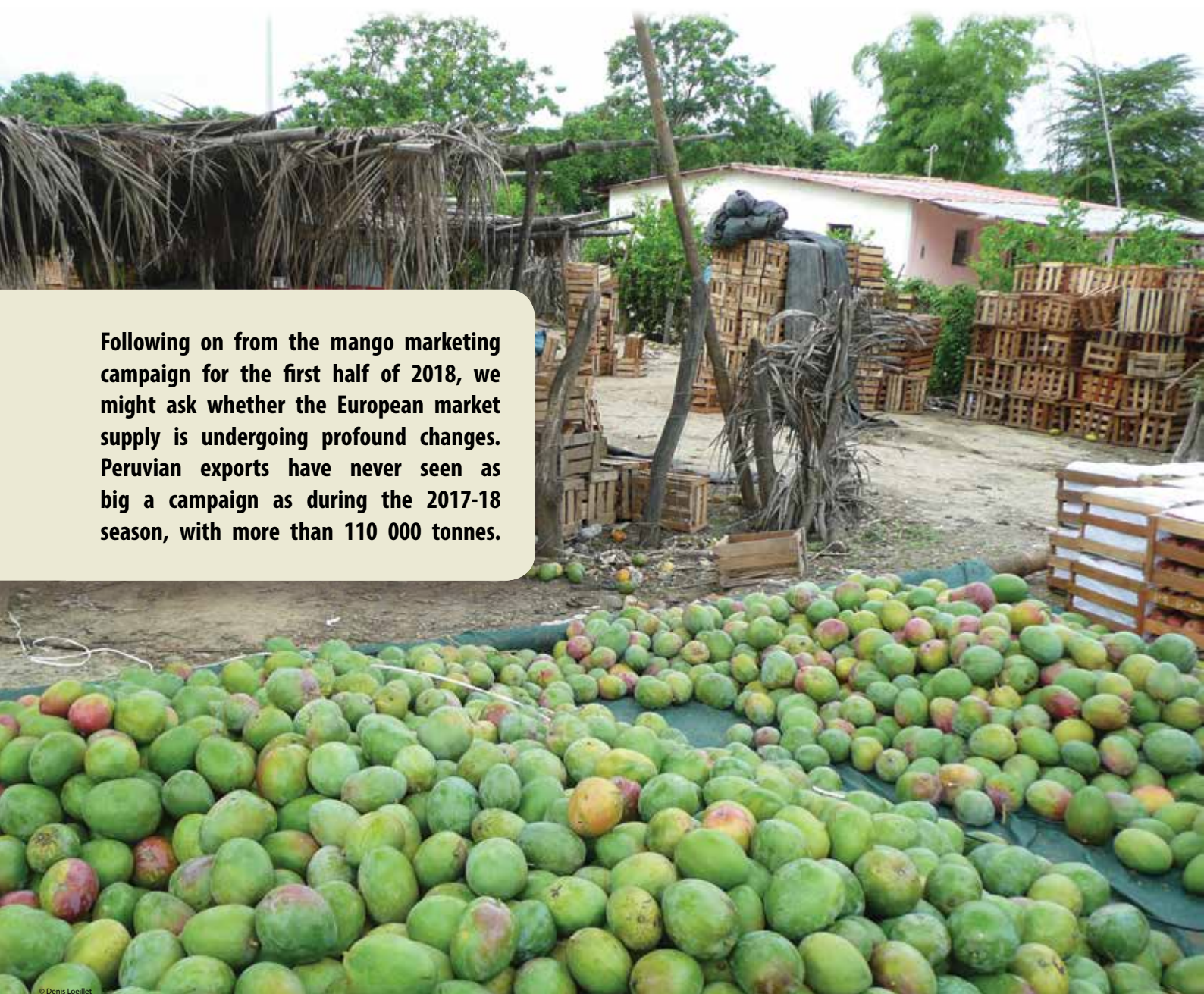


European mango market

Supply heading for a reshuffle

Following on from the mango marketing campaign for the first half of 2018, we might ask whether the European market supply is undergoing profound changes. Peruvian exports have never seen as big a campaign as during the 2017-18 season, with more than 110 000 tonnes.



