

## **Apple Shipments Markets: Far East, Middle East, Africa & Indian Ocean Islands**

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### **Information supplied:**

**Latest Industry Crop estimates  
Industry Shipments up to Week 28**

#### **Please note:**

1. Cumulative shipment volume is indicated on the right hand axis.
2. Weekly shipment volume is indicated on the left hand axis.

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In co-operation with PPECB, Paltrack, Farsoft, MJIT, Dipar, RBR,  
Fruitways**

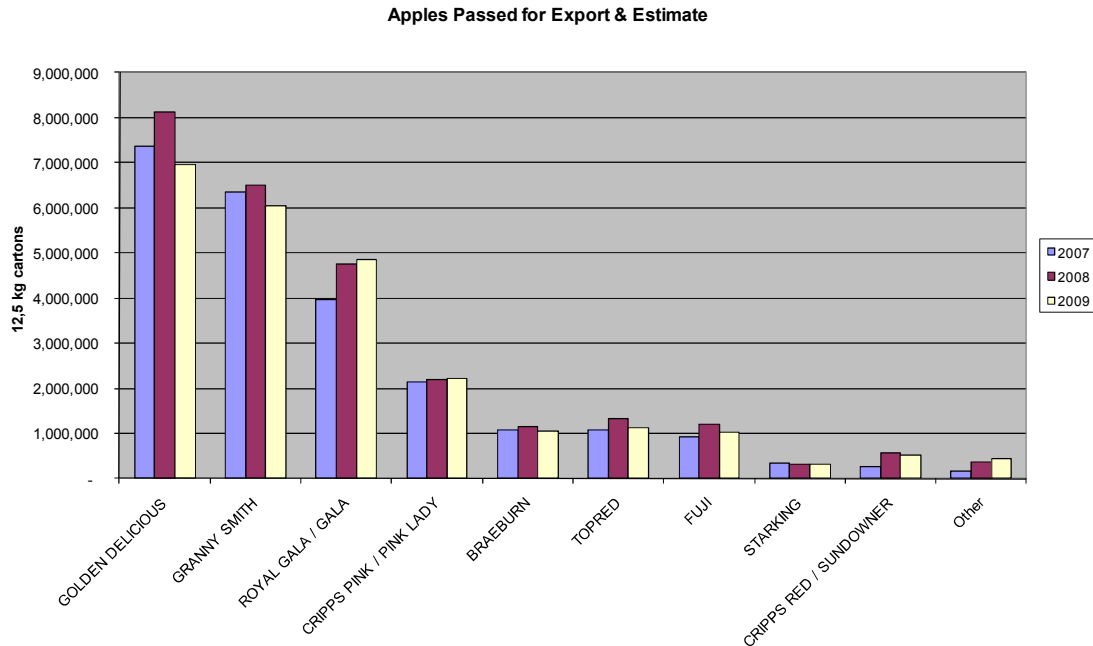
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# 1 Total Apple Export Estimate to All Markets

|              | 2007              | 2008              | 2 yr Avg          | 2009 Estimate     | Estimate vs 2008 |                   |
|--------------|-------------------|-------------------|-------------------|-------------------|------------------|-------------------|
| Apples       | 23,742,087        | 26,488,401        | 25,115,244        | <b>24,571,457</b> | -7%              | <b>-1,916,944</b> |
| Pears        | 12,912,087        | 13,138,471        | 13,025,279        | <b>14,277,634</b> | 9%               | <b>1,139,162</b>  |
| <b>Total</b> | <b>36,654,174</b> | <b>39,626,872</b> | <b>38,140,523</b> | <b>38,849,090</b> | <b>-2%</b>       | <b>-777,782</b>   |

All volumes = 12.5kg carton equivalent

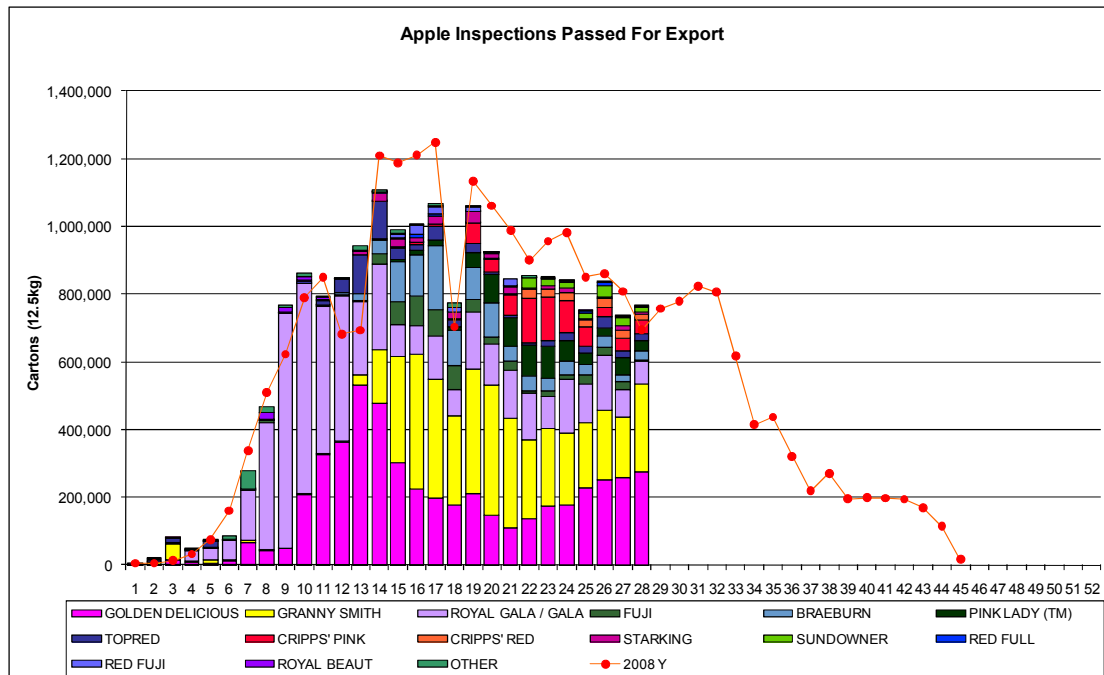


| Variety                 | 2007              | 2008              | 2 yr Average      | 2009              | Estimate vs 2008 |                   |
|-------------------------|-------------------|-------------------|-------------------|-------------------|------------------|-------------------|
| GOLDEN DELICIOUS        | 7,373,579         | 8,122,030         | 7,747,804         | <b>6,964,199</b>  | -14%             | -1,157,831        |
| GRANNY SMITH            | 6,358,051         | 6,494,536         | 6,426,294         | <b>6,056,954</b>  | -7%              | -437,582          |
| ROYAL GALA / GALA       | 3,977,837         | 4,752,215         | 4,365,026         | <b>4,848,133</b>  | 2%               | 95,918            |
| CRIPPS PINK / PINK LADY | 2,147,097         | 2,197,646         | 2,172,372         | <b>2,213,456</b>  | 1%               | 15,810            |
| BRAEBURN                | 1,087,547         | 1,153,102         | 1,120,324         | <b>1,054,075</b>  | -9%              | -99,027           |
| TOPRED                  | 1,084,457         | 1,330,292         | 1,207,375         | <b>1,132,932</b>  | -15%             | -197,360          |
| FUJI                    | 929,735           | 1,197,953         | 1,063,844         | <b>1,027,376</b>  | -14%             | -170,578          |
| STARKING                | 341,541           | 310,716           | 326,128           | <b>316,474</b>    | 2%               | 5,758             |
| CRIPPS RED / SUNDOWNER  | 263,804           | 565,798           | 414,801           | <b>521,912</b>    | -8%              | -43,886           |
| Other                   | 168,865           | 364,114           | 266,490           | <b>435,946</b>    | 20%              | 71,833            |
| <b>Grand Total</b>      | <b>23,742,087</b> | <b>26,488,401</b> | <b>25,115,244</b> | <b>24,571,457</b> | <b>-7%</b>       | <b>-1,916,944</b> |

