

Export Markets Data Review 2019/2020 (Full Year Data Aug-Jul)

Sources of data used in this report

Note: Historically and currently there are often discrepancies between the various data sources



Industry / processor's reports

- The most robust indication of volume and value of Californian prunes. This is only available for 'total domestic' or 'total exported' so does not enable us to fully understand the overseas markets we are exporting to

USDA, Foreign Agricultural Service (FAS)

- This is the most trusted of the outside Industry reports data that we have access to; this gives us information on volume, value and average price of **US exports of Dried Prunes (HS code 081320 only)** and does not include juice or other derivative products. The data is available for all countries that we export to
- Only gives us data on US dried prunes, so does not enable us to fully understand market trends and what our prune competitors are doing

Trade Data Monitor (TDM)

- More detailed information on the origins of dried prune import and export data for volume, value and average price, again **only for HS code 081320**. TDM enables us to review how a market is performing for the dried prune category as well as giving us information on all our competitors
- TDM only pulls information from 99 countries. Correlating import/export data does sometimes conflict; this could be down to differences in valuation by customs, time taken for shipment to arrive at destination, or reliability of individual country data
- TDM's data used for US exports is supplied by FAS. When reviewing a country's imports, information is supplied by that country rather than by the US



Top 10 Export Markets

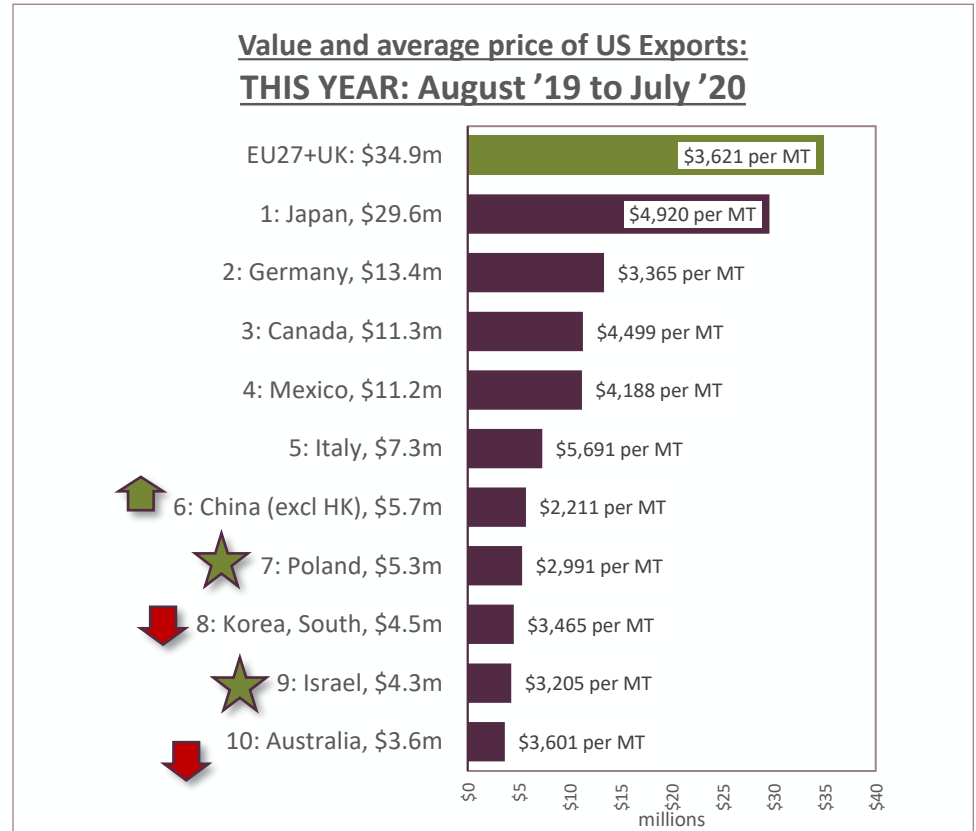
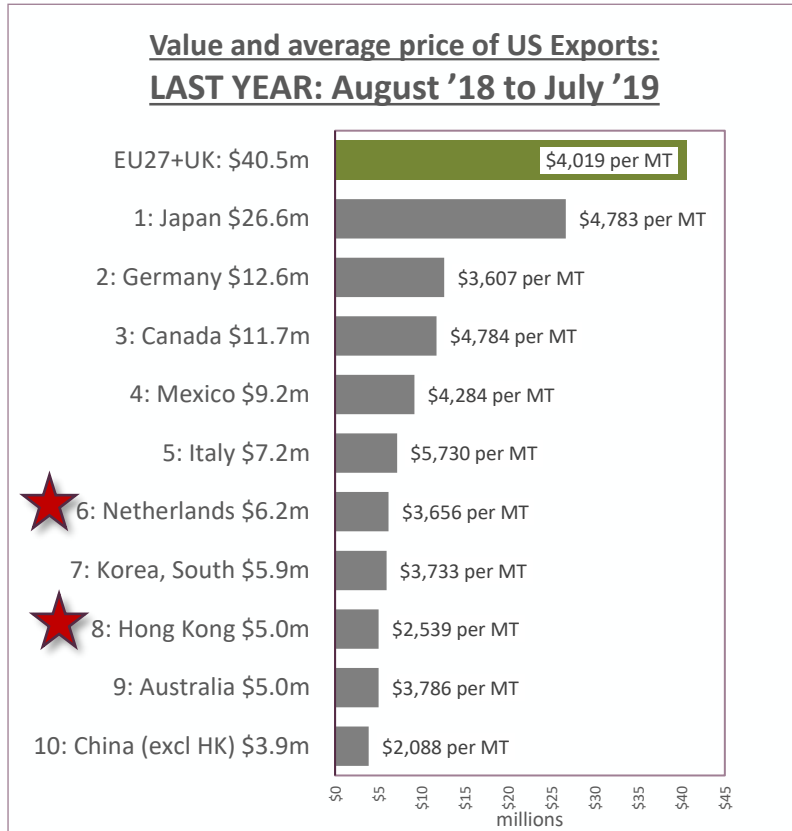
Markets ranked by value and volume of US exports:
2018-2019 compared to 2019-2020

Top 10 US Export Markets, ranked by Value

2018-2019 compared to 2019-2020



- The top 5 markets remain unchanged from 2018/19; 59% of our exports are shipped to these markets: Japan, Germany, Canada, Mexico and Italy

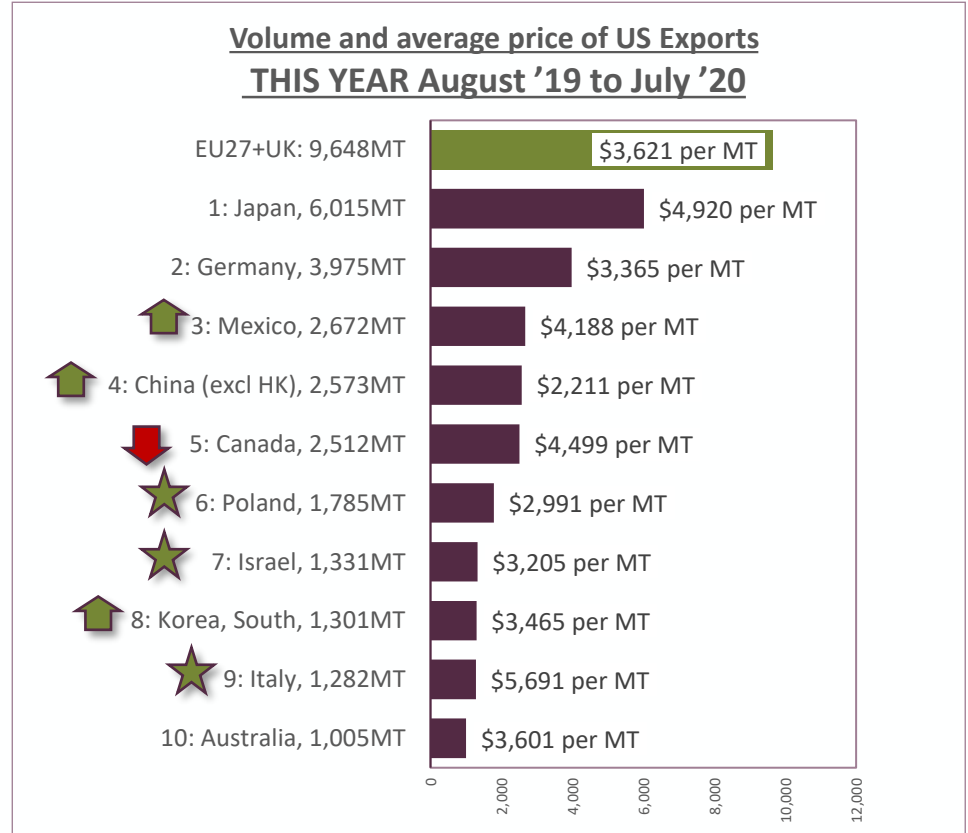
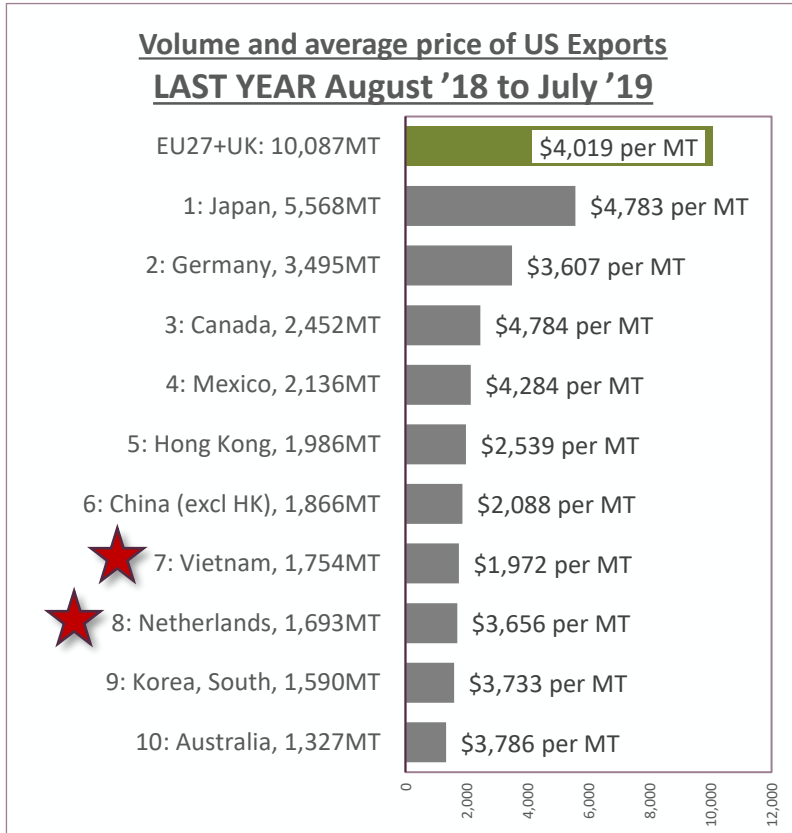


- KEY:**
- ★ Netherlands & Hong Kong have moved out of Top 10 this year
 - ★ Israel & Poland new to the Top 10 this year
 - ↓ South Korea and Australia have dropped down a position
 - ↑ China has gone from the 10th to the 6th largest market by value

Top 10 US Export Markets, ranked by Volume 2018-2019 compared to 2019-2020



- Due to a large loss in tonnage caused by fewer exports to Vietnam and the Netherlands the top ten markets by volume have see more change with Poland, Israel and Italy entering the ranking and Mexico, China and South Korea moving up



KEY: Netherlands and Vietnam have dropped out of Top 10 this year Poland, Israel and Italy are new to the Top 10 this year Canada has dropped down to 5th position Mexico, China & S.Korea have all moved up the ranking



The Top Ten Global Markets (for total imports of All Dried Prunes)

- China is a large market but low in price due to the mostly Natural Condition product imported; growth or decline of this market is heavily influenced by what is being exported through Hong Kong
- Germany is the largest EU27 prune importing market. Poland is bigger than Italy in volume terms but, as a large trans-shipment market, it is low in value. Italy is a high-value market for US prunes
- The UK is a sizeable 'mid-priced' market and relatively stable in volume

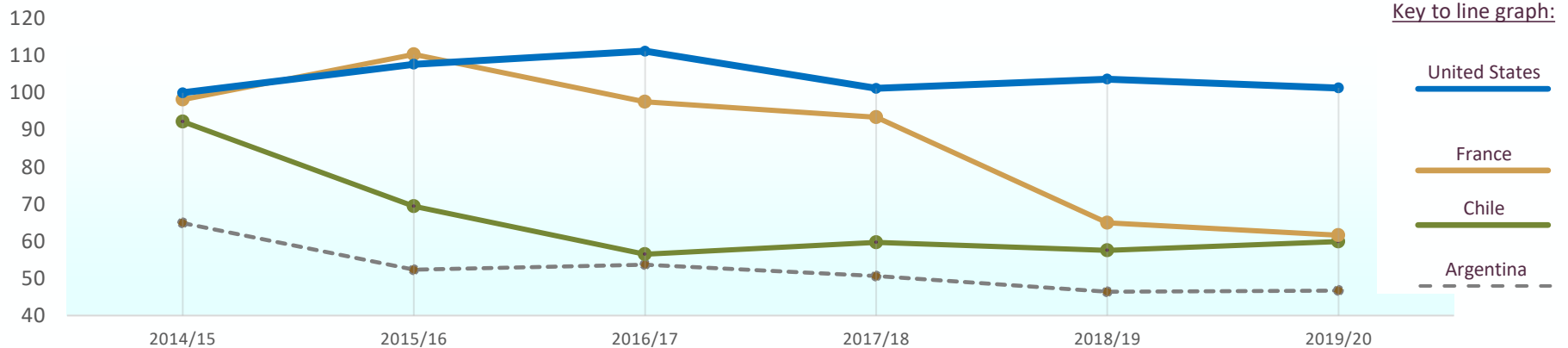
Countries ranked by 2019/20 import volume:	Year ending July			+/- change vs last year	% change vs last year	Average price per MT
	2017/18	2018/19	2019/20			
Russia	17,283	18,271	18,559	288	1.6%	\$1,699
China	5,899	6,797	12,971	6,174	90.8%	\$1,586
Brazil	12,334	12,548	11,861	-687	-5.5%	\$1,816
Germany	12,453	10,141	10,644	503	5.0%	\$3,477
Poland	9,588	9,422	9,647	225	2.4%	\$2,493
Mexico	10,467	10,534	9,399	-1,135	-10.8%	\$2,533
Italy	8,478	8,474	8,698	224	2.6%	\$3,437
Spain	6,496	7,910	7,934	24	0.3%	\$2,413
United Kingdom	7,920	7,626	7,800	174	2.3%	\$2,802
Japan	6,175	5,882	5,704	-178	-3.0%	\$4,890

Competitor review

How are Chile, Argentina and France performing?

