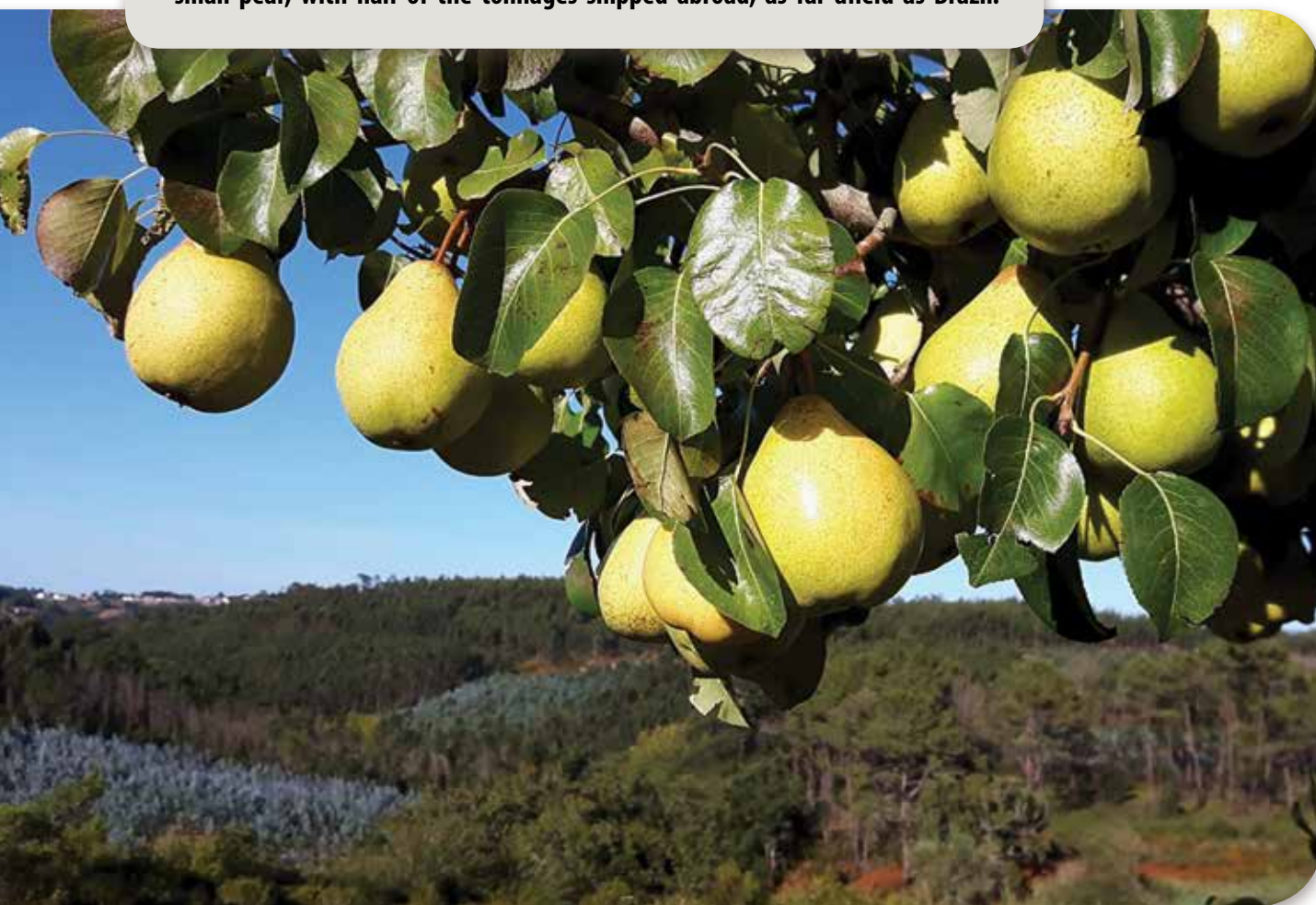


Producer country file

The pear in Portugal

by Cécilia Céleyrette

Cultivated since the late 19th Century, the Portuguese Rocha pear, the iconic variety of Portuguese stock, patiently went about earning its spurs, and was rewarded in 2003 with the protected designation of origin "Pera Rocha do Oeste". The pear cultivation area now extends over 12 000 hectares, with a potential of more than 200 000 t, a large part of which is situated on the coast. Efforts made by exporters and ANP have further helped the spread of this small pear, with half of the tonnages shipped abroad, as far afield as Brazil.



