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Table of Contents

	PAGE
-General Summary.....	1
-CONSUMPTION TRENDS.....	2
Fresh Fruit.....	2
Dried Fruit.....	4
-OUTLOOK FOR 1997 & 1998.....	5
-DOMESTIC AND FOREIGN COMPETITION.....	5
-DISTRIBUTION CHANNELS.....	7
-PACKAGING AND LABEL REQUIREMENTS.....	8
-IMPORT REGULATIONS.....	9
-SANITARY REQUIREMENTS FOR PACKAGED DRIED FRUITS.....	10
-TABLES.....	11
-CONTACTS.....	23
Importers.....	23
Supermarkets.....	24
Consultants.....	24
Industrial Norms and Sanitary Regulations.....	24

Report Code: VE9724V AGR Number: VE7010 Page: 1
Agricultural Situation
General Summary

THE VENEZUELAN MARKET FOR FRESH AND DRIED FRUITS

EXECUTIVE SUMMARY

The following report is an overview of the market for fresh, dried, and preserved fruits in Venezuela. Information is based on official production and import data from 1992 to 1996, interviews, and direct market observations. In the

last five years apparent per capita consumption of fresh fruits has grown at a slower pace than the population and consumption of imported fruits is a small fraction of the total. Slack import demand is due to the fact that imported fruits have an image as being costly luxuries, their retail prices are high, and purchasing power in most segments of the population is low due to a recession that began in 1992. Consumption of imported fruits is also negatively affected by deficient merchandising and discontinuity of refrigeration in fruit distribution channels. The principal imported fresh fruits are apples, pears, and grapes. Raisins and prunes are the most widely consumed dried fruits. Their consumption has not varied significantly during this period. Dried fruits are used more as baking and confectionary ingredients than as products for direct consumption. The United States has enjoyed a substantial share of the Venezuelan market for imported fruit but recently Chile and other countries have increased participation extensively. This erosion is due to preferential tariffs provided by bilateral trade agreements, facilitated financing, and improvements in the packing and conservation technology used by competitors. While most fresh imported fruit is marketed by street vendors, consumers prefer to shop at large retail outlets. Hypermarkets and a few supermarket chains are beginning to import directly instead of using traditional importers and distributors to source supplies, but progress along these lines is slow because it has been difficult for these companies to establish business ties with U.S. fruit brokers. Venezuela's government began an economic recovery program in mid-1996 which should bring about some improvement in incomes by late 1997 and 1998. If so, this would provide a better scenario for U.S. fruit imports, especially if trade and technical constraints are overcome.

Report Code: VE9724V
Agricultural Situation
CONSUMPTION TRENDS
Fresh Fruit

AGR Number: VE7010

Page: 2

Fresh Fruit

Consumption of fresh fruit in Venezuela since 1992 has been erratic. The tables at the end of this report show marked annual fluctuations in total and per capita consumption of the fruits most consumed in Venezuela. In the last 5 years, total consumption has increased only 5% while population growth has been about 10%. Slack consumption of fruits and many other foods in Venezuela can be attributed to shifts in economic, agricultural, and trade policies which have eroded purchasing power.

Estimated consumption of fresh fruits in 1996 was roughly 3.2 million metric tons and per capita consumption about 140 kgs. More than 98% of consumption was of locally produced fruits. Domestic fruit production has expanded in the last 5 years mainly because Venezuela has developed fruit export markets in Europe, the Caribbean, Colombia, and the United States. Venezuela has an abundant supply of tropical fruits that are consumed locally either as a fresh product or processed to make juices, preserves, and confectionary products. Local fruits are considered part of the standard Venezuelan diet; a large amount of fresh fruit is used in the average household, cafeterias, and restaurants to prepare juices that substitute for sodas and other beverages. Venezuelans do not, in general, reprocess imported fruits, which are purchased infrequently and are

considered luxury items. Prices of local fruits, however, are not as cheap as they used to be and in some cases even higher than those of imported apples, pears, and other temperate climate fruits.

Consumption of imported fresh fruits is a small fraction of total consumption and has decreased from about 60,000 metric tons in 1992 to about 42,000 in 1996 or more than 20%. Strongest consumption is of apples, pears, and grapes, amounting to close to 2 kgs per capita. Other temperate climate fruits, such as plums, peaches, nectarines, and cherries are less popular and are consumed infrequently by only high income groups.

Declining consumption of imported fruits can be attributed to the deterioration of disposable incomes due to a severe recession of the Venezuelan economy, foreign exchange restrictions from 1994 to 1996, and the higher prices of most imported fruits. In addition, from 1983 to 1988 the Venezuelan government prohibited fruit imports to stimulate local agriculture. Imported fruits could only be purchased on the black market. While before this ban imported fruits

Report Code: VE9724V
Agricultural Situation
CONSUMPTION TRENDS
Fresh Fruit

AGR Number: VE7010

Page: 3

were popular, inexpensive, and common in Venezuela, the prohibition fostered a change in their market image, converting them into a luxurious and exotic food. Although the ban was lifted in early 1989, importers and distributors have taken advantage of this repositioning to overprice imported fruits. In some cases retail margins are as high as 120%.

