MT12009 – Export Market Intelligence

Australian Cherry Exports

October - February 2014

Prepared by
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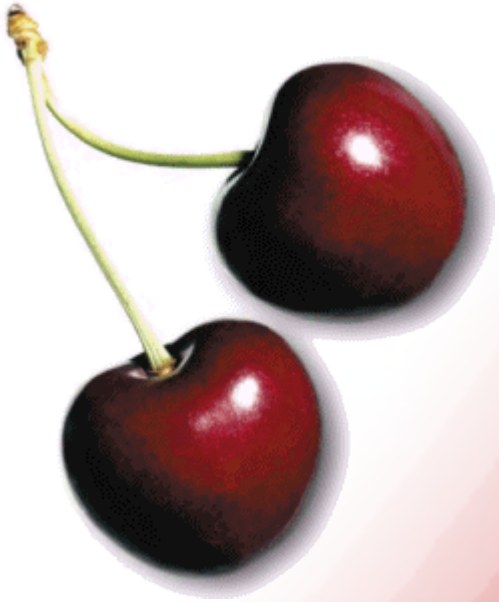
Fresh intelligence Consulting
For
Horticulture Australia and Cherry Growers Australia
7th April 2014



Cherry Export Summary

- The Australian cherry export season has concluded with 2,737 tonnes exported worth A$39.2 million. The result was 5.2 per cent below last year's record volume though 25 per cent higher by value with higher unit values recorded aided by strong demand and a lower exchange rate

Key results – October to February 2014

Volume	2,737 MT	-5.2%
Value	39.22m	+25%
$ per kg	14.33	+32 % (+$3.47)

- Hong Kong accounted for 43 per cent of the export volume in 2013/14 season and increased 6 per cent to 1,180 tonnes.
- Taiwan finished 24 per cent lower with 475 tonnes all recorded from Tasmania accounting for 17 per cent of trade.
- Singapore dipped 20 per cent to 286 tonnes.
- There were 151 tonnes exported direct to China making China the 4th largest destination.

- By state, New South Wales lifted 7 per cent to 848 tonnes, Victoria dipped 5 per cent to 488 tonnes while Tasmania's export figures recorded a decline of 11 per cent to 1,328 tonnes though still accounting for a leading 49 per cent of all cherry exports.

- Australian **cherry exports** were valued at **$39.23 million** for the 12 months to February 2014 reflecting a price point $14.33 per kg.

Cherry export by volume and value by state

5 months to February 2014

Volume is 2,737 MT, 5.2% below last year for TOTAL season

Exports by Season to date	Volume KG					**Exports by Season to date**	$ Value						
	Volume KG (season to date)			MAT	MAT	**Value $ Million AUD (season to date)**			MAT	MAT		Average price per KG	
	October to	October to	Change	Mar-13	Share	October to	October to	Change	Mar-13	Share	October to	October to	Mar-13
Country -	Feb-13	Feb-14	to 13	Feb-14	%	Feb-13	Feb-14	to 13	Feb-14	%	Feb-13	Feb-14	Feb-14
TOTAL CHERRIES	2,887,308	2,737,316	-5%	2,737,522	100%	31.35	39.22	25%	39.23	100%	10.86	14.33	**14.33**
Tasmania	1,499,107	1,328,432	-11%	1,328,432	49%	19.47	24.10	24%	24.10	61%	12.99	18.14	**18.14**
New South Wales	827,998	888,448	7%	888,469	32%	6.40	7.44	16%	7.44	19%	7.73	8.37	**8.37**
Victoria	514,781	488,527	-5%	488,537	18%	5.05	7.33	45%	7.33	19%	9.81	15.00	**15.00**
Queensland	6,208	28,054	352%	28,229	1%	0.07	0.31	364%	0.31	1%	10.71	11.00	**11.01**
South Australia	37,868	3,855	-90%	3,855		0.35	0.05		0.05		9.22	12.00	**12.00**
TOTAL Cherries	**2,887,308**	**2,737,316**	**-5.2%**	**2,737,522**	**100%**	**31.35**	**39.22**	**25%**	**39.23**	**100%**	10.86	14.33	**14.33**
		100.0%					100.0%						
source : ABS data, Fresh Intelligence analysis			This data is funded from project MT12009										

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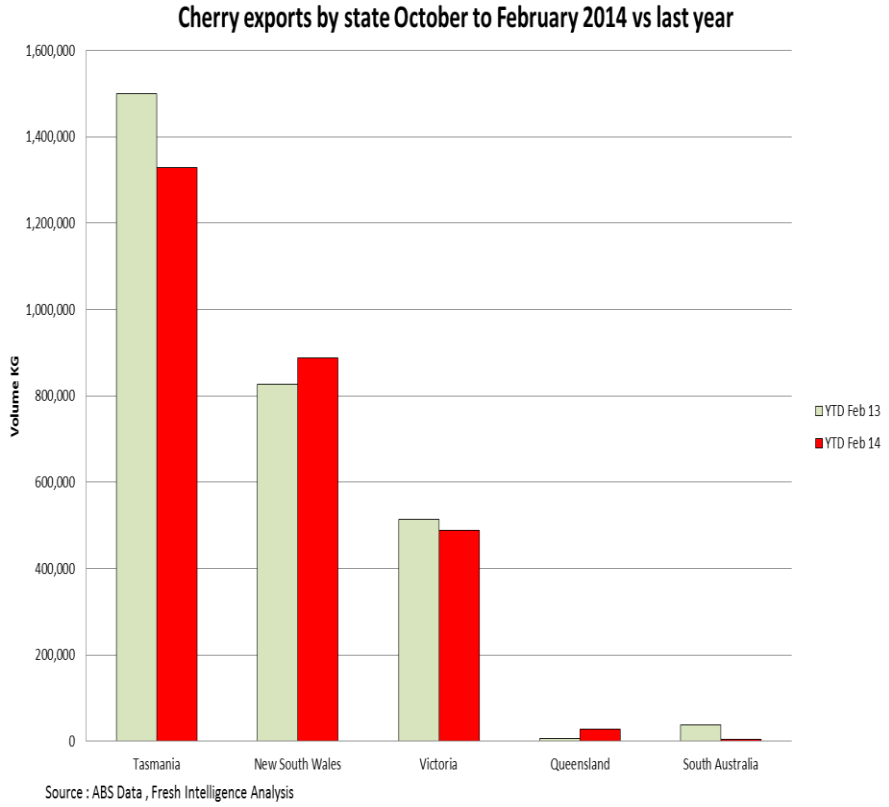
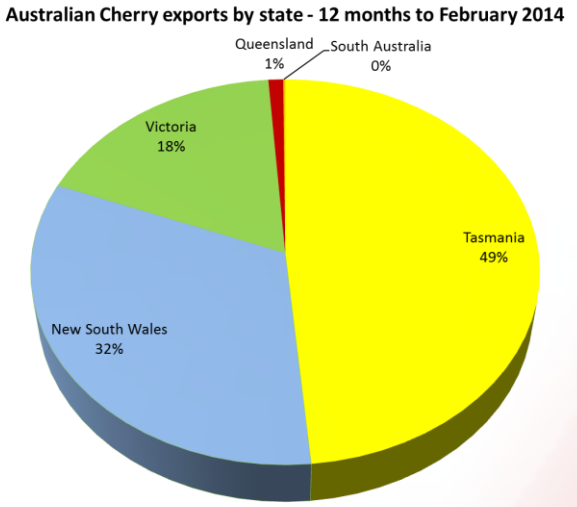
AUSTRALIAN EXPORTS – CURRENT SEASON

