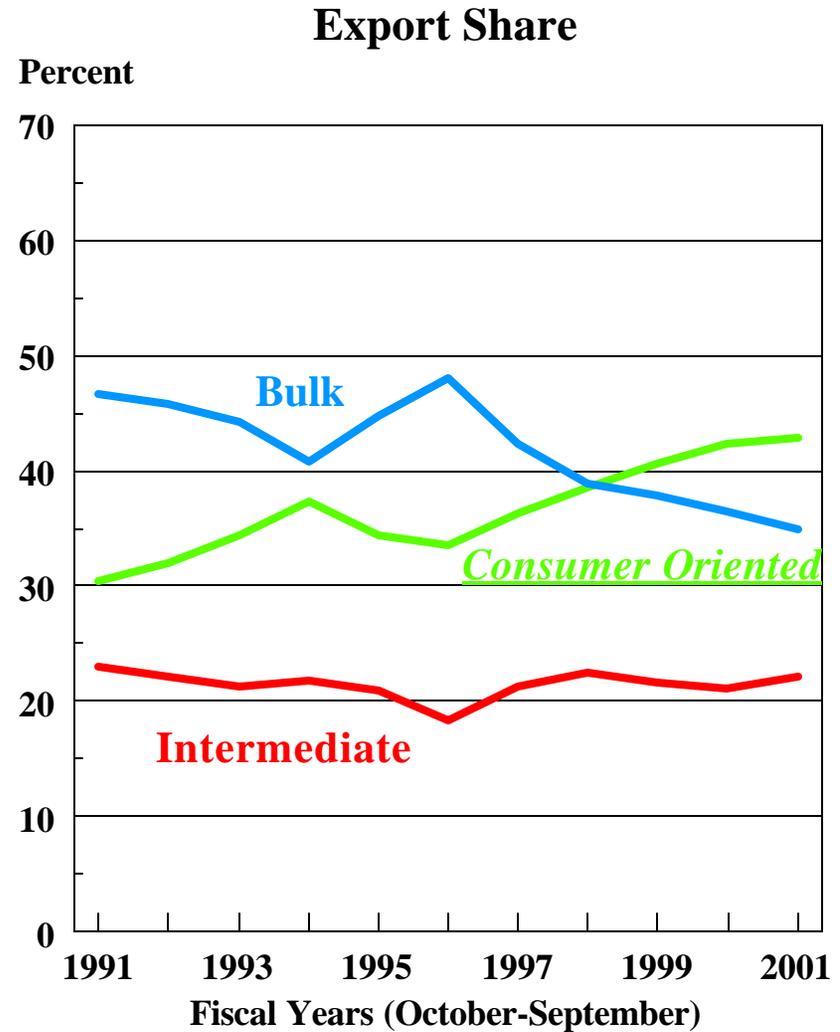
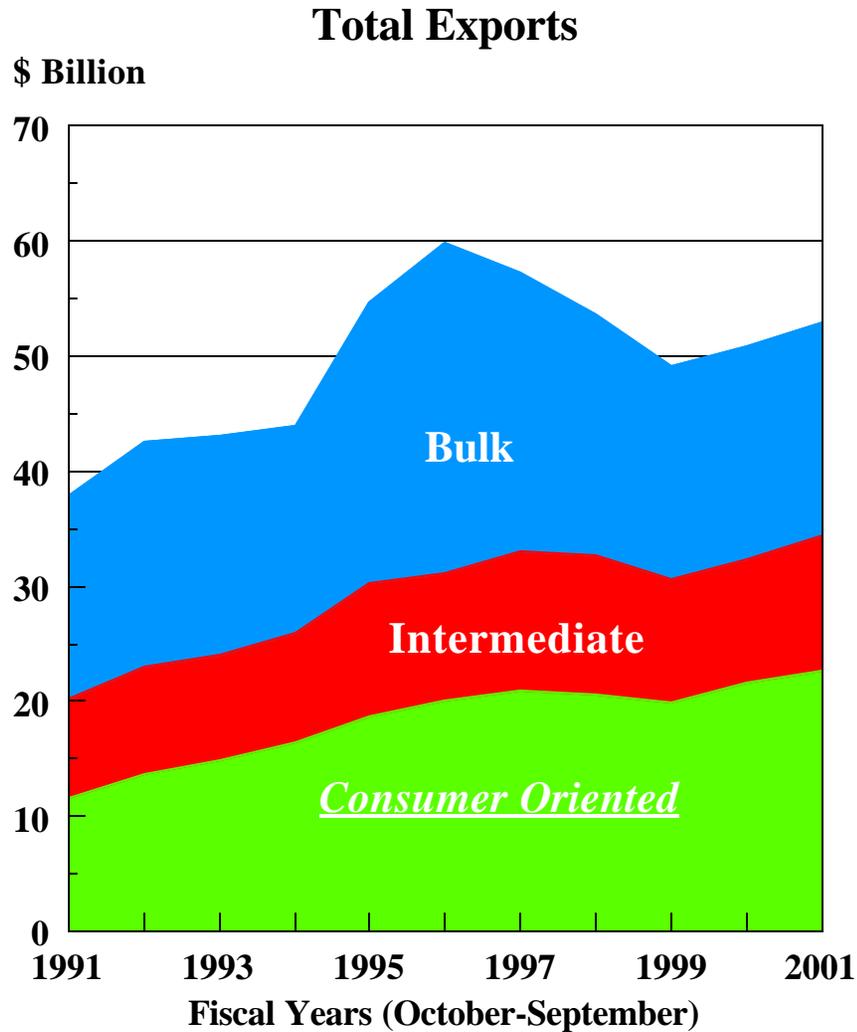


**U.S. Horticultural Exports
Set Record \$11.1 Billion
in FY 2001**

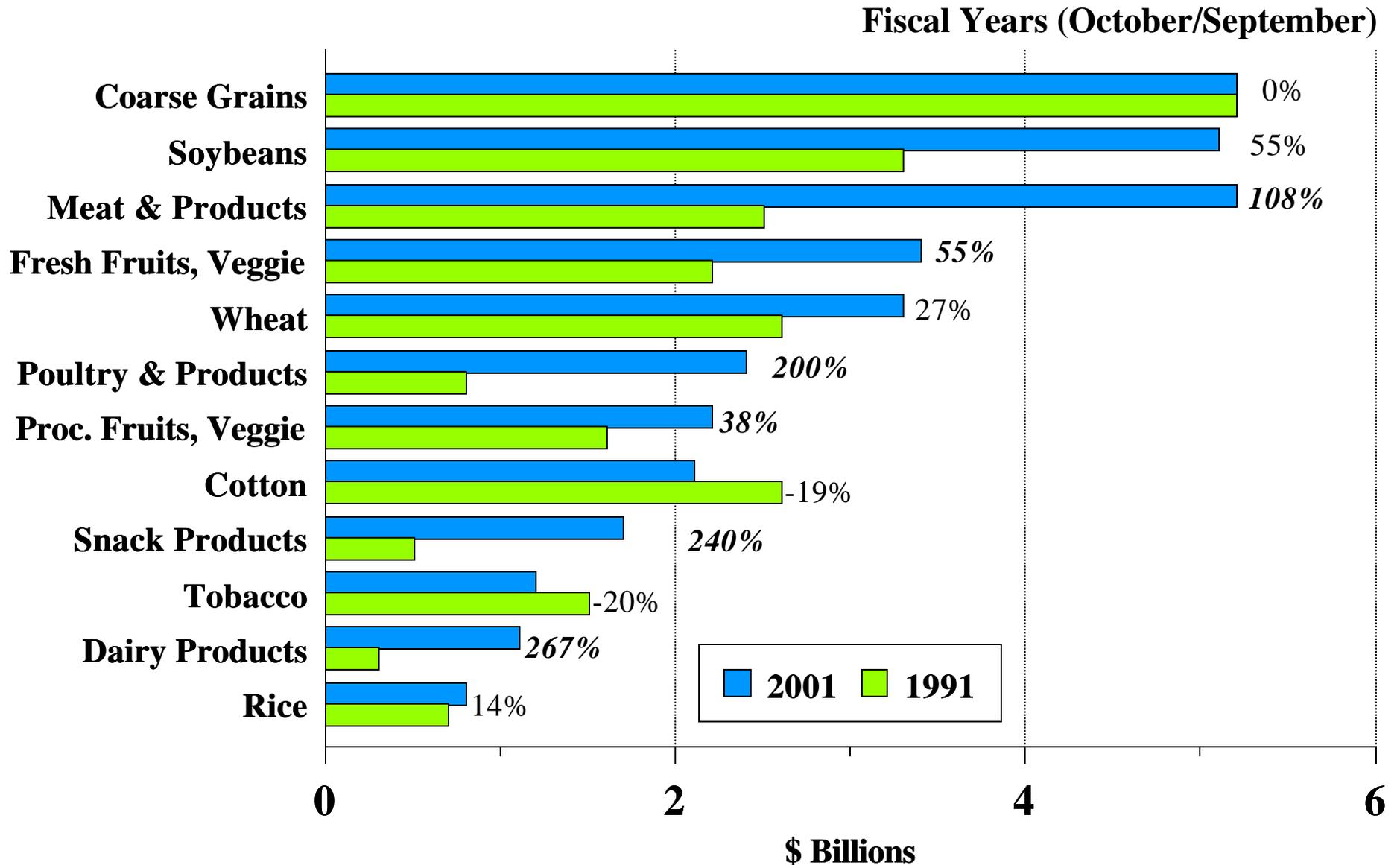
*Foreign Agricultural Service
Horticultural and Tropical Products Division
November 2001*

Horticultural Products and Other Consumer Oriented Foods Play a Leading Role in Total U.S. Agricultural Exports