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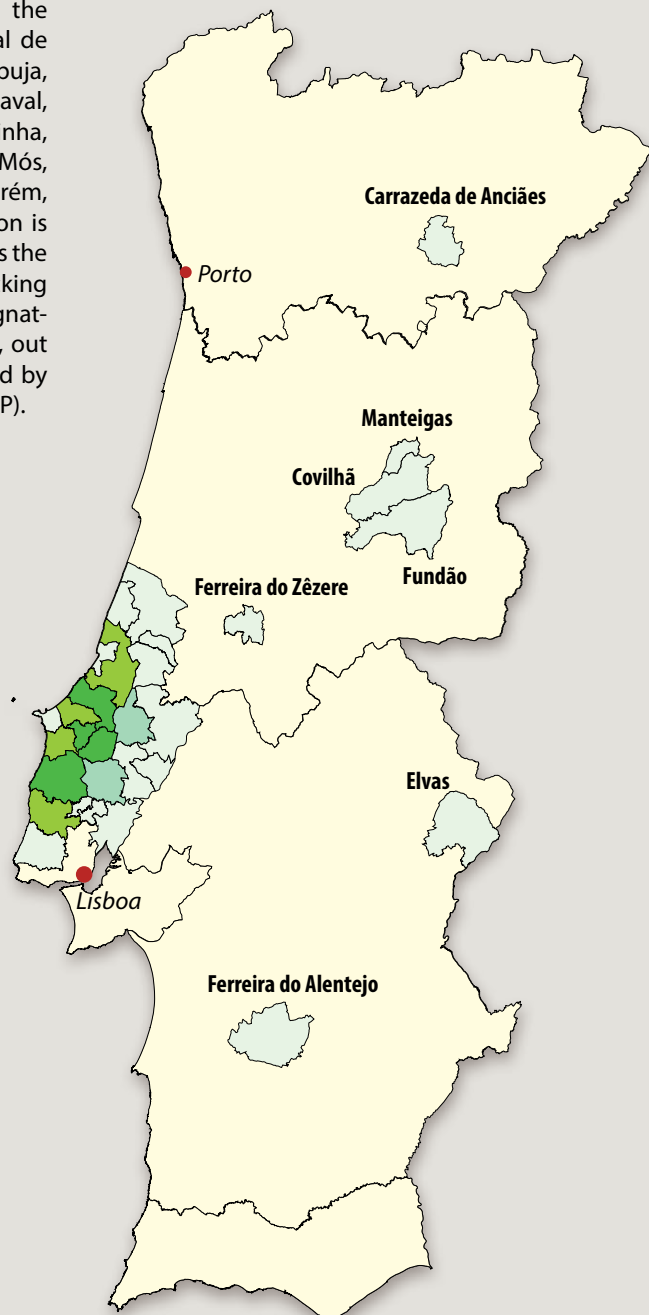
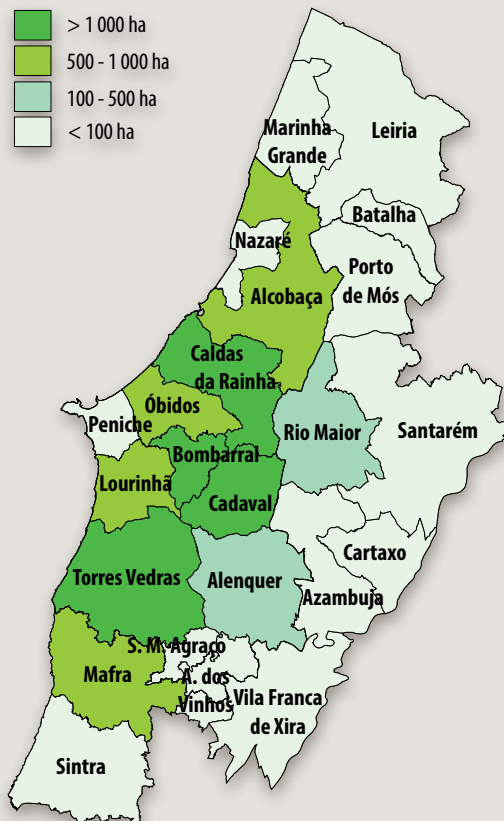
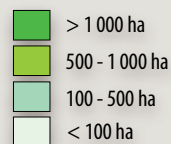
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Pear – Portugal

