CALIFORNIA KIWIFRUIT COMMISSION
INTERNATIONAL MARKET REPORT
(Central America – February 2nd, 2010)

Current Market Conditions

Guatemala. California is the only origin available of kiwifruit in this market. The situation is very positive for California as this fruit is available in every point of sale at both the traditional and the supermarket sector. At the traditional sector, good volumes are being handled.

El Salvador. During this past fortnight, California stopped being present in this market, mainly because the importers finished the stock they had of this fruit and have not being able to ship any more, as kiwifruit enters in mixed containers, and the importers have not yet found other fruit that can be mixed with kiwifruit.

Honduras. In this market, such as in Guatemala, only California Kiwifruit can be found in this market, nevertheless, its presence is regular. At the supermarket the volumes are still significant, but at the traditional sector, the volumes are very low and only few points of sale continue handling this fruit.

Costa Rica. California has had an important presence in the market, with good volumes and dynamic sales movement. Nevertheless, Italian kiwifruit entered into the market through one of the leading importers and is now available in one of the leading supermarket chains. This origin is offering lower prices, a situation that is affecting California.

Panama. During this last fortnight, California kiwifruit presence in the market became regular as now only some points of sale at the traditional sector are handling this fruit. At the supermarkets the situation is a little better and more chains are handling this fruit.

Exchange Rate:

Costa Rica	US$1= 582 Colons
Guatemala	US$1= 8.34 Quetzals
Honduras	US$1= 19.02 Lempiras
Panama	US$1= 1.00 Balboa

Competition

As mentioned previously the main competitor for California in Central America is Italy, and is only present in Costa Rica. This origin entered through one of the importers and is being moved in only one supermarket chain.

Chilean kiwifruit is present but in very low volumes, and with the product that has been left from the season that just ended.

Quality

California kiwifruit quality is graded as high. The fruit is arriving with good pressure, good color, and without any external problems.

Arrivals

The arrivals of California kiwifruit have presented a decrement, as only few importers in the region are receiving this fruit in mixed containers, with about 3 pallets per container.

Trade Comments

The importers are very pleased with California but there are other origins like Italy that has lower prices and according to the trade, this situation allows them to have better movement in the market.

Prices

Retail Level:

Variety	Origen	Size/Count	Retail Price US$/lb
Hayward	CA	36-39	1.51-2.47

Other	Origin	Size/Count	Retail Price US$
Kiwifruit	Chile	27-33	1.57-2.44
Kiwifruit	Italy	30	1.75-1.93
Apples	USA, Chile, CR, GT	64-198	0.52-2.49
Peach	Chile	19 lbs	1.35-2.72
Nectarine	Chile	19 lbs	1.47-2.71
Plum	Chile	18 kgs	1.15-2.56
Grape	CA, Peru	18,21, 22 lbs	1.51-4.23
Kiwifruit	CA, Chile, Italy	13, 22 lbs	1.49-2.47
Pears	Spain, USA	15, 44 lbs	0.80-2.21
Orange	Chile	56	0.50-3.01
Tangerine	Chile, Peru	22 lbs	0.98-1.72
Cherries	Chile	11,lbs	4.94-6.90
Strawberry	CA, GT, HO		1.32-3.03
Cranberry	USA	11 lbs	1.89-2.64

Wholesale Level:

Variety	Origen	Size/Count	Wholesale Price US$
Hayward	CA	36-39	23.65-31.85

Other	Origin	Size/Count	Wholesale Price US$
Kiwifruit	Italy	30	33.62
Apples	USA, Chile	64-198	21.00-44.24
Peach	Chile	19 lbs	22.00-25.11
Nectarine	Chile	19 lbs	22.00-30.00
Plum	Chile	18 kgs	22.59-26.00
Grape	CA, Peru	18,21, 22 lbs	21.00-38.93
Kiwifruit	CA, Chile, Italy	13, 22 lbs	22.60-31.85
Pears	Spain, USA	15, 44 lbs	22.00-46.37
Orange	Chile	56	25.00-29.91
Cherry	Chile	11,lbs	44.00-48.00
Cranberry	USA	11 lbs	40.00-42.00

Public Markets:

Variety	Origen	Size/Count	Retail Price US$/lb
Hayward	CA	36	1.44-1.60

Other	Origin	Size/Count	Retail Price US$
Kiwifruit	Chile	36	1.18-1.36
Apples	USA, WA, CR	64-198	0.59-1.19
Peach	Chile	19 lbs	1.25-2.01
Nectarine	Chile	19 lbs	1.60-2.01
Plum	Chile	18 kgs	1.60-2.01
Grape	CA, Peru	18,21, 22 lbs	0.90-2.01
Kiwifruit	CA, Chile, Italy	13, 22 lbs	1.22-1.68
Pears	Spain, USA	15, 44 lbs	0.59-1.60
Orange	Chile	56	0.65
Tangerine	Chile, Peru	22 lbs	0.47
Strawberry	CA, GT, HO		1.22-1.19

List of Trade Contacts:

Name	Last Name	Tel.	Company
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