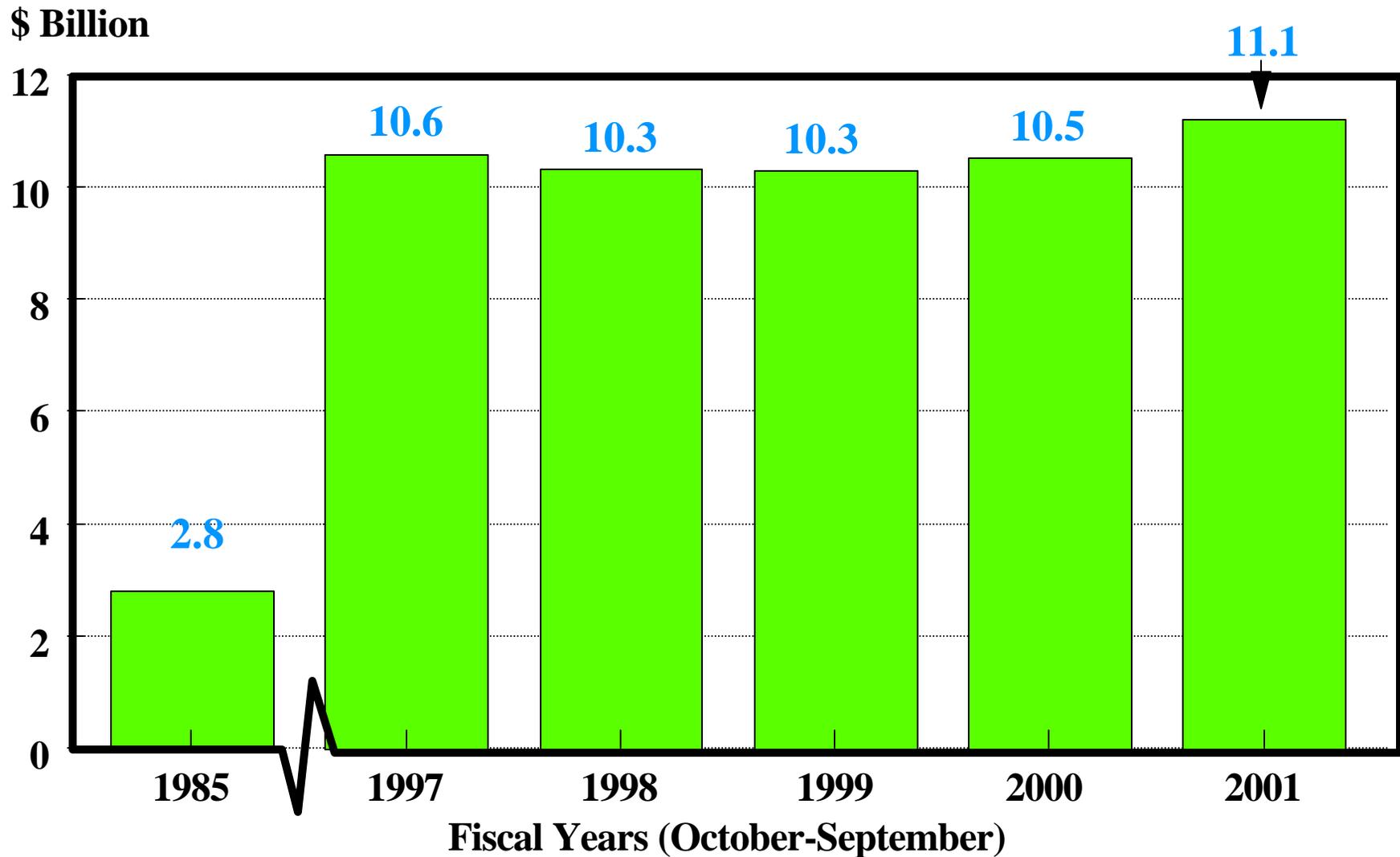
Source: Bulk, Intermediate, and Consumer Oriented (BICO) Reports

High Value Products Have Led U.S. Agricultural Export Gains



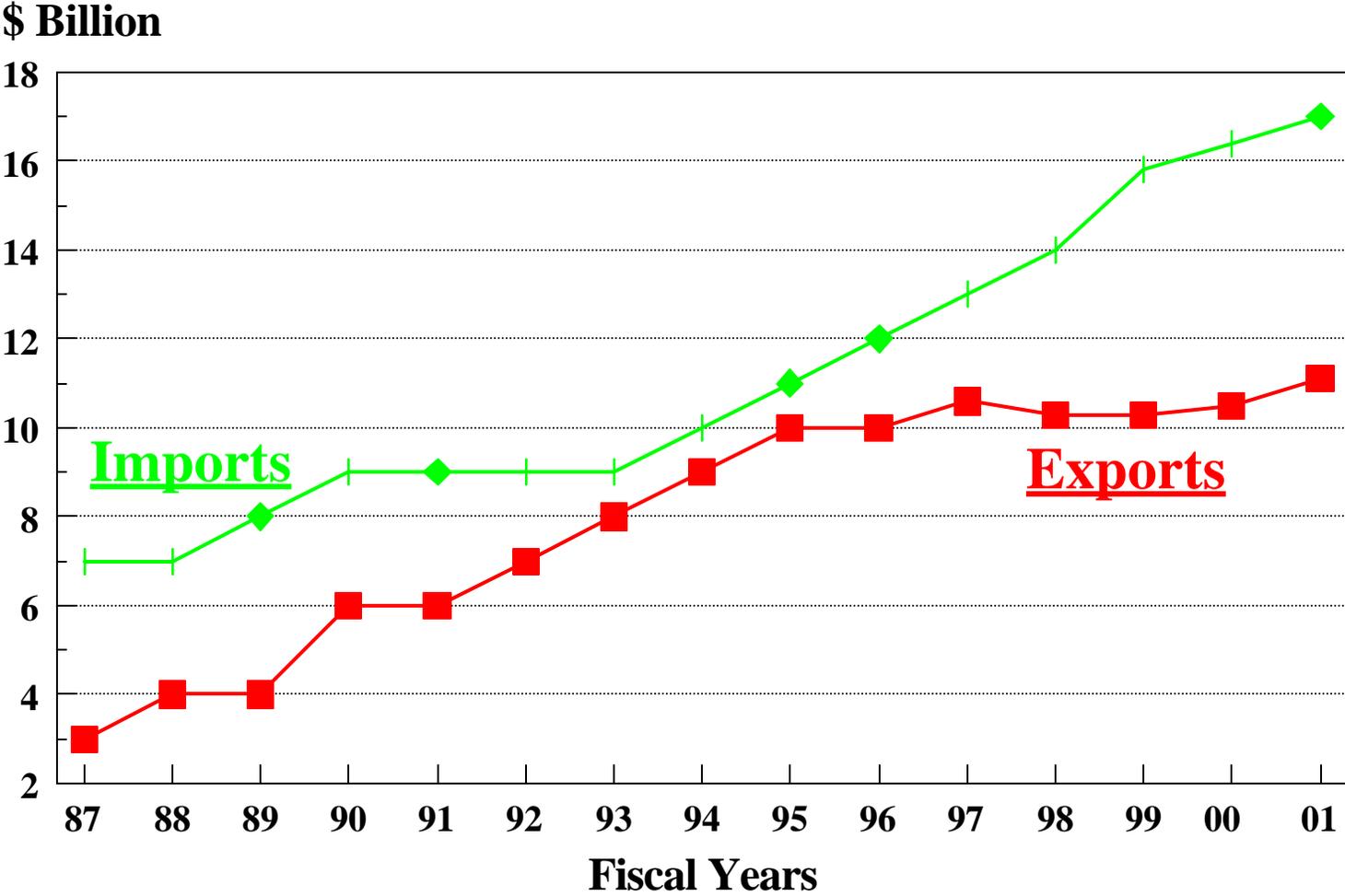
Source: Bulk, Intermediate, and Consumer Oriented (BICO) Reports

U.S. Horticultural Exports in FY 2001 Reached at a Record \$11.1 Billion



Source: U.S. Department of Commerce, Bureau of the Census

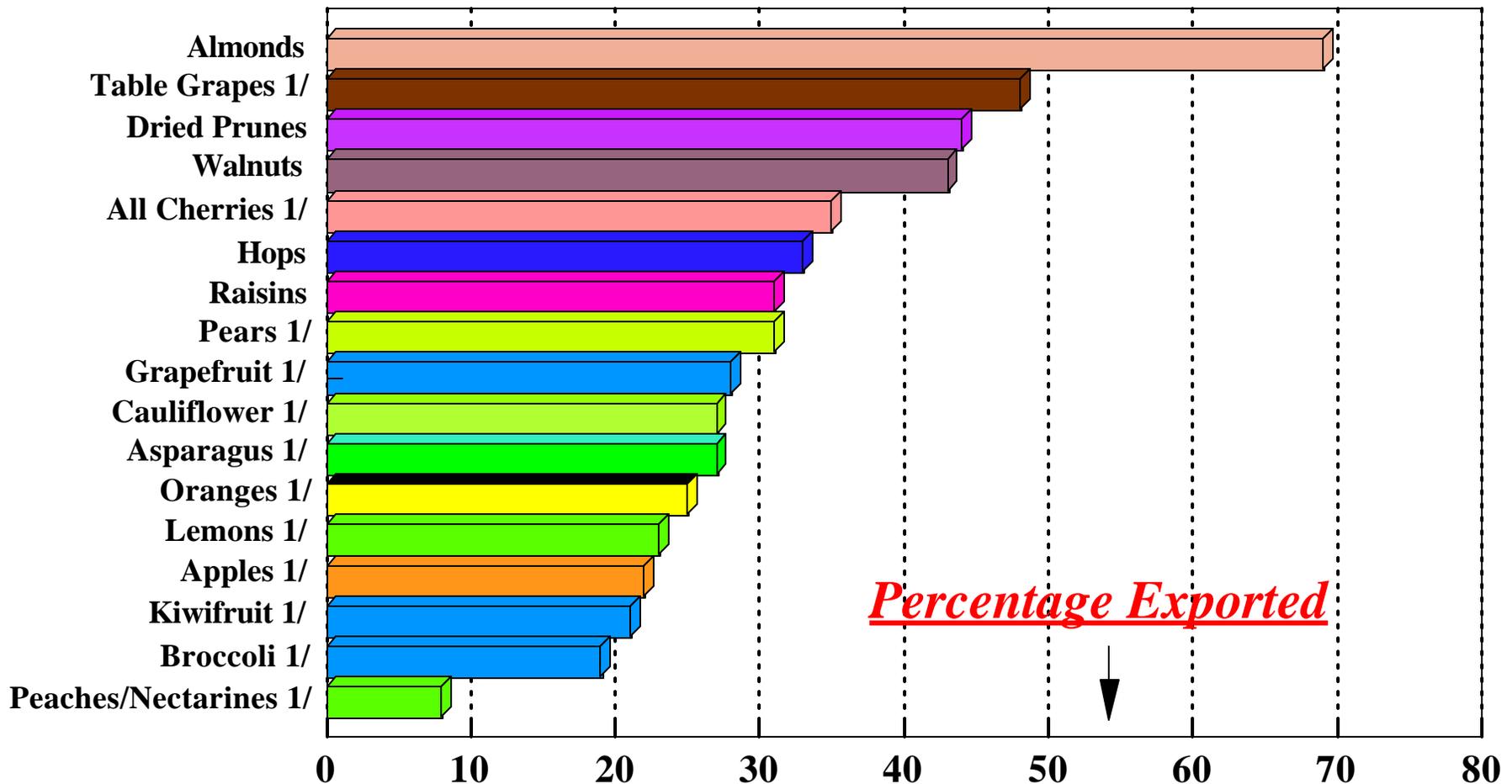
U.S. Horticultural Product Trade Balance



Source: U.S. Department of Commerce, Bureau of the Census

Note: Export and Import aggregates do not include coffee or cocoa.

