Quality is in our nature

Canada

Statistical Overview of the Canadian Fruit Industry
2013

Prepared by:
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Overview

Canada is home to a wide variety of fruits that are grown for commercial use each year. Many of these fruits such as cranberries, blueberries, blackberries, and Saskatoon berries, are native to Canada.

In 2013, the cultivated area of fruit farms remained almost the same as in the previous year. Over the last 5 years, cultivated areas for apples, strawberries, peaches and raspberries have decreased by 15%, 17%, 15% and 17% respectively while cultivated areas for blueberries, cranberries and sweet cherries have increased by 9%, 27% and 9% respectively. Despite these mixed trends, overall, fruit farm cultivated area has shown a steady growth increasing by 3.5% over the last 5 years. With respect to marketed value, apples regained the top position with an estimated farm gate value[1] of $191 million in 2013, ahead of blueberries, grapes and cranberries. Overall, Canada's fruit farm gate value decreased by 6.2% in 2013 compared to the previous year, mainly as a result of decreases in the farm gate values of blueberries, cranberries, and peaches, which were down respectively by 22.3%, 13.5%, and 14.8% from 2012. These losses were most evident in Quebec, Nova Scotia, New Brunswick, and British Columbia. In contrast, the provinces of Ontario, Manitoba and Saskatchewan saw increases in their fruit farm gate values.

Overall, fruit farm cash receipts[2] for Canada decreased by 1.9% from 2012. Fruit farm cash receipts rose in every province except in New Brunswick, British Columbia and Quebec where they decreased by 10.7%, 9.7% and 3.9% respectively between 2012 and 2013. This can be attributed mainly to the sharp decrease in blueberry farm cash receipts which declined by 22.2%. Total Canadian fruit farm cash receipts for 2013 are estimated at $832.8 million, which represents the second highest level they have reached in the last five years.

With respect to trade, value of Canadian exports of fresh fruit decreased by 4.6% in 2013 mainly due to a decrease in the export of strawberries, blueberries and apples by 29.0%, 9.8% and 9.4% respectively. On the other hand, grapes, raspberries and cranberries saw an increase in export value by 41.8%, 39.38% and 4.34% respectively. Blueberries continued to be Canada's largest fruit export in terms of value and volume (62.0% of total value and 44.8% of total volume).

Fruit imports to Canada continued to increase reaching a five-year high of $4.6 billion in terms of value. This is an 8.6% increase from last year. The import value for all of Canada's major imported fruit crops increased in 2013 with grapes, bananas, and strawberries among the top imported fruit crop.

[1] Farm Gate values are expressed as remuneration obtained at the "Farm Gate" and are concerned with gross returns to growers.

[2] Farm Cash Receipts represent the cash income received from the sale of agricultural commodities as well as direct program payments made to support the agricultural sector.

1. Production

1.1. Number of Fruit Farms[1] by Province

Province	2006	2011
	Number of Farms	
Newfoundland and Labrador	77	84
Prince Edward Island	203	225
Nova Scotia	1,206	1,248
New Brunswick	473	504
Quebec	2,013	2,238
Ontario	3,093	2,709
Manitoba	261	216
Saskatchewan	354	287
Alberta	593	532
British Columbia	4,174	4,654
Canada	**12,447**	**12,697**

Source: *Statistics Canada (Census of Agriculture 95-640-X).*
Note:
1. Number of farms includes all farms reported to be growing fruits as a crop, and not exclusively farms in which fruit production represents 50% or more of total farm cash receipts.

1.2. Canadian Fruit Farm Cultivated Area[1] by Commodity

Commodity	2009	2010	2011	2012	2013
	Hectares				
Blueberries[2]	67,175	67,243	70,811	72,657	73,445
Apples	19,929	18,110	17,765	17,154	16,948
Grapes[3]	12,412	11,656	12,098	12,283	12,355
Cranberries	5,461	5,885	6,108	6,489	6,946
Strawberries	4,443	3,852	4,075	4,064	3,694
Peaches	2,928	2,680	2,785	2,758	2,491
Raspberries	2,673	2,689	2,696	2,518	2,218
Cherries, sweet	1,642	1,549	1,599	1,614	1,794
Saskatoon berries	..	..	1,199	1,174	1,024
Cherries, sour	1,261	1,265	1,081	1,064	1,044
Pears	878	800	817	746	707
Plums and prunes	478	466	484	487	439
Nectarines	F	360	365	376	330
Apricots	101	96	101	100	96
Total	**119,381**	**116,651**	**121,984**	**123,484**	**123,531**

Source: *Statistics Canada. (CANSIM Table 001-0009)*

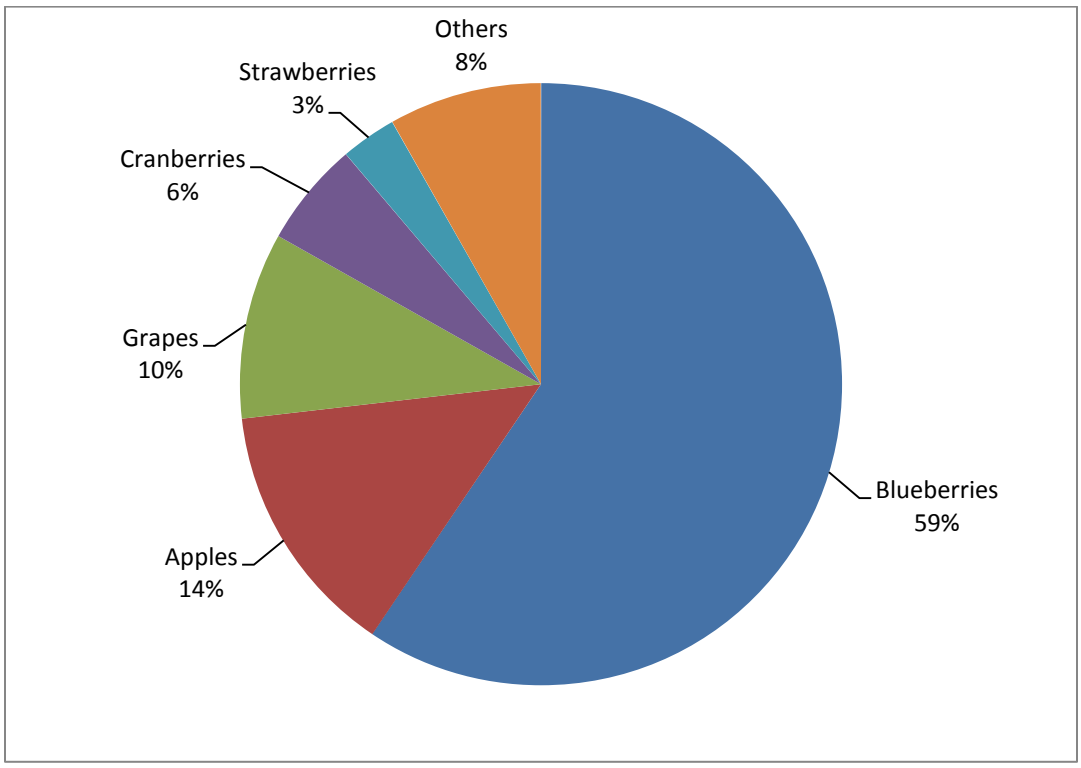
Notes:

1. Cultivated area includes bearing and non-bearing area.
2. Includes low bush blueberries and high bush blueberries.
3. Includes table grapes and wine grapes.

F: Too unreliable to be published.

.. Not available.

1.3. Canadian Fruit Farm Cultivated Area by Commodity – Percent Share, 2013



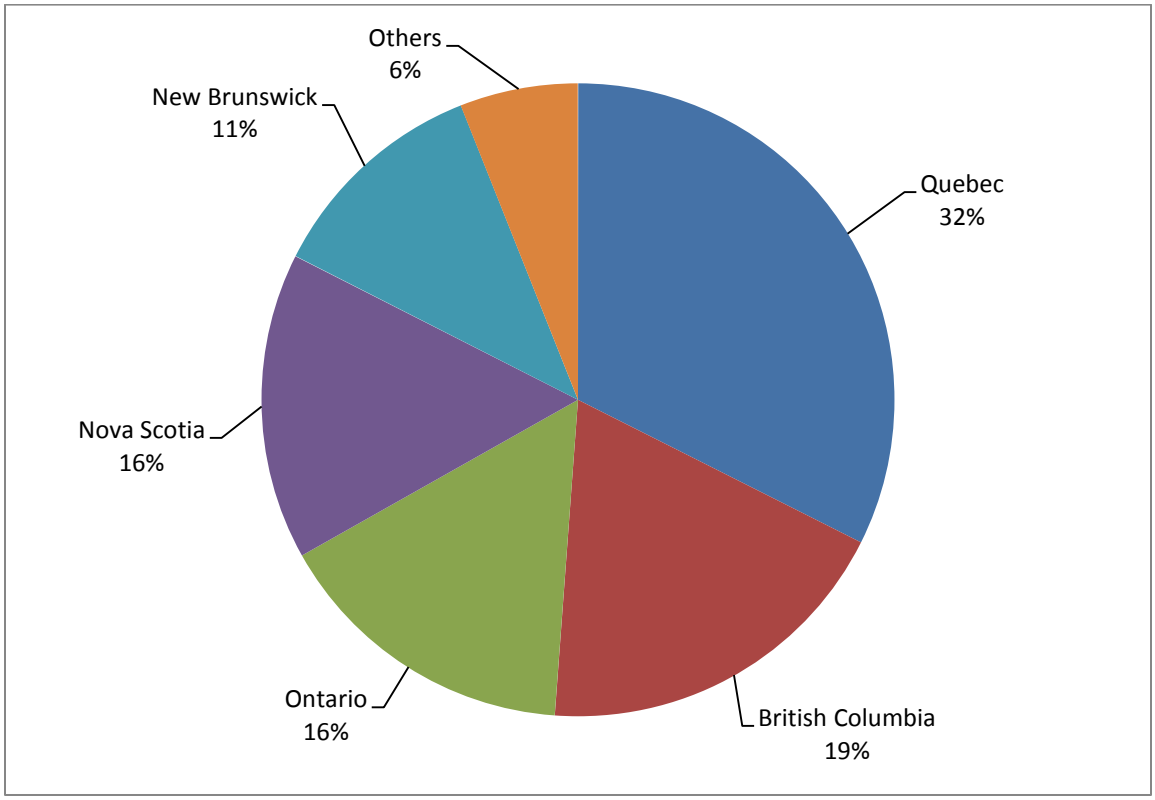
Source: *Statistics Canada. (CANSIM Table 001-0009)*

1.4. Canadian Fruit Farm Cultivated Area[1] by Province

Province	2009	2010	2011	2012	2013
	Hectares				
Newfoundland and Labrador	61	472	486	49	51
Prince Edward Island	4,545	4,888	5,158	5,130	5,128
Nova Scotia	19,058	18,120	20,329	19,725	19,262
New Brunswick	11,589	11,657	12,051	13,697	14,132
Quebec	38,820	39,239	39,325	39,411	39,887
Ontario	22,167	19,859	20,219	20,034	19,263
Manitoba	178	180	274	242	232
Saskatchewan	148	190	484	453	533
Alberta	234	190	861	888	652
British Columbia	21,866	21,756	22,492	23,023	23,064
Canada	**119,381**	**116,651**	**121,984**	**123,484**	**123,531**

Source: *Statistics Canada. (CANSIM Table 001-0009)*
1. Cultivated area includes bearing and non-bearing area.