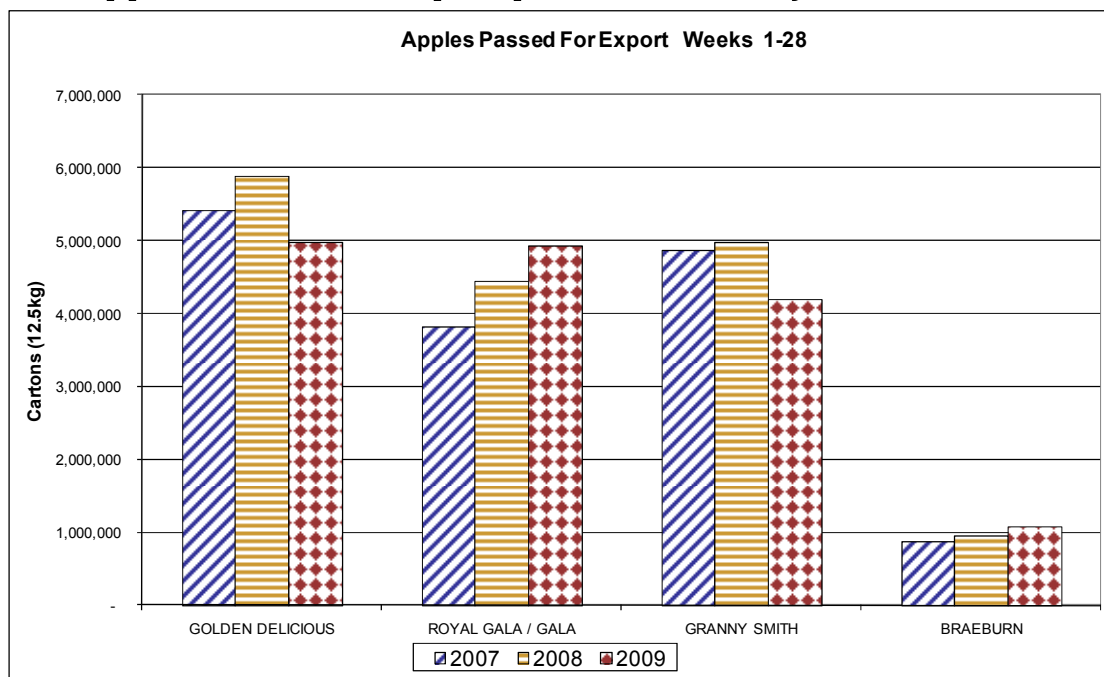
All volumes = 12.5kg carton equivalent

## 2 Apples inspections passed for export

### 2.1 Inspections passed for export per week

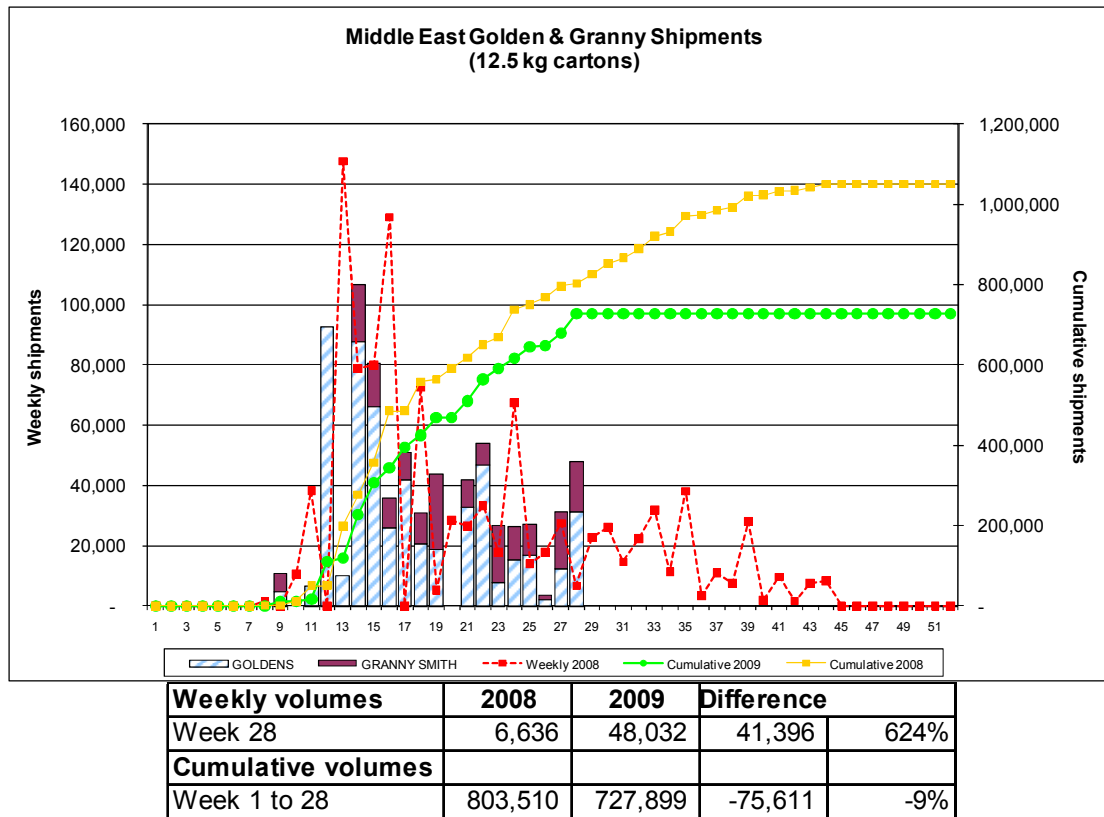


