Southern Hemisphere Association of Fresh Fruit Exporters

Newsletter

April–May 2025

Association update

Upon suggestions from our members, the Southern Hemisphere Association of Fresh Produce Exporters is organizing two webinars in June:

Tuesday 10 June 2025, 15.30-16.30 CEST

Bioinputs: opportunities and challenges for the fruit industry in the Southern Hemisphere

Confirmed speakers include:

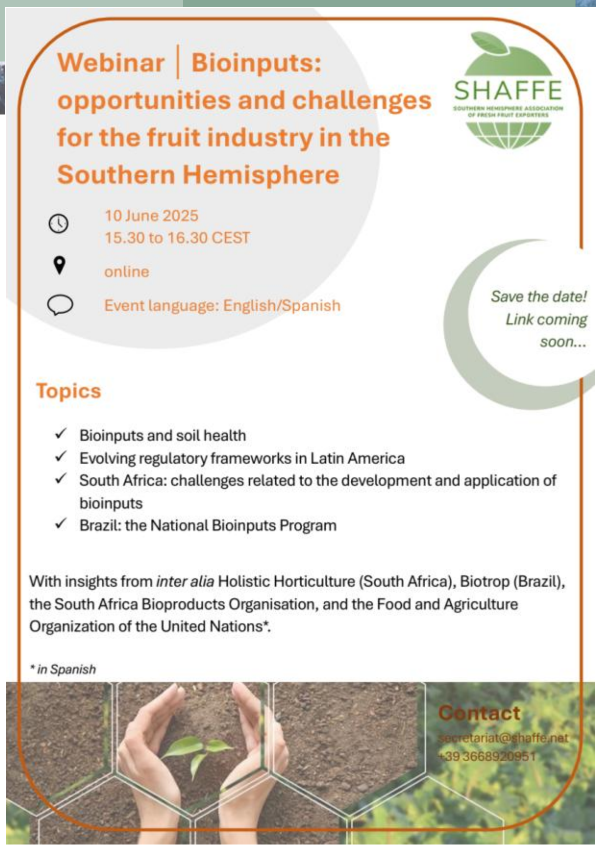
- ✓ Hendrik Pohl, Holistic Horticulture (South Africa), on the link between bioinputs and soil health;
- ✓ Jesica Monzon (Investment Centre, Food and Agriculture Organization of the United Nations), on regulatory frameworks and market opportunities for bioinputs in Latin America (in Spanish);
- ✓ Fabio Carlos Pevide (Biotrop, Brazil), on the Brazilian National Bioinputs Program and the Brazilian market for bioinputs; and
- ✓ Debbie Matteucci (South African Bioproducts Organisation), on regulatory barriers to the use of bioinputs for the South African fruit industry.

Tuesday 17 June 2025, 16.00-17.00 CEST

(Plastic) packaging: navigating the evolving regulatory landscape in major destination markets

Confirmed speakers include:

- ✓ COLEAD, on the new European regulation on packaging and packaging waste, and its implications for exporters from the Southern Hemisphere;
- ✓ Tamara Muruetagoiena (International Fresh Produce Association), on regulations regarding fresh produce packaging in the United States;
- ✓ Dan Duguay (Canadian Produce Marketing Association), on the Canadian regulatory framework surrounding fresh produce packaging; and
- ✓ Jeffrey Brandenburg (Qfresh Lab), on the strategies that producers and exporters of fruits in the Southern Hemisphere can adopt to ensure that their packaging is both economically viable and responds to regulatory requirements.



Links to register for and participate in the webinars to follow soon!

Summerfruit Australia – Carrie Starkings appointed as new CEO

Summerfruit Australia has announced the appointment of Carrie Starkings as their new chief executive officer (CEO). Carrie has over 20 years' experience in the fresh produce industry, in commercial strategy, marketing, stakeholder management and complex supply chains. She brings with her a wealth of knowledge, stemming from her Bachelor of Science in Winemaking and Viticulture and her career within the horticulture industry. Carrie has worked for farmgate businesses, manufacturing and retailing around the world covering Europe, Africa, China, America and Australia. "I am honoured to join the Summerfruit Australia team as CEO. I am excited for the direction Summerfruit Australia is heading," she said. "I am looking forward to bringing the Board's vision to life and working with our wonderful growers across the country."