1.5. Canadian Fruit Farm Cultivated Area by Province – Percent Share, 2013



Source: *Statistics Canada. (CANSIM Table 001-0009)*

1.6. Fruit Farm Gate Value[1] by Province

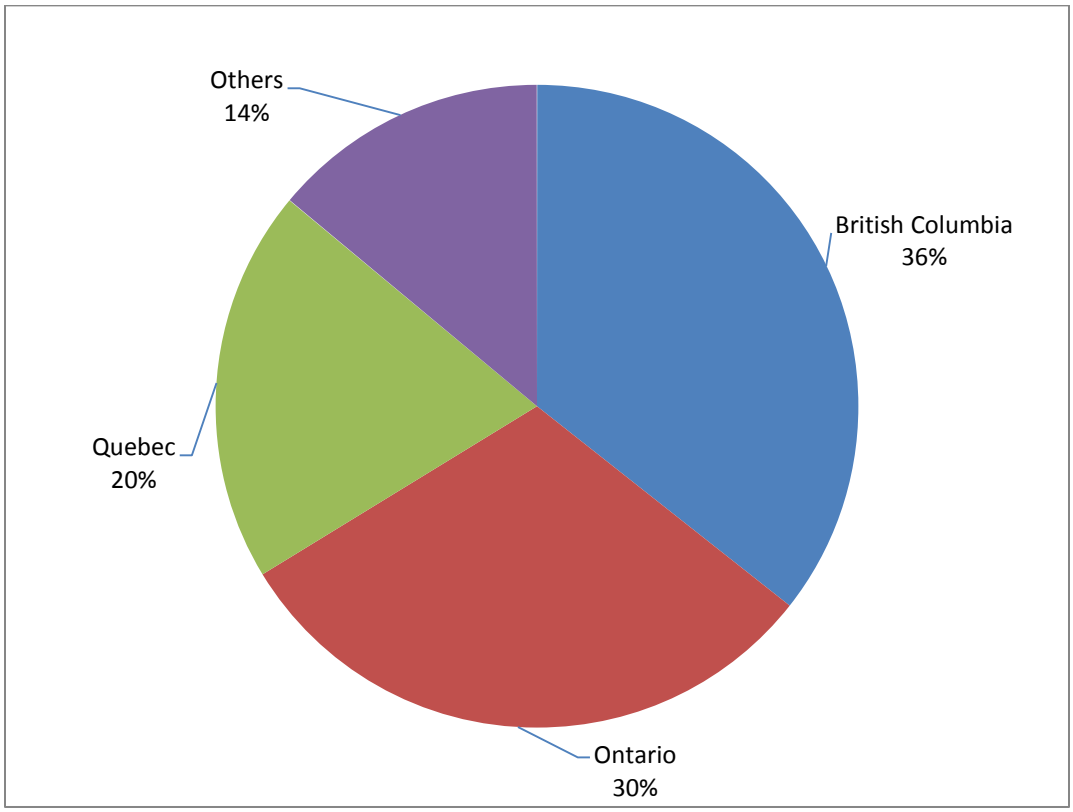
Province	2009	2010	2011	2012	2013
	CAD$ (000)				
Newfoundland and Labrador	N/A	680	667	443	720
Prince Edward Island	4,888	9,672	10,559	8,889	9,728
Nova Scotia	35,687	42,537	45,684	58,722	48,557
New Brunswick	17,373	26,789	31,251	41,064	35,087
Quebec	149,332	115,280	173,172	217,337	163,042
Ontario	214,095	197,388	216,856	195,329	252,287
Manitoba	1,691	1,115	1,499	1,193	1,446
Saskatchewan	231	274	832	771	1,055
Alberta	1,352	724	1,270	1,979	1,918
British Columbia	240,148	262,701	284,620	348,295	293,649
Canada	**666,919**	**660,965**	**767,855**	**876,095**	**821,086**

Source: Statistics Canada. (CANSIM Table 001-0009)

Notes:

1. Farm Gate values are expressed as remuneration obtained at the “Farm Gate” and are concerned with gross returns to growers.
2. N/A: Data not available or too unreliable to be published or suppressed to meet the confidentiality requirements of the *Statistics Act.*
3. The total may not add up due to data unavailability of certain commodities in certain provinces.
4. 2012 figures for Quebec were high mainly due to apples which were higher compared to the other years.

1.7. Fruit Farm Gate Value by Province – Percent Share, 2013



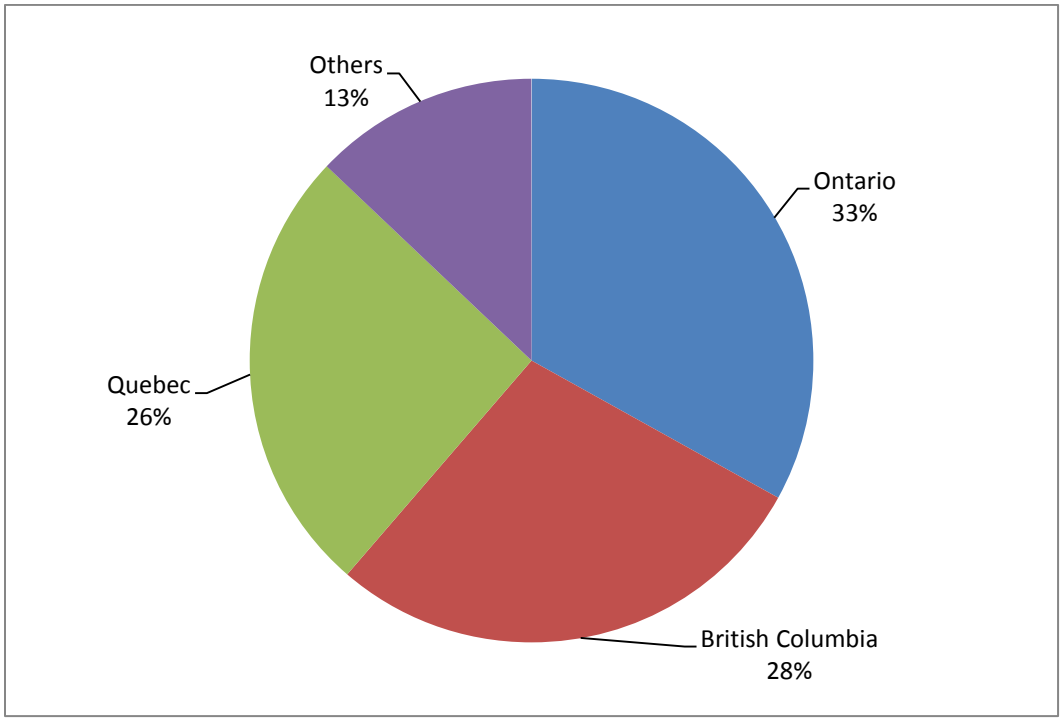
Source: *Statistics Canada. (CANSIM Table 001-0009)*

1.8. Fruit Marketed Volume by Province

	2009	2010	2011	2012	2013
Province	**Tonnes**				
Newfoundland and Labrador	112	195	191	74	101
Prince Edward Island	5,072	6,652	7,156	6,364	6,190
Nova Scotia	58,761	52,107	54,238	60,072	56,680
New Brunswick	19,337	23,281	23,368	29,367	19,971
Quebec	205,977	162,869	204,031	223,340	207,482
Ontario	266,967	228,199	248,354	122,127	266,564
Manitoba	517	342	505	367	398
Saskatchewan	52	77	209	207	295
Alberta	238	121	275	476	434
British Columbia	223,549	213,255	221,378	249,498	227,767
Canada	**784,182**	**689,504**	**760,466**	**692,914**	**801,394**

Source: *Statistics Canada. (CANSIM Table 001-0009)*
Please note that 2012 figures for Quebec were high mainly due to apples which were higher compared to the other years.

1.9. Fruit Marketed by Province – Percent Share, 2013



Source: *Statistics Canada. (CANSIM Table 001-0009)*

1.10. Fruit Farm Gate Value by Commodity

	2009	2010	2011	2012	2013
Commodity	**CAD$ (000)**				
Apples	181,925	149,140	162,383	186,303	191,317
Blueberries[1]	110,205	149,124	203,449	242,616	188,437
Grapes[2]	98,410	116,214	127,994	144,635	149,647
Cranberries	94,094	69,975	87,980	108,672	93,970
Strawberries	69,178	68,065	71,626	70,826	69,616
Cherries, sweet	40,334	35,363	33,115	41,186	44,033
Peaches	27,054	24,700	32,603	37,426	31,886
Raspberries	30,182	28,837	28,407	23,495	24,514
Pears	6,319	6,892	6,992	5,068	8,958
Plums and prunes	4,431	4,568	4,615	4,727	6,294
Nectarines	F	4,483	4,709	4,301	5,144
Cherries, sour	3,571	2,735	2,106	4,586	4,580
Saskatoon berries	..	..	1,212	1,521	1,909
Apricots	1,216	869	664	733	781
Total	**666,919**	**660,965**	**767,855**	**876,095**	**821,086**

