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Statistical Overview of the Canadian Fruit Industry 2014

Prepared by:
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Overview

Despite Canada's northern latitude and short growing season, the country produces a wide range of fruits, many of which, including cranberries, blueberries and Saskatoon berries are native to North America. With a total farm gate value of almost \$845 million (2014), Canada's fruit industry is a sector with significant economic importance accounting for 19.3% of the country's edible horticulture sector in terms of farm cash receipts¹.

2014 marked the fourth consecutive year of growth in the cultivated area of Canadian fruit farms. However, this overall growth in cultivated area is the combined result of the steady and continuous growth in expanding sectors such as blueberries, cranberries and grapes and the decline in other sectors such as apples, peaches, raspberries and strawberries. Over the last 5 years, cultivated areas for pears, nectarines, raspberries, peaches and apples have decreased by 22.8%, 15.0%, 13.9%, 13.9% and 4.2% respectively, while cranberries, blueberries and grapes were the only fruit commodities that saw increases in cultivated area, rising by 23.1%, 9.6% and 8.8% respectively. Overall, Canada's total cultivated area for fruits has increased over the past 5 years by 6.3%.

In 2014, blueberries led all other fruit commodities in marketed value with a farm gate value² of approximately \$246 million, followed by apples, grapes and cranberries with approximate farm gate values of \$188 million, \$116 million and \$90 million respectively. Canada's overall fruit farm gate value increased in 2014 by 0.7% to \$844 million. Nova Scotia, New Brunswick, British Columbia and Quebec, all of whom reported decreases in farm gate value in 2013 rebounded with increases of 35.1%, 22.1%, 10.2% and 8.6% respectively in 2014, mostly as a result of higher farm gate values for blueberries which led to an overall increase in Canada's farm gate value for the year. A factor that limited the overall growth of Canada's fruit farm gate value during 2014 was a decrease of 22.3% of Ontario's fruit farm gate value, due mostly to the lower grape production (32.1% decrease as a result of severe winter conditions), which represents a large portion of Canada's total fruit farm gate value.

Canada's total fresh fruit export value amounted to \$614 million in 2014, up 8.6% from 2013 while in 2013 it had seen a decrease of 6.8% from 2012. This increase can be attributed to the higher volumes of apple, cherry, and blueberry exports which were up by 95.0%, 44.4% and 10.4% respectively. There were, however, some fruit crops that experienced decreases in exports, including grapes, raspberries and cranberries, for which export volumes fell by 30.4%, 19.2% and 1.7% respectively. Blueberries continue to be Canada's most valuable fruit export by far, making up 61.6% of total fruit export value in 2014. The United States continues to be Canada's most important export destination, accounting for 69.0% of total fresh fruit export value in 2014.

The value of Canadian fresh fruit imports increased to \$5.1 billion in 2014, a growth of 10.0% from the previous year. This magnitude of increase in value of Canadian fruit imports can be attributed primarily to the lower value of the Canadian dollar, given that the total volume of fruit imports declined by 2.5% from 2013 to 2014. The top 3 fruit commodities imported to Canada by value in 2014 were grapes, bananas and strawberries, making up respectively 10.8%, 9.0% and 8.5% of Canada's total 2014 fresh fruit imports. The United States is also the most important source of Canada's fresh fruit imports, with 49.2% of Canadian fruit imports (in terms of value) coming from the United States in 2014.

¹ Farm cash receipts measure gross revenue of farm businesses. They represent the cash income received from the sale of agricultural commodities.

² The "farm gate" value is the pricing point of production, excluding charges for transport or delivery.



1. Production

1.1. Number of fruit farms¹ by province

	2006	2011
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

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.

Source: Statistics Canada (Census of Agriculture 95-640-X)



1.2. Canadian fruit farm cultivated area¹ by commodity (hectares)

	2010	2011	2012	2013	2014
Blueberries ²	67,243	70,811	72,657	73,445	73,704
Apples	18,110	17,765	17,154	17,284	17,350
Grapes ³	11,656	12,098	12,283	12,355	12,683
Cranberries	5,885	6,108	6,489	7,121	7,246
Strawberries	3,852	4,075	4,064	3,694	3,458
Raspberries	2,689	2,696	2,518	2,352	2,314
Peaches	2,680	2,785	2,758	2,491	2,308
Cherries, sweet	1,549	1,599	1,614	1,563	1,529
Cherries, sour	1,265	1,081	1,064	1,028	1,037
Saskatoon berries	..	1,199	1,174	1,015	950
Pears	800	817	746	707	618
Plums and prunes	466	484	487	443	425
Nectarines	360	365	376	330	306
Apricots	96	101	100	96	91
Total	116,651	121,984	123,484	123,924	124,019

Notes:

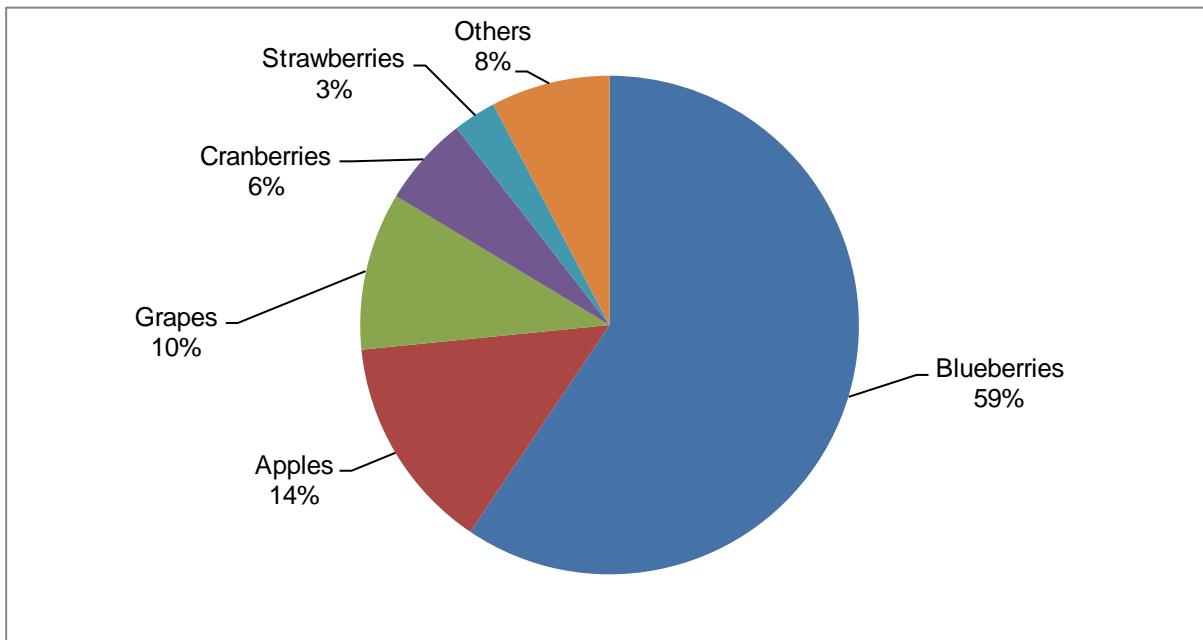
1. Cultivated area includes bearing and non-bearing area.
2. Includes low bush blueberries and high bush blueberries.
3. Includes table grapes and wine grapes.

.. Not available.

Source: Statistics Canada (CANSIM Table 001-0009)



1.3. Canadian fruit farm cultivated area by commodity – percent share, 2014



Source: Statistics Canada (CANSIM Table 001-0009)

1.4. Canadian fruit farm cultivated area¹ by province (hectares)

	2010	2011	2012	2013	2014
Newfoundland and Labrador	472	486	49	51	37
Prince Edward Island	4,888	5,158	5,130	5,128	109
Nova Scotia	18,120	20,329	19,725	19,262	20,274
New Brunswick	11,657	12,051	13,697	14,132	14,083
Quebec	39,239	39,325	39,411	40,300	39,979
Ontario	19,859	20,219	20,034	19,263	19,254
Manitoba	180	274	242	223	215
Saskatchewan	190	484	453	514	484
Alberta	190	861	888	652	665
British Columbia	21,756	22,492	23,023	22,967	22,832
Canada	116,651	121,984	123,484	123,924	124,019

