

Apples

Forecast 2008 harvest and overview of markets

Philippe Binard
WAPA



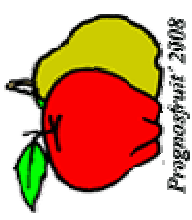
*PROGNOSFRUIT' 2008
UNITED KINGDOM*



2008 Apples Forecast



Introductory remarks

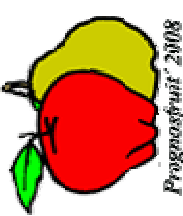


- WAPA – World Apple and Pear Association
- Scope of the mission and benefits
 - Cover EU (20 top producing MS)
 - Commercial quantities
 - Moving towards harmonised and centralised information NH/SH
 - Presentation focusing on quantitative information
 - Update forecast :Mid September, mid November, final data Mid December
 - Data on stocks monthly (EU/US)
 - Information on SH exports
- Information/presentation to be available on WAPA website for download

2008 Apples Forecast



2007 crop forecast reliability



Vilnius 2007 Forecast versus confirmed 2007 crop data

Apples	Forecast 2007	Confirmed 2007	Var 07	Var 06
EU (20)	8.524	8.786	3%	2%
OM	6.802	7.168	5%	1%
NMS	1.721	1.616	-6%	-4%

2008 Apples Forecast

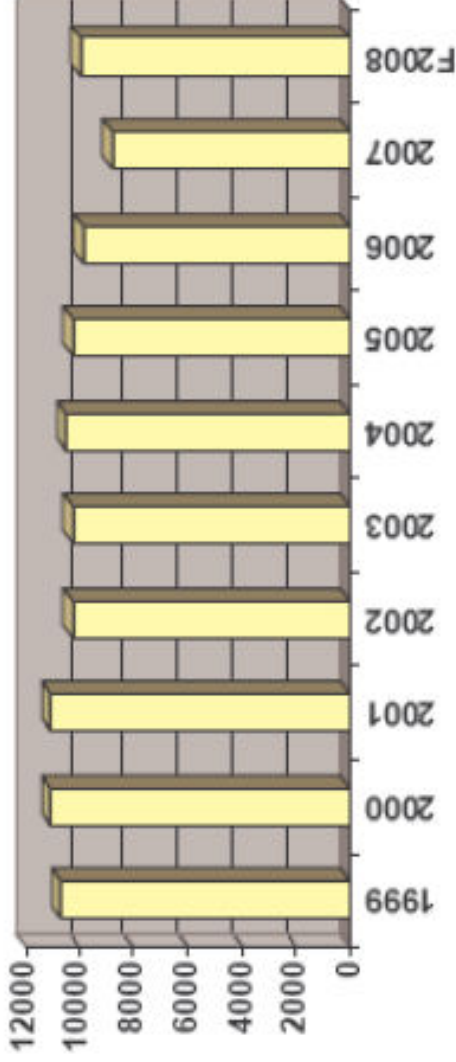
2008 crop forecast

Apples	in '000 T
2005	10.231
2006	9.840
2007	8.786
(F)2008	9.977

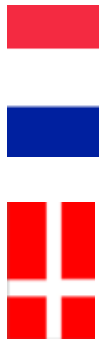
...an average crop is forecasted with full recovery of last year frost....

Apples	
Var 07/08	14%
Var aver	4%

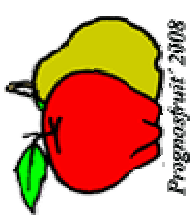
EU Apple Production



2008 Apples Forecast



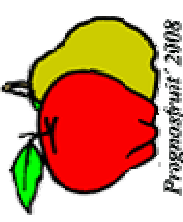
Apple Production by country



x 1000 tons

Country	2005	2006	2007	F2008	(1)	(2)
Austria	174	161	188	154	-18	-12
Belgium	317	358	358	311	-13	-10
Bulgaria	71	65	60	56	-7	-14
Czech Republic	138	160	113	144	27	5
Denmark	26	27	32	26	-19	-8
France	1.770	1.585	1.676	1.522	-9	-9
Germany	925	948	1.070	945	-12	-4
Greece	265	267	236	236	0	-8
Hungary	467	480	203	525	159	37
Italy	2.085	1.991	2.142	1.992	-7	-4
Latvia	38	32	31	34	10	1
Lithuania	130	100	40	85	113	-6
Netherlands	365	337	396	385	-3	5
Poland	2.200	2.250	1.100	2.360	115	28
Portugal	252	257	258	245	-5	-4
Slovakia	36	31	10	44	340	71
Slovenia	58	50	61	60	-2	7
Spain	701	547	599	643	7	4
Sweden	21	20	16	18	13	-5
United Kingdom	193	174	196	193	-2	3
Total:	10.231	9.840	8.786	9.977	14	4