Source: *Statistics Canada. (CANSIM Table 001-0009)*

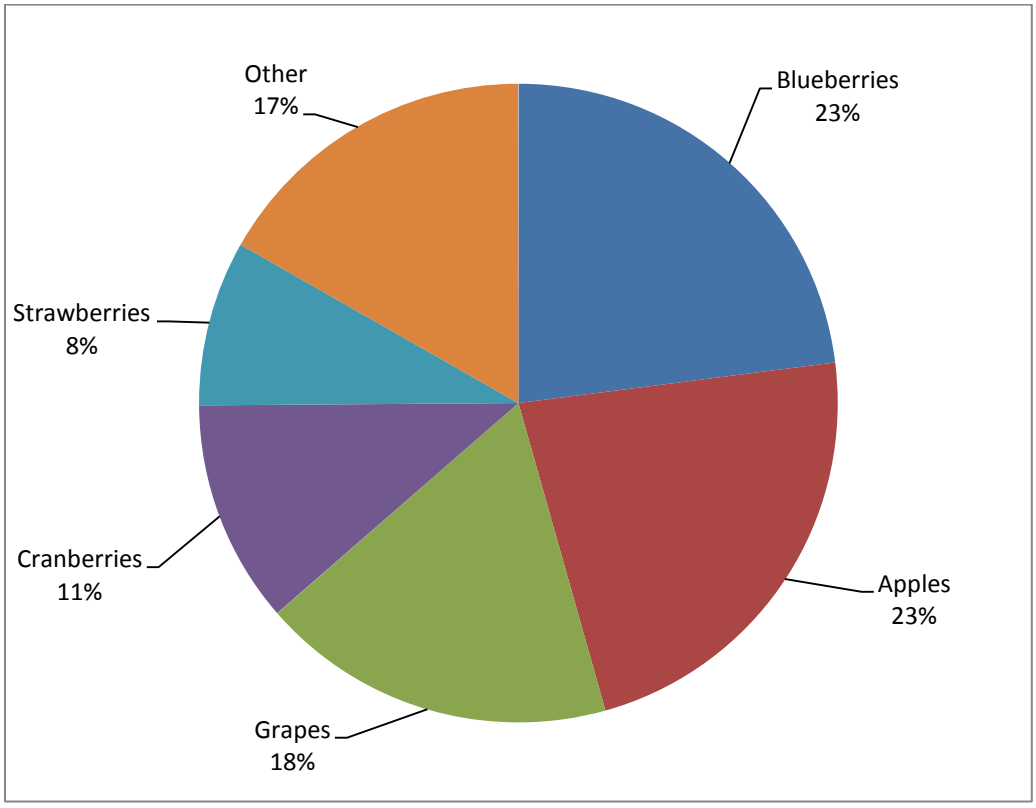
Notes:

1. Includes low bush blueberries and high bush blueberries.
2. Includes table grapes and wine grapes.

F: Too unreliable to be published.

.. Not available.

1.11. Fruit Farm Gate Value by Commodity – Percent Share, 2013



Source: *Statistics Canada. (CANSIM Table 001-0009)*

1.12. Fruit Marketed Volume by Commodity

	2009	2010	2011	2012	2013
Commodity	**Tonnes**				
Apples	435,491	371,025	394,758	273,919	382,001
Cranberries	86,776	75,405	86,286	127,987	122,084
Blueberries[1]	102,753	83,550	105,140	121,780	109,007
Grapes[2]	67,508	75,598	90,487	91,224	102,300
Peaches	23,143	22,561	23,165	20,489	22,453
Strawberries	19,531	19,093	20,388	19,888	18,947
Cherries, sweet	15,036	9,982	10,072	13,775	11,475
Pears	8,400	7,833	8,293	6,465	9,867
Raspberries	12,672	11,864	12,273	10,876	9,691
Cherries, sour	6,643	5,875	3,401	1,287	6,436
Plums and prunes	2,609	2,992	2,513	2,033	3,318
Nectarines	2,707	3,107	2,959	2,224	2,835
Saskatoon berries	..	..	308	439	522
Apricots	913	619	423	528	458
Total	**784,182**	**689,504**	**760,466**	**692,914**	**801,394**

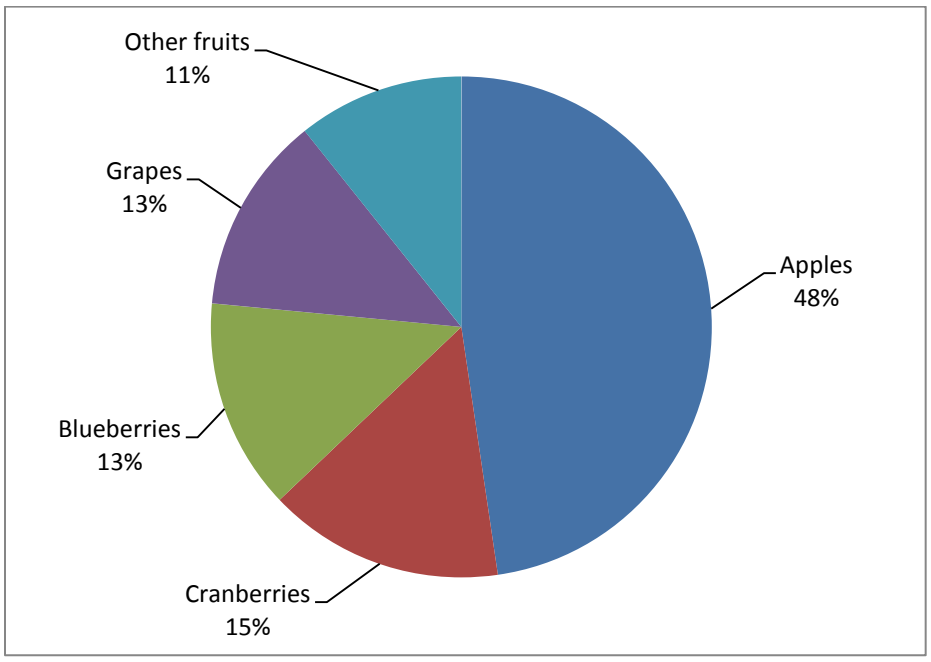
Source: *Statistics Canada. (CANSIM Table 001-0009)*

Notes:

1. Includes low bush blueberries and high bush blueberries.
2. Includes table grapes and wine grapes.

.. Not available.

1.13. Fruit Marketed Volume by Commodity – Percent Share, 2013



Source: *Statistics Canada. (CANSIM Table 001-0009)*

2. Farm Cash Receipts

2.1. Fruit Farm Cash Receipts[1] by Province – Tree Fruits[2]

Province	2009	2010	2011	2012	2013
	CAD$ (000)				
Newfoundland and Labrador	6	7	6	6	6
Prince Edward Island	337	343	352	550	523
Nova Scotia	14,155	13,506	13,530	18,480	18,309
New Brunswick	2,007	1,749	2,074	2,552	2,458
Quebec	45,149	41,348	40,826	56,903	63,586
Ontario	123,400	105,910	108,150	88,598	111,965
Manitoba	18	10	18	21	35
Saskatchewan	152	68	189	229	391
Alberta	32	33	33	191	283
British Columbia	81,928	77,575	75,174	96,076	102,688
Canada	**267,183**	**240,549**	**240,351**	**263,607**	**300,243**

Source: *Statistics Canada. (CANSIM Table 002-0001)*

Notes:

1. Farm Cash Receipts represent the cash income received from the sale of agricultural commodities as well as direct program payments made to support the agricultural sector.
2. Tree fruits include: apples, cherries, peaches, nectarines, apricots, pears, plums, and prunes.

2.2. Fruit Farm Cash Receipts by Province – Small Fruits[1]

Province	2009	2010	2011	2012	2013
	CAD$ (000)				
Newfoundland and Labrador	796	739	877	786	943
Prince Edward Island	5,473	8,933	10,150	8,516	9,980
Nova Scotia	21,270	29,589	31,467	37,127	39,994
New Brunswick	16,126	24,753	28,654	38,247	36,732
Quebec	110,206	79,110	129,762	143,872	115,626
Ontario	91,730	101,705	109,521	116,934	127,425
Manitoba	1,814	1,381	1,657	1,197	1,426
Saskatchewan	1,393	673	699	782	923
Alberta	2,485	1,853	1,530	1,809	1,993
British Columbia	157,182	192,595	209,738	236,479	197,597
Canada	**408,475**	**441,333**	**524,054**	**585,750**	**532,640**

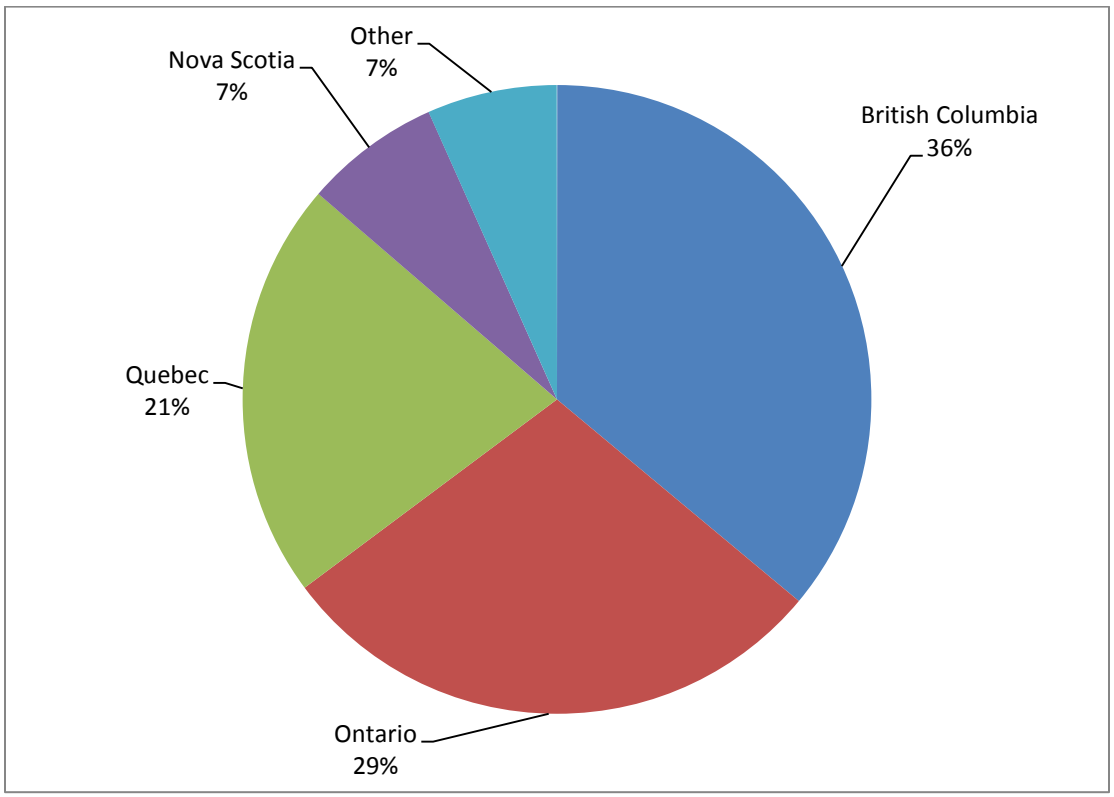
Source: *Statistics Canada. (CANSIM Table 002-0001)*
Notes:
1. Small fruits include: berries and grapes.

2.3. Total Fruit[1] Farm Cash Receipts by Province

Province	2009	2010	2011	2012	2013
	CAD$ (000)				
Newfoundland and Labrador	802	746	883	792	949
Prince Edward Island	5,810	9,276	10,502	9,066	10,503
Nova Scotia	35,425	43,095	44,997	55,607	58,303
New Brunswick	18,133	26,502	30,728	40,799	39,190
Quebec	155,355	120,458	170,588	200,775	179,212
Ontario	215,130	207,615	217,671	205,532	239,390
Manitoba	1,832	1,391	1,675	1,218	1,461
Saskatchewan	1,545	741	888	1,011	1,314
Alberta	2,517	1,886	1,563	2,000	2,276
British Columbia	239,110	270,170	284,912	332,555	300,285
Canada	**675,658**	**681,882**	**764,405**	**849,357**	**832,883**

Source: *Statistics Canada. (CANSIM Table 002-0001)*
1. Includes tree fruits and small fruits.

