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KIWIFRUIT REPORT
General Summary

Although Chile's kiwi area continued to fall, output reached a new record of 154,000 tons in 1997 as a result of having still some orchards at incremental stages of production. Production is expected to level off in 1998 as plantings reach mature yield stages. Output will likely stabilize at about 154,000 tons, over 24 percent of which will be exported.

Exports in 1998 are expected to be down due to an increase competition in the U.S., Chile's single largest market together with no increases in the newly developed markets in Asia. Since the Congress has still not passed a mandatory quality standard proposal, voluntary standards will still be in effect for 1997.

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 KIWIFRUIT REPORT
 PS&D TABLE

 Commodity Name: KIWIFRUIT

Beg. of Marketing Year:	(HA)		(K TREES)		(MT)	
	01/96	01/97	01/97	01/98	01/98	01/98
	Rev.	1996	Prel.	1997	Forec.	1998
	OLD	NEW	OLD	NEW	OLD	NEW
Bearing Area	9500	9500	8511	7409	0	7419
Non-Bearing Area	45	45	0	40	0	30
Total Area Planted	9545	9545	8511	7449	0	7449
Total Area Harvested	9500	9500	8511	7409	0	7419
TOTAL Production	153000	153000	152400	154000	0	154000
Imports	0	0	0	0	0	0
TOTAL SUPPLY	153000	153000	152400	154000	0	154000
Exports	119000	120000	122000	116000	0	114000
Domestic Consumption	34000	33000	35000	38000	0	40000
TOTAL DISTRIBUTION	153000	153000	152400	154000	0	154000

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 KIWIFRUIT REPORT
 Trade Matrix 1996

 Kiwifruit

Units: METRIC TONS

Exports for 1996 to:		Imports for 1996 from:	
-U.S.	33527	-U.S.	
-Other:		-Other:	
Brazil	18891		
Argentina	17155		
Netherlands	16321		
Italy	10381		
Spain	7124		
Japan	3600		
Belgium	2688		
Portugal	2505		
Uruguay	1326		
Greece	798		
Total of others	80835	Total of others	_____
Others not listed	5541	Others not listed	
GRAND TOTAL	119903	GRAND TOTAL	_____

Trade Matrix 1997

Kiwifruit

Units: METRIC TONS

Exports for 1997 to:		Imports for 1997 from:	
-U.S.	28073	-U.S.	
-Other:		-Other:	
Netherlands	15916		
Argentina	14847		
Brazil	13536		
Italy	12140		
Spain	9729		
Japan	3524		
Belgium	2857		
So. Korea	2578		
Uruguay	1485		
France	1176		

Total of others 77834
 Others not listed 9208

Total of others
 Others not listed

GRAND TOTAL 115115

GRAND TOTAL

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 KIWIFRUIT REPORT
 PRODUCTION

 General:

Although Chile's kiwi production reached another record level output in 1997, it resulted smaller than previously expected due to a larger decline in planted area together with the effect of a drought which hit most fresh fruit production areas in 1997. The small increase in output was because there are still some planted area in the incremental stage of production. No further increases in production are expected for 1998 and the years after. Chile's kiwi production is expected to level off this year. Of the total production, over 24 percent is normally exported.

The explosive growth in world kiwi production together with improved storage facilities, which have allowed kiwi sales in the northern and southern hemispheres to overlap, have led to a continued deterioration of export prices and a serious fall in economic returns for most kiwi producers in Chile.

The Hayward variety is the major commercial kiwi variety planted in Chile. Chile's kiwi harvest starts the last days of March and lasts through the end of April or the beginning of May.

CROP AREA

Since 1993, kiwi planted area has fallen close to 40 percent. Negative economic returns for most marginal kiwi producers during the last three years have led to a continued reduction in planted area. Planted area is expected to level off at about 7,240 hectares.

In Chile, kiwis are planted for commercial purposes from Region Five (Los Andes-San Felipe) to Region Eight (Chillan). Around 24 percent are planted in Regions Six and Seven, which are considered to be the premier producing areas due to the excellent availability and quality of water supplies and good soil and climatic conditions.

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 CROP AREA

 CHILE: KIWI PLANTED AREA AND PRODUCTION

Years	Planted Area (Ha)	Production (MT)	Exports (MT)
1982	91	120	22
1984	800	200	168
1986	3,450	1,100	865
1987	6,200	4,300	2,811
1988	8,885	12,000	8,297
1989	11,810	25,240	13,310
1990	12,050	45,000	24,113
1991	12,260	60,000	42,299

1992	12,560	100,000	66,410
1993	12,724	111,000	75,175
1994	11,500	115,500	80,000
1995	10,040	144,000	111,000
1996	9,500	153,000	119,000
1997 1/	7,449	154,000	116,000
1998 2/	7,449	154,000	114,000

1/ Preliminary data.

2/ Forecasted data.

INPUTS

All of Chile's kiwi planted area is irrigated and a large percentage employs either drip or micro-jet irrigation systems. In areas where frost is a major factor, most producers have installed sprinkler irrigation systems to control frost.

YIELDS

The national average yield per hectare close to 21 tons per hectare. Commercial output normally starts at the fourth year after planting and full production occurs in the seventh year. Although yields in some small orchards have been as high as 25 MT per hectare, a lack of optimum orchard management and inadequate fruit quality control are the principal obstacles toward higher yields.

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KIWIFRUIT REPORT

CONSUMPTION

 There are no official statistics on kiwi production and/or consumption. Consumption is derived from the estimates for production and known exports. In the past, Chile's kiwi production was almost exclusively targetted for the export market. However, the tremendous expansion in output in Chile and competitor countries, and small increases in world consumption have led producers to strengthen quality controls for kiwi exports. This has resulted in increasing amounts of fruit available for the domestic market.

Utilization of kiwifruits for processing is limited. Only small amounts are processed since kiwi juice, pulp and canned kiwis have so far shown little acceptance in domestic or export markets.

STOCKS

Both exports and domestic utilization of kiwis have been enhanced by the development of controlled atmosphere cold storage facilities, which have permitted the continual extension of shelf-life. As a result, kiwis are now available about nine months per year in Chile.

The bulk of Chile's kiwi exports normally begins during the last week of March and lasts through September. However, improved technology in storage facilities has allowed the export season to extend through November. End of the season exports are mainly sold to Latin American countries.

TRADE

Chile kiwi producers expect to increase exports to the European Community in 1998 to offset the expected fall of exports to the United States. Europe's last harvest resulted smaller than previously estimated, due to hail and frost which affected kiwi production severely in Italy and France last year. Chile will face increased competition in the U.S. market as the countervailing duties, imposed on New Zealand due to dumping, ended last season. Due to expected smaller exports to the United States, and no increases in exports to the newly developing markets in Asia a slight fall in total exports in 1998 is projected.

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KIWIFRUIT REPORT
TRADE

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In April 1997 Chile's plant protection service approved the import of kiwis from California thereby removing a quarantine barrier to U.S. exports.

However, as of this report there have been no reported sales.

MARKETING

Chilean producers and exporters continue to target their efforts toward increased consumption in principal export markets with the voluntary quality control program. Chile's kiwi producers and exporters are subject to a quality control program similar to the system in effect for most deciduous fruit. In the absence of mandatory quality controls, Chilean fruit exporters have concentrated their efforts on boosting promotional campaigns and diversifying export markets.

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