© Denis Loeillet



Profit from the know-how of the European leader in ripening

Greenyard Fresh France is an important player in the production, packaging, export, storage, ripening and distribution of fresh fruit and vegetables. All these services are carried out to ensure the quality and natural flavour of the fresh produce.

Thanks to a diversified and constant supply, Greenyard Fresh France offers you mangoes from multiple origins throughout the year. They can be delivered ready-to-eat.



Greenyard Fresh France SAS

15, boulevard du Delta / Zone Euro Delta DE1 / 94658 Rungis Cedex / France

T +33 1 49 78 20 00 / F +33 1 46 87 16 45 / contact@greenyardfresh.fr

www.greenyardfresh.fr

for a healthier future



Peruvian mango shipments have expanded for more than twenty years at an increasingly high tempo. Furthermore, it has drawn slightly ahead of Brazil in quantitative terms internationally, and has now slipped into third position behind Mexico and Thailand. On the European market, Brazil remains the biggest supplier with 117 500 tonnes, yet Peru is just behind, with 95 500 tonnes for 2017.

By virtue of the sheer size of its territory, its pedoclimatic conditions and the varietal range selected, Brazil can produce and export mangos year-round. Peru runs its export campaign from November to May, and the country's natural conditions probably do not favour extension of the production calendar. Conversely, new plantations are expanding the volumes available in the country's traditional slot.

During the last campaign, Peruvian exports increased, yet the difference with previous years can be illustrated rather by the breakdown in tonnages. The calendar has remained identical, while monthly volumes at the end of the campaign have increased significantly. In 2017, European imports of Peruvian mangos were 6 400 tonnes in April and 655 tonnes in May. In 2018, they reached nearly 18 000 and 2 800 tonnes for the same period. This quantitative rise literally sheared off the start of the campaign for the West African origins, which had come slightly earlier this year.

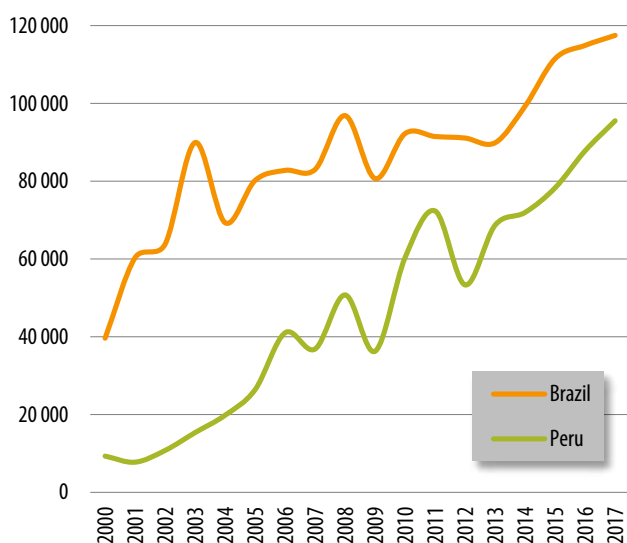
The European distribution sector, reluctant to modify its referencing, especially since the quality of the Peruvian produce remained decent, continued with its procurement policy, shunning West African fruit and thereby contributing to the highly mediocre progress of the campaigns of these origins, chief among which was Côte d'Ivoire.

There is a great temptation to invoke the exceptional nature of the Peruvian campaign to explain poor sales of West African produce. Yet the downturn in recent months turns the mind to other factors which could represent additional obstacles for the African origins.

The overall context, first of all, must be taken into account, with the Central American origins present to varying extents, such as Puerto Rico, the Dominican Republic, and to a lesser degree Guatemala and Nicaragua. All of these origins represent considerable volumes from the sec-

Mango - European Union - Imports from Brazil and Peru

(in tonnes / source: Eurostat)



TROPS MANGOS

“ALWAYS GOOD”



The mango that never lets you down!