2.4. Fruit[1] Farm Cash Receipts by Province – Percent Share, 2013



Source: *Statistics Canada. (CANSIM Table 002-0001)*
1. Includes tree fruits and small fruits.

2.5. Fruit Farm Cash Receipts by Select Commodities

Commodity	2009	2010	2011	2012	2013
	CDN$ (000)				
Apples	179,063	162,072	155,180	165,913	198,715
Blueberries[1]	111,748	147,654	203,345	241,579	187,816
Grapes[2]	98,318	116,156	127,961	144,623	149,440
Cranberries	93,417	76,048	88,093	100,033	96,374
Strawberries	69,178	68,065	71,626	70,826	69,499
Others	123,934	111,887	118,200	126,383	131,039
Total	**675,658**	**681,882**	**764,405**	**849,357**	**832,883**

Source: *Statistics Canada. (CANSIM Table 002-0001)*
Notes:
1. Includes low bush blueberries and high bush blueberries.
2. Includes table grapes and wine grapes.
Farm cash receipts are available only to these commodities.

3. Retail Market

3.1. Canadian Retail Fresh Fruit Market- Size and Sources

Category	2009	2010	2011	2012	2013
	Volume ('000 Tonnes)				
Production for Canadian Market	301.3	289.8	304.0	178.5	266.8
Imports	2,219.0	2,300.0	2,380.0	2,433.0	2,536.0
Retail Sales	2,213.0	2,239.2	2,272.5	2,305.3	2,348.7

Sources:
Retail Sales: Euromonitor International
Production and Imports: Statistics Canada
Notes:
1. Production for Canadian market was derived from total marketed production excluding fruit produced for processing and exports.
2. Imports for fresh market only. Excludes fresh fruit imports for processing.
3. Retail sales is defined as sales through establishments primarily engaged in the sale of fresh, packaged and prepared foods for home preparation and consumption. Production and imports do not add up to total retail sales as some farm gate and farmers market sales may not be reflected in retail sales as well as different methodologies used by the two sources.

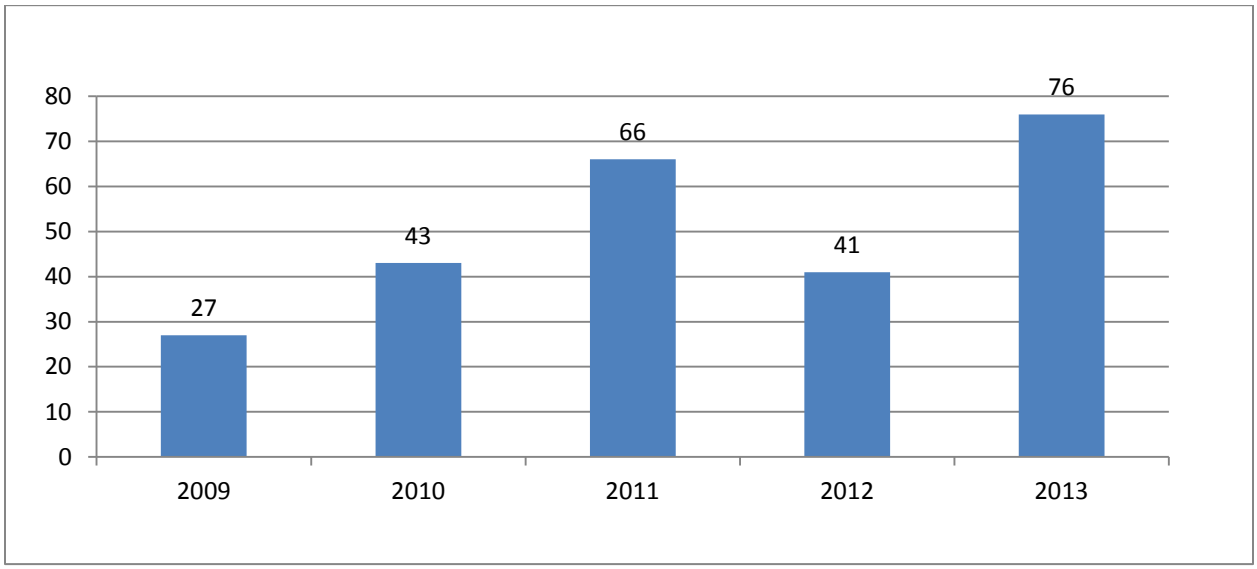
3.2. Forecast[1] of Fresh Fruit Retail Sales by Volume in '000 Tonnes

Retail Sales	2014	2015	2016	2017	2018
	2,393.1	2,432.4	2,472.9	2,511.7	2,548.4

Source: *Euromonitor International*Note:
1. Data projections are based on historic trends of fifteen years and industry insider views.

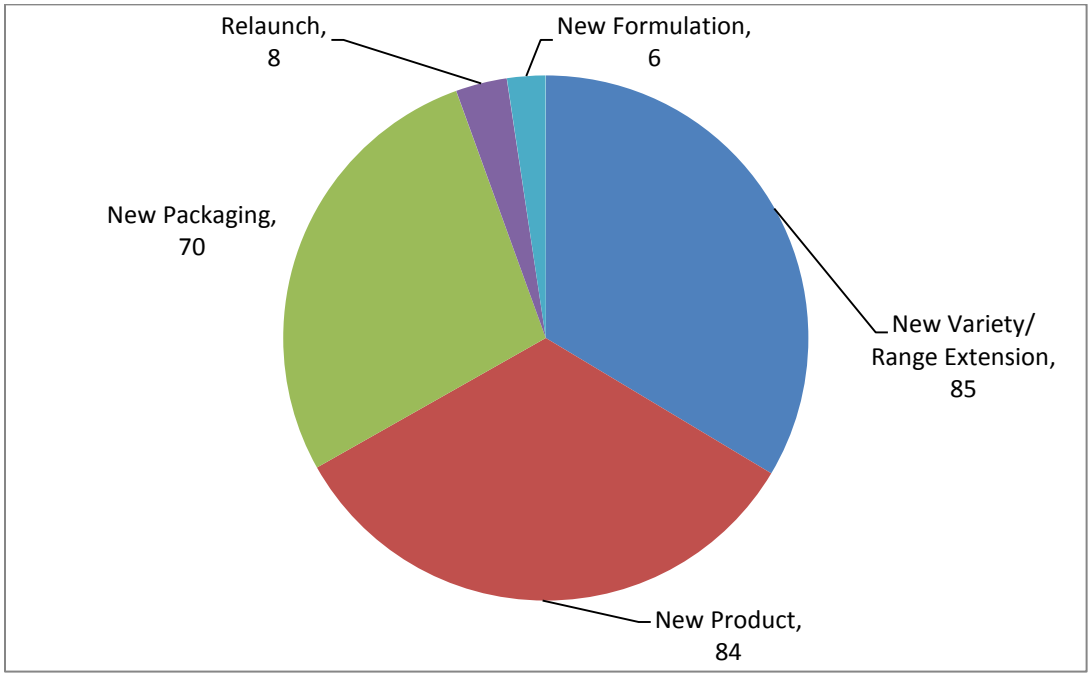
4. Innovation

4.1. Number of New Products Launched in Canada under Sub-Category 'Fruit' 2009 – 2013



Source: *Mintel*

4.2. Number of New Products Launched in Canada under the Sub-Category 'Fruit' by Launch Type 2009 – 2013



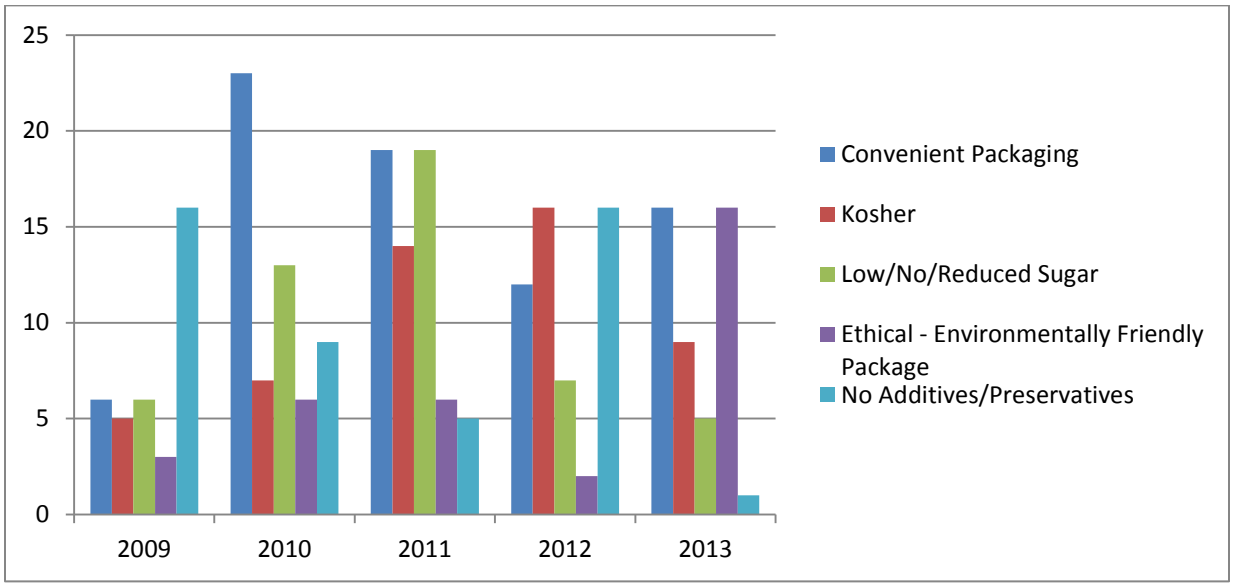
Source: *Mintel*

4.3. Top 15 Claims of New Products Launched in Canada under the Sub-Category 'Fruit', 2009 – 2013

Claim	2009	2010	2011	2012	2013	Total
Convenient Packaging	6	23	19	12	16	76
Kosher	5	7	14	16	9	51
Low/No/Reduced Sugar	6	13	19	7	5	50
Ethical - Environmentally Friendly Package	3	6	6	2	16	33
No Additives/Preservatives	4	6	19	2	1	32
Economy	0	4	1	3	19	27
Premium	4	7	4	4	7	26
Ease of Use	0	5	13	2	6	26
Organic	8	2	8	4	3	25
All Natural Product	2	2	13	2	3	22
Microwaveable	0	6	3	5	7	21
High/Added Fiber	0	2	3	2	5	12
On-the-Go	0	1	2	5	1	9
Ethical - Charity	1	3	3	1	0	8
Ethical - Environmentally Friendly Product	0	2	0	1	2	5

