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Global Agricultural Information Network

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Mexico

Fresh Deciduous Fruit Annual

Slightly Smaller Apple Crop, Minor Increase in Grape Production

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Report Highlights:

Apple production in Mexico for marketing year (MY) 2015/16 (August/July) is forecast at 700,000 metric tons (MT), a smaller crop compared to MY 2014/15. Total pear imports are forecast to remain strong for MY 2015/16 (July/June) at about 84,000 MT. Total Mexican table grape production for MY 2015/16 (May/April) is forecast at 256,000 MT. Grape exports are expected to marginally decrease to about 150,000 MT for MY 2015/16. The United States remains the major supplier of deciduous fruits to Mexico.

Commodities:

Apples, Fresh

Pears, Fresh

Grapes, Table, Fresh

FRESH APPLES**PRODUCTION**

Apple production in Mexico for MY 2015/16 (August/July) is forecast at 700,000 metric tons (MT), a slightly smaller crop than MY 2014/15. Official Mexican Government production estimates are higher at about 745,000 MT. Average yields are forecast at about 12 MT/hectare (Ha). The state of Chihuahua, the main apple producing state, is expected to have a crop of about 530,000 MT for MY 2015/16. Due to weather issues, the apple crop in Chihuahua is expected to be slightly lower and is expected to have smaller apples compared to MY 2014/15. Yields in Chihuahua are usually the highest in the country and average between 15-25 MT/ha or more for well-tended orchards. The state of Durango, the second-largest producing state, is expected to have a similar crop as last MY 2014/15 and production is estimated at 65,000 MT. The state of Coahuila, the third-ranked apple producing state, is expected to continue to have an average of 35,000 MT for MY 2015/16. The state of Puebla, the fourth-largest apple producing state is expected to have 36,000 MT of apple production. Apples in that state were somewhat affected by hail and rain this season.

Table 1. MEXICO: APPLE PRODUCTION FOR SELECTED STATES (MT)

Apple Production	MY 2013/14	MY 2014/15
Chihuahua	684,670	551,466
Durango	65,596	65,615
Coahuila	39,970	35,416
Puebla	35,857	32,474
Total Mexico	858,607	716,864
Source: SAGARPA/SIAP		

The New/Post apple production estimate for MY 2014/15 was revised upward from previous estimates to 716,864 MT as Chihuahua had a larger crop than expected due to better weather conditions; however, it was not as high as in the MY 2013/14 bumper crop. The national average yield for MY 2014/15 is estimated at 12.9 MT/Ha. The New/Post apple production data for MY 2013/14 was revised slightly downwards based on official estimates from SAGARPA/SIAP (Servicio de Informacion Agroalimentaria y Pesquera/Secretaria de Agricultura, Ganaderia, Desarrollo Rural Pesca y Alimentacion).

New/Post total area planted for MY 2015/16 is forecast to decrease marginally from New/Post MY 2014/15 area, as increases in some states are offset by decreases in other areas. Some producers are discouraged and growing fewer apples due to the marketing issues facing domestic apples. New/Post planted and harvested areas for MY 2014/15 were revised downward based on official estimates from SAGARPA/SIAP. States like Coahuila, Durango and Nuevo Leon decreased area planted as producers are discouraged from continuing with the crop due to the problems marketing domestic apples. New/Post area planted for MY 2013/14 was revised marginally downward while area harvested remained unchanged from previous estimates based on official data. The state of Chihuahua accounts for 47 percent of total area planted in Mexico. Durango accounts for 16 percent, Puebla accounts for 15 percent, and Coahuila accounts for 10 percent of planted area, approximately. Growers indicated that Mexico's planted area is not expected to expand much due to higher costs of production, limited credit availability, water scarcity, and limited marketing expansion. Mexico's main harvest season is between August and October.

New crop Gala and Golden Supreme varieties from Chihuahua enter the market in mid-August. Near the end of August, the Red Delicious apple harvest starts. Golden Delicious apples are harvested in September. Rome Beauty apples are usually harvested in early October, and all harvesting in the state of Chihuahua is completed by the end of October. Producers in Chihuahua generally use more advanced production technology than other states, resulting in higher-quality apples. Industry sources report that large-scale and technologically sophisticated growers in Chihuahua are renewing old orchards and planting with greater tree densities. There is also more investment in hail protection and in cold storage facilities using controlled atmosphere technology. According to growers, more than 60 percent of the apple area in Chihuahua has irrigation infrastructure, via sprinklers, micro sprinklers, and drip irrigation. Most areas in Durango are also irrigated.