This is the first of several major decisions Summerfruit's Board has made to improve the operation of the company. "We are in a phase of significant change here at Summerfruit Australia, and Carrie is the right person to drive this change and create real impact for our industry," says Chair Dean Morpeth. "We are confident she has the skill and experience to lead SAL into a new era."

Growers will have the opportunity to meet Carrie and learn about the Boards vision on 16 June, during an event aimed at increasing transparency and communication between Summerfruit Australia and the industry. "Our team and board are excited about the future of our company and looking forward to the coming months," says Carrie.

Carrie Starkings, new CEO of Summerfruit Australia

SHAFFE contacts US government to express concerns regarding "reciprocal tariff policy"

SHAFFE has written to the US government to express its concern about the implications of the sweeping "reciprocal tariff policy" that was signed into law on 2 April 2025 (and whose implementation was later delayed by 90 days). In the letter to the US administration, SHAFFE argued that the imposition of additional tariffs on fresh fruits imported into the United States of America will cause major disruptions for global supply chains, negatively affect market stability, and raise consumer costs. The letter highlights the complexity of the global fresh fruit trade, stressing that supply chains take years to build and that existing production and distribution infrastructure cannot be easily shifted towards other origins or destinations in reaction to shifts in trade policy agendas. The letter also argues that retailers in the United States are reliant on tropical and counter-seasonal fruits imported from the Southern Hemisphere, ensuring year-round availability of fresh fruits in the United States and reducing price fluctuations. Ultimately, the costs of the tariffs will be passed on to consumers. It has been estimated that the tariffs unveiled on 2 April will cost each American household USD 5 000 per year, dealing a huge blow to working and middle-class families. With the average household currently spending over USD 600 per year on fresh fruits, consumers will feel the impact of the tariffs hard – and fast. As the price of fruits increases, the availability of fruit in American homes will decrease even further, raising the incidence of obesity-linked diseases and cancer in a country that is already facing some of the highest rates of non-communicable diseases in the world. A copy of the letter sent to the US administration is available from the Secretariat upon request.

South Africa – Webinar on (plastic) packaging

On 8 May, the EU–SADC EPA Support Programme organized a webinar on the European Union's new packaging regulation and its implications for exporters of agricultural products from South Africa. The webinar featured presentations on the history and scope of the new regulation (by Freshfel Europe), followed by a presentation on the South African Plastics Pact (by GreenCape). Finally, SHAFFE member Hortgro presented its initiatives at the packhouse level, featuring some of the progressive research Hortgro is undertaking, as well as its efforts towards phasing out problematic plastics at the packhouse level.

The PowerPoint slides presented during the webinar are available from the SHAFFE secretariat upon request.

SHAFFE
SOUTHERN HEMISPHERE ASSOCIATION OF FRESH FRUIT EXPORTERS

Global Coalition of Fresh Produce – update on discussions

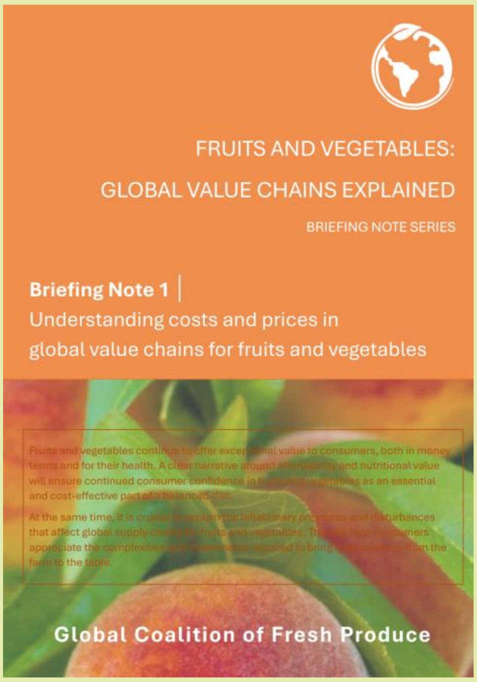
The Global Coalition of Fresh Produce – of which SHAFFE is a founding member – held a regular members' meeting on 24 April 2025. SHAFFE was represented at the meeting by its general secretary. Among the points discussed by participants from Canada, Europe and the United States were:

