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Stone Fruit Report 2016

Report Categories:

Stone Fruit

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Report Highlights:

German total cherry production for CY 2016 is estimated at 48,088 MT. This is a decrease of 1 percent compared to CY 2015, and a 9 percent decrease compared to the average of the preceding ten years. Germany is the third-largest importer of cherries in the world, after Russia and China. The majority of imports originate in other EU-28 member states. Largest non-EU suppliers are Turkey for sweet cherries and Serbia for tart cherries.

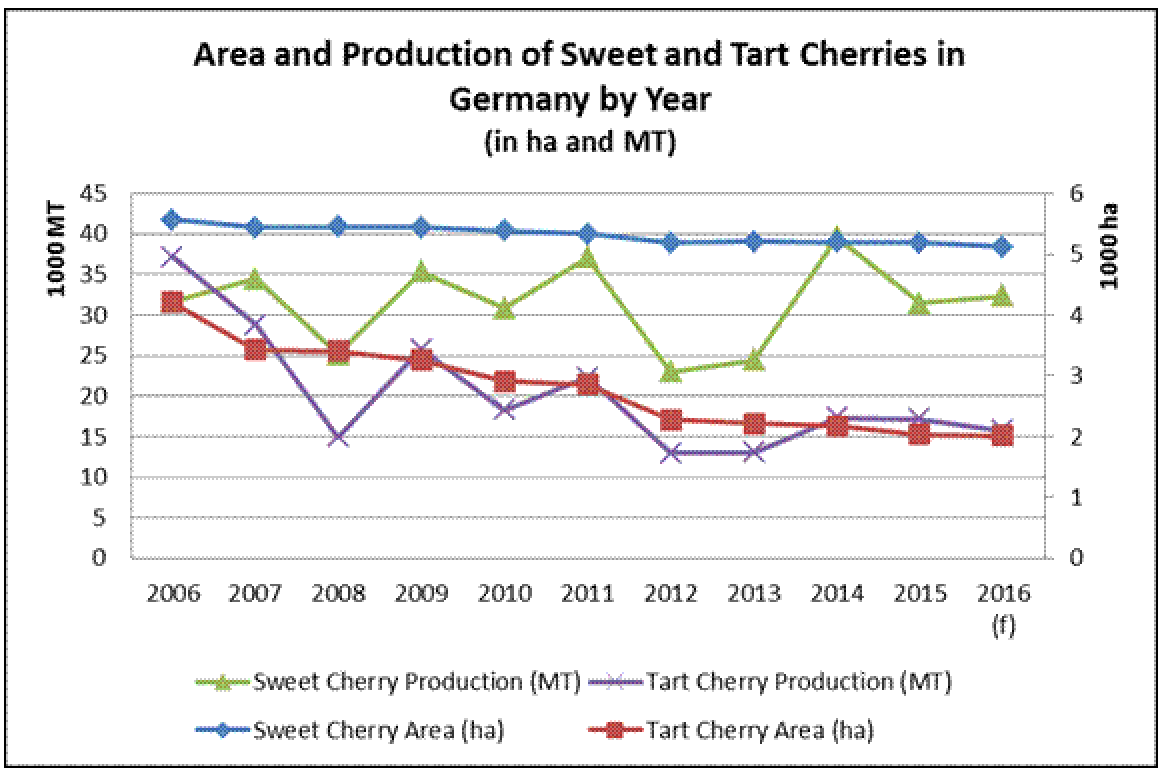
General Information:

Production:

German total cherry production for CY 2016 is estimated at 48,088 MT. This is the second year in a row with below average production resulting from heavy rains, hail, and frost during flowering. CY2016 production is 1 percent below CY 2015, but 9 percent below the average of the preceding ten years. However, this masks a different development in the sweet and tart cherry sector. Sweet cherry production is estimated at 32,353 MT, an increase of 3 percent compared to CY2015, while tart/sour cherry production is estimated at 15,735 MT, a decrease of 8 percent. This is in line with the trend in Germany cherry growing toward sweet cherries and away from tart cherries.