Competitor Review: US & Competitor Export Average price comparison

Competitor price index (benchmarked against US price 2014/15)

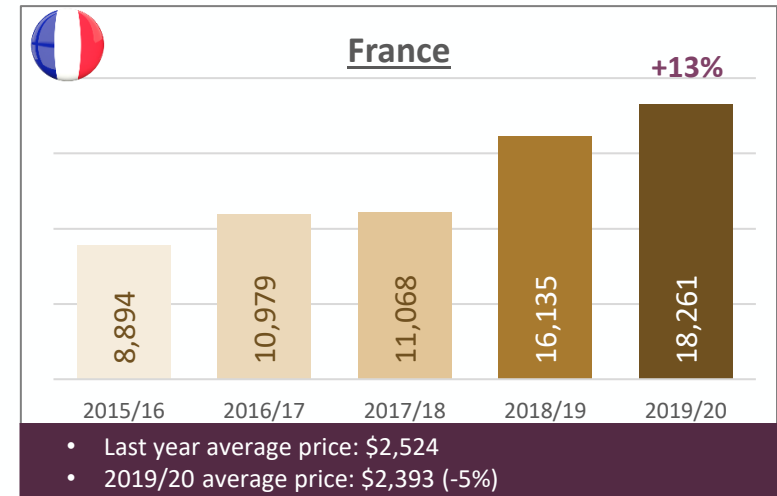
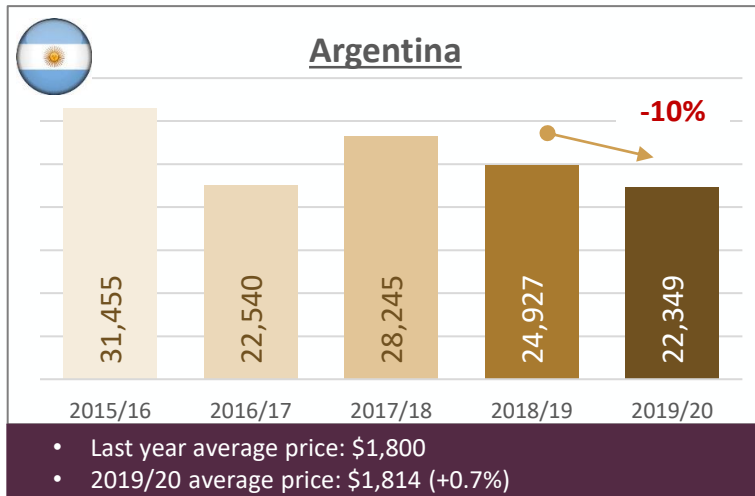
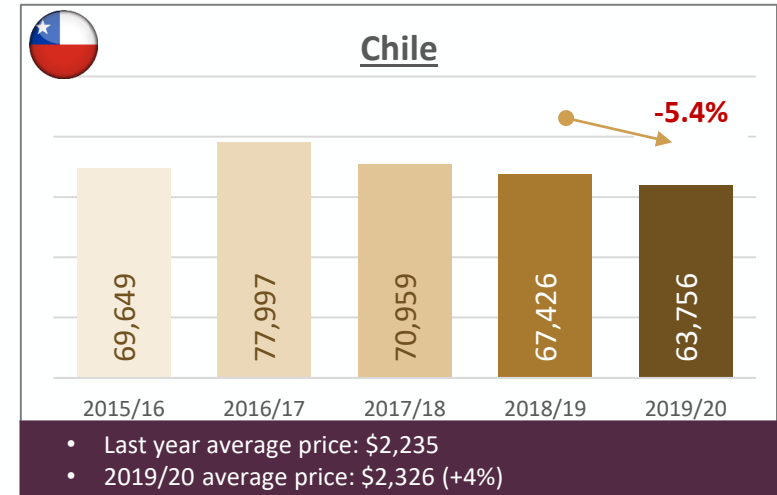
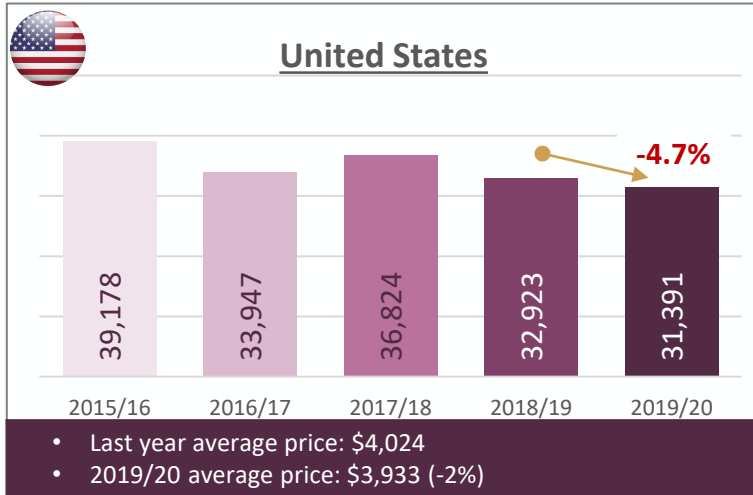


- California Prunes have retained a premium price of average \$4,000 per Metric Ton over the last 4 years in spite of low pricing from key competitors, and a significant deflation in the average price of French prunes
- California Prunes have a price premium of 69% over Chile and 64% over France (for year ending 2019/20)

Producing Country, ranked by 2019/20 export volume:		Average price per Metric Ton, year ending July				
		2016/17	2017/18	2018/19	THIS YEAR	% change vs last year
Chile	63,756	\$2,194	\$2,319	\$2,235	\$2,326	+4.1
US	31,391	\$4,317	\$3,929	\$4,024	\$3,933	-2.3
Argentina	22,349	\$2,085	\$1,966	\$1,800	\$1,814	+0.7
France	18,261	\$3,789	\$3,628	\$2,524	\$2,393	-5.2
Serbia	4,253	\$2,023	\$2,707	\$2,166	\$2,005	-7.4
Italy	373	\$4,983	\$3,638	\$3,898	\$4,632	+18.8
Australia	248	\$1,753	\$1,205	\$4,765	\$1,432	-70.0
South Africa	202	\$2,656	\$3,081	\$4,283	\$3,224	-24.7

Competitor Review: Full year Export Volumes, 5-year Trend

- Chile continues to be the lead competitor in volume terms but exports have seen a gradual decline over the last few years
- France has been more of a threat over the last two years as exports have grown and price has dropped



Competitor Review: Chilean Exports - Top 10 Markets by volume & growth



Top 10 markets by volume, year ending July 2020:

Ranked by YTD volume:	2019/20 Volume	+/- previous year
1 Mexico	7,569	-1,445
2 Poland	7,262	237
3 China	5,961	2,633
4 Russia	5,559	-48
5 United Kingdom	5,276	-727
6 Germany	4,490	611
7 Italy	3,613	263
8 Brazil	2,034	-827
9 Australia	1,808	439
10 Spain	1,776	-435

Top 10 markets by growth, year ending July 2020:

Ranked by YTD volume:	2019/20 Volume	+/- previous year
1 China	5,961	2,633
2 Germany	4,490	611
3 Australia	1,808	439
4 Italy	3,613	263
5 Poland	7,262	237
6 Sweden	995	234
7 Canada	1,366	198
8 Japan	296	180
9 Belgium	236	130
10 Greece	371	104

- Mexico is the biggest market for Chilean prunes; volume is currently in decline whereas this market is in growth for US prunes. The sell-out of Chilean prunes this year may be a factor in this decline however
- Key EU27+UK markets that are important for the US are also big, and growing, for Chile
- Volume shipped to China has grown by 79% this year; despite this the US have increased share in China
- Chile is growing, and gaining share, in Canada which is the 3rd most valuable market for US prunes

Competitor Review: French Exports - Top 10 Markets by volume & growth



Top 10 markets by volume, year ending July 2020:

Ranked by YTD volume:	2019/20 Volume	+/- previous year
1 Algeria	4,425	68
2 Spain	3,420	846
3 China	2,071	116
4 Italy	1,257	-70
5 Turkey	1,210	565
6 Belgium	1,003	-121
7 United Kingdom	940	372
8 Germany	669	76
9 Greece	661	-184
10 Netherlands	583	130

Top 10 markets by growth, year ending July 2020:

Ranked by YTD volume:	2019/20 Volume	+/- previous year
1 Spain	3,420	846
2 Turkey	1,210	565
3 United Kingdom	940	372
4 Czech Republic	363	360
5 Netherlands	583	130
6 Ireland	216	117
7 China	2,071	116
8 Germany	669	76
9 Algeria	4,425	68
10 Cyprus	135	35

- France are a threat to US prunes given they have good quality perceptions and prices are dropping. This is particularly relevant in the EU27+UK where 'local' markets are important for France, with Spain and Italy being the lead two countries for French prunes, and the UK being a source of strong growth
- China is important to both the US and France due to it's size and the fact demand is growing so substantially
- More volume has been supplied to the Netherlands this year; conversely US trade has been impacted by a large reduction in exports to this market

Competitor Review:

Argentine Exports*- Top 10 Markets by volume & growth



* The Argentina National Institute of Statistics masks the details of exports to markets where it feels the grower/distributor could be identified. To fully review Argentine export markets we have also used Global import data and have isolated Argentina as a supplying market to fully understand where it exports to

Top 10 markets by volume, year ending July 2020:

Ranked by YTD volume:	2019/20 Volume	+/- previous year
1 Brazil	9,761	152
2 Chile	3,480	678
3 Russia	3,192	-1,769
4 Spain	1,579	-254
5 Egypt	592	-2
6 United States	580	-1,264
7 Uruguay	251	-29
8 Colombia	221	56
9 Ukraine	175	46
10 France	170	-23

Top 10 markets by growth, year ending July 2020:

Ranked by YTD volume:	2019/20 Volume	+/- previous year
1 Chile	3,480	678
2 Brazil	9,761	152
3 Dominion Republic	115	115
4 Netherlands	108	108
5 Algeria	108	108
6 Colombia	221	56
7 Ukraine	175	46
8 Taiwan	18	18
9 Morocco	16	16
10 Bolivia	40	15

- There is little competition in the top ten most valuable US markets from Argentine prunes with nothing exported to Japan, Germany, Canada, Mexico or Italy this year
- Argentina exports to Egypt, and is the largest reported supplier this year

Market reviews

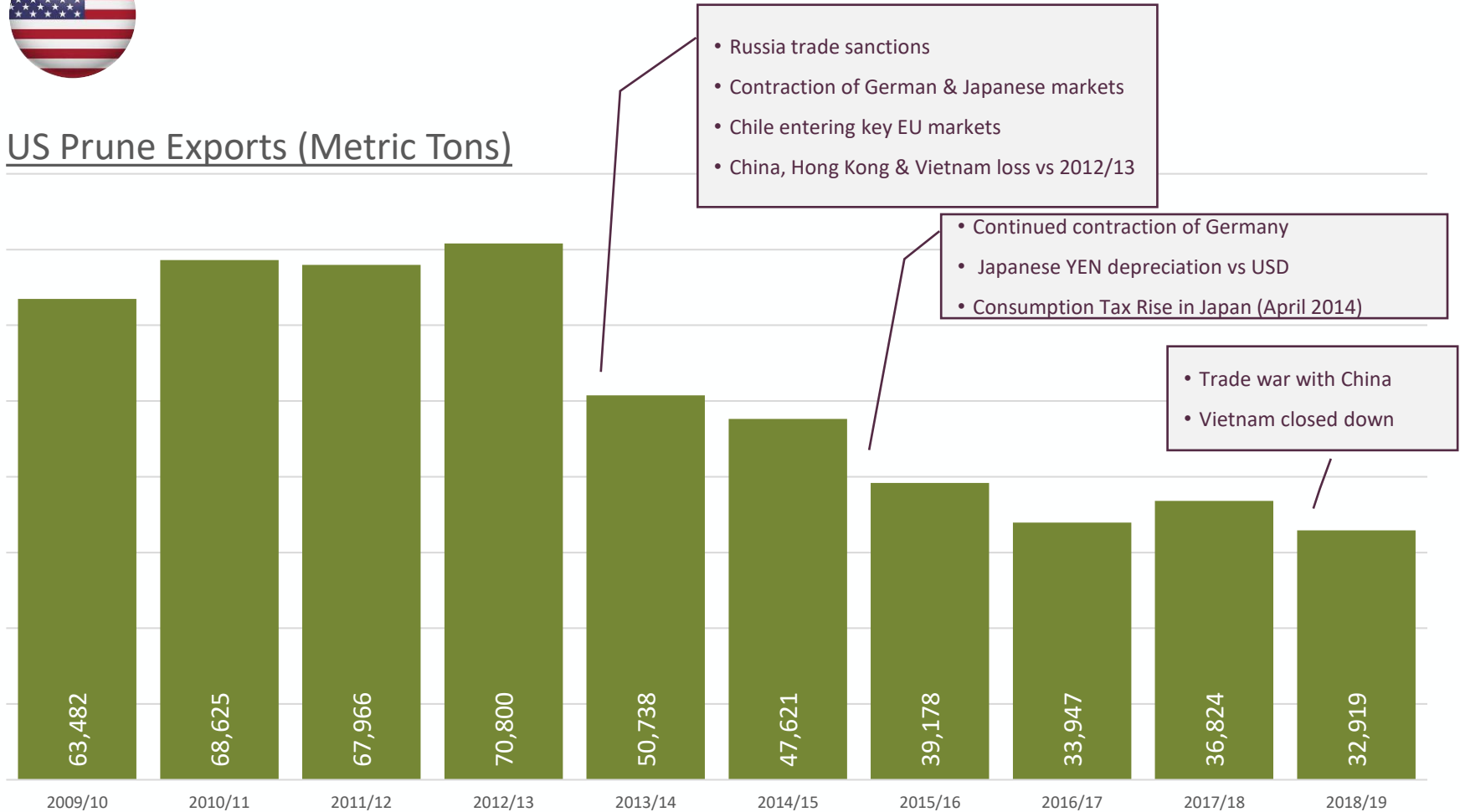
Overview of Total Prune Market data per market (all prunes from all COO)

Total US Exports: 10-year totals and year on year (YoY) performance per market

Global Exports Background: There have been significant, uncontrollable events that have impacted the US export trade

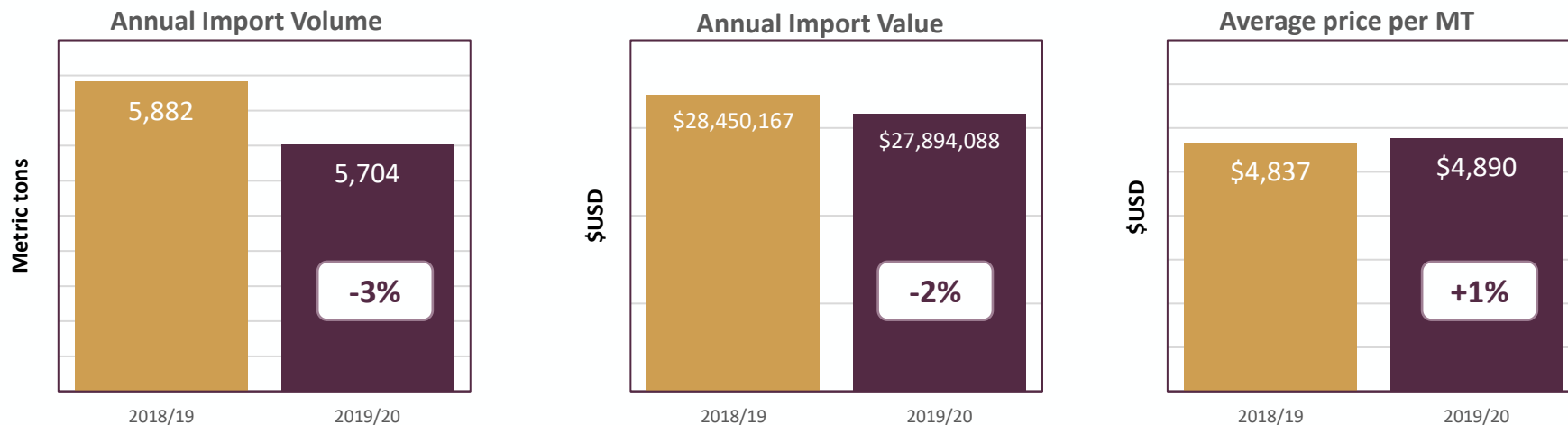


US Prune Exports (Metric Tons)



The Total Prune Market in Japan:

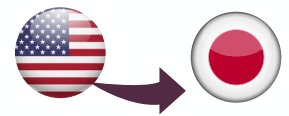
(Total market imports, August 2019-July 2020 compared to the previous year)