- ✓ Briefing note on sustainability in the fresh produce industry: participants discuss the outline of the second draft briefing note in the Coalition's series on global value chains for fruits and vegetables, focusing on environmental sustainability (forthcoming);
- ✓ The legal actions brought by several US states against President Trump's tariff policy; changes in (maritime) trade routes as a result of the US government's tariff policy are affecting countries such as Canada and the European Union, causing price shifts.
- ✓ The EU's new packaging regulation (2025/40): Annex V to the regulation, which outlines prohibitions on the use of certain packaging formats (including single-use plastic packaging for fresh fruit and vegetables under 1.5 kg), might be removed; this leaves the question of whether EU countries will be allowed to formulate more detailed rules at the national level, or whether there will be a uniform European framework. It is crucial to avoid the creation of any barriers to intra-EU trade as a result of the new packaging rules.
- ✓ The shift in the trade relationship between the United Kingdom and the European Union, with the United Kingdom aiming for alignment with the European Union's sanitary and phytosanitary (SPS) rules and the conclusion of an SPS agreement to ease barriers to agri-food trade;
- ✓ The federal election in Canada, and the implications of the election results for the country's new packaging regulations.
- ✓ Panel discussion on logistics at Fruit Attraction (October 2025): the Coalition is looking at organizing a panel discussion, on the broader theme of logistics; the topics for the discussion will be determined in due course.

Global Coalition of Fresh Produce – Briefing Note on prices and costs in global value chains for fresh produce

The Global Coalition of Fresh Produce has published the first briefing note in a series aimed at explaining global value chains for fruits and vegetables to policymakers. This first note focuses on consumer prices for fresh produce, and on cost pressures and disturbances in global supply chains. In a nutshell, the note argues that "*fruits and vegetables continue to offer exceptional value to consumers, both in money terms and for their health. A clear narrative around affordability and nutritional value will ensure continued consumer confidence in fruits and vegetables as an essential and cost-effective part of a balanced diet. At the same time, it is crucial to explain the inflationary pressures and disturbances that affect global supply chains for fruits and vegetables. This will help consumers appreciate the complexities and investments required to bring fresh produce from the farm to the table.*"

The full document is available from the Coalition's website at **https://producecoalition.net/publications/**.



European Union – delays in implementation of Corporate Sustainability Due Diligence Directive, Corporate Sustainability Reporting Directive

The European Union has delayed the implementation of its Corporate Sustainability Due Diligence Directive (CS3D, **Directive 2024/1760**) by one year, and that of its Corporate Sustainability Reporting Directive (CSRD, **Directive 2022/2464**) by two years.

The **CS3D** establishes due diligence obligations for large EU companies, meaning they must identify, prevent, and end any adverse impacts on human rights and the environment that arise from their operations across the entire value chain. In February 2025, the European Commission published a proposal to change certain parts of the CS3D to reduce the regulatory burden on companies. In addition, the Commission recommended that the new requirements apply one year later than initially foreseen – this delay has now been approved by the European Council and Parliament, meaning that the requirements will apply from mid-2028 for the largest companies i.e. those with more than 3 000 employees and over €900 million net turnover worldwide. The other changes proposed by the Commission remain under discussion.

Implications for SH exporters of the CS3D: operators outside the European Union might be asked to provide specific information on the impacts their operations have on human rights and the environment, to help large EU companies demonstrate that they meet new due diligence obligations. The changes proposed by the European Commission ostensibly aim to reduce the amount of information requested from business partners, as only producers and processors that *directly* supply large companies would be required to collect and provide this information (and not all actors in the supply chain, as originally foreseen). However, where a company has plausible information suggesting that adverse impacts have arisen or may arise in the operations of an *indirect* business partner, the large company must carry out an in-depth assessment of the indirect supplier. In addition, the latest proposal makes it mandatory for *direct* suppliers to large EU companies to provide contractual assurances that they will comply with the EU company's due diligence code of conduct. They must also obtain contractual assurances from their own business partners that they too are following the code of conduct. Compliance with the code of conduct must be verified, for example through independent third-party verification, including through industry or multi-stakeholder initiatives. The proposal aims to limit the amount of information that large EU companies can request from smaller direct suppliers (with less than 500 employees – larger companies may be required to provide additional information). This information will be restricted to a number of areas that are listed in a voluntary standard (which still has to be adopted, but which will be based on the **Voluntary Reporting Standard for SMEs (VSME) developed by EFRAG**). However, the information required is still significant and if there are indications of likely adverse impacts, further information could be requested. Furthermore, the proposal does not specify what information can be used to demonstrate and verify compliance with an EU company's codes of conduct. In particular, is not yet clear how existing third party certification could be used by suppliers to demonstrate compliance.

