



ATTACHE QUERY DETAIL

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Report Title: Fresh Deciduous Fruit
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PRODUCTION:

The area planted to peaches and nectarines in Japan has been in a steady downward trend (2.5% to 3.5% annually) for over a decade. The total fruit-bearing area in 1995, at 11,100 hectares (HA), represents a further decline of 400 HA from the previous year. Most peaches produced in Japan are white peaches which are very juicy but easily bruised. Consequently, they require more intensive labor input than other deciduous fruit grown in Japan. This exacerbates an already severe labor shortage, particularly of young workers, contributing heavily to the steady decline in peach orchard area.

Japanese production of peaches and nectarines has also trended downward gradually in recent years. Total production in 1995 stood at 162,900 metric tons (MT), down approximately 6.5 percent from the previous year. Japan's major peach growing areas are Yamanashi (26% of total), Fukushima (16%) and Nagano (12%) Prefectures. Japanese production of yellow peaches and nectarines is very small.

CONSUMPTION:

Like the trend in production, Japanese consumption of fresh peaches and nectarines has been falling. The majority of Japanese peaches and nectarines are consumed fresh (76% to 78%), with the rest used for processing (10% to 12% for juice/nectar; and 12% for canning).

TRADE:

While Japan continues to prohibit imports of fresh peaches from the U.S. for plant quarantine reasons, entry into Japan for certain varieties of U.S.-produced nectarines has been permitted since 1988. Ten varieties are currently permitted under special plant quarantine procedures (US-Japan bilateral protocol). Under this procedure, a small quantity of U.S. fresh nectarines were imported in 1988 and 1989, but no shipments occurred in the last six seasons.

According to Japanese importers, the lack of consumer awareness about U.S. nectarines and the relatively high import prices for the product are the primary reasons that trade has not been established. New Zealand also gained MAFF approval for export of nectarines to Japan in 1989. However, for similar reasons, imports of New Zealand nectarines have been nil.

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 POLICY:

There are no outstanding issues for fresh nectarines other than the agreed upon PQ procedures. Imports of fresh peaches from the U.S. are prohibited due to codling moth. The current import duty on fresh peaches and nectarines (HS code: 0809.30-000) is 9.3 percent, CIF basis.

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 Global Economic Data Exchange System
 Commodity: Fresh Peaches & Nectarines (0579309) (HA) (MT)
 Beg. Month/Year of Marketing Year:

	01/92 1992	01/93 1993	01/94 1994	01/95 1995	01/96 Forecast 96
Area Planted	13,300	12,900	12,500	12,100	11,700
Area Harvested	12,100	11,800	11,500	11,100	10,700
Commercial Production	173,800	159,300	161,400	150,500	144,000
Non-Comm. Production	13,700	13,700	12,900	12,400	12,000
TOTAL Production	187,500	173,000	174,300	162,900	156,000
TOTAL Imports	0	0	0	0	0
TOTAL SUPPLY	187,500	173,000	174,300	162,900	156,000
Domestic Fresh Consump	147,500	137,000	139,300	129,900	124,000
Exports, Fresh Only	0	0	0	0	0
For Processing	40,000	36,000	35,000	33,000	32,000
Withdrawal From Market	0	0	0	0	0
TOTAL UTILIZATION	187,500	173,000	174,300	162,900	156,000
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