In order to remain competitive, producers in Chihuahua continue replacing a number of older orchards with higher yielding (about 80 MT/Ha) and higher density apple trees (1,000 trees/Ha or more). The planted area is expected to continue more or less the same. According to official data, almost 43 percent of the area in Mexico is planted with the Golden Delicious variety and 34 percent with the Red Delicious variety. For the state of Chihuahua, almost 60 percent of the area is planted with the Golden Delicious variety and 34 percent with the Red Delicious variety. The Gala variety comprises about five percent of the total planted area in Chihuahua, but continues to gain ground. High-density production accounts for approximately 30 percent of Chihuahua's planted area. The remainder of the apple producing area is planted at more traditional spacing of 350-400 trees per hectare.

The cost of production for MY 2015/16 is estimated at about US\$0.37/kg, but producers sometimes have to sell at about US\$0.21 to US\$0.34/kg. Production costs will tend towards the higher end of the estimate (or surpass it) if growers have frost protection equipment and new irrigation systems. According to producers, electricity, fuel, and packing costs (the last of which depend on foreign inputs like imported boxes and wax cartons), continue to rise compared to previous years. The recent decrease in value of the peso against the dollar will increase these costs more. During MY 2014/15, energy tariffs for cold storage skyrocketed and producers requested and were approved to be charged as an agricultural activity in order to receive preferential energy rates. Most of the current crop that has been harvested in Chihuahua is now in cold storage in order to manage prices.

According to the National Service of Market Information ([SNIIM](#)), wholesale domestic prices during MY 2014/15 were higher compared to prices in 2013/14 due to lower supplies compared to the bumper crop of MY 2013/14. Growers are expecting that prices will increase for MY 2015/16 and that they will have more opportunity in the market. Wholesale domestic Golden Delicious apple prices were 1.8 percent lower in peso terms in September 2015, or about US\$1.13/kg (MX\$18.85/kg), while in September 2014 prices were on average US\$1.45/kg (MX\$19.21/kg). Domestic Red Delicious apple prices were very similar in peso terms in September 2015, or about US\$1.11/kg (MX\$18.68/kg), while in September 2014 prices were on average US\$1.41/kg (MX\$18.68/kg).

CONSUMPTION

New/Post domestic consumption for MY 2015/16 is forecast at 898,680 MT of apples. However, this will depend on demand as the recent depreciation of the peso against the dollar will increase prices for imported fruit. New/Post apple consumption estimates for MY 2014/15 were revised upward from previous estimates due to strong demand at good prices. New/Post apple consumption estimates for MY 2013/14 were revised marginally downward from previous estimates. However, since there was a bumper crop and producers were forced to sell at low prices or let fruit rot on the tree, real domestic consumption for MY 2013/14 was difficult to calculate. Wholesale prices for imported Red Delicious apples during MY 2014/15 began at about MX\$22.80/kg (US\$1.67/kg) in August 2014 and then prices decreased slightly to about MX\$21.70/kg (US\$1.36/kg) in July 2015. Wholesale domestic Red Delicious prices were at about MX\$18.68/kg (US\$1.41/kg) in August 2014, and prices remained almost flat in peso terms for April 2015 at about MX\$18.63/kg (US\$1.22/kg). Prices in U.S. dollars from 2014 to 2015 vary more than usual due to recent depreciation of the peso against the dollar.

TRADE

New/Post estimates for apple imports for MY 2015/16 are forecast to be lower compared to MY 2014/15 imports due to lower international supplies; however, demand is expected to continue to be strong. New/Post apple imports for MY 2014/15 were revised upward due to increased demand for apples. New/Post apple imports for MY 2013/14 were revised downwards reflecting lower international demand and larger domestic supplies.

Table 2: Mexico – Apple Imports (Metric Tons)

Metric Tons	Marketing Year (Aug/July)		Jan/July	
	U.S.	Total	U.S.	Total
2011/12	206,606	215,809	164,354	169,626

2012/13	259,174	265,491	195,418	199,224
2013/14	219,849	226,469	145,997	150,715
2014/15	310,967	314,081	227,509	229,294
Source: GTA				

According to trade data, more than 65 percent of apples are imported into Mexico during the months of January/July. Traders indicate that demand will still be strong in this period as end consumers are used to having apples year round. As usual, most imports will come from the United States' west coast.

