

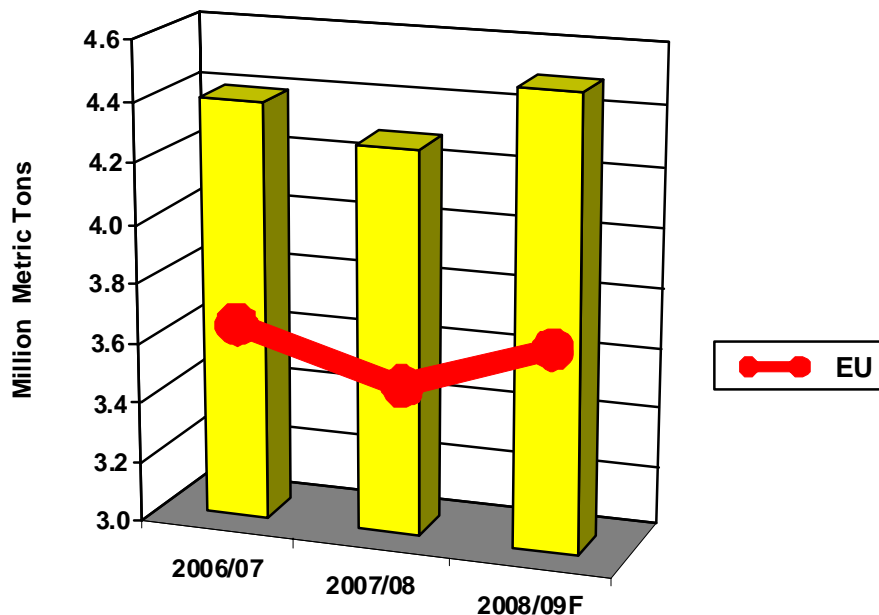
# Fresh Deciduous Fruit (Apples, Pears, & Grapes) & Apple Juice Concentrate: World Markets and Trade

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## SUMMARY

Global apple production is forecast up 8 percent, while trade is forecast 5 percent higher on strong demand from the European Union (EU). Global apple juice concentrate (AJC) exports are expected to tumble 25 percent as China plans to slash its production in half. World pear exports are expected to ease 4 percent on weakening demand and tighter supplies. Global grape trade is expected to remain steady despite economic uncertainties. This means there will be plenty of opportunities for expanding U.S. fresh apple and grape exports, principally in Canada and other traditional markets, but competition in all markets will remain strong.

### EU Accounts for Most of Increase in Global Fresh Apple Exports



### GLOBAL FRESH APPLE TRADE FORECAST TO SURGE

World apple production is forecast to grow 8 percent from last year due to favorable weather and improved management practices, while trade is forecast to rise 5 percent due to strong demand from the EU.

- U.S. exports are forecast to rise 4 percent due largely to robust demand in Canada, the top export market for the United States, and ample production.





















