

**12th World Deciduous Canned Fruit
Conference
South Africa**

John Wilson
Fruit Growers Victoria

Project Number: CF13700

CF13700

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CANNED FRUITS INDUSTRY COUNCIL OF AUSTRALIA

FINAL REPORT



12th World Deciduous Canning Fruit Conference Stellenbosch South Africa March 2014

PROJECT NUMBER: CF13700 (7/02/2014)

PROJECT TITLE: World Deciduous Canned Fruit Conference
("CANCON12), South Africa Study Tour

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Dr Rob Davies, Minister for Trade and Industry in the South African government, gives his opening address.

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("CFICA")
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REPORT PURPOSE: The purpose of this Final Report; of the study tour to the 12th World Deciduous Canning Fruit Conference ("CANCON12") held in Stellenbosch, Western Cape, South Africa in March 2012; was to gain; knowledge of world deciduous canned fruits production information, worldwide contacts and provide a brief synopsis of how the world canned deciduous fruit industry currently views itself.

The information contained herein will be of assistance to planners, government and industry. It provides a concise summary of the state of the world canned deciduous fruits industry.

FUNDING: The study tour was funded by voluntary contributions by the Fruit Growers Victoria Limited ("FGVL") and the Victoria Peach and Apricot Growers Association ("VPAGA") (which together form the Australian Canning Fruitgrowers Association ("ACFA") which is the grower member of CFICA) with matched levy funding by the Australian Government through Horticulture Australia Limited ("HAL").

REPORT DATE: 31st May 2014

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A South African peach orchard at Ceres in Western Cape Province

Media Summary

Since 1992, the World Canned Deciduous Fruits Conference has been held approximately every 2 years, alternating between northern and southern hemispheres. The 12th World Deciduous Canning Fruit Conference (“CANCON12”) was held in Stellenbosch, Western Cape, South Africa in March 2014. The most recent previous conferences were held in Greece in May 2012, Xuzhou, China in 2010 and in Shepparton, Australia in 2009.

These conferences were originally convened by the World Canned Deciduous Fruits Council (“WCDFC”) as a forum to share information on; crops, planting/removal trends, field yields, fruit prices, factory production capabilities, production, factory yields, sales, import/export, stock holdings, etc.

The WCDFC comprises nine member countries: Argentina, Australia, Chile, China, Greece, Italy, Spain, South Africa and USA, with China joining recently and Italy largely inactive now.

Each country’s peak industry body is represented, and have shared what they are able to do. Most have been forthcoming. Australia does not share information in relation to sales, import/export and carry out stocks because our industry is only one processor, but others do.

The Australian delegation representing the Canned Fruits Industry Council of Australia was Mr Ivan Routley and Mr John Wilson. Mr Routley is a CFICA councillor, ACFA Chairman, a member of the VPAGA committee of management and orchardist. Mr Wilson is the FGVL general manager and secretary for both ACFA and CFICA.

No representatives of Australia’s sole processor of deciduous fruit, SPCA, attended Cancon12 as SPCA determined that it could not release key staff because Cancon12 was being held during its peak fruit intake period.

Delegations from each member country made presentations to an audience of over 200 people, including delegates and others from around the world including non member countries. Attendees also came from, Japan, Canada, Italy and Germany.

The delegations shared information on their costs for cans, factory labour and sugar. Importantly, they also shared information on their seasons’ outcomes for the current year

The delegates were told that there has been widespread weather damage to all southern hemisphere crops and that the USA 2013 crop was drought affected. Argentina lost 80% of its peach crop to frost and Chilean crop was down 48%. The South African crop is down ~30% due to frost (5% loss) which was followed by unseasonal heavy rain approaching harvest (25% loss).

As a consequence, there will be a ~30% shortfall of processed peach production compared to demand for the 2014. This will continue for at least 6 to 8 months until the northern hemisphere crop is processed. However the USA crop is forecast to be down again in 2014 as growers move to alternative crops (almonds & walnuts). This has led to canners offering 20 year contracts for new plantings.

The fruit shortage has meant that processors have had to increase their prices to cover costs.

The Argentineans have significantly increased their prices to their retailers. They are yet to determine the effect of this on consumer demand; however they believe that the Argentinean market will be under supplied.

The Greeks said they have also increased their prices and they were the most concerned about the flow on effects of price increases.

The South Africans also stated that they have increased their prices to their retailers and they are yet to determine the effect of this on consumer demand. Despite their shortage the South Africans questioned whether there was a possibility that the current Argentinean tariff could be suspended whilst the domestic supply could not meet demand.

There have been significant increases in prices paid for fruit over the last 3 years in all other countries. Fruit prices in Chile have increased over 100%. Prices for fruit for processing in Greece and Spain are now above those of Australia. The SA price has increased by 62% over 3 years.

The Argentine processors paid \$US900 per tonne for fruit this season (\$US500 for pulp) because fresh fruit was also affected by the weather and in short supply. If this had not been done their production would have been less than 20% of normal for 2014 as a proportion of the remaining crop would have been diverted to the fresh market.

Following the country reports the South African hosts provided a presentation on the SA “Supercan” campaign which they claim significantly increased domestic consumption. And then there was a spirited discussion on tariffs

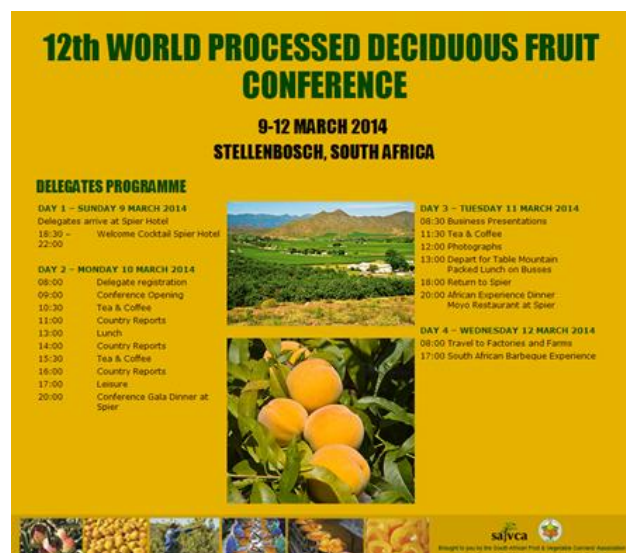
The Greek canners insisted that their industry was no longer receiving subsidies, but they conveniently ignored the fact that the growers now receiving an “environmental payment” which could be interpreted as a disguised subsidy. They claimed that the Victorian government grant to SPC Ardmona was effectively a tariff despite hearing in the previous presentation that development grants could not be considered as tariffs under WTO rules.

There was also a short presentation by CTI, an innovative Italian manufacturer of industrial machines for fruit processing.

The master of ceremonies for Cancon12 was Mr Anthony Dicey who is an orchardist and the chairperson of the Canning Fruit Producers Association of South Africa.

Cancon13 will be held in Argentina in March 2016.

