

World Apple Review - 2011 Edition

TABLE OF CONTENTS

Foreword	2
Table of Contents	3
Tables	6
Charts	7
Innovative Thinking on Apple Industry Future	8
I. Production of Apples	14
Apple Industry Consolidates and Strengthens	14
Rising Yields Key to Future Success	16
World Apple Production Rises Despite Decline in China	17
Regional Shifts in Production	18
Growing Competition in the World of Fruit	20
The Import Challenge in Fresh Fruit	23
The Snack Attack on Fresh Fruit	26
Rankings of Major Producing Countries	30
Common Factors in Key Apple Producing Countries	32
More Intense Competition Dominates Apple Industry Decisions	32
Access to Resources Becomes More Difficult	37
Constraints Imposed by Macroeconomic Factors	39
Developments in Specific Apple Producing Countries	40
China Finds New Drivers of Growth	40
United States Industry Halts Decline	41
Shakeup in European Union Continues	42
Optimism in Turkey	43
Iran, the Invisible Powerhouse	44
Poland on the Rise	44
Italy Remains Strong	45
France Fights Decline	45
Still Major Role for Germany	46
Recovery in Russia	47
India Eyes Potential	47
Chile Exploits its Assets	48

Brazil Rides Roller Coasters	49
Argentina Combats Own Demons	50
Stable Japan	50
Rationalization in the Ukraine	51
Industry in South Africa Still Growing	51
New Zealand Tries Repositioning	52
Australia Faces Import Challenges	53
Spain Past its Peak	54
Austria Goes Green	54
Belgium and the Netherlands Halt Decline	54
Greece Faces Squeeze	55
United Kingdom Likes Local	55
Canada Seeks Solutions to Slide	56
Mexico Slowly Retunes	56
Transition Countries Rediscover Apples	57
Apple Production Important in Many Other Countries	58
II. Future Apple Production Trends	59
The Changing Makeup of World Apple Supplies	59
Variety Selection More Fractionated	63
Future World Variety Trends	67
Emerging New Varieties	71
China's Fuji Fixation	73
III. Trade in Fresh Apples	74
Apple Trade Ignores Global Recession	74
Major Apple Exporters Jostle for Position	75
Impending Changes Among Top Ten Importing Countries	77
Trade Flows in Calendar Year 2009	78
Different Suppliers Target Different Markets	81
Share of Markets for Major Supplying Regions	82
Diverse Supply Patterns Among Major Importing Countries	83
What Lies Ahead for Trade in Fresh Apples?	84
IV. Consumption of Fresh Apples	88
Per Capita Availability Recovers	88
Per Capita Consumption Trends in Major Producing Countries	89
Consumption Trends in Non-Producing Countries and Regions	93
Competition for the Consumer's Favor	96
Uphill Battle for Fresh Apples	98
Stimulating Fresh Apple Consumption	101
V. Prices and Marketing Margins	102
Recession Holds Down Apple Prices	102

Grower Prices Influenced by Consumer Demand	105
Wholesale Apple Prices Sensitive to Supplies	106
Grower Prices Down, but Holding	108
Insensitive Marketing Margins	109
Influence of Varieties and Production Methods	112
Processing Sector Effects on Grower Prices	113
Influence of Major Competing Fruits on Fresh Apple Prices	115
Influence of Trade on Apple Prices	116
Changing Influence of China on World Fresh Apple Prices	119
Exchange Rate Nightmare Continues	120
Enhancing Fresh Apple Demand	121
VI. The Processed Apple Sector	122
Apple Processing Bounces Back	122
China Comes Roaring Back	123
AJC Production Rebounds in 2010-11	124
AJC Price on Rollercoaster Again	126
AJC Trade to Resume Growth	127
Major Exporters and Importers of AJC	128
Future Prospects for the Apple Processing Sector	131
VII. Critical Issues Facing the Global Apple Industry	132
Increasing Competitiveness	132
When to Say "Enough Already" to Retailer Demands	136
The "Buy Local" Challenge	137
Apples Can Tap Potential of Biotechnology	140
Country Index	141