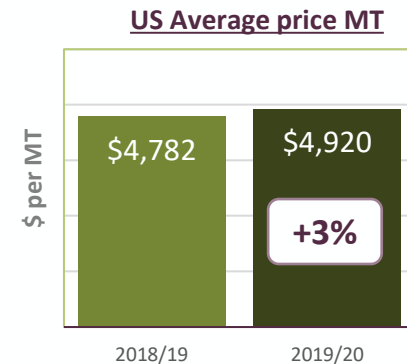
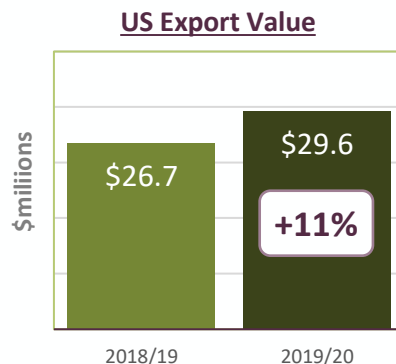
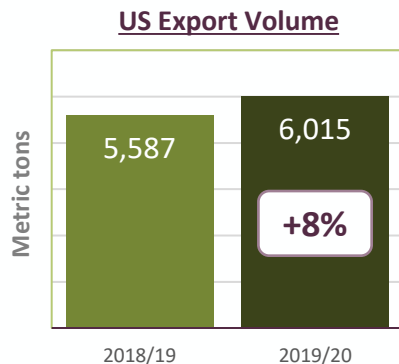
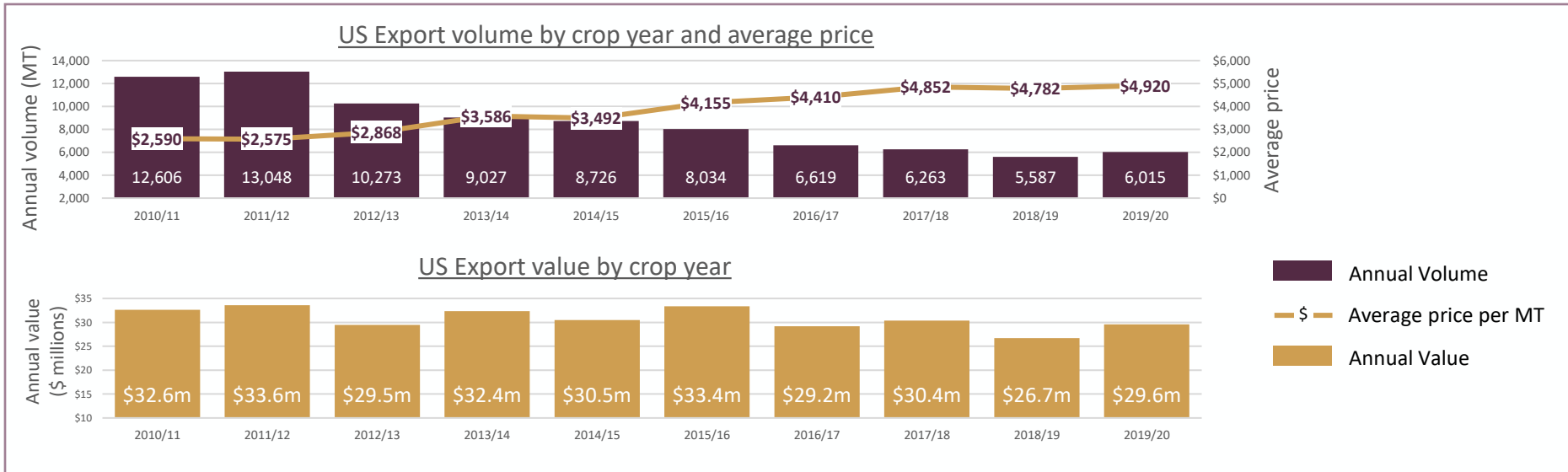
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	95%	94%	95%	95%	\$4,856	\$4,947
Chile:	2.2%	4.0%	1.4%	2.6%	\$3,006	\$3,109
France:	2.4%	1.6%	3.0%	2.0%	\$5,964	\$6,140

- Japan reports that it imported 3% less volume to year end July 2020, which equates to small decline of 178MT
- US share remains high at 94% of volume; share has been slightly eroded by 230MT of low-priced Chilean product entering supply as well as 92MT of premium priced French prunes
- US price continues to hold, yielding close to \$5k per MT on average

US Prune Exports to Japan:

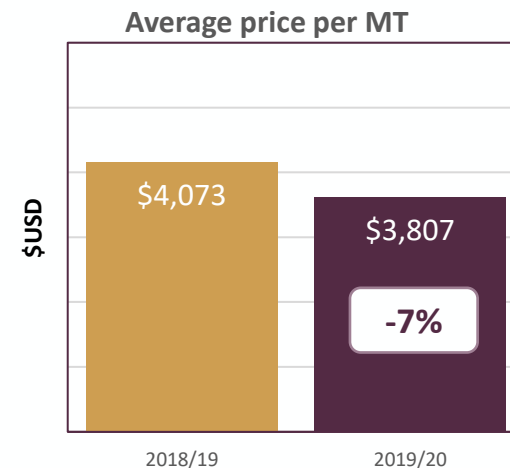
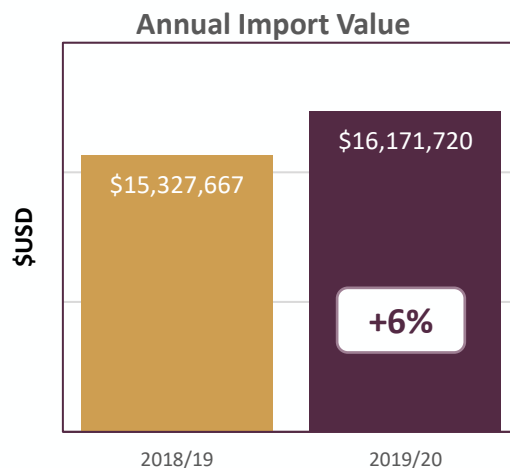
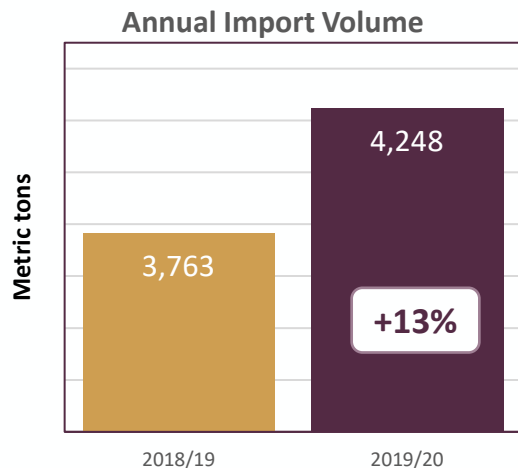


- The largest export country for US prunes: 19% of global export volume / 24% of global export value
- Consumption tax increased in April 2014 thus impacting consumer spending and resulting in retailers reducing pack sizes to maintain price
- After a number of years of continued contraction of volume in this market, marketing in 2019/20 helped turnaround US performance, delivering an 8% increase in annual volume and 11% increase in value



The Total Prune Market in Canada:

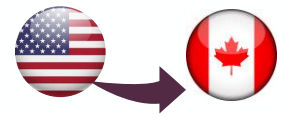
(Total market imports, August 2019-July 2020 compared to the previous year)



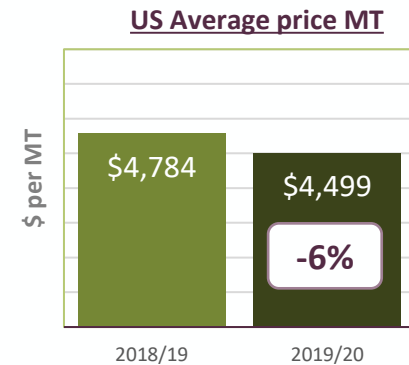
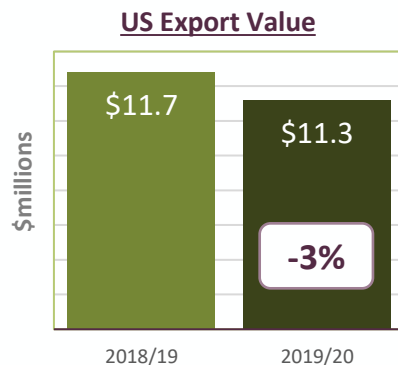
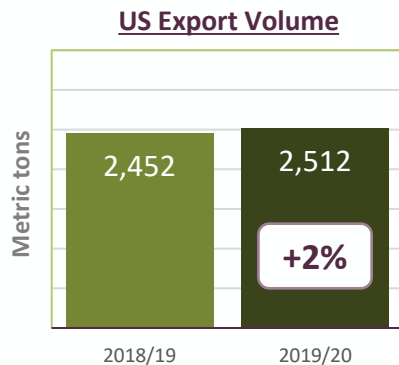
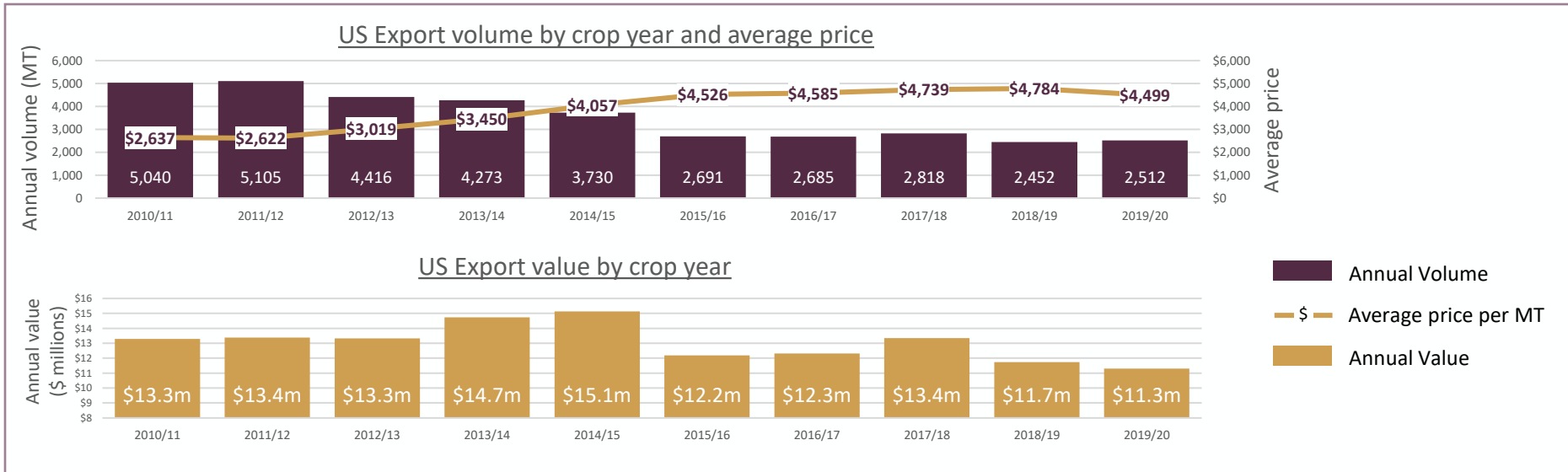
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	65%	59%	75%	68%	\$4,702	\$4,430
Chile:	28.5%	36%	19%	27%	\$2,688	\$2,869
Argentina:	3.3%	3.0%	1.8%	1.9%	\$2,159	\$2,371

- In the year to July 2020, Canada reported that total prune imports have increased by 13% compared to 2018/19
- The US has seen share erosion in this market for a number of years - as Canada seeks a source of low-priced volume, now buying 36% of it's volume through Chile
- Value share remains high for US prunes, accounting for 68%. TDM data shows that whilst overall average price has deflated compared to last year, US volume increased by 2%

US Prune Exports to Canada:

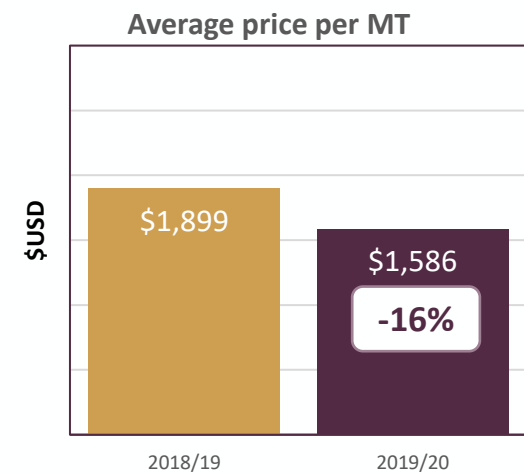
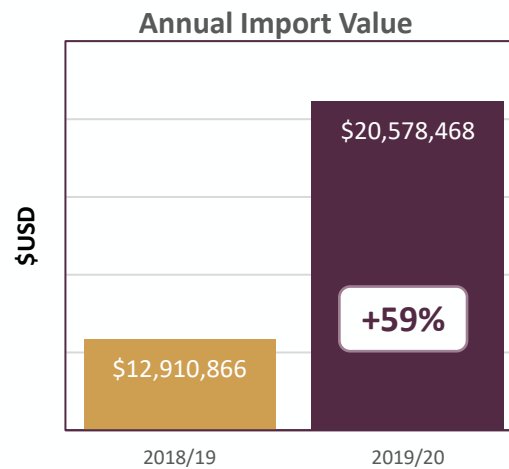
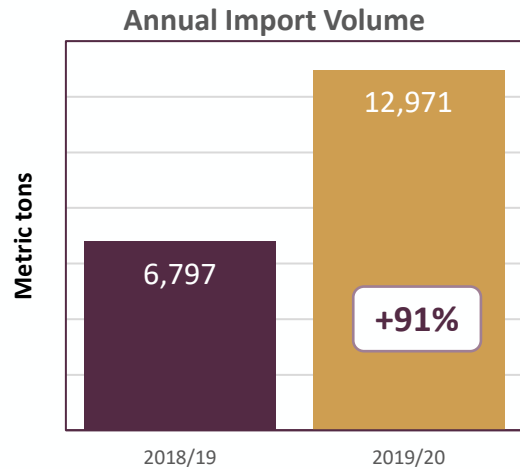


- The 3rd largest market in value for US prune exports, accounting for 9% of global export value
- From 2016 US exports were impacted by two factors; a general decline in total market imports and the growth of Chilean prunes
- 2019/20 has seen a 2% increase in US exports with price remaining close to \$4,500 per MT



The Total Prune Market in China:

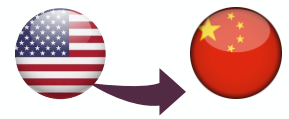
(Total market imports, August 2019-July 2020 compared to the previous year)



