consignment will only achieve the price of the poorest quality box and the cost of air-freight is too high to risk any reduction in sales price.

Only fully developed and coloured fruit should be selected and there must be no shrivelling of the skin. The fruit should be smooth and spherical or slightly ovoid and free of any damage or mould. Where the importer specifies weight tolerances or counts per box, these must be achieved.

The fruit can be wiped with a damp cloth or washed, cleaned and dried gently. The fruit should be sized with grading rings and sorted on the shipping day to ensure that each fruit is 90% coloured with no damage and a uniform size per carton. Packing, either loose in carton or in bags or punnets.

### **Packaging Requirements**

Passion fruit are usually packed in cardboard outers to a net weight of 2kg with 48 fruits per carton. Sheets of paper should separate layers of fruit.

Where fruit weight is specified, the number of fruit per carton may reduce. The importer, particularly in the UK and Germany, may require the passion fruit packed in clear plastic lidded punnets or micro-perforated bags, with four fruits to a pack, or even individually wrapped. French importers only require loose packed passion fruit.

The larger yellow granadillas are packed in 3.5kg trays.

All cartons should be legibly and indelibly marked with:-

- The packer/dispatcher by name and address or mark.
- Nature of the produce.

- Origin of the produce.
- Specifications of class, size, quantity.

Other useful information might include:-

- This side up symbol.
- Fragile symbol.
- Temperature symbol with an indication of the temperature range.
- Net weight.
- Date of packing.
- Tare.
- Name and address of grower.

### **Storage & Transportation**

Passion fruit continue to ripen after harvest and should preferably be stored at reduced temperatures. Ripening passion fruit can be stored for 3-5 weeks at 7-10°C in 90-95% relative humidity. Fully ripe passion fruit can be held for up to one week at 5-7 °C. Chilling damage occurs below 5 °C.

Passion fruit are very high producers of ethylene, and it is imperative that they are not stored or transported with any produce that is sensitive to ethylene.

Passion fruit are sent to Europe by air as the shelf life is too short for sea-freighting.

## V ACCESS TO MARKET

### **Import Documentation**

Consignments of passion fruit should be accompanied by the following:

- Commercial invoice
- Phytosanitary certificate

The information to be included on the commercial invoice and the need for any other documentation should be agreed with the importer in advance. Note that any hold – up to the process of releasing the passion fruit on import will reduce the shelf life.

### **Relevant Legislation**

#### *Import Duty*

Passion fruit enter the EU free of duty under the tariff code 0810.90-40 (10).

#### *Quality standards*

There are no EC standards set for the import of passion fruit. There is only a minimum requirement that they should be:

- Intact
- Fresh
- Clean
- Sound
- Free from injury, disease or pests

#### *Pesticides*

One of the key drivers in the European food market has been an increasing concern amongst consumers for health and healthy products. Fresh produce benefits from this interest in health, but there is increasing anxiety about the use of pesticides both in environmental impact and in food safety, as seen in the growth of the organic sector. The European commission addresses the issues of food safety with lists of banned chemicals and also through regulations on maximum residue levels (MRLs).

It is critical that the producer and exporter fully understand the regulations. These should be discussed with the importer and followed. Accurate record keeping of all pesticide applications is essential and producers should follow an accepted Code of Practice.

The regulations on MRLs are changing as the EC attempts to harmonise the levels set in different member states. The consequences of these changes for exporters of tropical fruits are serious: unless MRLs have been established for a crop/pesticide combination, the MRL is set at zero. This effectively prevents the use of that pesticide in case any traces are detected on arrival in Europe. The liaison group for

EU and ACP horticulture is addressing the question and details can be found on [www.coleacp.org](http://www.coleacp.org).

#### *Environmental and Social Issues*

There are a number of schemes that aim to reduce the impact of agriculture and horticulture on the environment. As noted in Section III here, the EUREP GAP (for Good Agricultural Practice) protocol, instigated by a collection of European retailers, is set to become important and suppliers should seek advice on how to comply. Details of the members, their meetings and the protocol can be found on [www.eurep.org](http://www.eurep.org).

#### *Phytosanitary Issues*

Council Directive 2000/29/EC regulates the import of fresh fruit and vegetables from outside the European Union in order to control the spread of damaging pests and diseases. Under this legislation a phytosanitary certificate is required for consignments of a number of species, including passion fruit.

See [http://www.europa.eu.int/eur-lex/en/lif/dat/2000/en\\_300L0029.html](http://www.europa.eu.int/eur-lex/en/lif/dat/2000/en_300L0029.html) for up to date information.