Location

The bulk of production, especially the famous Portuguese Rocha, is situated on the Central West Coast. Back in 1836, in the municipality of Sintra, on the property of Mr. Pedro António Rocha, this variety was identified for the first time, exhibiting distinguishing qualities. The product obtained protected designation of origin status, as the "Pera Rocha do Oeste" (Western Rocha Pear) in March 2003, in view of the region's specific microclimate and of its soils (dating from the Jurassic and neo-Jurassic). The geographic production area extends from Sintra to Leiria, encompassing the districts of Sintra, Mafra, Arruda dos Vinhos, Sobral de Monte Agraço, Alenquer, Vila Franca de Xira, Azambuja, Torres Vedras, Cartaxo, Lourinhã, Bombarral, Cadaval, Santarém, Rio Maior, Peniche, Óbidos, Caldas da Rainha, Torres Novas, Alcanena, Alcobaça, Nazaré, Porto de Mós, Batalha, Tomar, Ferreira do Zêzere, Vila Nova de Ourém, Leiria, Marinha Grande and Pombal. The designation is also dependent on the proximity of the sea, as well as the expertise of the populations and local methods. Picking must begin in the second half of August. The designated surface area comprises approximately 2 000 ha, out of a total of 12 000 ha. The designation is managed by Portugal's national pear producers organisation (ANP).



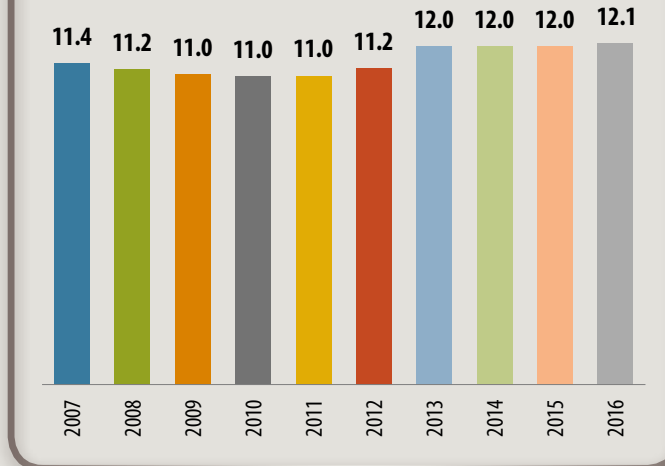
Pear – Portugal

Production

Portugal's surface areas are stable overall. After peaking when Rocha was awarded its PDO in 2003 (13 000 ha in 2004), they fell during the economic crisis, indeed to below 11 000 ha in 2011, but have increased since then. Production is around 150 000 t, with a potential of more than 200 000 t already achieved in 2011 and 2014. ANP was established in 1993 to bring together the main players, which have a common interest in sustainable production and developing the pear in Portugal (producers, nurseries, exporters), i.e. more than thirty operators.

Pear - Portugal - Evolution of planted areas

(in 000 ha / source: FAO, Comext)



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Pear – Portugal

Production calendar and varieties

The Rocha variety currently represents nearly 90 % of the cultivation area. It is a small-sized variety (60-65 mm) with an average weight of 130 g. It has a smooth yellow and/or light green skin, sometimes with slight scorching on the side exposed to the sun, typical of this variety. The pulp is white, soft and tender, granular, non-acidic and juicy, with a slightly marked aroma. Rocha is characterised by high resistance to handling and transport. It can keep in cold chambers for several months. Once packed and placed at ambient temperature, the Rocha pear has a shelf life of approximately eight days.