Importance of Exports for Selected U.S. Horticultural Products

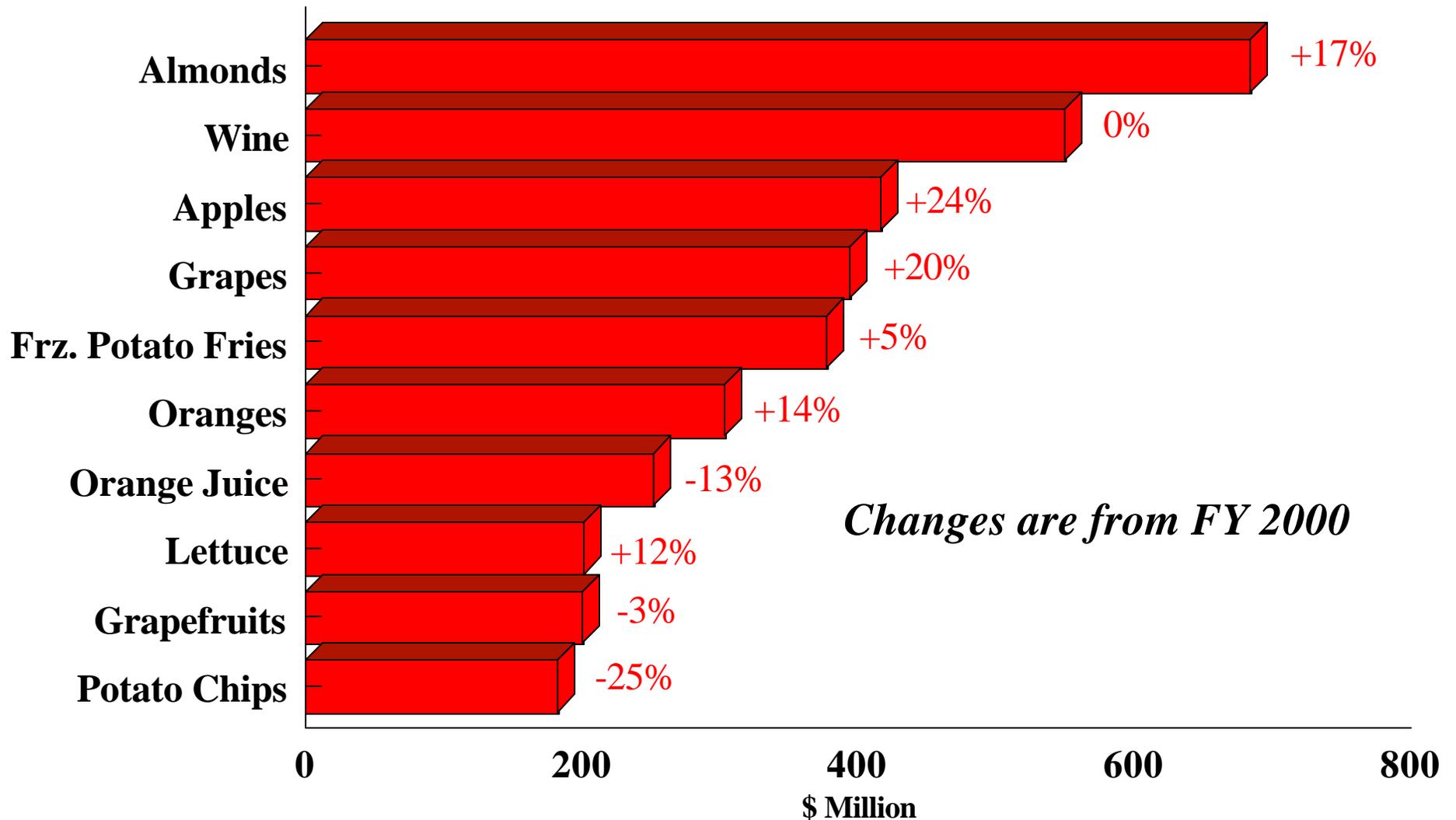


1/ Fresh exports as a percentage of production for fresh use only.

Note: Percentage exported is defined as total export volume divided by total volume of production. Production and export estimates used represent the average of production and exports during marketing years 1998/99-2000/01.

Source: U.S. Department of Commerce, Bureau of the Census and NASS reports.

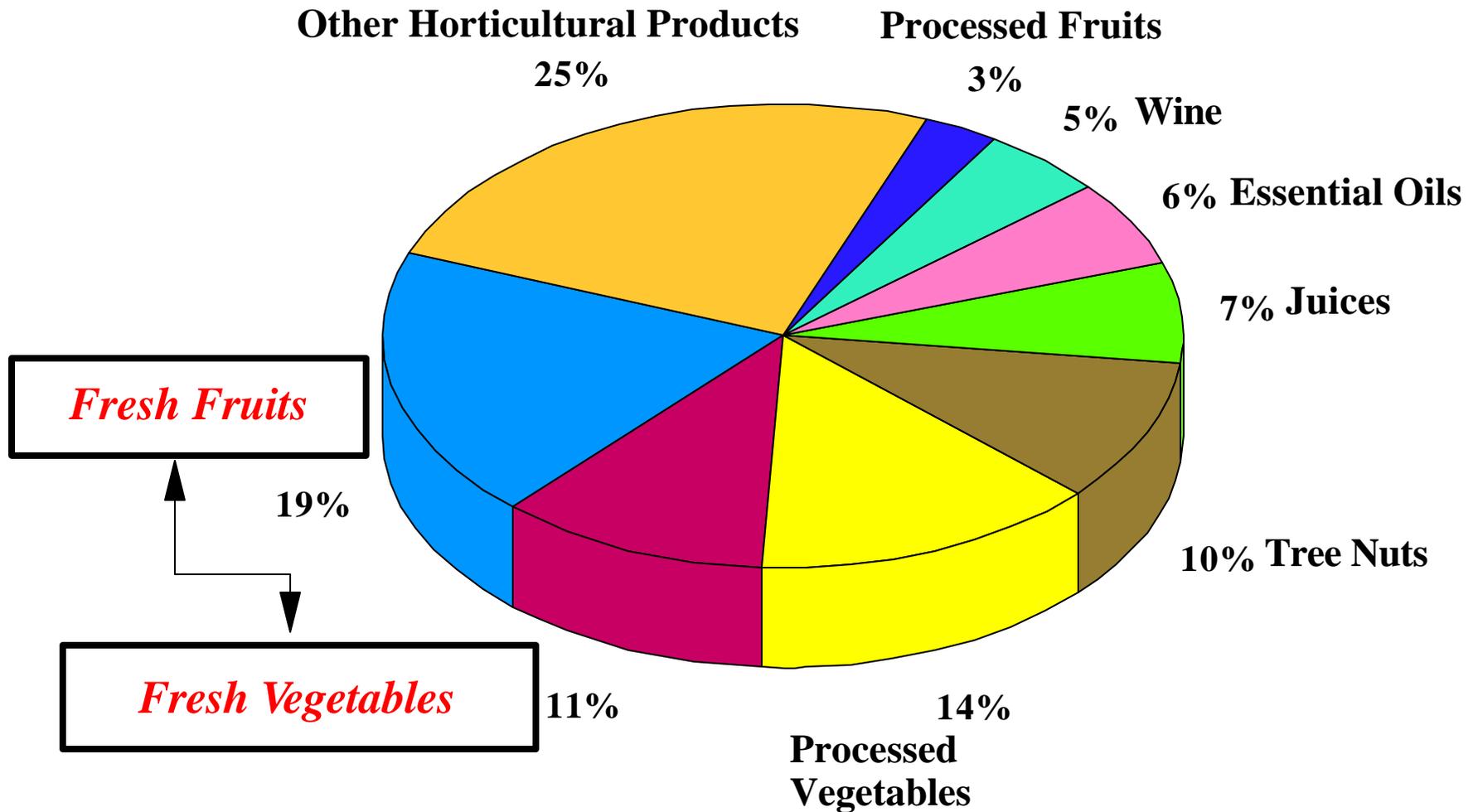
The Top Ten U.S Horticultural Exports by Value in FY 2001



