



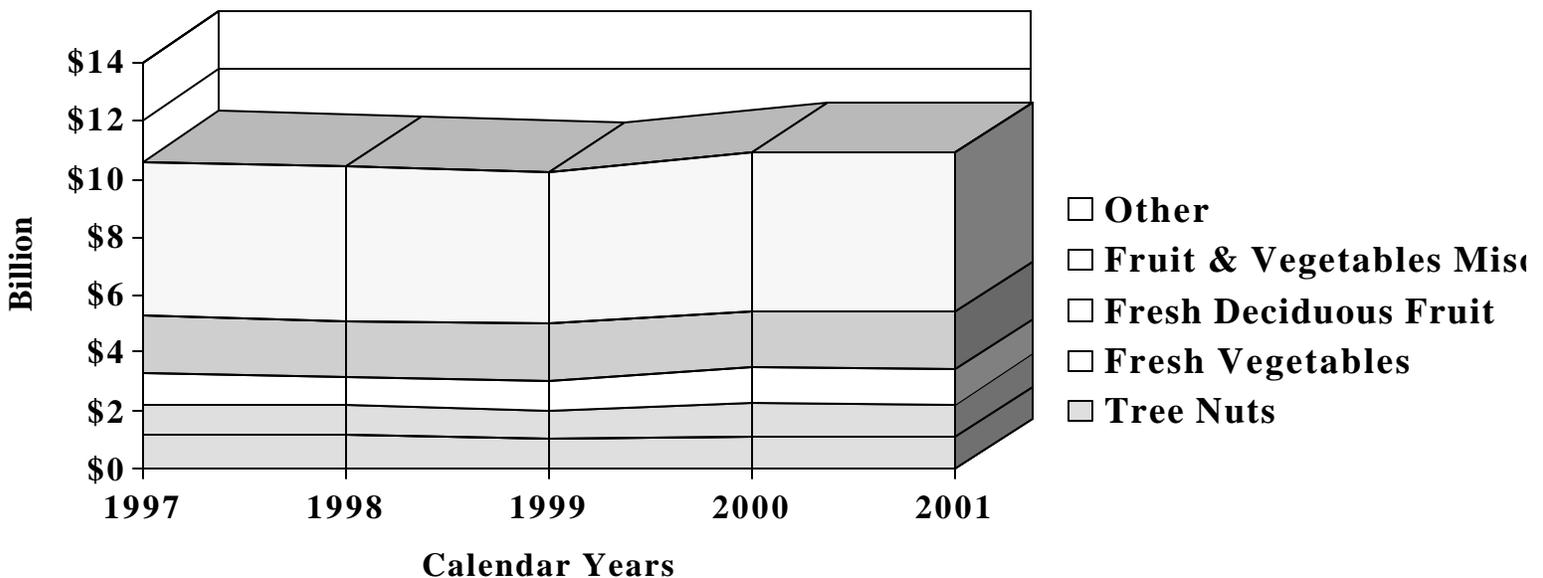
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World Horticultural Trade and U.S. Export Opportunities

U.S. Horticultural Exports Reached \$11 Billion in CY 2001



Source: U.S. Bureau of the Census

U.S. exports of horticultural products in calendar year (CY) 2001 to all countries totaled \$11 billion, up 2 percent from shipments in CY 2000. The top 5 markets for U.S. horticultural products in CY 2001 were Canada, up 2 percent to \$3.33 billion; the EU, up 4 percent to \$2.03 billion; Japan, down 6 percent to \$1.61 billion; Mexico, up 14 percent to surpass the \$1 billion mark; and Hong Kong, down 9 percent to \$398 million. Some products that showed increases in CY 2001 were fresh fruit (up 2 percent to \$2.13 billion), tree nuts (up 3 percent to \$1.14 billion), and miscellaneous horticultural products (up 3 percent to \$1.94 billion). On the other hand, some categories declined in CY 2000, such as fresh vegetables (down 3 percent to \$1.14 billion) and fruit and vegetable juices (down 5 percent to \$713 million). U.S. horticultural exports have benefited from growth in emerging markets that have recently opened to U.S. products and from markets in which U.S. companies are beginning to market new products. U.S. horticultural product exports in CY 2001 also benefited from increased supplies of fruits and vegetables, more competitive prices, and continued promotion efforts.

[Check Out the New U.S. Trade Internet System Website. Go to
<http://www.fas.usda.gov/ustrade>]