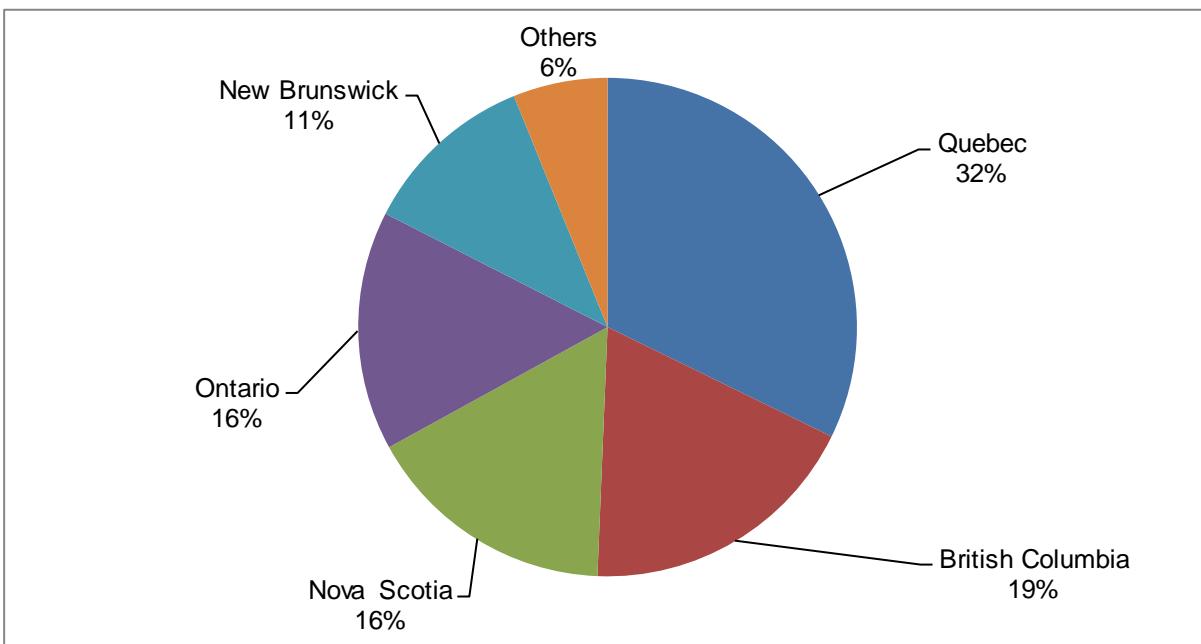
Note:

1. Cultivated area includes bearing and non-bearing area.

Source: Statistics Canada (CANSIM Table 001-0009)



1.5. Canadian fruit farm cultivated area by province – percent share, 2014



Source: Statistics Canada (CANSIM Table 001-0009)

1.6. Fruit farm gate value¹ by province (thousands of Canadian dollars)

	2010	2011	2012	2013	2014
Newfoundland and Labrador	680	667	443	720	720
Prince Edward Island	9,672	10,559	8,889	9,728	11,097
Nova Scotia	42,537	45,684	58,722	47,164	63,742
New Brunswick	26,789	31,251	41,064	32,987	40,262
Quebec	115,280	173,172	217,337	166,332	180,621
Ontario	197,388	216,856	195,329	264,982	205,868
Manitoba	1,115	1,499	1,193	1,446	1,249
Saskatchewan	274	832	771	946	668
Alberta	724	1,270	1,979	1,918	1,643
British Columbia	262,701	284,620	348,295	298,649	329,070
Canada²	660,965	767,855	876,095	838,776	844,466

Notes:

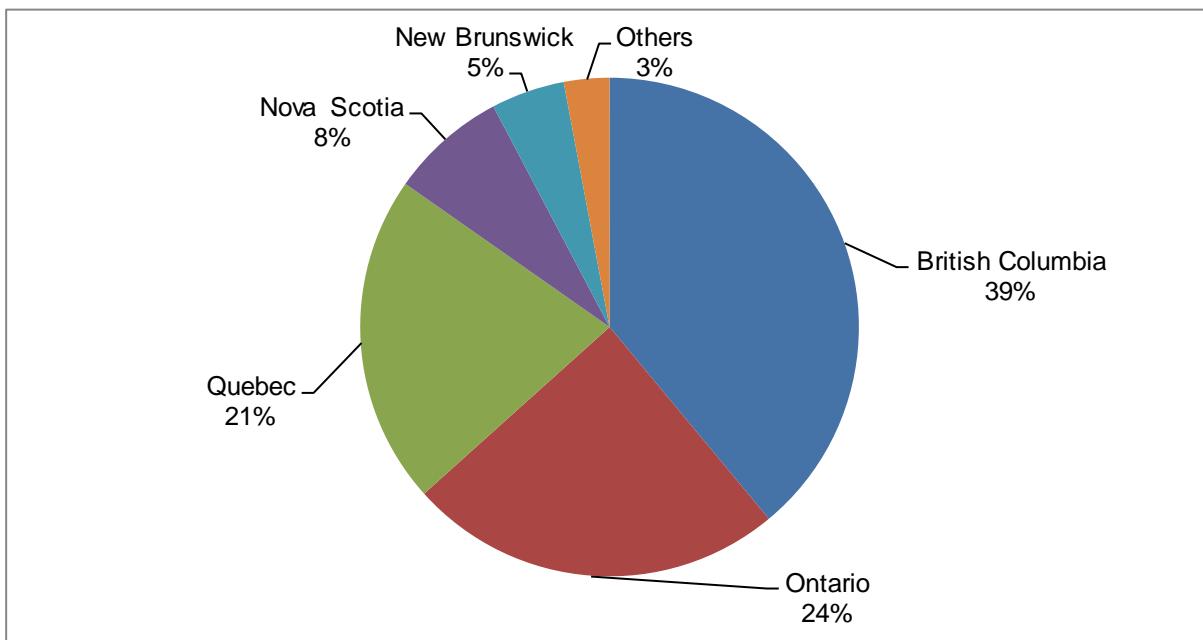
1. The "farm gate" value is the pricing point of production, excluding charges for transport or delivery.

2. The total may not add up due to data unavailability of certain commodities in certain provinces.

Source: Statistics Canada (CANSIM Table 001-0009)



1.7. Fruit farm gate value by province – percent share, 2014



Source: Statistics Canada (CANSIM Table 001-0009)

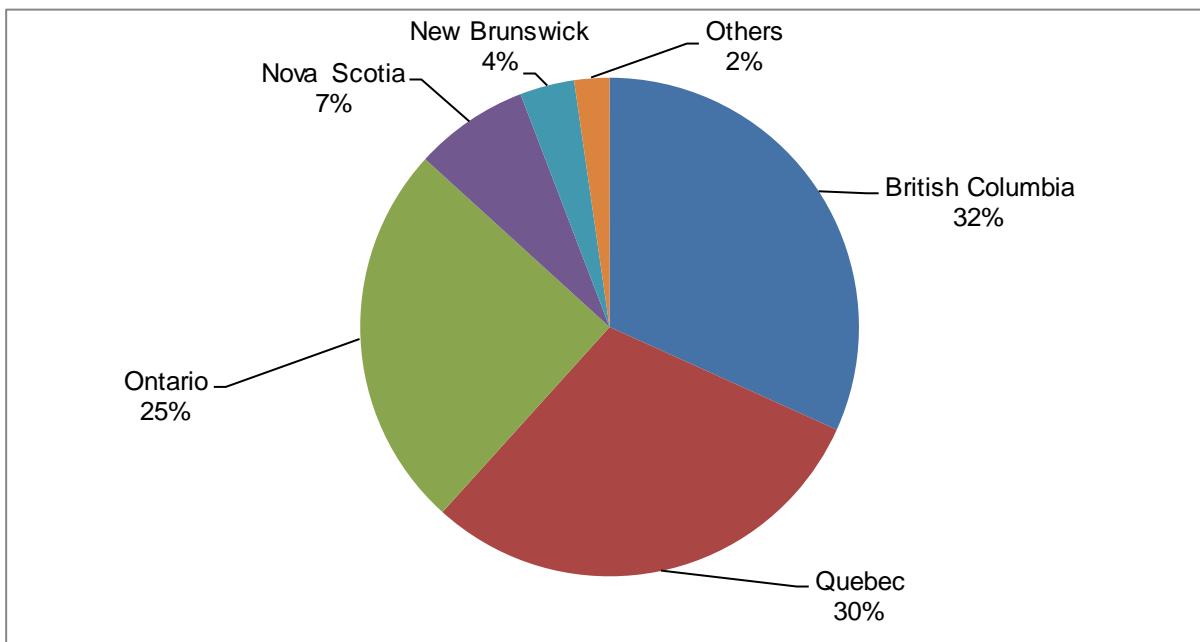
1.8. Fruit marketed volume by province (metric tonnes)

	2010	2011	2012	2013	2014
Newfoundland and Labrador	195	191	74	101	501
Prince Edward Island	6,652	7,156	6,364	6,190	8,920
Nova Scotia	52,107	54,238	60,072	56,680	63,851
New Brunswick	23,281	23,368	29,367	19,971	30,379
Quebec	162,869	204,031	223,340	212,180	257,149
Ontario	228,199	248,354	122,127	265,190	215,388
Manitoba	342	505	367	398	347
Saskatchewan	77	209	207	272	215
Alberta	121	275	476	434	325
British Columbia	213,255	221,378	249,498	228,175	272,832
Canada	689,504	760,466	692,914	805,570	859,163