Conference Program



12th WORLD PROCESSED DECIDUOUS FRUIT CONFERENCE
9-12 MARCH 2014
STELLENBOSCH, SOUTH AFRICA

DELEGATES PROGRAMME

DAY 1 – SUNDAY 9 MARCH 2014
Delegates arrive at Spier Hotel
18:30 – Welcome Cocktail Spier Hotel
22:00

DAY 2 – MONDAY 10 MARCH 2014
09:00 Delegates Registration
09:00 Conference Opening
10:30 Tea & Coffee
11:00 Country Reports
13:00 Lunch
14:00 Country Reports
15:30 Tea & Coffee
16:00 Country Reports
17:00 Leisure
20:00 Conference Gala Dinner at Spier

DAY 3 – TUESDAY 11 MARCH 2014
08:30 Business Presentations
11:30 Tea & Coffee
12:00 Photographs
13:00 Depart for Table Mountain
Packed Lunch on Buses
18:00 Return to Spier
20:00 African Experience Dinner
Moyo Restaurant at Spier

DAY 4 – WEDNESDAY 12 MARCH 2014
08:00 Travel to Farms and Farms
17:00 South African Barbecue Experience

SAJCA
Brought to you by the South African Fruit & Vegetable Canning Association
and the Canning Fruit Producers Association of South Africa

Conference

The Conference commenced with welcome function which allowed participants to meet informally, adjust jet lags and rest. Most delegates had not met in face to face situation since Cancon11 in Greece.

Cancon12 was officially opened by a ribbon cutting ceremony following a speech by Dr Rob Davies who is Minister for Trade and Industry in the South African government. Dr Davies spoke about the importance of growing industry and the development of international trade.



Cancon12 Opening Ceremony

The various delegates then presented their country reports in alphabetical order with the exception of the host country, South Africa, which was last to report.



Cancon12 delegates listen to a country report

ARGENTINA Country Report

ARGENTINA



COUNTRY REPORT

ARGENTINA

COUNTRY REPORT

Compiled by:

CAFIM: Cannery Association of Mendoza
APDM: Peach Growers Association of Mendoza
Fe.PEDI: Peach Industry Strategic Plan Federation

Presented by:

Roberto L. Lamm

12th World Canned Fruit Conference

DELEGATES:

□ Roberto L. Lamm – Industrial Director, Industrias Alimenticias Mendocinas S.A. (GRUPO CANALE) – Vice President CAFIM

□ Mario Riba – Director, DULCOR S.A.

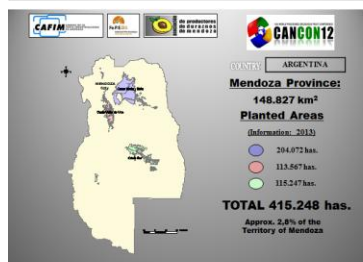
□ Humberto Piermarini – Factory Manager, DULCOR S.A. – Director CAFIM

□ Germán Perón – Director, FENIX S.A. – Director CAFIM

□ Alberto Barro – Peach Grower – Director APDM

OBSERVERS:

□ Gaetano Aguilera Prisco – Promendoza



PEACH FORECAST - I.D.R. 2014 CROP
 December 2013

Oasis	TOTAL HAS	FORECAST PRODUCTION TONS	ORCHES PRODUCTION PER HA	BEARING HAS	BEARING HAS PRODUCTION PER HA
NORTH-EAST	1.319	10.201	7.73	1.319	7.73
VALLE DE UCO	3.741	35.364	9.45	3.741	9.45
SOUTH	3.095	11.749	3.79	3.095	3.79
TOTAL NDA	8.154	57.314	7.03	8.154	7.03

PEACHES PROCESSED: 50,000

% OVER FORECAST: 100%

TOTAL AGRICULTURAL PRODUCTION OF DECIDUOUS FRUITS
 (All varieties in Tons And Hectares)

Year	UNIT	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014 (Forecast)
PEACHES	MT	159.000	151.000	117.500	172.850	163.500	170.000	57.314
HA	7.617	7.617	7.617	8.160	8.160	8.160	8.160	8.154
PEARS	MT							
HA								
APRICOTS	MT							
HA								

NOTE: Our Season runs from December to March.
 MT: Metric Tons, HA: Hectares

AMOUNT OF FRESH FRUIT CANNED
 Peaches & Pears: includes Canned Mixed Fruits

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014 (Final Estimated)
PEACHES	83.450	80.350	81.100	100.550	102.500	95.000	38.000
PEARS	10.000	11.500	12.500	12.000	12.300	12.500	11.300
MIXED FRUITS	-	150	170	0	0	0	0

Marketing year: South hemisphere April to March, North hemisphere September to August.
 MT: Metric Tons

AMOUNT OF PULP FRUIT
 (and other industrial uses)

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014 (Final Estimated)
PEACHES	71.550	67.550	36.400	72.300	61.000	75.000	12.000
PEARS	5.000	3.000	-	-	-	-	-
PEACHES	71.550	67.550	36.400	72.300	61.000	75.000	12.000
PEARS	5.000	3.000	-	-	-	-	-
PEACHES	71.550	67.550	36.400	72.300	61.000	75.000	12.000
PEARS	5.000	3.000	-	-	-	-	-
PEACHES	71.550	67.550	36.400	72.300	61.000	75.000	12.000
PEARS	5.000	3.000	-	-	-	-	-

Marketing year: South hemisphere April to March, North hemisphere September to August.
 MT: Metric Tons

TOTAL INDUSTRIAL PRODUCTION CAPACITY
 BASIC CARTONS (24 Cans / 1 Kg)

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
PEACHES	20	20	20	20	21	21	21
PEARS	7	7	6	6	6	6	6
APRICOTS	1	1	1	1	1	1	1
MIXED FRUITS	7	7	7	7	7	7	7
PULP	8	9	10	10	10	10	10
OTHERS	80.000	80.000	100.000	100.000	100.000	100.000	100.000

TOTAL CANNED PRODUCTION IN BASIC CARTONS
 (24 Cans / 1 Kg)

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014 (Final Estimated)
PEACHES	4.560.000	4.160.000	4.560.000	5.240.000	5.300.000	5.400.000	1.900.000
PEARS	250.000	350.000	365.000	317.000	280.000	290.000	300.000
APRICOTS	-	-	9.000	0	0	0	0
MIXED FRUITS	430.000	440.000	470.000	470.000	580.000	600.000	400.000

Marketing year: South hemisphere April to March, North hemisphere September to August.