Source: *Mintel*

4.4. Top 5 Claims of New Products Launched in Canada under the Sub-Category 'Fruit' 2009 – 2013



Source: *Mintel*

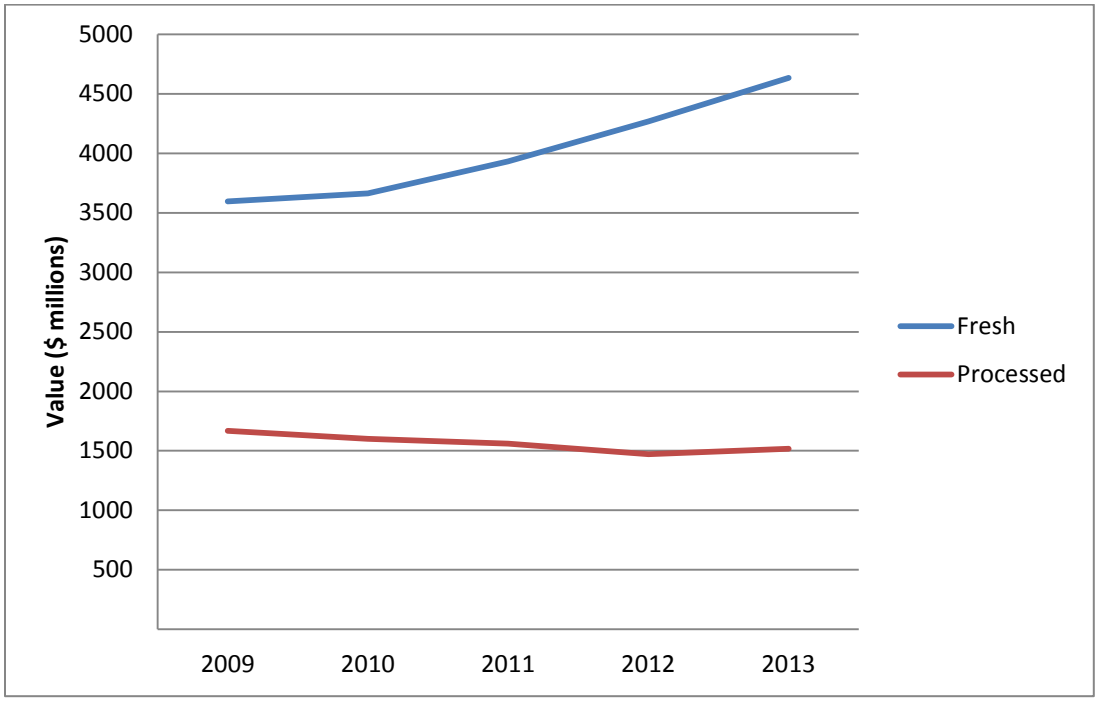
5. Trade

5.1. Canadian Fruit Trade Balance, 2009 – 2013

Imports	2009	2010	2011	2012	2013
	CDN$ (000)				
Fresh[1]	3,594,978	3,661,962	3,930,257	4,267,974	4,632,903
Processed	1,668,516	1,600,631	1,560,374	1,472,533	1,517,386
Total	5,263,494	5,262,593	5,490,631	5,740,507	6,150,289
Exports					
Fresh[1]	406,865	396,277	509,559	606,216	577,876
Processed	369,764	343,614	418,760	354,075	364,036
Total	776,629	739,891	928,318	960,292	941,913
Trade Balance (Exports - Imports)					
Fresh[1]	(3,188,113)	(3,265,684)	(3,420,698)	(3,661,758)	(4,055,027)
Processed	(1,298,753)	(1,257,017)	(1,141,615)	(1,118,457)	(1,153,350)
Total	**(4,486,865)**	**(4,522,702)**	**(4,562,313)**	**(4,780,215)**	**(5,208,376)**

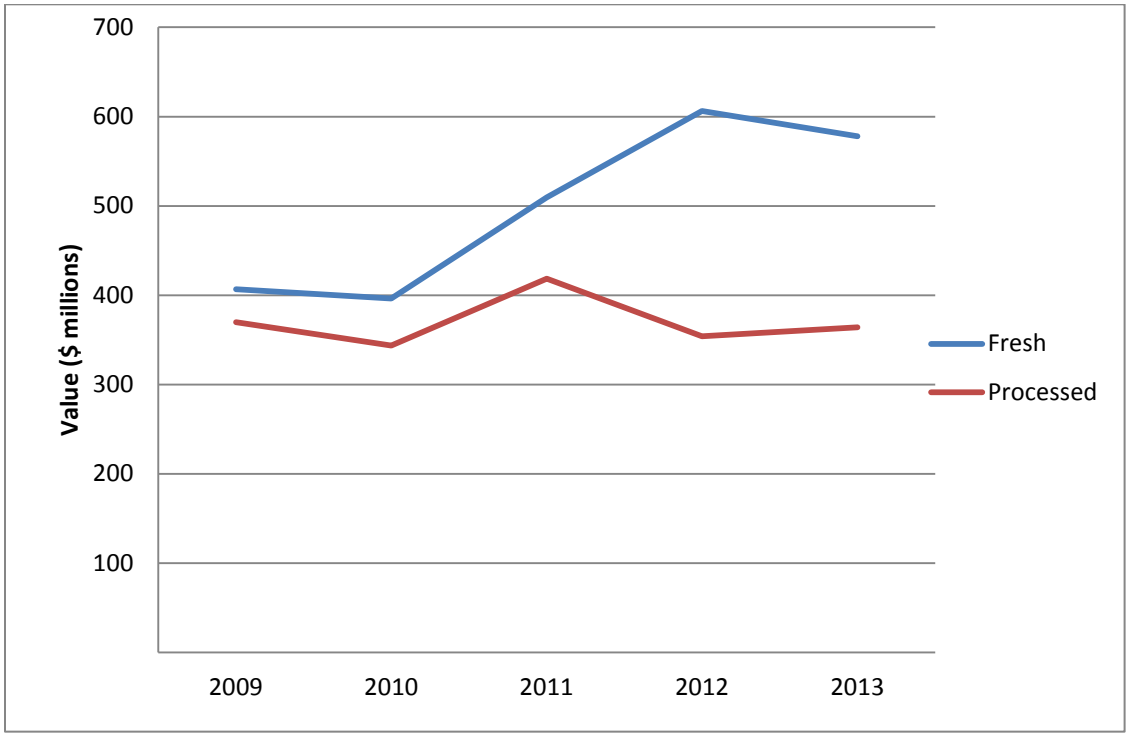
Source: *Statistics Canada. (CATS Net, June 2014)*
1: Includes frozen and dried.

5.2. Canadian Fruit Imports, 2009 – 2013



Source: *Statistics Canada. (CATS Net, June 2014)*

5.3. Canadian Fruit Exports, 2009 – 2013



Source: *Statistics Canada. (CATS Net, June 2014)*

5.4. Exports

5.4.1. Fresh Fruit Export Value – Top 10 Commodities

Commodity	2009	2010	2011	2012	2013
	CAD$ (000)				
Blueberries[1,4]	236,366	245,153	335,797	397,946	358,588
Cranberries	66,948	48,011	53,686	74,640	77,876
Cherries[2]	27,513	30,098	41,000	43,381	42,456
Apples[3]	24,116	24,722	26,051	31,108	28,162
Raspberries[4]	13,306	11,454	10,219	9,223	12,856
Grapes[3]	1,763	1,344	2,854	1,482	2,102
Strawberries[4]	1,037	1,555	1,264	1,966	1,396
Hazelnuts and filberts[3]	1,309	1,459	775	622	927
Peaches	386	418	181	52	342
Melons[5]	589	3,018	1,248	327	329
Others	33,532	29,045	36,484	45,471	52,842
Total	**406,865**	**396,277**	**509,559**	**606,216**	**577,876**

Source: *Statistics Canada. (CATS Net, June 2014)*

Notes:

1. Includes high-bush and low-bush blueberries.
2. Includes sweet and sour cherries.
3. Includes dried.
4. Includes frozen.
5. Includes watermelons.

5.4.2. Fresh Fruit Export Volume – Top 10 Commodities

Commodity	2009	2010	2011	2012	2013
	Tonnes				
Blueberries[1,4]	75,762	86,963	90,979	105,458	104,038
Cranberries	41,485	34,487	35,737	58,764	60,107
Cherries[2]	5,515	5,144	6,984	7,619	6,263
Apples[3]	25,531	26,000	23,982	27,520	21,862
Raspberries[4]	3,843	5,765	5,570	5,204	5,801
Grapes[3]	2,941	2,582	3,014	1,942	2,698
Strawberries[4]	435	448	336	507	361
Hazelnuts and filberts[3]	544	545	310	254	338
Peaches	661	669	310	58	457
Melons[5]	503	1,029	1,618	571	690
Others	17,287	19,378	20,639	23,348	29,197
Total	**174,507**	**183,010**	**189,478**	**231,243**	**231,811**

Source: *Statistics Canada. (CATS Net, June 2014)*

Notes:

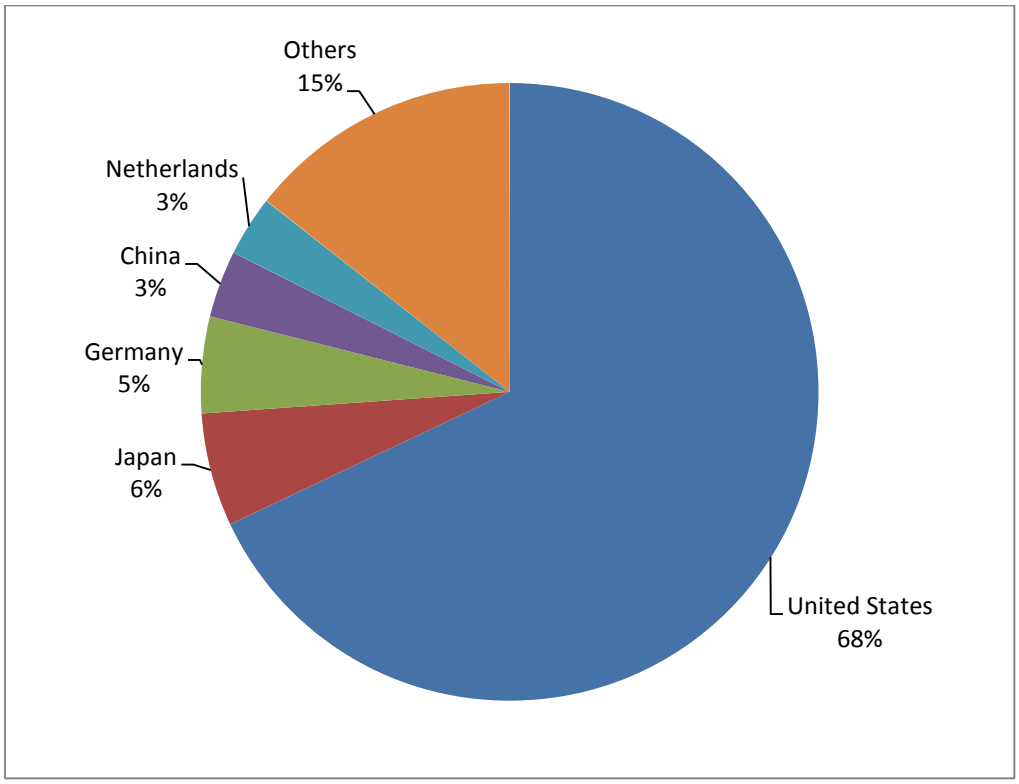
1. Includes high-bush and low-bush blueberries.
2. Includes sweet and sour cherries.
3. Includes dried.
4. Includes frozen.
5. Includes watermelons.