As demonstrated in the chart above, more than 95 percent of Mexico's apple imports originate from the United States, and it is expected that this trend will continue. Washington-origin apples account for 85 percent of U.S. exports to Mexico, with California, Michigan, and Virginia supplying the remainder. U.S. Red and Golden Delicious varieties continue to account for the bulk of U.S. apples exported to Mexico; however, the Gala variety is also becoming important. Apple varieties like Rome Beauty, Jonagold, and Pink Lady are being imported at much smaller quantities, based on consumer preferences. While Mexican consumers like the size and color of U.S. apples, Mexican apples are considered sweeter.

The U.S. apple industry will continue to face limited competition in Mexico from other countries such as Chile. However, the volumes of Chilean apples have been marginal due to phytosanitary requirements that are difficult for some exporters to meet. Apples from other countries like New Zealand, China, and Canada are in the market in small volumes.

Mexican apple exports are almost residual, and Belize has been the main importer for the last few years. Belize imported 226 MT during MY 2013/14 and 258 MT during MY 2014/15. Mexico has not exported apples to the United States since 2012, but if it does the apples would have to come from a limited number of counties in the state of Chihuahua that are recognized as fruit fly free by APHIS.

POLICY

Under NAFTA, tariffs on U.S. and Canadian apples were eliminated on January 1, 2003. Under the Chile-Mexico Free Trade Agreement, imported Chilean apples began to enter duty free as of January 1, 2006. Apples from other countries are subject to a 20 percent duty. The Mexican government has established several agricultural protocols and agreements with the Chinese government, and initial test shipments have begun. Among the products to be imported from China are fruits and vegetables, including apples. The domestic industry does not anticipate significant competition since the main apple variety from China, Fuji, is still not widely accepted by domestic consumers.

Antidumping Petition against the United States

The Regional Fruit Producers Association from the State of Chihuahua (UNIFRUT) requested an antidumping investigation against the producers and exporters of apples from the United States because they believe that U.S. apples were sold in Mexico below the cost of production in detriment to the growers in Chihuahua. The petition was delivered to the Secretariat of Economy (SE) in the last week

of August 2014. A preliminary decision has been delayed several times, and as of the writing of this report, there has been no announcement from SE. A preliminary determination is currently expected from SE during the month of November 2015. SE's determination will affect prices and trade volumes. Due to the uncertainty surrounding the antidumping case, consumption and trade estimates are harder to forecast.

MARKETING

Mexico continues to be the number one export market for U.S. apples, with 10,416,655 boxes shipped to Mexico during MY 2014/15. This represents a 42 percent increase from the MY 13/14 season and accounts for 27 percent of all U.S. apple exports. Washington had a record crop during the 2014/15 season.

Four varieties continue to dominate the Mexican market, totaling 99 percent of the imported volume to date: 36 percent Gala, 33 percent Red Delicious, 26 percent Golden Delicious, 4 percent Granny Smith, and 1 percent other varieties. Mexican consumers prefer the Red and Golden Delicious varieties and have developed a strong preference for the Gala variety.

The strongest period for U.S. apple imports is from January to May, although the United States starts shipping in smaller volumes in November and continues to have a presence from June through October. Canadian apples are imported from November to January and Chilean apples are typically imported from March to June. Chilean apples do not compete directly with Mexican apples, since they do not enter the market at the height of Mexico's marketing year. Mexican apples are marketed from September through December, but many are kept in cold storage to be used during the early months of the year thus competing more directly with U.S. apples.

Despite the uncertainties that characterized the 14/15 season, Mexican importers indicate that the second half of the season was very profitable, and that large volumes were absorbed by the Mexican market in spite of the 25% depreciation of the Mexican peso against the U.S. dollar.

FRESH PEARS

PRODUCTION

Mexico's New/Post pear production forecast for MY 2015/16 (July/June) is 25,000 MT, an expected 2.2 percent increase from MY 2014/15 due to expected good weather conditions. Pear production is not expected to show significant increases in the near future, as growers are not heavily investing in this crop due to the high cost of production. New/Post pear production for MY 2014/15 was revised slightly downward from previous estimates based on official data. Pear yields for MY 2014/15 decreased to 5.7 MT/Ha from the 5.8 MT/Ha that prevailed in MY 2013/14. Pear production for MY 2013/14 was revised slightly upward from previous estimates based on official data.

