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Australia

Stone Fruit Annual

2012

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Report Highlights:

Total cherry production for MY2013 is forecast at 12,000 MT, up 9 percent on the revised estimate of 11,000 MT for MY2012. Total cherry imports for MY2013 are forecast at 3,650, up slightly on the revised estimate of 3,600 MT estimated for MY2012. Total peach and nectarine production for MY2013 is forecast at 132,000 MT, up slightly from the revised MY 2012 production estimate of 128,000 MT. Total exports of peaches and nectarines in MY2013 are forecast at 9,000 MT, up 28 percent from the revised MY2012 export estimate of 7,000 MT.

Commodities:

Fresh Cherries, (Sweet&Sour)
Fresh Peaches & Nectarines

Cherries

Production

Total cherry production for MY2013 is forecast at 12,000 MT, up 9 percent on the revised estimate of 11,000 MT for MY2012. Favorable weather conditions in the lead-up to, and during, the MY2013 crop harvest are expected to support higher production. The production estimate for MY2012 was revised downward (500 MT) due to untimely rains in New South Wales which led to some crop damages and cracking of the fruit.

Australian cherries are produced in six states, with New South Wales, Victoria and Tasmania being the three largest producers. Tasmania has had a rapid expansion in plantings and has a strong export focus, enhanced by its relative pest and disease free status. Both Western Australia and Queensland are relatively small producers primarily focusing on the domestic market.

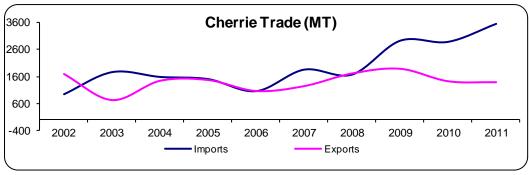
Australian cherries are available from mid-to-late October to late February. Over the longer term, the trade expects Australian cherry production to reach as high as 15,000 tons by 2015.

Exports

Cherry exports in MY2013 are forecast at 2,000 MT, roughly equivalent to last year's level of exports. Despite the projected increase in the availability of cherries, exports are expected to remain relatively flat, as in the nearer term room still exists to expand and meet demand in the domestic market. Additionally, the strength of the Australian dollar is expected to continue to limit the realization of export potential.

Imports

Total cherry imports for MY2013 are forecast at 3,650, up slightly on the revised estimate of 3,600 MT estimated for MY2012. Last year's late entry of U.S. cherries into the Western Australian market led to a higher than anticipated jump in imports of U.S. cherries. U.S. exports of cherries to Australia were/are further supported by the strong Australian dollar.



Source: WTA Data

Policy

In July 2011, the first consignment of cherries from the U.S. Pacific North West (Washington & Oregon) was shipped to Western Australia. It was initially expected that this development will result in additional sales of \$200,000-\$300,000 of U.S. cherries (as the season was already underway). Actual exports to WA far exceeded earlier expectations, and according to the trade were valued at over \$1 million. For the longer term, the trade expects the WA market to be worth at least \$2-3 million annually. Western Australian consumers have fewer fruit choices in winter (during the U.S. supply season), because the very stringent WA state quarantine barriers even exclude fruit from the eastern states of Australia so they are restricted to locally (WA) grown produce.

Production, Supply and Demand Data Statistics:

Fresh Cherries,(Sweet&Sour) Australia	2010/2011 Market Year Begin: Nov 2010		2011/2012 Market Year Begin: Nov 2011		2012/2013 Market Year Begin: Nov 2012	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	1,300	1,300	1,325	1,325		1,350
Area Harvested	1,100	1,100	1,150	1,150		1,225
Bearing Trees	2,200	2,200	2,250	2,250		2,300
Non-Bearing Trees	300	300	275	275		300
Total Trees	2,500	2,500	2,525	2,525		2,600
Commercial Production	7,500	7,500	11,500	11,000		12,000
Non-Comm. Production	0	0	0	0		0
Production	7,500	7,500	11,500	11,000		12,000
Imports	2,500	3,559	2,550	3,600		3,650
Total Supply	10,000	11,059	14,050	14,600		15,650
Fresh Dom. Consumption	9,110	10,309	12,050	12,600		13,650
Exports	890	750	2,000	2,000		2,000
For Processing	0	0	0	0		0
Withdrawal From Market	0	0	0	0		0
Total Distribution	10,000	11,059	14,050	14,600		15,650
HA, 1000 TREES, MT						