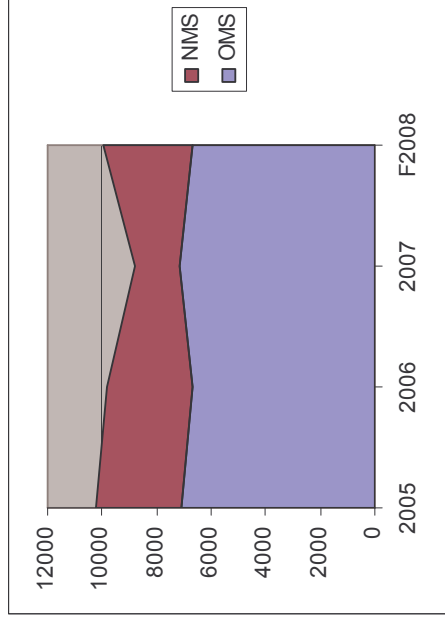




2008 crop forecast by geographic area

- Crop in “EU-15” will decrease by 7% while “NMS” experience full recovery
- “OMS/NMS” ratio 67% - 33% split from last year breakdown of 82% - 18%

Apples	2007	2008	var07/08
OMS	7.168	6.669	-7%
NMS	1.618	3.309	104%
Total	8.786	9.977	14%



2008 Apples Forecast

2008 crop forecast – by Member States

... the largest yearly variations are noted in

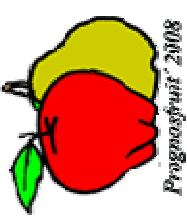
UP	Var07/08	DOWN	Var07/08
Slovakia	340%	Denmark	-19%
Hungary	159%	Austria	-18%
Poland	115%	Belgium	-13%
Lithuania	113%	Germany	-12%
Czech Republic	27%	France	-9%
		Italy	-7%



2008 Apples Forecast



2008 crop forecast – other MS



.....still some MS organizations are not part of the
Prognos process representing 600-700.000T

Apple production in other Member States (based on FAOSTAT data)

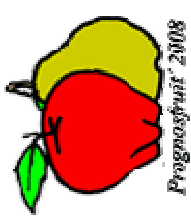
Country	x 1000 tons											2007 F2008	(1)	(2)
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2008			
Cyprus	12	11	9	11	10	11	11	11	11					
Estonia	11	19	15	17	5	2	11	10						
Finland	2	3	4	3	3	3	4	3						
Ireland	13	15	17	16	15	16	16	16						
Luxembourg		12	4	11	4	11	4	4						
Romania	315	490	507	492	811	1.098	638	590						



2008 Apples Forecast



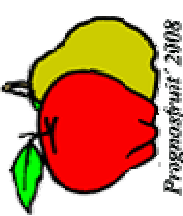
Apple Production by variety



Variety	2005	2006	2007 F2008	(1)	(2)
x 1000 tons					
Annurca	68	56	45	0	-20
Boskoop	103	108	97	-3	-6
Braeburn	296	279	274	-14	-8
Bramley	83	83	81	-5	-3
Cortland	100	155	100	33	-9
Cox Orange	130	106	97	-10	-16
Cripps Pink	65	66	143	-12	37
Elstar	427	431	487	-7	1
Fuji	130	133	191	-3	22
Gala	1.052	1.015	1.017	0	-1
Gloster	98	125	86	51	26
Golden Delicious	2.561	2.339	2.423	-1	-2
Granny Smith	315	308	301	1	-2
Idared	693	622	282	127	20
Jonagold	650	632	651	9	11
Jonagored	190	210	234	-11	-2
Jonathan	31	35	51	292	410
Lobo	150	210	100	50	-2
Morgendur/imperatore	123	119	90	7	-13
Pinova	15	17	20	6	26
Red Delicious	660	631	591	19	12
Reinette Grise du Canada	92	78	102	-12	-1
Shampion	277	307	172	71	16
Spartan			12	-27	
Stayman	23	21	17	-14	-29
Other new varieties (³)	16	15	17	109	123
Other	1.884	1.739	1.068	42	-3
Total:	10.231	9.840	8.786	14	4