Source: U.S. Department of Commerce, Bureau of the Census

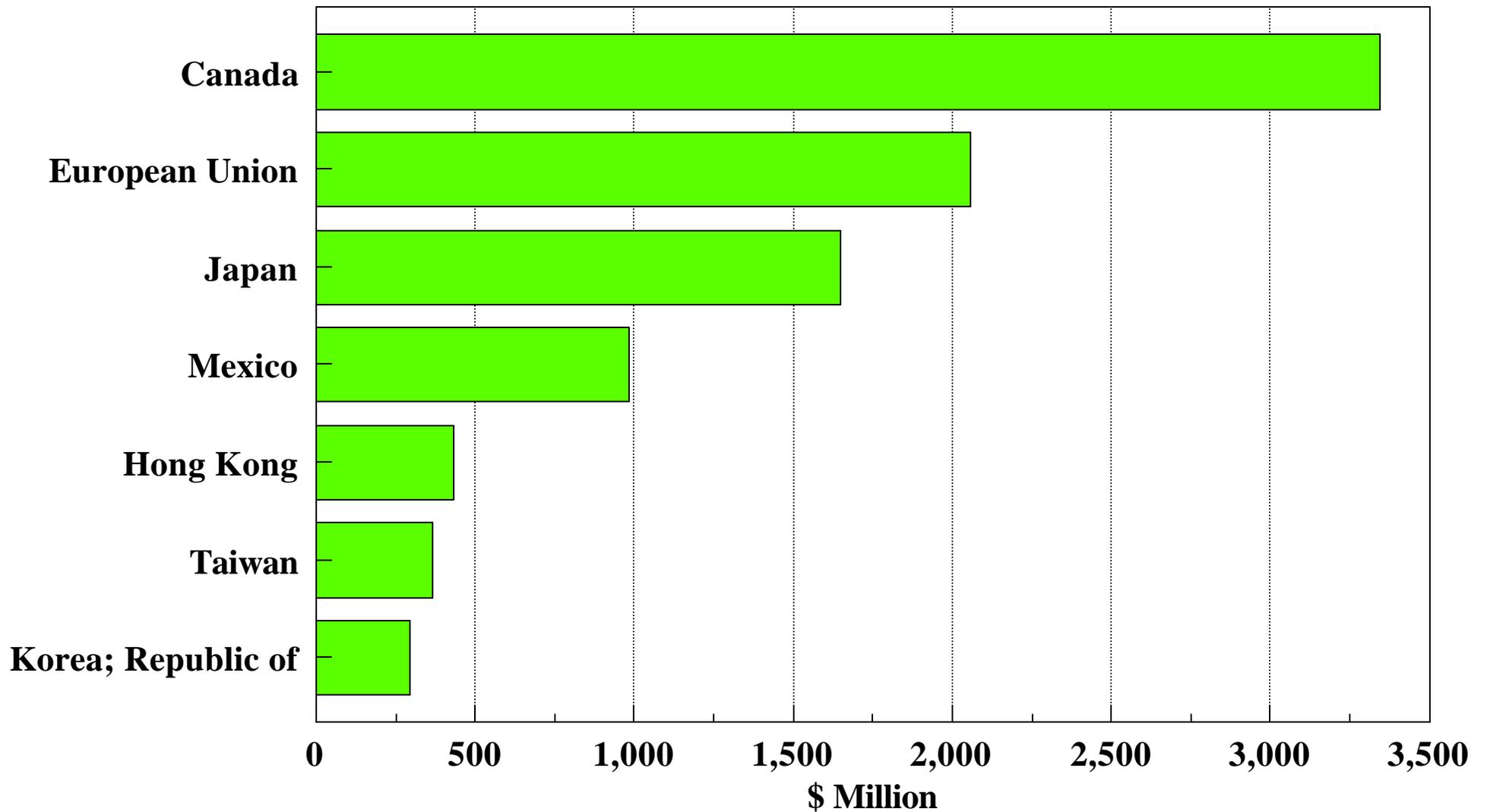
Fresh Fruits and Vegetables Combined Account for the Largest Percent of Total U.S. Horticultural Exports

Fiscal Year 2001



Source: U.S. Department of Commerce, Bureau of the Census

Canada Remains Top Market for U.S. Horticultural Exports

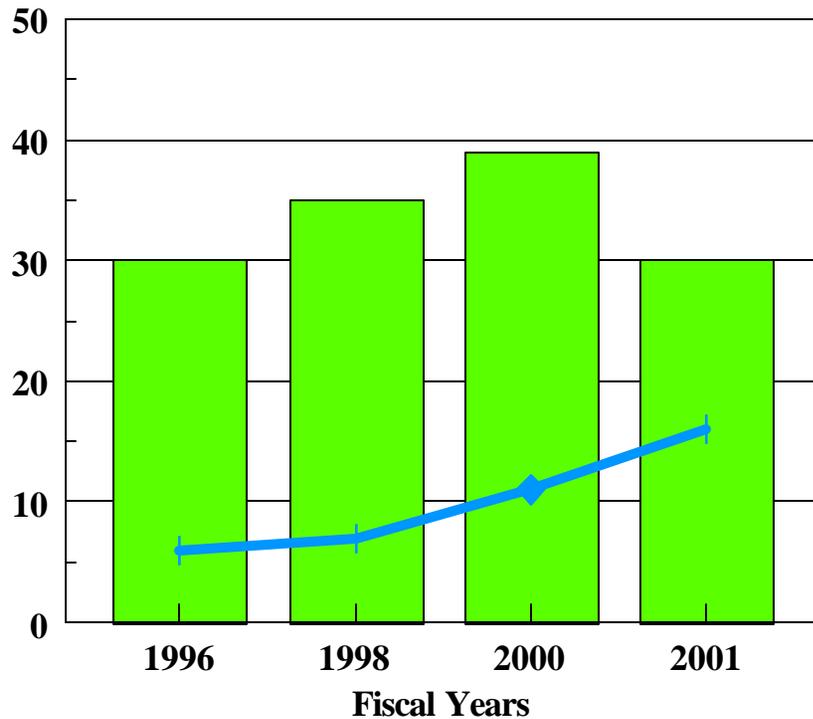


Source: U.S. Department of Commerce, Bureau of the Census

Distribution of MAP Funds Versus Export Market Share in Selected Regions

North America (Canada and Mexico)

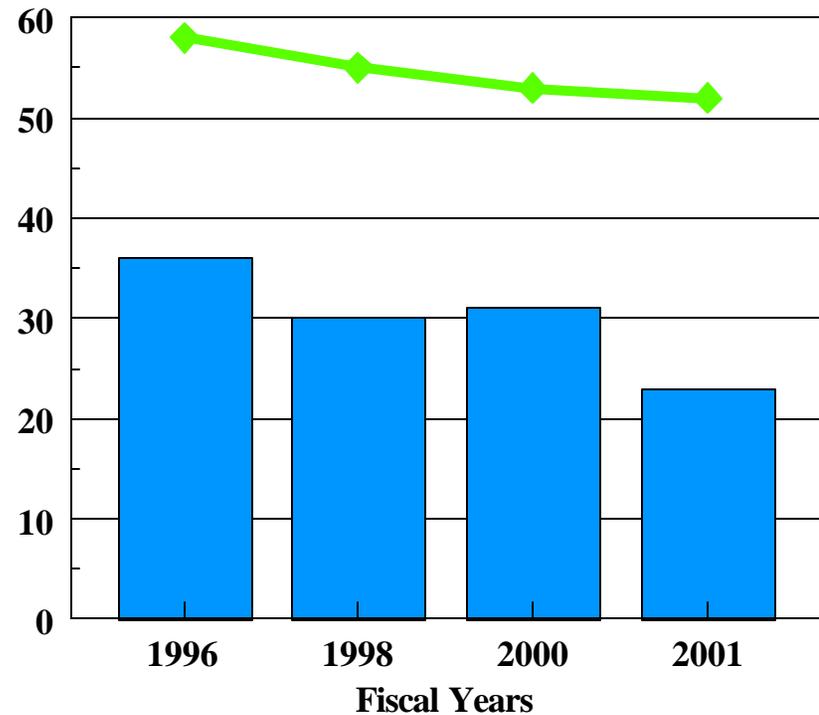
Percent



Source: U.S. Department of Commerce, Bureau of the Census and FAS MAP Records.

Asia

Percent

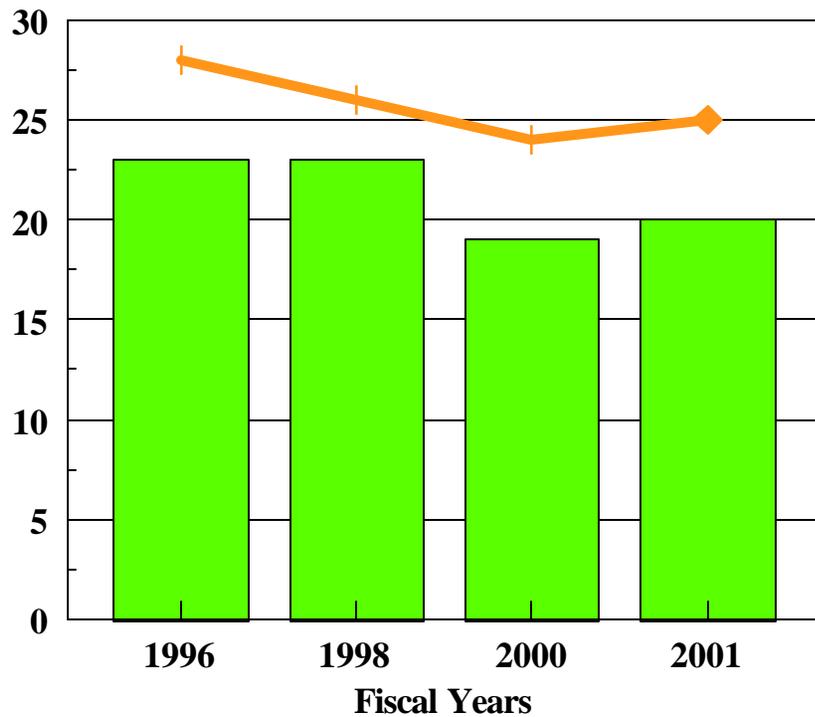


P= Projected

Distribution of MAP Funds Versus Export Market Share in Selected Regions

Western and Eastern Europe

Percent

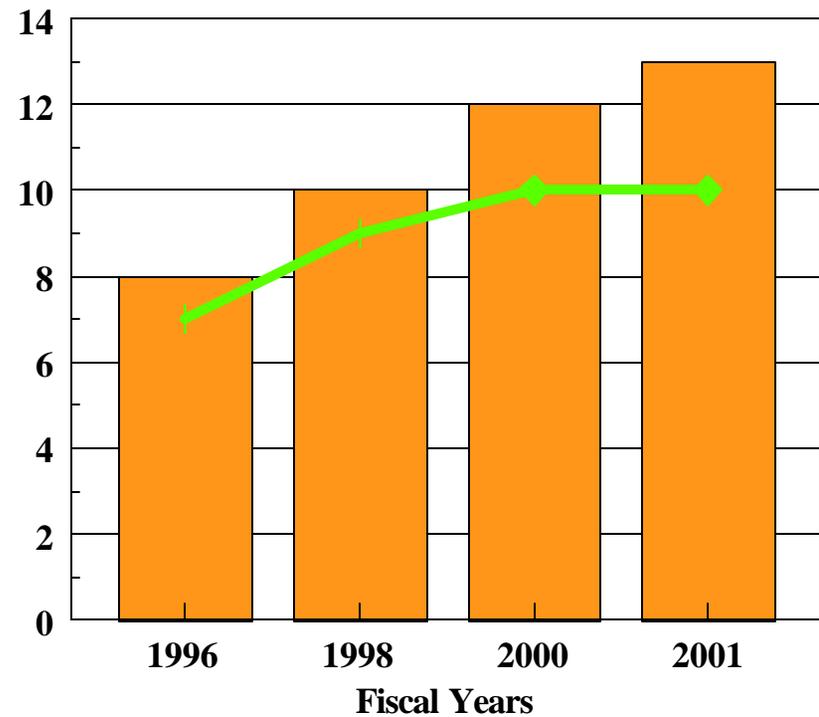


Export Share MAP Share



Latin America (Including Mexico)