#### **The euro**

The euro was introduced in January 1999 as a single currency for the member states of the European Union. In January 2002 euro bank notes and coins will be introduced and the currencies of the member states in the euro zone will be gradually withdrawn. At present there are 12 members of the eurozone, and only the UK, Denmark and Sweden have not joined.

For the trade in Europe the change is significant: transaction costs will be cheaper, foreign exchange costs will be fixed and most importantly there will be complete price transparency between markets.

The implications for exporters to the EU are far reaching and it is important to be prepared. While the US dollar may still be the chosen currency for international transactions, it is likely that exporters will soon be required to quote in euros as the trade avoids currency risk

Exporters should:

- Be familiar with the euro and its value
- Be able to quote in euros
- Be able to invoice customers in the chosen currency
- Ensure that software for logistics and accounting is capable of handling euros
- Be capable of labelling in euros

## **Selected Import Companies**

### *Belgium (+32)*

Ets Goossens & Fils SA  
44-45 Quai des Usines 112 –154  
1000 Brussels

Tel: (0)2 216 9255  
Fax: (0)2 216 2946

Special Fruit NV  
Wenenstraat 6  
2321 Meer

Tel: (0)3 317 0660  
Fax: (0)3 315 0843  
[special.fruit@g-net.be](mailto:special.fruit@g-net.be)

### *France (+33)*

S A Drevin Exotics  
81 rue d'Angers  
94584 Rungis Cedex

Tel: (0)1 45 60 70 80  
Fax: (0)1 46 86 35 58

### *Germany (+49)*

TROFI Tropenfrucht-Import GmbH  
Lippelstrasse 1  
D-20097 Hamburg

Tel: (0)40 30 70 960  
Fax: (0)40  
[trofihh@aol.com](mailto:trofihh@aol.com)

Internationale Fruchtimport Gesellschaft Weichert & Co  
Bankstrasse 28  
D-20022 Hamburg

Tel: (0)40 329 000  
Fax: (0)40 329 001 99  
[info@interweichert.de](mailto:info@interweichert.de)

### *Netherlands (+31)*

Bud Holland  
PO Box 411  
NL-3140  
AK Maassluis

Tel: (0)174 53 53 53  
Fax: (0)174 51 39 12  
[exotics@bud.nl](mailto:exotics@bud.nl)

BV Exotimex  
PO Box 649  
2600 AP Delft

Tel: (0)15 2511 211  
Fax: (0)15 2511 222  
[www.exotimex.nl](http://www.exotimex.nl)

UK (+44)

Exotic Farm Produce

Studio 6

Bentinck Road

West Drayton

Middlesex UB7 7RQ

Tel: (0)1895 438 000

Fax: (0)1895 458 009

[www.exoticfarm.com](http://www.exoticfarm.com)

Minor Weir & Willis

Pershore Road

Birmingham

B20 2QQ

Tel: (0)121 344 4554

Fax: (0)121 331 4590

[www.mww.co.uk](http://www.mww.co.uk)

Redbridge Produce Marketing

Tolworth Tower

Surbiton

Surrey KT6 7EL

Tel: (0)20 8390 1133

Fax: (0)20 8399 3499

[www.redbridge.uk.com](http://www.redbridge.uk.com)

Saturnalia UK Ltd

1 Pier Road

Feltham

Middlesex TW14 0TW

Tel: (0)20 8935 4000

Fax: (0)20 8935 4001

[enquiries@saturnaliauk.com](mailto:enquiries@saturnaliauk.com)

## ANNEX - Useful Websites

<http://www.hort.purdue.edu/newcrop/morton/Passionfruit.html>

Detailed information on passion fruit production.

<http://postharvest.ucdavis.edu/Produce/ProduceFacts/Fruit/PassionFruit.html>

Post harvest information

<http://www.crfg.org/pubs/ff/passionfruit.html>

Information on cultivars and husbandry.

<http://www.marketag.com/ma/bulletins/ph/passion.stm>

Detailed information on post-harvest handling of passion fruit

<http://www.passionfruitjuice.com>

Passion fruit juice information

<http://www.intracen.org>

Weekly market prices

<http://www.todaymarket.com>

Daily market prices

<http://www.coelacp.org>

EU-ACP liaison on horticultural issues

<http://www.ifoam.de>

Umbrella organisation for the organic agriculture movement

<http://www.organic-europe.net>

Information on organic agriculture by country with good links