DOMESTIC CONSUMPTION OF CANNED PRODUCTS (MT)
 IN BASIC CARTONS (24 Cans / 1kg)

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014 (Estimated)
PEACHES	3.294.500	3.082.000	3.372.000	4.014.500	4.250.000	4.200.000	1.800.000
PEARS	140.600	174.000	190.000	137.000	145.000	150.000	200.000
APRICOTS	-	-	3.000	-	-	-	-
MIXED FRUITS	334.300	360.300	400.000	455.000	560.000	600.000	400.000

PEACH IMPORTS – DOMESTIC CONSUMPTION

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
PEACHES	72.800	1.500	0	0	0	0	0

EXPORTS OF CANNED PRODUCTS
 IN BASIC CARTONS (24 Cans / 1 Kg)

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014 (Estimated)
PEACHES	1.285.500	1.078.000	978.000	1.067.000	750.000	865.000	200.000
PEARS	109.400	178.000	175.000	180.000	135.000	102.000	100.000
APRICOTS	-	-	-	5.000	-	2.700	-
MIXED FRUITS	95.700	79.700	70.000	20.000	20.000	14.000	9.000

TOTAL PULP PRODUCTION (MT. – 30-32° Brix)

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014 (Final Estimated)
PEACHES (70% EXPORT)	24.200	26.400	11.900	22.100	18.800	24.000	3.700
PEARS (70% EXPORT)	6.000	7.300	2.700	6.000	8.000	8.000	6.000
APRICOTS (70% EXPORT)	2.800	4.500	700	6.100	1.500	1.500	0

NET PRICE PAID BY THE INDUSTRY PER MT.
 Price of raw material for Canned Products

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
PEACHES	380.400	160.170	270.290	290.310	340.360	330.340	900
PEARS	160.170	120.160	130.200	150.170	180.200	190.210	250.275
APRICOTS	-	-	300	-	-	-	-

NET PRICE PAID BY THE INDUSTRY PER MT.
 Price of raw material for Pulp

Year	2007/2008	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013	2013/2014
PEACHES	290.340	70.85	90.120	150.180	200.220	200.220	500
PEARS	150	70.80	80.100	80.90	100.120	100.120	100
APRICOTS	-	-	150.170	130.150	170.180	200	-

PEACH CENSUS 2010

Oasis	2004	2007	2010	Comparison 2004-2010
North & East	2.136,3 ha.	2.079,8 ha.	1.332,5 ha.	-37,63 %
Center (Valle de Uco)	2.297,8 ha.	2.812,7 ha.	3.681,8 ha.	+60,20 %
South	3.162,5 ha.	2.724,4 ha.	3.147,8 ha.	-0,50 %
Total Mendoza	7.596,6 ha.	7.616,9 ha.	8.160,9 ha.	+7,41 %
Number of orchards	1.550	1.328	1.815	
Number of growers	1.362	1.129	1.606	

PEACH CENSUS 2010

100% Fulfilled

Oasis	2004	2007	2010	Comparison 2004-2010
North & East	1.063,1 ha.	1.039,9 ha.	666,2 ha.	-37,63 %
Center	1.148,9 ha.	1.406,3 ha.	1.840,9 ha.	+60,20 %
South	1.350,5 ha.	1.184,0 ha.	1.360,7 ha.	-0,50 %
TOTAL	3.562,5 ha.	3.630,2 ha.	3.867,8 ha.	+7,41 %

PEACH CENSUS 2010

Main Varieties

Variety	Area (ha)	%	Ranking
Extra Early	1.107,07	14,19%	1
Early	425,27	5,21%	7
Mid	500,00	6,12%	5
Late	341,25	4,18%	8
Very Late	1.400,00	17,21%	3
Sub-total	4.874,59	60,20%	
Other Varieties	3.286,31	40,19%	
TOTAL	8.160,90	100,00%	

ORCHARDS GROWN BY GROWERS: 20-25 % of the Orchards - 1,3 of the total hectares

The Argentina country report was presented by Roberto Lamm. He spoke about the difficulties that the Argentine industry was experiencing as result of disastrous weather events. He said that the Argentinian 2014 peach drop is expected to be only 34% of the 2013 crop with tonnages dropping from 170,000 to 57,300 tonnes. The lowest peach production in the last 6 years was 151,000 so the Argentine industry is facing an unprecedented situation.

The 66% decrease in on farm production is reflected in processed production with total cartons of processed fruit expected to the 54% below 2013 levels.



Roberto Lamm

AUSTRALIA Country Report

The Australian country report was presented by Ivan Routley. Australian processing fruit production will also show a significant reduction of approximately 35% in 2014 compared to 2013 but for an entirely different reason. This is a result of a planned reduction in fruit intake by SPCA following the collapse of its domestic market share the previous year. The market share was lost to foreign imported processed fruit as a result of the strong buying power of the Australian dollar.

SPCA responded to this serious situation by culling approximately half of its suppliers and reducing quotas for the rest. They also sought a safeguard action under WTO rules and launched an anti-dumping case. These legal actions were either unsuccessful or had limited success.

Despite this SPCA was very successful in its campaign to encourage the Australian retailers to be patriotic. All of the major retailers have now all committed to only Australian fruit in their house brands.

The plight of SPCA received much publicity and the Australian media took great interest in the desperate circumstances of the Australian orchardists who were bulldozing and burning fruit trees. The outcome has been an unprecedented response from the Australian consumers with significantly increased sales of Australian product.

SPCA is currently seeking extra fruit in 2014 to service the extra demand.

SPCA and Victorian Government have committed to a \$100 million+ upgrade of the SPCA Shepparton factory complex.



Ivan Routley presents the Australia Country Report



Country Report

Australia

COUNTRY : Australia

Australian Delegation
representing the Australian Canning Fruitgrowers Association

Ivan Routley
Chairman
Australian Canning Fruitgrowers Association

John Wilson
General Manager
Fruit Growers Victoria Limited

SPCA Admona has declined to participate in Cancon12 – all data provided hereafter is subject to confirmation by the Australian manufacturer(s)

COUNTRY : Australia

Australian Delegation
representing the Australian Canning Fruitgrowers Association

COUNTRY : Australia

Australian Industry Snap Shot up to April 2013

SIAL October 2008: Supply = Demand
Cancon09: Supply 1,000,000 > Demand

\$AUD: Climbs to \$US1.07 (now \$0.89)
Australia Govt Policy Cost of living

SPCA: Market Share contracted

April 2013: SPCA rationalises supply

COUNTRY : Australia

Australian Industry Snap Shot since April 2013

Productivity Commission Safeguard Action
Anti Dumping
NOT SUCCESSFUL

Productivity Commission **Anti Dumping PARTY SUCCESSFUL**

Retailers Aussie Loyalty
SUCCESSFUL

Redevelopment Grants Australian Govt
NOT SUCCESSFUL

Media Victorian Govt
SUCCESSFUL

Consumer Response
HIGHLY SUCCESSFUL

COUNTRY : Australia

Australian Industry Snap Shot since April 2013

- There has been an unprecedented response from the Australian consumer.
- The major retailers have all committed to Australian fruit in their house brands
- Demand has increased and SPCA is currently seeking extra fruit in 2014
- SPCA and Victorian Govt have committed to a \$100 million+ upgrade

COUNTRY : Australia

Australian Industry Snap Shot

Now

COUNTRY : Australia

Total Agricultural Production

TOTAL AGRICULTURAL PRODUCTION OF DECIDUOUS FRUITS*
All varieties in hectares (ha)

Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	ha	2,297*	2,297*	2,127	2,000*	Not available
Pears	ha	3,689*	3,689*	3,342	3,000*	Not available
Apricots	ha	610*	610*	494	450*	Not available

* All Australian data subject to verification by the manufacturer(s) * estimated

COUNTRY : Australia

Total Agricultural Production

TOTAL AGRICULTURAL PRODUCTION OF DECIDUOUS FRUITS*
All varieties in metric tons (mt)

Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	mt	41150	36115	39520	45000*	Not available
Pears	mt	67500*	42000*	72800*	67000*	Not available
Apricots	mt	6200*	5700*	5100*	5700*	Not available

