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KIWIFRUIT REPORT
 General Summary

Production of kiwifruit in 1996 has been revised upwards to 55,660 MT, an all time record. The crop was favored by abundant rainfall and the relative mild temperatures during the growing season leading to higher yields than expected at the time of the last report.

The 1997 crop is presently forecast at about 48,000 Mt, reduced from 1996 because of late spring frosts. The quality and size of the fruit this year is good due to the smaller number of fruit carried by the trees.

The reduced supply led 1997 prices to range between 120 and 130 drs/kg compared to 60 to 80 drs/kg in 1996. Competition from the other Mediterranean countries, mainly Italy and Spain, continues with imports of about 1,700 to 1,800 MT annually are expected to continue. Exports for 1997 are

forecast at just over 31,000 MT and may reach up to 35,000 MT and even higher in the next several years as production is expected to exceed 60,000 MT when all trees will reach the full bearing stage. About 55 percent of Greek exports are channeled annually to EU destinations with the balance going mainly to Eastern Europe and Turkey. Through early December about 9,000 MT of the 1997 crop have been exported and the balance of the crop is held under cold storage.

PRODUCTION

General

The total kiwifruit production figures for both 1995 and 1996 shown in last year's report GR-7002 of Jan. 15, 1996 have been revised based on final production figures. The 1997 kiwifruit crop was adversely influenced by late spring frosts and is presently forecast at about 48,000 MT. Harvesting began on October 12 in the major producing area of Pieria and was finished on November 5, 1997. The frosts caused each tree to bear fewer fruit, resulting in a higher quality crop with larger fruit. Estimates and information included in this report are based on field travel observations and extensive discussions with MOA staff and field personnel as well as the Agricultural Bank, growers and shippers.

Crop Area

The MOA has revised slightly upwards the kiwifruit acreage

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to 4,040 hectares. This acreage is not expected to increase any further since during the last few years profits were considered marginal by growers and serious problems in marketing the product were encountered by the shippers.

Inputs

Our report GR-6003 of Jan. 15, 1996 covered in detail this subject and no changes have taken place since. It is worth noting however that production costs continue to increase from year to year. The Agricultural Bank makes cost of production studies every other year. Items from the last report, covering the 1995 cost of production season, were given in our last year's report GR-7002 of Jan. 15, 1997. Farm labor cost increased in 1997 an estimated 5.5 to 5.9 percent.

Yields

The average yield of kiwifruit in 1996 is presently estimated at 13,8 MT/ha influenced by the favorable weather conditions that prevailed during that year as against the revised 1995 yield of 8,7 MT/ha. Present indications are that the 1997 yield will be considerably lower than that of 1996 and will average close to 10,4 MT/ha.

Crop Quality

The quality of the fruit harvested in 1997 was very good but the percentage of deformed and flat fruit was larger than normal. Based on EU Reg. No 410/90 dated Feb. 16, 1990 that

sets quality standards for kiwifruit the MOA issued a circular that set the minimum Brix content for fruit to be kept under cold storage at 6.2 degrees. Fruit that is to be marketed either in the domestic market or exported the minimum level of maturity of the fruit is to be 7.5 degrees Brix. No major attacks by pests and diseases were observed this year.

Production Policy

The mean weighted average grower price for kiwifruit for the three years 1994, 1995 and 1996 were according to MOA 97.29, 119.80 and 91.52 drs/kg respectively. It should be noted that the 1996 price was one of the lowest in recent years due to the larger volume produced and the strong competition in the European market by Italian and French fruit. Grower prices in the Pieria district ranged from 120 to 130 drs/kg while in the Arta district they ranged from 100 to 160 drs/kg. No price supports are available for kiwifruit and no

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PRODUCTION

subsidized credit is offered. No programs encouraging the promotion and cultivation of kiwifruit are presently in effect.

CONSUMPTION

An analysis of total domestic kiwifruit consumption during the last two years as compared to forecast figures for this year are given in the following table.

	1995/96	1996/97	1997/98
	Metric Tons		
Fresh Consumption	13,000	14,000	15,000
Farm Use	350	550	480
Processed	NA	NA	NA
Waste and Losses	2,054	11,655	9,320
Total Dom Consumption	15,404	16,205	24,800

Based on the above analysis, the per capita annual fresh kiwifruit consumption is estimated at between 1.3 to 1.5 kgs. Utilization of kiwifruit for industrial or other uses (i.e. canned, frozen, juices and jams) continues to be minimal with little prospect for increases in the future. A total of 1,556 MT of kiwifruit was imported during the first nine calendar months (Jan. through Sept.) of 1996 while 1996 calendar year imports totaled 1,749 MT. The fruit from New Zealand comes basically through Holland while the larger volume comes directly from Chile. The imported fruit, which has a very good appearance and high quality, receives premium prices in the market. The 1996 (Jan.-Dec.) CIF prices for imported fruit originating in New Zealand averaged 343 drs/kg while imported fruit from Chile averaged 269 drs/kg. The wholesale prices for imported kiwifruit in the Athens Central Market Jan. through Nov. 1997 ranged from 300 to 650 drs/kg. and averaged about 450 drs/kg. Domestically grown fruit in the Athens Central Market for the 1996 crop fluctuated from 160 to 320 drs/kg and averaged about 225 drs/kg. At present the price in the Athens Central Market for the 1997 ranges from 230 to 350 drs/kg.

