CALIFORNIA KIWIFRUIT COMMISSION
INTERNATIONAL MARKET REPORT
(Central America – December 9th, 2009)

Current Market Conditions

Guatemala – The market has shown an increase in the available volumes of California Kiwifruit. Nevertheless, New Zealand is still present in this market with good volumes. One of the leading importers in the country is handling New Zealand and has large volumes in storage.

El Salvador – Both California and Chile are present in this market having an important presence at all different points of sale. California has been gaining market share from Chile, and will remain in the market after Chile's season ends in the coming weeks.

Honduras – The market is dominated by California, which has an important presence at the supermarkets as well as at the traditional markets. Chilean fruit, which was the leading origin in this country last month, is no longer available.

Costa Rica – Chile is still present in the market with the last product of the season available. California has been gaining market share and now has larger volumes than Chile.

Panama – Chile has diminished significantly in the market and has lost almost all market presence since two weeks ago. The available volumes are the last of Chilean supply for the year as importers have said no new shipments from Chile will be made. California has been gaining important presence and is now present in almost all points of sale but volumes are still not at their usual level.

Exchange Rate

Costa Rica	US$1= 568 Colons
Guatemala	US$1= 8.30 Quetzals
Honduras	US$1= 18.89 Lempiras
Panama	US$1= 1.00 Balboa

Competition

As previously mentioned, the market has seen most competing origins decrease, leaving only the CKC as virtually the only import supplier to the region. Even with Chile still present in the market, its volumes have dropped significantly, and what is available now is the last supply of the season.

New Zealand has some presence in the market, mainly in Guatemala, where one of the leading importers is handling large volumes.

Quality

In general comments on California Kiwifruit have been very positive. According to the trade, they have not had problems with the fruit and many have said the pressure was better than in previous years. The fruit is arriving at the proper ripeness and has excellent color and flavor.

Arrivals

Most of the importers have been receiving moderate quantities of California Kiwifruit, between 500 to 600 boxes each. The shipments have arrived in mixed containers and will continue to pick up after Chilean product is completely sold.

Trade Comments

According to trade, sales have been slower than in previous seasons, mainly because of the economic situation in the region. Nevertheless, they expect to increase the volumes of California Kiwifruit during December.

Prices

Retail Level:

Variety	Origen	Size/Count	Retail Price US$/lb
Hayward	CA	33-39	1.20 - 2.15

Other	Origin	Size/Count	Retail Price US$
Kiwifruit	New Zealand	27-36	1.17 - 1.17
Kiwifruit	Chile	30-33	1.35 - 1.65
Peach	CA, GT	56-64	1.39 - 2.45
Plum	CA	50-70	1.48 - 2.55
Grape	CA	18 lbs	1.68 - 2.17
Pears	USA	44 lbs	1.22 - 2.21
Orange	Peru, Chile	56	1.25 - 1.25
Targerine	Chile, Peru	22 lbs	1.58 - 1.58
Cherries	USA	15 lbs	9.51 - 9.51
Grapefruit	USA	30-33 lbs	0.83
Strawberries	CR		1.43 - 1.68

Wholesale Level:

Variety	Origen	Size/Count	Wholesale Price US$
Hayward	CA	33-39	24.56 - 26.50

Other	Origin	Size/Count	Wholesale Price US$
Kiwifruit	New Zealand	27-33	23.49 - 23.49
Kiwifruit	Chile	30-33	22.80 - 23.66
Peach	CA	56-64	22.00 - 25.23
Plum	CA	50-70	18.00 - 28.12
Grape	CA	18 lbs	23.53 - 25.98
Pears	USA	44 lbs	19.97 - 33.12
Orange	Peru, Chile	56	24.00 - 24.00
Targerine	Chile, Peru	22 lbs	26.86
Cherries	USA	15 lbs	51.89

Public Markets:

Variety	Origen	Size/Count	Retail Price US$/lb
Hayward	CA	33-39	1.48 - 1.80

Other	Origin	Size/Count	Retail Price US$
Kiwifruit	Chile	30-33	1.33 - 1.45
Apples	Chile, WA, USA	42 lbs	0.79 - 1.55
Peach	CA	56-70	1.45 - 1.66
Plum	CA	50-70	1.23 - 2.56
Grape	CA	18 lbs	1.63 - 2.23
Pears	USA	44 lbs	1.08 - 1.66
Strawberry	CR		1.34 - 1.57

List of Trade Contacts:

Name	Last Name	Office phone	Company
Douglas	Guix	(506) 2216 3700	Hortifruti – Wal*Mart
Karen	Merck	(502) 2421 3800	Grupo Dispersa
Guillermo	Burgos	(503) 2231 3100	Vidaurri