Pear – Portugal – Volumes by variety (000 tonnes)

Varieties	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Rocha	138	136	168	197	171	209	115	162	203	134
Others	5	0	0	1	1	1	0	0	0	0

Source: WAPA

Pear – Portugal – Marketing calendar

Variety	J	F	M	A	M	J	J	A	S	O	N	D
Rocha												

Source: WAPA

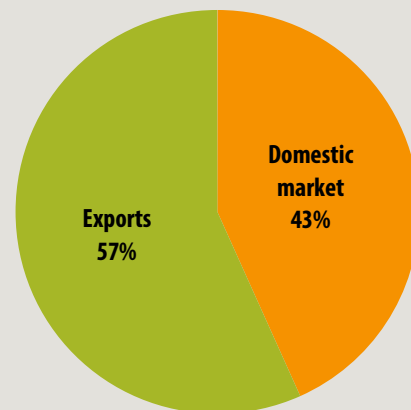


Outlets

A substantial part of production is now aimed at the export market.

Pear - Portugal - Outlets

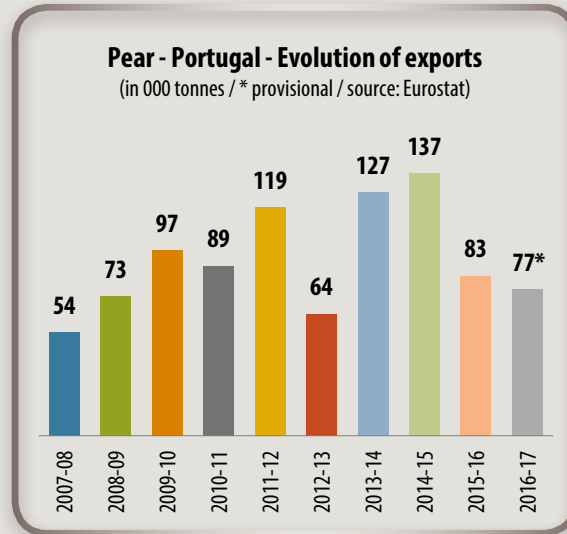
(source: Comext 2016-2017)



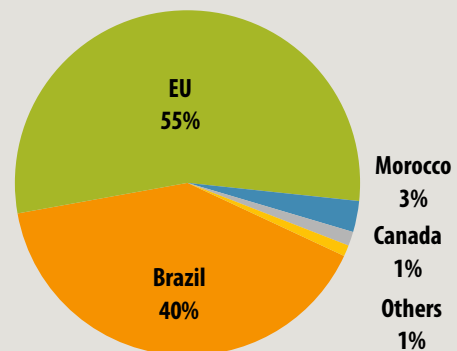
Pear – Portugal

Exports

Rocha pear exports began in the 19th Century. They have seen especially significant progress over the past three decades, with a first surge in 1991-92 due to the shortfall in Europe, which was confirmed in 1994-95 internationally, and were boosted by the award of the PDO. Europe takes in approximately 55 % of export tonnages. Shipments have risen considerably in recent years to the United Kingdom, reaching more than 30 000 t in 2015-16. They are relatively stable to France (approximately 10 000 t) and variable to Spain (from 4 000 to 11 000 t) and Italy (approximately 2 000 to 3 000 t), depending on these countries' local production levels. Substantial progress has been made internationally, especially in Brazil, which on its own imports 30 to 40 % of export volumes. Hence tonnages reportedly peaked at 55 000 t in 2014-15, but have since dropped back to around 40 000 t. The Russian embargo brought a halt to efforts made for several years in this country, where shipments had reached 7 000 t in 2013-14. Canada and Cape Verde remain steady or even growth destinations for Portuguese exporters. They are also targeting other outlets, and have recently been developing their shipments to Morocco (more than 2 000 t in 2016-17).



Pear - Portugal - Exports by destination in 2016-17 (source: Comext)



Logistics

Shipments are made by road-freight and sea-freight, incorporating cold chain logistics. While previously shipments to Brazil were made via the Spanish ports of Valencia and Algeiras, increasing export volumes have encouraged the development of trade via the ports of Lisbon and Leixões.

Pear – Portugal – Sea freight

Markets	Main lines		Transit time
	Port of departure	Port of arrival	
United Kingdom	Leixões/Lisbon	Tilbury/Felixstowe	5 days
Canada	Leixões	Montreal	5 days
Brazil	Leixões	Rio Janeiro/Santos/Itapoa	14-26 days

Source: Infofruit