



# Pears – Forecast quality and marketing issues

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## Italy 755.000 t (-18%)

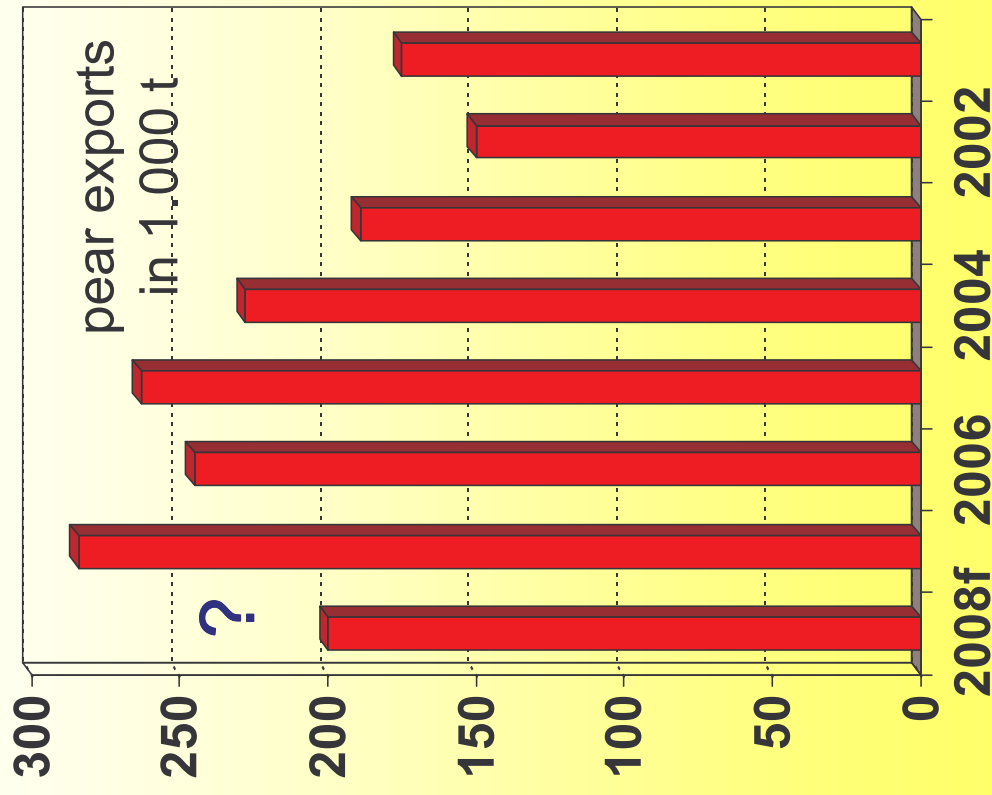
- Temperaturen below the seasonal average, but some sudden changes, till 4-5 night frost during blossom
- High rainfall in the main growing areas
- Until now hail storm with limited damages
- More pears drop down
- Good fruit size
- Season starts 7 days later than 2007



## Belgium

177.000 t (-38%)

- Large production 2007 caused less flower buds
- 4-5 night frosts (1st time at Easter)
- Bad weather blossoming period, following humid and wet, strong fruit drop
- Night frosts caused a lot of russetting
- Crop begins 7-10 days later than 2007