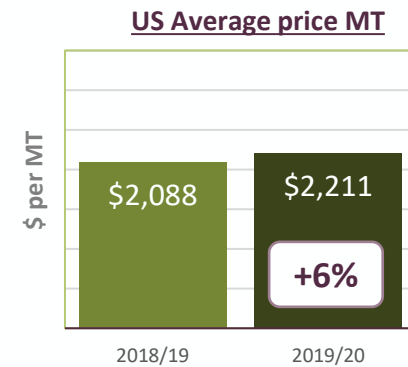
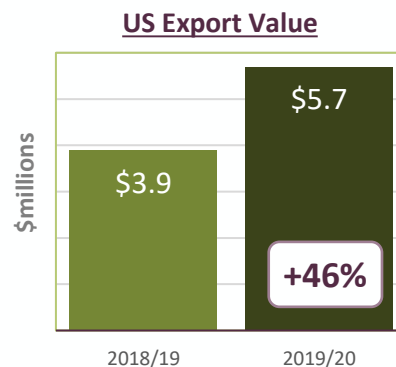
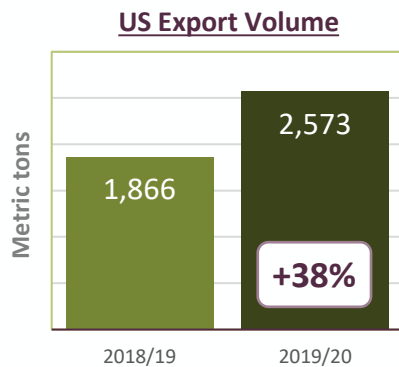
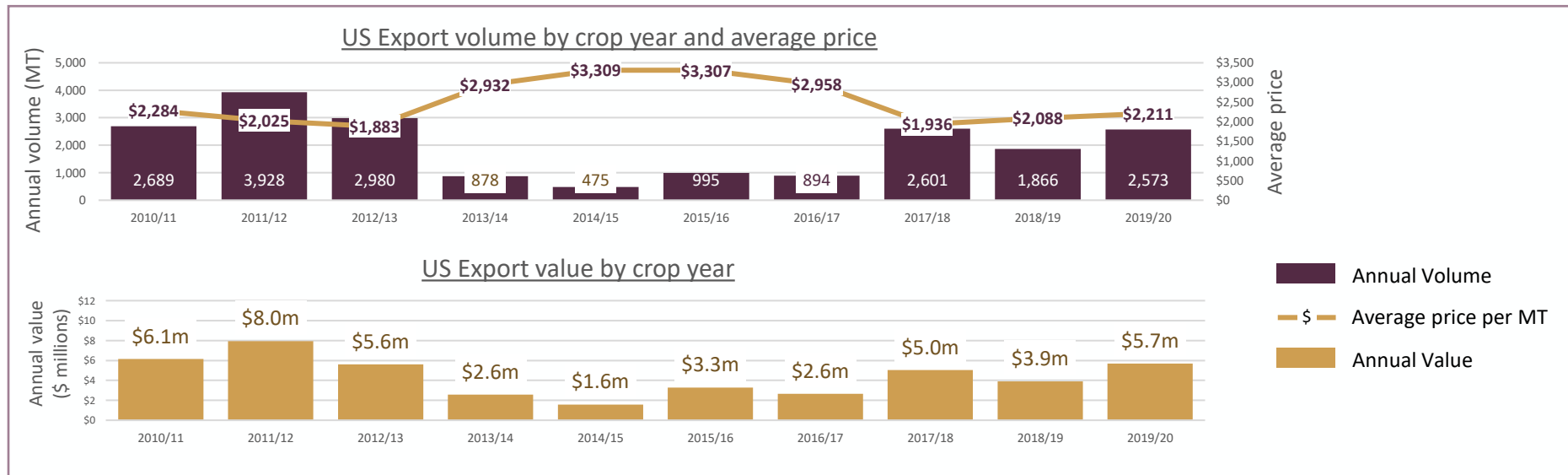
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	23.4%	30.7%	23.6%	23.3%	\$1,912	\$1,203
Chile:	43.7%	48.3%	47.3%	59.0%	\$1,900	\$1,939
France:	27.2%	18.8%	22.6%	14.7%	\$1,582	\$1,240
Australia:	1.3%	1.9%	0.7%	2.1%	\$1,050	\$1,702

- As the tariff subsidies gave some relief for exporters, the increase in volume was at the expense of price. This year's change in situation in trading with Hong Kong is reflected in the year-on-year change in price (i.e. buying more at lower price to compensate for very little HK sales)
- The US is growing share due to a 150% increase in shipments; France suffering from loss of share as their rate of volume growth is much lower at +32% (Chile for reference is +95%)

US Prune Exports to China

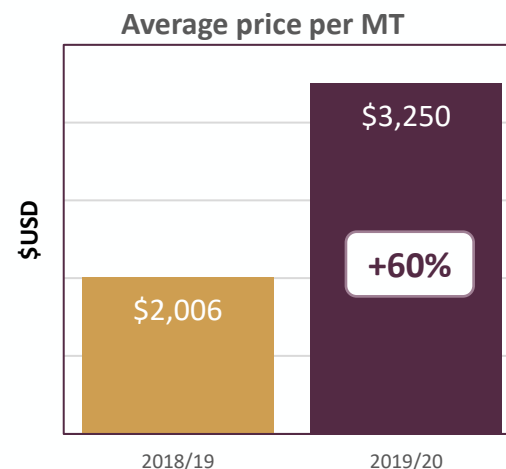
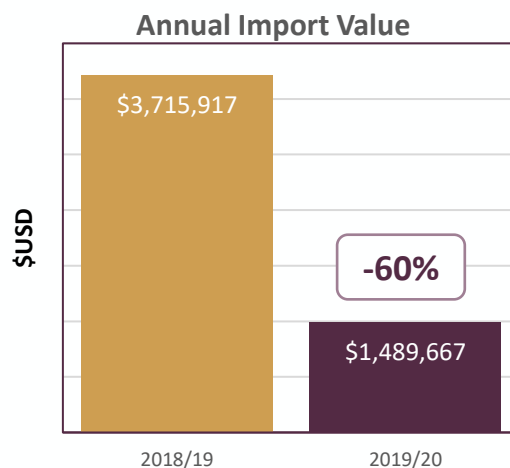
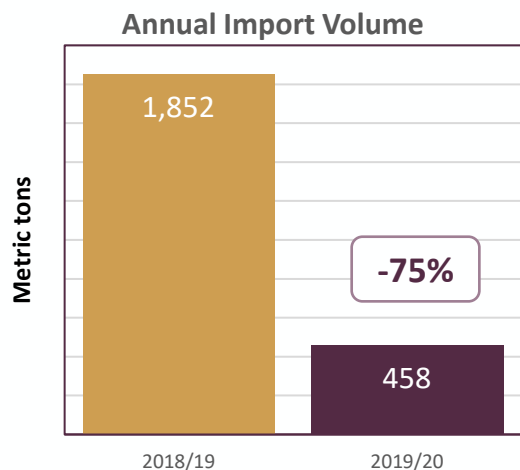


- 2013/14 and 2014/15 saw higher levels of US exports entering the market via Hong Kong
- Due to the tariff war Vietnam and Hong Kong (historical trans-shipment markets to China) have been shut down leading to direct exports to China increasing



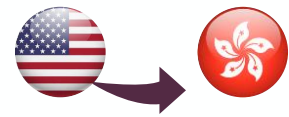
The Total Prune Market in Hong Kong:

(Total market imports, August 2019-July 2020 compared to the previous year)



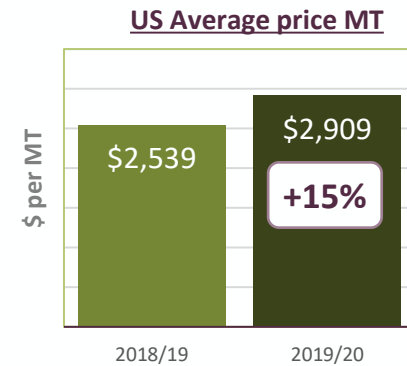
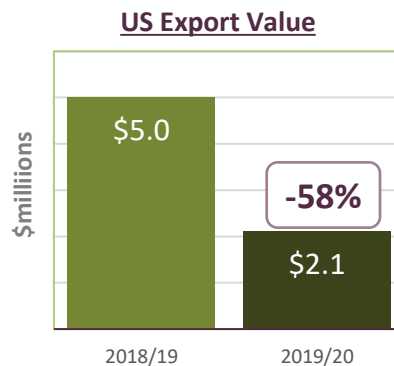
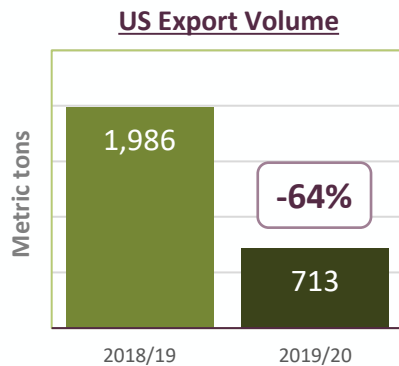
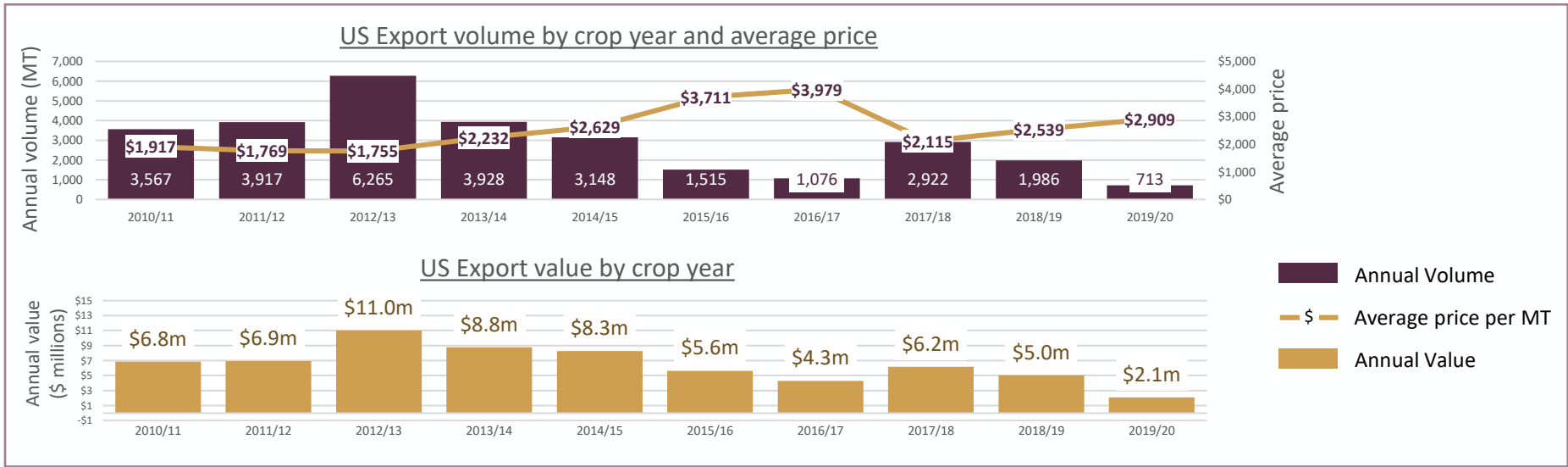
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	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	96%	85%	87%	90%	\$1,834	\$3,445
Chile:	1%	4%	2.0%	2.6%	\$4,237	\$1,896

- There is now significantly less US volume is going through Hong Kong into China which impacts Hong Kong at a total category level because the US has historically held the majority share
- The shipments that have been made into Hong Kong this year are at a higher average price per metric ton



US Prune Exports to Hong Kong

- Since the China-US tariff war, exports to Hong Kong have dropped significantly as the trans-shipment route to China was closed
- The political and civil unrest in this market has also impacted exports
- Early indications suggest that this market could see some recovery in 2020/21

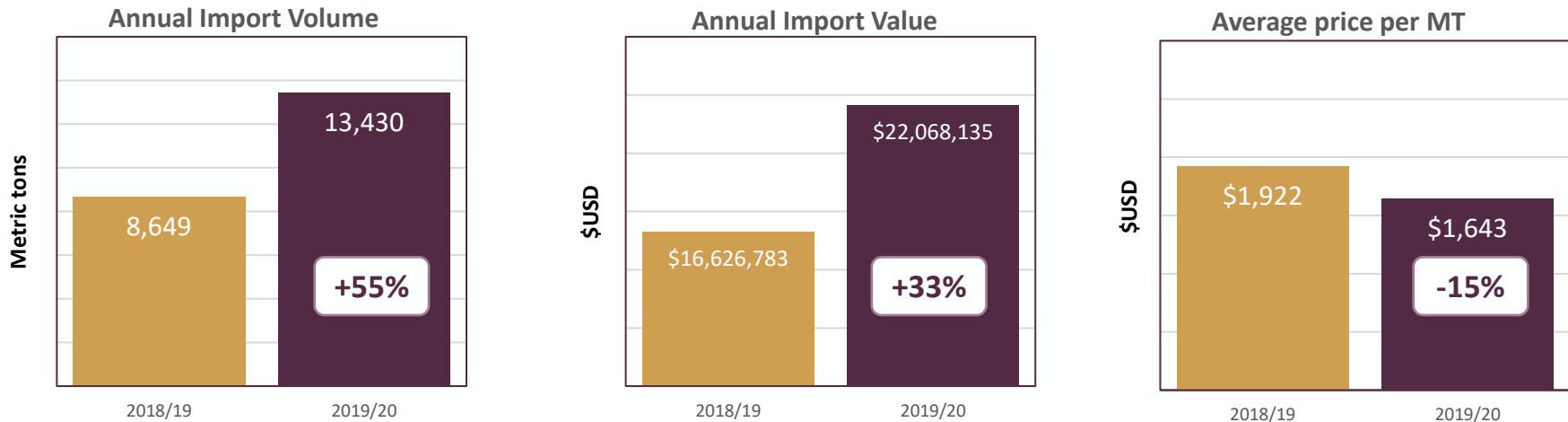


The Total Prune Market in China & Hong Kong (combined):

(Total market imports, August 2019-July 2020 compared to the previous year)



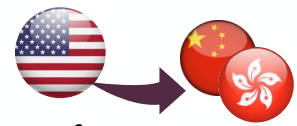
- As these markets are historically linked, we track them together to understand the total market potential



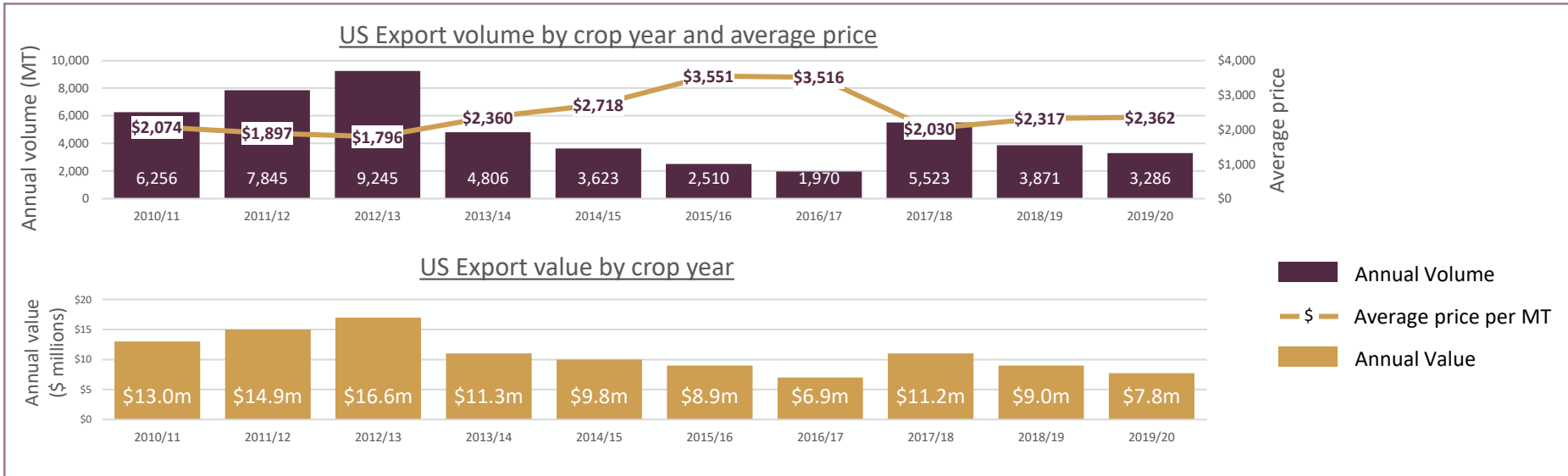
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Chile:	37%	47%	37%	55%	\$1,912	\$1,939
France:	21%	18%	17.6%	13.7%	\$1,582	\$1,240
Australia:	1%	2%	0.5%	1.9%	\$1,050	\$1,702