Sources: Statistics Canada (CANSIM Table 001-0009)



1.9. Fruit marketed volume by province – percent share, 2014



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



1.10. Fruit farm gate value by commodity (thousands of Canadian dollars)

	2010	2011	2012	2013	2014
Blueberries ¹	149,124	203,449	242,616	187,146	245,955
Apples	149,140	162,383	186,303	197,391	187,847
Grapes ²	116,214	127,994	144,635	154,491	116,224
Cranberries	69,975	87,980	108,672	94,227	89,618
Strawberries	68,065	71,626	70,826	69,606	72,021
Cherries, sweet	35,363	33,115	41,186	44,033	47,711
Raspberries	28,837	28,407	23,495	24,514	30,770
Peaches	24,700	32,603	37,426	33,986	30,215
Pears	6,892	6,992	5,068	7,959	7,456
Plums and prunes	4,568	4,615	4,727	7,061	5,495
Nectarines	4,483	4,709	4,301	5,344	4,852
Cherries, sour	2,735	2,106	4,586	10,328	3,800
Saskatoon berries	..	1,212	1,521	1,909	1,497
Apricots	869	664	733	781	1,005
Total	660,965	767,855	876,095	838,776	844,466

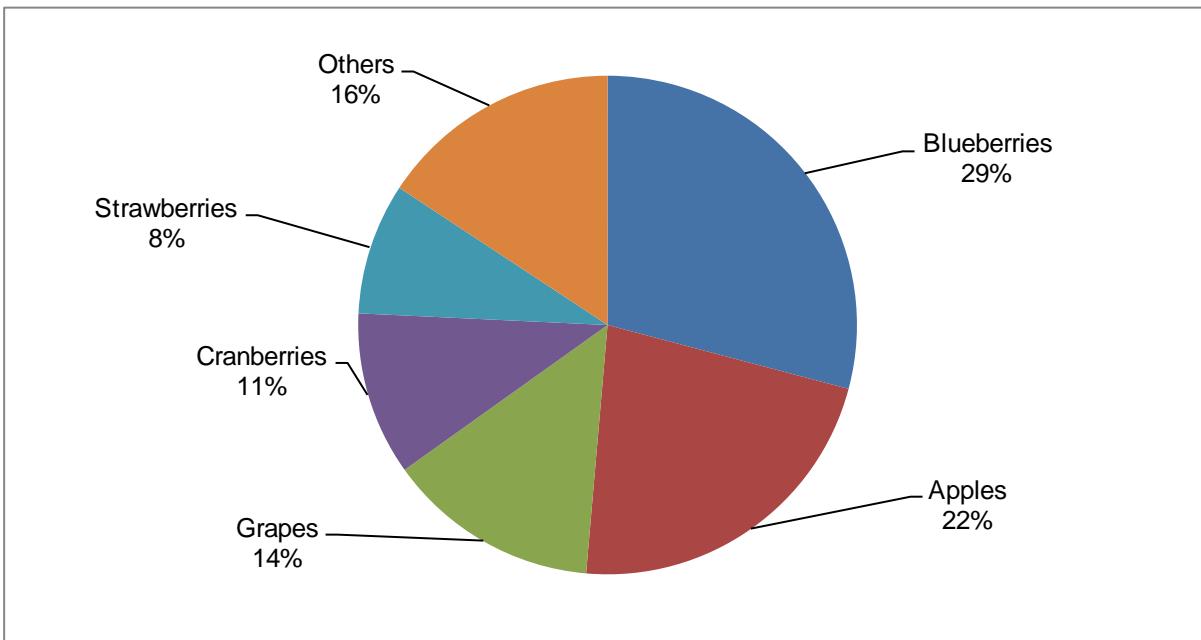
Notes:

1. Includes low bush blue berries and high bush blueberries.
2. Includes table grapes and wine grapes.
- .. Not available.

Source: Statistics Canada (CANSIM Table 001-0009)



1.11. Fruit farm gate value by commodity – percent share, 2014



Source: Statistics Canada (CANSIM Table 001-0009)



1.12. Fruit marketed volume by commodity (metric tonnes)

	2010	2011	2012	2013	2014
Apples	371,025	394,758	273,919	386,694	374,275
Blueberries ¹	83,550	105,140	121,780	109,007	163,108
Cranberries	75,405	86,286	127,987	122,538	158,079
Grapes ²	75,598	90,487	91,224	102,712	80,561
Peaches	22,561	23,165	20,489	22,633	19,339
Strawberries	19,093	20,388	19,888	18,947	18,516
Cherries, sweet	9,982	10,072	13,775	11,475	14,515
Raspberries	11,864	12,273	10,876	9,691	12,075
Pears	7,833	8,293	6,465	8,672	7,436
Cherries, sour	5,875	3,401	1,287	5,646	4,238
Plums and prunes	2,992	2,513	2,033	3,553	3,188
Nectarines	3,107	2,959	2,224	3,022	2,750
Apricots	619	423	528	458	690
Saskatoon berries	..	308	439	522	393
Total	689,504	760,466	692,914	805,570	859,163

Notes:

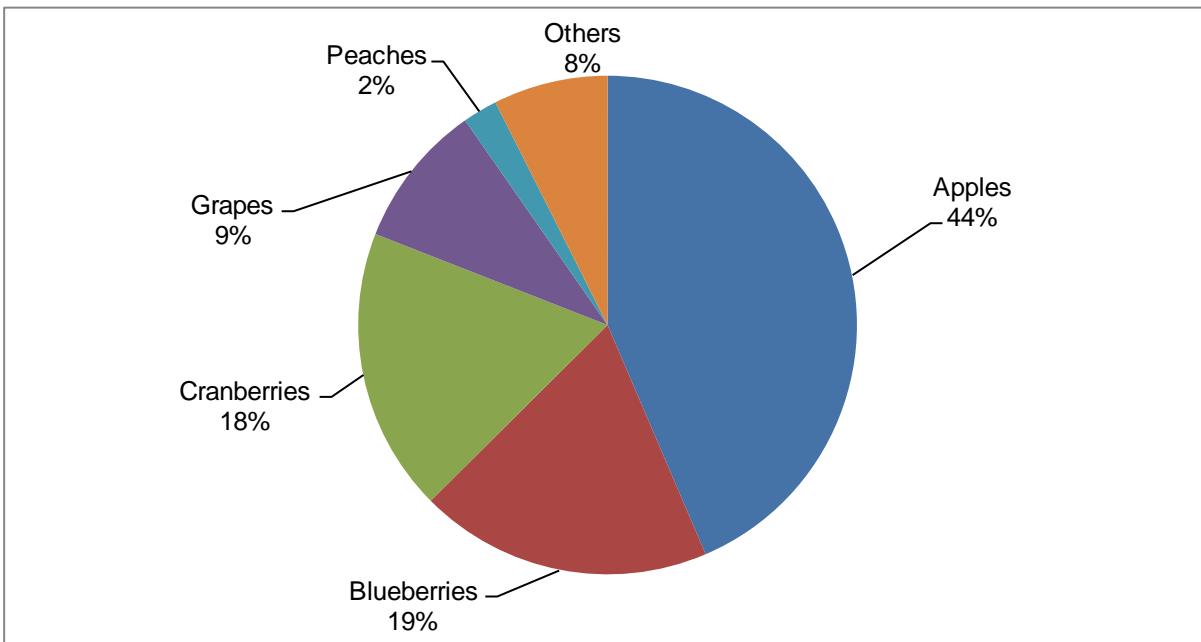
1. Includes low bush blueberries and high bush blueberries.
2. Includes table grapes and wine grapes.

.. Not available.