The **CSRD** requires larger EU companies to collect and report information about the impacts of their activities on people and the environment. In February 2025, the European Commission published a proposal to change certain parts of the CSRD to reduce the regulatory burden on companies. In addition, the Commission recommended that the new requirements apply two years later than initially foreseen – this delay has now been approved by the European Council and Parliament, meaning that the requirements will apply from 1 January 2027 for large companies (EU and non-EU) not currently reporting. The other changes proposed by the Commission remain under discussion.

Implications for SH exporters of the CSRD: most non-EU operators are not directly impacted by the CSRD obligations, which only apply to non-EU companies with a subsidiary in the European Union (with a turnover of at least €40 million). However, they might be indirectly affected by being required by large European buyers that fall under the scope of the CSRD to provide specific information on the sustainability impacts of their operations, to allow these larger companies to meet their reporting requirements. The Commission's recent proposal reduces the number of large EU companies directly in the scope of the CSRD by about 80%, thus reducing the number of overseas suppliers that will have to provide information to their large EU business partners. However, suppliers to EU companies that do remain under the scope of the CSRD will still need to provide information, based on European sustainability reporting standards (suppliers with fewer than 1 000 employees may have to provide limited information based on standards that the European Commission will be developing on the basis of the VSME). The exact information required is unlikely to be confirmed before 2026.

Source: COLEAD, European Commission, EFRAG.

Citrus Australia – United States tariff decision a blow to fair trade

Nathan Hancock, CEO Citrus Australia and SHAFFE president

Citrus Australia has expressed its disappointment at the United States' decision to impose a 10 per cent tariff on Australian citrus exports, warning the move ignores decades of mutually beneficial trade and punishes both Australian growers and their consumers in the United States. "For many years, our citrus trade with the United States has delivered consistent, high-quality fruit to American consumers while supporting sustainable jobs and growth in Australia," Citrus Australia CEO Nathan Hancock said. "This tariff disrupts that balance. Australian and Unites States businesses that have developed 12-month supply chains are now questioning how shoppers in the United States will react." Citrus Australia's position aligns with that of the National Farmers' Federation (NFF), which has also expressed deep disappointment over the tariff decision and the negative signal it sends to global trading partners. Echoing the NFF's strong stance, Mr Hancock said Australian citrus growers were being caught in the crossfire of trade politics, despite operating to the highest standards and providing premium fruit to global markets. "Australia is better positioned than many competitors to adapt to market shifts, but the tariff will likely cause broader global supply distortions," Mr Hancock said. "When barriers go up, markets respond. Our competitors may divert their exports to Asia, increasing pressure on those markets. It's a ripple effect, and no one wins," he said. "As we did during the last round of global trade tensions, we will focus on diversifying markets, and we will be working closely with government to access any support measures announced by the Prime Minister and the Minister for Trade." The tariff is set to be applied from midnight April 5, 2025 in the United States.

Source: Citrus Australia, 4 April 2025

Citrus Growers' Association of Southern Africa – US tariffs on SA citrus will damage both South Africa and the United States

This week the first citrus intended for the US market will be packed by South African growers. On Wednesday the 9th of April the expected additional 30% tariff on South African exports to the US comes into effect. Increased tariffs will hurt South African citrus farms and the rural communities they support. The Citrus Growers' Association of Southern Africa (CGA) is calling on the South African government to prioritise immediate negotiations with the US on tariff reductions or exemptions on citrus. This is urgently needed to avoid job and revenue losses in the citrus industry, South Africa's largest agricultural export industry.

"While South Africa only exports about 5% - 6% of our citrus to the US, many rural communities in the Western and Northern Cape are heavily dependent on US exports. A prime example of this is Citrusdal, where exports to the US form the economic heart of this vibrant town. The severity and immediate nature of the impending tariffs could mean that towns like it now face either increased unemployment or maybe even total economic collapse. There is immense anxiety in our communities," said Gerrit van der Merwe, the Chairperson of the CGA and a citrus grower in the Olifants River Valley. He clarified that in total 35 000 jobs are connected to SA-US citrus exports in one way or another.