For the 2013/14 season Tasmania exported 49 per cent of the total cherry export crop followed by New South Wales 32 per cent and Victoria 18 per cent.



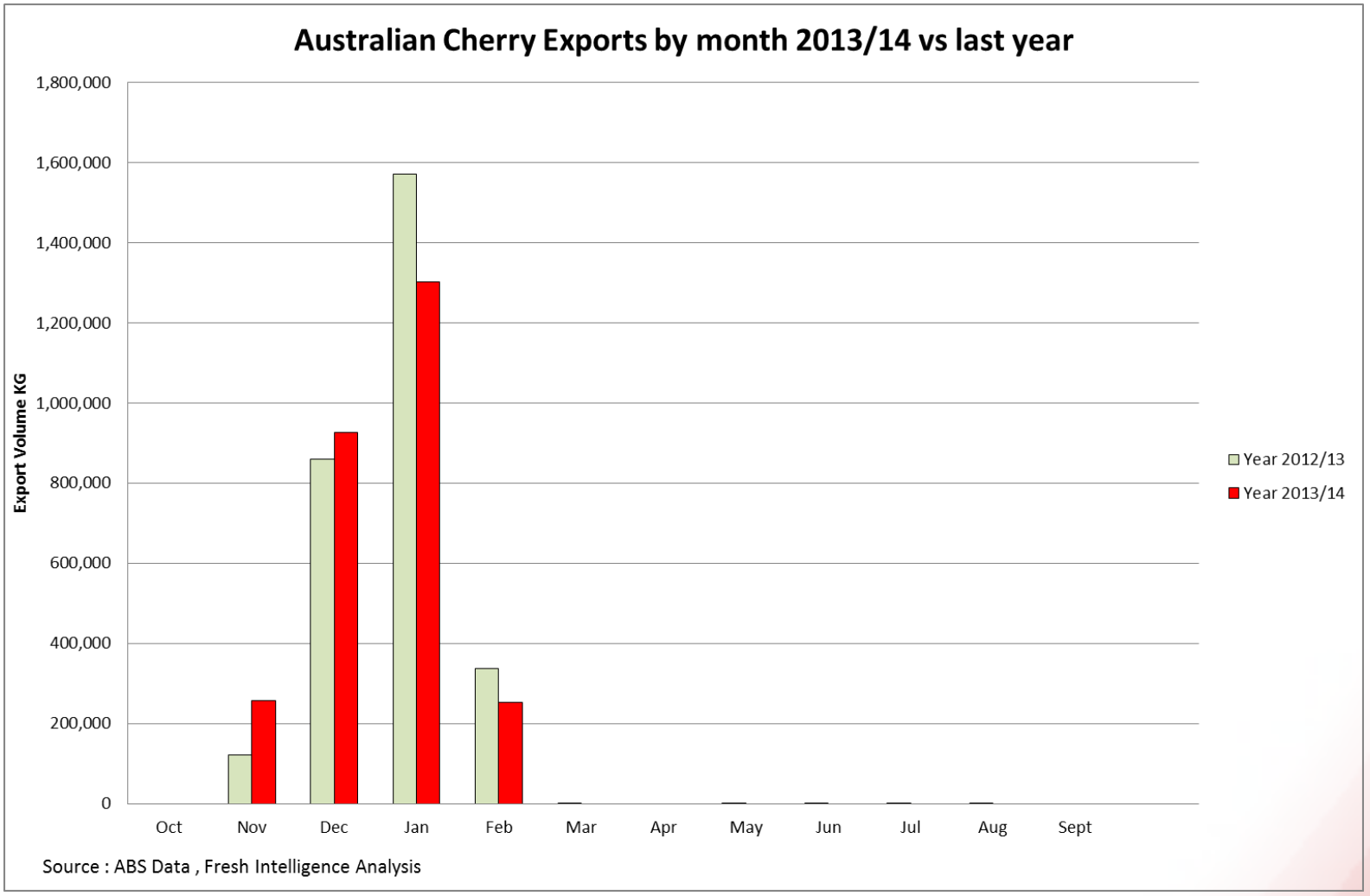
Source : ABS Data , Fresh Intelligence Analysis



Source : Australian Bureau of Statistics , Fresh Intelligence analysis

AUSTRALIAN EXPORTS – CURRENT SEASON INDICATORS

The 2013/14 was highlighted with stronger mainland trade in November and December and slightly lower Tasmanian season trade in January and February that completed the season 5.2 per cent lower by volume.



Cherry export by volume and value by market

5 months to February 2014

Volume is 2,737 MT, 5.2% below last year for TOTAL season

Hong Kong accounted for 43 per cent of the export volume in 2013/14 season and increased 6 per cent to 1,180 tonnes. There were 151 tonnes exported direct to China. Taiwan finished 24 per cent lower with 475 tonnes all recorded from Tasmania accounting for 17 per cent of trade.