Apples

Despite several attempts in the past to develop production of tropical apple varieties, Venezuela does not produce apples on a commercial scale. Apples are the most widely consumed imported fruit in Venezuela. The most popular varieties are the Red Delicious, Golden Delicious, and Granny Smiths. Consumption of fresh apples dropped about 20% from 1992 to 1996, from close to 1.5 kgs per capita to an estimated 1.2 kgs in 1996. There is very little industrial processing of apples; they are mostly consumed as a table fruit or used in salads, desserts, and pastries.

Pears

There is no pear production in Venezuela. Consumption of fresh pears has dropped about 50% in the last 5 years, from roughly 0.6 kgs in 1992 to about 0.3 kgs in 1996. Venezuela imports the Bartlett, Anjou, and Bosc pear varieties. As in the case of apples, pears are usually eaten as a table fruit, although the Venezuelan fruit industry uses apple and pear pulp to produce baby foods and pasteurized juices.

Grapes

Venezuela has generated relative strength in grape production for the last 12 to 15 years; however, production decreased considerably in 1966, and today only one-quarter of total consumption is from domestic production. Venezuela has developed a few tropical green and red grape varieties that are much cheaper than imported grapes, but erratic

agricultural policies, financial problems, and marketing complications have discouraged producer groups. Grape consumption has dropped by more than 30% since 1992; per capita consumption has been below 1 kg for the last 5 years. Consumption is strongest during the Christmas season.

Plums

Venezuela does not produce plums. Consumption of plums has decreased to about half of its 1992 level. Plums fall into

Report Code: VE9724V AGR Number: VE7010 Page: 4
Agricultural Situation
 CONSUMPTION TRENDS
 Fresh Fruit

the "very exotic" fruit category in Venezuela and they are generally consumed only by the most affluent groups of the population.

Peaches and Nectarines

Venezuela produces a quite popular and relatively inexpensive "criollo" peach variety called "durazno" which is a small peach the size of an apricot. Domestic production and exports have increased in the last five years. Unfortunately, exact production figures are not available but trade data show exports reached 2,400 metric tons in 1994. Official statistics do not differentiate the "criollo" peach from the larger imported varieties, commonly called "melocotones", thus it is impossible to determine consumption levels of the two different varieties. Peach and nectarine imports decreased from 725 metric tons in 1992 to 500 metric tons in 1995. Again, imported peaches are an exotic and expensive fruit beyond the reach of most Venezuelan consumers due to high retail markups. Prices of imported peaches are double or triple the price of the local "duraznos".

Cherries

Venezuela does not produce fresh cherries. Imported fresh cherries are perhaps one of the most expensive fruits on the market and consumption is strongest during the Christmas season. Per capita consumption of fresh cherries has decreased by nearly 60% since 1992.

Other

Consumption of other imported fruits is marginal. In recent years, fruits such as apricots, kiwi, and quinces have begun to appear on the shelves of specialized fruit stores and upscale supermarkets, catering mostly to foreigners and very high income groups, which comprise less than 10% of the population.

Dried Fruit

Consumption of dried fruits has been relatively stable in the last 5 years. Raisins and prunes are the most widely consumed dried fruits, followed by figs and dates on a much smaller scale. There is no domestic production of these fruits in Venezuela. Raisins and prunes are used to prepare several traditional dishes, and are a standard input in the

Report Code: VE9724V
 Agricultural Situation
 CONSUMPTION TRENDS
 Dried Fruit

AGR Number: VE7010

Page: 5

 baking and confectionary industries. Consumption of raisins and prunes is very strong during the last quarter of the year when they are used to prepare traditional Venezuelan Christmas dishes, such as "hallacas" and "pan de jamon". Annual consumption of dried fruits from 1992 to 1996 has been in the 3,000 to 3,500 metric ton range, with 85% or more of the total being comprised of raisins and prunes. Per capita consumption of dried fruits is roughly 150 grams. Occasionally, dried apples and pears are imported for reprocessing to make baby foods and juice concentrates.

OUTLOOK FOR 1997 & 1998

In April, 1996, the Venezuelan government began an economic recovery program that should result in increased purchasing power in late 1997 and 1998. Food consumption in general should improve as a result of better incomes. Fresh fruit consumption--domestic and imported--will most likely grow at a faster pace than in the last five years, but consumption of imported fruits will continue to be a small fraction of the total unless there are market development efforts to change their "exotic" image and to restore the popular image they once enjoyed, thus forcing importers and retailers to reduce excessive margins. This change would stimulate more reprocessing of imported fruits and expand their utilization in hotels and restaurants, fast food chains, and other downstream industries. Dried fruit consumption is likely to increase in the next few years due to growth that is anticipated in the industrial baking and confectionary sectors.