Optimum quality, the TROPS requirement.

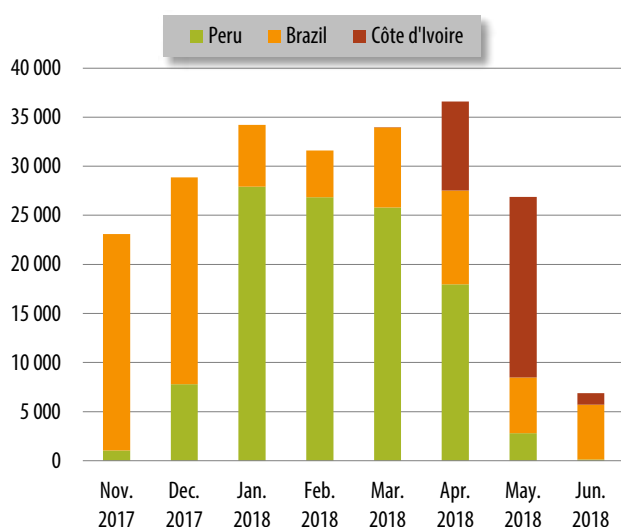
This constant quest for perfection which guides our approach at all stages, from the tree to the consumer's table, guarantees that each TROPS mango is “ALWAYS GOOD”.



www.trops.es



**Mango - European Union - 2017-18 imports
from Brazil, Peru and Côte d'Ivoire**
(in tonnes / source: Eurostat)



ond half of May, which generally corresponds to when West African shipments are winding down. The increase in Peruvian volumes at the end of the campaign (April-May) encroaches heavily on the start of the West African campaign, already increasingly concentrated year on year. So the West African campaigns are being caught in a pincer movement by the growing quantities from the Latin American origins, and the pincers are tending to tighten their grip. In spite of possible seasonal fluctuations for each origin, it is rare for one or more of them not to offset any shortfall.

A crucial point: quality

As for Peru, the risk of expansion does not come solely from the expanding cultivation area, especially in later production zones than the Piura region, such as Mopute or Casma. It is in fact sustained by a general favourable context. Although remote from the European markets, Peru enjoys efficient and large-scale logistics, where the mango is only a part of the country's exports. The avocado, grape and other fruits represent a considerable and healthy export portfolio.

Peru's industrial type mango orchards, in some cases over large surface areas, contrast with the most often fragmented and small-scale orchards of West Africa. The form of these orchards favours better control of fruit quality, all the more essential for Peru being subject to long transport times. Of course, Peruvian fruit is not all perfect, yet overall exports remain fairly homogeneous. And it is probably on this point that the commercial rivalry between Latin America and West Africa on the European markets is fundamental. The pressure exerted by Peruvian fruits at the transition between the Peruvian/Ivorian campaigns is largely due to the lack of reliability of the Ivorian supply. The qualitative disparity of Ivorian fruit, in terms of coloration but also maturity, rapidly put the distribution sector off the origin. It is probably on this aspect that Ivorian and African exporters in general should focus their efforts. The task is complex given the above-mentioned handicaps, yet without improving this crucial factor, the West African origins, and primarily Côte d'Ivoire, could lose market share ■

Pierre Gerbaud, consultant
pierregerbaud@hotmail.com



The best of exotics are now part of our range!

High quality, various origins
and fruits available all the year round...



... the expertise of specialists
at the service of our customers!

Conception TPC : 01 41 31 58 90 - Photo : Stew Patrikian©



31, Avenue de l'Europe - Zone des Entrepôts - Bât. I 9
BP 70122 - 94538 Rungis Cedex - FRANCE
Tel +33 (0)1 46 87 30 00 - Fax : +33 (0)1 45 12 96 74
g.burunat@commercial-fruits.com