Approximately 86 percent of the pear planted area is rain-fed. Michoacán, Puebla, and Morelos are Mexico's major pear producing states and account for 76 percent of total Mexican production. Lack of investment, high costs of production, scarce water supplies in pear producing regions, and disease problems have limited domestic production growth. However, some growers have started to experiment with planting more disease-resistant and longer shelf-life varieties. Area planted and harvested for MY 2015/16 is not expected to change much from the previous year. Planted area for MY 2014/15 was revised marginally downwards from previous estimates, while area harvested was revised upward according to official data from SAGARPA/SIAP. Planted area for MY 2013/14 remains unchanged from previous estimates, while area harvested was revised marginally upwards based on official data.

CONSUMPTION

Domestic demand is satisfied mainly by imports from the United States, which represent about 80 percent of total supply. New/Post pear consumption for MY 2015/16 is expected to decrease slightly from MY 2014/15 consumption due to expected lower international supplies caused by weather issues in the United States. Also, the recent swings in the peso exchange rate against the dollar could increase import pear prices and thus decrease consumer demand. New/Post pear consumption for MY 2014/15 was lower than expected, due to weaker international demand and higher than expected consumer prices compared to other imported fruits, such as apples. New/Post pear consumption for MY 2013/14 had a marginal increase over previous estimates due to strong demand and good pear prices for consumers. Pears are available to consumers year round, mainly from Oregon and Washington states.

TRADE

Pear imports for MY 2015/16 are forecast to be slightly lower compared to imports in MY 2014/15 as the U.S. crop is expected to be smaller compared to the previous year. Although demand is expected to be good, imported pear prices are expected to be higher due to the exchange rate swings. Sizes for pears in MY 2015/16 are expected to be smaller compared to the larger sizes available in MY 2014/15, which could help the marketing of the fruit. New/Post pear imports for MY 2014/15 were revised downward from previous estimates due to a lower international demand than expected at higher prices. New/Post pear import estimates for MY 2013/14 were revised marginally downward from previous estimates still representing a good demand, as prices were low and pears were larger than usual.

The U.S. Anjou pear import season is from September to July, although cold storage facilities in Mexico and the United States provide year-round availability. The U.S. Bartlett pear import season is from August through February, again with cold storage facilitating year-round availability. The United States is by far the largest and most important supplier of imported pears in Mexico, with a market share of 95 percent, followed by Argentina with 4 percent, Chile with 1 percent and China with the remaining 0.3 percent. The presence of Chilean and Argentinean pears is limited in the Mexican market. When available in Mexico, they are of fair to good quality and are usually priced lower than U.S. pears. However, the import trend has been decreasing for the last three years for Chilean and Argentinian pears. Under various trade agreements, the import duty on pears from the United States, Chile, and Argentina is zero. As noted above, China has been exporting pears to the Mexican market recently, but volumes are not significant.

Mexican pear exports are residual and Belize has been the principal importer for the last few years. Belize imported 29 MT during MY 2013/14 and 31 MT during MY 2014/15.

MARKETING

In 2014, per capita pear consumption was about 2 lbs. Anjou pears continue to be the most sought-after variety in the market followed by Bosc, Bartlett, and Red Anjou varieties. U.S. Anjou pears were priced ranging from U.S. \$32.17 in February 2015 to U.S. \$30.40 in June 2015 per 18-kg box. The Comice variety has shown the highest growth this season – reaching 12,440 boxes, representing an increase of 180% when compared with the past season. Bartlett has also been showing very good numbers, reaching 227,084 boxes, which is an increase of 41% vs. the 2011/12 season. The Red Angelo, a relatively new variety, has been exported to Mexico for the first time in 2014/15.

Due to limited scales of production, Mexican pears are sold almost exclusively through local markets, with very few sold in supermarkets. The most popular Mexican pear varieties among Mexican consumers are the Kiefer variety, better known as Pera Piña, and the Paraiso variety.

In-store promotions for imported pears have always been popular with the trade, helping them to increase sales and teaching consumers about important aspects of the fruit, such as origin, the main characteristics of the different pear varieties, as well as pears' nutritional attributes and health benefits. At the retail sector, all major supermarket chains have U.S. pears available and indicate that they expect to handle larger volumes of Anjou pears.