Source: Statistics Canada (CANSIM Table 001-0009)



1.13. Fruit marketed volume by commodity – percent share, 2014

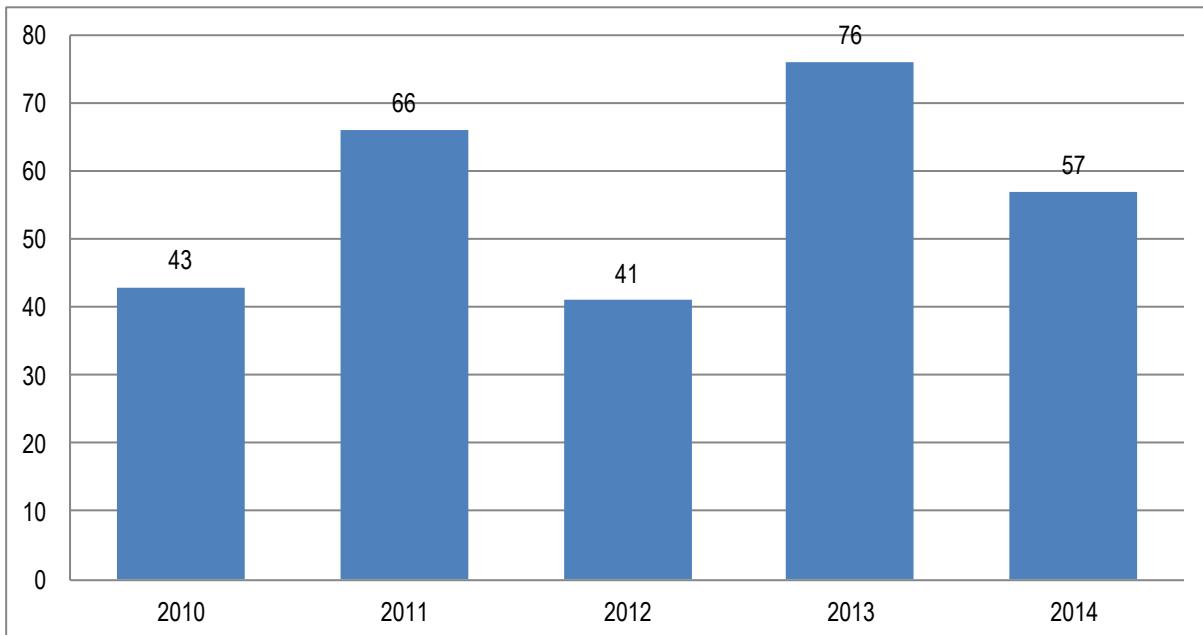


Source: Statistics Canada (CANSIM Table 001-0009)



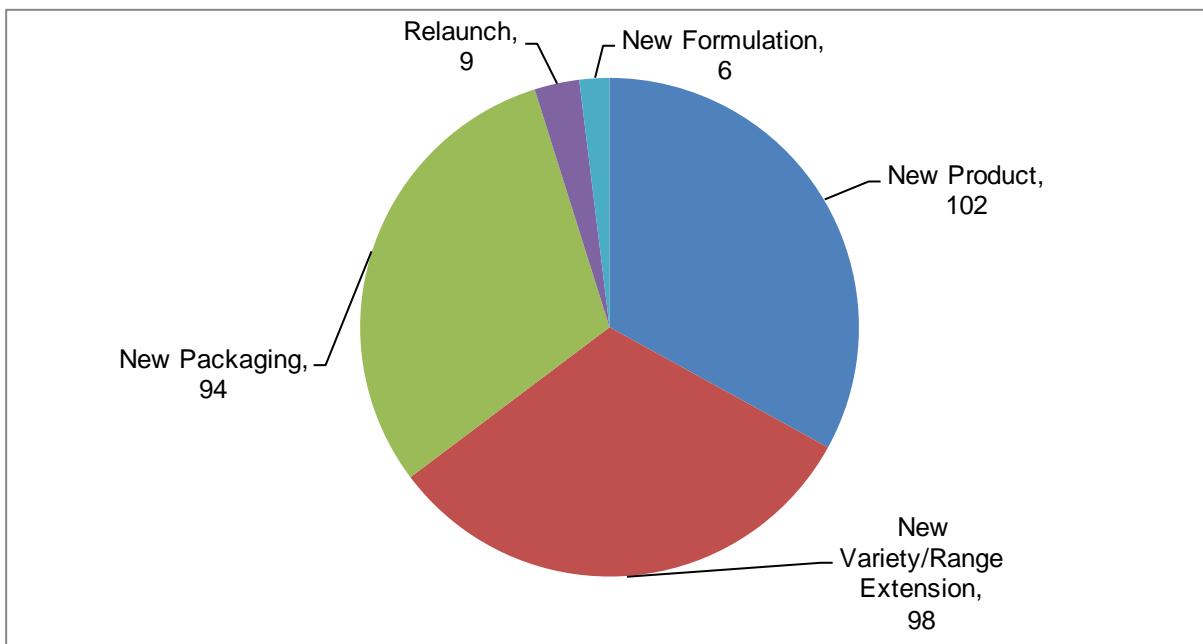
2. Innovation

2.1. Number of new products launched in Canada under sub-category 'Fruit', 2010 – 2014



Source: Mintel

2.2. Number of new products launched in Canada under the sub-category 'Fruit' by launch type, 2010 – 2014



Source: Mintel

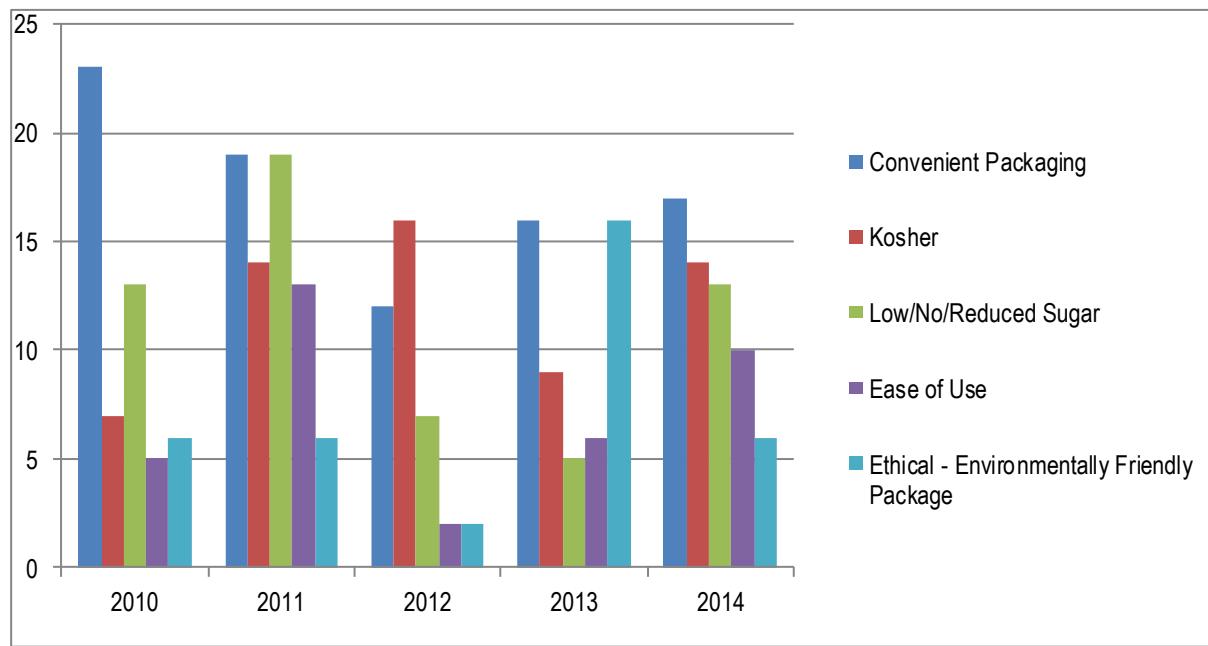


2.3. Top 15 claims of new products launched in Canada under the sub-category 'Fruit', 2010 – 2014

	2010	2011	2012	2013	2014	Total
Convenient Packaging	23	19	12	16	17	87
Kosher	7	14	16	9	14	60
Low/No/Reduced Sugar	13	19	7	5	13	57
Ease of Use	5	13	2	6	10	36
Ethical - Environmentally Friendly Package	6	6	2	16	6	36
All Natural Product	2	13	2	3	9	29
Economy	4	1	3	19	2	29
No Additives/Preservatives	6	19	2	1	1	29
Microwaveable	6	3	5	7	3	24
Premium	7	4	4	7	2	24
Organic	2	8	4	3	6	23
High/Added Fiber	2	3	2	5	1	13
Gluten-Free	1	0	1	1	6	9
Ethical - Environmentally Friendly Product	2	0	1	2	4	9
Low/No/Reduced Fat	2	4	1	2	0	9