DOMESTIC AND FOREIGN COMPETITION

Competition from Domestic Fruit

Most temperate-climate imported fruits do not compete directly with domestic production. The case of grapes is an exception, but domestic output of grapes appears to be decreasing. Imported fruits do have strong competition from local tropical fruits. Production of tropical fruits is abundant, retail margins are very high, but final prices to the consumer are usually below those of imported fruits. As explained above, imported fruits are considered luxuries and not essential to the Venezuelan diet. Distribution of tropical fruits is less demanding than that of imported fruits because it requires less refrigeration and storage time. Processors use more tropical fruits than imported ones because of their constant availability and lower cost.

Report Code: VE9724V
 Agricultural Situation

AGR Number: VE7010

Page: 6

DOMESTIC AND FOREIGN COMPETITION

Competition from Imported Fruit

The United States' main competitor in the fresh fruits import market is Chile. The following table shows average 1992-96 market shares for the key group of imported fruits (apples, pears, and grapes):

AVERAGE MARKET SHARE (1992-1995)

Imported Fruit	Chile	U.S.	Others
Apples	51 %	35 %	14 % (France, Spain)
Pears	51 %	43 %	6 % (Argentina, Spain)
Grapes	35 %	56 %	9 % (Colombia)

While the U.S. and Chile traditionally have shared the Venezuelan market on a seasonal basis, Chile has recently developed fresh storage technology that permits exporting throughout the year and a number of U.S. packers have established operations in Chile. With respect to price, Chile has been able to place product in Venezuela at a slightly lower CIF price than the U.S. and additionally has the advantage of duty exemptions granted under bilateral trade agreements while U.S. fruits are subject to a 15% duty. Also, because Chile and Venezuela are members of the Latin America Integration and Development Association (ALADI), in most cases fruit importers can avoid the paperwork and financial requirements that U.S. brokers demand, because the ALADI convention for reciprocal payments and credits provides a mechanism for trade in local currencies through the central banks of member nations. These factors have made Chilean fruit very competitive. Its share of the apple market, for example, grew from 40% in 1992 to more than 70% in 1996, and its share of the grape market increased from 17% to 46% from 1992 to 1995. (See the tables below for more detail.)

Most years, barring crop problems, which can determine differences in supply and prices between northern and southern hemisphere suppliers some years, due to its trade advantages, Chile leads in the dried fruits market. In 1995, Chile had more than 80% of the market for prunes and raisins, versus a U.S. share of 14% and 15%, respectively. In 1992, the U.S. had 78% of the prunes market in Venezuela and 47% of the raisins market. Other suppliers that participate in this market on a smaller scale are France, Spain, and Turkey. (See the attached tables for more detail.)

Report Code: VE9724V AGR Number: VE7010 Page: 7
 Agricultural Situation
 DISTRIBUTION CHANNELS

DISTRIBUTION CHANNELS

Venezuela does not have a railroad system for food distribution. Locally produced fruits are generally trucked in unrefrigerated vehicles from countryside farms and orchards to wholesale markets in major urban centers. In the last few years, a few of the larger supermarket chains and hypermarkets have begun to contract for supplies of fruits and other produce directly and to transport them to their private distribution centers.

Ocean transportation is the most common way that fruits are imported into Venezuela. Air transportation is only used occasionally to import fruits with shorter shelf life, such as cherries and apricots. About 95% of imported fruits enter the country through the port of La Guaira, located about an hour's drive from Caracas, where close to 25% of the country's population live. Product is trucked in unrefrigerated vehicles to refrigerated storage at Tazon,

which is a central storage and distribution facility. From Tazon fruit is transported in unrefrigerated trucks to major wholesale markets in Caracas and other cities in the interior of Venezuela. The largest municipal wholesale markets in the country are the Coche Wholesale Market in Caracas and Mercabar in Barquisimeto from which imported fruit is distributed to other areas of the country. Refrigeration is deficient at both of these centers. Fruit importers lease space at these markets and tightly control the supply of fresh fruit to the retail sector. The majority are specialized in the fruit business and rarely market other foods.

Retail marketing channels for imported fruit can be ranked according to market share as follows:

MARKET SHARE

Rank	Type of Store	Market Share
1.	Itinerant street vendors and roadside stands	60%
2.	Hypermarkets and supermarket chains	20%
3.	Grocery shops, fruit stores and other	20%

The lack of continuity in refrigeration throughout the Venezuelan fruit marketing system and inefficient merchandising by street vendors and in many stores and supermarkets contribute to major product losses in the

Report Code: VE9724V AGR Number: VE7010 Page: 8
 Agricultural Situation
 DISTRIBUTION CHANNELS

distribution channels. Bruised and partially deteriorated fruit is usually not reprocessed but wasted.

In the last two years, hypermarkets and a few of the larger supermarket chains have attempted to import directly in order to bypass the monopoly control that the traditional fruit importers have on the market. Importing directly from the United States has been cumbersome for these companies. Some U.S. exporters have been reluctant to offer financing and require excessive paperwork to complete transactions because in the past some U.S. suppliers had difficulty collecting payment from Venezuelan fruit importers. U.S. share could increase with more direct marketing between suppliers and the larger buyers of the Venezuelan retail sector.