STOCKS

As of early December a total of over 30,000 MT of kiwifruit

from this year's crop was available for export and for the domestic market. Of this total volume, less than 5,000 MT are in the hands of cooperatives with the balance in the hands of shippers/exporters/ merchants all held under cold storage. The Government does not own any stocks. It is expected that about 15,000 MT of these stocks will be exported and the balance sold in the domestic market

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throughout the MY until the 1998 crop comes in. About 5% of the total will be lost to damage from moisture.

TRADE

The total volume of kiwifruit exported during CY 1996 totaled 29,794 MT as compared to 22,566 MT exported during CY 1995. Comparable 1996 and 1995 CY import trade data are 1,749 and 1,227 MT respectively. Export/import data for the nine month period Jan. through Sept 1996 totaled 5,293 and 1,556 MT respectively. Exports of kiwifruit from the 1997 crop through early December total about 9,000 MT of which over 55 percent were exported to EU destinations. Based on data available through the NSS, kiwifruit FOB export prices for the 1996 CY averaged as follows:

Country	Drs/kg	Country	Drs/kg
France	179.30	Poland	114.40
Belg. - Lux.	177.40	Czech Republic	150.80
Holland	134.63	Russia	151.40
Germany	58.65	Turkey	164.00
Spain	184.00	Canada	122.38
EU average	88.42	Third Countries ave.	142.60

Grand Total average 110.60

It is worth noting that a total of 157 MT were exported to the U.S. during the 1996 CY and the average FOB price for these exports was 223.23 drs/kg. The above prices are based on the total FOB value divided by the total tonnage as carried by the NSS. No import duties are levied on trade within EU countries however a value added tax (VAT) of 8 percent (CIF value) is levied on all imports including those originating from EU countries. Import duties levied on imports from third countries for the period Nov. 16, 1997 through Dec. 31, 1997 is 9.9 percent ad valorem. This represents an annual drop of 0.5 percent of the duty levied. Prices of kiwifruit in the Munich market, which is considered a low price market, in late November were as follows:

Paper trays of 3.3 to 3.4 kgs gross weight (3.0 to 3.2 kgs net).

a.	23-27	kiwifruit	6.0 - 7.0 DM per Tray
b.	30-33	kiwifruit	5.6 - 6.3 DM per Tray
c.	36	kiwifruit	5.3 - 6.0 DM per Tray
d.	39	kiwifruit	4.5 - 5.5 DM per Tray

Paper trays of 5 kgs net weight.

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TRADE

a. 60-65 kiwifruit 9.5 - 12.5 DM per Tray

The rate of exchange early December 1997 for DM to Drachmas is about 157 Drs. The rate of exchange of US Dollars to Drachmas is given at the end of this report.

MARKETING

As mentioned in past reports there are practically no market development activities at present and no promotional material is available. During the summer and early fall when domestic supplies are limited, or non existent, imports increase to fill the gap. The bulk of these imports comes from Chile and from New Zealand (through Holland) as well as from Italy and France.

Cold storage, packing houses and distribution facilities are considered to be adequate. The possibilities to introduce U.S. kiwifruit in the Greek market continue to be limited.

POLICY

A phytosanitary inspection certificate is required on all arriving lots. This is the only non tariff barrier in existence. No product development work is presently being carried out and no export trade agreements / programs are in effect or are being considered for kiwifruit.

Exchange Rates

1994	\$1.00 U.S. = 242.37 Drachmas
1995	\$1.00 U.S. = 231.65 Drachmas
1996	\$1.00 U.S. = 240.62 Drachmas
1997	\$1.00 U.S. = 272.74 Drachmas

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Kiwifruit

Global Economic Data Exchange System							
Commodity: Kiwifruit (0579500) (HECTARES) (METRIC TONS)							
Beg. Month/Year of Marketing Year:	10 / 95		10 / 96		10 / 97		
GREECE	Revised 1995		Prelim 1996		Forecast 1997		
	Old	New	Old	New	Old	New	
Bearing Area	4000	4040	4000	4040	0	4040	
Non-Bearing Area	0	0	0	0	0	0	
TOTAL Area Planted	4000	4040	4000	4040	0	4040	
TOTAL Area Harvested	4000	4040	4000	4040	0	4040	
TOTAL Production	40650	35000	50000	55660	0	48000	
Imports	1000	1672	1000	1800	0	1800	
TOTAL SUPPLY	41650	36672	51000	57460	0	49800	
Exports	20100	21268	22000	31255	0	25000	
Domestic Consumption	21550	15404	29000	26205	0	24800	
TOTAL DISTRIBUTION	41650	36672	51000	57460	0	49800	

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Kiwifruit

Trade Matrix
Kiwifruit Units: Metric Tons

Exports for 1996 to:		Imports for 1996 from:	
-U.S.	157	-U.S.	
-Other		-Other	
France	1,051	France	83
Holland	2,430	Holland	553
Germany	12,542	Italy	101
Other EU	1,586	Germany	48
X Subtotal EU	17,609	Spain	26
Canada	405	Other EU	27
Poland	1,257	X Subtotal EU	838
Czechia	1,317	Chile	724
Russia	1,890	Australia	187
FYROM	1,462		
	-----		-----
Total of Others	23,940	Total of Others	1,749
Others not listed	5,697	Others not listed	
	-----		-----
Grand Total	29,794	Grand Total	1,749

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