Percent



Export Share MAP Share

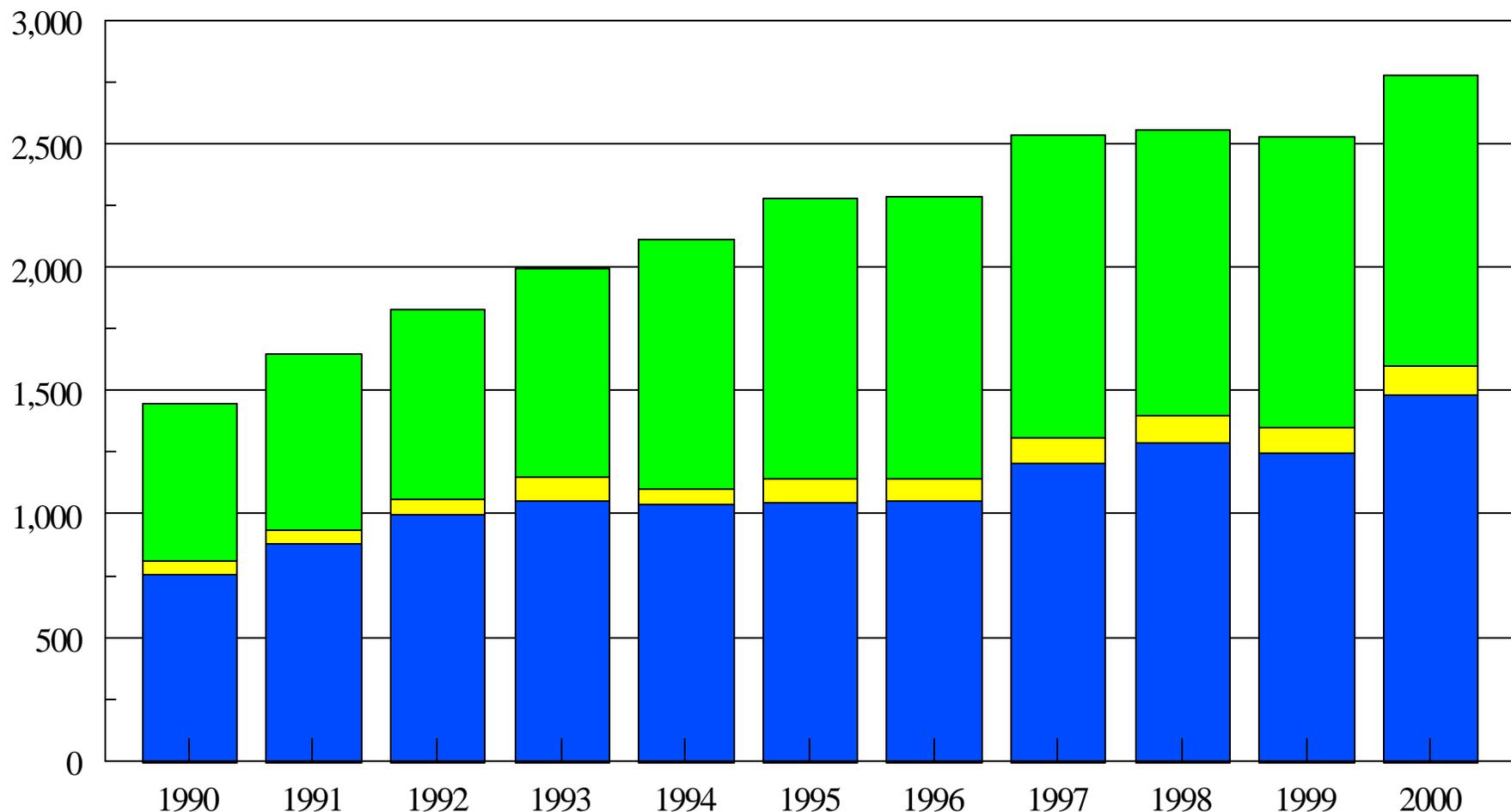


Source: U.S. Department of Commerce, Bureau of the Census and FAS MAP Records.

Total U.S. Exports of Vegetables

(fresh, dried, frozen, prepared, and processed)
CY 1994 - 2000

\$ Millions



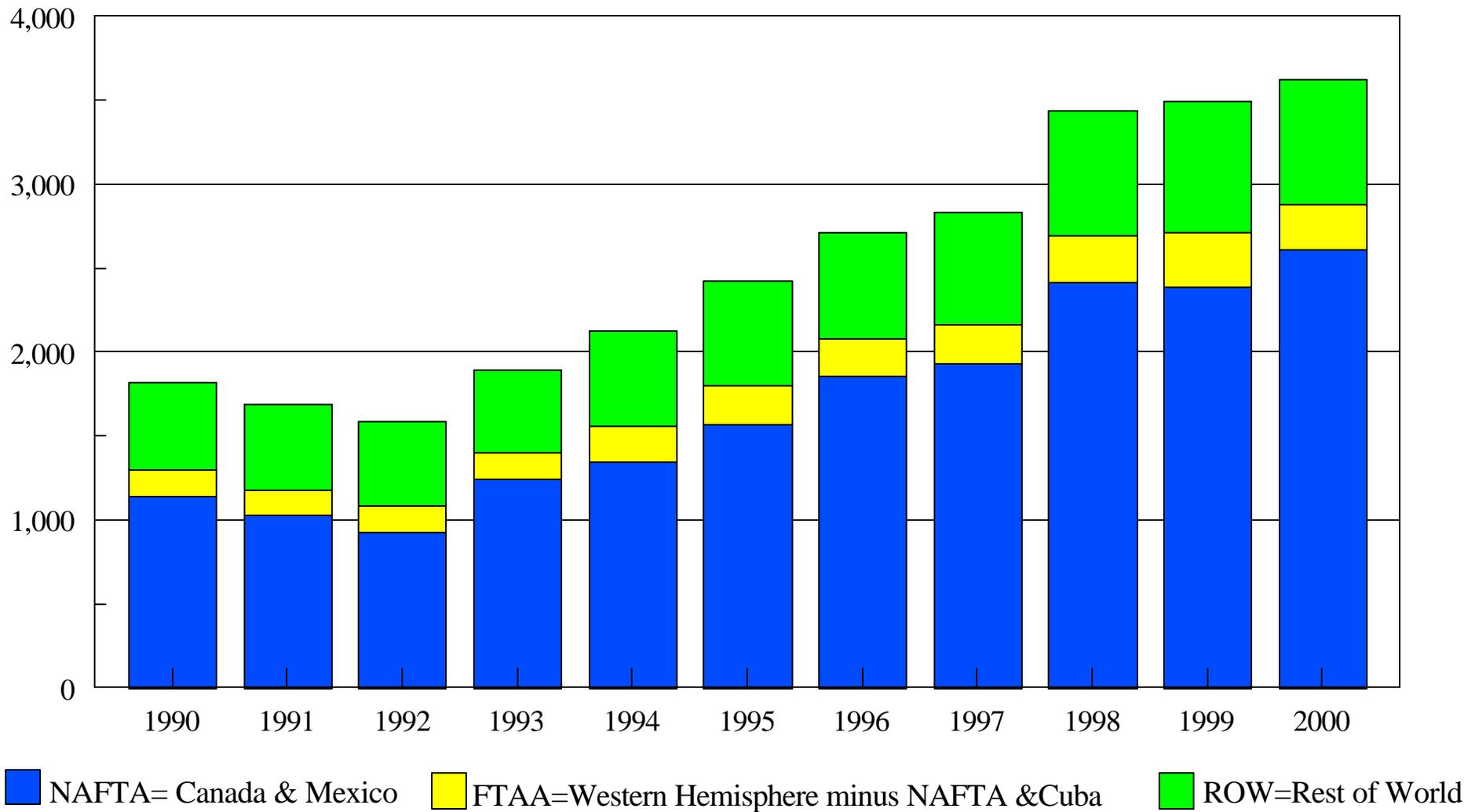
■ NAFTA= Canada & Mexico ■ FTAA=Western Hemisphere minus NAFTA & Cuba ■ ROW=Rest of World

Source: U.S. Department of Commerce, Bureau of the Census
Note: Data excludes exports of vegetable juices.