* All Australian data subject to verification by the manufacturer(s) * estimated

COUNTRY : Australia

Agricultural Production : Canning

FRESH FRUIT PROCESSED FOR CANNING*

Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	mt	31843	27851	30751	25852	Not available
Pears	mt	19152	19046	24251	16947	Not available
Apricots	mt	3635	3871	3484	4900	Not available

* All Australian data subject to verification by the manufacturer(s) * estimated

COUNTRY : Australia

Agricultural Production : Canning

FRESH FRUIT PROCESSED FOR CANNING*

Forecast 2014 Fruit Intake – Initial Season Outlook (April 2013) **
SINCE REVISED

Year	PEACH		PEAR		TOTAL	
	Tonnes	Change %	Tonnes	Change %	Tonnes	Change %
2008 Actual	40277		31242		71519	
2009 Actual	39160	-3%	28499	-9%	67659	-5%
2010 Actual	31843	-19%	19152	-33%	50995	-25%
2011 Actual	27851	-13%	19046	-1%	46897	-8%
2012 Actual	30751	10%	24251	27%	55002	17%
2013 Actual	25852	-16%	16947	-30%	42799	-22%
2014 Forecast	13000	-50%	9000	-47%	22000	-49%

* All Australian data subject to verification by the manufacturer(s) ** Source: A2FA Submission to Australian Productivity Commission Inquiry 2013 * estimated

COUNTRY : Australia

Deciduous Fruit Pricing Indicators

FARM GATE FRUIT PRICES – LOCAL CURRENCY*
Average per metric ton

Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	588	574	525	535	Not available
Pears	404	347	322	341	Not available
Apricots	724	708	708	693	Not available

* All Australian data subject to verification by the manufacturer(s) * estimated

COUNTRY : Australia

Deciduous Fruit Pricing Indicators

FARM GATE FRUIT PRICES IN US DOLLARS*
Average per metric ton

Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	554	601	534	534	Not available
Pears	380	411	341	341	Not available
Apricots	682	735	712	712	Not available

* All Australian data subject to verification by the manufacturer(s) * estimated

COUNTRY : Australia

Production : Canning

TOTAL CANNING PRODUCTION*
Basic Cartons: 24 Cans x A2%

Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	903855	777126	877951	736700*	Not available
Pears	361505	360363	433040	448550*	Not available
Apricots	219942	294970	278023	39200*	Not available
Total	1485302	1432459	1589014	1224450*	Not available

* All Australian data subject to verification by the manufacturer(s) * estimated

CHILE Country Report

The Chilean Country report was presented by Roberto Murphy. He related similar current season circumstances to Argentina although not quite as devastating. Chile also experience unprecedented frost which caused widespread damage. The Chilean peach crop is expected to be down by 44% in 2014 (278,000 tonnes) compared to 2013 (156,000 tonnes).

The Chilean processors have increased their peach farm gate prices for suppliers from between \$US280 and \$US320 to between \$US400 and \$US510 per tonne.



12th WORLD PROCESSED DECIDUOUS FRUIT CONFERENCE
CANCON12
 #9th-12th March 2014 #Spier, South Africa

Country Report

CHILE



COUNTRY : CHILE

Total Agricultural Production

TOTAL AGRICULTURAL PRODUCTION OF DECIDUOUS FRUITS
All varieties in hectares (ha)

Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	ha	10.100	9.800	9.500	9.300	9.300
Pears	ha					
Apricots	ha					

COUNTRY : CHILE

Total Agricultural Production

TOTAL AGRICULTURAL PRODUCTION OF DECIDUOUS FRUITS
All varieties in metric tons (mt)

Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	mt	233.000	285.000	274.000	278.000	156.000
Pears	mt					
Apricots	mt					

COUNTRY : CHILE

Agricultural Production : Canning

FRESH FRUIT PROCESSED FOR CANNING

Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	mt	97.000	98.000	98.000	117.000	61.000
Pears	mt					
Apricots	mt					

COUNTRY : CHILE

Agricultural Production : Pulp

FRESH FRUIT PROCESSED FOR PUREE / CONCENTRATES

Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	mt	118.000	174.000	161.000	148.000	87.000
Pears	mt					
Apricots	mt					

COUNTRY : CHILE

Deciduous Fruit Pricing Indicators

FARM GATE FRUIT PRICES – LOCAL CURRENCY.
Average per metric ton – Thousands CLP

Products	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	103	110	135	180	230/300
Pears		81	80	80/100	80/100
Apricots		95	100	140	200

COUNTRY : CHILE

Deciduous Fruit Pricing Indicators

FARM GATE FRUIT PRICES IN US DOLLARS
Average per met ton

Products	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	189	230	276	280/320	400/510
Pears		170	163	150/180	150/180
Apricots		200	204	260	380

COUNTRY : CHILE

Production : Canning

TOTAL CANNING PRODUCTION
Basic Cartons: 24 Cans x A2%

Products	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	4.955.000	5.144.000	4.960.000	4.800.000	2.925.000
Pears					
Apricots					
Mixed Fruit	344.000	580.000	600.000	615.000	285.000

COUNTRY : CHILE

Production : Pulp

TOTAL ASEPTIC PRODUCTION (PULP/PUREES)
(Metric Tons: 28 / 32 Brix)

Products	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	40.000	51.000	54.000	49.500	29.000
Pears	23.500	25.500	24.000	27.000	27.000
Apricots	2.300	2.000	1.800	2.000	500

COUNTRY : CHILE

Processed Deciduous Fruit

CANNED FRUIT EXPORTS
Basic Cartons: 24 Cans x A2%

Products	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	3.450.000	3.370.000	3.000.000	3.280.000	1.530.000
Pears					
Apricots					
Mixed	300.000	515.000	525.000	470.000	304.000
Total					

COUNTRY : CHILE

Processed Deciduous Fruit

CANNED FRUIT DOMESTIC CONSUMPTION
Basic Cartons: 24 Cans x A2%

Products	2009/10	2010/11	2011/12	2012/13	2013/14 E
Peaches	1.299.492	1.502.538	1.304.569	1.604.061	1.370.000
Pears					
Apricots					
Mixed	38.579	64.975	67.000	65.990	55.000
Total					

COUNTRY : CHILE

Processed Deciduous Fruit

NET PRICE PER TIN A2% EASY OPEN

Unit	2009/10	2010/11	2011/12	2012/13	2013/14 E
Local Currency					
In USD					

CHINA Country Report

China is the largest producer of processed fruit in the world by a significant margin but the majority of its production is consumed domestically. Total tonnage of fruit in process exceeds 27 million tonnes. Most of the orchards and factories are predominantly in Anhui Province.

The vice president of the China Canned Foods Industry Association Xixi Moon told Cancon12 that fruit intakes increased by 20% in 2013/14 compared to 2012/13. Peach intake was 9,120,000 tonnes compared to 8,190,000 tonnes in 2012/13 (up 11%), pear intake grew from 12,480,000 tonnes to 16,000,000 tonnes (up 28%) and apricot intake went from 1,827,000 tonnes to 1,900,000 (up 4%).

These growth figures were viewed as estimates by the Cancon community because of an understanding of the difficulty of collecting exact data in China where there are approximately 900 factories. Even so China remains the major processed fruit producer in the world.