Source: Mintel

2.4. Top 5 claims of new products launched in Canada under the sub-category 'Fruit', 2010 – 2014



Source: Mintel



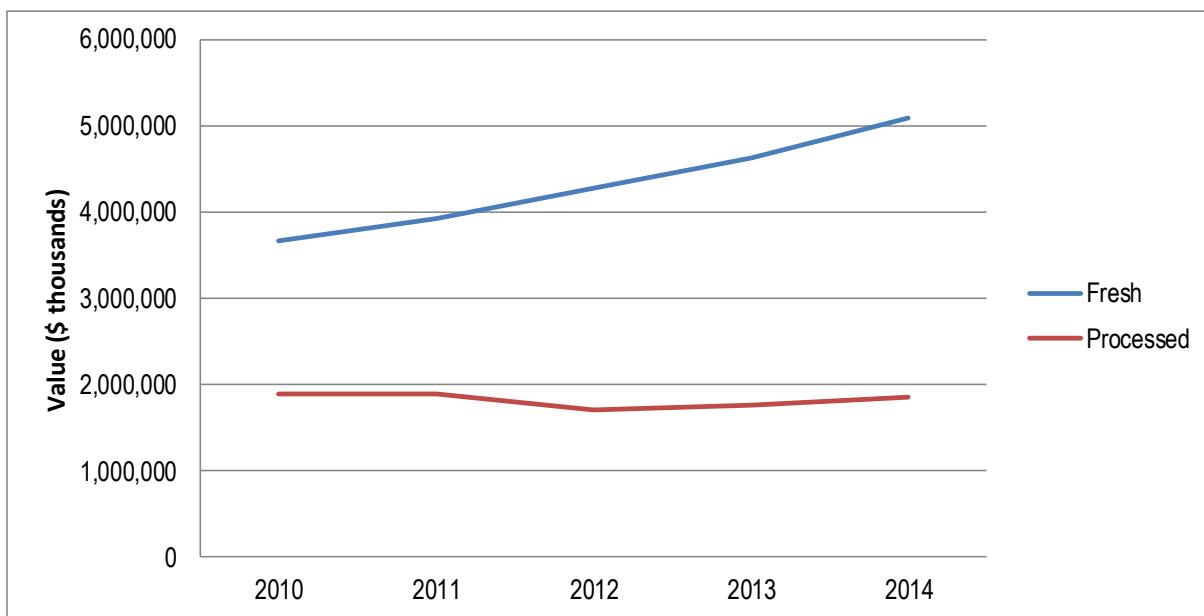
3. Trade

3.1. Canadian fruit trade balance (thousands of Canadian dollars)

Exports	2010	2011	2012	2013	2014
Fresh ¹	396,277	509,559	606,216	565,000	613,868
Processed	343,614	418,760	353,061	362,609	414,825
Total	739,891	928,318	959,277	927,609	1,028,692
Imports					
Fresh ¹	3,661,962	3,930,257	4,268,100	4,632,869	5,097,394
Processed	1,807,502	1,769,717	1,606,160	1,698,040	1,788,990
Total	5,469,464	5,699,974	5,874,261	6,330,909	6,886,384
Trade Balance (Export - Imports)					
Fresh ¹	(3,265,684)	(3,420,698)	(3,661,884)	(4,067,869)	(4,483,527)
Processed	(1,463,889)	(1,350,957)	(1,253,100)	(1,335,431)	(1,374,165)
Total	(4,729,573)	(4,771,655)	(4,914,984)	(5,403,300)	(5,857,692)
Note:					
1: Includes frozen and dried.					
Source: Statistics Canada. (CATSnet, June 2015)					

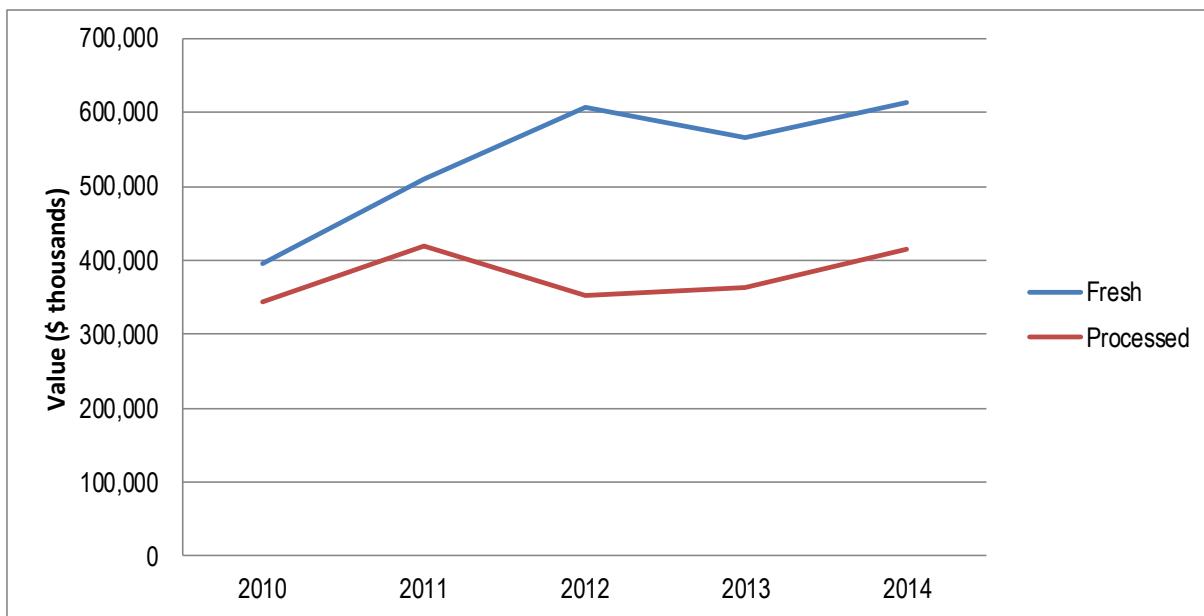


3.2. Canadian fruit imports, 2010 – 2014



Source: Statistics Canada. (CATSnet, June 2015)

3.3. Canadian fruit exports, 2010 – 2014



Source: Statistics Canada. (CATSnet, June 2015)



3.4. Exports

3.4.1. Fresh fruit export value by commodity (thousands of Canadian dollars)

	2010	2011	2012	2013	2014
Blueberries ^{1,4}	245,153	335,797	397,946	346,878	377,979
Cranberries	48,011	53,686	74,640	77,837	66,382
Cherries ²	30,091	41,497	43,377	41,331	54,512
Apples ³	24,722	26,051	31,108	28,162	41,381
Raspberries ⁴	11,454	10,219	9,223	12,856	14,882
Strawberries ⁴	1,555	1,264	1,966	1,396	2,317
Hazelnuts and filberts ³	1,459	775	622	927	1,862
Grapes ³	1,344	2,854	1,482	2,102	1,186
Almonds	59	96	138	48	935
Melons ⁵	3,593	1,518	508	331	264
Others	28,836	35,801	45,207	53,131	52,165
Total	396,277	509,559	606,216	565,000	613,868

Notes:

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

Source: Statistics Canada. (CATSnet, June 2015)



3.4.2. Fresh fruit export volume by commodity (metric tonnes)

	2010	2011	2012	2013	2014
Blueberries ^{1,4}	86,963	90,979	105,458	101,155	111,648
Cranberries	34,487	35,737	58,764	60,083	59,074
Apples ²	26,000	23,982	27,520	21,862	42,627
Cherries ³	5,139	6,974	7,619	6,122	8,837
Raspberries ⁴	5,765	5,570	5,204	5,801	4,684
Grapes ²	2,582	3,014	1,942	2,698	1,879
Melons ⁵	2,143	2,179	1,145	720	785
Strawberries ⁴	448	336	507	361	575
Hazelnuts and filberts ²	545	310	254	338	316
Almonds ²	9	15	19	9	102
Others	18,928	20,382	22,813	29,615	28,758
Total	183,010	189,478	231,243	228,764	259,286

Notes:

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

Source: Statistics Canada. (CATSnet, June 2015)

3.4.3. Canada's top 10 fresh fruit export destinations (thousands of Canadian dollars)

	2010	2011	2012	2013	2014
United States	265,381	303,492	388,302	392,771	423,323
Japan	23,428	34,625	39,824	28,764	31,693
China	9,757	15,405	14,398	19,815	29,329
Germany	23,542	35,476	36,690	28,332	29,257
Netherlands	13,539	25,101	23,112	14,610	18,003
United Kingdom	10,205	12,408	10,482	8,036	10,743
Belgium	5,797	10,261	16,019	8,627	10,603
France	7,069	13,363	12,796	11,719	10,070
Hong Kong	5,317	10,202	18,226	15,672	9,946
Taiwan	8,515	11,196	10,769	7,528	6,636
Others	23,726	38,031	35,598	29,125	34,264
Total	396,277	509,559	606,216	565,000	613,868

Source: Statistics Canada. (CATSnet, June 2015)