Area

Harvested area for sweet and tart cherry area is expected to amount to 5,125 and 2,010 ha, respectively. For both, this would be small decrease of 1 percent relative to 2015. While the decline in sweet cherry area is likely a result of bad weather, the decline of tart cherry area is the continuation of a long-term pattern. In the last ten years, tart cherry area has declined by more than 50 percent from 4,200 ha in 2006 to 2,010 ha in 2016. The decline in area is a result of strong competition from other EU member states. According to German industry sources, other member states such as Hungary and Poland have lower production costs and are more competitive than German producers. Germany is more competitive for sweet cherries, since most of the production is for fresh consumption and consumers are willing to pay a premium for locally produced cherries.



Source: FAS Berlin based on data from German Federal Office of Statistics (destatis)

Consumption:

In Germany, fresh cherries are considered a seasonal product and stocked in supermarkets mainly during the German marketing season (July/August). In contrast, peaches are stocked year round but are hardly grown in Germany. This explains the lower per capita consumption of cherries (2.2 kg) compared to peaches (3.7 kg). Nonetheless, consumption of cherries is twice as high as for plums (1.1 kg). Consumer preferences clearly trend towards larger sizes (>28 mm). Smaller cherries can only be marketed at a large discount. For example, in the first week of July 2016, the average wholesale price for domestic sweet cherries amounted to 5.31 Euro per kg for larger cherries but only 3.34 Euro per kg for cherries smaller than 28 mm.

The use of tart cherries for processing is relatively stable and roughly amounts to 75-90 percent of the German domestic production. The majority of tart cherries are used for canning (over 80 percent), while the remainder finds its way into juice production. The percentage of sweet cherries used for processing fluctuates between 20 and 50 percent depending on the weather during harvest. The better the weather, the lower is the processing share. However, rain damage increases the percentage of that goes into canning and distillation into spirits.

Trade:

Germany is the third largest importer of cherries in the world, after China and Russia. German imports vary between 45,000 and 70,000 MT of cherries annually; the majority originates from other EU member states, mainly Austria, Italy, and Spain for sweet cherries and Hungary, Poland, and the Czech Republic for tart cherries. The largest non-EU suppliers are Turkey for sweet cherries and Serbia for tart cherries. Separate customs codes for sweet and tart cherries were only introduced in 2012. Since then Turkey has increased its market share in German sweet cherry imports from 3 percent to 14 percent. For 2016, imports are forecast to increase, as Poland, and Serbia, major tart cherry suppliers to Germany, and Turkey for sweet cherries report optimal growing conditions.

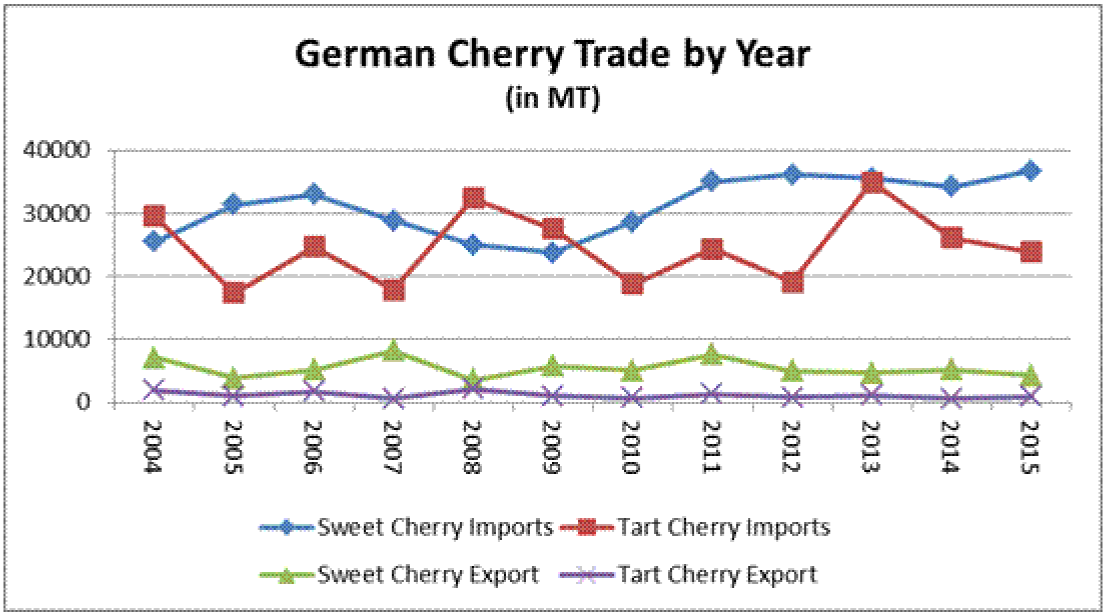
German Cherry Imports by Origin and Calendar Year (MT)

Partner Country	Calendar Year				
	2011	2012	2013	2014	2015
World	59,374	55,126	70,656	60,280	60,609
Intra EU-28	55,905	50,010	58,457	51,406	53,588
Extra EU 28	3,469	5,116	12,199	8,873	7,021
Hungary	14,810	9,898	15,540	16,499	12,693
Austria	12,948	14,477	14,289	11,222	12,501
Italy	9,016	5,256	5,067	4,384	5,387
Turkey	896	1,052	4,067	4,500	5,218
Poland	1,625	4,752	4,984	1,614	5,212
Spain	5,410	4,762	4,536	5,990	4,727
Greece	1,821	1,885	3,236	2,938	4,057
Czech Republic	3,420	2,211	2,069	1,881	3,191
Netherlands	2,707	3,314	3,643	2,791	2,966
Denmark	545	975	2,292	763	1,179
Serbia	2,121	3,492	7,974	3,730	1,136

Sweden	328	454	35	1,377	670
Belgium	1,160	590	1,536	1,064	625
Other	2,567	2,008	1,388	1,527	1,047

Source: Global Trade Atlas

Germany exports less than 10 percent of its total cherry supply; 5,000 to 9,000 MT in recent years. Main destinations are other EU member states such as the Netherlands Austria, the United Kingdom, Denmark, and Sweden. The largest and almost exclusive destination outside of the EU is Switzerland.



Source: FAS Berlin based on data from Global Trade Atlas (GTA)

Marketing:

Trade fairs

In the EU, trade fairs play a key role in presenting new products to the trade or in finding additional buyers and importers. The major international trade fair for the fruit and vegetable trade is held each February in Berlin, Germany:

Fruit Logistica Berlin, Germany (Interval: yearly) Target Market: Germany/EU/Central & Eastern Europe Good venue for exhibiting fresh and dried fruit, nuts and related products http://www.fruitlogistica.de	Next Fair: February 08-10, 2017

For organic products there is a special trade fair held annually in Nuremberg, Germany:

Bio Fach Nuremberg, Germany (Interval: yearly) Target Market: Germany/Europe	Next Fair: February

The leading European trade show for organic food and non-food products http://www.biofach.de	14-19, 2017

Author Defined:
Related reports:

Product Brief Fresh Fruit Fresh Deciduous Fruit Citrus Stone Fruit Strawberries |Berlin|Germany|2/10/2015

Germany is one of the largest markets for fruit in Europe. The relative affluence of its population of 82 million people makes it an attractive outlet for exporters from many countries. This product brief highlights certain aspects of the German fruit market to aid U.S. exporters in successfully marketing their products in Germany.
Product Brief Fresh Fruits_Berlin_Germany_1-27-2015

Results of German Fruit Tree Census |Fresh Deciduous Fruit Stone Fruit|Berlin|Germany|2/28/2013

This report summarizes the results of the 2012 German fruit tree census and developments in the variety mix of apples and pears. While 14 percent of the German deciduous fruit farms have stopped operating since the previous census in 2007, total planted area only decreased by 3 percent. However, there was a shift towards apples whose area was expanded by 1 percent at the expense of tart cherries, plums, and pears, whose area decreased by 33, 11, and 4 percent, respectively.
Results of German Fruit Tree Census_Berlin_Germany_2-22-2013