2008 crop forecast – by varieties



Production breakdown by varieties

Varieties	Prod 2008	%
Golden	2.389	23,95%
Gala	1.016	10,18%
Jonagold	713	7,15%
Red Delicious	701	7,03%
Idared	640	6,41%
Elstar	451	4,52%
Granny	303	3,04%
Shampion	294	2,95%
Braeburn	274	2,75%
Jonagored	207	2,07%
Fuji	185	1,85%
Crisp pink	125	1,25%
Gloster	130	1,30%
Other	2.549	25,55%
Total	9.977	100,00%

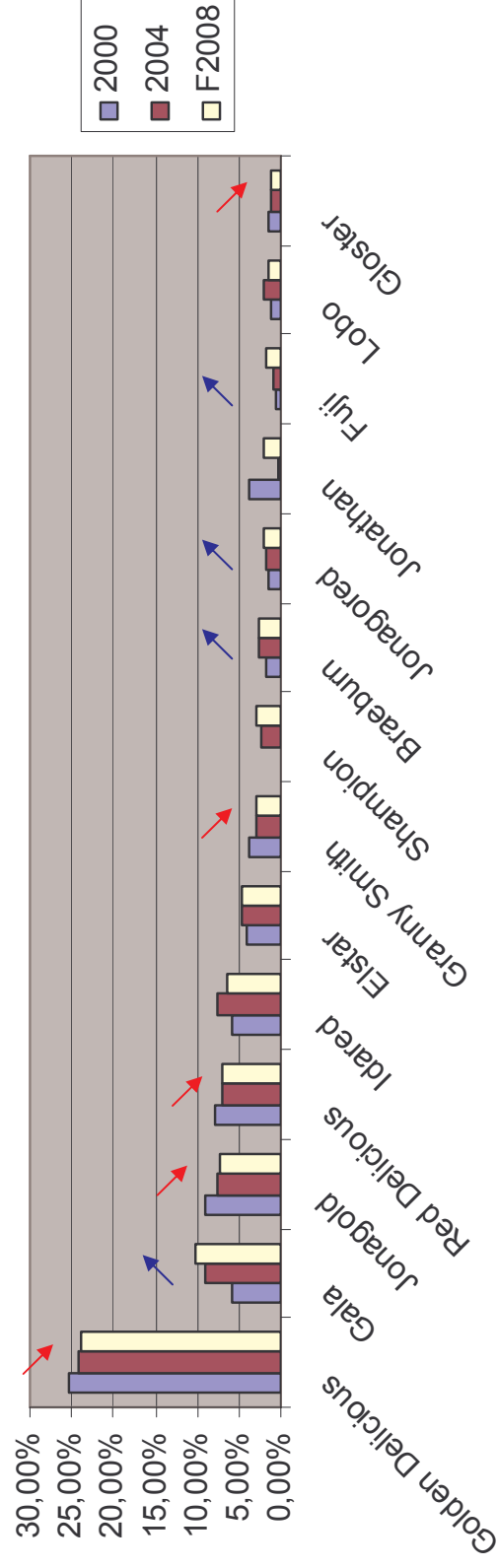
Trends of the main varieties

Varieties	2007	2008	Var 07/08
Golden	2.423	2.389	-1%
Gala	1.017	1.016	0%
Jonagold	651	713	9%
Red Del	591	701	19%
Idared	282	640	127%
Elstar	487	451	-7%
Granny	301	303	1%
Braeburn	319	271	-14%