In terms of market preferences (sizes and packages), supermarkets prefer sizes between 80 and 110 while the traditional retailers prefer 90 to 120. Ninety-five percent of the trade prefers 44-lb boxes, while only 5% prefers the 22-lb box, and only for specific varieties such as Starkrimson, Red Anjou, and Seckel. Traditional retailers prefer 22-lb boxes, while wholesalers handle different presentations of paper-wrapped pears.

FRESH TABLE GRAPES

PRODUCTION

Total Mexican table grape production for MY 2015/16 (May/April) is forecast at 256,000 MT, a marginal increase over MY 2014/15 production. According to producers, temperatures were ideal for grape growth and maturation. Harvesting begins in May and typically ends in July for the state of Sonora, the largest producer. Table grape production in Zacatecas, the second-largest producing state, is expected to be good. Harvest is usually between July and October. Baja California and other states harvest from June to August. Total production is sometimes difficult to determine since price relationships between table grapes, raisin grapes, and industrial grapes attract more grapes into or out of each market. According to producers, the states of Guanajuato, Queretaro, Zacatecas, and San Luis Potosi are planting new areas with table grapes for the domestic market. New/Post production estimates for MY 2013/14 and MY 2014/15 were revised downward from previous estimates, based on official information.

Table 3. Mexico: Table grape production for selected states (MT)

Grape Production	MY 2013/14	MY 2014/15
Sonora	238,478	219,939
Zacatecas	11,539	18,556
Baja California	6,121	4,820
Queretaro	2,090	2,009
Total Mexico	259,472	246,858
Source: SAGARPA/SIAP		

Area planted for MY 2015/16 is forecast to increase slightly to 18,300 Ha. Growth in planted area is limited in Sonora as production costs are high and water is scarce. Sonora has been losing vineyards due to higher costs of production as well as unfavorable weather; however, planted area in the state has been fluctuating between 14,100 and 16,000 hectares. Sonora growers have increased technological innovations and higher density planting, achieving higher yields compared to other growing regions. According to growers, there are 2,500 plants per hectare on average, producing an 8.2 kg/box per plant. These yields change depending on the plant variety and cultivation methods. Baja California, on the other hand, has increased planted area as producers consider this region to have better weather conditions. Baja California is the third most important growing area and exports substantially all of its production. Most of the table grape production from the states of Zacatecas, Guanajuato, and Queretaro are destined for local markets. New/Post planted and harvested areas for MY 2014/15 were revised slightly downward from previous estimates based on SAGARPA/SIAP figures. Sonora seems to have planted slightly less area due to weather conditions. Area planted and harvested for MY 2013/14 were revised slightly upward based on official estimates.

The state of Sonora accounts for approximately 90 percent of total table grape production in Mexico and 86 percent of the total planted area. Market and growing conditions are favorable but water scarcity continues to limit aggressive expansion in Sonora as all table grape area is irrigated. On the other hand, Zacatecas grew from 1,500 Ha in MY 2013/14 to 1,586 Ha in MY 2014/05, and Queretaro grew from 236 Ha to 256 Ha in the same period of time. The national average yield for MY 2014/15 was 15.66 MT/Ha, lower than the MY 2013/14 yields of 16.43 MT/Ha. Yields for MY 2015/16 are expected at about 16.2 MT/Ha. Some of the main grape varieties that Mexico produces include Perlette, Flame, Sugraone, and Red Globe.

Costs of production in Mexico have been increasing in recent years. According to producers, average costs for 2014/15 were between US\$13,900/Ha and US\$16,000/Ha, depending on the variety of grapes, use of fertilizers, and pest control systems. Producers indicate that expansion is limited mainly because of water scarcity in Sonora aquifers. As a result, producers are trying to increase yields and become more efficient rather than increase acreage. High interest rates for credit lines also limit table grape expansion. Producers report that the only credit to which they have access comes from U.S. brokers and distributors who give advance payments for harvesting and packing of table grapes.

CONSUMPTION

The volume of Mexican grapes on the local market depends on export volumes, as producers tend to supply the international market before the domestic market. However, the local market is supplied by certain Mexican states as well as from the United States and from Chile. Table grape consumption for MY 2015/16 is forecast at 174,000 MT as local demand is expected to be strong at good prices. New/Post consumption estimates for MY 2014/15 were revised downward due to lower demand and less domestic supplies. New/Post consumption estimates for May 2013/14 were also revised downward from previous estimates due to a lower demand and higher prices. The consumer has grapes almost year round as domestic and imported product cover demand. Domestic product is more price accessible than imported product.