Exports by Season to date	Volume KG					**Exports by Season to date**	$ Value						
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TOTAL CHERRIES	2,887,308	2,737,316	-5%	2,737,522	100%	31.35	39.22	25%	39.23	100%	10.86	14.33	**14.33**
Hong Kong	1,117,062	1,180,278	6%	1,180,278	43%	11.61	14.70	27%	14.70	37%	10.40	12.45	**12.45**
Taiwan	629,211	475,323	-24%	475,323	17%	8.42	8.91	6%	8.91	23%	13.38	18.75	**18.75**
Singapore	359,120	285,689	-20%	285,689	10%	2.94	3.22	9%	3.22	8%	8.18	11.25	**11.25**
China	66,420	151,113	128%	151,113	6%	0.74	2.86	284%	2.86	7%	11.19	18.90	**18.90**
Vietnam	98,328	144,133	47%	144,133	5%	1.10	2.29	109%	2.29	6%	11.17	15.91	**15.91**
Malaysia	114,532	162,535	42%	162,555	6%	1.37	2.25	64%	2.25	6%	11.97	13.83	**13.83**
Indonesia	56,839	76,386	34%	76,386	3%	0.85	1.46	72%	1.46	4%	14.93	19.09	**19.09**
Russia	40,608	65,563	61%	65,575	2%	0.54	0.99	84%	0.99	3%	13.21	15.05	**15.05**
Netherlands	37,124	30,260	-18%	30,260	1%	0.55	0.61	11%	0.61	2%	14.85	20.15	**20.15**
United Arab Emirates	162,521	57,946	-64%	57,946	2%	1.18	0.55	-53%	0.55	1%	7.27	9.53	**9.53**
Qatar	15,547	22,265	43%	22,275	1%	0.10	0.22	116%	0.22	1%	6.59	9.94	**9.95**
Japan	21,968	12,672	-42%	12,672	0%	0.34	0.21	-40%	0.21	1%	15.69	16.42	**16.42**
Thailand		8,100		8,100	0%	0.00	0.17		0.17	0%		20.81	**20.81**
India	18,027	6,098	-66%	6,098	0%	0.20	0.13	-38%	0.13	0%	11.31	20.69	**20.69**
all other	150,001	58,955		59,119	2%	0.09	0.67		0.68			11.41	**11.42**
TOTAL Cherries	**2,887,308**	**2,737,316**	**-5.2%**	**2,737,522**	**100%**	**31.35**	**39.22**	**25%**	**39.23**	**100%**	10.86	14.33	**14.33**
		100.0%					100.0%						

source : ABS data, Fresh Intelligence analysis

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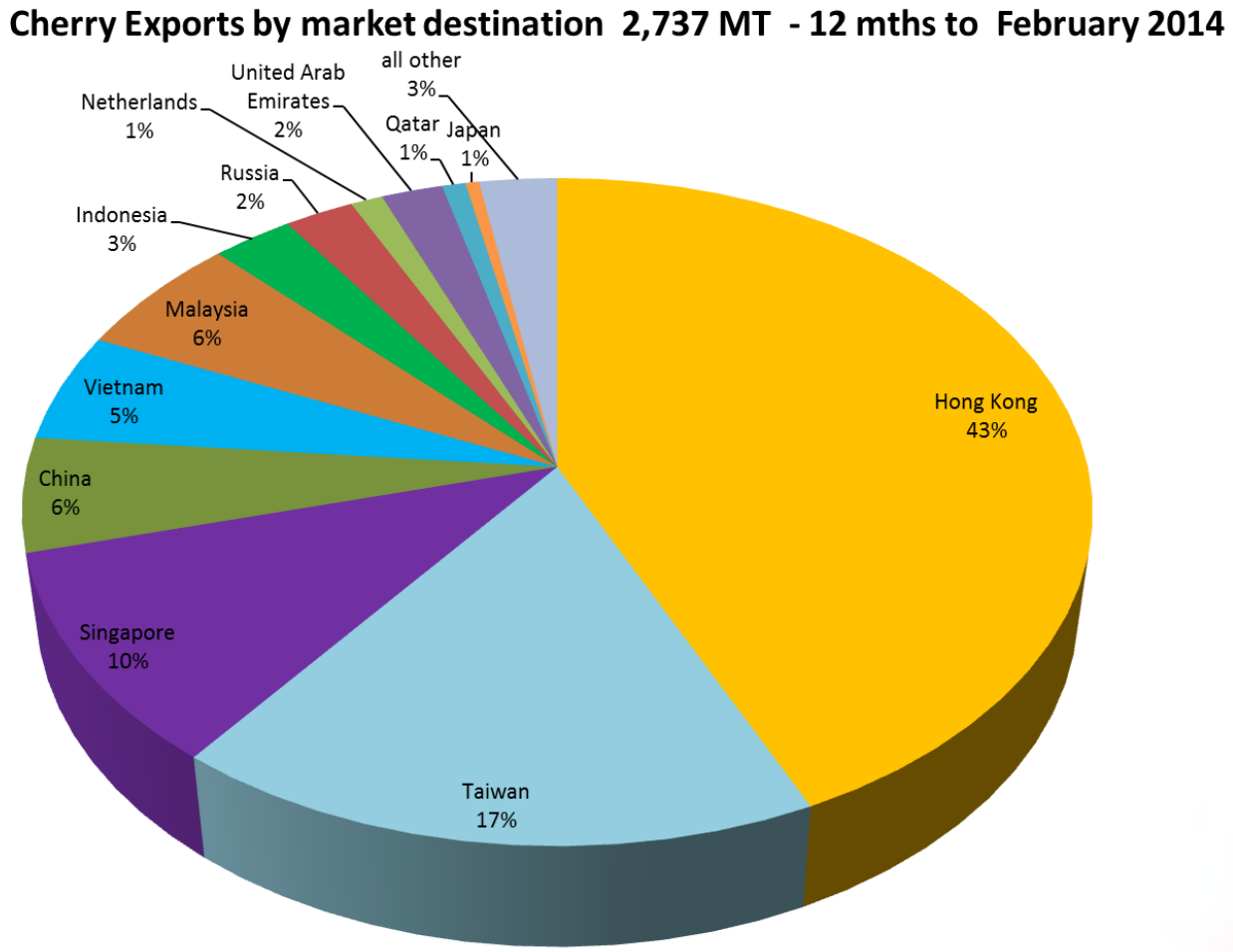
AUSTRALIAN EXPORTS – ANNUAL SNAPSHOT