### 2.2 Apples Passed For Export per cultivar YTD for weeks 1-28

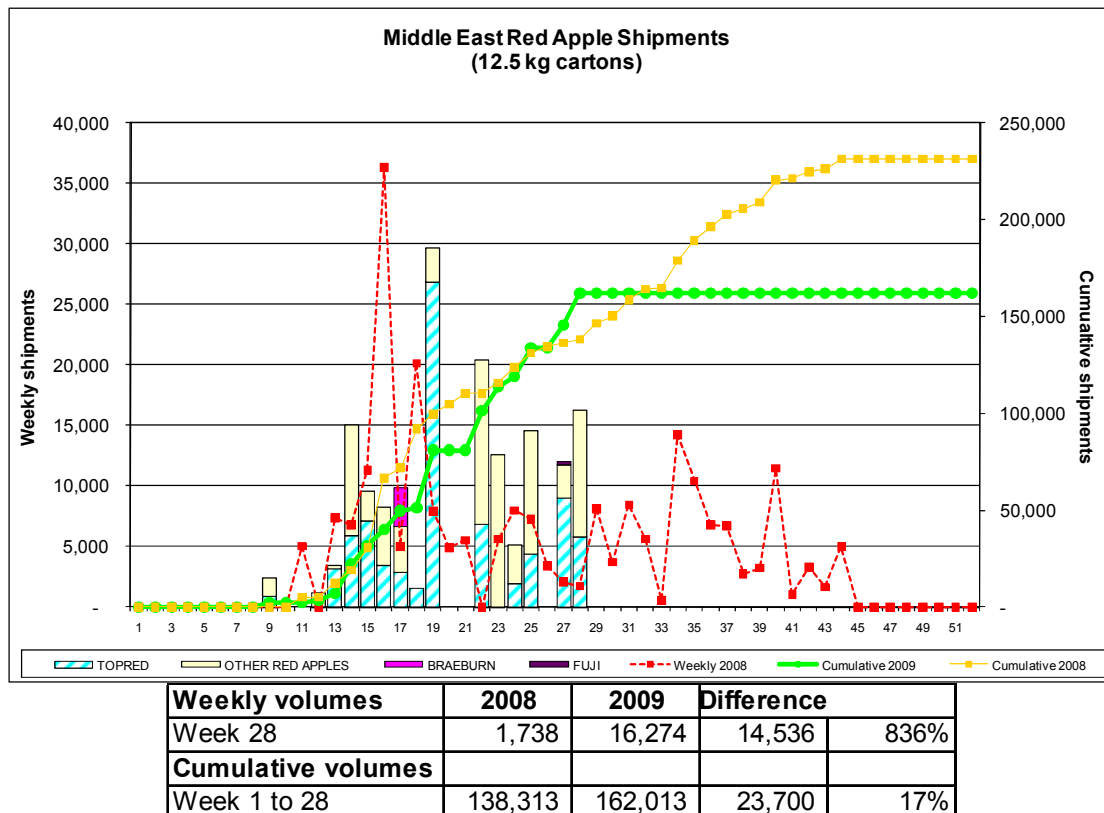


### 3 Shipments

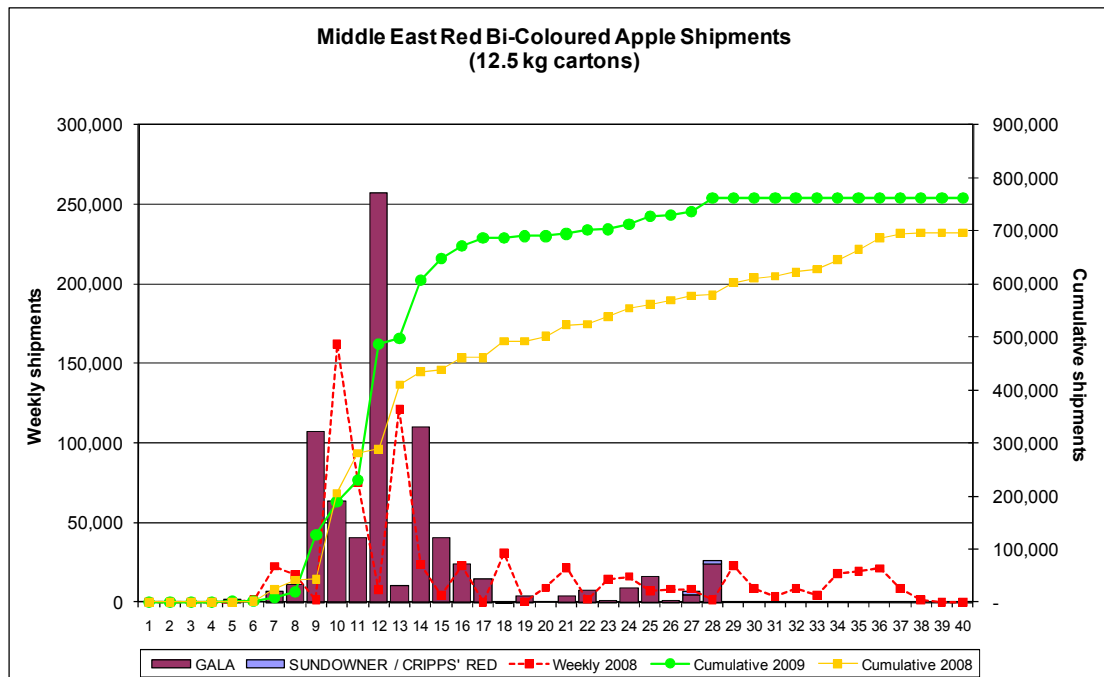
#### 3.1 Middle East Market: Golden & Granny Smith



