

# Victoria pineapple European market

## A new origin entering a relatively stable market

The Victoria supply usually available comes primarily from the Indian Ocean (Reunion and Mauritius). South Africa is indeed an occasional market supplier, yet its production is increasingly earmarked for self-consumption. The relative paucity of the supply from the Indian Ocean enabled another African origin, Ghana, to make a limited, yet popular, incursion onto the Victoria market.



**S**till very popular among consumers despite being scaled down, the Reunion supply continued to sell at fairly high rates. The price range was fairly wide precisely because of the often unbalanced supply. From May to September, rates for the origin fluctuated between 2.50 and 4.00 euros/kg, depending on the sizes available.

The Mauritian supply, with bigger volumes and a distinctly more regular sizing than the Reunion supply, enjoyed bigger supermarket sector sales, as usual. Outside of the promotions, rates for Mauritian fruit fluctuated between 2.80 and 3.60 euros/kg.

The Ghanaian supply was able to take advantage of the occasional supply shortfall to carve out a niche for itself. Very limited in terms of volume, but with a more regular fruit sizing, it managed to find takers, selling at relatively stable prices of between 3.00 and 3.60 euros/kg.

From May to mid-June (weeks 18 to 24), Victoria volumes from the Indian Ocean were very limited because of the big tropical storm which hit the zone. The paucity of the supply did not result in increased demand, since seasonal fruits were becoming available. However it did manage to strengthen sale prices of the batches available and also facilitated the arrival, albeit in very small volumes, of the Ghanaian supply, which therefore struggled to sell. Over this period, the Reunion supply, although restrained, was often unbalanced with a large proportion of size 8, which forced certain operators to relax their prices to remain fluid.

From week 24, in anticipation of the fall in demand for Victoria in the summer, operators started scaling back their imports heavily. The market supply was reduced throughout the summer, to better adapt the supply to demand, mainly interested in seasonal fruits. In spite of this, the Victoria market was fairly tight, since fruit quality (from Reunion and Mauritius) was highly irregular. However the extreme paucity of the supply helped operators avoid having to manage stocks. Sales were slower, with only Victoria die-hards continuing to purchasing it.

Weeks 32 to 39 marked a return to a more substantial supply, though still fairly limited overall, while demand still exhibited little interest in the fruit. Unbalanced with a high proportion of size 8 fruits, the Reunion supply had a bit more difficulty selling. The Ghanaian supply, with its more regular sizing, was able to take advantage of this situation to achieve good sales ■

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