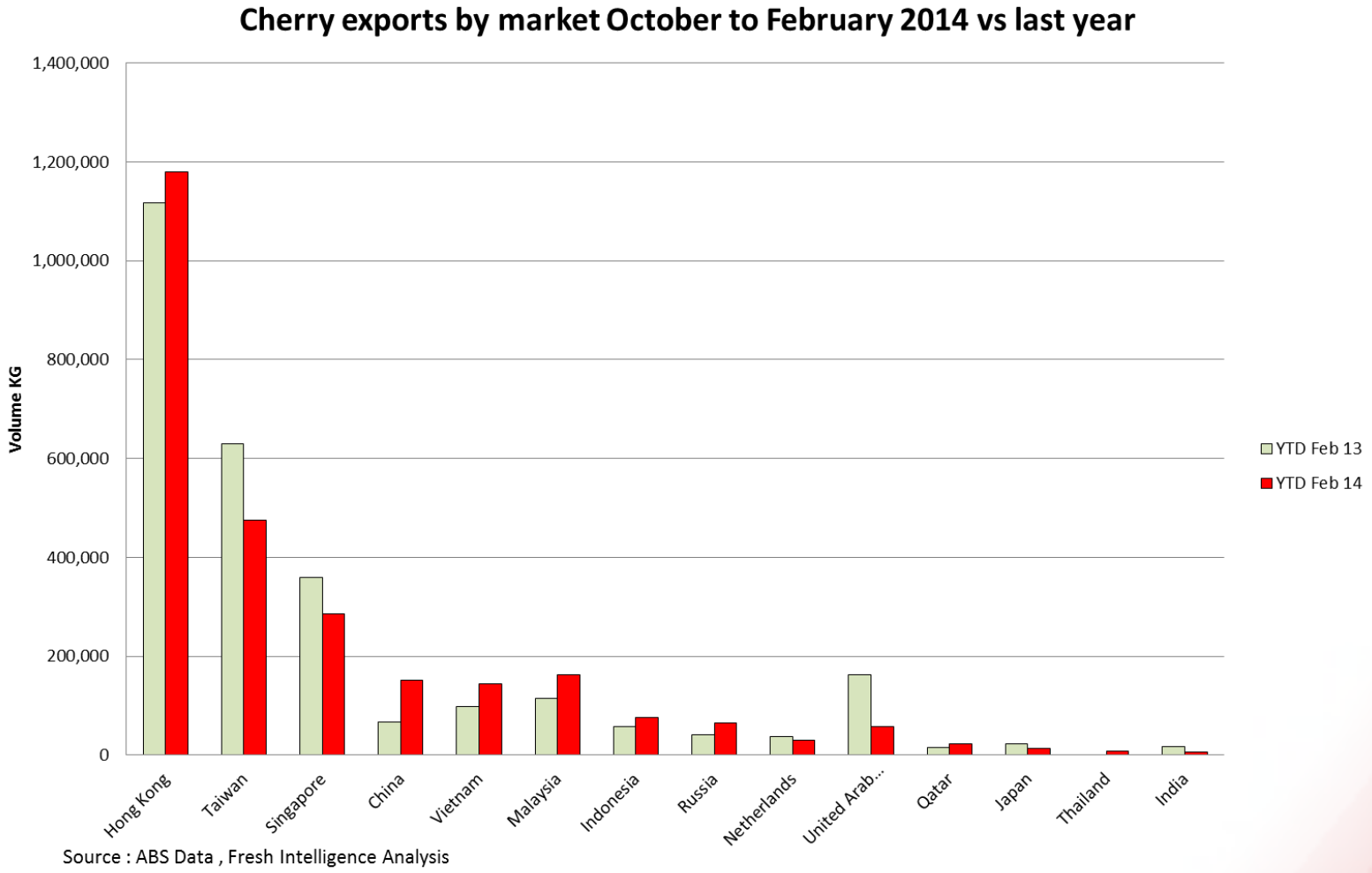
Over last 12 months Hong Kong, Taiwan, Singapore and China accounted for 76% of all annual cherry exports. Taiwan and China were supplied only from Tasmania.



Source : ABS Data , Fresh Intelligence Analysis

AUSTRALIAN EXPORTS – CURRENT SEASON INDICATORS

Hong Kong accounted for 43 per cent of the export volume for the season and increased 6 per cent. No mainland fruit was recorded as exported to Taiwan or China. China lifted 128% to 151 tonnes. Some strong gains in Malaysia, Indonesia, Vietnam and Russia from smaller bases.