2008 Apples Forecast

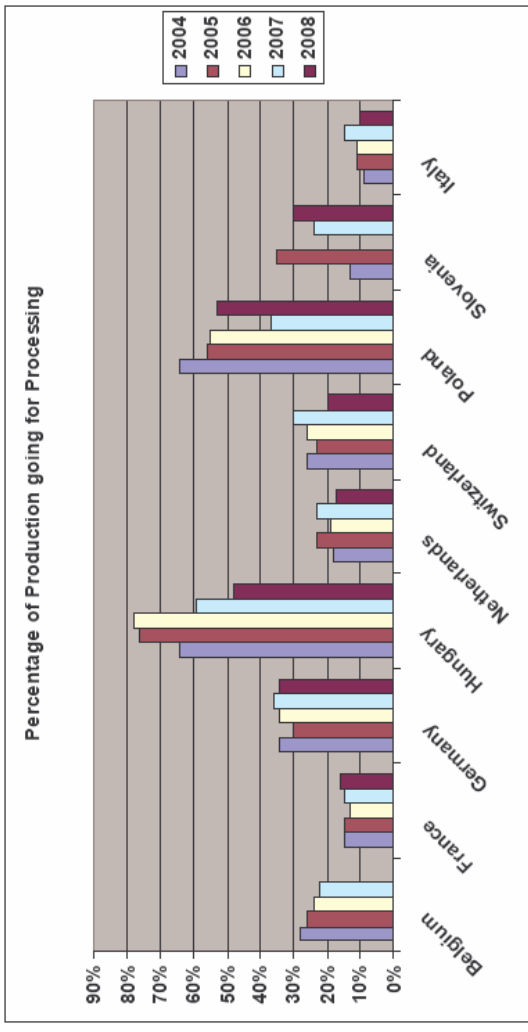
Variety	2000	2004	F2008
Golden Delicious	25,37%	24,08%	23,95%
Gala	5,96%	9,00%	10,18%
Jonagold	9,10%	7,45%	7,15%
Red Delicious	7,83%	7,02%	7,03%
Idared	5,78%	7,47%	6,41%
Elstar	3,99%	4,64%	4,52%
Granny Smith	3,85%	2,93%	3,04%
Shampion	0,08%	2,30%	2,95%
Braeburn	1,89%	2,76%	2,75%
Jonagored	1,52%	1,69%	2,07%
Jonathan	3,86%	0,39%	1,98%
Fuji	0,63%	0,90%	1,85%
Lobo	1,17%	1,90%	1,50%
Gloster	1,46%	1,30%	1,30%

Long term trend on apple varieties

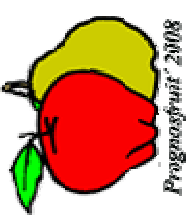


2008 crop forecast – fresh/industry

- Production for processing led by PL, HU and DE
- Processing % in the USA 35-40%



COUNTRY	2004	2005	2006	2007	2008
Belgium	28%	26%	24%	22%	16%
France	15%	15%	13%	15%	34%
Germany	34%	30%	34%	36%	48%
Hungary	64%	76%	78%	59%	17%
Netherlands	18%	23%	19%	23%	20%
Switzerland	26%	23%	26%	30%	53%
Poland	64%	56%	55%	37%	30%
Slovenia	13%	35%	n/a	24%	10%
Italy	9%	11%	11%	15%	

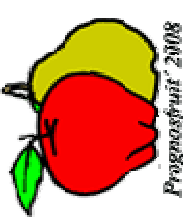


2008 crop forecast – carryover and evolution of stocks

.....stocks end of July similar to last year in EU, slightly up in the US (42.000 T remaining in stocks)