Distribution channels for dried fruits are similar to those of the fresh fruit market but are not as strictly dependent on refrigeration. The major distinction is that dried fruit importers handle a broad variety of products in addition to fruits and their largest clients are industries for further processing. Only a small portion of imports go to retail outlets and dried fruits are not marketed by street vendors. The hypermarkets and large supermarket chains are attempting to import directly, especially for the high-demand season before Christmas, but when trying to do so from the United States they have encountered the same obstacles as those described above in connection with fresh fruits.

PACKAGING AND LABEL REQUIREMENTS

There are no official regulations which apply to labeling or packaging either fresh fruits or bulk imports of dried fruits. However, fresh and dried fruit exporters and importers should consult the Venezuelan Industrial Norms Committee (COVENIN) regulations concerning the general guidelines and testing protocols for fruits and foods before doing business in Venezuela. COVENIN norm # 1834-81 covers general concepts and terminology related to fresh fruits (definitions, maturity, quality, fresh fruit, healthy fruit, typical color, variety, etc.).

In the case of packaged dried fruits, labeling information must indicate a descriptive name of the product, and its classification according to fruit format (e.g., whole, chopped, sliced, etc.) and packing media. For example: "Vacuum packed seedless prunes". All information must be presented in Spanish (although other languages can also be on the label), show manufacture and expiration dates, list

Report Code: VE9724V AGR Number: VE7010 Page: 9
 Agricultural Situation
 PACKAGING AND LABEL REQUIREMENTS

 all ingredients according to their concentration in decreasing order, indicate the net weight content of the product expressed in metric units, and have information regarding special handling requirements. The label must also have the name of the importer and a trademark registration number issued by the Ministry of Health and Social Assistance.

For more detailed labeling information, exporters and importers should consult COVENIN norms # 2952-92 and # 1338-86, which cover processed food labeling and sampling norms. COVENIN contact information is included in the last section of this report.

IMPORT REGULATIONS

Import Taxes and Restrictions: Imports of fresh and dried fruits from countries that are not parties to the Andean Pact agreement are subject to a 15% ad valorem duty. Fruit imports from Andean Pact countries (Colombia, Ecuador & Peru) are duty-free. In addition, there are the following advantages for trade between Venezuela, Chile and Argentina stemming from bilateral and multilateral agreements:

TRADE PREFERENCES

Class of imported fruit	Origin	Ad valorem Duty	Duty Advantage
Fresh fruit (all)	Chile	2.00 %	13.00 %
Dried Apples	Argentina	9.75	5.25
	Chile	0.00	15.00
Dried Apricots	Argentina	10.50	4.50
	Chile	0.00	15.00
Dried Pears	Argentina	10.50	4.50
	Chile	0.00	15.00
Prunes	Argentina	10.50	4.50
	Chile	0.00	15.00
Raisins	Chile	2.00	13.00
Other Dried	Chile	0.00	15.00

Importers require an official sanitary certificate from the country of origin and a Venezuelan sanitary permit issued by the Ministry of Health and Social Assistance. Fresh fruit imports also require a phytosanitary permit from the Venezuelan Ministry of Agriculture.

Report Code: VE9724V AGR Number: VE7010 Page: 10
 Agricultural Situation
 SANITARY REQUIREMENTS FOR PACKAGED DRIED FRUITS

 SANITARY REQUIREMENTS FOR PACKAGED DRIED FRUITS

Consumer-ready imported dried fruits need a registration number from the Ministry of Health and Social Assistance before they can be sold to the public. The registration process takes three or more months, involves a lot of red tape and follow-up, and is usually undertaken by the importer. There are no specific sanitary requirements for fresh fruits.

Report Code: VE9724V AGR Number: VE7010 Page: 11
 Agricultural Situation
 TABLES

 Table 1. FRESH APPLES: PER CAPITA CONSUMPTION

	1992	1993	1994	1995	1996*
Production (mt)	0	0	0	0	0
Imports (mt)	30152	29259	20386	24156	5850
Exports (mt)	46	13	337	94	0
Net Supply(mt)	30106	29246	20049	24062	5850
Population (million)	20.4	20.9	21.4	21.8	22.3
P/C Consumption (kgs)	1.48	1.40	0.94	1.10	0.26

* Jan-Jun

Source: Central Statistics Office (OCEI); Central Bank (BCV); Ministry of Agriculture (MAC)

 Table 2. FRESH APPLES: IMPORT DATA (MT & \$000)