AUSTRALIAN EXPORTS – LONG TERM TREND

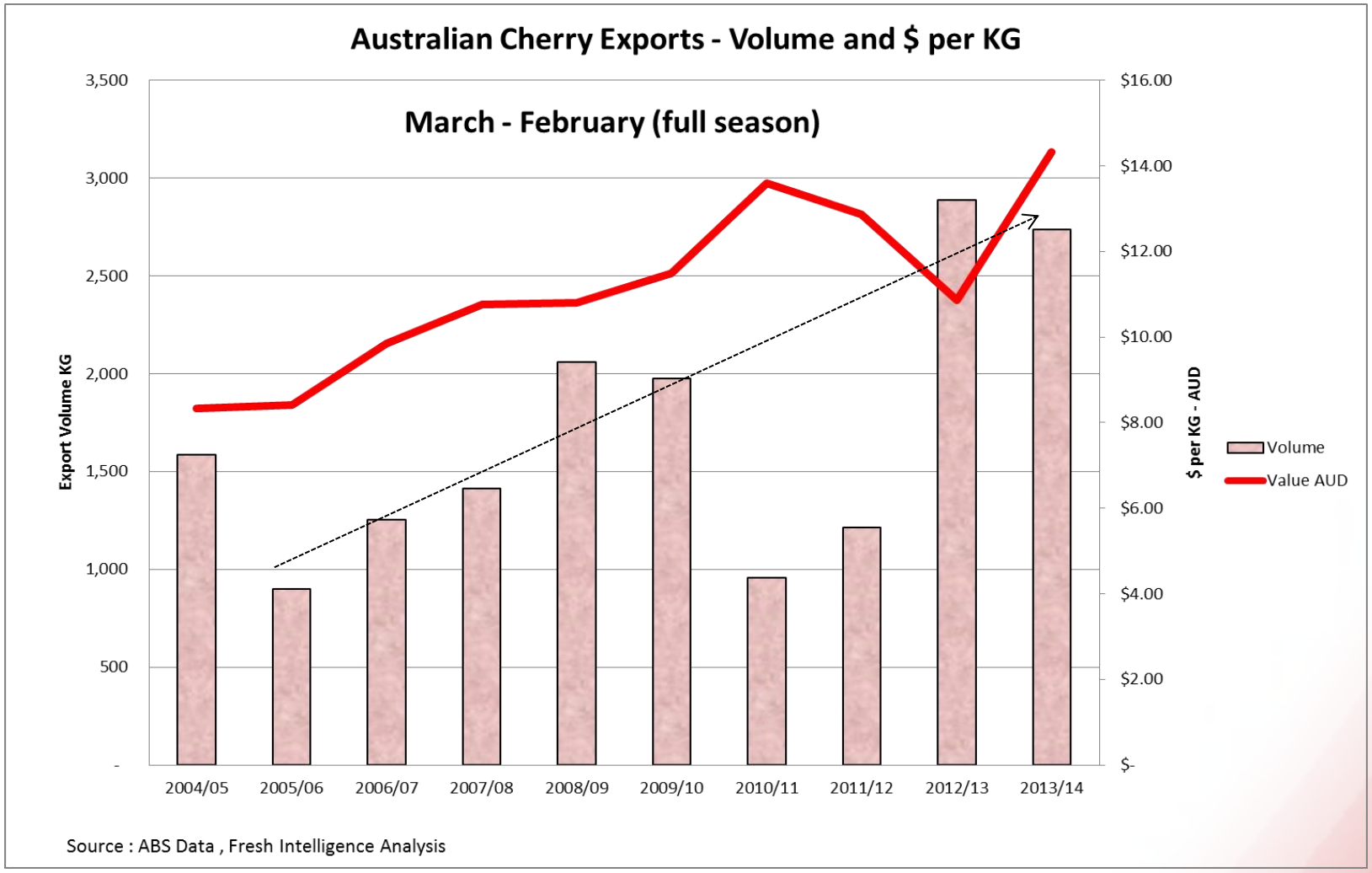
Showing a 5 year moving annual trend to end February with a compound average annual growth trend highlighting growth markets and perspectives.

		Quantity KG January - February					Compound 5 year average		5 year
Rank	Country -	Mar - Feb 2010	Mar - Feb 2011	Mar - Feb 2012	Mar - Feb 2013	Mar - Feb 2014	annual growth	Chg LY	avg share
1	Hong Kong	703	204	324	1,117	**1,180**	14%	6%	36%
2	Taiwan	373	211	236	629	**475**	6%	-24%	20%
3	Singapore	169	51	112	359	**286**	14%	-20%	10%
4	Malaysia	57	62	47	115	**163**	30%	42%	5%
5	China	-	-	-	66	**151**		128%	2%
6	Vietnam	40	54	77	98	**144**	38%	47%	4%
7	Indonesia	27	53	50	57	**76**	30%	34%	3%
8	Russia	39	17	39	41	**66**	14%	61%	2%
9	United Arab Emirates	110	39	49	163	**58**	-15%	-64%	4%
10	Netherlands	49	15	19	37	**30**	-12%	-18%	2%
11	Qatar	8	4	6	16	**22**	28%	42%	1%
12	Japan	36	14	8	22	**13**	-23%	-42%	1%
13	Saudi Arabia	17	5	12	15	**12**	-8%	-18%	1%
14	Kuwait	3	2	4	7	**12**	46%	57%	0%
15	Thailand	267	162	193	0	**8**	-58%		6%
16	New Caledonia	7	3	3	4	**8**	2%	75%	0%
17	India	12	16	3	18	**6**	-15%	-66%	1%
18	France	19	1	-	9	**6**	-26%	-38%	0%
19	Korea, South	6	25	15	9	**5**	-1%	-44%	1%
20	United Kingdom	3	-	2	73	**3**	0%	-96%	1%
	all other	29	18	14	33	**14**	-16%	-57%	1%
0	**Total Exports (Tonnes)**	**1,973**	**956**	**1,215**	**2,888**	**2,738**	**9%**	**-5%**	**100%**

Source of Data:Australian Bureau of Statistics; Fresh Intelligence analysis

AUSTRALIAN EXPORTS – LONG TERM TREND

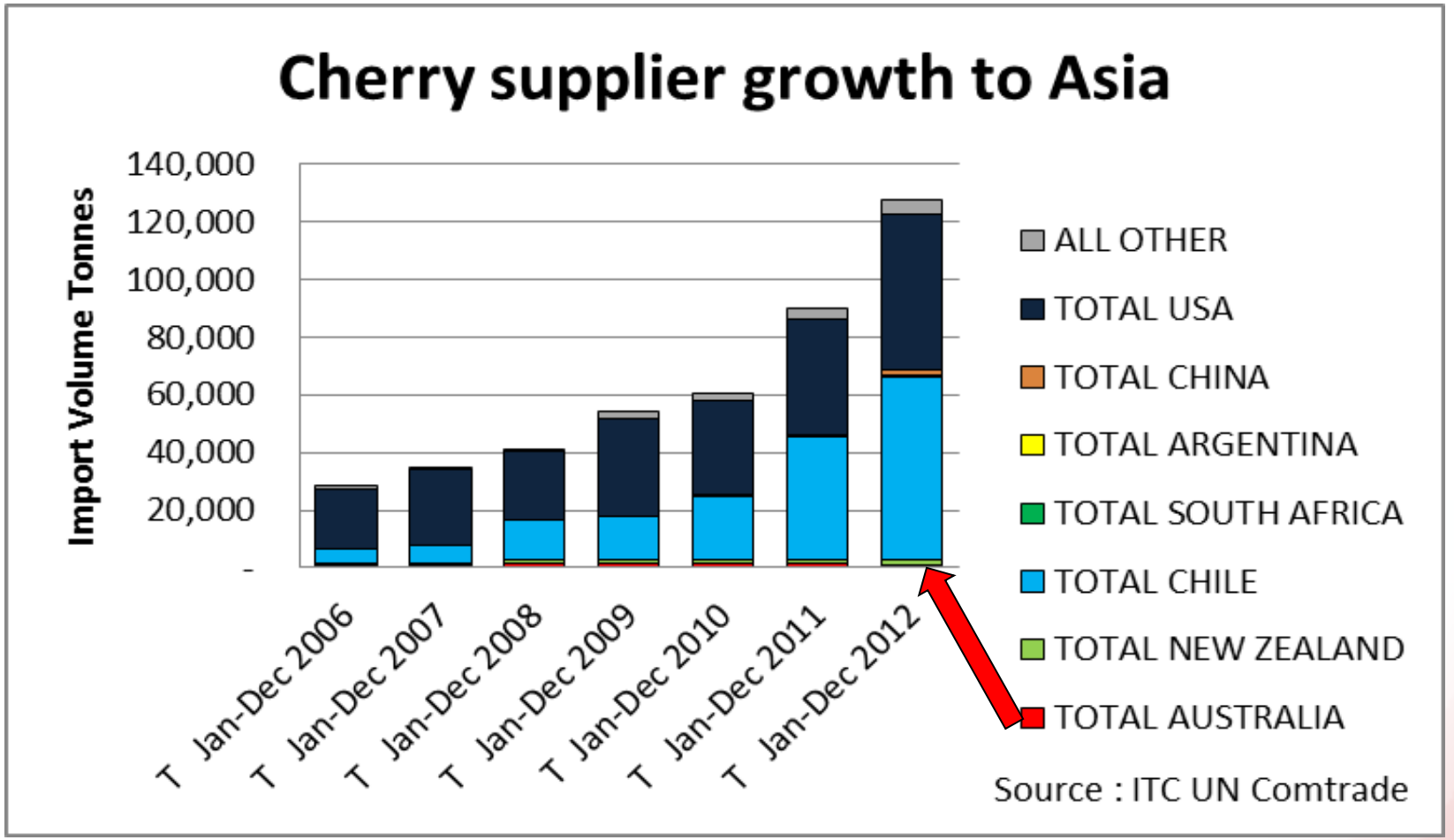
Showing a 10 year moving annual total trend for cherries with recorded price points. 2013/14 season is showing a 32 per cent increase in $ returns per kg.