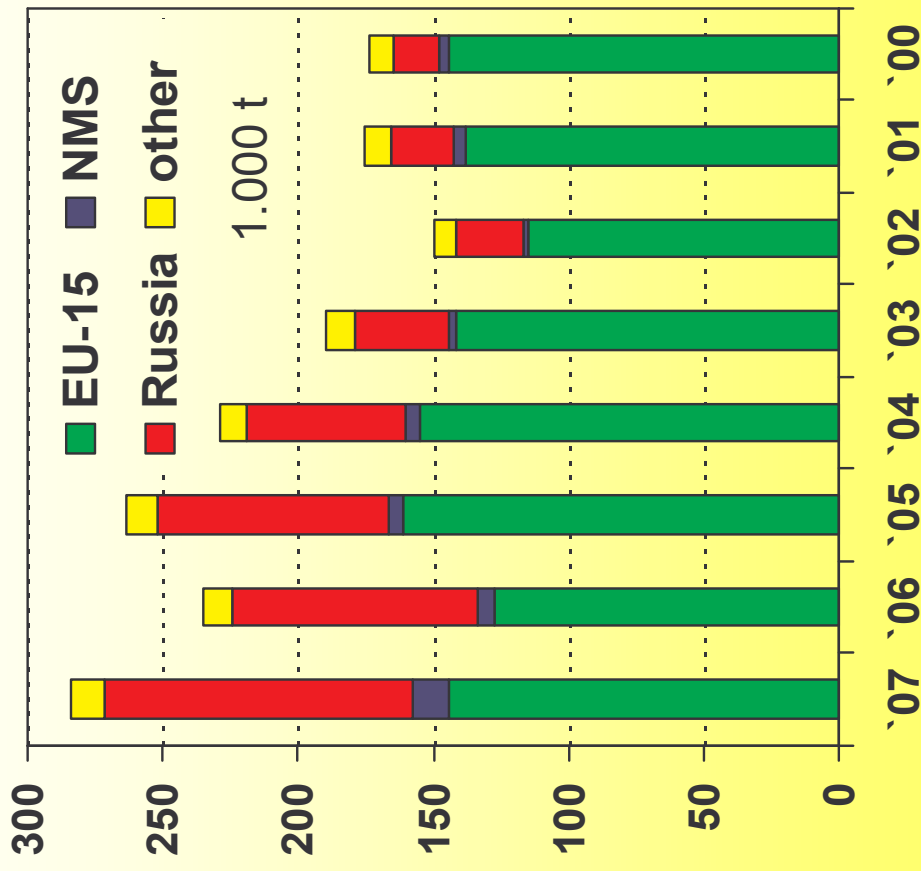
## Belgium – Development pear exports

Pear exports since 2000 increased about 100.000 t to 285.000 t

Russia, the motor for exports, took 113.000 t from Belgium (russia import statistics 120.000 t)

Countries of EU-15 took from Belgium 140.000 t to 150.000 t

Germany 2007 17.500 t  
(Ø 1997 - 2005 = 36.000 t)