		1992	1993	1994	1995	1996*
Chile	Volume	12091	15293	9093	16412	5195
	Share %	40%	52%	45%	68%	89%
	Value CIF	2854	5355	4663	10068	3476
	Avg \$/mt	236	350	513	613	669
France	Volume	2802	4243	1612	192	107
	Share %	9%	15%	8%	1%	2%
	Value CIF	1140	2204	1048	128	86
	Avg \$/mt	407	519	650	667	804
Spain	Volume	3088	1888	0	0	0
	Share %	10%	6%	n/a	n/a	n/a
	Value CIF	952	119	0	0	0
	Avg \$/mt	308	63	n/a	n/a	n/a
U.S.	Volume	11288	7603	9537	7476	548
	Share %	37%	26%	47%	31%	9%
	Value CIF	3986	3507	5037	4544	406
	Avg \$/mt	353	461	528	608	741

Others	Volume	883	232	144	76	0
	Value CIF	501	98	105	51	0
TOTAL	Volume	30152	29259	20386	24156	5850
TOTAL	Value CIF	9433	11283	10853	14791	3968

* Jan-Jun

Source: OCEI, BCV, MAC

Report Code: VE9724V
 Agricultural Situation
 TABLES

AGR Number: VE7010

Page: 12

Table 3. FRESH APRICOTS: IMPORTS, 1992-1996 (MT & \$000)

		1992	1993	1994	1995	1996*
Chile	Volume	11	1	1	7	10
	Share %	30%	5%	25%	100%	100%
	Value CIF	12	1	2	11	10
	Avg \$/mt	1091	1000	2000	1571	1000
Colombia	Volume	2	0	1	0	0
	Share %	5%	25%	n/a	n/a	n/a
	Value CIF	2	0	2	0	0
	Avg \$/mt	1000	2000	n/a	n/a	n/a
France	Volume	19	0	0	0	0
	Share %	51%	n/a	n/a	n/a	n/a
	Value CIF	13	0	0	0	0
	Avg \$/mt	684	n/a	n/a	n/a	n/a
U.S.	Volume	4	19	1	0	0
	Share %	11%	95%	25%	n/a	n/a
	Value CIF	4	27	2	0	0
	Avg \$/mt	1000	1421	2000	n/a	n/a
Others	Volume	1	0	1	0	0
	Value CIF	2	0	2	0	0
TOTAL	Volume	37	20	4	7	10
TOTAL	Value	33	28	8	11	10

* Jan-Jun

Source: OCEI, BCV, MAC

Table 4. FRESH CHERRIES: PER CAPITA CONSUMPTION, 1992-1996

	1992	1993	1994	1995	1996*
Production (mt)	0	0	0	0	0
Imports (mt)	180	69	74	72	0
Exports (mt)	0	0	0	0	0
Net Supply (mt)	180	69	74	72	0
Population (million)	20.4	20.9	21.4	21.8	22.3
P/C Consumption (kgs)	0.009	0.003	0.003	0.003	0

* Jan-Jun

Source: OCEI, BCV, MAC

Report Code: VE9724V

AGR Number: VE7010

Page: 13

Agricultural Situation
TABLES

Table 5. FRESH CHERRIES: IMPORTS, 1992-1996 (MT & \$000)

		1992	1993	1994	1995	1996*
Chile	Volume	58	37	60	26	0
	Share %	32%	54%	81%	36%	n/a
	Value CIF	126	95	147	80	0
	Avg \$/mt	2172	2568	2450	3077	n/a
Italy	Volume	21	0	0	0	0
	Share %	12%	n/a	n/a	n/a	n/a
	Value CIF	10	0	0	0	0
	Avg \$/mt	476	n/a	n/a	n/a	n/a
U.S.	Volume	96	32	14	46	0
	Share %	53%	46%	19%	64%	n/a
	Value CIF	108	77	34	44	0
	Avg \$/mt	1125	2406	2429	957	n/a
Others	Volume	5	0	0	0	0
	Value CIF	11	0	0	0	0
TOTAL	Volume	180	69	74	72	0
TOTAL	Value	255	172	181	124	0

* Jan-Jun

Source: OCEI, BCV, MAC

Table 6. FRESH GRAPES: PER CAPITA CONSUMPTION

	1992	1993	1994	1995	1996*
Production (mt)	13035	11889	12456	10926	10450
Imports (mt)	4380	3897	2390	3144	1060
Exports (mt)	85	66	195	258	0
Net Supply (mt)	17330	15720	14651	13812	11510
Population (mill'n)	20.4	20.9	21.4	21.8	22.3
P/C Consump'n (kgs)	0.85	0.75	0.68	0.63	0.52

* Jan-Dec

Source: OCEI, BCV, MAC

Report Code: VE9724V
Agricultural Situation
TABLES

AGR Number: VE7010

Page: 14

Table 7. FRESH GRAPES: IMPORTS (MT & \$000)

		1992	1993	1994	1995	1996*
Colombia	Volume	476	343	108	174	72
	Share %	11%	9%	5%	6%	7%
	Value CIF	458	319	109	199	86
	Avg \$/mt	962	930	1009	1144	1194
Chile	Volume	744	1255	1067	1458	931
	Share %	17%	32%	45%	46%	88%
	Value CIF	620	1226	1095	2098	1255
	Avg \$/mt	833	977	1026	1439	1348
U.S.	Volume	3080	2227	1187	1412	51