Total U.S. Imports of Vegetables

(fresh, dried, frozen, prepared & processed)
CY 1994 - 2000

\$ Millions

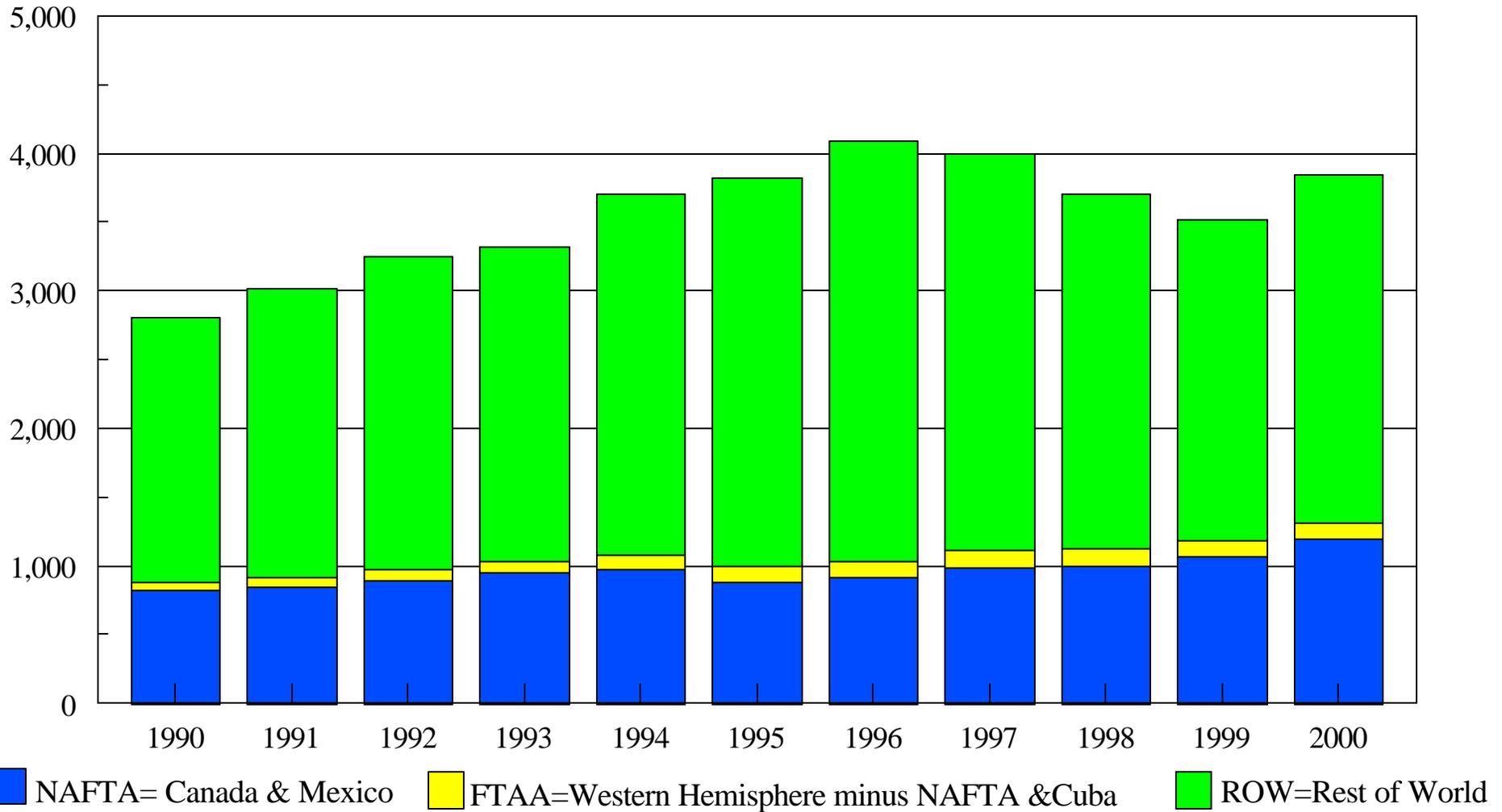


Source: U.S. Department of Commerce, Bureau of the Census
Note: Data excludes imports of vegetable juices.

Total U.S. Exports of Fruits and Nuts

(fresh, dried, frozen, prepared, and processed)
CY 1994 - 2000

\$ Millions



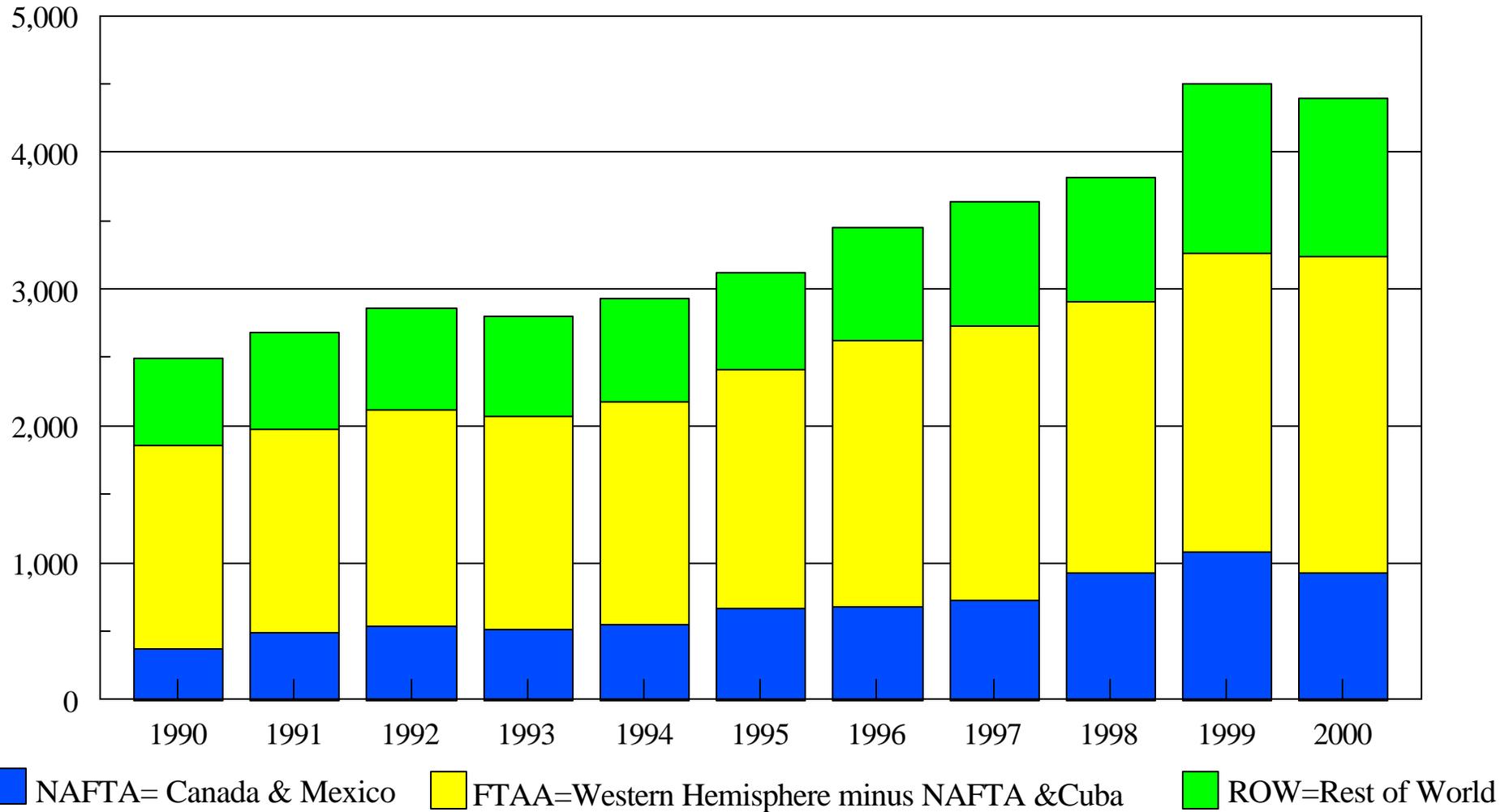
Source: U.S. Department of Commerce, Bureau of the Census
Note: Data excludes exports of fruit juices.

Total U.S. Imports of Fruits and Nuts

(fresh, dried, frozen, prepared, and processed)