Tables

World: Area Harvested of Apples, by Region, 2000-02 and 2007-09	14
World: Apple Production, by Region, Selected Years (metric tons)	18
World: Apple Production, by Region, Selected Years (percent)	19
World: Production of Major Fruits, Selected Years	20
EU-15: Imports of Selected Fruit, 1998-2010	24
United States: Imports of Selected Fruit, 1998-2010	25
China: Imports of Selected Fruit, 2003-2010	25
United States: Value of Shipments of Selected Snack Foods and Drinks, 2002-2009	27
Top Apple Producing Countries in 2009: Volume of Production, Selected Years, 1995-2010	31
World: Apple Production Trends and Forecasts, Actual 2005, Preliminary 2010 and Forecast 2015 and 2020	61
Major Apple Producing Countries, excluding China: Variety Trends, Actual 2005, Preliminary 2010 and Forecast 2015 and 2020	68
Production of Major Apple Varieties in 39 Countries, excluding China, Actual 2005, Preliminary 2010 and Forecast 2015 and 2020	70
Top Ten Fresh Apple Exporters, 2005-2010	75
Top Ten Fresh Apple Importers, 2005-2010	77
Major Regional Trade Flows of Fresh Apples, Calendar Year, 2009	79
Distribution of Fresh Apple Supplies, by Major Markets, Calendar Year, 2009	81
Market Shares of Major Fresh Apple Suppliers in Each Region, Calendar Year, 2009	82
Major Fresh Apple Importing Countries: Key Suppliers, Calendar Year, 2009	83
Europe: Estimated Per Capita Consumption of Fresh Apples, Selected Countries, 1991-2009	90
Other Major Producing Countries: Estimated Per Capita Consumption of Fresh Apples, Selected Countries, 1991-2009	92
Non-Producing Regions: Estimated Per Capita Consumption of Fresh Apples, 1990-2008	93
Non-Producing Countries: Estimated Per Capita Consumption of Fresh Apples, 1990-2008	95
Selected Developed Countries: Per Capita Consumption of Fresh Produce, Selected Years, 1990-2009	96
United States: Per Capita Consumption of Fresh Fruit, 1980-2009	98
United Kingdom: Per Capita Consumption of Fresh Fruit, 1990-2009	98
Japan: Capita Consumption of Fresh Fruit, 1990-2010	99
United States: Average Weekly Number of Ads and Advertised Prices for Major Varieties, 2010-11 Season	112
United States: Quantity of Apples in Major Alternative Uses, Selected Years, 1991-2009	113
United States: Prices of Apples in Major Alternative Uses, Selected Years, 1991-2009	114
France, Japan and the United States: Retail Prices of Fresh Apples and Major Competing Fruits, 2000-2010	115
EU-27: Average Fresh Apple Export Prices of Major EU Exporters, 200-2010	117

EU-27: Average Fresh Apple Import Prices of Major Exporters to EU, 2004-2010	118
World: Apples for Processing, by Selected Regions, Selected Periods, 1994-2011	122
Top Ten Apple Processing Countries, Selected Years, 1994-2011	123
World: Production of All Apples, Apples for Processing, Apples for AJC, and AJC Production, by Region, 2010-2011	125
Top Ten AJC Exporting Countries, 2006-07 to 2010-11	128
United States: Imports of AJC, Calendar Years, 1995-2010	129
EU-15: Quantity and Average Prices of AJC Imports, 2008-2010	130
Major Processing Countries: Apple Processing Trends, Actual 2005, Preliminary 2010, and Forecast 2015 and 2020	131
Apple Industry: Comparative Performance Measures, 2011	133
Major Apple Producing Countries: Comparative Performance Measures of Production Efficiency, 2011	134
Major Apple Producing Countries: Competitiveness Rankings, 2011	135

Charts

World: Average Apple Yields, 1997-99 and 2007-09	16
World and China: Trends in Apple Production, 1995-2010	17
World: Share of the Total Fruit Pie, 2009	22
European Union: Apple Production, by Major Categories of Varieties in EU-12 and EU-21, 2001-2010	65
United States: Apple Production, by Major Categories of Varieties, 1997-2010	66
World: Exports of Fresh Apples, Calendar Years, 1995-2010	78
World: Per Capita Supplies of Apples, 1995-2010	88
Japan: Annual Household Expenditures on Fresh Apples, 1989-2010	100
United States: Average Monthly Retail Prices of Fresh Red Delicious Apples, 2005-2011	103
France: Average Monthly Retail Prices of Apples, 2005-2010	104
United States: Price Indexes for Fresh Fruit at Consumer, Wholesale and Producer Levels, 1996-2010	105
United States: Producer Price Indexes, Red Delicious and Golden Delicious Apples, 2000-2010	106
United States: Producer Price Indexes, Granny Smith, McIntosh and Rome Apples, 2000-2010	107
United States: Grower Selling Prices of All Apples, Actual and Deflated, 1995-2010	108
United States: Red Delicious Retail Prices and Marketing Margins, Monthly, January 2008 to February 2011	109
France: Marketing Margins for Fresh Apples, 2001-2010	110
Japan: Marketing Margins for Fresh Apples, 1995-2010	111
China: Volume and Price of Fresh Apple Exports, 2000-2010	119
Selected Countries: Trends in Production of AJC, 2000-2011	124
United States: Average Monthly Price of Imported AJC, 2007-2011	126
World: Exports of AJC, 2000-01 to 2010-11	127