5.4.3. Canada's Top 10 Fresh Fruit Export Destinations

Country	2009	2010	2011	2012	2013
	CAD$ (000)				
United States	284,919	265,381	303,492	388,302	392,771
Japan	20,086	23,428	34,625	39,824	34,176
Germany	27,074	23,542	35,476	36,690	29,162
China	7,943	9,757	15,405	14,398	20,264
Netherlands	10,056	13,539	25,101	23,112	18,247
Hong Kong	4,095	5,317	10,202	18,226	15,934
France	8,732	7,069	13,363	12,796	12,062
Belgium	6,013	5,797	10,261	16,019	9,002
United Kingdom	13,500	10,205	12,408	10,482	8,036
Taiwan	9,252	8,515	11,196	10,769	7,647
Others	15,196	23,726	38,031	35,598	30,575
Total	**406,865**	**396,277**	**509,559**	**606,216**	**577,876**
	Tonnes				
United States	138,638	137,234	130,343	172,432	179,811
Japan	5,350	7,087	8,444	9,070	8,545
Germany	7,669	8,458	10,222	10,427	9,134
China	3,317	3,401	4,434	3,663	5,146
Netherlands	2,724	5,336	8,041	7,258	6,398
Hong Kong	759	645	1,411	2,662	1,783
France	2,332	2,707	4,047	3,457	3,065
Belgium	1,761	2,013	2,484	4,212	2,432
United Kingdom	4,332	4,528	4,600	3,675	3,009
Taiwan	1,405	2,285	2,263	2,028	1,509
Others	6,220	9,316	13,189	12,360	10,979
Total	**174,507**	**183,010**	**189,478**	**231,243**	**231,811**

Source: *Statistics Canada. (CATS Net, June 2014)*

5.4.4. Canada's Top 5 Fresh Fruit Export Destinations – Percent Share, 2013



Source: *Statistics Canada. (CATS Net, June 2014)*

5.4.5. Top 5 Fresh Fruit Export Destinations, by Province

		2009	2010	2011	2012	2013
		CDN$ (000)				
Newfoundland and Labrador	France	0	1	0	0	0
	Netherlands	32	54	0	0	0
	Saint Pierre and Miquelon	1	0	0	0	0
	Total	33	55	0	0	0
Prince Edward Island	United States	6,463	5,790	7,652	12,167	14,311
	China	2,678	3,158	5,152	6,775	6,216
	Netherlands	85	381	597	904	744
	Germany	214	550	416	101	578
	United Kingdom	0	171	685	0	486
	Others	538	314	326	351	849
	Total	9,977	10,363	14,829	20,298	23,184
Nova Scotia	United States	29,856	30,679	35,551	40,347	40,848
	Germany	13,130	15,086	25,223	22,110	21,024
	Japan	6,919	8,994	18,295	13,857	13,173
	France	4,440	5,497	10,671	9,529	9,044
	Netherlands	547	3,719	13,113	5,257	6,704
	Others	11,837	18,517	31,416	23,500	18,858
	Total	66,730	82,492	134,270	114,600	109,651
New Brunswick	United States	1,107	1,435	2,054	2,446	3,873
	Netherlands	0	21	0	0	87
	United Kingdom	220	174	101	0	31
	China	0	0	0	0	31
	Saint Pierre and Miquelon	351	1	3	4	6
	Others	251	274	283	202	0
	Total	1,579	1,905	2,441	2,652	4,027
Quebec	United States	61,258	44,754	59,859	75,795	74,554
	Japan	4,503	5,023	5,022	12,990	11,347
	Netherlands	7,898	8,458	9,122	14,023	9,861
	Germany	13,243	6,683	8,491	13,943	7,406
	Belgium	4,371	3,237	4,719	8,761	5,506
	Others	13,487	9,502	13,598	20,045	19,933
	Total	104,760	77,658	100,810	145,557	128,607

Source: *Statistics Canada. (CATS Net, June 2014)*

…cont'd

5.4.5. Top 5 Fresh Fruit Export Destinations, by Province (cont'd)

		2009	2010	2011	2012	2013
		CDN$ (000)				
Ontario	United States	12,365	16,325	15,882	16,659	13,886
	Cuba	37	6	31	0	472
	Spain	0	0	0	34	327
	United Kingdom	926	1,175	1,111	828	266
	China	0	0	173	0	227
	Others	592	1,110	943	1,506	917
	Total	13,920	18,616	18,139	19,027	16,096
Manitoba	North Korea	0	2	3	0	11
	United States	0	0	16	0	0
	Others	0	0	0	0	0
	Total	0	2	19	0	11
Saskatchewan	United States	54	24	122	18	23
	Saint Pierre and Miquelon	0	0	1	1	1
	Germany	74	0	0	0	0
	Israel	18	0	0	0	0
	Singapore	0	0	0	2	0
	Others	0	0	0	0	0
	Total	146	25	123	20	24
Alberta	United States	2,371	1,719	1,661	2,156	1,415
	Taiwan	0	0	27	22	220
	Belgium	14	0	394	576	218
	Japan	15	4	0	0	95
	Singapore	0	0	0	0	21
	Others	286	23	386	284	26
	Total	2,687	1,745	2,468	3,037	1,996
British Columbia	United States	171,444	164,655	180,694	238,715	243,860
	Hong Kong	4,010	5,294	10,164	18,207	15,928
	Japan	8,116	9,249	11,124	12,638	9,163
	China	1,610	2,167	1,731	2,972	7,535
	Taiwan	8,668	8,038	10,462	9,375	6,479
	Others	13,184	14,013	22,284	19,117	11,314
	Total	207,032	203,417	236,459	301,024	294,279

Source: *Statistics Canada. (CATS Net, June 2014)*

5.5. Imports

5.5.1. Fresh Fruit Import Value – Top 10 Commodities

Commodity	2009	2010	2011	2012	2013
	CAD$ (000)				
Grapes[1]	489,038	477,542	478,002	495,031	527,544
Bananas[2,7]	381,636	365,100	384,582	379,042	410,029
Strawberries[3]	340,347	337,614	356,582	378,647	409,636
Raspberries[3]	187,500	201,523	227,573	259,278	300,051
Apples	192,926	197,393	205,373	245,102	296,543
Blueberries[3,5]	136,340	160,716	209,440	239,770	242,422
Almonds	97,103	103,132	124,796	139,278	191,348
Oranges[6,7]	178,843	179,432	173,790	172,651	187,425
Mandarins and Clementines	164,927	158,436	157,842	166,216	162,473
Cherries[4]	134,179	144,848	170,798	175,809	161,343
Others	1,292,138	1,336,226	1,441,478	1,617,150	1,744,087
Total	**3,594,978**	**3,661,962**	**3,930,257**	**4,267,974**	**4,632,903**

Source: *Statistics Canada. (CATS Net, June 2014)*

Notes:

1. Includes table grapes and wine grapes.
2. Includes plantains.
3. Includes frozen.
4. Includes sweet cherries and sour cherries.
5. Includes high-bush blueberries and low-bush blueberries.
6. Includes temple oranges.
7. Includes dried.

5.5.2. Fresh Fruit Import Volume – Top 10 Commodities

Commodity	2009	2010	2011	2012	2013
	Tonnes				
Grapes[1]	216,038	222,268	206,088	204,801	212,469
Bananas[2,7]	482,020	496,208	506,659	512,845	542,509
Strawberries[3]	124,311	132,786	147,307	150,927	147,764
Raspberries[3]	31,778	35,185	40,758	45,168	47,438
Apples	183,828	193,524	200,087	204,143	235,173
Blueberries[3,5]	39,535	49,214	58,035	56,058	64,217
Almonds	20,634	21,217	24,588	24,262	25,218
Oranges[6,7]	185,932	200,862	208,093	194,479	197,970
Mandarins & Clementines	113,244	112,727	113,593	119,113	119,063
Cherries[4]	35,908	32,652	38,818	44,064	32,636
Others	940,390	982,483	1,028,212	1,073,734	1,120,146
Total	**2,373,618**	**2,479,126**	**2,572,238**	**2,629,594**	**2,744,602**

Source: *Statistics Canada. (CATS Net, June 2014)*

Notes:

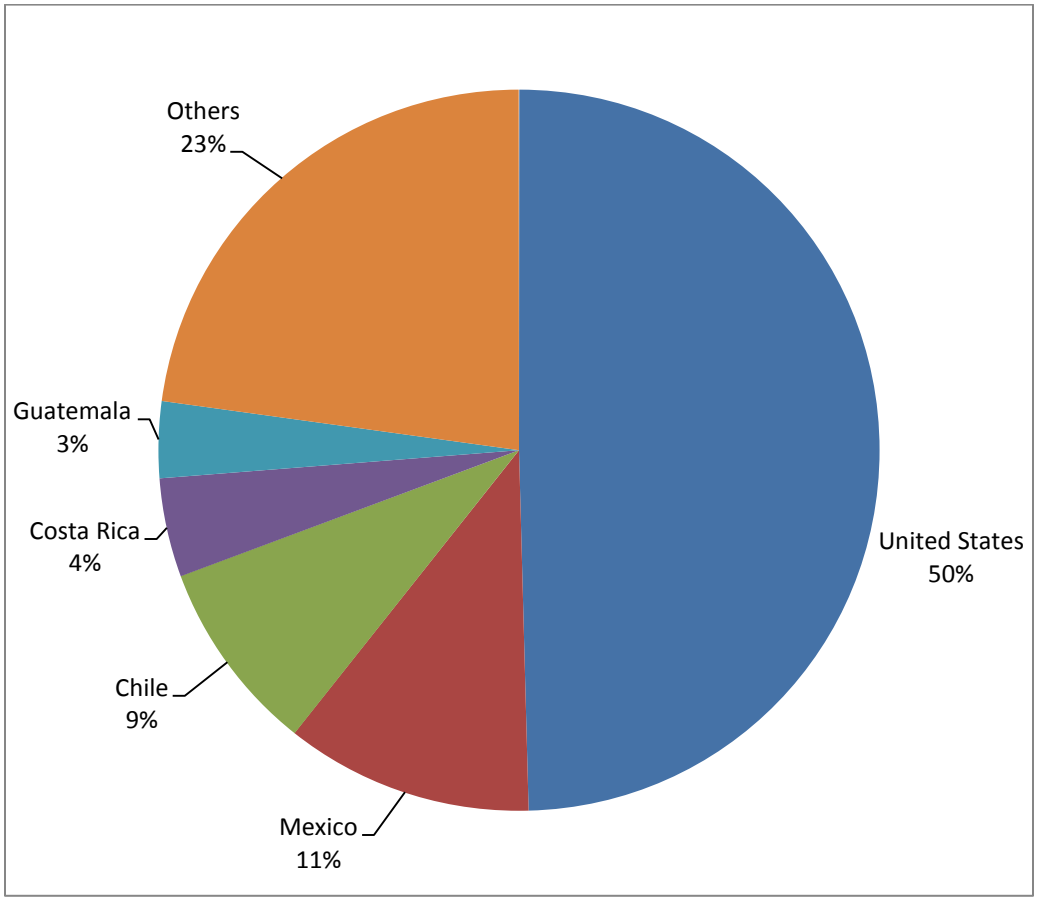
1. Includes table grapes and wine grapes.
2. Includes plantains.
3. Includes frozen.
4. Includes sweet cherries and sour cherries.
5. Includes high-bush blueberries and low-bush blueberries.
6. Includes temple oranges.
7. Includes dried.