TRADE

Table grape imports for MY 2015/16 are forecast to be very similar to MY 2014/15, approximately 68,000 MT, as demand is expected to remain strong. Table grape imports for MY 2013/14 and MY 2014/15 were revised marginally downwards from previous estimates due to lower demand than expected. However, similar to other imported fruit, the swings in the peso/dollar exchange rate make grape importers very cautious, and trade may slow down if the exchange rate increases prices.

Under their respective trade agreements, the import duty on grapes from the United States and Chile is zero, and both the United States and Chile continue to increase exports to the Mexican market. While Chilean grape production is primarily counter-seasonal to U.S. production, some Chilean grapes are also available during California's early and late season, when they compete directly in the Mexican market. U.S. suppliers export to Mexico from August to December and from January to February—before and after the Mexican season. Chile usually exports from January to April and from June to July. U.S. table grapes may only be imported into Mexico from California due to phytosanitary restrictions that prohibit imports from other U.S. states. The United States remains the leading supplier of fresh grapes to Mexico, with approximately 70-75 percent of total imports coming from the United States.

Chilean grapes represent about 23 to 30 percent of total imports. Imports of Chilean grapes for MY 2015/16 are expected to remain similar to MY 2014/15 imports due to expected higher prices. Chilean fruit was affected by rain during MY 2014/15 and imports were lower than expected.

Mexican table grape exports in MY 2015/16 are forecast to be marginally lower compared to MY 2014/15, but will still reflect strong international demand. New/Post exports for MY 2014/15 were revised upward, while MY 2013/14 exports remained almost unchanged from previous estimates. Most of Mexico's table grapes are exported to the United States. Growers indicated that free on board (FOB) export prices early in May 2015 began at about US\$28 per 8-kg box of Perlettes and then fell to an average of US\$23 at the end of June 2015. Flame seedless grapes began in May 2015 at a high of US\$26 per 8-kg box and then fell to an average of US\$19 per 8-kg box in mid-June. These prices are higher than the traditional Mexican export prices of between US\$14 and US\$16 per box; however, reportedly prices for MY 2013/14 were better.

The Mexico–European Union (EU) Trade Agreement, signed in 2000, allows Mexican table grapes to be imported into the EU duty free, beginning in 2008. Mexico has not taken full advantage of this agreement since most of its grapes are being exported to the United States—said to be a more profitable market.

MARKETING

Most marketing and promotional programs continue to focus on the retail sector as well as in the wholesale markets, which also serve as a major channel for U.S. grape distribution. The strategy of using in-store promotions to promote table grape purchases appears to be effective.

U.S. Globe and Thompson varieties remain among the most popular in Mexico, and importers base their purchases on the variety which is offered at the best price while still containing good sugar levels.

According to traders, U.S. promotional efforts to export table grape varieties other than Red Globe or Thompson to Mexico show good results.

Production, Supply and Demand Data Statistics:

Table 4. Mexico Fresh Apple Production

Apples, Fresh Market Begin Year	2013/2014		2014/2015		2015/2016	
	Aug 2013		Aug 2014		Aug 2015	
Mexico	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	62600	62561	65000	60410	0	60000
Area Harvested	59200	59200	61000	55447	0	56000
Bearing Trees	13600	13600	14000	12697	0	12824
Non-Bearing Trees	700	773	900	1136	0	916
Total Trees	14300	14373	14900	13833	0	13740
Commercial Production	858000	856607	669000	714865	0	698000
Non-Comm. Production	2000	2000	1000	2000	0	2000
Production	860000	858607	670000	716865	0	700000
Imports	227700	226470	280000	314081	0	290000
Total Supply	1087700	1085077	950000	1030946	0	990000
Fresh Dom. Consumption	977400	974807	839700	936633	0	898680
Exports	300	270	300	313	0	320
For Processing	110000	110000	110000	94000	0	91000
Withdrawal From Market	0	0	0	0	0	0
Total Distribution	1087700	1085077	950000	1030946	0	990000

(HA) ,(1000 TREES) ,(MT)