- As China & Hong Kong are a source of growth for prunes of Natural Condition/smaller sizes the average price is below \$2,000 per MT
- Californian, Chilean and French imports are all growing; albeit with France growing at a slower rate hence their share is declining

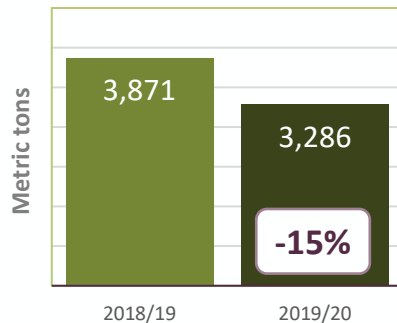
US Prune Exports to China & Hong Kong



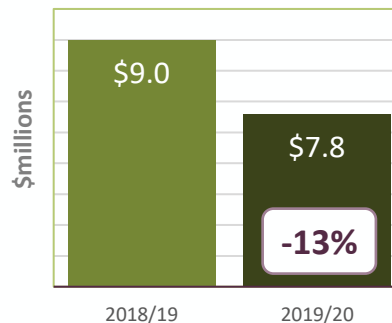
- Tracking these markets together we can see that for the last two years the US has exported in excess of 3,000 metric tons to the region, making it (when combined) the 3rd largest market by volume for US prunes



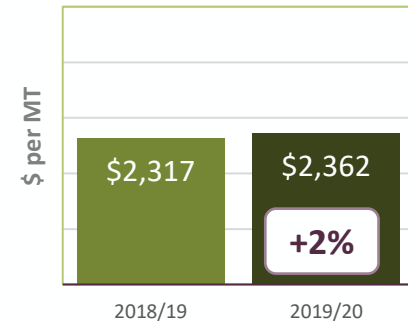
US Export Volume



US Export Value



US Average price MT

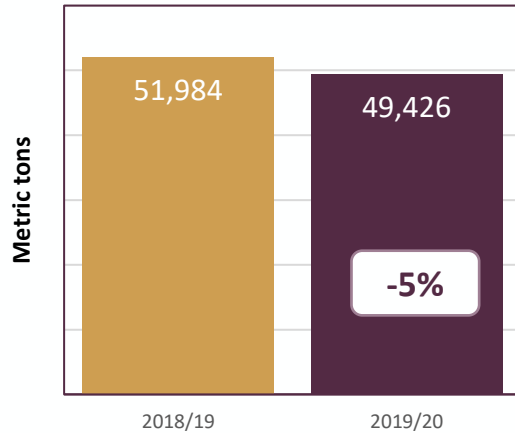


The Total Prune Market in EU27 +UK (External Trade)

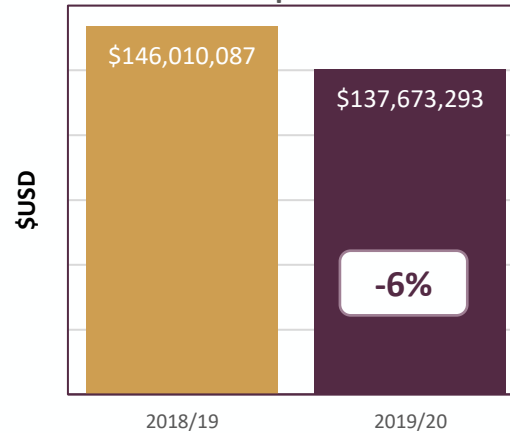
(Total market imports, August 2019-July 2020 compared to the previous year)



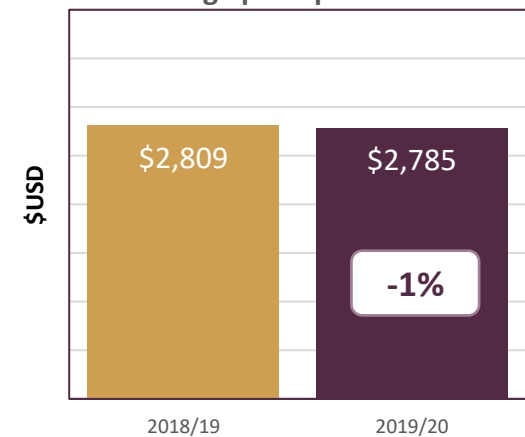
Annual Import Volume



Annual Import Value



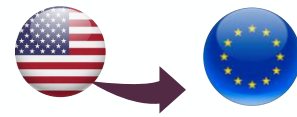
Average price per MT



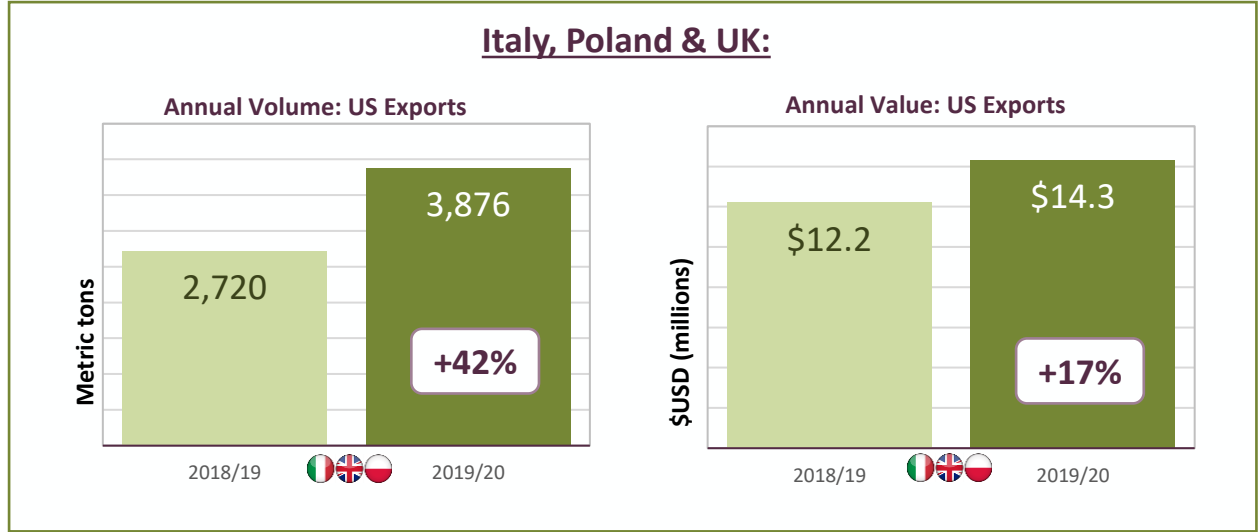
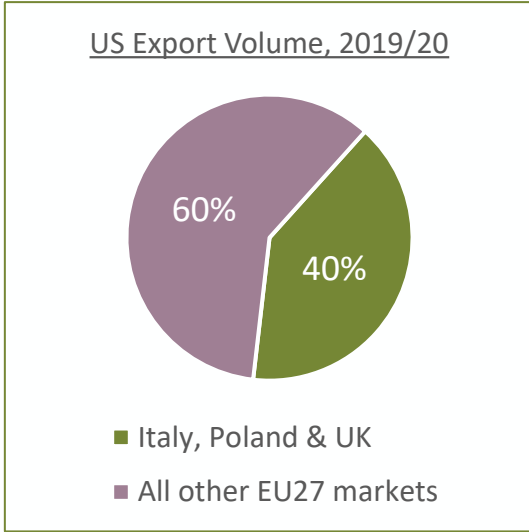
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	20%	20%	31%	27%	\$4,250	\$3,823
Chile:	61%	62%	54%	57%	\$2,511	\$2,576
Argentina:	6.7%	5.2%	4.7%	4.1%	\$1,969	\$2,209
Serbia:	4.0%	4.5%	3.2%	3.5%	\$2,264	\$2,199

- Volume share is relatively static for US but there is an impact on US value share due to others inflating in price when compared to US average price dropping under \$4,000 per MT
- TDM data for the EU27 +UK is available for 'external trade' only and thus does not included any exports from France or any other EU producers

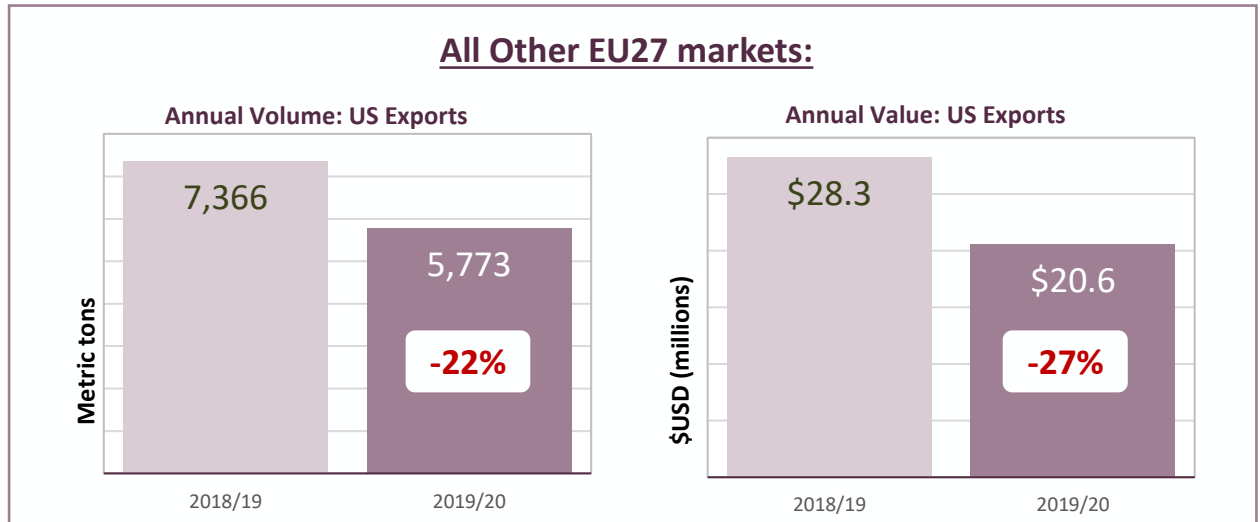
US Prune Exports to EU27 +UK



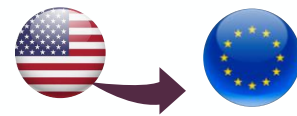
- The MAP supported markets of Italy, Poland and the UK accounted for 40% of this year's EU27+UK volume and saw 1,155 additional metric tons of US prunes exports this year



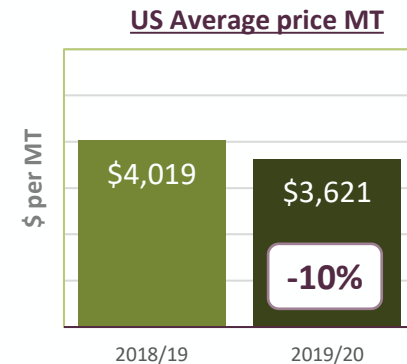
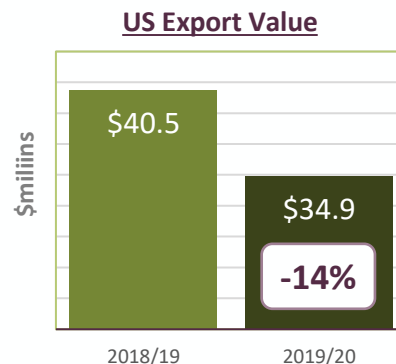
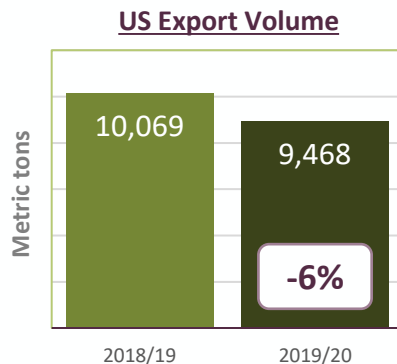
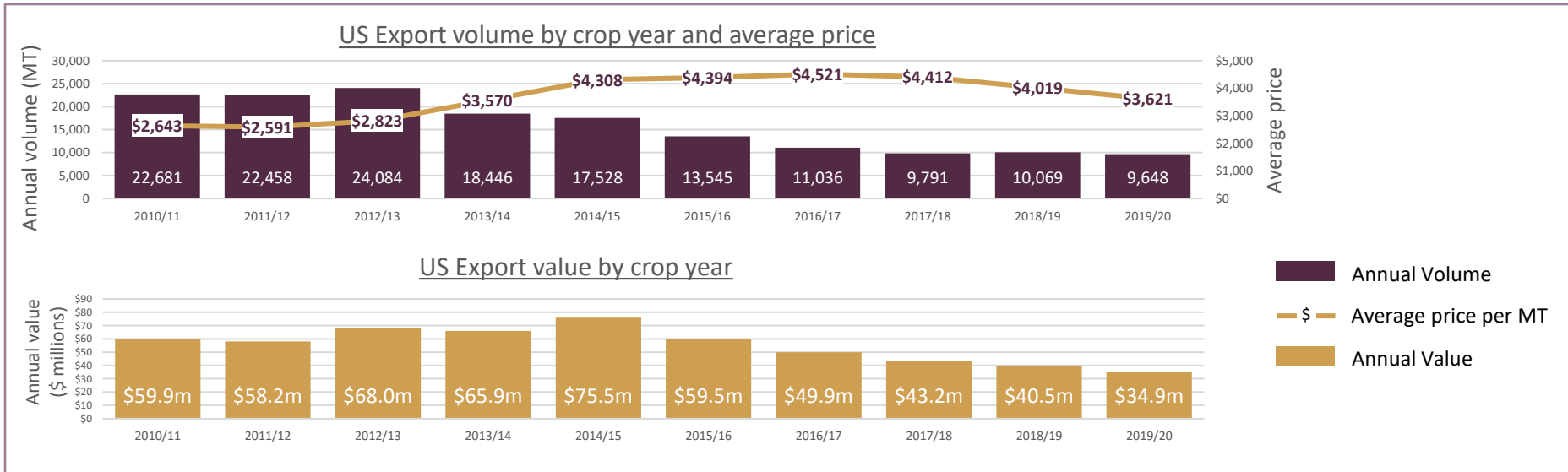
- Elsewhere in the region, reduced volumes have been exported to the trans-shipment market of the Netherlands, with Belgium /Luxembourg only buying 10MT this year compared to 219MT last year
- Scandinavian markets are also sourcing less from the US; historically they have bought high value product from the US



US Prune Exports to EU27 +UK

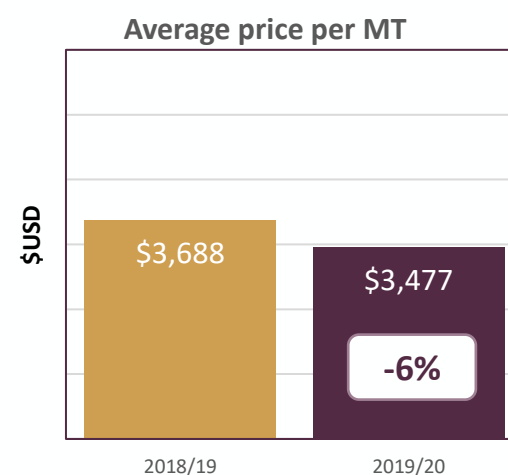
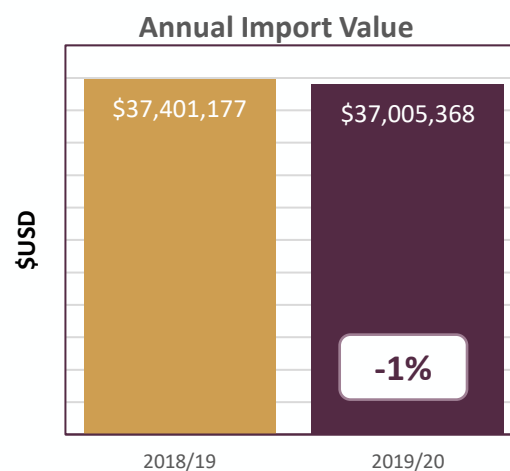
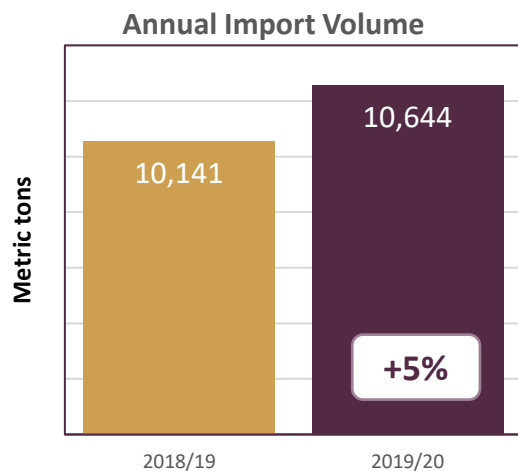