5.5.3. Top 10 Sources of Canada's Fresh Fruit Imports

Country	2009	2010	2011	2012	2013
	CAD$ (000)				
United States	1,784,428	1,787,565	1,943,635	2,144,069	2,296,518
Mexico	316,139	343,160	371,032	435,965	514,515
Chile	332,419	353,264	345,602	348,881	400,789
Costa Rica	157,632	177,221	186,321	182,854	205,277
Guatemala	103,288	96,497	145,353	155,115	158,959
Turkey	82,191	84,569	100,544	123,919	121,496
Ecuador	142,038	122,308	102,755	96,404	116,239
South Africa	66,563	79,329	78,271	79,322	98,813
China	79,228	66,735	73,712	84,020	85,044
Colombia	100,477	82,577	70,541	67,570	67,503
Others	430,575	468,735	512,492	549,853	567,752
Total	**3,594,978**	**3,661,962**	**3,930,257**	**4,267,974**	**4,632,903**
	Tonnes				
United States	1,075,939	1,116,993	1,153,682	1,141,378	1,159,259
Mexico	181,260	212,093	221,137	255,794	292,920
Chile	134,067	140,220	140,896	131,188	143,748
Costa Rica	175,795	214,315	231,753	231,454	255,427
Guatemala	134,985	131,677	198,077	205,655	205,802
Turkey	20,055	16,554	19,303	23,812	23,972
Ecuador	170,867	154,333	117,412	112,782	134,348
South Africa	48,447	54,549	62,299	62,677	72,184
China	64,335	56,560	54,977	57,485	62,371
Colombia	129,456	115,169	96,878	95,317	91,941
Others	238,414	266,665	275,823	312,051	302,630
Total	**2,373,618**	**2,479,126**	**2,572,238**	**2,629,594**	**2,744,602**

Source: *Statistics Canada. (CATS Net, June 2014)*

5.5.4. Top 5 Sources of Canada's Fresh Fruit Imports – Percent Share, 2013



Source: *Statistics Canada. (CATS Net, June 2014)*

5.5.5. Top 5 Sources of Fresh Fruit Imports, By Province

		2009	2010	2011	2012	2013
		CDN$ (000)				
Newfoundland and Labrador	United States	184	170	120	177	119
	Total	184	170	120	177	119
Prince Edward Island	N/A	0	0	0	0	0
Nova Scotia	Chile	1,047	1,443	1,128	1,440	2,330
	Poland	264	241	0	922	280
	New Zealand	365	0	39	127	216
	Israel	104	0	51	0	134
	Peru	418	0	73	55	105
	Others	1,103	1,368	513	853	338
	Total	3,300	3,051	1,804	3,398	3,403
New Brunswick	United States	42,533	36,770	46,801	55,333	50,626
	Guatemala	7,529	8,045	9,461	13,529	11,236
	Costa Rica	5,547	8,523	7,646	7,564	8,796
	Chile	8,399	9,300	6,824	6,723	7,485
	Morocco	4,809	3,097	3,793	3,309	3,643
	Others	15,643	11,267	11,810	7,710	8,161
	Total	84,460	77,002	86,334	94,168	89,947
Quebec	United States	96,959	109,798	136,162	129,165	131,199
	Chile	103,025	88,706	82,774	79,110	95,466
	Turkey	7,237	8,666	65,863	92,792	86,515
	Costa Rica	43,444	48,060	50,660	47,379	60,648
	Guatemala	24,065	24,675	32,421	34,262	35,498
	Others	216,788	194,473	211,305	214,178	216,159
	Total	491,518	474,378	579,187	596,886	625,485
Ontario	United States	1,037,615	1,041,862	1,105,334	1,202,044	1,291,573
	Mexico	200,735	227,325	236,838	284,729	321,567
	Chile	142,551	172,975	180,812	186,547	204,380
	Costa Rica	81,553	91,339	96,756	89,951	99,423
	South Africa	34,904	47,221	44,392	49,284	64,727
	Others	431,890	439,298	418,055	434,948	454,550
	Total	1,929,248	2,020,020	2,082,187	2,247,503	2,436,221

Source: Statistics Canada. (CATS Net, June 2014)
Note:
N/A: Not Available.

…cont'd

5.5.5. Top 5 Sources of Fresh Fruit Imports, By Province (cont'd)

		2009	2010	2011	2012	2013
		CDN$ (000)				
Manitoba	United States	24,013	23,608	26,762	33,348	30,410
	Guatemala	11,898	14,606	13,432	13,768	15,211
	Mexico	4,102	5,232	7,012	8,298	10,451
	Chile	3,642	6,288	7,540	6,847	9,238
	Costa Rica	2,777	3,212	4,589	3,654	7,481
	Others	5,866	3,931	3,424	3,515	4,922
	Total	52,299	56,877	62,760	69,429	77,713
Saskatchewan	United States	10,538	10,928	12,379	23,706	25,284
	Mexico	2,829	2,798	4,884	5,470	8,533
	Guatemala	744	1,819	6,411	6,917	5,902
	Chile	2,604	3,067	2,700	3,000	4,705
	Costa Rica	370	685	810	1,883	2,791
	Others	1,899	969	1,489	2,674	3,186
	Total	18,985	20,266	28,674	43,651	50,401
Alberta	United States	193,379	189,759	196,237	208,679	218,717
	Mexico	43,683	42,355	39,587	47,817	59,691
	Ecuador	38,513	42,118	27,163	23,999	35,913
	Chile	26,710	27,566	20,586	18,794	20,018
	Guatemala	8,688	3,488	19,429	19,038	14,185
	Others	16,697	19,447	26,258	32,368	27,455
	Total	327,671	324,733	329,259	350,696	375,979
British Columbia	United States	379,151	374,491	419,841	491,616	548,589
	Mexico	55,151	52,175	68,615	75,984	99,193
	Ecuador	51,733	59,068	51,985	47,693	58,739
	Chile	44,439	43,919	43,237	46,421	57,166
	China	46,128	43,437	46,760	54,049	52,005
	Others	110,714	112,374	129,496	146,304	157,943
	Total	687,315	685,464	759,934	862,066	973,635

Source: *Statistics Canada. (CATS Net, June 2014)*

6. Consumption

6.1. Fresh Fruits Available for Consumption per Person in Canada

Commodity	2009	2010	2011	2012	2013
	Kg per person				
Bananas	14.32	14.58	14.75	14.75	15.43
Apples	11.84	9.44	12.59	10.37	11.74
Melons total[1]	10.10	10.08	10.45	10.12	10.33
Oranges[2]	8.94	9.27	9.29	9.02	9.00
Watermelons	5.55	5.70	5.98	6.08	6.13
Grapes	5.01	5.07	4.73	4.67	4.81
Strawberries	3.31	3.48	3.82	3.83	3.70
Mandarins	3.47	3.43	3.39	3.51	3.45
Pineapples	2.68	2.84	2.97	3.28	3.31
Pears	2.20	2.12	2.11	2.20	2.16
Cranberries	1.35	1.24	1.50	1.98	1.77
Guavas and mangoes	1.15	1.27	1.53	1.45	1.58
Avocados	0.80	0.98	0.99	1.32	1.53
Lemons	1.16	1.20	1.31	1.40	1.43
Dates	1.00	1.23	1.28	1.30	1.38
Blueberries	1.17	1.36	1.48	1.24	1.38
Limes	0.49	0.66	0.90	1.09	1.34
Grapefruits	1.36	1.30	1.28	1.23	1.19
Peaches	1.21	1.28	1.23	1.14	1.18
Other berries	0.75	0.91	0.99	1.07	1.02
Cherries	1.09	0.87	0.95	1.15	0.79
Plums total	0.80	0.81	0.83	0.74	0.76
Nectarines	0.82	0.86	0.82	0.69	0.75
Kiwis	0.60	0.62	0.58	0.63	0.54
Papayas	0.37	0.37	0.40	0.40	0.47
Figs	0.34	0.35	0.35	0.38	0.42
Coconut	0.29	0.31	0.33	0.33	0.36
Apricots	0.14	0.14	0.13	0.14	0.13
Other citrus	0.03	0.02	0.04	0.03	0.02

Source: *Statistics Canada. (CANSIM Table 002-0011)*

Notes:

1. Melons include melons, musk and cantaloupe, other fresh melons, watermelons and wintermelons.
2. Oranges include mandarins, clementines, tangerines, satsumas, wilkings and similar citrus fruits.

Does not adjust for losses, such as waste and/or spoilage in stores, households, private institutions or restaurants or losses during preparation.

7. World Data

7.1. Top 10 Importers of Fruit Worldwide

Country	2009	2010	2011	2012	2013
	CAD$ (000)				
United States	9,035,107	9,126,848	9,622,944	10,189,629	11,513,624
Germany	8,964,207	8,437,031	8,830,288	8,681,765	10,421,609
Russia	4,891,139	5,416,561	6,031,255	6,192,564	6,457,825
Netherlands	5,929,380	5,546,446	5,910,688	5,863,227	6,803,009
United Kingdom	5,342,265	5,021,080	5,367,469	5,433,482	5,958,810
France	4,891,347	4,569,117	4,540,136	4,767,898	5,519,284
Canada	3,594,978	3,661,962	3,930,257	4,267,974	4,633,028
China	1,953,959	2,198,511	3,003,951	3,800,436	4,199,948
Belgium	4,181,903	3,506,774	3,645,131	3,497,580	3,891,845
Hong Kong	2,265,373	2,568,680	2,876,449	3,474,018	3,793,581
Others	28,486,843	27,665,091	30,957,138	32,285,118	35,988,881
Total	**79,536,500**	**77,718,102**	**84,715,705**	**88,453,690**	**99,181,443**

Source: *Global Trade Atlas. (August 2014)*
Note:
All data may include processed and unprocessed fruits and nuts.