The additional 30% tariff will make South African citrus uncompetitive in the US market, especially since only the baseline US tariff of 10% will be levied on South Africa's citrus competitors, who are mostly situated in South America. The 30% tariff will place an additional $4.25 per carton on SA citrus in the US.

"There are clear and convincing arguments for why our government must act swiftly and decisively to safeguard citrus," said Boitshoko Ntshabele, CEO of the CGA. "Citrus is not produced in a factory. SA citrus growers do not compete with US citrus growers. In fact, quite the opposite. Our high quality produce sustains consumer interest when US local citrus is out of season, eventually benefitting US growers when we hand over at the end of our season," he explained.

"Citrus also plays an important role in the healthy diet of Americans. Tariffs on seasonal fresh produce will most likely increase prices for the American consumer," Ntshabele said further.

"Citrus should be on the White House's exemption list. It is seasonal, and it supports both US health and the US citrus industry, while it helps to keep food inflation down," said Van der Merwe. The US demand for SA's quality citrus is clearly shown by the increase in exports to the US since 2017. The amount of citrus exported to the US has almost doubled since then, to over 6,5 million cartons. It is also estimated that 20 000 jobs up and down the supply chain in the US are linked to US–SA citrus trade. Although only citrus from the Western and Northern Cape are exported to the US because of outdated phytosanitary (plant health) rules, extreme urgency is needed to address the situation, because, when the tariffs come into effect, large amounts of the citrus destined for the US will be redirected to other markets. This could destabilise these markets, with a knock-on effect on the entire Southern African citrus industry. "The US volumes cannot be easily absorbed elsewhere at such short notice," explained Ntshabele. "Also, we already face very steep tariffs with exports to promising markets like India and China. We appreciate government's announcement that it will intensify efforts to diversify export destinations - targeting Asia, Europe, the Middle East, to name a few – but we need to retain current markets as well, as our citrus production is projected to increase substantially in the next few years," he continued. Ntshabele highlighted that increases in exports to the US was one of the cornerstones of the CGA's target to create 100 000 additional jobs by 2032. "We are now looking at a potential situation wherein not only will we be facing job losses, but we also lose the potential of serious job growth – a double tragedy. The SA government should urgently work towards a new trade agreement with the US, but such agreements can take years, and we do not currently have the time. The 2025 season has already arrived, and the produce is making its way to the ports," he concluded.