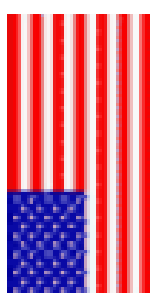
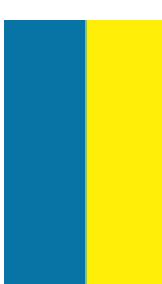
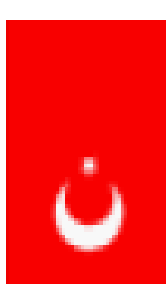
Apple Stocks (Ton)	1/07/2008	1/07/2007	1/06/2008	1/06/2007	Movement	2008/2007
Austria (Steiermark)	13.737		24.817	24.834	-11.080	
Belgium	89.500	47.500	98.100	67.200	-8.600	88,4%
Czech Republic	0	0	0	0	0	
Denmark	0	0	0	0	0	
France	32.620	54.944	85.499	103.419	-52.879	-40,6%
Germany	5.975	15.427	29.739	40.724	-23.764	-61,3%
Italy	60.218	62.715	123.320	139.908	-63.102	-4,0%
Norway	0	0	0	0	0	
Poland			10.000	30.000	-10.000	
Spain (Catalonia)	9.764	8.495	24.650	18.024	-14.886	14,9%
Switzerland	5.979	9.898	12.402	15.651	-6.423	-39,6%
The Netherlands			43.000	44.000	-43.000	
United Kingdom		5.000	7.000	11.000	-7.000	
TOTAL	217.793	203.979	458.527	494.760	-240.734	6,8%

2008 Apples Forecast

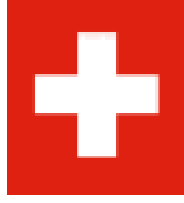


2008 crop forecast – other NH countries

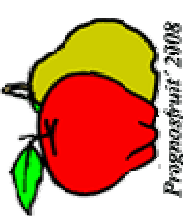
...on average production in selected other NH countries are down by 5%



in '000T	2007	2008	var 07/08	var aver
Belarus	300	240	-20%	-31%
Moldova	550	440	-20%	-1%
Russia	2.000	1.870	-6%	-3%
Serbia	119	107	-10%	-4%
Switzerland	155	133	-14%	12%
Turkey	2.400	2.400	0%	-5%
Ukraine	500	500	0%	-11%
USA	4.211	4.000	-5%	-8%



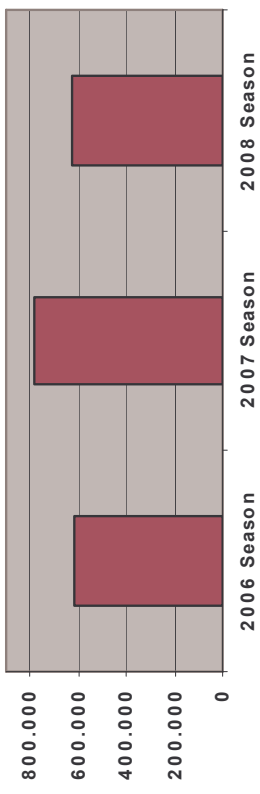
2008 Apples Forecast



EU exports trends

Total export of the Member States (September April)

Total export for the MS



MS	2006 Season	2007 Season	2008 Season
Total	619.845	778.275	630.007

Export destinations >20.000 T

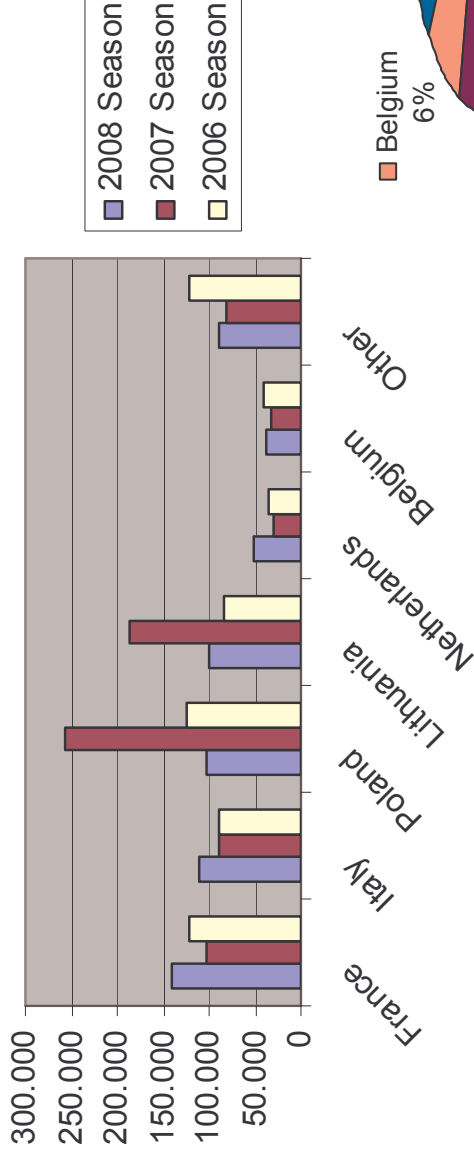
Destinations	2006 Season	2007 Season	2008 Season	% for 08
Russian Federation	215.969	354.122	276.772	43,93%
Ukraine	66.120	170.023	81.983	13,01%
Algeria	67.238	48.695	68.873	10,93%
Norway	62.427	23.906	29.373	4,66%
Saudi Arabia	16.524	21.824	27.195	4,32%
Belarus	52.222	42.474	22.012	3,49%
Other	139.346	117.231	123.801	19,65%
Total	619.845	778.275	630.007	100,00%