#### 3.2 Middle East Market: Red Apples

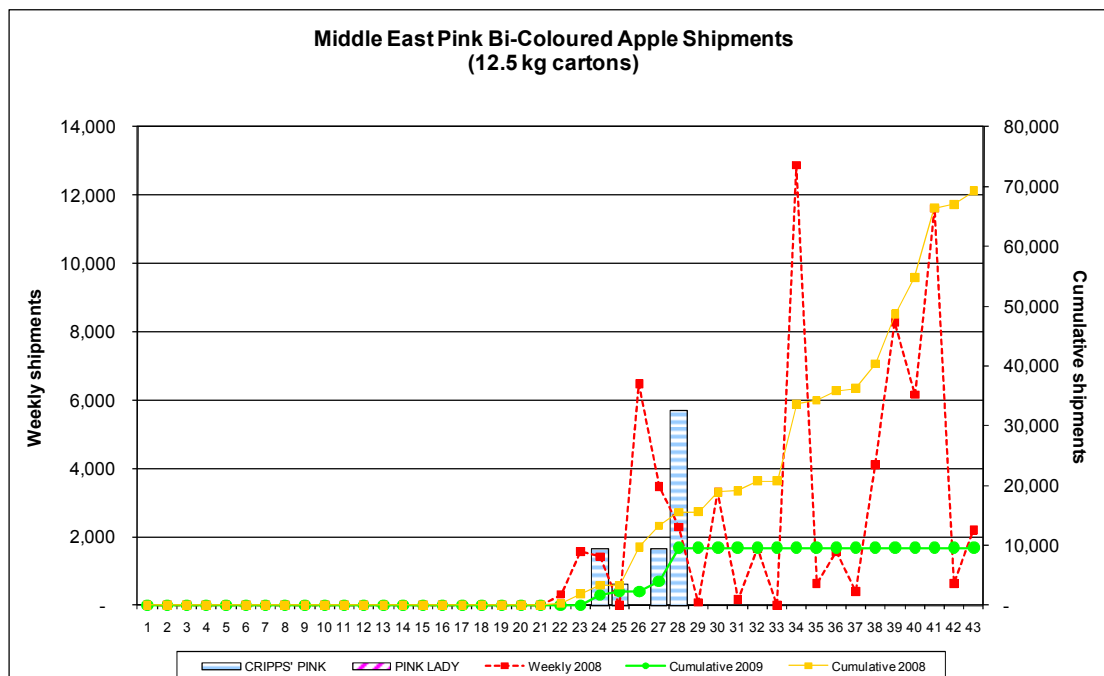


### 3.3 Middle East Market: Red-Bi Coloured Apples



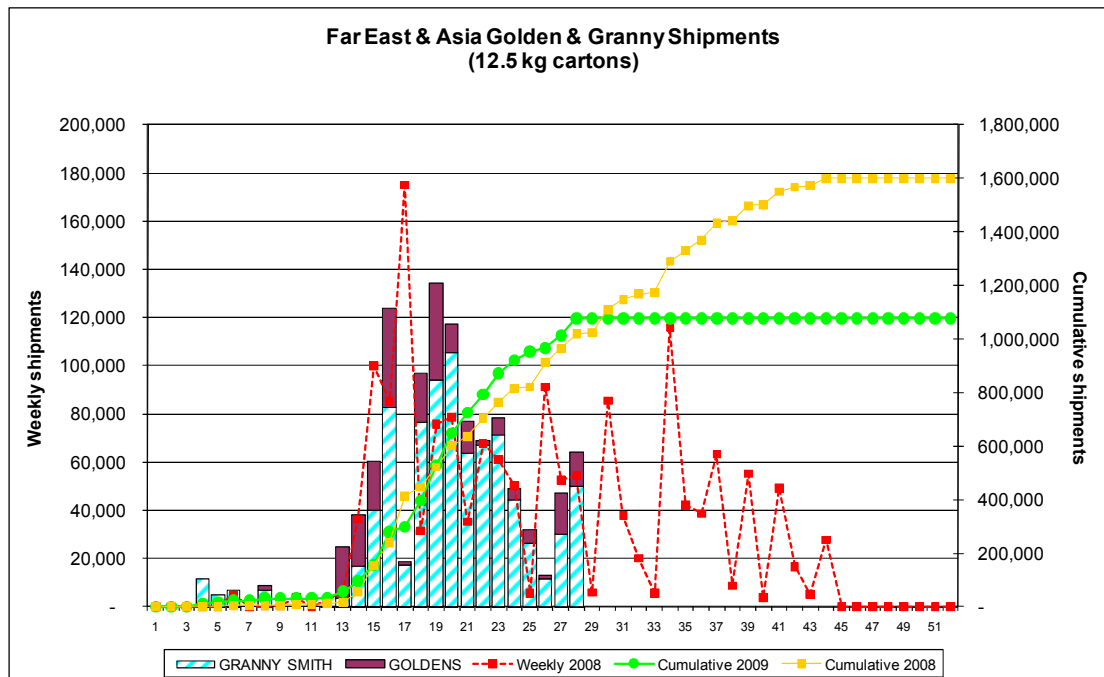
| Weekly volumes     | 2008    | 2009    | Difference |       |
|--------------------|---------|---------|------------|-------|
| Week 28            | 1,659   | 26,070  | 24,411     | 1471% |
| Cumulative volumes |         |         |            |       |
| Week 1 to 28       | 579,584 | 762,001 | 182,417    | 31%   |

### 3.4 Middle East Market: Pink Bi-Coloured Apples



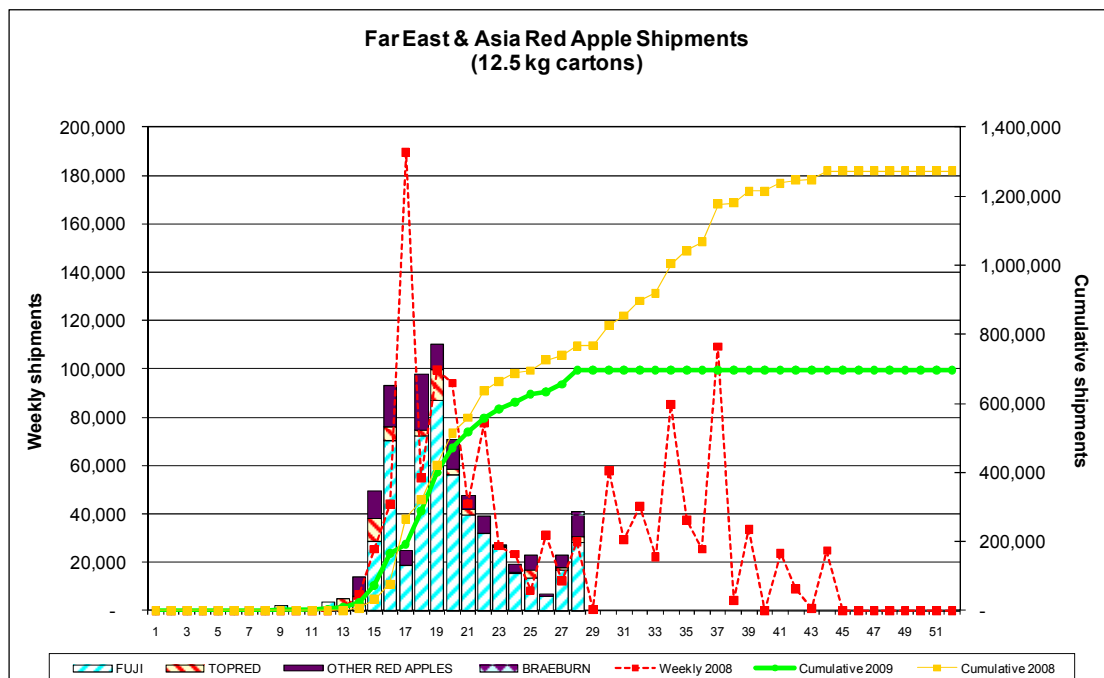
| Weekly volumes     | 2008   | 2009  | Difference |          |
|--------------------|--------|-------|------------|----------|
| Week 28            | 2,291  | 5,688 | 3,397      | 1.482759 |
| Cumulative volumes |        |       |            |          |
| Week 1 to 28       | 15,563 | 9,638 | -5,925     | -38%     |

### 3.5 Far East & Asia Market: Golden & Granny Smith



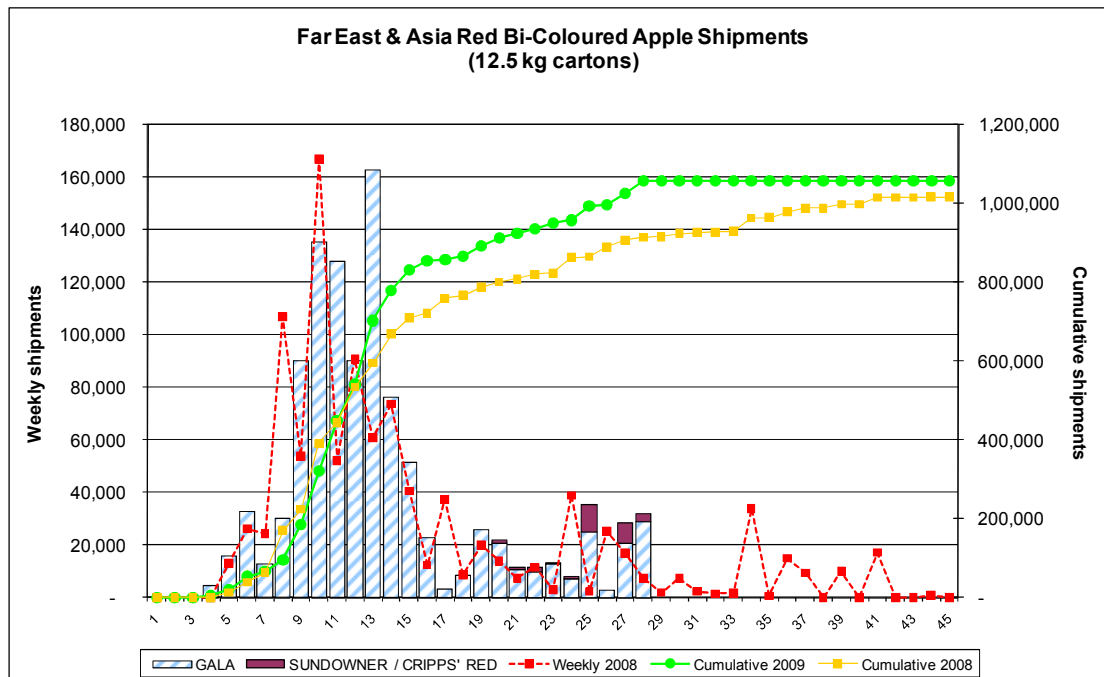
| Weekly volumes     | 2008      | 2009      | Difference |     |
|--------------------|-----------|-----------|------------|-----|
| Week 28            | 54,352    | 64,385    | 10,033     | 18% |
| Cumulative volumes |           |           |            |     |
| Week 1 to 28       | 1,018,964 | 1,077,510 | 58,545     | 6%  |

### 3.6 Far East & Asia Market: Red Apples



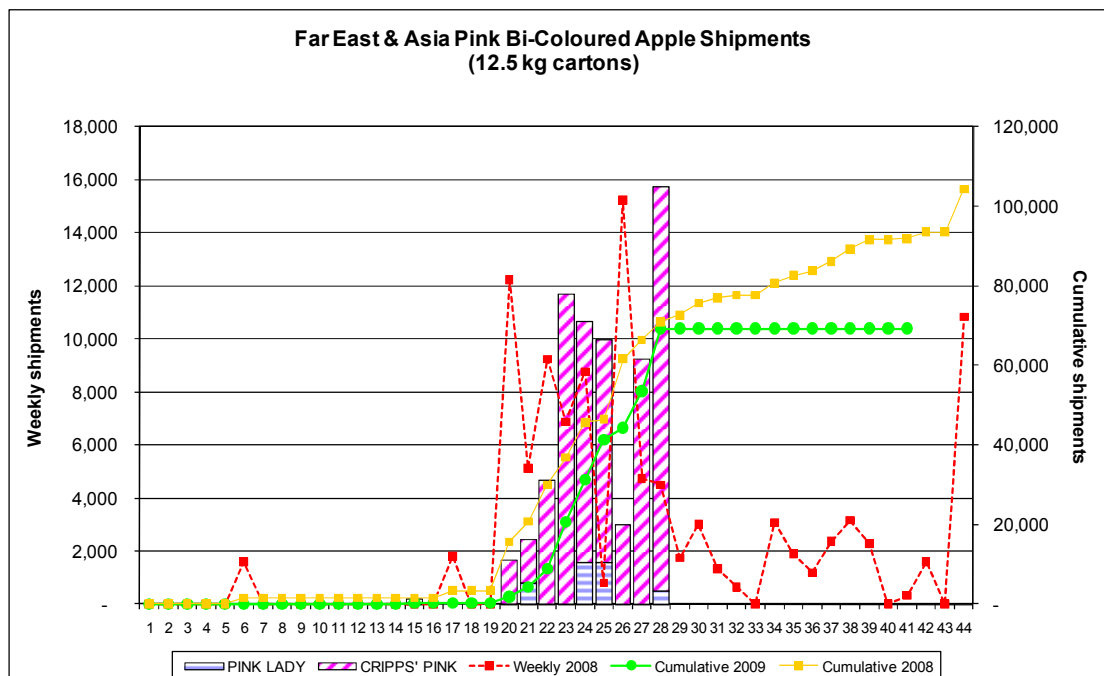
| Weekly volumes     | 2008    | 2009    | Difference |     |
|--------------------|---------|---------|------------|-----|
| Week 28            | 28,361  | 41,080  | 12,719     | 45% |
| Cumulative volumes |         |         |            |     |
| Week 1 to 28       | 767,138 | 696,812 | -70,325    | -9% |

### 3.7 Far East & Asia Market: Red Bi-Coloured Apples



| Weekly volumes     | 2008    | 2009      | Difference |      |
|--------------------|---------|-----------|------------|------|
| Week 28            | 7,505   | 32,153    | 24,648     | 328% |
| Cumulative volumes |         |           |            |      |
| Week 1 to 28       | 914,875 | 1,057,754 | 142,880    | 16%  |

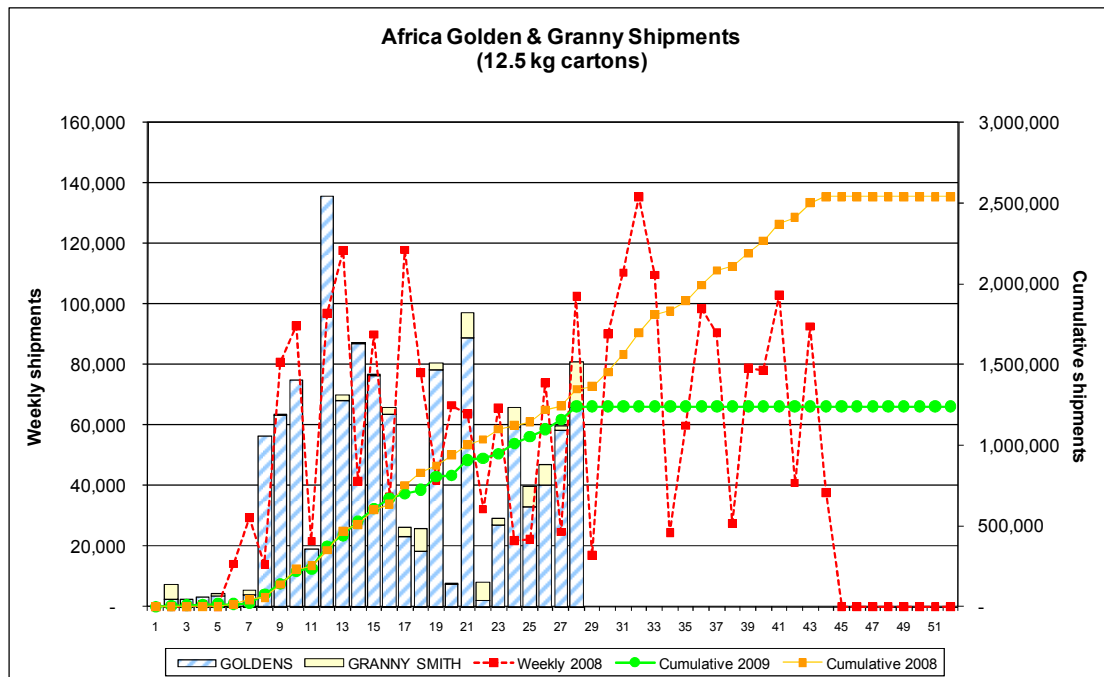
### 3.8 Far East & Asia Market: Pink Bi-Coloured Apples



| Weekly volumes     | 2008   | 2009   | Difference |      |
|--------------------|--------|--------|------------|------|
| Week 28            | 4,503  | 15,760 | 11,257     | 250% |
| Cumulative volumes |        |        |            |      |
| Week 1 to 28       | 70,931 | 69,312 | -1,619     | -2%  |

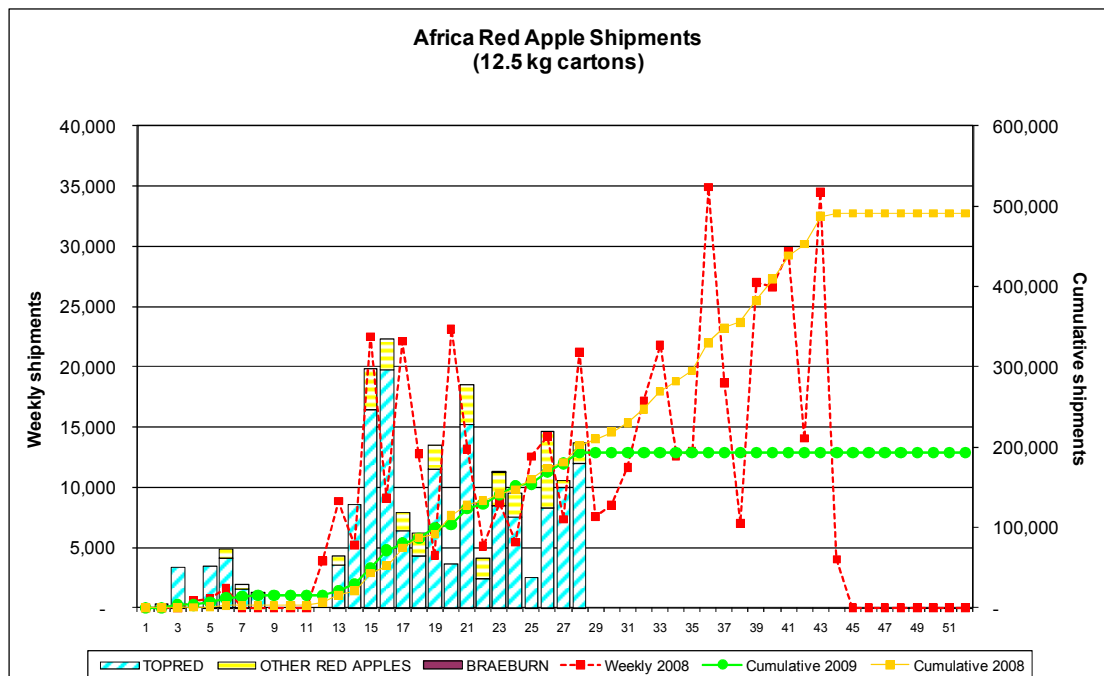


### 3.9 Africa Market: Golden & Granny Smith



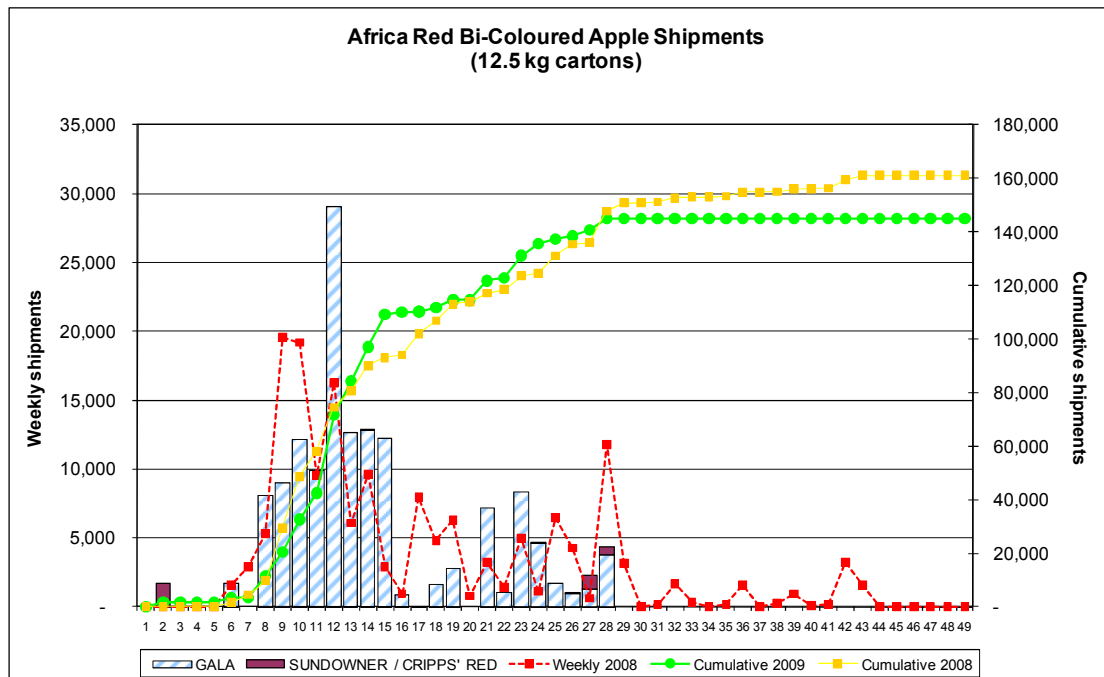
| Weekly volumes     | 2008      | 2009      | Difference |      |
|--------------------|-----------|-----------|------------|------|
| Week 28            | 102,583   | 80,817    | -21,766    | -21% |
| Cumulative volumes |           |           |            |      |
| Week 1 to 28       | 1,346,767 | 1,240,643 | -106,124   | -8%  |

### 3.10 Africa: Red Apples



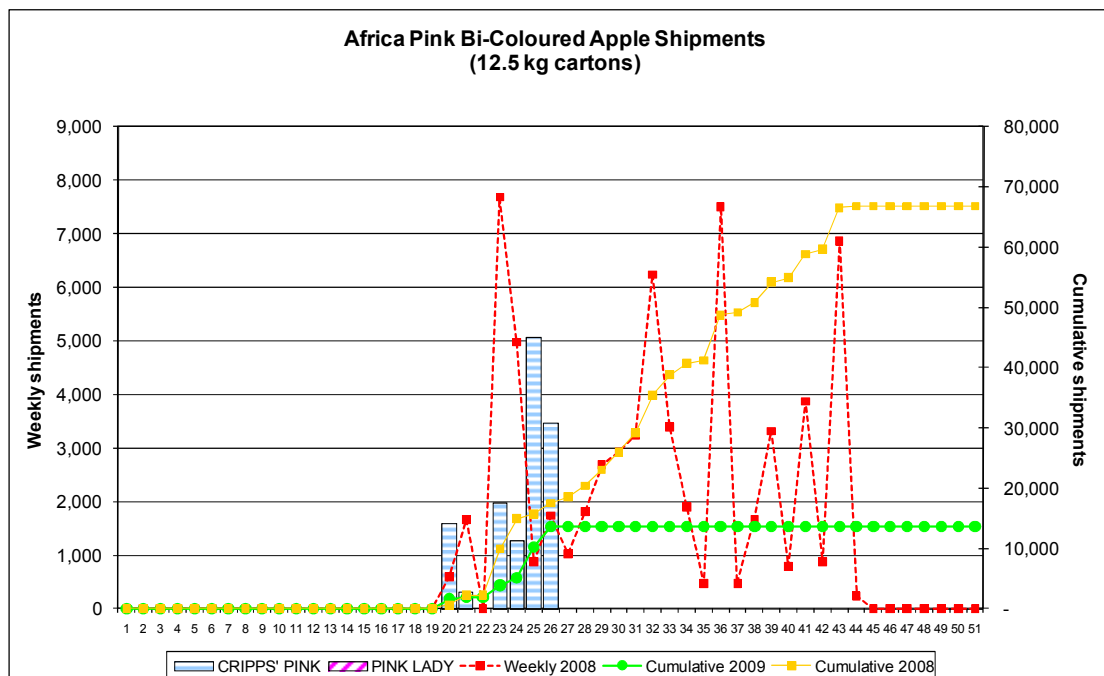
| Weekly volumes     | 2008    | 2009    | Difference |      |
|--------------------|---------|---------|------------|------|
| Week 28            | 21,251  | 13,904  | -7,347     | -35% |
| Cumulative volumes |         |         |            |      |
| Week 1 to 28       | 202,724 | 193,829 | -8,895     | -4%  |