	Share	70%	57%	50%	45%	5%
	Value CIF	2763	2541	1839	2515	81
	Avg \$/mt	897	1141	1549	1781	1588
Others	Volume	80	72	28	100	6
	Value CIF	18	76	20	149	8
TOTAL	Volume	4380	3897	2390	3144	1060
TOTAL	Value	3859	4162	3063	4961	1430

* Jan-Jun

Table 8. PEACHES & NECTARINES: IMPORT (MT & \$000)

		1992	1993	1994	1995	1996*
Chile	Volume	211	244	245	277	131
	Share %	29%	31%	58%	55%	74%
	Value CIF	104	223	192	331	151
	Avg \$/mt	493	914	784	1195	1153
U.S.	Volume	490	540	170	223	45
	Share %	68%	69%	40%	45%	26%
	Value CIF	352	367	158	314	47
	Avg \$/mt	718	680	929	1408	1044
Others	Volume	24	0	9	0	0
	Value CIF	32	0	9	0	0
TOTAL	Volume	725	784	424	500	176
TOTAL	Value	488	590	359	645	198

* Jan-Jun

Source: OCEI, BCV, MAC

Report Code: VE9724V
Agricultural Situation
TABLES

AGR Number: VE7010

Page: 15

Table 9. FRESH PEARS: PER CAPITA CONSUMPTION

	1992	1993	1994	1995	1996*
Production (mt)	0	0	0	0	0
Imports (mt)	11343	9700	4036	6829	1869
Exports (mt)	5	3	12	8	0
Net Supply (mt)	11338	9697	4024	6821	1869
Population (mill'n)	20.4	20.9	21.4	21.8	22.3
P/C Consum'n (kgs)	0.56	0.46	0.19	0.31	0.08

* Jan-Jun

Source: OCEI, BCV, MAC

Table 10. FRESH PEARS: IMPORTS (MT & \$000)

		1992	1993	1994	1995	1996*
Argentina	Volume	291	1093	0	383	0
	Share %	3%	11%	6%	n/a	n/a
	Value CIF	175	407	0	291	0
	Avg \$/mt	601	372	760	n/a	n/a
Chile	Volume	5191	5232	2045	3552	1846
	Share %	46%	55%	51%	52%	99%

	Val CIF	1344	1986	964	2262	1213
	Avg \$/mt	259	380	471	637	657
Spain	Volume	346	134	0	0	0
	Share %	3%	1%	n/a	n/a	n/a
	Value CIF	30	18	0	0	0
	Avg \$/mt	87	134	n/a	n/a	n/a
U.S.	Volume	5488	3112	1980	2894	23
	Share	48%	33%	49%	42%	1%
	Val CIF	1866	1826	1188	1984	15
	Avg \$/mt	340	587	600	686	652
Others	Volume	27	129	11	0	0
	Value	5	92	2	0	0
TOTAL	Volume	11316	9571	4025	6829	1869
TOTAL	Value	3420	4329	2154	4537	1228

* Jan-Jun

Source: OCEI, BCV, MAC

Report Code: VE9724V
 Agricultural Situation
 TABLES

AGR Number: VE7010

Page: 16

Table 11. FRESH PLUMS: PER CAPITA CONSUMPTION

	1992	1993	1994	1995	1996*
Production (mt)	0	0	0	0	0
Imports (mt)	2244	1661	1160	1158	377
Exports (mt)	122	121	171	36	0
Net Supply (mt)	2122	1540	989	1122	377
Population (mill'n)	20.4	20.9	21.4	21.8	22.3
P/c Consum'n (kgs)	0.10	0.07	0.05	0.05	0.02

* Jan-Jun

Source: OCEI, BCV, MAC

Table 12. FRESH PLUMS: IMPORTS (MT & \$000)

		1992	1993	1994	1995	1996*
Colombia	Volume	78	0	0	0	0
	Share %	3%	n/a	n/a	n/a	n/a
	Value CIF	109	0	0	0	0
	Avg \$/mt	1397	n/a	n/a	n/a	n/a
Chile	Volume	425	722	549	631	332
	Share %	19%	43%	47%	54%	88%
	Value CIF	337	552	448	773	356
	Avg \$/mt	793	765	816	1225	1072
U.S.	Volume	1723	937	570	527	45
	Share %	77%	56%	49%	46%	12%
	Value CIF	986	752	547	962	43
	Avg \$/mt	572	803	960	1825	956
Others	Volume	18	2	41	0	0
	Value CIF	8	1	33	0	0
TOTAL	Volume	2244	1661	1160	1158	377
TOTAL	Value	1440	1305	1028	1735	399

* Jan-Jun

Source: OCEI, BCV, MAC

Report Code: VE9724V
Agricultural Situation
TABLES

AGR Number: VE7010

Page: 17

Table 13. FRESH FRUIT: PER CAPITA CONSUMPTION* (MT)