- Over the last four years the US has exported an average of 10,000MT to the EU27 +UK region
- Countries where marketing budgets are spent are in growth this year; decline is predominantly from the Netherlands, Belgium-Luxembourg and Scandinavia
- Average price has been diluted due a) to the strong growth in Poland and the UK as well as b) the decline in volume exported to Scandinavia, as these markets pay premium prices



The Total Prune Market in Germany:

(Total market imports, August 2019-July 2020 compared to the previous year)



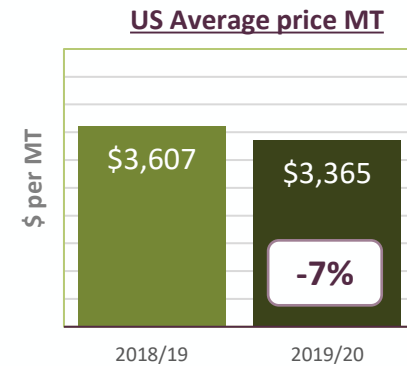
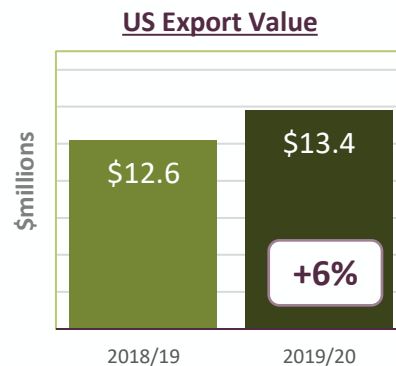
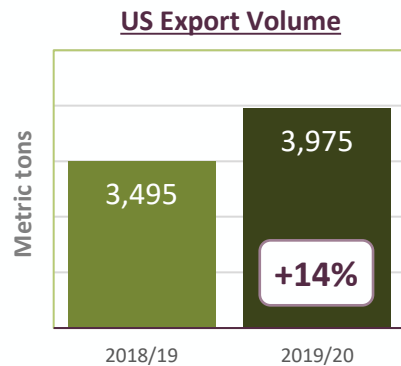
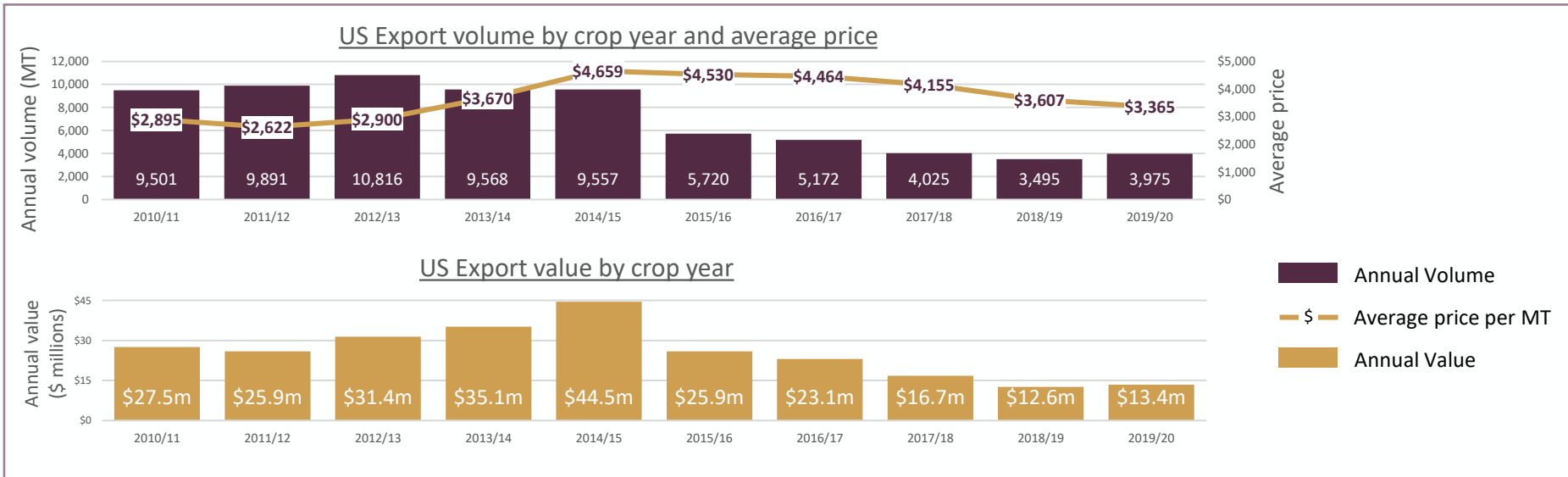
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	37.5%	34%	40%	35%	\$3,979	\$3,562
Chile:	37%	40%	31%	34%	\$3,016	\$3,020
Netherlands:	9%	10%	10%	11.5%	\$4,227	\$4,104
France:	4%	5%	5%	5%	\$4,590	\$3,893

- The largest EU27 market and the 2nd largest export market for US prunes, accounting for 13% of total US export volume and 11% of value. This year sees import volumes grow year on year, although last years volume was significantly lower than that of 2017/18 (which should be taken into account)
- Whilst Germany remains an important importer of prunes due to its size, it is a price sensitive market as seen by the overall average price per MT deflating at 6% this year

US Prune Exports to Germany

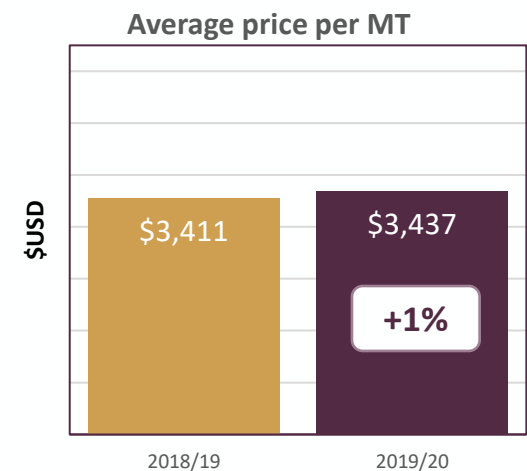
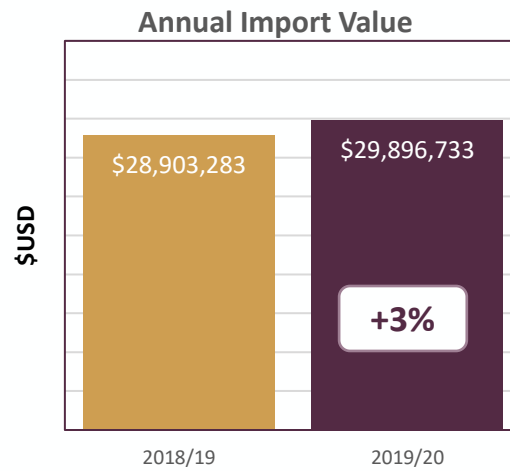
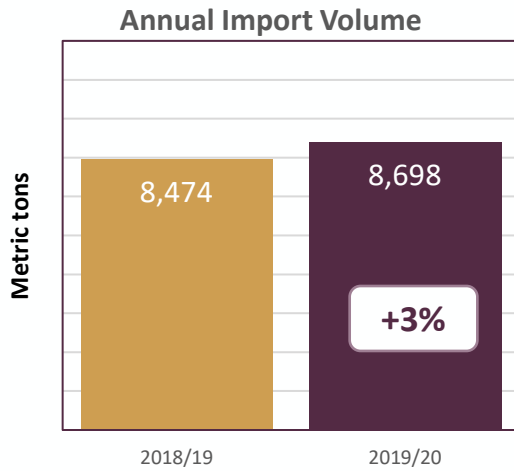


- The 2nd largest export market for US prunes, accounting for 13% of all US exported volume
- US exports have been historically impacted by a decline in total market imports as well as the growth of Chilean prunes
- TDM data highlights that this market is becoming increasingly sensitive to price



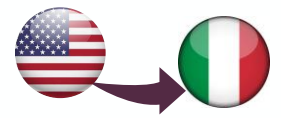
The Total Prune Market in Italy:

(Total market imports, August 2019-July 2020 compared to the previous year)



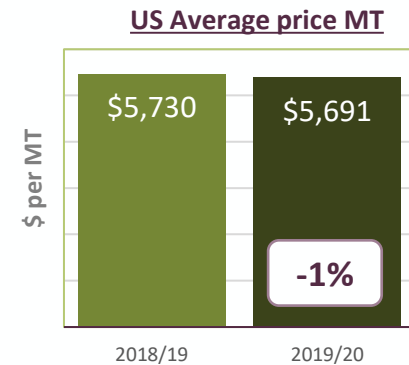
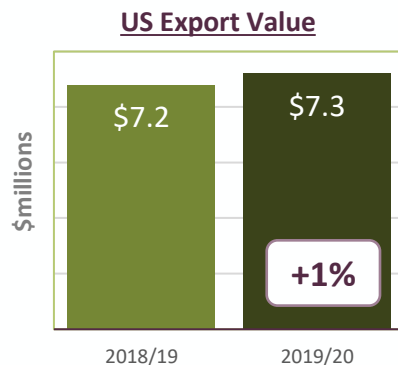
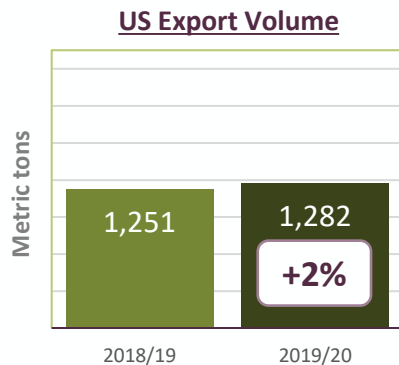
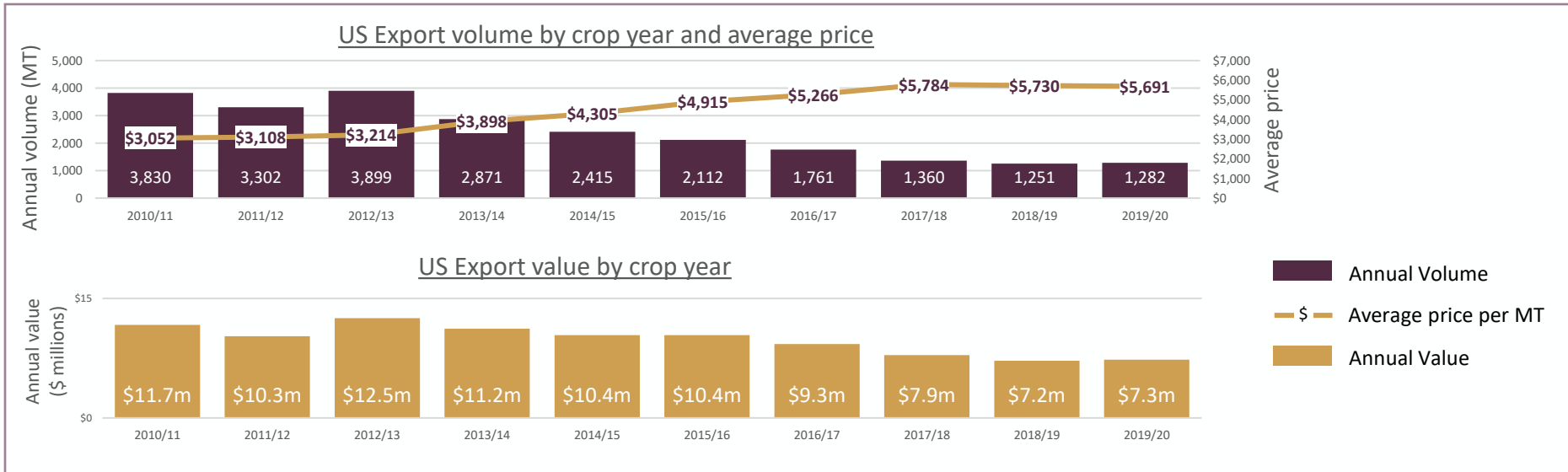
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	15%	16%	27%	28%	\$6,087	\$5,870
Chile:	39.5%	42%	33%	34%	\$3,411	\$3,437
France:	12%	15%	12%	14%	\$3,356	\$3,104
Spain:	7%	7%	9%	8%	\$4,192	\$4,082

- An important market for US prunes given a clear demand for high quality, premium priced product; the average price of US tons is very near to \$6,000 per MT
- There has been a shift in market share this year for all four lead exporters due to a decline in volume entering Italy via Bulgaria, which has dropped from 10% volume share in 2018/19 to 7% this year



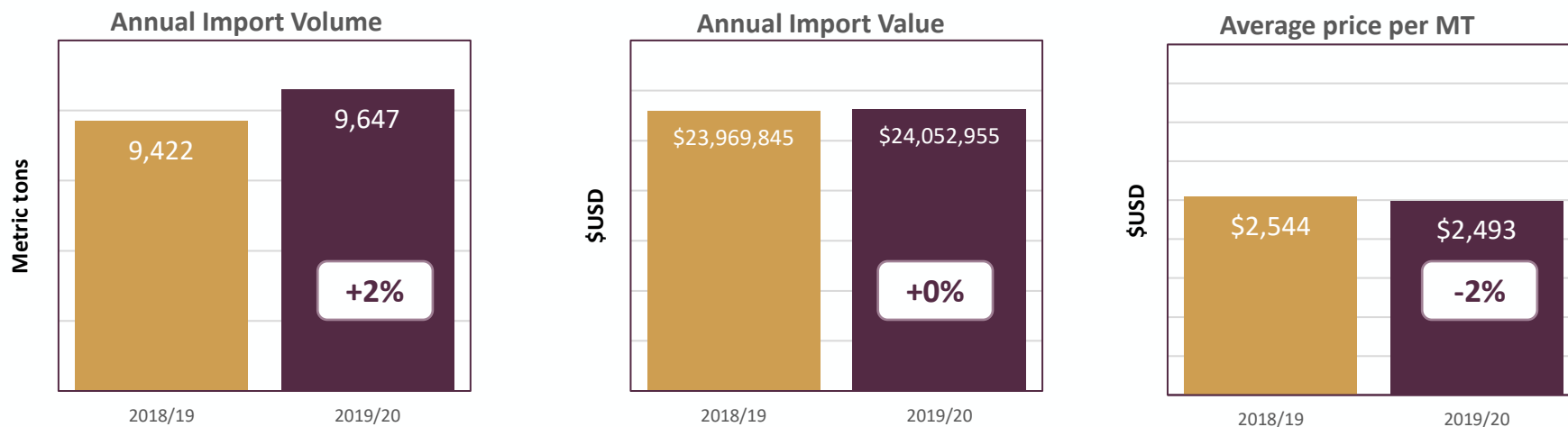
US Prune Exports to Italy

- The 6th largest export market in value for US prunes, accounting for 6% of value and 4% of volume
- US exports have been impacted by a decline in total market imports and Chile gaining share of trade. Of note; there has also been an increase in shipments entering via Bulgaria
- The US retains a high value return in this market