ASIAN TRADE INSIGHTS

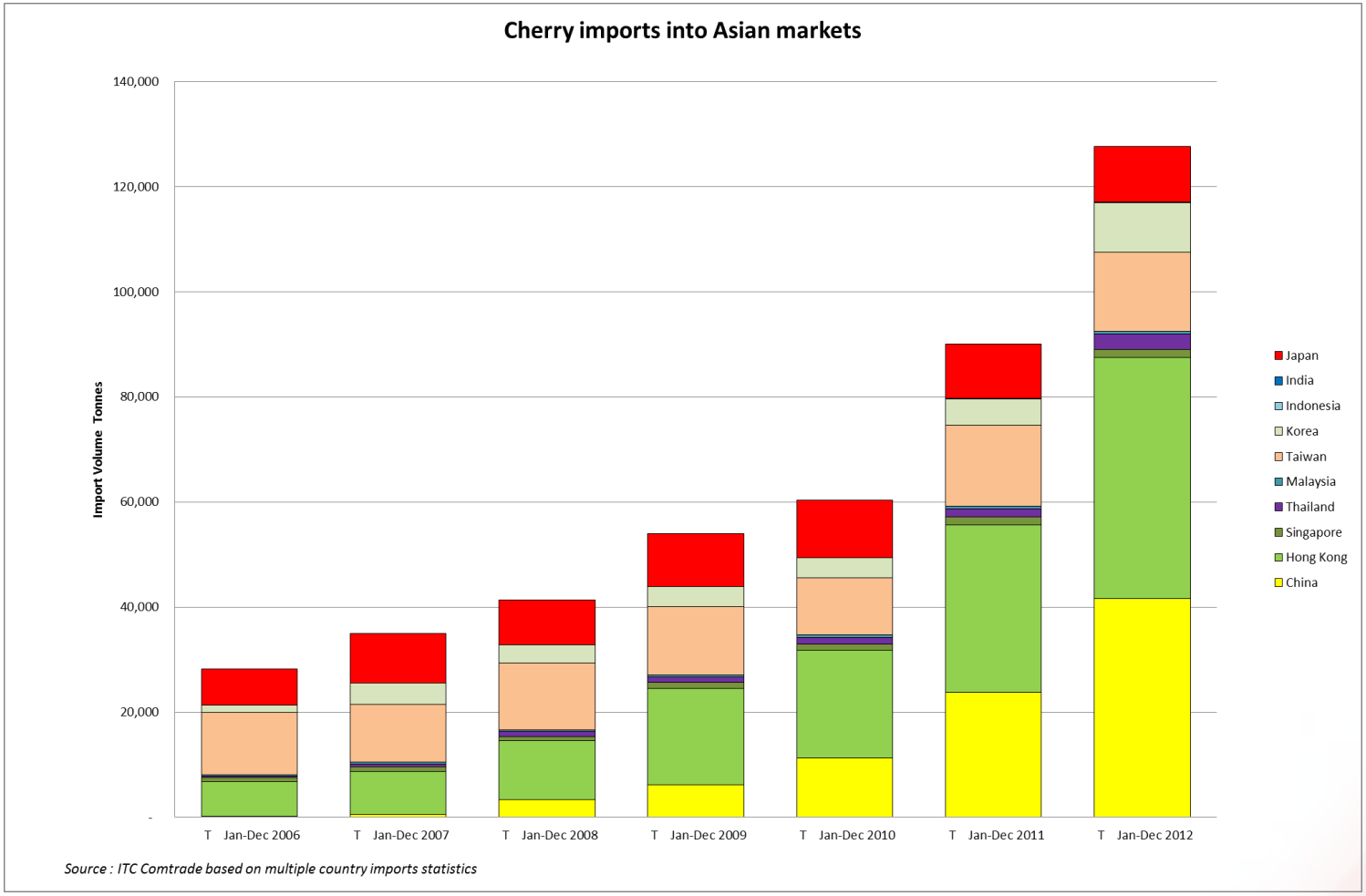
127,587 tonnes of cherries were imported to Asia in 2012, Chile accounted for 50 per cent and United States 43 per cent. Australia's share was 0.9 per cent (does not include the majority of the 12/13 season)

(Note : 2013 figures to be updated by June when available)