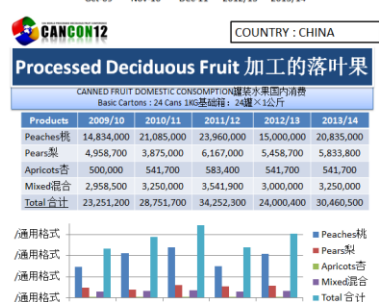
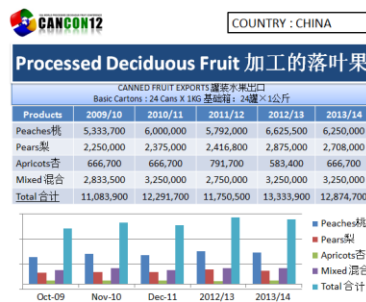
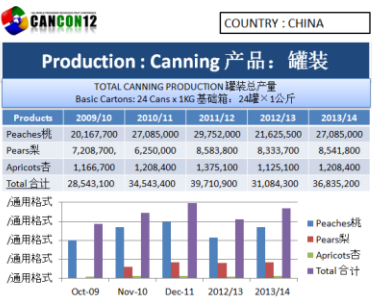
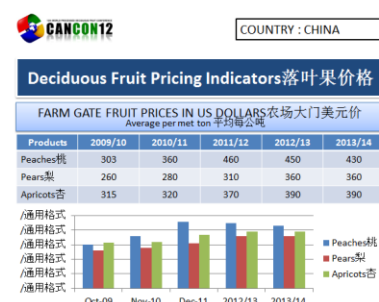
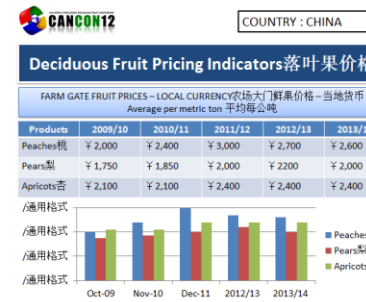
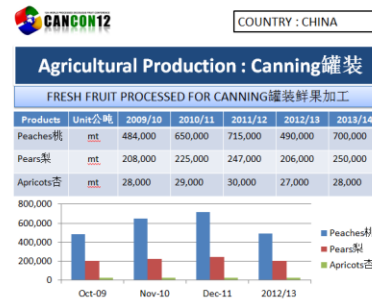
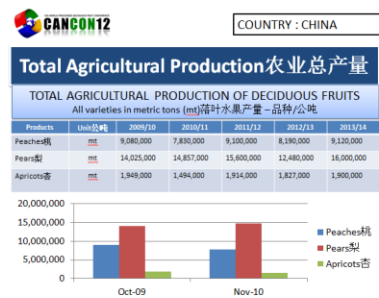
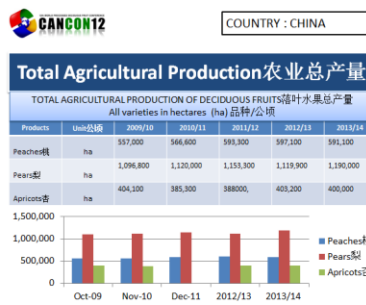
Farm gate prices for fruit were reported as \$US430, \$US360 and \$US390 for peaches, pears and apricots respectively



The Chinese delegation was the largest foreign delegation at Cancon12.

12th WORLD PROCESSED DECIDUOUS FRUIT CONFERENCE
CANCON12
 #9th-12th March 2014 #Spier, South Africa

Country Report
 CHINA



GREECE Country Report

Costas Apostolou, the CEO of the Greek Canners Association, told Cancon12 that Greek peach production was down 44% from 311,000 tonnes to 175,000 tonnes. Again this was due to adverse weather conditions on the growing season.

As a result of the shortage farm gate prices had increased by approximately 20% across the board. The prices paid for peaches ranged from \$US440 to \$US480, Pears ranged from \$US533 to \$US933 and Apricots ranged from \$US346 to \$US373.

Greek exports are expected to be down approximately 7% in the current season.

Mr Apostolou advised that all subsidies have now been withdrawn from the Greek industry. This statement was met with scepticism.

He also advised that the Greek processors have increased their wholesale prices to retailers. They are anxiously waiting to see if there is any negative effect on domestic consumption from the flow on effects of price increases.



COUNTRY : GREECE



COUNTRY : GREECE

Total Agricultural Production						
TOTAL AGRICULTURAL PRODUCTION OF DECIDUOUS FRUITS All varieties in hectares (ha)						
Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	ha	21.200	19.500	17.200	15.100	15.000
Pears	ha					
Apricots	ha					



COUNTRY : GREECE

Total Agricultural Production						
TOTAL AGRICULTURAL PRODUCTION OF DECIDUOUS FRUITS All varieties in metric tons (mt)						
Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	mt	420.000	400.000	366.000	440.000	220.000
Pears	mt					
Apricots	mt					



COUNTRY : GREECE

Agricultural Production : Canning						
FRESH FRUIT PROCESSED FOR CANNING						
Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	mt	280.000	256.000	280.000	311.000	175.000
Pears	mt					
Apricots	mt					



COUNTRY : GREECE

Agricultural Production : Pulp						
FRESH FRUIT PROCESSED FOR PUREE / CONCENTRATES						
Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	mt	95.000	107.500	45.300	70.600	25.000
Pears	mt					
Apricots	mt					



COUNTRY : GREECE

Deciduous Fruit Pricing Indicators					
FARM GATE FRUIT PRICES – LOCAL CURRENCY					
	Average per metric ton			(Industry cost)	
Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches €	180	200	250	250	330-360
Pears €	230	230	350	380	400
Apricots €	320	400	400	200-220	260-280



COUNTRY : GREECE

Production : Canning					
TOTAL CANNING PRODUCTION					
Basic Cartons: 24 Cans x A2%					
Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	10.500.000	10.900.000	12.100.000	13.500.000	7.800.000
Pears					
Apricots	500.000	900.000	820.000	600.000	450.000
Total					



COUNTRY : GREECE

Production : Pulp					
TOTAL ASEPTIC PRODUCTION (PULP/PUREES)					
(Metric Tons: 28 / 32 Brix)					
Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	28.000	42.400	25.500	43.200	19.000
Pears					
Apricots					



COUNTRY : GREECE

Processed Deciduous Fruit					
CANNED FRUIT EXPORTS					
Basic Cartons : 24 Cans X A2%					
Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	233.000	274.000	275.000	280.000	Estimate 260.000
Pears					
Apricots					
Mixed					
Total					



COUNTRY : GREECE

Processed Deciduous Fruit					
CANNED FRUIT DOMESTIC CONSUMPTION					
Basic Cartons : 24 Cans X A2%					
Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	7.500	7.500	7.500	7.000	8.500
Pears					
Apricots					
Mixed					
Total					



COUNTRY : GREECE



COUNTRY : GREECE

Processed Deciduous Fruit

NET PRICE PER TIN A2½ EASY OPEN

Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Local Currency	0,200	0,180	0,190	0,190	0,200
In USD					

SOUTH AFRICA Country Report

The South African report was presented in two parts. The first part was presented by Wiehahn Victor, CEO of the South African Canning Producers Association. The second part was presented by Jill Attwood-Palm, CEO of the South African Fruit & Vegetable Canners Association.

