

Vegetable & Fruits

July 14, 2011

Fresh and dried fruits / Frozen vegetables

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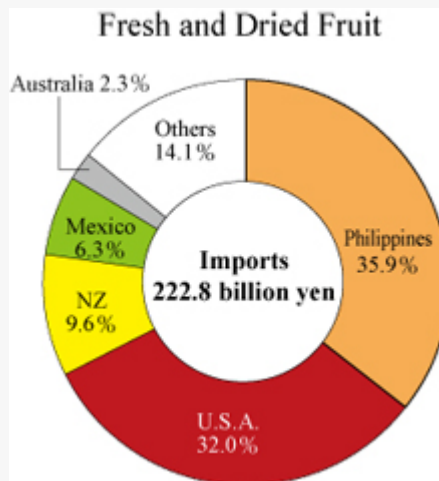
The top 3 imported fruits are bananas, grapefruits, and kiwis.

Pineapples have become quite popular as well after the development of making sweeter types and selling already-sliced ones.

The consumption of avocados sharply increased after being introduced by the media in 2003 as a healthy product with high nutrients.

Last year, it sold 10.57 billion yen, marking a year-on-year increase of 7%. Sweet almonds (fresh and dried) sold 12.23 billion yen, increasing 26.1% from the previous year, and oranges (fresh and dried) sold 11.15 billion yen, making a growth of 19.3% from the previous year.

On country's import value base of fresh and dried fruits, Philippine takes up 35.9%, followed by America 32.0%, New Zealand 9.6%, Mexico 6.3%, others 14.1%.



Sources: "2010 Import/Export Overview of Agricultural and Marine Products" compiled by Ministry of Agriculture, Forestry, and Fisheries of Japan

Due to the increasing consciousness in health, and the rising demand for cocktails etc., grapefruits, lemon, and lime have been increasing, but recently it is leveling off.

Grapefruits, orange, and lemon are the top 3 types of citrus exported from the US to Japan. Last August, Turkish grapefruits have been released in Japan, and it started

selling in major super markets from March this year. There are great expectations for this.

Kiwis (fresh) sold 21.04 billion yen in 2010, marking a year-on-year increase of 7%. The sweet gold kiwis are well known and popular, and are expected to have even more demand in the



future. Kiwis are exported from New Zealand, cherries are from the US, melons and watermelons are from Mexico and the US, grapes are from Chili and the US.

Due to place of production and restrictions of plant protection, exporting of fresh fruits to Japan are limited to certain countries. Also, since there are effects of production and shipping systems of major exporting countries, there are products where one country has 80%~90% of the overall share.

Frozen vegetables

The national demand of frozen vegetables went higher than the previous year for the first time in 4 years reaching 927,000 tons. It was the first time in 3 years to go over 900,000 tons. Imported frozen vegetables, which makes up 90% of all frozen vegetables increased greatly. The import amount rose by 6.7% from the previous year to 112 billion yen. In 2009, the US had a higher share of the import quantity on a country basis, but China went higher than the US in 2010. Import quantity from the US increased, but its share dropped. 80% of the potatoes are from the US and they are doing well. Thailand and Taiwan have been increasing their export volumes particularly focusing on green soybeans as an alternate production site for China. They enjoyed strong growth in 2010. Thailand marked 3rd as an exporting country to Japan, after making a lead from Canada in 2008.

On an item basis, out of 13 major items, 4 items increased in 2009, while 8 increased in 2010 from the previous year. The biggest item, potatoes increased 8.6% to 350,000 tons marking the highest at all times. It was 42% of all frozen vegetables. Green soybeans from Taiwan rose 9% and kept its top share. Other than that, there are two digit increases seen in spinach (22.7% increase), broccoli (15% increase), and kidney beans

(21.9% increase). Potatoes from Belgium increased 30% and broccolis from Ecuador are doing well, and they are getting attention as well.

Import Amount of Frozen Vegetables in 2010 by Item & Major Country

	Quantity (t)		Amount (t)		% by quantity		Value per kg		% by quantity & major country
	t	%	1 million yen	%	%	(Previous year)	Yen	(Previous year)	
Potato	247,445	(108.6)	27,494	(102.6)	41.8	(42.0)	108	(114)	U.S.A. 81.2, Canada 8.8
Spinach	27,068	(122.7)	2,926	(119.9)	3.3	(2.9)	119	(123)	China 86.4, Taiwan 6.1
Corn	42,420	(88.3)	5,552	(89.2)	5.1	(5.7)	131	(144)	U.S.A. 68.3, Thailand 14.8, NZ 12.1
Broccoli	26,577	(115.0)	3,859	(109.5)	3.2	(3.0)	145	(152)	China 59.2, Ecuador 39.9, Mexico 7.0
Green soybean	65,818	(113.4)	10,955	(106.2)	8	(7.7)	164	(175)	Taiwan 38.8, Thailand 28.4, China 28.4
Snow peas, green pea	13,407	(88.7)	2,009	(109.7)	1.6	(1.8)	150	(143)	China 43.6, U.S.A. 39.9, NZ 25.6
Kidney beans	24,491	(121.9)	2,847	(118.2)	2.9	(2.6)	116	(120)	China 57.9, Thailand 39.3
Other beans	9,705	(91.1)	1,291	(96.0)	1.2	(1.4)	132	(126)	China 91.6, Italy 3.5
Burdock	7,930	(102.1)	1,002	(129.4)	1	(1.0)	128	(100)	China 99.8
Sugarcane	4,242	(152.6)	493	(119.9)	0.5	(0.4)	114	(145)	China 58.4, Vietnam 29.1, Indonesia 12.5
Taro	35,297	(86.7)	5,430	(129.1)	4.4	(4.9)	150	(112)	China 99.95
Mixed vegetables	23,435	(108.0)	3,791	(102.2)	2.6	(2.6)	158	(157)	China 49.5, U.S.A. 35.9, NZ 11.7
Bamboo shoot	162	(69.9)	83	(62.9)	0.02	(0.03)	388	(517)	China 77.0, Thailand 23.0
Others	201,158	(111.2)	24,193	(110.5)	24.2	(23.7)	170	(171)	China 66.4, Thailand 4.8
Total	891,178	(108.0)	112,024	(106.7)	100	(100.0)	135	(133)	China 39.9, U.S.A. 39.4

Note) Quantities with less than 100kg and values with below 100,000 yen have been rounded off, so the total figures do not agree.

Sources: Compiled from Import Customs Statistics by Ministry of Finance.