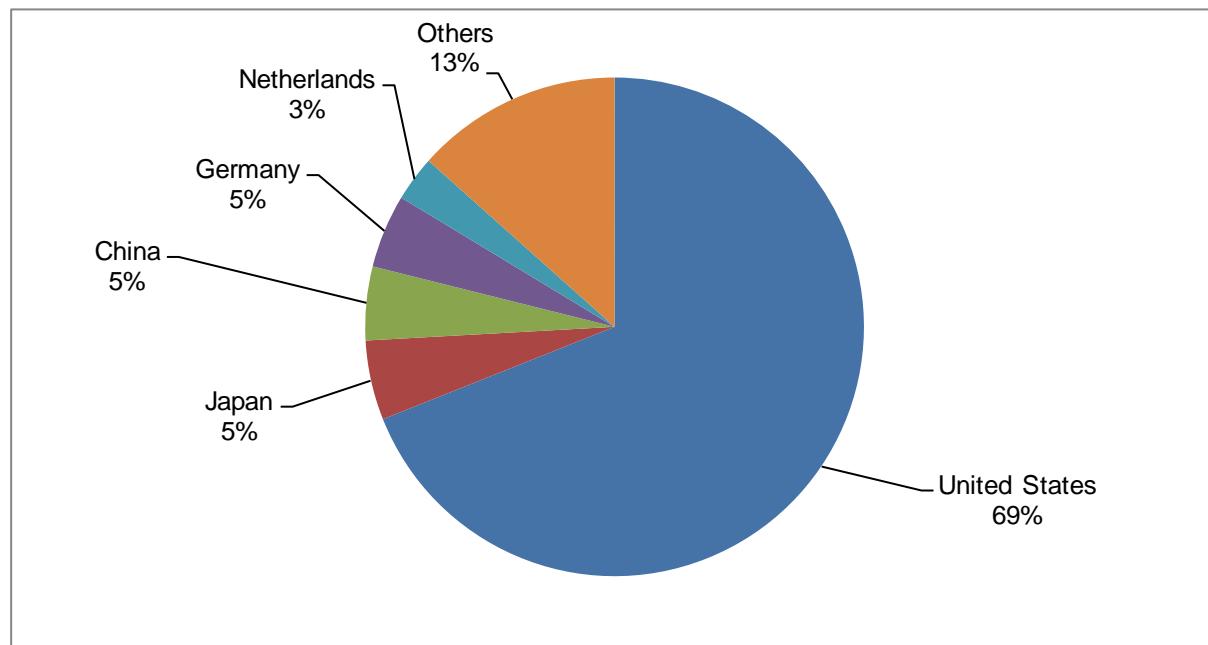


3.4.4. Canada's top 10 fresh fruit export destinations (metric tonnes)

	2010	2011	2012	2013	2014
United States	137,234	130,343	172,432	179,811	204,805
Japan	7,087	8,444	9,070	7,354	7,893
China	3,401	4,434	3,663	5,076	7,767
Germany	8,458	10,222	10,427	8,907	8,352
Netherlands	5,336	8,041	7,258	5,378	5,773
United Kingdom	4,528	4,600	3,675	3,009	3,003
Belgium	2,013	2,484	4,212	2,342	2,474
France	2,707	4,047	3,457	2,978	2,439
Hong Kong	645	1,411	2,662	1,751	1,693
Taiwan	2,285	2,263	2,028	1,494	1,455
Others	9,316	13,189	12,360	10,664	13,633
Total	183,010	189,478	231,243	228,764	259,286

Source: Statistics Canada. (CATSnet, June 2015)

3.4.5. Value of Canada's top 5 fresh fruit export destinations – percent share, 2014



Source: Statistics Canada. (CATSnet, June 2015)



3.4.6. Top 5 fresh fruit export destinations, by province (thousands of Canadian dollars)

		2010	2011	2012	2013	2014
Newfoundland and Labrador	Saint Pierre and Miquelon	0	0	0	0	0
	France	1	0	0	0	0
	Netherlands	54	0	0	0	0
	Total	55	0	0	0	0
Prince Edward Island	United States	5,790	7,652	12,167	14,311	5,290
	China	3,158	5,152	6,775	6,216	4,404
	France	0	143	0	0	1,198
	United Kingdom	171	685	0	486	1,192
	Netherlands	381	597	904	744	979
	Others	863	599	452	1,426	906
	Total	10,363	14,829	20,298	23,184	13,969
Nova Scotia	United States	30,679	35,551	40,347	40,848	61,835
	Germany	15,086	25,223	22,110	21,024	21,315
	Japan	8,994	18,295	13,857	13,173	10,635
	France	5,497	10,671	9,529	9,044	6,651
	Netherlands	3,719	13,113	5,257	6,704	5,134
	Others	18,517	31,416	23,500	18,858	17,866
	Total	82,492	134,270	114,600	109,651	123,436
New Brunswick	United States	1,435	2,054	2,446	3,873	7,569
	China	0	0	0	31	33
	Saint Pierre and Miquelon	1	3	4	6	4
	France	0	0	0	0	0
	Belgium	0	21	22	0	0
	Others	468	362	181	118	0
	Total	1,905	2,441	2,652	4,027	7,606
Quebec	United States	44,754	59,859	75,795	74,554	78,813
	Japan	5,023	5,022	12,990	5,939	10,625
	Netherlands	8,458	9,122	14,023	6,224	10,622
	Germany	6,683	8,491	13,943	6,575	6,467
	Belgium	3,237	4,719	8,761	5,131	4,493
	Others	9,502	13,598	20,045	18,438	18,304
	Total	77,658	100,810	145,557	116,860	129,325

Source: Statistics Canada. (CATSnet, June 2015)

...cont'd



3.4.6. Top 5 fresh fruit export destinations, by province (thousands of Canadian dollars) – cont'd

		2010	2011	2012	2013	2014
Ontario	United States	16,325	15,882	16,659	13,886	21,439
	Luxembourg	0	0	0	0	1,081
	India	32	0	267	6	989
	Cuba	6	31	0	472	978
	United Kingdom	1,175	1,111	828	266	631
	Others	1,078	1,116	1,273	1,465	1,316
	Total	18,616	18,139	19,027	16,096	26,434
Manitoba	Japan	0	0	0	0	141
	United States	0	16	0	0	8
	North Korea	2	3	0	11	2
	Total	2	19	0	11	151
Saskatchewan	United States	24	122	18	23	49
	Saint Pierre and Miquelon	0	1	1	1	0
	Singapore	0	0	2	0	0
	Others	0	0	0	0	0
	Total	25	123	20	24	49
Alberta	United States	1,719	1,661	2,156	1,415	1,066
	Belgium	0	394	576	218	510
	Singapore	0	0	0	21	56
	Taiwan	0	27	22	220	51
	United Kingdom	0	110	73	18	26
	Others	27	276	212	103	1
	Total	1,745	2,468	3,037	1,996	1,710
British Columbia	United States	164,655	180,694	238,715	243,860	247,255
	China	2,167	1,731	2,972	7,156	16,549
	Japan	9,249	11,124	12,638	9,160	10,091
	Hong Kong	5,294	10,164	18,207	15,666	9,883
	Taiwan	8,038	10,462	9,375	6,361	5,307
	Others	14,013	22,284	19,117	10,946	22,017
	Total	203,417	236,459	301,024	293,149	311,102

Source: Statistics Canada. (CATSnet, June 2015)



3.5. Imports

3.5.1. Fresh fruit import value by commodity (thousands of Canadian dollars)

	2010	2011	2012	2013	2014
Grapes ¹	477,542	478,002	495,031	527,554	553,006
Bananas ⁶	365,100	384,582	379,042	410,014	456,666
Strawberries ²	337,614	356,582	378,647	409,684	430,870
Raspberries ²	201,523	227,573	259,278	300,057	345,080
Apples	189,647	198,381	235,553	286,151	276,735
Melons ⁴	201,285	203,807	223,927	235,389	247,277
Blueberries ^{2, 3}	160,716	209,440	239,770	242,446	239,363
Almonds	103,132	124,796	139,442	191,373	237,087
Orange ^{5, 6}	179,432	173,790	172,650	187,417	216,560
Mandarins and clementines	158,436	157,842	166,224	162,241	179,905
Others	1,287,534	1,415,461	1,578,538	1,680,542	1,914,846
Total	3,661,962	3,930,257	4,268,100	4,632,869	5,097,394

Notes:

1. Includes table grapes and wine grapes.
2. Includes frozen.
3. Includes high-bush blueberries and low-bush blueberries.
4. Includes watermelons and cantaloupes.
5. Includes temple oranges.
6. Includes dried.