2008 Apples Forecast

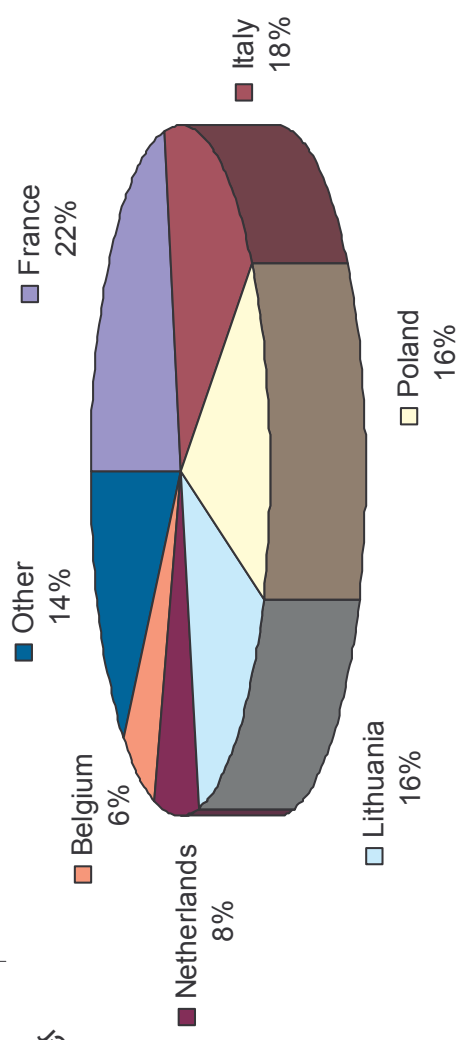
EU exports trends

Comparison period → September to April

Top 6 MS exports



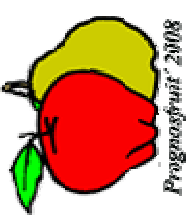
Top 6 MS exports in 2008



2008 Apples Forecast



Update SH 2008 crop



....forecast released now yearly by WAPA in Berlin (February),
updated August

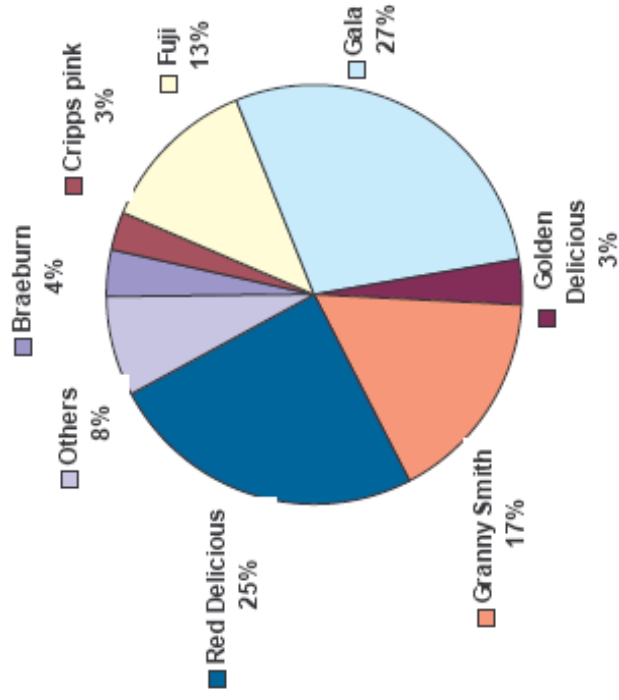
<u>Apple</u>	x 1000 tons					
<u>Country</u>	2003	2004	2005	2006	2007	2008
Argentina	1.056	1.010	1.121	1.051	1.047	980
Australia	326	255	327	276	270	284
Brazil	701	990	882	756	1.002	825
Chile		0	1.567	1.675	1.784	1.865
New Zealand		548	506	392	427	418
South Africa	717	819	703	637	689	706
Total	2.801	3.621	5.105	4.787	5.219	5.079
					-2,70	0,82

