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General Summary

The French kiwi sector is very stable. Commercial domestic production and consumption remained stable at 60,000 MT and 49,000 MT in 1995, 1996, and 1997, respectively.

In 1996/97, France remained an importer of kiwis, with 26,625 MT imported mainly from Italy and New Zealand, and 20,427 MT exported mainly to Spain and Germany.

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Note: The average exchange rates were the following:

1995 1 USD = 4.99 FF

1996 1 USD = 5.10 FF

1997 1 USD = 5.83 FF

(11 months)

Acronyms used in this report are the following:

BIK: French Kiwi Board

INTERFEL: French Fruits and Vegetable Inter-Professional Organization

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 Product Supply and Distribution Table, Kiwi Fruit
 (Hectares, 1,000 trees, Metric Tons)
 (MY October/September)

	1995/96		1996/97		1997/98
	Old	New	Old	New	New
Area Plntd	4,630	4,630	4,500	4,370	4,200
Area Hrvstd	4,440	4,440	4,200	4,260	4,000
Nb of Trees	2,000	2,000	1,900	1,900	1,800
Com. Prod.	60,000	60,000	60,000	60,000	60,000
Nn Com. Pr	17,500	14,525	17,000	12,172	12,000
Tot. Prod.	77,500	74,525	77,000	72,172	72,000
EU Imports	13,273	13,273	13,000	14,766	13,000
Other Impts	14,944	14,944	15,000	11,859	13,000
Tot. Impts	28,217	28,217	28,000	26,625	26,000
TOT. SUPPLY	105,717	102,742	105,000	98,797	98,000
EU Exports	18,433	18,433	18,000	14,884	16,500
Other Expts	5,313	5,313	5,000	5,543	5,500
Tot. Expts	23,746	23,746	23,000	20,427	22,000
Processed	0	0	0	0	0
Domestic, Non Commercial					
Consumption	24,780	21,892	24,750	21,370	19,000
Fresh Sales	49,000	49,000	49,000	49,000	49,000
Total Cons.	73,870	70,892	73,750	70,370	68,000
Losses	8,104	8,104	8,000	8,000	8,000
TOT. DISTR.	105,717	102,742	105,000	98,797	98,000

COMMODITY NARRATIVE, PRODUCTION

The only kiwi variety grown in France is called Hayward. The harvesting period is October to November, while most of the production is marketed from January to April.

Total French kiwi production (including commercial and non-

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commercial production) has been revised by the Office of Statistics of the French Ministry of Agriculture and Fisheries (SCEES) and the French Fruits and Vegetable Inter-Professional Organization INTERFEL, to 74,525 MT in 1995 and 72,172 MT in 1996.

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COMMODITY NARRATIVE, PRODUCTION

According to the French Kiwi Board (BIK), commercial kiwi production remained stable at 60,000 MT in 1995, 1996, and 1997.

Wholesale prices at France's leading wholesale market (Rungis) were the following in 1995, 1996, and 1997 (in FF/Kg):

	Jan	Feb	Mar	Apr	May	Nov	Dec	Average
1995	6.5	6.1	6.3	-	-	6.1	5.4	6.1
1996	5.2	5.3	6.1	6.2	-	-	6.1	5.7
1997	6.5	6.1	6.4	6.0	5.2	NA	NA	6.0

(Jan-May)

COMMODITY NARRATIVE, CONSUMPTION

The French market is saturated with fresh kiwis. Total domestic consumption is estimated to remain stable at 49,000 MT, while per capita consumption is also stable at 1.2 kilogram per year. Approximately 60 percent of the French households are estimated to consume fresh kiwis. Overall, hypermarkets and supermarkets total 70 percent of commercial sales of fresh kiwis.

COMMODITY NARRATIVE, TRADE

France is a net importer of kiwis and is expected to remain so for the near future. France's main suppliers in 1996/97 remained Italy and New Zealand, with 40 and 31 percent of total imports, respectively.

France's leading export markets for kiwis in 1996/97 were Spain and Germany, with 28 and 19 percent of total exports. Taiwan became France's third largest export market in 1996/97 (12.5 percent of French exports), up from the fifth export market in 1995/96 (8.5 percent of French exports). French exports of kiwis are expected to increase in 1997/98 benefitting from a low Italian harvest that suffered from a freeze.

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COMMODITY NARRATIVE, TRADE

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TRADE MATRIX FOR MARKETING YEAR 1995/96
(October-September, in Metric Tons)

EXPORTS TO:		IMPORTS FROM:	
U.S.	74	U.S.	0
Other:		Other:	
- Spain	7,057	- New Zealand	12,525
- Germany	4,803	- Italy	6,354
- Belgium/Lux.	3,213	- Chile	2,386
- Netherlands	2,215	- Belgium/Lux.	2,066
- Taiwan	2,038	- Germany	1,853
- Canada	1,458	- Greece	1,618
	-----		-----
Total of Other	20,784	Total of Other	26,802
Others not listed	2,888	Others not listed	1,415
	-----		-----
GRAND TOTAL	23,746	GRAND TOTAL	28,217

TRADE MATRIX FOR MARKETING YEAR 1996/97
(October-September, in Metric Tons)

EXPORTS TO:		IMPORTS FROM:	
U.S.	88	U.S.	0
Other:		Other:	
- Spain	5,745	- Italy	10,568
- Germany	3,913	- New Zealand	8,159
- Taiwan	2,553	- Chile	3,586
- Belgium/Lux.	2,429	- Germany	1,618
- Netherlands	1,825	- Belgium/Lux.	1,010
- Hong Kong	958	- Spain	803
- Canada	916	- Greece	580
	-----		-----
Total of Other	18,339	Total of Other	26,327
Others not listed	2,000	Others not listed	298
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GRAND TOTAL	20,427	GRAND TOTAL	26,625

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COMMODITY NARRATIVE, MARKETING

Market Demand:

Fresh kiwis are available throughout the year in France, because the marketing period for kiwis produced in the Southern Hemisphere (mainly New Zealand and Chile) complements the marketing period for kiwis produced in the Northern Hemisphere (mainly in Italy and France). Kiwis from New Zealand are marketed in France from June to December, while Italian and French kiwis are marketed from

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November to May.

Market Opportunities for American Products:

U.S. exports of fresh kiwis to France are difficult, since the French market is already saturated with kiwis throughout the year. Moreover, to be competitive with Italian and New Zealand kiwis, U.S. exporters would have to be very price-competitive.

COMMODITY NARRATIVE, POLICY

French kiwi production is not regulated by the Common Agricultural Policy (CAP). However, the Common Organization of the Market for fruits and vegetables, which is part of the CAP, sets kiwi quality standards and grades.

Under EU regulations, there are no import restrictions for kiwi exports into France. Customs duties on fresh kiwis in 1997 and 1998 amount to the following (in percent ad valorem):

	1997	1998
January 1 to May 14:	10.3	9.5
May 15 to June 30:	9.5	8.7
July 1 to November 15:	9.1	8.7
November 16 to December 31:	9.9	9.5

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