Mr Victor advised that there has been a reduction of approximately 1000 hectares of peach plantings over the last 6 years. There have also been reductions of planted area for pears and apricots of approximately 400 hectares in the same time period.

The 2014 crop has been affected by adverse weather in the growing season and as a consequence South African processed fruit production will be reduced by approximately 19% in 2014.

The tonnage of peaches processed is expected to be approximately 75,000 tonnes (a reduction of 23%), pears tonnage is expected to be 40,000 tonnes (down 12%) and apricot tonnage is expected to be 28,000 tonnes (down 8%).

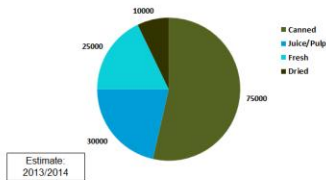
Ms Attwood-Palm confirmed that production will be down 19% from 6,122,770 cases of fruit to 4,980,000.



South African host, Wiehahn Victor, tentatively pats a cheetah.

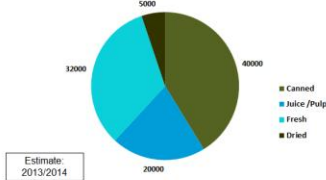
Agricultural Production

PEACHES: 140,000 mt (Down ±18%)



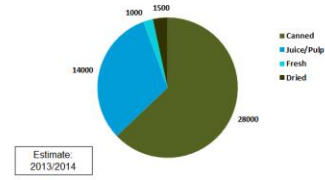
Agricultural Production

PEARS: 98,000 mt



Agricultural Production

APRICOTS: 44,500 mt



Grading Results

	Canning Grade 1	Canning Grade 2	Canning Grade 3
PEACHES	95.1	2.9	2.2
PEARS	96.3	1.9	1.8
APRICOTS	93.1	5.5	1.4

Deciduous Fruit Pricing Indicators

- Net price is the average price paid to farmers
- A formula-basis is negotiated between farmers and individual manufacturers
- Average of 94% of fruit grade fruit
- Bonuses excluded
- No transport, receiving depot, grading costs have been taken into account

Deciduous Fruit Pricing Indicators

FARM GATE FRUIT PRICES – LOCAL CURRENCY

Average per metric ton

Products	2009/10	2010/11	2011/12	2012/13	Estimate 2013/14
Peaches	R1 910	R1 990	R2 355	R3 056	R3 230
Pears	R1 609	R1 596	R1 843	R2 185	R2 300
Apricots	R1 552	R1 481	R1 605	R1 826	R2 175

Deciduous Fruit Pricing Indicators

FARM GATE FRUIT PRICES IN US DOLLARS

Average per met ton

Products	2009/10	2010/11	2011/12	2012/13	Estimate 2013/14
Peaches	\$248,7	\$244,2	\$282,1	\$327,5	\$318,2
Pears	\$209,5	\$195,8	\$220,7	\$234,2	\$226,6
Apricots	\$202,1	\$181,7	\$192,2	\$195,7	\$214,3

AGRICULTURE FUTURE PERSPECTIVE

- Future: Peaches / Pears / Apricots
- Cost of Production / Energy
- Climate Change/Water and Land
- Food Safety
- Food Security/World Population
- Free World Trade



The Manufacturing Perspective

Processed Fruit & Vegetables

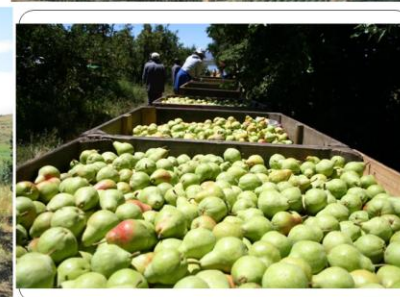
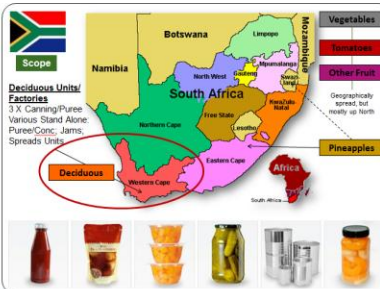
Welcome



S A Fruit & Vegetable Canners Association (SAFVCA)

* Jill Atwood-Palm

* Industry Association representing the manufacturing interests of the fruit & vegetable processors on a national basis



The South African Attributes

- * Well-established and relatively stable Industry
- * Reliable Supply & Quality of raw & finished products
- * Strong Manufacturing Capability with World Class Standards
- * Export-oriented industry (± 85% of production); Relatively small domestic market (opportunity)
- * Premium Quality producers of value-added products
- * Highly Nutritional Products (fully backed by scientific research)



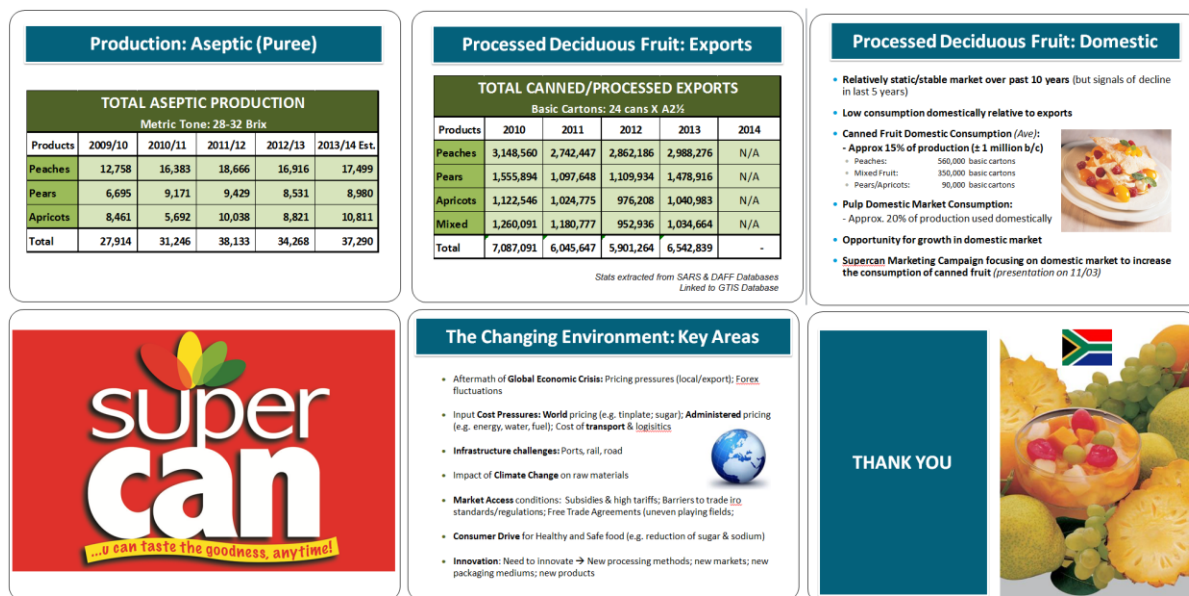
Production: Canning

TOTAL CANNING PRODUCTION

Basic Cartons: 24 cans X A2%

Products	2009/10	2010/11	2011/12	2012/13	2013/14 Est.
Peaches	3,054,986	2,745,926	2,976,625	2,911,587	2,355,000
Pears	1,282,971	969,669	1,328,022	1,219,591	1,085,000
Apricots	1,153,785	887,450	1,008,618	988,380	840,000
Mixed	1,478,403	1,224,782	1,256,078	1,003,212	700,000
Total	6,970,145	5,827,827	6,569,343	6,122,770	4,980,000





SPAIN Country Report

The Spanish Country Report followed the trend of the other country reports stating that they expect a reduction in fruit production of 10% because of weather anomalies. The peach intake was reported to be down 12% from 98,000 tonnes to 86,578 tonnes, the pear intake was reported to be marginally up to 15,492 tonnes and the apricot intake was reported to be 4,500 tonnes (no prior comparison).

