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

Current Market Conditions

Currently the market has significant volumes of kiwifruit from Chile and New Zealand. At the supermarket sector, kiwifruit from these two origins is being display, with only a few points with the *Gold* variety.

At the traditional sector, Chilean kiwifruit can be easily found, being present at most of the different Points of sale.

Competition

As mentioned before, Chile and New Zealand are the two competitors present in the market, with different sizes.

The quality of the green kiwifruit is high, with good pressure, color and flavor. *Gold* kiwifruit is available only in small sizes and its ripening level in some points is very advanced.

Quality

Currently, California is not present in the market.

Arrivals

According to some importers they are still receiving Chilean kiwifruit as the price is low, the availability is as well good and the quality is fair for the price. Nevertheless, some will receive the last loads of Chile and will start receiving from California in some mix containers in the next couple of weeks.

Trade Comments

As mentioned before, the general comment is that the importers will start importing from California in the next upcoming weeks.

Prices

Retail Level:

Variety	Origen	Size/Count	Wholesale Price US$	Retail Price US$/lb
	California			

Other	Origin	Size/Count	Wholesale Price US$	Retail Price US$
Kiwifruit	Chile	22 lbs	24.17-28.08	1.44-2.52
Kiwifruit- Gold	Chile	22 lbs	28.95	1.80
Kiwifruit	New Zeland	22 lbs	23.80-24.37	3.03
Apples	Chile, WA, USA	42 lbs	17.97-41.38	0.79-1.48
Peach	CA, Spain, GT	56-70	22.41-34.48	0.64-1.86
Nectarine	CA, Spain	60-72	22.59-34.48	1.55-2.52
Plum	CA, GT	50-70	23.65-34.48	1.56-3.30
Grape	CA	18 lbs	24.70-29.31	1.63-2.74
Pears	Arg, Spain, CA	44 lbs	18.39-41.38	1.08-1.75
Orange	Peru, USA, Chile	44-72	27.08-29.91	1.29-1.84
Targerine	Chile, Peru	22 lbs	26.86	1.58-1.68
Cherries	USA	15 lbs	51.89	7.03
Apricots	CA	10 M	30.52	3.22
Grapefruit	USA	30-33 lbs		0.83
Strawberry	GT, HO			1.04-1.69

Wholesale Level:

Variety	Origen	Size/Count	Wholesale Price US$	Retail Price US$/lb
	California			

Other	Origin	Size/Count	Wholesale Price US$	Retail Price US$
Kiwifruit	Chile	22 lbs	24.17-28.08	
Kiwifruit - Gold	Chile	22 lbs	28.95	
Kiwifruit	New Zeland	22 lbs	23.80-24.37	
Apples	Chile, WA, USA	42 lbs	17.97-41.38	
Peach	CA, Spain, GT	56-70	22.41-34.48	
Nectarine	CA, Spain	60-72	22.59-34.48	
Plum	CA, GT	50-70	23.65-34.48	
Grape	CA	18 lbs	24.70-29.31	
Pears	Arg, Spain, CA	44 lbs	18.39-41.38	
Orange	Peru, USA, Chile	44-72	27.08-29.91	
Targerine	Chile, Peru	22 lbs	26.86	
Cherries	USA	15 lbs	51.89	
Apricots	CA	10 M	30.52	

Public Markets:

Variety	Origen	Size/Count	Wholesale Price US$	Retail Price US$/lb
	California			

Other	Origin	Size/Count	Wholesale Price US$	Retail Price US$
Kiwifruit	Chile	22 lbs		1.40-1.75
Kiwifruit - Gold	Chile	22 lbs		1.40
Apples	Chile, WA, USA	42 lbs		0.66-1.36
Peach	CA, Spain, GT	56-70		1.22-1.56
Nectarine	CA, Spain	60-72		1.22-1.56
Plum	CA, GT	50-70		1.22-2.15
Grape	CA	18 lbs		1.45-1.95
Pears	Arg, Spain, CA	44 lbs		0.94-1.05
Fresas	GT, HO			1.26-1.36

List of Trade Contacts:

1) Grupo Dispersa - Karen Merck
2) Fruta Internacional - Armando Rojas
3) DIPROM - Marlon Reyes
4) Frutería Vidaurri - Roni Reyes
5) Frutería Vidaurri - Celina Pérez
6) Interfrutd - Jose Ramírez

Activities: