



Market trends – April 2015

The Early Easter, decreasing volumes from the Northern Hemisphere, the delay of the Peruvian and the South African seasons, as well as a very active demand, meant an extremely undersupplied market in April. Hass avocado has been almost unavailable because of the near end of the Mediterranean season and the delay of the Southern Hemisphere crops which will be on the market in consistent volumes one month later than in previous seasons. All European markets have been almost empty, which has been complicated by the delay of vessels from Peru and Mexico and importers have not been able to fulfil the Easter programmes. The demand remained dynamic also after the Easter week: volumes from Israel, Spain and Mexico continued to tend down, arrivals from Peru remained quite limited and are slowly developing, while the supply from Kenya has also remained limited; hass from Brazil is now on the market. A heterogeneous grade of maturity has been noticed for the exports from Peru and oil content issues have been registered for both Kenya and Peru due to early shipments occurred to benefit of the low supplied market. In this context, prices continued to firm up and registered historical levels, even when the demand started to tend down at the end of the month. The green segment has benefited of the undersupply context: with the season for Israel practically over and the first significant volumes from South Africa taking place, prices firmed up and reached high peaks but, since arrivals from South Africa developed with volumes above the average, tended to decrease at the end of the month. The supply of green varieties from Peru and Kenya remained limited. While the season for the Mediterranean origins is practically over, the transition between Northern and Southern Hemispheres sources is not complete yet.

Prices - Week 17 (Euro/4 kg ctn)

		Kenya Hass	Peru Hass	Israel Hass	Mexico Hass	Spain Hass	S. Africa Fuerte
F 	12-14'	12,00-13,00	12,00-13,00	13,00-14,00	12,00-13,00	14,00-15,00	7,50-8,00
	16-18-20'	12,00-13,00	12,00-13,00	12,00-14,00	12,00-13,00	14,00-15,00	7,50-8,00
	22-24'	9,00-11,00	11,00-12,00	10,00-11,00	11,00-12,00	---	---
NL 	12-14'	---	14,00-14,50	---	---	---	7,50-9,50
UK 	undetermined	---	15,29	---	---	---	10,43
D 	12-14'	---	---	---	---	---	9,00

Comments

F	NL	UK	D
Prices for <i>hass</i> avocado reached 16,00-17,00 Euro/ctn in Paris Rungis. Considerable difference of prices for small sizes from Kenya: <i>hass</i> has been traded at 10,00 Euro in sizes 22' and 8,00 Euro in sizes 24' while <i>fuerte</i> obtained 8,00 Euro (20') and 6,00-7,00 Euro (22-24').	The price range for <i>fuerte</i> from South Africa has been larger than in other markets. <i>Fuerte</i> from Kenya has been traded at 8,00 Euro in sizes 20' and 7,00 Euro in sizes 22'. <i>Zutano</i> from Peru (16-20') obtained 9,00 Euro/ctn.	Prices continued considerably above those registered in other countries, for all varieties and origins. The last <i>reed</i> from Spain are obtaining about 8,00 Euro/ctn.	Very small volumes of <i>hass</i> avocado and very high prices, particularly for Spain (16,00-17,00 Euro). Prices have been similar for all sizes because of lack of counts 16-18'. The first <i>hass</i> from Brazil obtained 15,00 Euro/ctn.

Prices- April 2015 - Euro/4 kg ctn						
	variety	sizes	week 14	week 15	week 16	week 17
France						
Colombia	<i>hass</i>	12-14'	12,00-13,00	12,00-13,00	12,00-13,00	---
		16-18-20'	12,00-13,00	12,00-13,00	12,00-13,00	---
		22-24'	12,00	12,00	9,00-11,00	---
Israel	<i>hass</i>	12-14'	12,00-13,00	12,00-13,00	13,00-14,00	13,00-14,00
		16-18-20'	12,00-13,00	12,00-13,00	13,00-14,00	12,00-14,00
		22-24'	10,00-12,00	10,00-12,00	10,00-12,00	10,00-11,00
Kenya	<i>hass</i>	12-14'	---	12,00-13,00	12,00-13,00	12,00-13,00
		16-18-20'	---	12,00-13,00	12,00-13,00	12,00-13,00
		22-24'	8,00-10,00	9,00-10,00	9,00-11,00	9,00-11,00
Mexico	<i>hass</i>	12-14'	---	12,00-13,00	12,00-13,00	12,00-13,00
		16-18-20'	9,50	12,00-13,00	12,00-13,00	12,00-13,00
		22-24'	---	11,00-12,00	11,00-12,00	11,00-12,00
Morocco	<i>hass</i>	14'	10,00	10,00	11,00	11,00
Peru	<i>hass</i>	12-14'	12,00-13,00	12,00-13,00	12,00-13,00	12,00-13,00
		16-18-20'	12,00-13,00	12,00-13,00	12,00-13,00	12,00-13,00
		22-24'	12,00	12,00	12,00	11,00-12,00
South Africa	<i>hass</i>	16'	9,50	9,50	9,50	9,50
Spain	<i>hass</i>	12-14'	14,00-14,50	14,00-15,00	14,00-15,00	14,00-15,00
		16-18-20'	14,00-14,50	14,00-15,00	14,00-15,00	14,00-15,00
		22-24'	14,00	---	---	---
Israel	<i>pin</i>	14-16-18'	(12') 8,00	(12') 8	(12') 8,00	---
	<i>fue</i>	16'	8,50	8,50	8,50	7,50
	<i>ett</i>	12'	7,50	7,50	7,50	---
	<i>ardit, reed</i>	14-16-18'	8,50	8,50	---	---
	<i>reed</i>	14-16-18'				
Kenya	<i>fue</i>	12-14'	8,00-10,00	8,00-10,00	8,00-9,00	7,00-8,00
		16-18-20'	8,00-10,00	8,00-10,00	8,00-9,00	7,00-8,00
		22-24'	6,00-7,00	6,00-7,00	6,00-7,00	6,00-7,00
Peru	<i>fue</i>	18'	9,40	9,40	10,00	8,00
South Africa	<i>fue</i>	14-16-18'	9,00	9,00	7,50-8,50	7,50-8,00
Spain	<i>fue</i>	16'	7,00	7,00	7,50	7,50
Netherlands						
Peru	<i>hass</i>	12'	---	---	---	14,00-14,50
Brazil	<i>fue</i>	12-14'	9,00	---	---	---
Israel	<i>pin</i>	12-14'	10,00	(18') 9,75	---	---
	<i>fue</i>	14'		9,00	8,50	---
	<i>reed</i>	12-14'	(16') 9,00	---	---	---
	<i>ardith</i>	12-14'	9,50	9,50-10,00	10,00	---
Kenya	<i>fue</i>	20'	---	---	8,00	(22') 7,00
Peru	<i>fue</i>	12'	---	9,00-9,75	9,00	---
South Africa	<i>fue</i>	12-14'	11,25	9,25-11,25	8,50-11,25	7,50-9,50
	<i>pin</i>	12-14'	10,50	11,25	11,25	(16') 8,25- 9,50
United Kingdom						
Peru	<i>hass</i>	undetermined	15,11	16,40	---	15,29
South Africa	<i>hass</i>	undetermined	12,37	---	12,49	---
Israel	<i>fue</i>	undetermined	---	10,93	11,10	---
Kenya	<i>fue</i>	undetermined	---	---	9,02	---

	variety	sizes	week 14	week 15	week 16	week 17
United Kingdom						
South Africa	<i>fue</i>	undetermined	---	---	9,06	10,43
Spain	<i>reed</i>	undetermined	---	---	---	7,99
Germany						
Brazil	<i>hass</i>	18' (20')	---	---	14,00-15,00	15,00
Chile	<i>hass</i>	18' (20')	13,00	12,00-13,00	14,00-15,00	---
Israel	<i>hass</i>	18' (20')	13,00	12,00-13,00	14,00-15,00	---
Spain	<i>hass</i>	18' (20')	13,00	12,00-13,00	16,00-17,00	---
Brazil	<i>fue</i>	12-14'	9,00-10,00	9,00-10,00	9,00-9,50	9,00
Israel	<i>pin</i>	12-14'	---	---	---	---
	<i>fue</i>	12-14'	9,00-10,00	9,00-10,00	---	---
	<i>arad, ardit</i>	12-14'	9,00-10,00	9,00-10,00	---	---
South Africa	<i>fue</i>	12-14'	---	---	9,00-9,50	9,00

* The prices for *hass* avocado in France are FOT port-of-delivery and can be increased 10-15% to obtain the price of the product delivered in the main in-land centres.

* Rates of exchange applied for the UK market are those registered on Tuesday each week.

Market perspectives

In May, the transition between Hemispheres will finally occur. The market is expected to remain unchanged at least until weeks 19-20; from then onwards, volumes from Peru will significantly increase and the price level should start to ease.

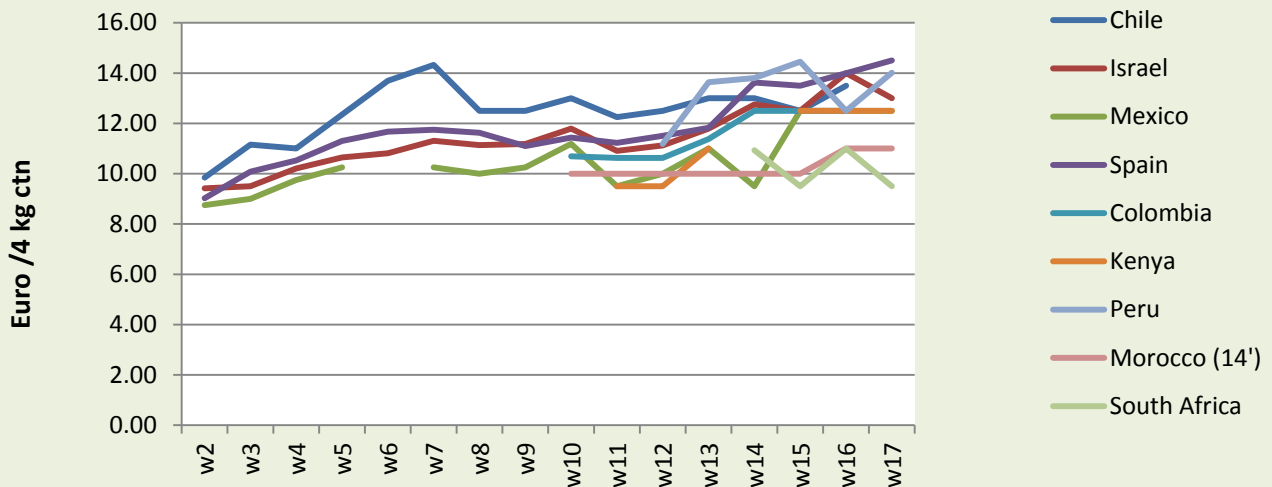
The market trend in May depends on how dynamic will be the demand when volumes will increase, which is uncertain given the very high prices at present and the fact that there will be three short commercial weeks. Total volumes from Peru are confirmed to be about 190.000 tons, 90.000 of which will reach the European market; the Peruvian season, which will extend until September, has been affected by rains and especially the transport to the ports has been particularly problematic.

Exporters have been warned to ship only fruit with at least 22.5% dry matter content in order to safeguard standards as the current price levels would not be maintained once high volumes will come on stream and the fall of prices could be more severe if quality levels are not maintained.

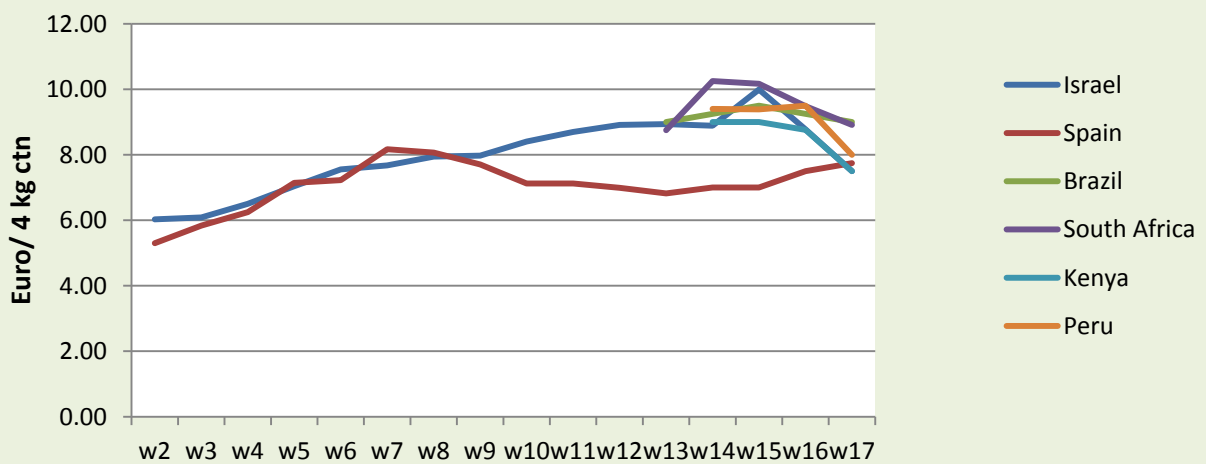
The South African crop is confirmed to be lower this year (13,5m cartons as opposed to 15m last year) but looks promising: the percentage drop is smaller compared to other off-seasons and sendings will continue to develop rapidly and earlier than in previous years, even if rains have delayed the first arrivals. Information about the season from Kenya is few: total exports should stand at 175,000 ctn though considerably decreasing in comparison to the previous years. Exporters are invited to send fruits with the correct oil content levels in order to avoid ripening problems.

In the green segment the supply should start to decrease as the first production area in South Africa has already peaked; however the second production area will develop as well as volumes from Kenya and Peru and prices are expected to be stable. As a matter of fact, when entering its full swing, the market for the Southern Hemisphere sources is forecasted to be more stable than last year when considerable price fluctuations occurred during the European summer.

Average market prices - Hass avocado -16-18-20'



Average market prices - Green varieties - 12-14' (16')



Notes

This report has been prepared as a service to exporters and industries in developing countries by the International Trade Centre (ITC) with the objective to provide indications on market prices and market trends to support producers, exporters, sector associations and other private or public organizations in their decisions and policies.

Quotations are price indications that give a global view of the market; prices are **average FOT wholesale market** prices; if not otherwise stated prices are **per 4 kg carton**, products imported by **sea/truck**; all prices are in **Euro**.

Exchange rates of 21/4/2015

	1 EURO	1 USD
United Kingdom	0,719	0,671
USD	1,072	1,000
Euro	1,000	0,933

General abbreviations

ctn = carton	org = organic	prep = pre-packed
ex-quai = ex-port of delivery	rte = ready to eat	air = imported by air
fot = free on truck	sds = seedless	sea = imported by sea
gr = green	tru = truck-lorry	

Product abbreviations

ard = ardith	fue= fuerte	pin= pinkerton
bac = bacon	hass= hass	reed= reed
edr= edranol	lula = lula	ryan= ryan
ett= ettinger	nab= nabal	trop =tropical
fino= fino	wur= wurtz	zut= zutano
mini= stoneless avocado / avocat cornichon / mini aguacate / cocktail		

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