Table 5. Mexico Fresh Pear Production

Pears, Fresh Market Begin Year	2013/2014		2014/2015		2015/2016	
	Jul 2013		Jul 2014		Jul 2015	
Mexico	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	4500	4500	4500	4464	0	4470
Area Harvested	4100	4143	4100	4239	0	4240
Bearing Trees	900	858	900	877	0	877
Non-Bearing Trees	100	74	100	46	0	47
Total Trees	1000	932	1000	923	0	924
Commercial Production	23000	23145	24000	23444	0	24000
Non-Comm. Production	1000	1000	1000	1000	0	1000
Production	24000	24145	25000	24444	0	25000
Imports	90400	90301	90000	84855	0	84000
Total Supply	114400	114446	115000	109299	0	109000
Fresh Dom. Consumption	110400	110417	111000	105268	0	104969
Exports	0	29	0	31	0	31
For Processing	4000	4000	4000	4000	0	4000
Withdrawal From Market	0	0	0	0	0	0
Total Distribution	114400	114446	115000	109299	0	109000

(HA) ,(1000 TREES) ,(MT)

Table 6. Mexico Grape Production

Grapes, Fresh Market Begin Year	2013/2014		2014/2015		2015/2016	
	May 2013		May 2014		May 2015	
Mexico	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	18400	18428	18600	18243	0	18300
Area Harvested	16800	16840	17000	16683	0	16700
Commercial Production	258500	258472	260000	245858	0	255000
Non-Comm. Production	1000	1000	1000	1000	0	1000
Production	259500	259472	261000	246858	0	256000
Imports	77000	76957	70000	68461	0	68000
Total Supply	336500	336429	331000	315319	0	324000
Fresh Dom. Consumption	186200	186119	181000	163425	0	174000
Exports	150300	150310	150000	151894	0	150000
Withdrawal From Market	0	0	0	0	0	0
Total Distribution	336500	336429	331000	315319	0	324000

(HA) ,(MT)

Table 7. Mexico -Average Monthly Wholesale Apple Import Prices				
Red Delicious		Pesos/kilogram		
Month	2013	2014	2015	Change percent

January	27.20	23.81	23.52	(1.21)
February	25.93	23.52	23.52	0
March	23.52	23.50	23.19	(1.31)
April	21.17	23.52	22.73	(3.35)
May	20.58	25.85	20.18	(21.93)
June	21.82	23.55	20.24	(14.05)
July	22.35	25.14	21.69	(13.72)
August	21.95	24.59	23.53	(43.10)
September	21.05	23.52	22.38	(4.84)
October	20.82	25.03	27.42*	9.54
November	22.11	26.30		
December	25.05	24.04		
CIF-Mexico City Source: Servicio Nacional de Información de Mercados 2013 Exchange Rate Avg.: U.S.\$1.00 = 12.76 Pesos 2014 Exchange Rate Avg.: U.S.\$1.00 = 13.29 Pesos October 21, 2015 Exchange Rate: U.S.\$1.00 = 16.56 Pesos *October 21, 2015				

Table 8: Mexico -Average Monthly Wholesale Apple Domestic Prices				
Red Delicious		Pesos/kilogram		
Month	2013	2014	2015	% Change
January	26.63	17.81	18.42	3.42
February	25.54	16.90	18.94	12.07
March	23.57	16.84	18.92	12.35
April	24.80	16.94	18.63	9.97
May	24.00	19.34		
June				
July				
August				
September	17.73	18.68	18.68	0
October	18.10	18.58	18.94*	1.93
November	19.07	18.89		
December	18.46	18.42		
CIF-Mexico City Source: Servicio Nacional de Información de Mercados 2013 Exchange Rate Avg.: U.S.\$1.00 = 12.76 Pesos 2014 Exchange Rate Avg.: U.S.\$1.00 = 13.29 Pesos October 21, 2015 Exchange Rate: U.S.\$1.00 = 16.56 Pesos *October 21, 2015				

Table 9: Mexico -Average Monthly Wholesale Pear Import Prices			
D'ANJOU	Pesos/kilogram		
Month	2014	2015	% Change
January	22.20	25.35	14.18
February	21.60	25.53	18.19
March	22.20	25.54	15.04
April	23.04	24.97	8.37
May	24.79	25.21	1.69
June	26.95	24.97	(7.34)
July	27.32	25.52	(6.27)
August	28.91	30.29	4.77
September	29.54	31.29	5.92
October	25.92	30.45*	17.47
November	24.34		
December	25.45		

CIF-Mexico City
Source: Servicio Nacional de Información de Mercados
2014 Exchange Rate Avg.: U.S.\$1.00 = 13.29 Pesos
October 21, 2015 Exchange Rate: U.S.\$1.00 = 16.56 Pesos
*October 21, 2015