Source: Statistics Canada. (CATSnet, June 2015)



3.5.2. Fresh fruit import volume by commodity (metric tonnes)

	2010	2011	2012	2013	2014
Melons ¹	351,198	370,009	353,832	365,639	352,977
Grapes ²	267,718	251,379	248,871	255,496	242,114
Apples	193,524	200,087	204,143	235,147	223,496
Oranges ^{5, 6}	200,862	208,093	194,487	197,962	182,281
Strawberries ³	132,786	147,307	150,920	147,757	127,201
Pineapples ⁶	103,300	108,672	121,312	122,630	126,291
Mandarins and clementines	112,727	113,593	119,120	119,146	110,907
Pears	69,569	69,279	75,715	71,697	75,041
Avocados	35,646	36,136	49,027	57,488	61,087
Blueberries ^{3, 4}	49,214	58,035	55,977	64,230	58,328
Others	962,582	1,009,647	1,056,152	1,107,484	1,116,541
Total	2,479,126	2,572,238	2,629,557	2,744,675	2,676,265

Notes:

1. Includes watermelons and cantaloupes.
2. Includes table grapes and wine grapes.
3. Includes frozen.
4. Includes high-bush blueberries and low-bush blueberries.
5. Includes temple oranges.
6. Includes dried.

Source: Statistics Canada. (CATSnet, June 2015)



3.5.3. Top 10 sources of Canada's fresh fruit imports (thousands of Canadian dollars)

	2010	2011	2012	2013	2014
United States	1,787,565	1,943,635	2,144,202	2,296,751	2,505,505
Mexico	343,160	371,032	435,950	514,443	586,489
Chile	353,264	345,602	348,881	400,765	358,357
Costa Rica	177,221	186,321	182,854	205,251	218,140
Guatemala	96,497	145,353	155,115	158,993	201,584
Turkey	84,569	100,544	123,919	121,496	132,626
Ecuador	122,308	102,755	96,404	116,235	111,258
China	66,735	73,712	84,020	85,044	86,003
South Africa	79,329	78,271	79,322	98,813	105,399
Colombia	82,577	70,541	67,570	67,503	70,463
Others	468,735	512,492	549,863	567,575	721,571
Total	3,661,962	3,930,257	4,268,100	4,632,869	5,097,394

Source: Statistics Canada. (CATSnet, June 2015)

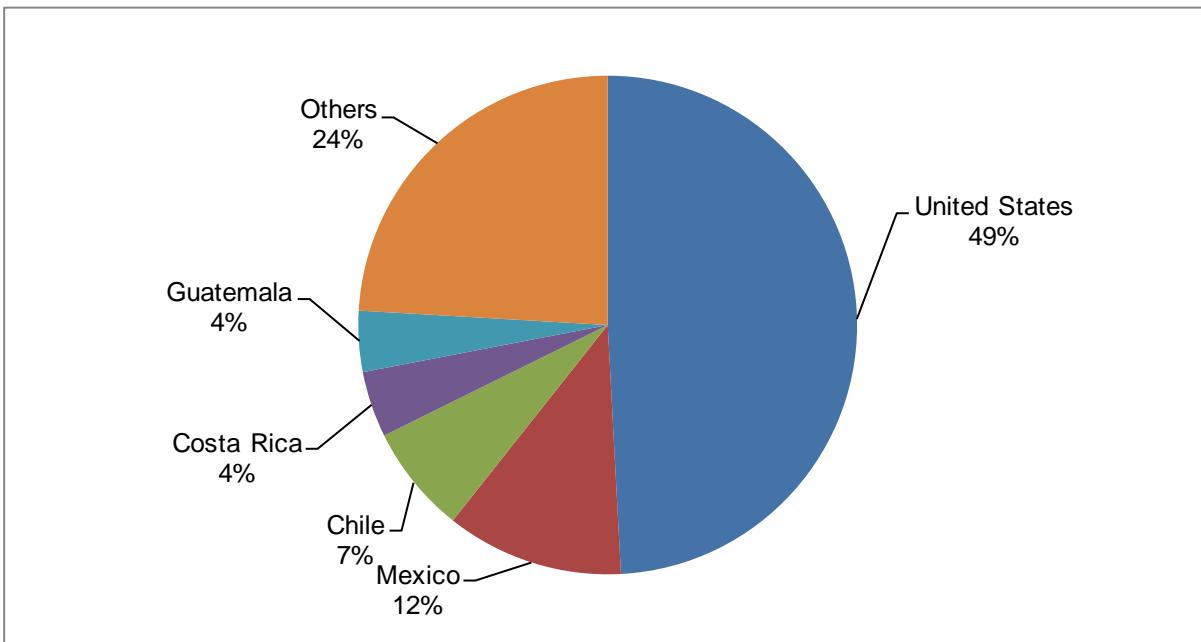
3.5.4. Top 10 sources of Canada's fresh fruit imports (metric tonnes)

	2010	2011	2012	2013	2014
United States	1,116,993	1,153,682	1,141,337	1,159,274	1,086,649
Mexico	212,093	221,137	255,788	292,868	284,047
Chile	140,220	140,896	131,188	143,747	110,417
Costa Rica	214,315	231,753	231,454	255,393	250,629
Guatemala	131,677	198,077	205,655	205,847	226,369
Turkey	16,554	19,303	23,812	23,972	25,834
Ecuador	154,333	117,412	112,782	134,348	124,853
China	56,560	54,977	57,485	62,371	47,365
South Africa	54,549	62,299	62,677	72,184	71,174
Colombia	115,169	96,878	95,317	91,941	85,843
Others	266,665	275,823	312,061	302,729	363,085
Total	2,479,126	2,572,238	2,629,557	2,744,675	2,676,265

Source: Statistics Canada. (CATSnet, June 2015)



3.5.5. Value of top 5 sources of Canada's fresh fruit imports – percent share, 2014



Source: Statistics Canada. (CATSnet, June 2015)



3.5.6. Top 5 sources of fresh fruit imports, by province (thousands of Canadian dollars)

		2010	2011	2012	2013	2014
Newfoundland and Labrador	United States	170	120	177	119	195
	Sweden	0	0	0	0	32
	United Kingdom	0	0	0	0	0
	Total	170	120	177	119	227
Prince Edward Island	N/A	0	0	0	0	0
Nova Scotia	Chile	1,443	1,128	1,440	2,330	2,420
	Spain	0	0	27	0	1,577
	New Zealand	0	39	127	216	621
	Poland	241	0	922	280	325
	Peru	0	73	55	105	144
	Others	1,368	564	826	471	578
	Total	3,051	1,804	3,398	3,403	5,665
New Brunswick	United States	36,770	46,801	55,333	50,626	62,925
	Guatemala	8,045	9,461	13,529	11,236	9,377
	Costa Rica	8,523	7,646	7,564	8,796	7,990
	Chile	9,300	6,824	6,723	7,485	5,785
	Mexico	2,282	2,225	1,838	2,046	4,937
	Others	12,082	13,377	9,181	9,676	10,250
	Total	77,002	86,334	94,168	89,866	101,264
Quebec	United States	109,798	136,162	129,165	131,195	128,027
	Chile	88,706	82,774	79,110	95,459	94,640
	Turkey	8,666	65,863	92,792	86,515	88,999
	Costa Rica	48,060	50,660	47,379	60,622	66,059
	Spain	5,205	10,276	15,352	12,108	48,861
	Others	213,943	233,450	233,088	239,413	279,554
	Total	474,378	579,187	596,886	625,312	706,140

Source: Statistics Canada. (CATSnet, June 2015)

...cont'd



3.5.6. Top 5 sources of fresh fruit imports, by province (thousands of Canadian dollars) – cont'd

		2010	2011	2012	2013	2014
Ontario	United States	1,041,862	1,105,334	1,202,045	1,291,835	1,372,551
	Mexico	227,325	236,838	284,729	321,634	367,544
	Chile	172,975	180,812	186,547	204,380	171,930
	Costa Rica	91,339	96,756	89,951	99,423	102,775
	South Africa	47,221	44,392	49,284	64,727	67,615
	Others	439,298	418,055	434,961	454,602	531,155
	Total	2,020,020	2,082,187	2,247,516	2,436,602	2,613,570
Manitoba	United States	23,608	26,762	33,348	30,464	31,805
	Guatemala	14,606	13,432	13,768	15,210	14,558
	Mexico	5,232	7,012	8,298	10,441	11,789
	Costa Rica	3,212	4,589	3,654	7,483	8,349
	Chile	6,288	7,540	6,847	9,238	7,044
	Others	3,931	3,424	3,515	4,923	6,846
	Total	56,877	62,760	69,429	77,760	80,391
Saskatchewan	United States	10,928	12,379	23,706	25,295	18,793
	Mexico	2,798	4,884	5,470	8,532	7,415
	Guatemala	1,819	6,411	6,917	5,902	7,263
	Costa Rica	685	810	1,883	2,791	2,460
	Chile	3,067	2,700	3,000	4,705	1,944
	Others	969	1,489	2,674	3,186	6,355
	Total	20,266	28,674	43,651	50,411	44,229
Alberta	United States	189,759	196,237	208,666	218,685	255,519
	Mexico	42,355	39,587	47,817	59,688	65,789
	Ecuador	42,118	27,163	23,999	35,909	39,472
	Chile	27,566	20,586	18,794	20,004	19,369
	Guatemala	3,488	19,429	19,038	14,185	14,773
	Others	19,447	26,258	32,368	27,443	31,190
	Total	324,733	329,259	350,683	375,915	426,111
British Columbia	United States	374,491	419,841	491,761	548,531	635,692
	Mexico	52,175	68,615	75,969	99,067	114,841
	Chile	43,919	43,237	46,421	57,163	55,225
	Guatemala	6,472	16,532	23,029	22,044	53,568
	China	43,437	46,760	54,049	52,005	49,856
	Others	164,969	164,949	170,964	194,672	210,617
	Total	685,464	759,934	862,192	973,481	1,119,798