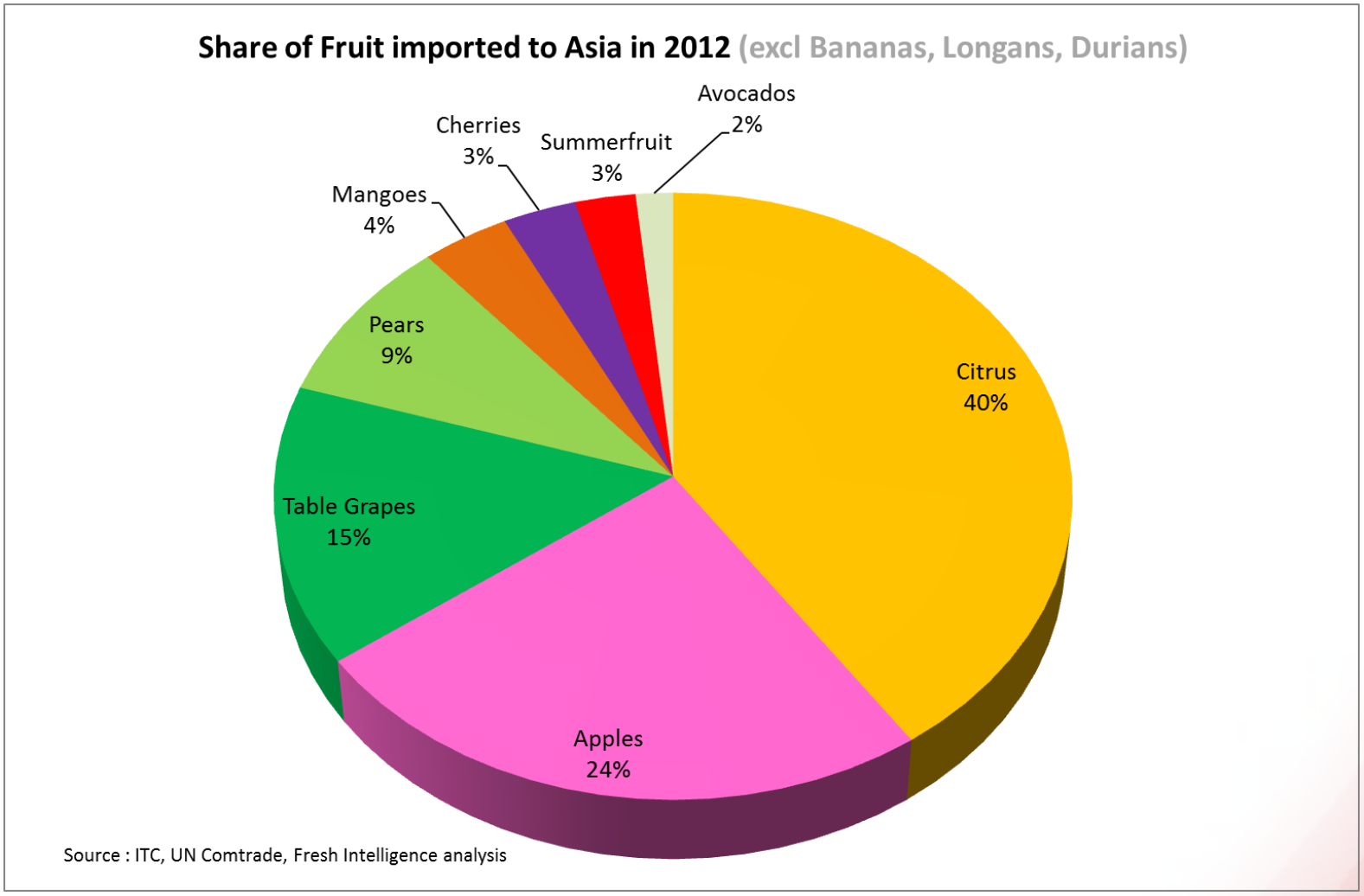
ASIAN TRADE INSIGHTS

This graph shows the distribution of cherries in Asia 2006 - 2012 – the market has grown to 127,000 tonnes with Hong Kong / China the key drivers supplied by Chile and US. *Note 2013 figures are not yet available though expected to show a decline due to weather related impacts in USA and Chile.*