2008 Apples Forecast

Update SH crop

x 1000 tons

Variety	2003	2004	2005	2006	2007	2008
Braeburn	26	243	247	203	227	193
Cripps pink	91	96	131	134	146	157
Fuji	327	419	591	535	646	652
Gala	492	879	1.187	1.248	1.457	1.454
Golden Delicious	191	208	186	155	181	169
Granny Smith	558	531	926	814	846	866
Red Delicious	876	837	1.474	1.318	1.339	1.313
Others	239	409	363	379	378	399
Total:	2.801	3.621	5.105	4.787	5.219	5.204



SH export 2008

...SH export trends to the EU down by 16%
(SHAFFE data up to week 30) – reliability of SHAFFE data

	2007	2008	Var 07/08
EU	755	631	-16,4%
USA	184	118	-35,9%
Russia	73	124	69,9%
M-E	98	112	14,3%
Asia	85	104	22,4%
China	43	60	39,5%
Total SH exp	1.419	1.345	-5,2%

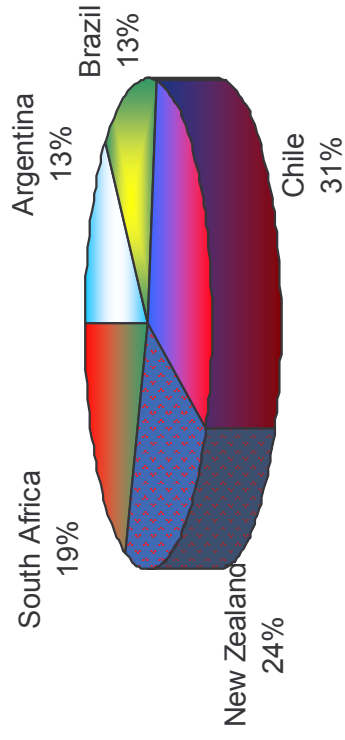
forecasted export potential season 2008 : +/- 1.6 mln T (85% of target)

2008 Apples Forecast

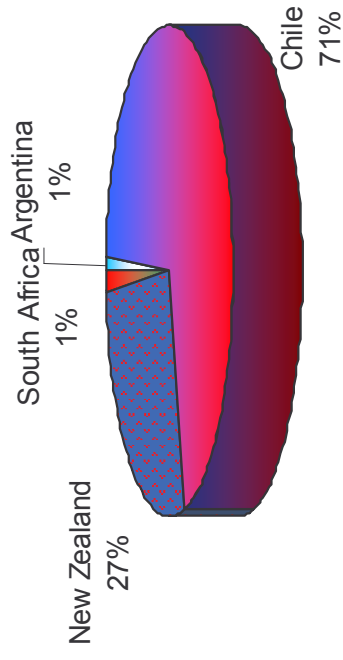
SH export 2008

...SH export trends EU- US

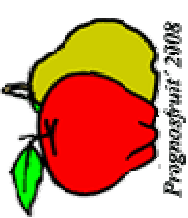
EU



US



2008 Apples Forecast



SH export 2008

...reliability of SHAFFE data

Week 30	EU Lic data	SHAFFE data
New Zealand	135.799	144.925
RSA	136.104	153.516
Chile	198.947	197.570
Argentina	76.466	62.513
Brazil	95.989	81.395
Total	643.305	639.919

2008 Apples Forecast

In summary

- Total production EU up by 14% due to recovery in Eastern Europe, up by 4% on average
- Other NH crop down in total by 5%
- SH export to the EU so far down by 16%
- EU export stable or declining