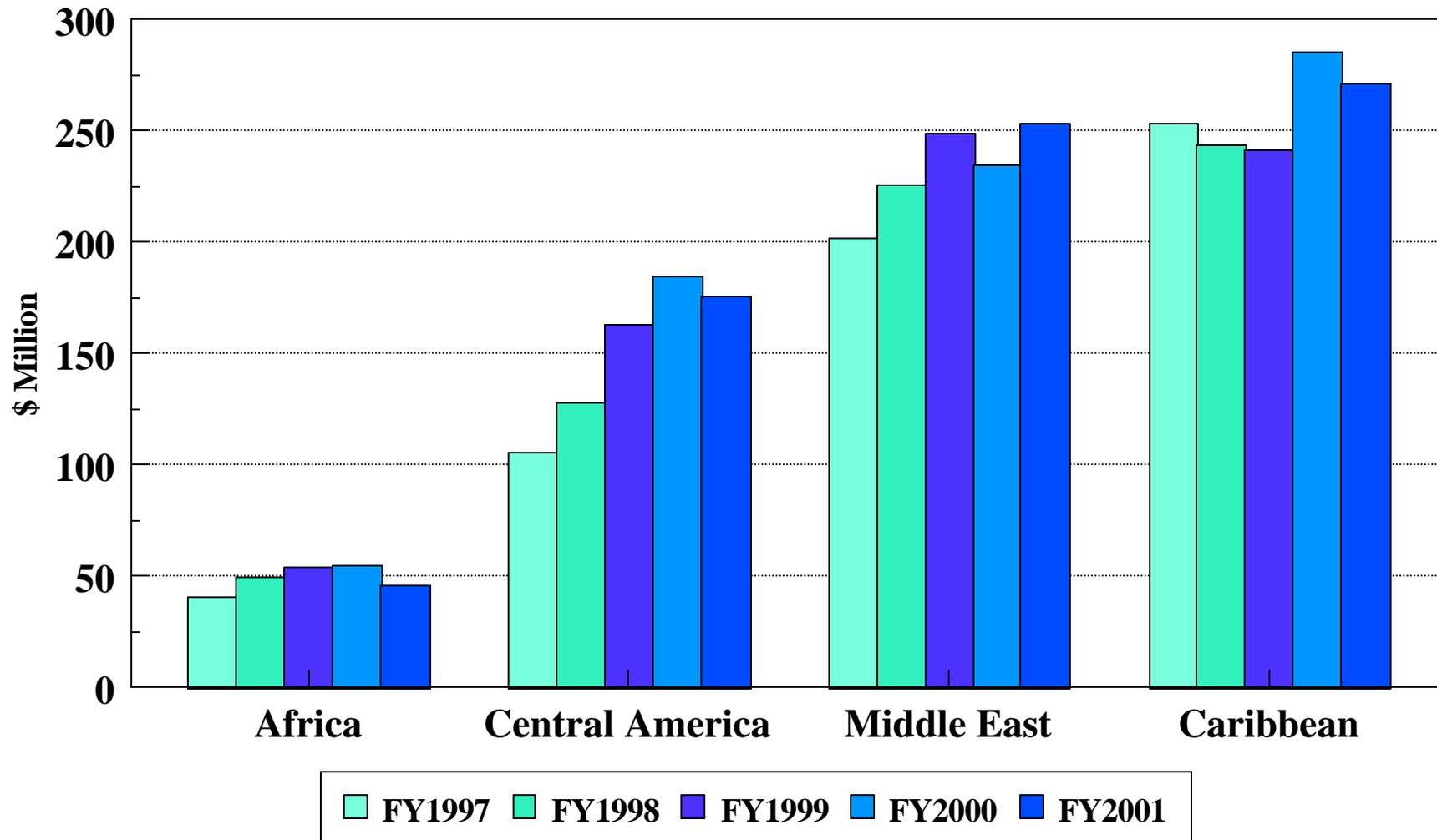
CY 1994 - 2000

\$ Millions



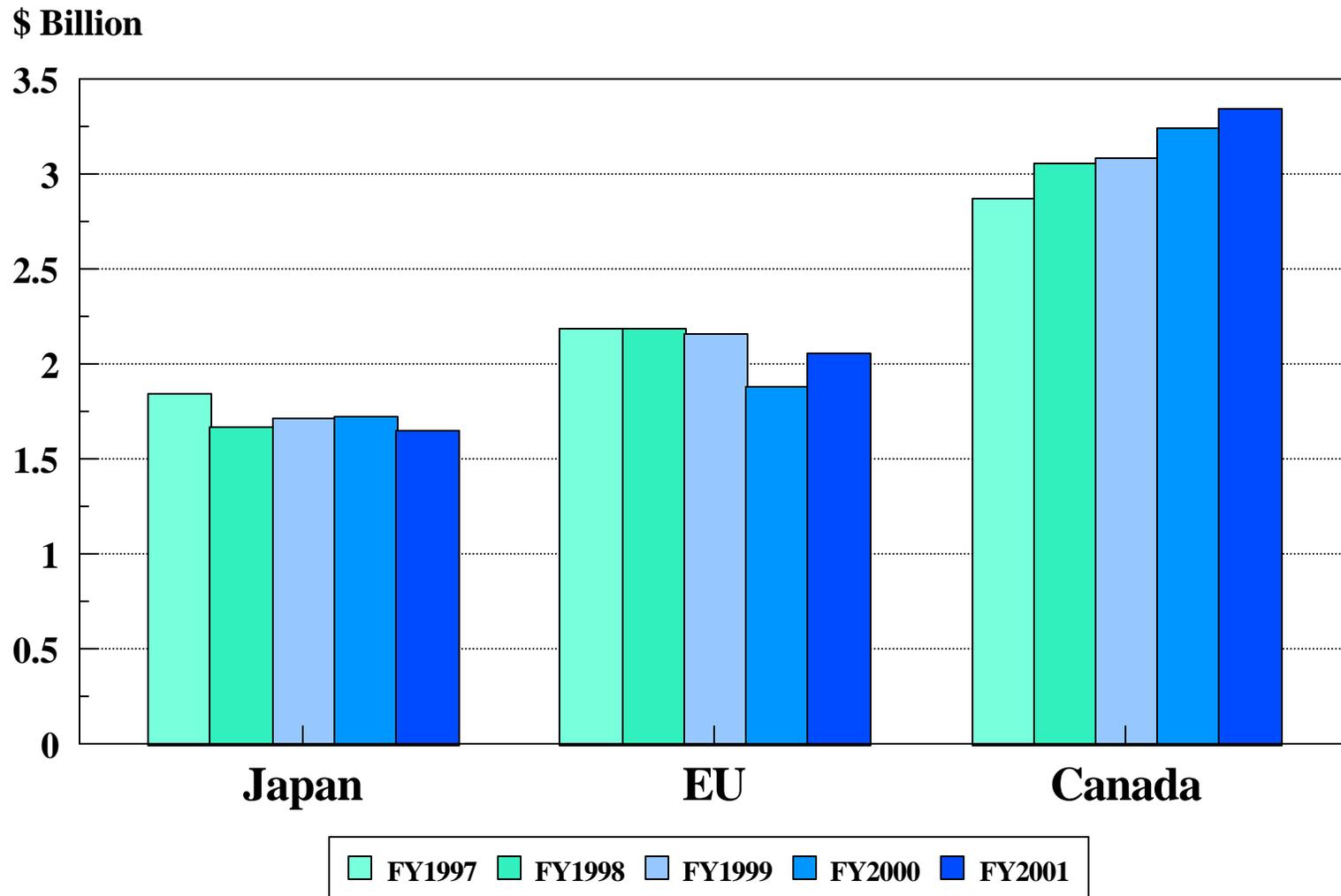
Source: U.S. Department of Commerce, Bureau of the Census
 Note: Data excludes imports of fruit juices.

U.S. Horticultural Exports Expanding in Non-Traditional Markets



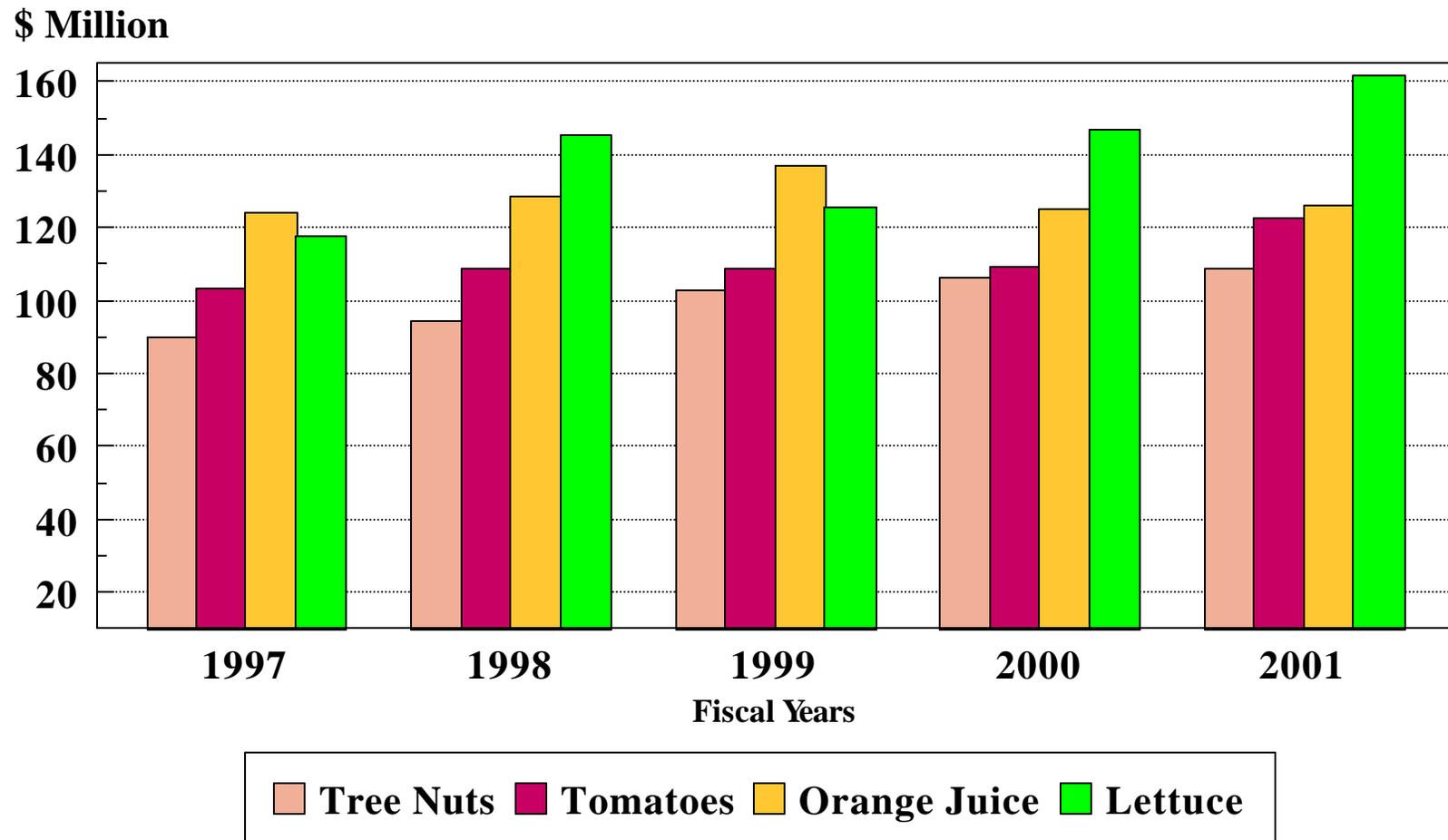
Source: U.S. Department of Commerce, Bureau of the Census
P= Projected

Mixed Trends for U.S. Horticultural Exports in Traditional Markets



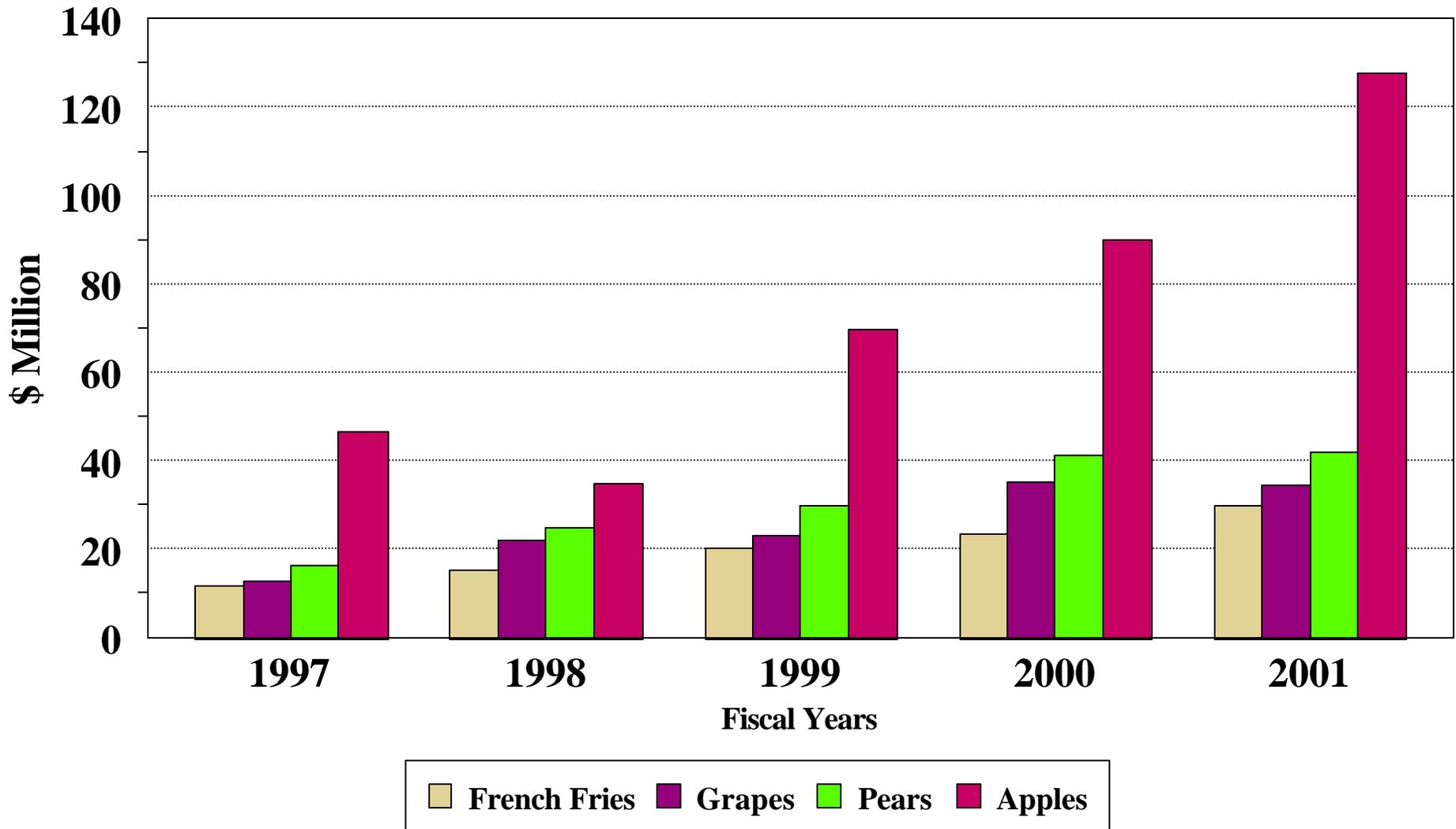
*Source: U.S. Department of Commerce, Bureau of the Census
P= Projected*