Source: Statistics Canada. (CATSnet, June 2015)



4. Consumption

4.1. Fresh fruits available for consumption per person in Canada (kg per person)

	2010	2011	2012	2013	2014
Bananas	14.58	14.75	14.75	15.43	15.61
Apples	11.20	11.10	11.02	10.91	10.75
Melons total ¹	10.02	10.39	10.14	10.34	10.09
Oranges ²	9.27	9.29	9.02	9.00	8.31
Watermelons	5.70	5.98	6.08	6.12	6.11
Grapes	5.07	4.73	4.67	4.81	4.46
Pineapples	2.84	2.97	3.28	3.31	3.36
Mandarins	3.43	3.39	3.51	3.46	3.26
Strawberries	3.48	3.82	3.83	3.70	3.12
Cranberries	1.24	1.50	1.98	1.78	2.71
Pears	2.12	2.11	2.20	2.12	2.15
Avocados	0.98	0.99	1.32	1.53	1.61
Lemons	1.20	1.31	1.40	1.43	1.52
Guavas and mangoes	1.27	1.53	1.45	1.58	1.50
Dates	1.23	1.28	1.30	1.38	1.48
Blueberries	1.36	1.48	1.24	1.37	1.15
Grapefruits	1.30	1.28	1.23	1.19	1.12
Other berries	0.91	1.00	1.04	0.99	1.10
Limes	0.66	0.90	1.09	1.34	1.05
Peaches	1.28	1.23	1.14	1.18	1.00
Cherries	0.87	0.95	1.15	0.79	0.92
Plums total	0.81	0.83	0.74	0.77	0.66
Nectarines	0.86	0.82	0.69	0.75	0.62
Kiwis	0.62	0.58	0.63	0.54	0.50
Papayas	0.37	0.40	0.40	0.47	0.42
Figs	0.35	0.35	0.38	0.42	0.42
Coconut	0.31	0.33	0.33	0.35	0.40
Apricots	0.14	0.13	0.14	0.14	0.12
Other citrus	0.03	0.02	0.04	0.03	0.02

Notes:

1. Melons include melons, musk and cantaloupe, other fresh melons, watermelons and wintermelons.

2. Oranges include mandarins, clementines, tangerines, satsumas, wilkins 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.

Source: Statistics Canada (CANSIM Table 002-0011)



5. World data

5.1. Top 10 importers of fruit worldwide (thousands of Canadian dollars)

	2010	2011	2012	2013	2014
United States	9,126,848	9,622,944	10,189,148	11,514,044	13,966,134
Germany	8,437,031	8,830,288	8,681,765	10,430,949	11,249,401
Netherlands	5,546,446	5,910,688	5,863,227	6,803,009	7,486,794
United Kingdom	5,021,080	5,367,469	5,433,463	5,958,763	6,808,414
Russia	5,416,561	6,031,255	6,192,564	6,620,153	6,056,985
France	4,569,117	4,547,307	4,777,161	5,553,802	5,794,815
China	2,198,511	3,003,951	3,800,436	4,199,948	5,669,323
Canada	3,661,962	3,930,257	4,268,100	4,632,869	5,097,531
Hong Kong	2,568,680	2,876,449	3,474,018	3,793,581	4,324,196
Belgium	3,506,774	3,645,131	3,497,580	3,860,608	4,255,441
Others	27,664,670	30,958,010	32,293,843	36,207,580	40,738,442
Total	77,717,680	84,723,747	88,471,305	99,575,304	111,447,476

Note:

All data may include processed and unprocessed fruits and nuts.

Source: Global Trade Atlas (July 2015)

5.2. Top 10 exporters of fruit worldwide (thousands of Canadian dollars)

	2010	2011	2012	2013	2014
United States	10,428,429	11,676,988	13,248,104	14,998,097	16,447,539
Spain	7,392,239	7,762,925	8,253,101	9,451,271	9,850,704
Netherlands	5,045,571	5,110,369	5,202,944	6,178,837	6,742,833
Chile	3,377,999	3,769,543	3,894,432	4,617,140	5,141,273
Turkey	3,561,124	3,896,848	3,799,091	4,101,796	4,804,644
China	2,749,256	3,177,694	3,763,075	4,310,622	4,798,396
Mexico	2,407,093	2,740,446	3,108,209	3,473,522	4,576,571
Italy	3,898,965	3,957,763	3,829,025	4,215,017	4,497,216
Belgium	3,007,685	3,089,340	3,006,324	3,292,551	3,484,808
South Africa	2,181,373	2,276,273	2,319,296	2,673,537	3,122,018
Others	23,972,676	27,310,919	27,692,082	31,453,989	36,512,876
Total	68,022,410	74,769,108	78,115,684	88,766,379	99,978,878

Note:

All data may include processed and unprocessed fruits and nuts.

Source: Global Trade Atlas (July 2015)



5.3. World fruit production by commodity (metric tonnes)

	2009	2010	2011	2012	2013
Watermelons	98,648,157	101,348,446	103,351,656	106,523,272	109,278,714
Bananas	100,270,970	105,828,621	106,327,936	105,635,753	106,714,205
Apples	71,007,632	70,585,832	76,053,680	77,488,543	80,822,521
Grapes	68,342,094	67,543,861	70,041,901	68,602,220	77,181,122
Oranges	67,995,342	69,461,798	71,241,218	68,817,475	71,445,353
Mangoes ¹	34,883,597	37,139,456	39,259,441	41,068,890	43,300,070
Plantains	35,633,471	36,337,078	37,105,922	37,777,153	37,877,805
Melons, other ²	26,429,872	31,605,906	31,802,253	28,384,233	29,462,542
Pears	22,430,437	22,632,631	24,035,659	24,311,085	25,203,754
Pineapples	19,967,884	21,044,891	22,876,015	24,160,198	24,785,762
Peaches and nectarines	20,484,195	20,777,008	21,011,482	20,933,673	21,638,953
Lemons and limes	17,251,631	15,003,910	15,166,834	15,054,397	15,191,482
Papayas	10,779,280	11,234,137	11,357,439	12,050,135	12,420,585
Plums and sloes	10,898,372	10,667,427	10,996,946	10,708,207	11,528,337
Grapefruit ³	7,483,671	7,533,359	7,906,138	8,083,622	8,453,446
Strawberries	6,614,836	6,593,377	6,758,581	7,294,536	7,739,622
Dates	7,224,396	7,557,553	7,210,159	7,460,195	7,627,624
Avocados	3,963,179	3,916,700	4,266,672	4,470,008	4,717,102
Persimmons	3,983,416	3,945,081	4,304,696	4,589,100	4,637,357
Apricots	3,660,528	3,311,114	3,687,105	3,957,392	4,111,076
Kiwi fruit	2,677,173	2,718,731	2,792,773	2,865,173	3,261,474
Cherries	2,193,691	2,072,448	2,135,198	2,258,001	2,294,455
Cherries, sour	1,385,078	1,163,253	1,271,652	1,152,447	1,348,628
Figs	1,174,520	1,111,261	1,082,737	1,098,867	1,117,452
Berries ⁴	975,017	915,543	991,082	1,012,391	1,027,408
Currants	689,635	654,485	663,807	662,204	706,910
Quinces	502,706	528,987	575,277	591,101	630,325
Raspberries	503,136	524,772	605,439	573,679	578,233
Cranberries	412,859	397,619	449,351	505,169	540,259
Blueberries	333,699	324,005	361,137	400,846	420,379
Gooseberries	168,397	142,322	161,565	161,193	162,601
Carobs	164,734	170,552	181,171	166,848	145,389

Notes:

1. Includes mangosteens, guavas.
2. Includes cantaloupes.
3. Includes pomelos.
4. Includes berries not especially specified.

Source: FAOSTAT (August 2015)



6. Key Resources

FAOSTAT.

Global Trade Atlas.

Mintel.

Statistics Canada. CANSIM TABLE 001-0009.

Statistics Canada. CANSIM TABLE 002-0011.

Statistics Canada. 2011 Census of Agriculture 95-640-X.

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