The price per tonne paid for peaches was \$US466, the price for pears was \$US412 and the apricot price was also \$US412.

The Spanish report was made by Mr Antonio Garcia.



The Spanish delegation to Cancon12

UNITED STATES Country Report

The United States report was presented by Mr Monte Griffiths. He reported a 37% decrease in peach plantings since 2004. There has been as steady trend to convert peach orchards to nut orchards in California. As a result processors are giving long-term contracts for new peach plantings.

Increased labour costs are a considerable contributor to this trend.

The American peach intake was reported at 330,527 tonnes for peaches. This is marginally down (-1%) from last year (333,802) but considerably down on the 481,000 tonne intake 10 years ago.

Another concern for the American industry is that supermarket sales volume for canned peaches has declined 32% over a 7 year period.

Pear intake in 2013 was 400,000 tonnes. This is an increase of 2.5% on the previous year (390,000 tonnes) which was a severe drought year. Pear production has been showing a slow decline over the last ten years.

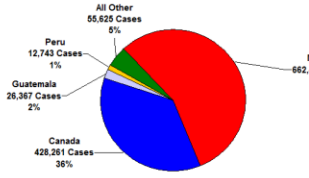
Apricot intake has shown a 65% decrease since 2004 with a 36% decrease in plantings. The 2013 intake was 45,900 tonnes which was a 13% reduction on the previous year (52,500 tonnes).

Farm gate prices, paid to growers, were \$US386 for peaches, between \$US379 and \$US293 for pears and \$US485 for apricots.



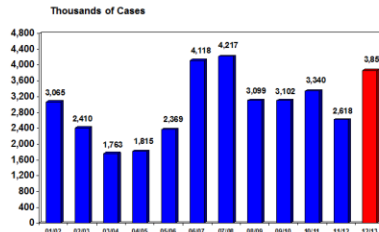
Monte Griffiths presents the US report

U. S. Canned Peach Exports 2012/13 Marketing Year

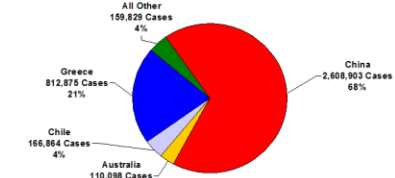


Marketing Year Total: 1,185,454 Cases (- 8%)

U.S. Canned Peach Import Trends 2002 - 2013

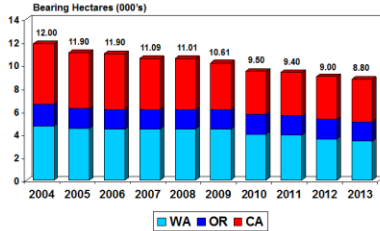


U. S. Canned Peach Imports 2012/13 Marketing Year

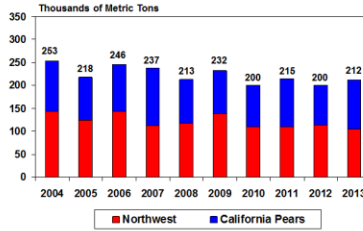


Marketing Year Total: 3,858,569 Cases (+47%)

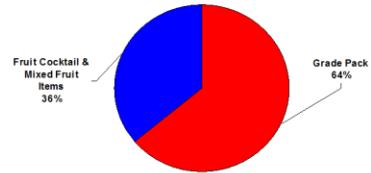
West Coast Bartlett Pears Bearing Hectare Trends 2004 - 2013



West Coast Pear Delivery Trends Volume Utilized for Canning

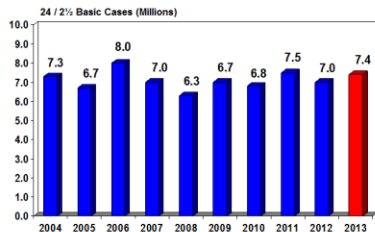


Utilization of West Coast Canned Pear Tonnage

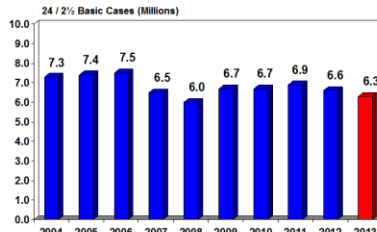


Total 2013 Deliveries: 212,000 MetricTons

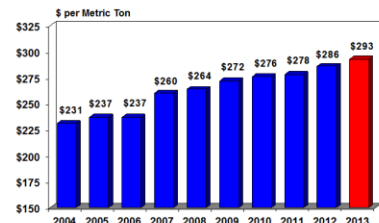
West Coast Canned Bartlett Pear Pack Trends 2004 - 2013



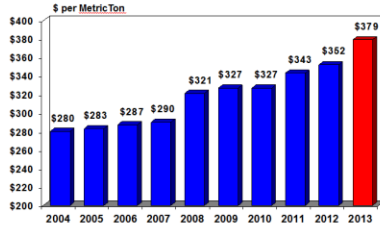
West Coast Canned Bartlett Pear Sales Trends 2004 - 2013



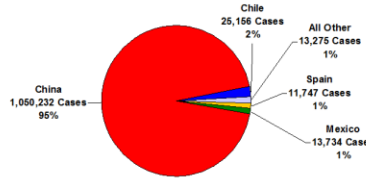
Northwest Canning Pear Price Trends Bartlett Pears - No. 1's 2004 - 2013



California Canning Pear Price Trends Bartlett Pears - No. 1's 2004 - 2013

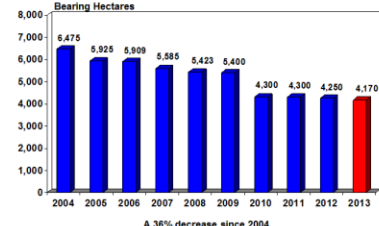


U. S. Canned Pear Imports 2012/13 Marketing Year



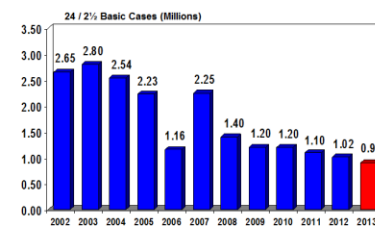
Marketing Year Total: 1,114,144 Cases (+ 17%)

California Apricots Bearing Hectare Trends 2004 - 2013



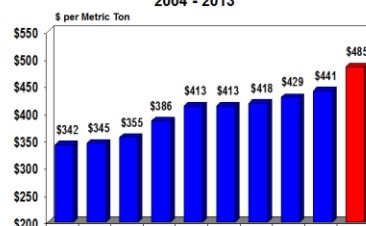
A 36% decrease since 2004.