### 3.11 Africa: Red Bi-Coloured Apples



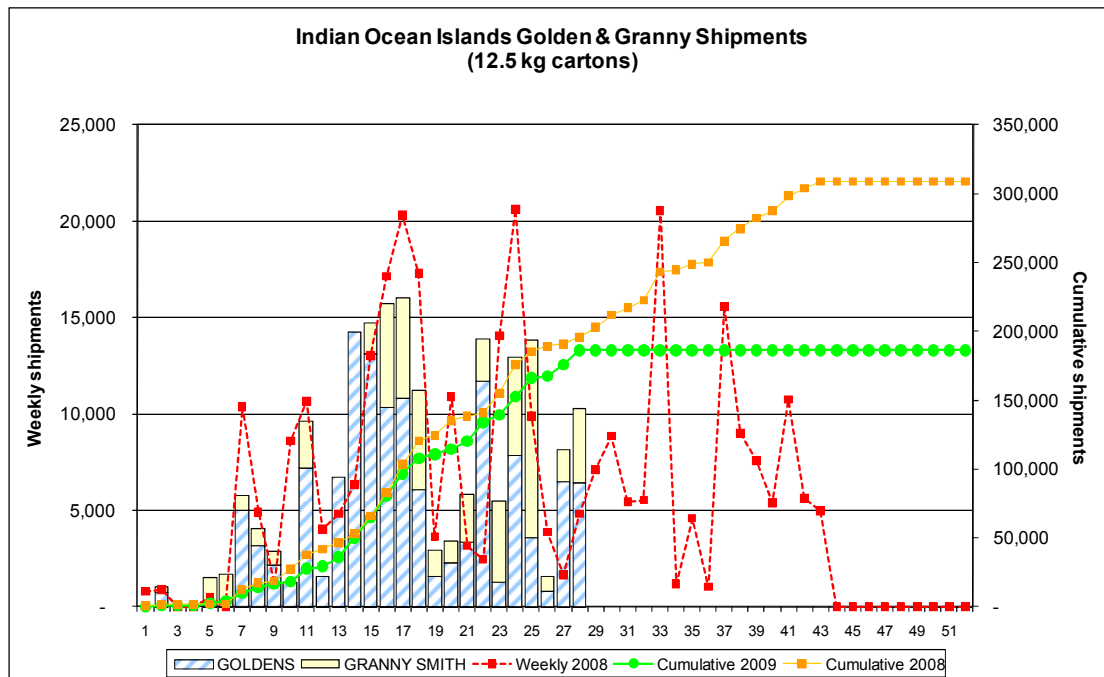
| Weekly volumes     | 2008    | 2009    | Difference |      |
|--------------------|---------|---------|------------|------|
| Week 28            | 11,771  | 4,345   | -7,426     | -63% |
| Cumulative volumes |         |         |            |      |
| Week 1 to 28       | 147,826 | 145,088 | -2,738     | -2%  |

### 3.12 Africa: Pink Bi-Coloured Apples



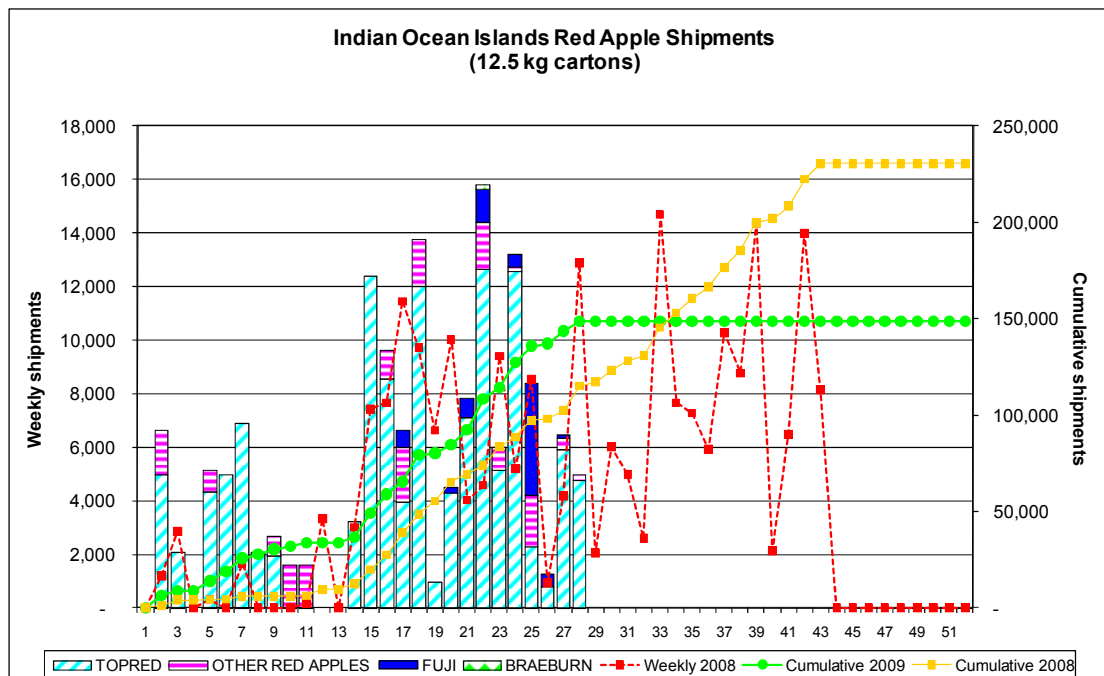
| Weekly volumes     | 2008   | 2009   | Difference |       |
|--------------------|--------|--------|------------|-------|
| Week 28            | 1,817  | -      | -1,817     | -100% |
| Cumulative volumes |        |        |            |       |
| Week 1 to 28       | 20,371 | 13,667 | -6,704     | -33%  |