Tropical	1992	1993	1994	1995	1996**
Banana	1,733,161	1,587,508	1,778,817	1,498,728	1,602,863
Mangos	136,750	121,716	132,671	128,026	123,318
Melons	157,374	231,693	290,834	293,682	342,096
Oranges	435,487	404,613	490,006	583,497	591,566
Papaya	33,192	33,166	51,072	71,152	79,559
Pineapple	82,049	132,652	160,639	162,776	175,246
Other	89,405	97,596	161,126	171,610	166,368
Total	2,667,418	2,608,944	3,065,165	2,909,471	3,081,016
Var.(%)		-2%	17%	-5%	6%
PCC(kg)	130.76	124.83	143.23	133.46	138.16

Temperate	1992	1993	1994	1995	1996**
Apples	30,106	29,246	20,049	24,062	20,000
Apricots***	37	20	5	7	20
Cherries	180	69	74	72	70
Grapes	17,330	15,720	14,651	13,812	14,000
Peaches***	725	784	424	500	350
Pears	11,338	9,697	4,024	6,821	6,000
Plums	2,122	1,540	989	1,122	1,000
Total	61,838	57,076	40,216	46,396	41,440
Var.(%)		-8%	-30%	15%	-11%
PCC(kg)	3.03	2.73	1.88	2.13	1.86

Total	1992	1993	1994	1995	1996**
Fruit	2,729,256	2,666,020	3,105,381	2,955,867	3,122,456
Growth(%)		-2%	16%	-5%	6%
PCC(kg)	133.79	127.56	145.11	135.59	140.02
Var.(%)		-5%	14%	-7%	3%
Pop (mil'n)	20.4	20.9	21.4	21.8	22.3

* Consumption (Production + Imports - Exports = Home + Industrial Use)

** Estimate

*** Included under "other, tropical" in OCEI statistics

Source: OCEI, Estimates

Report Code: VE9724V
Agricultural Situation
TABLES

AGR Number: VE7010

Page: 18

Table 14. DATES: PER CAPITA CONSUMPTION

	1992	1993	1994	1995	1996*
Production (mt)	0	0	0	0	0
Imports (mt)	171	137	261	140	11
Exports (mt)	7	0	120	14	0
Net Supply (mt)	164	137	141	126	11
Population (mil'n)	20.4	20.9	21.4	21.8	22.3

P/C Cons'on(kgs) 0.0080 0.0066 0.0066 0.0058 0.0005

* Jan-Jun

Source: OCEI, BCV, MAC

Table 15. DATES: IMPORTS (MT & \$000)

		1992	1993	1994	1995	1996*
Chile	Volume	36	15	161	69	0
	Share %	21%	11%	62%	49%	n/a
	Value CIF	41	19	163	111	0
	Avg \$/mt	1139	1267	1012	1609	n/a
Spain	Volume	43	15	25	11	0
	Share %	25%	11%	10%	8%	n/a
	Value CIF	110	35	77	32	0
	Avg \$/mt	2558	2333	3080	2909	n/a
U.S.	Volume	63	95	63	37	9
	Share %	37%	69%	24%	26%	82%
	Value CIF	174	285	157	107	27
	Avg \$/mt	2762	3000	2492	2892	3000
Others	Volume	29	12	12	23	2
	Value CIF	26	26	55	60	3
TOTAL	Volume	171	137	261	140	11
TOTAL	Value	351	365	452	310	30

*Jan-June

Source: OCEI, BCV, MAC

Report Code: VE9724V
Agricultural Situation
TABLES

AGR Number: VE7010

Page: 19

Table 16. FIGS: PER CAPITA CONSUMPTION

	1992	1993	1994	1995	1996*
Production (mt)	0	0	0	0	0
Imports (mt)	273	105	301	84	5
Exports (mt)	3	0	7	0	0
Net Supply (mt)	270	105	294	84	5
Population(mil'n)	20.4	20.9	21.4	21.8	22.3
P/C Consum'n(kgs)	0.013	0.005	0.014	0.004	0.000

* Jan-Jun

Source: OCEI, BCV, MAC

Table 17. FIGS: IMPORTS (MT & \$000)

		1992	1993	1994	1995	1996*
Chile	Volume	0	0	146	21	0
	Share %	n/a	n/a	49%	25%	n/a
	Value CIF	0	0	203	18	0
	Avg \$/mt	n/a	n/a	1390	857	n/a
Spain	Volume	125	48	82	63	0
	Share %	46%	46%	27%	75%	n/a
	Value CIF	315	103	204	121	0

	Avg \$/mt	2520	105	2488	1921	n/a
Turkey	Volume	111	57	73	0	5
	Share	41%	54%	24%	n/a	100%
	Value	140	101	116	0	5
	Avg \$/mt	1261	1772	1589	0	1000
U.S.	Volume	37	0	0	0	0
	Share %	14%	n/a	n/a	n/a	n/a
	Value CIF	68	0	0	0	0
	Avg \$/mt	1838	0	0	0	0
Others	Volume	0	0	0	0	0
	Value CIF	0	0	0	0	0
TOTAL	Volume	273	105	301	84	5
TOTAL	Value	523	204	523	139	5