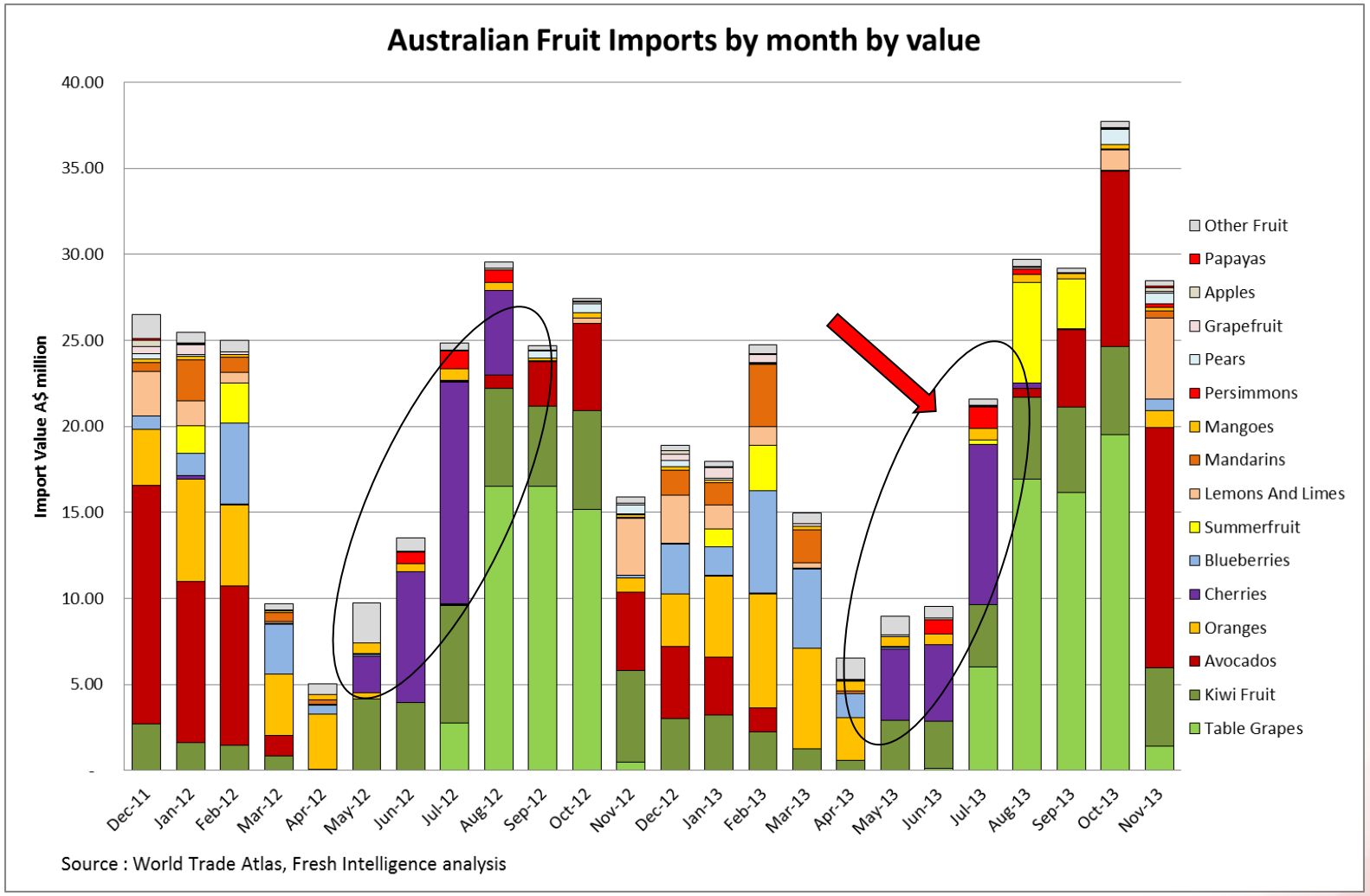
ASIAN TRADE INSIGHTS

Cherries accounted for 3% of all fruit imported to Asia in 2012 – citrus, apples and table grapes are the main fruits imported.



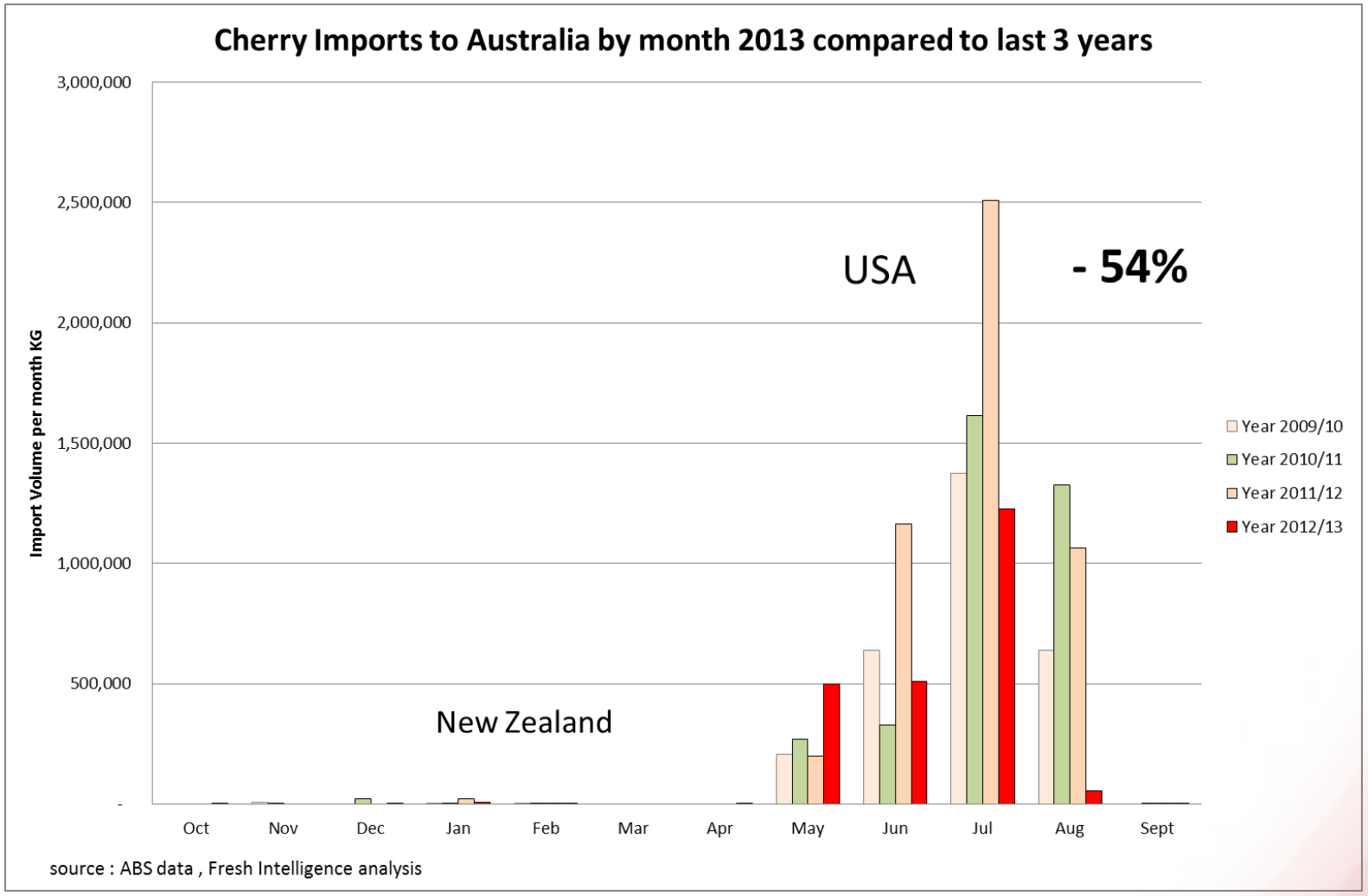
AUSTRALIAN IMPORTS

Cherries accounted for 7% of total fresh fruit import **value** in the 12 months to November 2013**.**



AUSTRALIAN IMPORTS

Australia imported 2,300 tonnes cherries in 2013 a decrease of 54 per cent over 2012 and valued at A$18.29 million. Weather related impacts of the US cherry crops affected the export supply.



For more information

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This report is intended for use by the Australian Cherry industry to assist in understanding and measuring export and import performance

The information is provided as part of MT12009 Export Market Intelligence project.

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