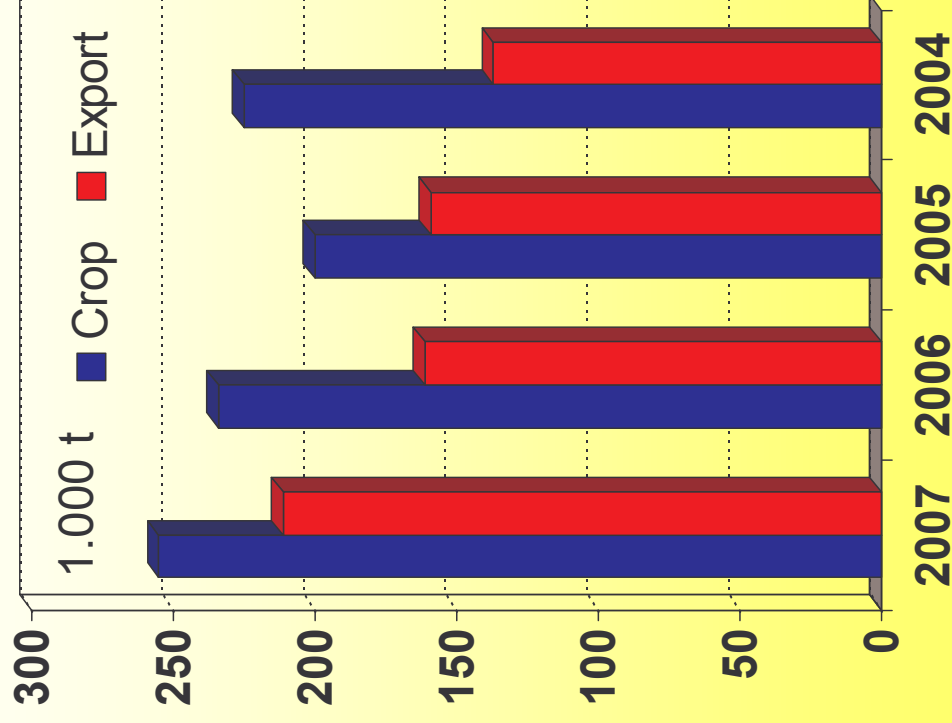
Source: VLAM/Eurostat



## Netherlands

- Severe frost damages during the blossoming
- Damages without frostcontrol raining would have been worse
- Great share without pip fall down
- Surface is grown in 2007 with 380 ha to 7.300 ha
- Surface Conference is growing, new varieties like Sweet sensation
- Crop 10 days later than 2007

170.000 t (-33%)





## Netherlands – Development pear exports

2007 - Significant increase  
export to 212.000 t

65% of exports remain in  
EU-15

Important markets 2007:

Russia 52.000 t (24%)

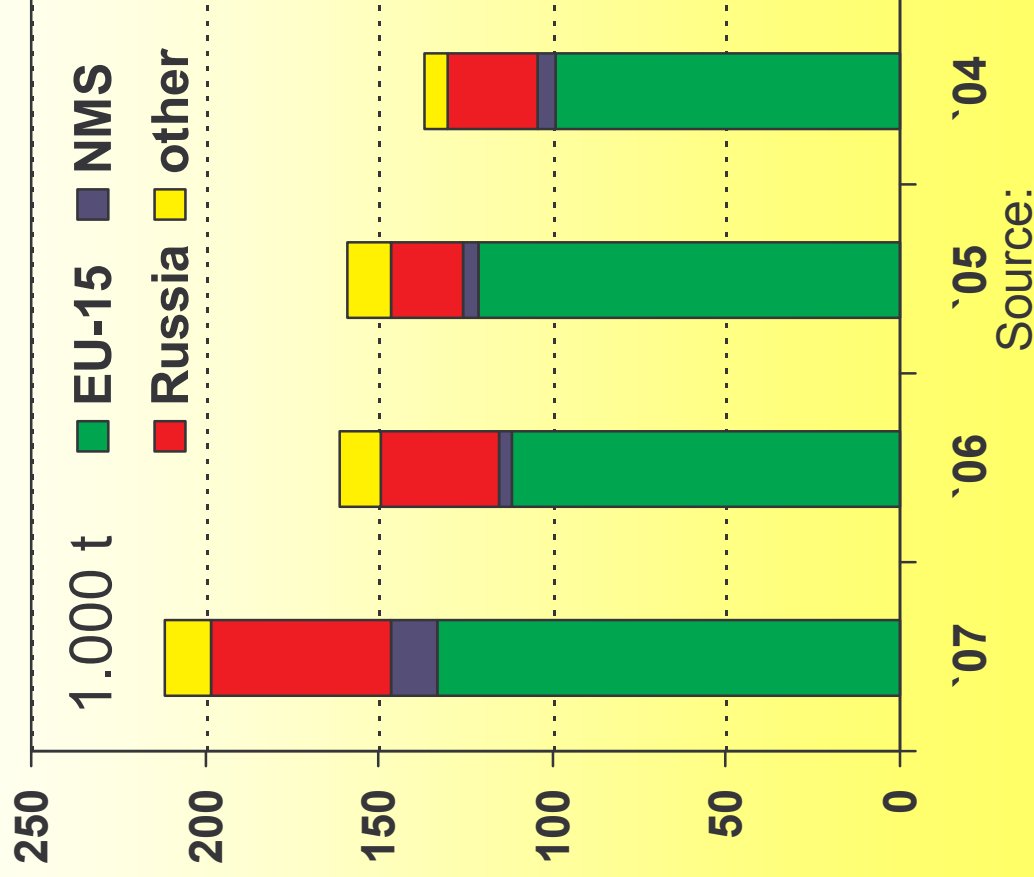
UK 42.500 t (20%)