### 3.13 Indian Ocean Islands: Golden & Granny Smith



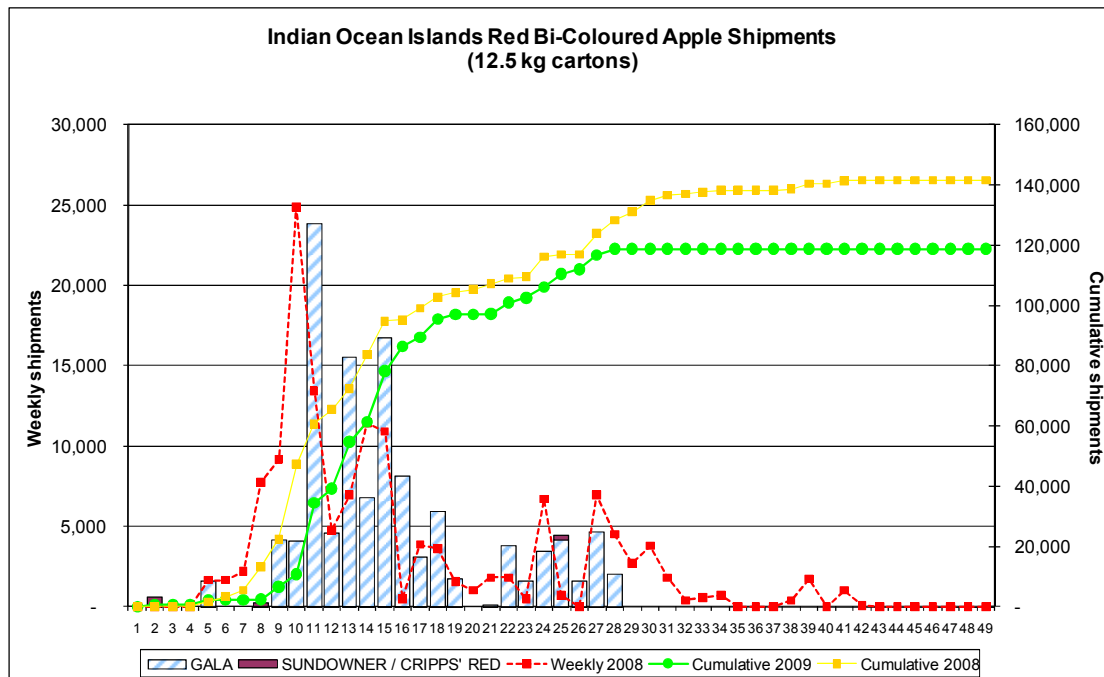
| Weekly volumes     | 2008    | 2009    | Difference |      |
|--------------------|---------|---------|------------|------|
| Week 28            | 4,819   | 10,270  | 5,451      | 113% |
| Cumulative volumes |         |         |            |      |
| Week 1 to 28       | 195,841 | 186,203 | -9,638     | -5%  |

### 3.14 Indian Ocean Islands: Red Apples



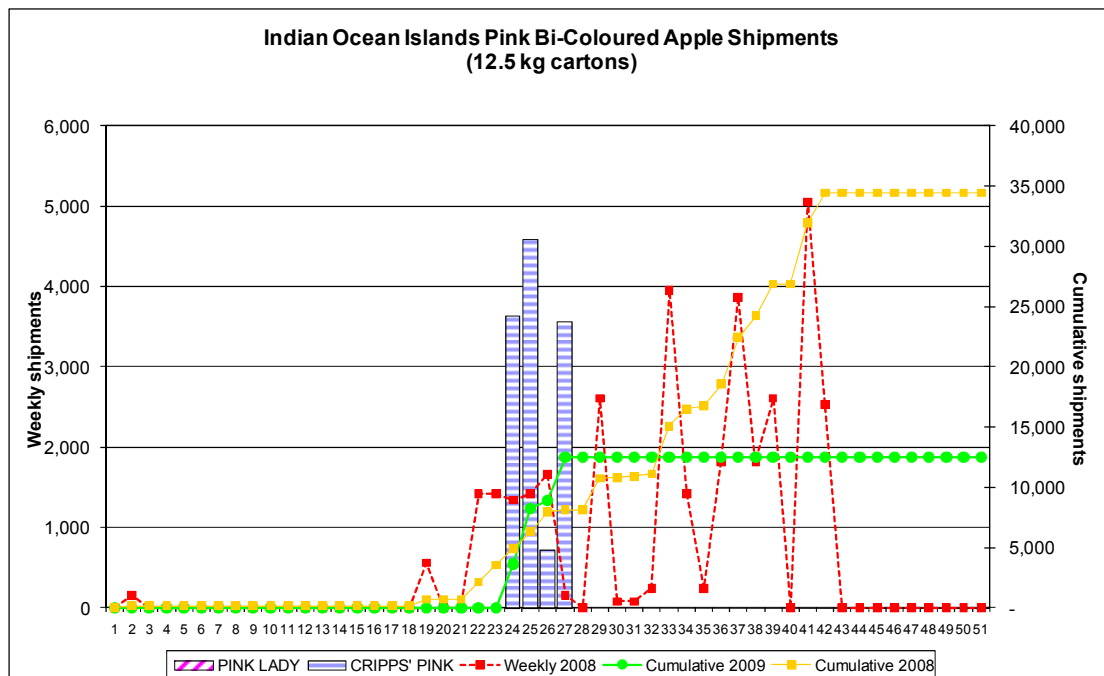
| Weekly volumes     | 2008    | 2009    | Difference |      |
|--------------------|---------|---------|------------|------|
| Week 28            | 12,877  | 4,977   | -7,900     | -61% |
| Cumulative volumes |         |         |            |      |
| Week 1 to 28       | 115,182 | 148,599 | 33,417     | 29%  |

### 3.15 Indian Ocean Islands: Red Bi-Coloured



| Weekly volumes     | 2008    | 2009    | Difference |      |
|--------------------|---------|---------|------------|------|
| Week 28            | 4,503   | 2,054   | -2,449     | -54% |
| Cumulative volumes |         |         |            |      |
| Week 1 to 28       | 128,390 | 118,816 | -9,574     | -7%  |

### 3.16 Indian Ocean Islands: Pink Bi-Coloured



| Weekly volumes     | 2008  | 2009   | Difference |         |
|--------------------|-------|--------|------------|---------|
| Week 28            | -     | -      | -          | #DIV/0! |
| Cumulative volumes |       |        |            |         |
| Week 1 to 28       | 8,144 | 12,482 | 4,338      | 53%     |

## 4 Total Apple Shipments (YTD) Weeks 1-28

| MARKET              | GREEN APPLES     | RED APPLES       | RED BI-COLOURED  | PINK BI-COLOURED | OTHER        | TOTAL             |
|---------------------|------------------|------------------|------------------|------------------|--------------|-------------------|
| Africa              | 1,242,302        | 195,488          | 145,088          | 21,409           |              | 1,604,287         |
| EU                  | 2,061,185        | 337,977          | 324,091          | 367,259          |              | 3,090,512         |
| FE & Asia           | 1,086,832        | 701,868          | 1,057,754        | 69,312           | 8,295        | 2,924,062         |
| Indian Ocean Island | 186,203          | 148,599          | 118,816          | 12,482           |              | 466,100           |
| Middle East         | 729,637          | 163,672          | 765,319          | 9,638            |              | 1,668,266         |
| USA & Canada        | 122,529          | 14,299           |                  | 2,133            |              | 138,961           |
| United Kingdom      | 2,669,997        | 824,128          | 2,888,994        | 774,999          |              | 7,158,118         |
| <b>TOTAL</b>        | <b>8,098,685</b> | <b>2,386,031</b> | <b>5,300,063</b> | <b>1,257,232</b> | <b>8,295</b> | <b>17,050,307</b> |