Table 10: Mexico -Average Monthly Wholesale Grape Import Prices				
Globe	Pesos/kilogram			
Month	2013	2014	2015	% Change
January	38.27	30.55	36.30	18.82
February	38.88	39.69	42.63	7.40
March	34.97	41.60	36.93	(11.22)
April	33.85	34.28	34.85	1.66
May	31.55	33.25	34.44	3.57
June	31.41	29.55	35.83	21.25
July				
August		32.50	34.18	5.16
September	32.50	32.81	33.50	2.10
October	30.70	33.65	34.19*	1.60
November	31.99	35.00		
December	33.45	38.54		

CIF-Mexico City
Source: Servicio Nacional de Información de Mercados
2013 Exchange Rate Avg.: U.S.\$1.00 = 12.76 Pesos
2014 Exchange Rate Avg.: U.S.\$1.00 = 13.29 Pesos
October 21, 2015 Exchange Rate: U.S.\$1.00 = 16.56 Pesos
*October 21, 2015

Table 11: Mexico – Trade Matrixes

Fresh Apples

Apples		H.S. 0808.10		Unit: Metric Tons	
Exports for MY 2013/14 (Aug-Jul) to:			Imports for MY 2013/14 (Aug-Jul) from:		
U.S.	0	U.S.	219,849		
Costa Rica	0	Chile	5,787		
Belize	226	Canada	669		
Other	44	Other	164		
TOTAL	270	TOTAL	226,469		

Apples		H.S. 0808.10		Unit: Metric Tons	
Exports for MY 2014/15 (Aug-Jul) to:			Imports for MY 2014/15 (Aug-Jul) from:		
U.S.	9	U.S.	310,967		
Costa Rica	0	Chile	1,744		
Belize	258	Canada	1,244		
Other	46	Other	126		
TOTAL	313	TOTAL	314,081		

Fresh Pears

Pears		H.S. 0808.30		Unit: Metric Tons	
Exports for MY 2013/14 (Jul-Jun) to:			Imports for MY 2013/14 (Jul-Jun) from:		
U.S.	0	U.S.	85,204		
Belize	28	Argentina	3,963		
		Chile	850		
Other	1	Other	284		
TOTAL	29	TOTAL	90,301		

Pears		H.S. 0808.30		Unit: Metric Tons	
Exports for MY 2014/15 (Jul-Jun) to:			Imports for MY 2014/15 (Jul-Jun) from:		
U.S.	0	U.S.	81,158		
Belize	31	Argentina	2,828		
		Chile	788		
Other	0	Other	81		
TOTAL	31	TOTAL	84,855		

Table Grapes

Table grapes		H.S. 0806.10		Unit: Metric Tons	
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Exports for MY 2013/14 (May-Apr) to:		Imports for MY 2013/14 (May-Apr) from:	
U.S.	147,713	U.S.	58,742
Costa Rica	392	Chile	18,215
Other	2,205	Other	0
TOTAL	150,310	TOTAL	76,957

Source: Global Trade Atlas July 2015

Table grapes H.S. 0806.10		Unit: Metric Tons	
Exports for MY 2014/15 (May-Apr) to:		Imports for MY 2014/15 (May-Apr) from:	
U.S.	150,491	U.S.	50,830
Costa Rica	372	Chile	17,218
Other		Other	413
TOTAL	151,894	TOTAL	68,461

Source: Global Trade Atlas July 2015

Table 12. Mexico: Monthly Exchange Rate
Averages for 2011-2015
 MX Pesos per U.S. \$1.00

	2011	2012	2013	2014	2015
January	12.13	13.46	12.71	13.20	14.68
February	12.06	12.79	12.69	13.28	14.92
March	12.00	12.75	12.54	13.20	15.21
April	11.73	13.05	12.21	13.06	15.22
May	11.64	13.60	12.95	12.93	15.26
June	11.80	13.94	12.94	12.99	15.46
July	11.67	13.37	12.77	12.97	15.92
August	12.22	13.18	12.89	13.14	16.50
September	12.97	12.95	13.08	13.21	16.85
October	13.49	12.88	13.00	13.47	16.59 [Ⓞ]
November	13.67	13.08	13.07	13.59	
December	13.73	12.86	13.00	14.47	
Annual Avg	12.42	13.15	12.76	13.29	

Source: Mexican Federal Register

Note: Monthly rates are averages of daily exchange rates from the Banco de Mexico (Bank of Mexico)

[Ⓞ] As of 3^{er} week of October 2015