The Total Prune Market in Poland:

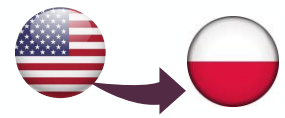
(Total market imports, August 2019-July 2020 compared to the previous year)



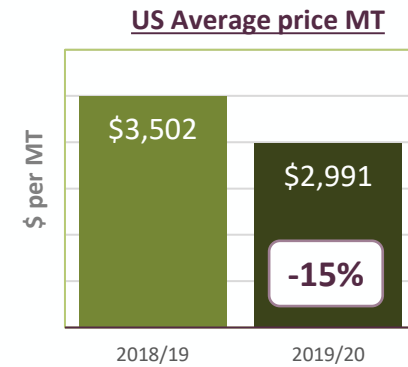
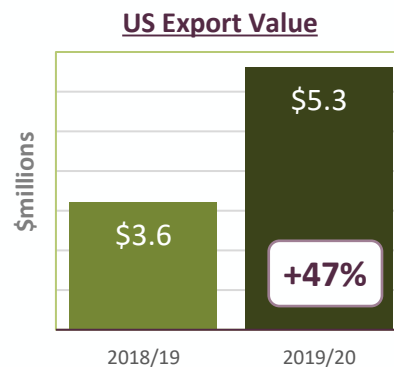
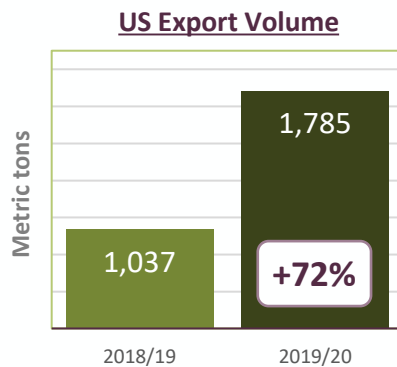
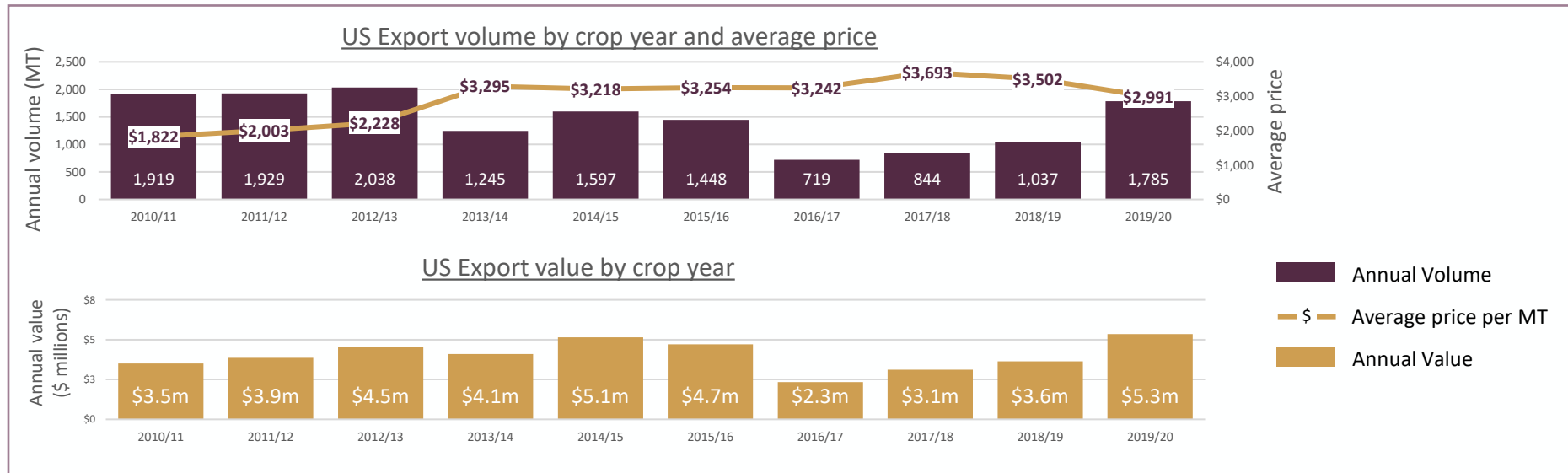
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	11%	17%	19.5%	22%	\$4,411	\$3,273
Chile:	76%	72%	66.5%	64%	\$2,240	\$2,227
Netherlands:	1.8%	1.6%	1%	2%	\$1,948	\$3,866
Moldova:	3%	2.5%	2%	2%	\$1,841	\$1,897

- Poland is a trans-shipment market for prunes; 2,563MT have been exported this year with 17% of this sent to Germany and 15% to Italy
- Total market imports have increased by 2% this year with the US gaining share due to 56% growth in US exports
- This is a transactional market for US; 2019/20 average price change compared to 2018/19 reflects this

US Prune Exports to Poland

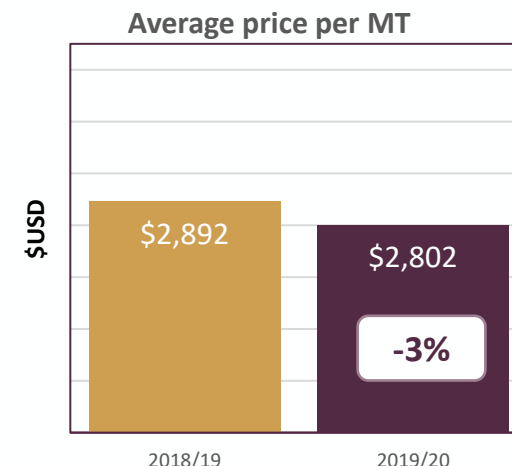
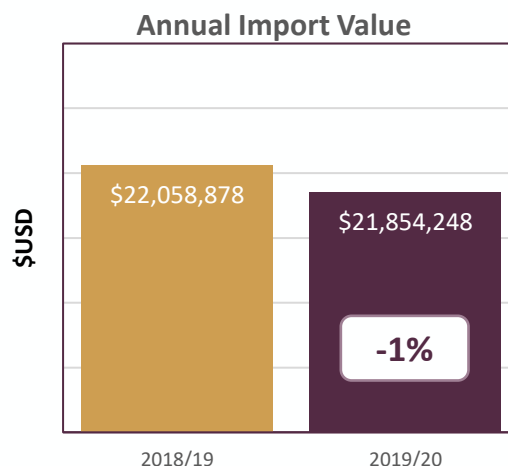
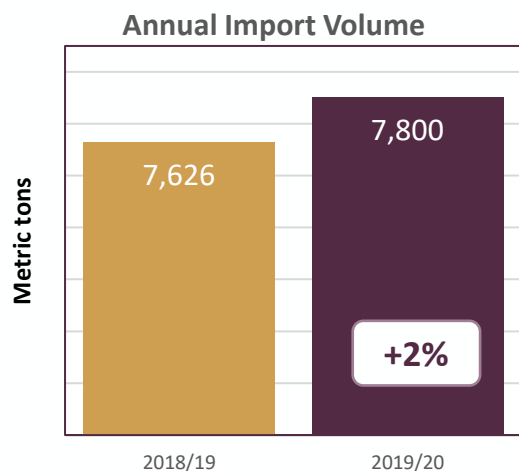


- Poland was the 6th largest market in volume for US prune exports this year
- Annual volumes fluctuate in Poland due to the nature of trade in this market since it is a key trans-shipment market within the EU27 +UK



The Total Prune Market in the United Kingdom:

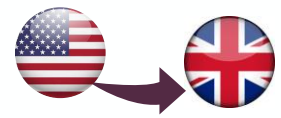
(Total market imports, August 2019-July 2020 compared to the previous year)



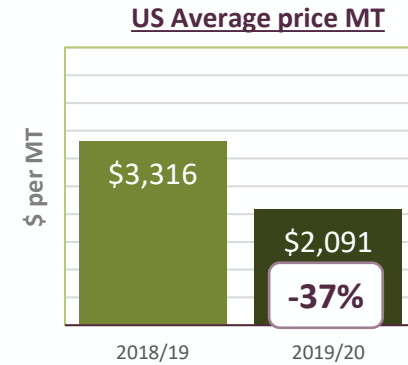
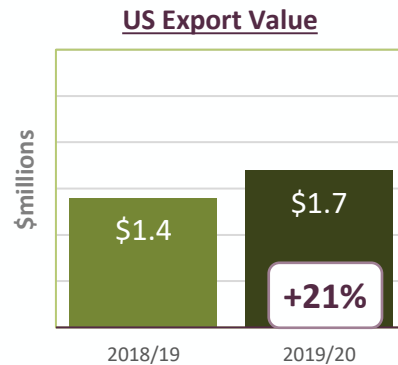
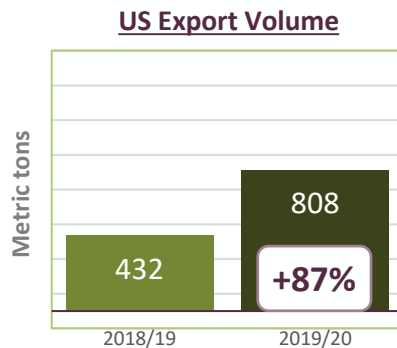
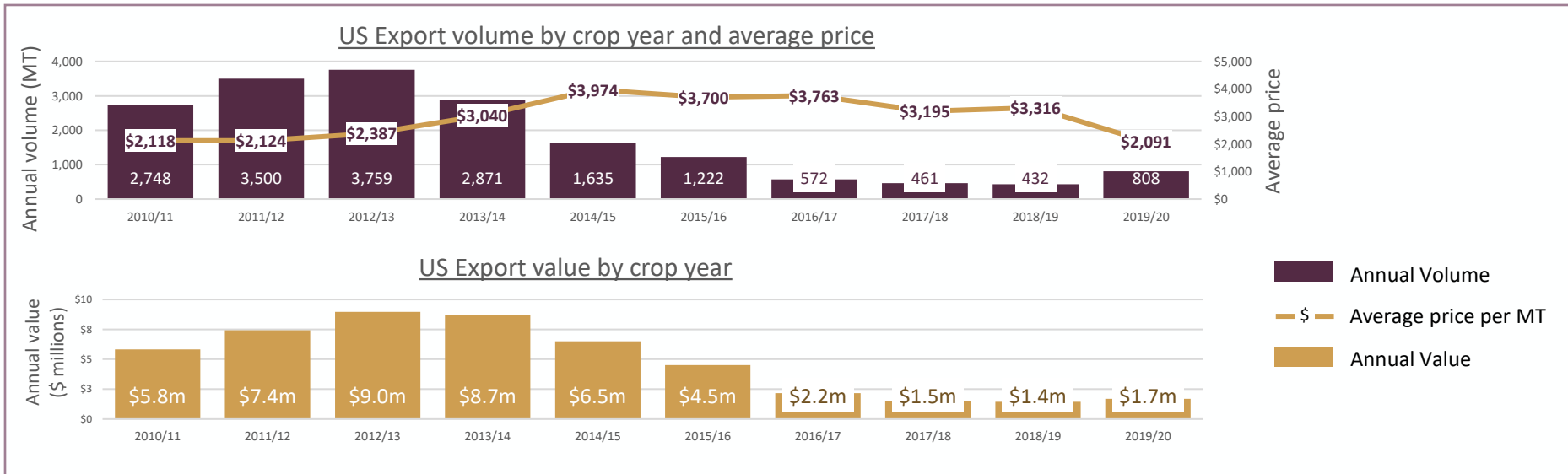
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	4.4%	8.5%	5.2%	7.0%	\$3,421	\$2,314
Chile:	77%	62%	64%	55.5%	\$2,401	\$2,491
Turkey:	7.1%	13.5%	9.4%	17.2%	\$3,840	\$3,563
France:	7.8%	10.4%	16.8%	15.3%	\$6,297	\$4,146

- Chilean prunes have experienced a significant volume decline with 971MT less shipped this year, seemingly to the benefit of US prunes. Turkey and France have also seen increased volumes to offset the drop in Chilean imports, both at a reduced price compared to last year
- The UK market offers an opportunity for the US given i) it is the world's biggest dried fruit market (9th largest importer of US prunes) and ii) the prospect of an FTA post-Brexit.
- At present 24% of the UK market is at a premium price point

US Prune Exports to the United Kingdom

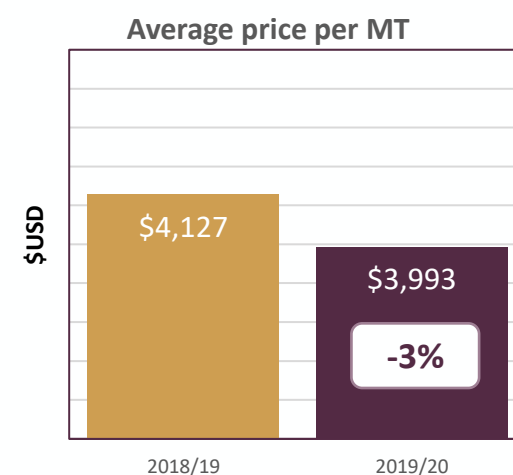
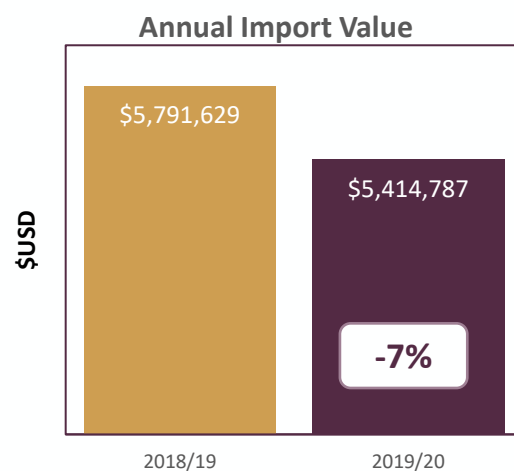
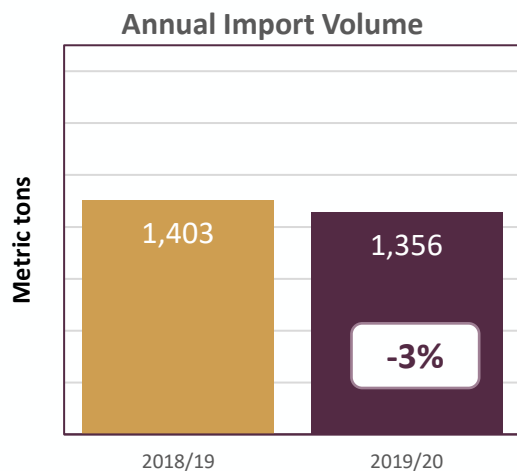


- Historically a strong market for California Prunes but suffered from lower-priced Chilean competition earlier in the decade
- US exports have grown significantly in the latest year, albeit at a diluted price compared to previous years



The Total Prune Market in South Korea:

(Total market imports, August 2019-July 2020 compared to the previous year)