Source: Citrus Growers' Association of Southern Africa (CGA), 8 April 2025

South Africa – citrus export forecast

Ahead of the official start of the 2025 citrus export season in April, the variety focus groups of the Citrus Growers' Association of Southern Africa (CGA) presented their predicted volumes available for export in the upcoming season. "All available data project exports that are in line with the five-year average, which means there will be sufficient fruit for our global markets. The outlook suggests no oversupply or undersupply," said Gerrit van der Merwe, Chairman of the CGA. Overall, the quality of the fruit for 2025 looks to be excellent. The breakdown of various variety estimates indicates a balanced season ahead. The current prediction is that 32.9 million 15kg cartons of lemons will be exported to key markets, which represents a 5% decrease from last year. Estimates for citrus-producing regions the Sundays River Valley, Senwes (Marble Hall and Groblersdal), Boland and Patensie are all down, but Hoedspruit is estimated to increase its lemon production. Early lemons have already started to be sent to overseas markets, especially to the Middle East, Russia and Canada. Figures for navel and valencia oranges are expected to be up this year. Predictions show a 5% increase in export volume for Navel oranges, at 26.1 million 15kg cartons available for packing. The orange focus group has, for the first time, split estimates into early/mid navels (11.34 million cartons) and late navels (14.75 million cartons) to improve tracking. Last year unusual weather events such as floods in the Western Cape and frost in Limpopo affected navel exports, but, weather permitting, volumes are expected to improve in 2025. After four years of slight declines in valencia orange figures, exports are likely to improve in 2025. An increase on 2024 figures of 6% to 52 million 15kg cartons is projected. The possible impact of juicing prices on this figure is not yet quantifiable. Last year unusually high local processing prices suppressed exports of valencia oranges. Grapefruit exports are also predicted to increase. The 6% growth figure translates into 13.5 million 17kg cartons. The peak period for Grapefruit exports is expected to be between middle April and middle May. The grapefruit focus group is also embarking on a new marketing project this season, aiming to drive an increase in Grapefruit consumption amongst a younger target audience in the European market. Two early mandarin varieties show stability in supply. The satsuma season is likely to again, as in 2024, close around the 1.8 million 15kg cartons mark. The nova season shows a slight 2% decrease to 4.5 million 15kg cartons. The third early mandarin variety, clementines, presents a solid increase of 10%, with exports expected to increase to 5.4 million 15kg cartons. The estimates for late mandarin varieties will only be made next month when more accurate production data is available. Long-term projections still show that, if all role-players work together to address challenges, the industry can reach its target of exporting 260 million cartons by 2032, and in the process create 100 000 new jobs. Two of the largest challenges to achieve this target remain deficient rail and port logistics and the European Union's unnecessary phytosanitary (plant health) measures regarding citrus black spot (CBS) and false coddling moth (FCM). "The CGA is grateful for progress made by Transnet in terms of equipment acquisitions at ports, but the only long-term way to achieve the needed efficiency is through the structural change that only public sector participation can bring," said Mitchell Brooke, the CGA's Logistics Development Manager. A recent study by the Bureau for Food and Agricultural Policy (BFAP) that found the total cost of inefficient logistics to the citrus industry amounted to R5.27 billion per year. The EU's trade restrictive and unscientific measures on CBS and FCM are the focus of two historic cases at the World Trade Organization's trade dispute body. "We hope for swift progress on the cases, but disputes like these take time. We remain optimistic for the issue to be finalized before the 2026 season. Every season the measures cost SA's growers no less than R3.7 billion, keeping especially emerging growers out of the EU market," said Justin Chadwick, outgoing CEO of the CGA.

Source: Citrus Growers' Association of Southern Africa (CGA), 24 March 2025

Chilean blueberries retain majority share in U.S. market amid shipment increase

The 2024–25 Chilean blueberry season is coming to an end, with industry body Frutas de Chile reporting a 5% year-on-year increase in shipments. The uptick was mostly driven by new varieties. Andrés Armstrong, Executive Director of Frutas de Chile's Blueberry Committee, reported that shipments of fresh blueberries for the 2024-25 season totaled over 90,000 tons, reflecting a 12% increase over the estimated volume. This marks a break from the downward trend observed in recent years. "The most significant aspect of this season is not merely the growth itself but the notable increase in the share of new varieties in total shipments," remarked Armstrong. "These new varieties increased by 50% compared to last season and accounted for 21% of exports. This season clearly demonstrated the Chilean industry's efforts to adapt to increased market competition, making significant advances in renewing plantations."
In addition, the volume of blueberries destined for the frozen segment reached 60,000 tons, aligning with forecasts and representing 40% of total exports worldwide. "Thus, total blueberry exports, including both fresh and frozen, amounted to 150,000 tons, an increase of 15% from last season and 8% above estimates," Armstrong stated.

When analyzing this season's results, Armstrong emphasized that it was "a challenging year, not only due to increasing competition in the markets and the resulting pressure on prices, but also because of significant logistical complications." He explained that logistics were overwhelmed by the high volume of fruit from both Chile (including cherries and blueberries) and Peru (blueberries). This led to substantial delays in inspections, resulting in some cargo not being shipped on its scheduled date. Additionally, there were insufficient shipping services and containers in proper condition, along with a lack of Controlled Atmosphere (CA) options. Moreover, certain swell events impacted vessel departures during specific weeks, and there were delays due to announcements of port stoppages on the U.S. East Coast. "All of this ultimately affected our results. While the fruit was available, we lacked the logistics to deliver it on time and in the required condition and quality. Therefore, we are addressing this issue and exploring different solutions for the upcoming season," he indicated.

During this season, the Chilean blueberry supply faced heightened competition across all markets, particularly from Peru, which returned to normal shipment levels after being significantly impacted by the El Niño phenomenon last year. "This reality continues to exert pressure on our industry to innovate and enhance every aspect of the production and export process," noted the Committee representative.