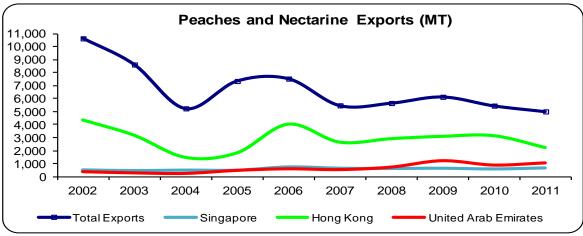
Fresh Peaches and Nectarines

Production

Total peach and nectarine production for MY2013 is forecast at 132,000 MT, up slightly from the revised MY2012 production estimate of 128,000 MT. Back-to-back seasons of favorable weather have supported stone fruit production.

Exports

Total exports of peaches and nectarines in MY2013 are forecast at 9,000 MT, up 28 percent from the revised MY2012 export estimate of 7,000 MT. Hong Kong remains the single largest export market for Australian stone fruit (accounting for about 60 percent of total exports) followed by the United Arab Emirates and Singapore. Exports to Taiwan have begun to expand following resumption of market access for Australian stone fruit in 2009. Following eight years of discussions with the Government of China, market access for Australian stone fruit is still pending.



Source: WTA Data

Policy

Australia has completed its review of import requirements for U.S. stone fruit (peaches, nectarines, plums and apricots) from California and the Pacific North West (PNW) States of Idaho, Oregon and Washington. Australian authorities are working on the import protocols which should be finalized before the end of 2012.

It is expected that stone fruit from the United States would be very competitive in the Australian market, where it would enter the country when domestically produced fruit is out of season. Other U.S. fresh fruit items -- notably cherries, citrus, and table grapes -- have been particularly successful in the Australian market when permitted entry, with total sales valued at \$100 million in 2011.

Production, Supply and Demand Data Statistics:

Fresh Peaches & Nectarines Australia	2010/2	2010/2011		2011/2012		2012/2013	
	Market Year Begin: Nov 2010		Market Year Begin: Nov 2011		Market Year Begin: Nov 2012		
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post	
Area Planted	1,955	1,955	1,955	1,955		1,950	
Area Harvested	0	0	0	0		0	
Bearing Trees	2,450	2,450	2,450	2,450		2,500	
Non-Bearing Trees	350	350	350	350		300	
Total Trees	2,800	2,800	2,800	2,800		2,800	
Commercial Production	90,000	120,000	95,000	128,000		132,000	
Non-Comm. Production	0	0	0	0		0	
Production	90,000	120,000	95,000	128,000		132,000	
Imports	0	0	0	0		0	
Total Supply	90,000	120,000	95,000	128,000		132,000	
Fresh Dom. Consumption	40,000	80,968	45,000	84,000		86,000	
Exports	3,602	4,032	5,000	7,000		9,000	
For Processing	46,398	35,000	45,000	37,000		37,000	
Withdrawal From Market	0	0	0	0		0	
Total Distribution	90,000	120,000	95,000	128,000		132,000	
HA, 1000 TREES, MT	1	1	1	1	1		

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Title of Report	Date	
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Retail Sector Report	06/11/12	
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Sugar Annual 2012	04/10/12	
Cotton and Products Annual 2012	03/29/12	
Grain and Feed Annual 2012	03/20/12	
Wine Annual 2012	03/15/12	
Livestock and Product Semi-annual 2012	03/13/12	
Grain & Feed Lock-Up - February 2012	01/24/12	