California Canned Apricot Pack Trends 2004 - 2013

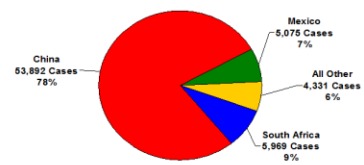


A 65% decrease since 2004.

California Canned Apricot Price Trends 2004 - 2013



U. S. Canned Apricot Imports 2012/13 Marketing Year



Marketing Year Total: 69,276 Cases (+44%)



COUNTRY: USA

Total Agricultural Production

TOTAL AGRICULTURAL PRODUCTION OF DECIDUOUS FRUITS All varieties in hectares (ha)					
Products	Unit	2009/10	2010/11	2011/12	2012/13
Peaches	ha	9,835	9,230	9,030	9,240
Pears	ha	10,200	9,500	9,400	9,000
Apricots	ha	5,400	4,300	4,300	4,250



COUNTRY: USA

Total Agricultural Production


TOTAL AGRICULTURAL PRODUCTION OF DECIDUOUS FRUITS All varieties in metric tons (mt)					
Products	Unit	2009/10	2010/11	2011/12	2012/13
Peaches	mt	422,778	390,154	355,042	333,802
Pears	mt	402,000	383,000	415,000	390,000
Apricots	mt	60,900	60,800	56,700	52,500



COUNTRY: USA


Agricultural Production : Canning

FRESH FRUIT PROCESSED FOR CANNING					
Products	Unit	2009/10	2010/11	2011/12	2012/13
Peaches	mt	406,500	374,940	340,740	318,960
Pears	mt	232,000	200,000	215,000	200,000
Apricots	mt	20,900	18,200	18,000	16,700



COUNTRY : USA

Agricultural Production : Pulp						
FRESH FRUIT PROCESSED FOR PUREE / CONCENTRATES						
Products	Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	mt	7,300	7,650	7,850	7,900	5,800
Pears	mt	12,700	12,700	12,800	12,800	12,700
Apricots	mt	950	2,000	2,450	1,800	1,600




COUNTRY : USA

Deciduous Fruit Pricing Indicators


FARM GATE FRUIT PRICES – LOCAL CURRENCY
Average per metric ton

Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	\$351	\$316	\$321	\$349	\$386
Pears	CA \$327	\$327	\$343	\$352	\$379
	NW \$272	\$276	\$278	\$286	\$293
Apricots	\$413	\$418	\$429	\$441	\$485



COUNTRY : USA

Production : Canning					
TOTAL CANNING PRODUCTION Basic Cartons : 24 Cans x A2½					
Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	17,700,000	16,400,000	14,100,000	13,100,000	13,500,000
Pears	6,700,000	6,800,000	7,500,000	7,000,000	7,400,000
Apricots	1,200,000	1,200,000	1,100,000	1,020,000	900,000
Total	25,600,000	24,400,000	22,700,000	21,120,000	21,800,000




COUNTRY : USA

Processed Deciduous Fruit					
CANNED FRUIT EXPORTS Basic Cartons : 24 Cans X A2½					
Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	802,000	1,030,000	1,293,000	1,185,000	958,000*
Pears	306,000	415,000	401,000	416,000	400,000*
Apricots	56,900	70,500	51,200	28,500	23,000*
Mixed	N/A	N/A	N/A	N/A	N/A
Total					

*Estimated

*Estimated



COUNTRY : USA

Processed Deciduous Fruit

CANNED FRUIT DOMESTIC CONSUMPTION					
Basic Cartons : 24 Cans X A2½					
Products	2009/10	2010/11	2011/12	2012/13	2013/14
Peaches	15,428,000	15,710,000	15,157,000	13,365,000	13,100,000
Pears	6,400,000	6,300,000	6,500,000	6,200,000	5,900,000
Apricots	1,140,000	1,129,000	1,049,000	992,000	877,000
Mixed	N/A	N/A	N/A	N/A	N/A
Total					

CANCON12

COUNTRY : **USA**

Processed Deciduous Fruit

NET PRICE PER TIN A2½ EASY OPEN

Unit	2009/10	2010/11	2011/12	2012/13	2013/14
Local Currency	\$ 27	\$ 25	\$ 25	\$ 26	\$ 27
In USD	\$ 27	\$ 25	\$ 25	\$ 26	\$ 27

INDUSTRY TOURS



The industry tours were to factories and orchards near Ceres and Paarl in Western Cape Province. Cameras were not permitted in the cannery tours but observation revealed that Atlas Pacific equipment was being utilized for splitting and de-stoning.

There was a considerable amount of reworking of fruit and this was done by teams of local workers (all female). The work culture was distinctly African with the workers singing in chorus in full voice while they worked.

The orchards were well kept and very similar in architecture to Australian orchards. The water supply in Ceres is almost totally obtained by snow run off from the rugged peaks that surround the orchards.

There is now a basic wage structure in place for field workers in South Africa of 150 Rand per day. This equates to approximately the hourly rate for a rural worker in Australian



Ceres peach orchard set in a rugged valley



Sampling fruit from bins at Ceres Fruit Growers Pty Ltd



Harvesting pears at Ceres



Local children perform a welcome dance for delegates at a Ceres orchard homestead.



SUMMARY & RECOMMENDATIONS

Cancon12 in March 2014 provided much information for the Australian processing fruit industry which had already been disseminated to key interested parties. Much of this was production information. The most important news, that was confirmed in detail, was that a rare 30 year event has occurred in the world wide industry with nearly all countries reporting a drop in production.

As result there will be an undersupply of processed fruit on the world market for most of 2014. The shortage could be as high as 30%. This will depend on what happens with the northern hemisphere harvest in 2014.

This means that import pressures will be lowered for Australia's sole processor of deciduous fruit, SPC Ardmona. This will benefit the company significantly in contract negotiations as it rebuilds its domestic market share that was savaged by import in the preceding five years.

Importantly is should provide some breathing space for SPCA as it restructures its operation following the announcement of the \$100 million restructure investment by its parent company and the Victorian government.

This augurs well for the future of the Australian industry.

The objectives of this study tour project are;

1. The preparation of an Australian Canned Fruits Industry 2014 Country Report.
2. The attendance of the CFICA delegation at Cancon12 to present the country report.
3. To observe other deciduous canned fruits country reports.
4. To obtain world production & demand data and to ascertain the world over/under supply situation.
5. To obtain world cost of production data
6. To network with world producers and processors of canned deciduous fruit.
7. To discover new trends, techniques and technologies in orchard management and fruit processing which may benefit the Australian industry and consumers.

The objectives were all achieved by attendance at Cancon12. The information contained in this report is a significant summation of the status of canned fruits production and markets in member countries of the World Canned Deciduous Council.

This information is only available to the Australian industry available by participation in Cancon12 which was made possible by the support of Horticulture Australia Limited.

It is recommended that CFICA continue to participate in the World Canned Deciduous Council and attend canning conferences because knowledge of the balance of worldwide supply and demand to essential to the Australian canning industry at all levels.

It is also recommended that more frequent dialogue occur between CFICA and individual country organizations.

This report will be disseminated to the Australian Canning Fruit Industry through the VPAGA, Fruit Growers Victoria Limited and SPC Ardmona. It will posted on the Fruit Growers Victoria Limited website.