Brazil exceeds expectations in fruit exports in the first quarter of 2025

The Brazilian fruit industry continues to demonstrate its strength and ability to supply the world with high quality fruits. In the first two months of 2025, the country exported 210,000 tons, reaching a revenue of USD 188 million. The year 2025 promises to be a milestone for the Frutas do Brasil project, an initiative of the Brazilian Association of Producers and Exporters of Fruits and Fruit Products (Abrafrutas) in partnership with the Brazilian Trade and Investment Promotion Agency (ApexBrasil). This collaboration seeks to boost the presence of Brazilian fruits in the international market, consolidating Brazil as one of the main global players in the industry. The main destinations for Brazilian fruits at the beginning of the year were the Netherlands – 92 thousand tons (USD 72 million); the United Kingdom – 40 thousand tons (USD 33.5 million), and Spain – 39.5 thousand tons (USD 32.5 million). Melons (79,500 tons), watermelons (45,000 tons), and lemons and limes (31,000 tons) are among the most exported fruits. This performance adds to an already consolidated growth trajectory. In 2024, Brazil exported more than 1 million tons of fruit, generating revenue of more than USD 1.287 billion — an increase of almost 4% in value. A strategic point for the sector is the recent agreement between Mercosur and the European Union, which should currently reduce tariffs between 4% and 14% on Brazilian fruits, facilitating access to the European market and boosting exports. Jorge de Souza, a technical manager at Abrafrutas, says that the first results of the year demonstrate Brazil's productive capacity. "The growth in exports in these first two months shows that the country is expected to break records in 2025 and continue to be preferred by international markets." For more statistical information on exports of fruits from Brazil, visit Abrafrutas' website at https://abrafrutas.org/dados-estatisticos/.

Source: Abrafrutas, 4 April 2025.

European Union–new MRLs for fruits and vegetables

The European Union has increased its maximum residue levels (MRLs) for:

- cycloxydim on *inter alia* pome fruits (pears, quinces, medlars, loquats/Japanese medlars), applicable from 17 April 2025. The full text of the Regulation setting the new MRLs is available from **https://eur-lex.europa.eu/eli/reg/2025/581/oj**.
- flupyradifurone on *inter alia* certain stone fruits and other fruits (apricots, peaches, plums, cherries, cranberries, currants, gooseberries, rose hips, mulberries, azaroles, elderberries, mangoes, papayas, and pineapples), applicable from 17 April 2025 (pineapples) and 30 April 2025 (all other products). The full text of the Regulations setting the new MRLs is available from **https://eur-lex.europa.eu/eli/reg/2025/581/oj** and **https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ%3AL_202402640&qid=1728545886228**.

Regarding market distribution, the trend of increasing shipments to Europe continued, with a 12% increase compared to last season. This positions Europe as receiving 43% of total exports, which is the same share as the United States, where the volume remained stable, as did shipments to Asia, highlighting growth in South Korea and a decline in China. "The most significant growth occurred in Latin America, with a 111% increase in volume, representing 1.6% of total global shipments. Argentina and Brazil emerged as the primary markets, while shipments to the Middle East grew by 11%, making up 0.4% of the total," the executive concluded.

Source: FreshFruitPortal, 7 April 2025.

China – fruit import and export trade 2024

On March 7, the China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products released a report outlining China's fruit import and export trade for 2024. In 2024, China imported fruits and fruit products worth $19.425 billion, marking a 5.81% year-on-year increase. Of this, fruit imports alone totaled $17.746 billion, up 5.25% from 2023. Meanwhile, the total import volume of fruits and fruit products reached 8.6798 million metric tons, a 3.35% year-on-year increase, with fruits accounting for 7.6871 million metric tons, a growth of 2.17%.

The top 10 fruit exporters to China in 2024 by import value were Thailand, Chile, Vietnam, New Zealand, the Philippines, Peru, Indonesia, Cambodia, Australia and Malaysia. Collectively, these countries accounted for 92.15% of China's total fruit import value. Thailand remained the largest supplier of fruits and fruit products to China with an import value of $6.529 billion, although this represented a year-on-year decrease of 10.54%. In December alone, imports from Thailand reached $333 million, marking a year-on-year increase of 24.19%. The top-performing fruit categories in descending order of import value were durians, cherries, bananas, mangosteens and kiwifruit. Together, these five categories accounted for 72.2% of China's total fruit imports in terms of value. By import volume, the leading categories were bananas, durians, coconuts, cherries and longans, which together represented 64.9% of the total fruit import volume.

Source: Produce Report, 20 March 2025.