Major U.S. Horticultural Exports to Canada



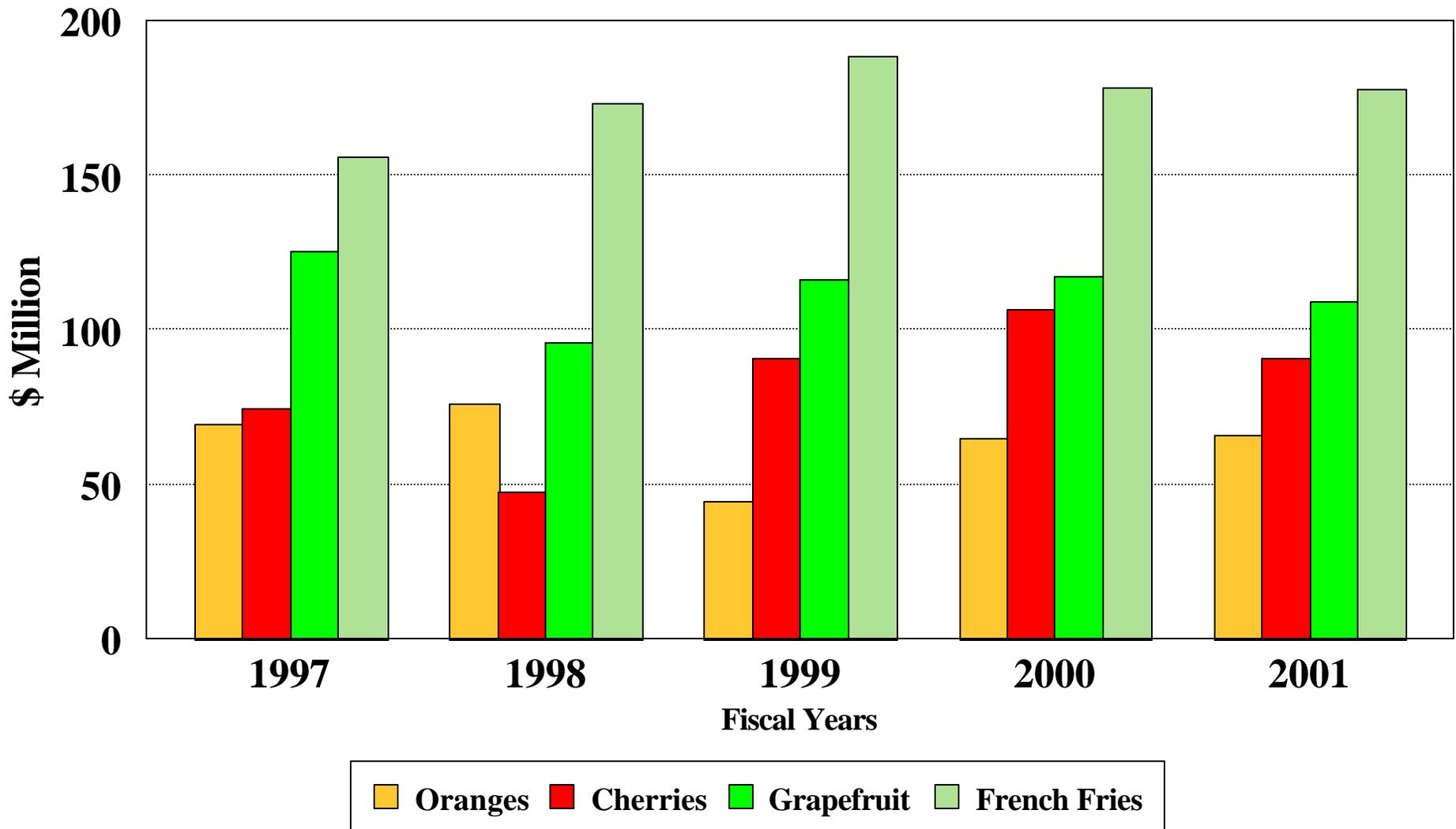
*Source: U.S. Department of Commerce, Bureau of the Census
P= Projected*

Major U.S. Horticultural Exports to Mexico



Source: U.S. Department of Commerce, Bureau of the Census
P= Projected

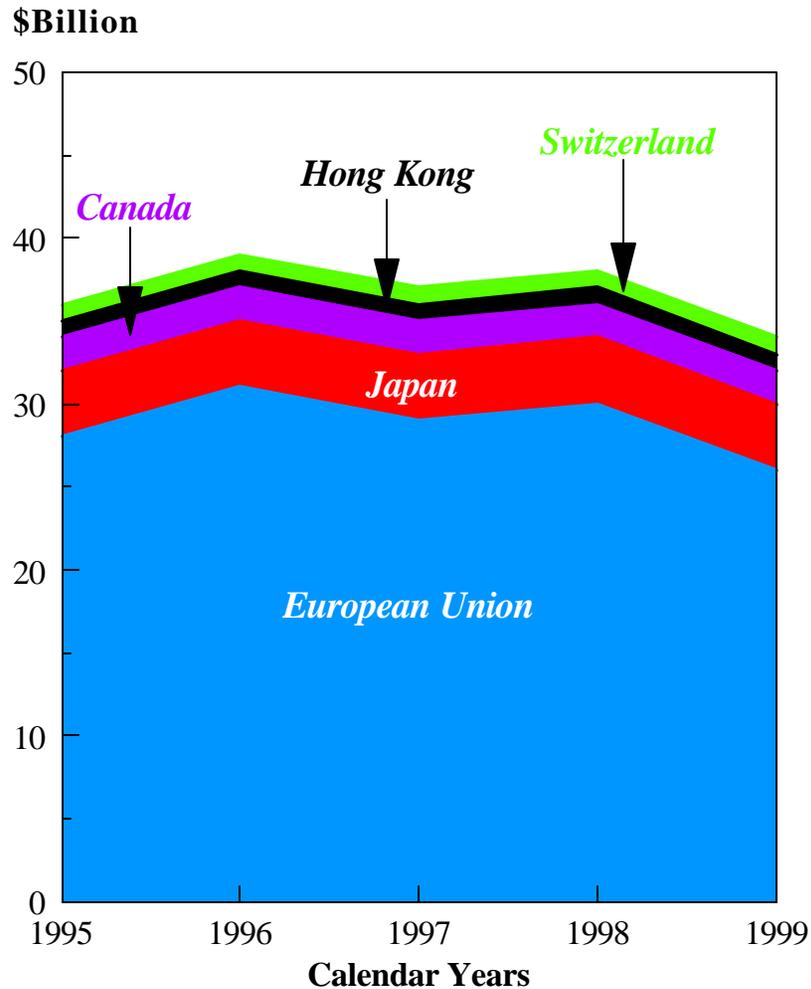
Major U.S. Horticultural Exports to Japan



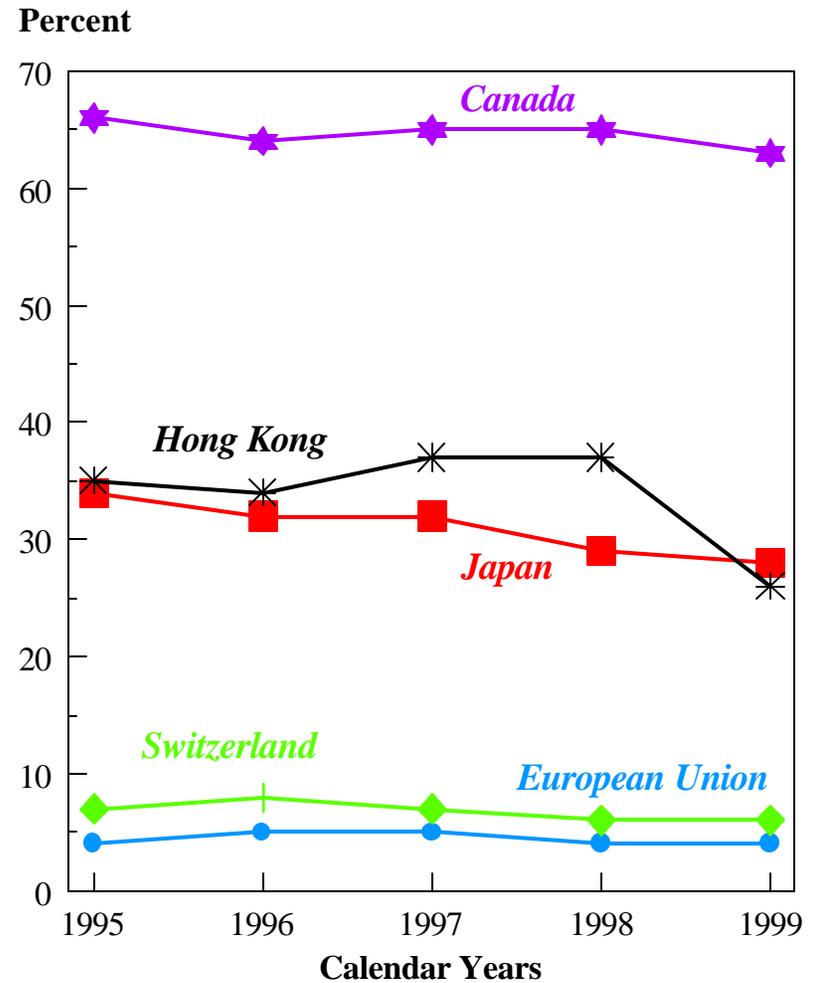
Source: U.S. Department of Commerce, Bureau of the Census
P= Projected

Major Importers of Fresh Fruits and Vegetables and U.S. Market Share

Imports of Fresh Fruits & Vegetables



U.S. Market Share



Source: Foreign Agricultural Service, UN Trade.