* Jan-Jun

Source: OCEI, BCV, MAC

Report Code: VE9724V AGR Number: VE7010 Page: 20
 Agricultural Situation
 TABLES

Table 18. PRUNES: PER CAPITA CONSUMPTION

	1992	1993	1994	1995	1996*
Production (mt)	0	0	0	0	0
Imports (mt)	1081	510	840	590	210
Exports (mt)	0	0	0	0	0
Net Supply (mt)	1081	510	840	590	210
Population (mil'n)	20.4	20.9	21.4	21.8	22.3
P/C Consum'n (kgs)	0.053	0.024	0.039	0.027	0.009

* Jan-Jun

Source: OCEI, BCV, MAC

Table 19. PRUNES: IMPORTS (MT & \$000)

	1992	1993	1994	1995	1996*	
Chile	Volume	236	216	575	506	173
	Share %	22%	42%	68%	86%	82%
	Value CIF	382	446	1136	1286	450
	Avg \$/mt	1619	2065	1976	2542	2601
Spain	Volume	2	0	22	0	0
	Share %	1%	n/a	3%	n/a	n/a
	Value	5	0	49	0	0
	Avg \$/mt	2500	n/a	2227	n/a	n/a
U.S.	Volume	839	287	242	84	37
	Share %	78%	56%	29%	14%	18%
	Value CIF	1264	643	519	209	79
	Avg \$/mt	1507	2240	2145	2488	2135
Others	Volume	4	7	1	0	0
	Value CIF	10	9	1	0	0
TOTAL	Volume	1081	510	840	590	210
TOTAL	Value	1661	1098	1705	1495	529

* Jan-Jun

Source: OCEI, BCV, MAC

Report Code: VE9724V
Agricultural Situation
TABLES

AGR Number: VE7010

Page: 21

Table 20. RAISINS: PER CAPITA CONSUMPTION

	1992	1993	1994	1995	1996*
Production (mt)	0	0	0	0	0
Imports (mt)	1711	1631	3065	2208	140
Exports (mt)	21	0	0	2	0
Net Supply (mt)	1690	1631	3065	2206	140
Population (mil'n)	20.4	20.9	21.4	21.8	22.3
P/C Consum'n (kgs)	0.083	0.078	0.143	0.101	0.006

* Jan-Jun

Source: OCEI, BCV, MAC

Table 21. RAISINS: IMPORTS (MT & \$000)

		1992	1993	1994	1995	1996*
Chile	Volume	822	845	2192	1856	74
	Share %	48%	52%	72%	84%	53%
	Value CIF	943	923	2459	1699	80
	Avg \$/mt	1147	1092	1122	915	1081
France	Volume	0	0	163	0	0
	Share %	n/a	n/a	5%	n/a	n/a
	Value CIF	0	0	332	0	0
	Avg \$/mt	n/a	n/a	2037	n/a	n/a
Turkey	Volume	54	123	123	0	0
	Share	3%	8%	4%	n/a	n/a
	Value	57	122	103	0	0
	Avg \$/mt	1056	992	837	n/a	n/a
U.S.	Volume	797	609	587	332	66
	Share %	47%	37%	19%	15%	47%
	Value CIF	1376	1157	1201	741	113
	Avg \$/mt	1726	1900	2046	2232	1712
Others	Volume	38	54	0	20	0
	Value CIF	50	84	0	16	0
TOTAL	Volume	1711	1631	3065	2208	140
TOTAL	Value	2426	2286	4095	2456	193

*Jan-Dec

Source: OCEI, BCV, MAC

Report Code: VE9724V
Agricultural Situation
TABLES

AGR Number: VE7010

Page: 22

Table 22. DRIED FRUIT CONSUMPTION* (MT)

	1992	1993	1994	1995	1996**
Dates	164	137	141	126	135
Figs	270	105	294	84	90

Prunes	1081	510	840	590	670
Raisins	1690	1631	3065	2206	2230
Other***	414	261	1335	237	240****
Total (mt)	3619	2644	5675	3243	3365
Var. (%)		-27%	115%	-43%	4%
PCC(kg)	0.177	0.127	0.265	0.149	0.151
Pop (mil'n)	20.4	20.9	21.4	21.8	22.3

Notes :

* Consumption (Production + Imports - Exports = Home + Industrial Use)

** Estimate

*** Includes dried apricots, apples, pears, cherries, peaches and dried fruit mixes

**** Includes 1,165 mt imports of dried pears (48% U.S., 52% Chile)

Source: OCEI; estimates

Report Code: VE9724V
Agricultural Situation
CONTACTS

AGR Number: VE7010

Page: 23

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Report Code: VE9724V AGR Number: VE7010 Page: 24
Agricultural Situation
CONTACTS
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Supermarkets

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END OF REPORT

 [Return to Search Page](#)

FAS Home Index Search E-Mail Other Links USDA