Sweden 23.000 t (11%)

France 17.700 t (8%)

Germany 15.800 t (7%)

Danmark 13.100 t (6%)





## France

157.000 t (-29%)

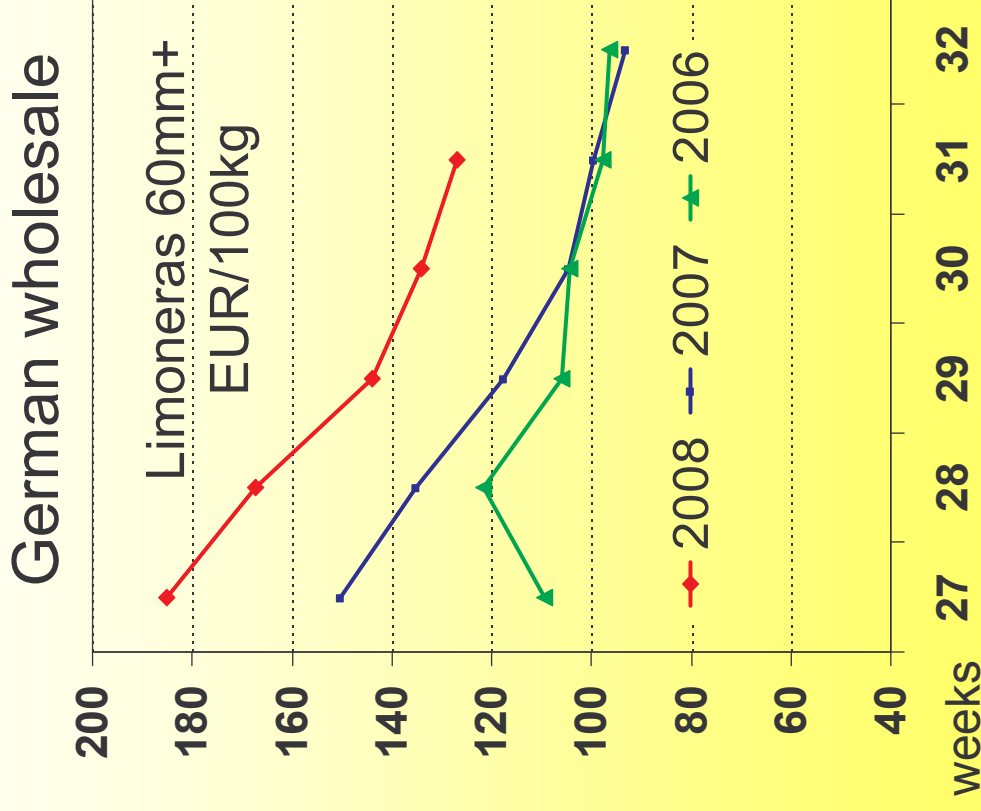
- Smallest crop since 10 years, Williams (-29%), Conference (-42%), Doyenne (-50%)
- Frost, cool weather during blossom, much rain, more pears drop down
- A lot of hail, more than normally
- Orchards 10-18% less than 2007, mainly Aquitaine
- Activity guyot export remains strong including Russia, Williams starts early (Mid-Aug)



## Spain

508.000 t (+3%)

- Main varieties Conference, Guyot und Williams with good blossoming and fruitsetting
- Blanquilla and other less important varieties (Alexandrine/Ercollini) – crop affected by heavy wind und fog.
- Till now no restriction for the water irrigation.







## Prospect for 2008/09

- The smallest EU pears crop in the last years
- Deficit about 350.000 t to 2007 can not be compensated by the southern hemisphere.
- In the last five years exports to russia strong extended, the EU domestic market is already by normally crop in balance.
- Price should reach a very high level, summer pears currently already +25% above 2007 .



Thanks a lot for your attention