7.2. Top 10 Exporters of Fruit Worldwide

Country	2009	2010	2011	2012	2013
	CAD$ (000)				
United States	9,863,607	10,428,429	11,676,988	13,247,560	14,996,668
Spain	7,774,498	7,392,239	7,762,925	8,253,101	9,043,491
Netherlands	5,266,899	5,045,571	5,110,369	5,202,944	6,178,837
Chile	3,354,417	3,377,999	3,769,543	3,894,432	4,617,140
Italy	3,803,992	3,898,965	3,957,763	3,829,025	4,204,885
Turkey	3,369,914	3,561,124	3,896,848	3,799,091	4,101,796
China	2,686,398	2,749,256	3,177,694	3,763,075	4,310,622
Mexico	2,580,424	2,407,093	2,740,446	3,108,209	3,473,522
Belgium	3,700,833	3,007,685	3,089,340	3,006,324	3,292,229
South Africa	1,855,281	2,181,373	2,276,273	2,319,296	2,673,537
Others	25,237,027	24,084,752	27,312,651	27,698,546	31,349,958
Total	**69,493,291**	**68,134,486**	**74,770,840**	**78,121,604**	**88,242,685**

Source: *Global Trade Atlas. (August 2014)*
Note:
All data may include processed and unprocessed fruits and nuts.

7.3. World Fruit Production by Commodity

Commodity	2008	2009	2010	2011	2012
	Tonnes				
Watermelons	94,656,782	98,737,055	101,342,555	103,310,253	105,372,341
Bananas	96,222,991	100,223,702	105,726,175	106,058,471	101,992,743
Apples	69,047,694	71,000,804	70,581,492	76,130,690	76,378,738
Oranges	69,551,373	67,787,981	69,045,495	69,759,261	68,223,759
Grapes	67,461,040	68,294,187	67,460,130	69,992,067	67,067,129
Mangoes[1]	35,620,684	34,939,232	37,221,109	39,095,714	42,139,837
Plantains	35,195,610	35,634,816	35,586,405	36,600,427	37,162,205
Melons, other[2]	30,281,088	26,429,872	31,495,365	31,464,188	31,925,787
Tangerines[3]	21,521,445	22,497,667	23,867,076	26,047,845	27,060,756
Pears	21,205,238	22,428,237	22,705,619	24,072,248	23,580,845
Pineapples	19,488,333	19,488,240	20,377,660	21,934,533	23,333,886
Peaches and nectarines	19,965,800	20,484,195	20,781,746	21,486,834	21,083,151
Lemons and limes	17,152,783	17,242,158	15,046,384	15,173,377	15,118,462
Papayas	10,160,446	10,927,798	11,403,685	11,809,121	12,411,566
Plums and sloes	10,302,912	10,896,822	10,719,274	11,070,472	10,702,774
Grapefruit	7,144,796	7,126,694	7,096,335	7,819,819	8,040,038
Dates	7,066,767	7,224,396	7,557,553	7,225,246	7,548,918
Strawberries	4,130,279	4,596,586	4,352,869	4,328,129	4,516,810
Persimmons	3,880,342	3,985,010	4,058,285	4,317,346	4,468,955
Avocados	3,444,318	3,969,478	3,897,688	4,276,592	4,360,018
Cashew nuts, with shell	3,987,340	4,002,943	3,953,212	4,310,027	4,152,315
Apricots	3,730,544	3,660,528	3,317,702	3,675,142	3,956,640
Walnuts, with shell	2,424,775	2,649,188	2,946,530	3,312,978	3,418,559
Cherries	1,847,361	2,193,691	2,072,455	2,158,934	2,256,519
Chestnut	1,789,947	1,892,794	1,956,247	1,927,889	1,998,880
Kiwi fruit	1,354,895	1,427,173	1,450,509	1,490,000	1,412,455
Sour cherries	1,264,183	1,385,078	1,163,353	1,273,068	1,149,531
Figs	1,093,391	1,175,893	1,100,547	1,082,413	1,093,189
Hazelnuts, with shell	1,069,889	775,956	855,718	743,000	914,447
Currants	671,953	689,635	654,485	664,108	662,972
Raspberries	468,336	503,122	526,768	644,273	597,917
Quinces	472,861	502,706	528,988	561,297	596,532
Cranberries	440,960	412,859	397,456	449,245	504,030
Blueberries	310,368	333,699	323,875	364,884	399,309
Gooseberries	168,384	168,397	142,511	161,833	161,462

Source: *FAOSTAT. (August 2014)*

Notes:

1. Includes mangosteens, guavas.
2. Includes cantaloupes.
3. Includes mandarins, clementines, satsumas.

8. Key Resources

Euromonitor International.

FAOSTAT.

Global Trade Atlas.

Mintel.

Statistics Canada. CANSIM TABLE 001-0009.

Statistics Canada. CANSIM TABLE 002-0001.

Statistics Canada. CANSIM TABLE 002-0011.

Statistics Canada. 2011 Census of Agriculture.

Statistics Canada. CATSNET.

Import and export data is based on the following Harmonized System Codes (H.S. Codes):

All import and export H.S. codes fall under Chapter 08 of the Custom Tariff.

Fresh fruit for import:

0801110000 0801190000 0801210000 0801220000 0801310000 0801320000 0802110000
0802120000 0802210000 0802220000 0802310000 0802320000 0802400010 0802400020
0802500010 0802500020 0802600000 0802900011 0802900012 0802900091 0802900092
0803000010 0803000011 0803000012 0803000020 0804100010 0804100020 0804200010
0804200020 0804300010 0804300011 0804300012 0804300020 0804400000 0804500010
0804500020 0805100011 0805100012 0805100013 0805100019 0805100020 0805200011
0805200019 0805200020 0805400000 0805400010 0805400020 0805500011 0805500012
0805500020 0805500021 0805500022 0805500030 0805900010 0805900020 0806101100
0806101900 0806109100 0806109110 0806109120 0806109900 0806200000 0807110000
0807110010 0807110020 0807190010 0807190020 0807190090 0807200000 0807200010
0807200020 0808101011 0808101012 0808101013 0808101014 0808101015 0808101016
0808101017 0808101019 0808101081 0808101082 0808101083 0808101084 0808101089
0808101091 0808101092 0808101093 0808101094 0808101095 0808101096 0808101097
0808101099 0808109000 0808201000 0808202900 0808202910 0808202920 0808203000
0809101000 0809109900 0809201000 0809202900 0809203900 0809203910 0809203920
0809209000 0809301000 0809302100 0809302900 0809302910 0809302920 0809303000
0809309000 0809401000 0809402900 0809403900 0809409000 0810101000 0810109100
0810109900 0810109910 0810109920 0810201100 0810201900 0810201910 0810201920
0810209000 0810300000 0810401010 0810401011 0810401012 0810401021 0810401022
0810401023 0810401090 0810409000 0810500000 0810600000 0810900010 0810900020
0810900090 0810901000 0810909010 0810909020 0810909090 0811101000 0811109000
0811200010 0811200090 0811901010 0811901090 0811902000 0811909011 0811909012
0811909013 0811909021 0811909029 0811909030 0811909091 0811909099 0812101000
0812109010 0812109090 0812901010 0812901020 0812902000 0812909000 0813100000
0813200000 0813300000 0813400010 0813400090 0813500010 0813500020 0813500030
0814000010 0814000090

Fresh fruit for export:

08011100 08011900 08012100 08012200 08013100 08013200 08021100 08021200
08022100 08022200 08023100 08023200 08024000 08025000 08026000 08029000
08030000 08041000 08042000 08043000 08044000 08045000 08051000 08052000
08054000 08055000 08059000 08061000 08062000 08071100 08071900 08072000
08081010 08081090 08082000 08091000 08092000 08093000 08094000 08101000
08102010 08102020 08103000 08104011 08104012 08104090 08105000 08109000
08109010 08109090 08111000 08112000 08119011 08119012 08119090 08121000
08129000 08131000 08132000 08133000 08134000 08135000 08140000

Processed fruit for import:

2001909010 200600101 2006001019 2006001090 2007100000 2007910010 2007910020
2007910090 2007991010 2007991090 2007992010 2007992090 2007999021 2007999022
2007999029 2007999031 2007999039 2007999040 2007999050 2007999091 2007999099
2008200010 2008200090 2008300010 2008300021 2008300029 2008300091 2008300099
2008401000 2008402000 2008409010 2008409090 2008501010 2008501090 2008509000
2008601000 2008609011 2008609019 2008609090 2008701010 2008701090 2008709010
2008709090 2008800010 2008800090 2008910010 2008910090 2008921010 2008921090
2008929000 2008991000 2008992010 2008992020 2008992090 2008993010 2008993091
2008993099 2008994000 2008999010 2008999021 2008999029 2008999031 2008999032
2008999033 2008999039 2008999091 2008999092 2008999099 2009111010 2009111020
2009111030 2009119010 2009119020 2009119030 2009120010 2009120090 2009191010
2009191091 2009191099 2009199010 2009199090 2009210010 2009210090 2009290010
2009290021 2009290022 2009290029 2009290091 2009290092 2009290099 2009310011
2009310019 2009310091 2009310099 2009390011 2009390012 2009390019 2009390091
2009390092 2009390099 2009410000 2009490010 2009490020 2009490090 2009611000
2009619010 2009619090 2009691011 2009691019 2009691021 2009691029 2009699010
2009699020 2009699090 2009711000 2009719010 2009719090 2009791011 2009791012
2009791019 2009791021 2009791022 2009791029 2009799000 2009801100 2009801911
2009801912 2009801919 2009801991 2009801992 2009801993 2009801994 2009801995
2009901000 2009902010 2009902020 2009903010 2009903021 2009903029 2009903031
2009903039 2106902911 2106909110 2106909191 2106909192 2106909199 2106909200
2106909300 2106909400 2106909510 2106909590 2106909600 2106909700 2106909810
2106909890 2106909911 2106909919 2106909931 2106909939 2106909941 2106909949
2106909991 2106909992 2106909999 2202903100 2202903110 2202903190 2202903200
2202909010

Processed fruit for export:

20060000 20071000 20079100 20079900 20081110 20081190 20081900 20082000
20083000 20084000 20085000 20086000 20087000 20088000 20089100 20089200
20089900 20091100 20091200 20091900 20092100 20092900 20093100 20093900
20094100 20094900 20096100 20096900 20097100 20097910 20097990 20098040
20099000 21069030