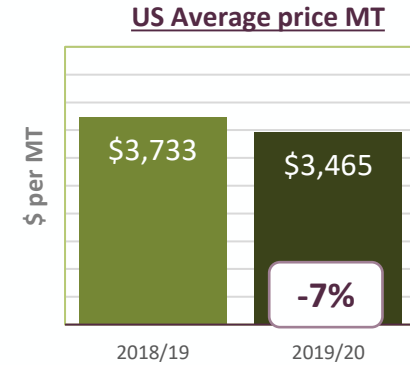
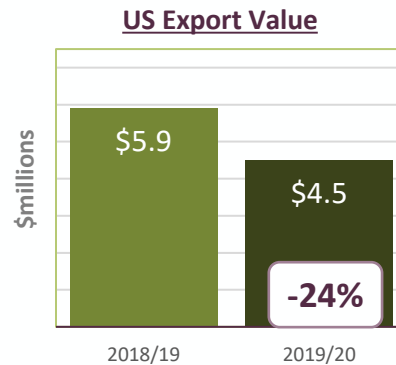
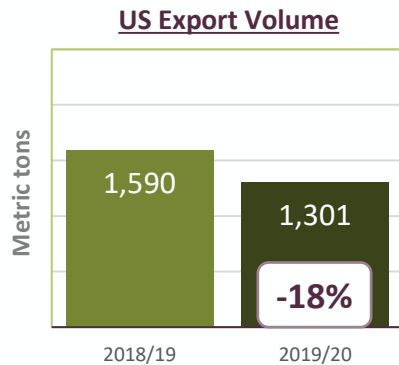
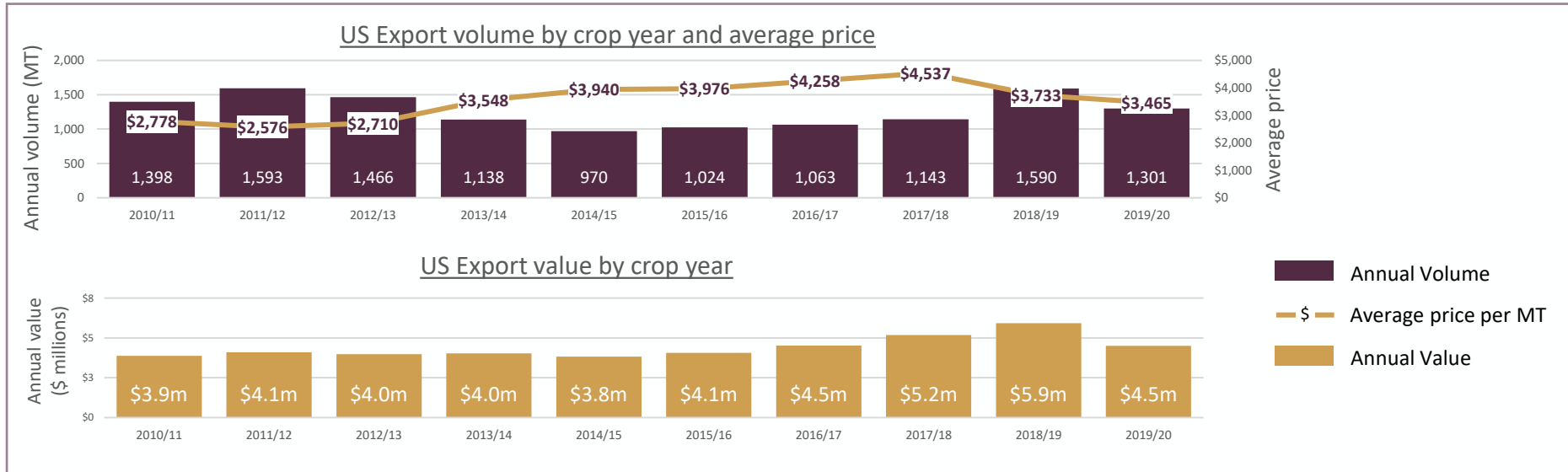
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	99.7%	99.6%	99.2%	99.2%	\$4,108	\$3,977
France:	0.3%	0.4%	0.8%	0.7%	\$10,230	\$8,346

- This year South Korea reported a reduction of total imports of prunes; 3% down in value 7% down for total prune volume imports
- As US majority shareholder (99.5%) this sees a decrease in overall market size this year
- Very little is imported from France; just 4MT in 2018/19 and 5MT in 2019/20. Prunes imported from France are at a very high price

US Prune Exports to South Korea

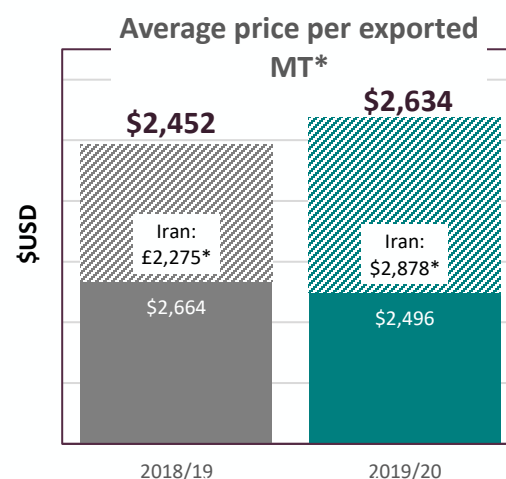
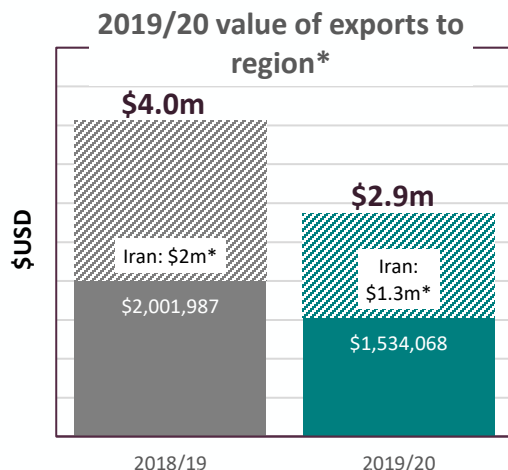
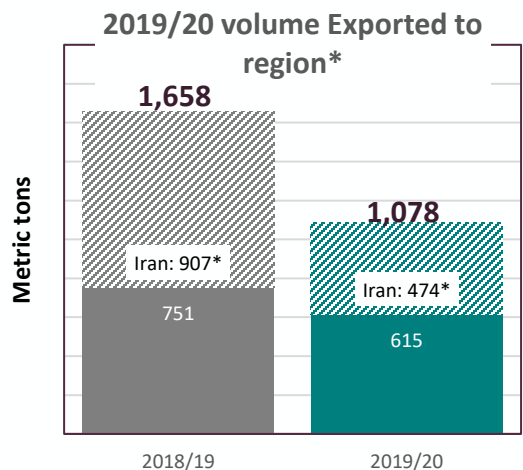


- Ranked the 8th largest market for US prune exports
- 2019/20 sales saw a reduction in volume and value exports. Note: Volume in 2018/19 increased significantly compared to 2017/18, which potentially impacted 2019/20 sales due to a market over supply



The Total Prune Market in the Gulf Cooperation Council (GCC):

(Estimated market imports, August 2019-July 2020 compared to the previous year)

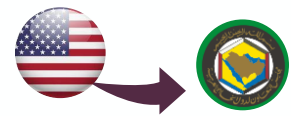


	Market share [volume]*		Market share [value]*		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	7%	1%	8%	2%	\$2,855	\$5,217
Iran:	55%	43%	51%	47%	\$2,275	\$2,878
Spain:	8%	26%	7%	20%	\$2,169	\$2,033
France:	14%	21%	15%	21%	\$2,520	\$2,636
Chile:	5%	8%	5%	8%	\$2,669	\$2,509

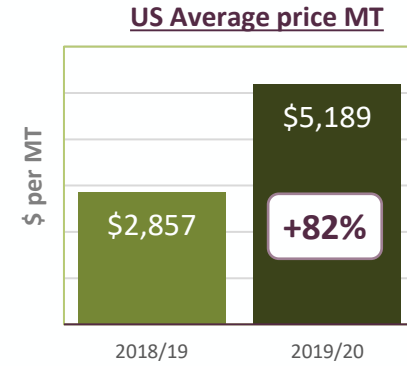
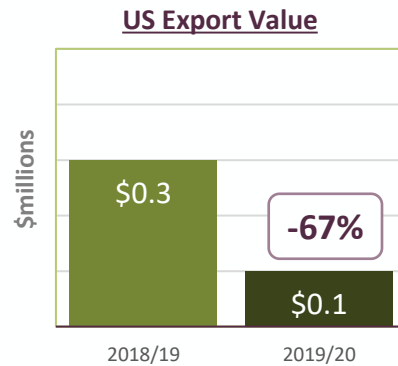
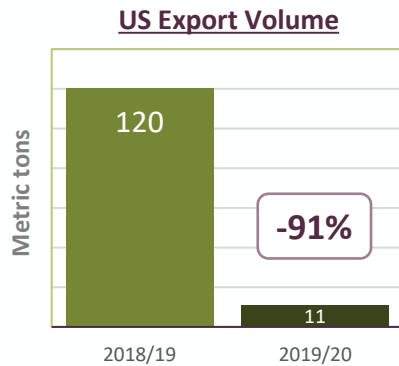
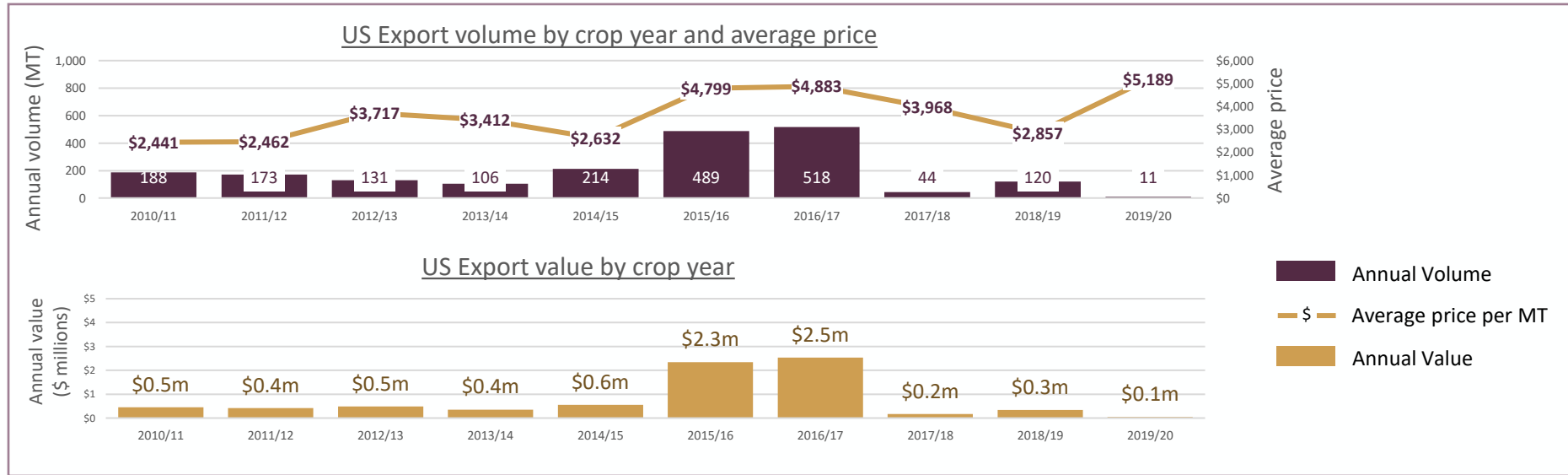
- Iran no longer shares export data; in the 3 years to July 2018 an average of 463MT was being exported by Iran into the GCC group of countries - it was then reported to be exceptionally high at 907MT to April 2019 last year (when data stopped being reported); this may explain why there is a decline this year if there was an over-supply
- Retail store audits this year revealed that US prunes were in distribution despite a large decline in US reported exports

Source: TDM Exports [due to the lack of import data for the GCC group of countries this report is built from export data from key exporting countries] / *estimated
 We may not see Argentine exports due to the confidentiality of some their data

US Prune Exports to the GCC



- GCC remains a growth opportunity for US prunes once market recovers - premium market currently being supplied by France



Emerging Marketing Program (EMP) – Market Assessments - Autumn 2021

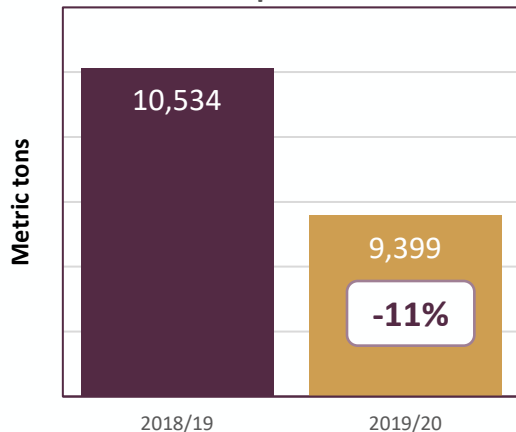
Mexico, Thailand and Egypt

The Total Prune Market in Mexico:

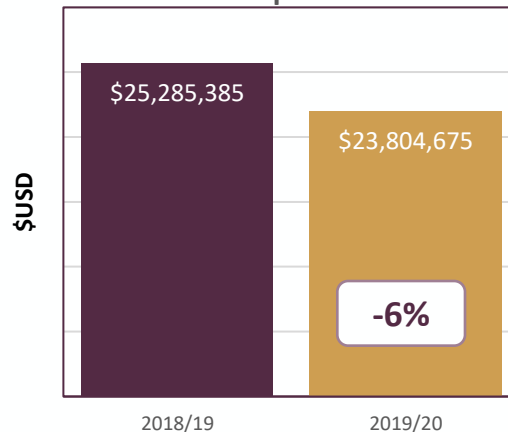
(Total market imports, August 2019-July 2020 compared to the previous year)



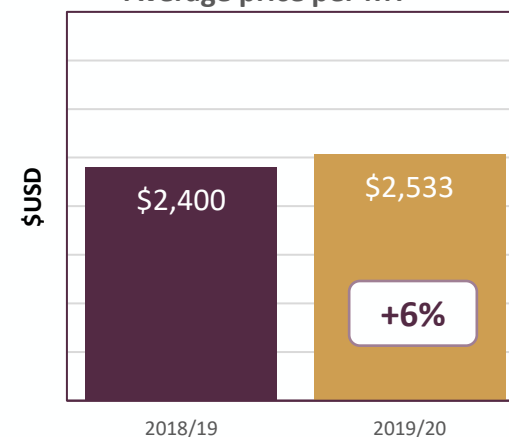
Annual Import Volume



Annual Import Value



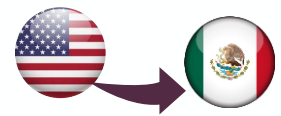
Average price per MT



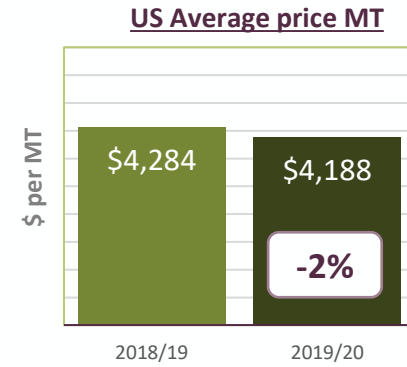
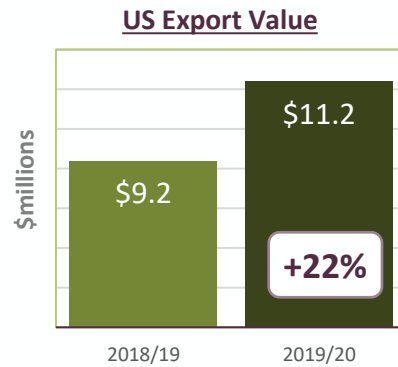
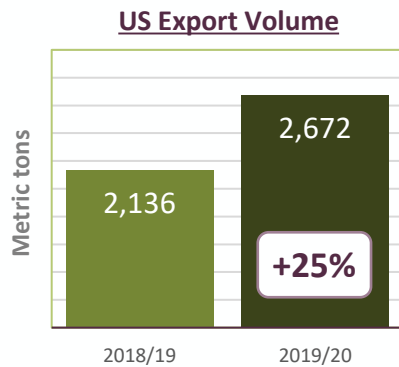
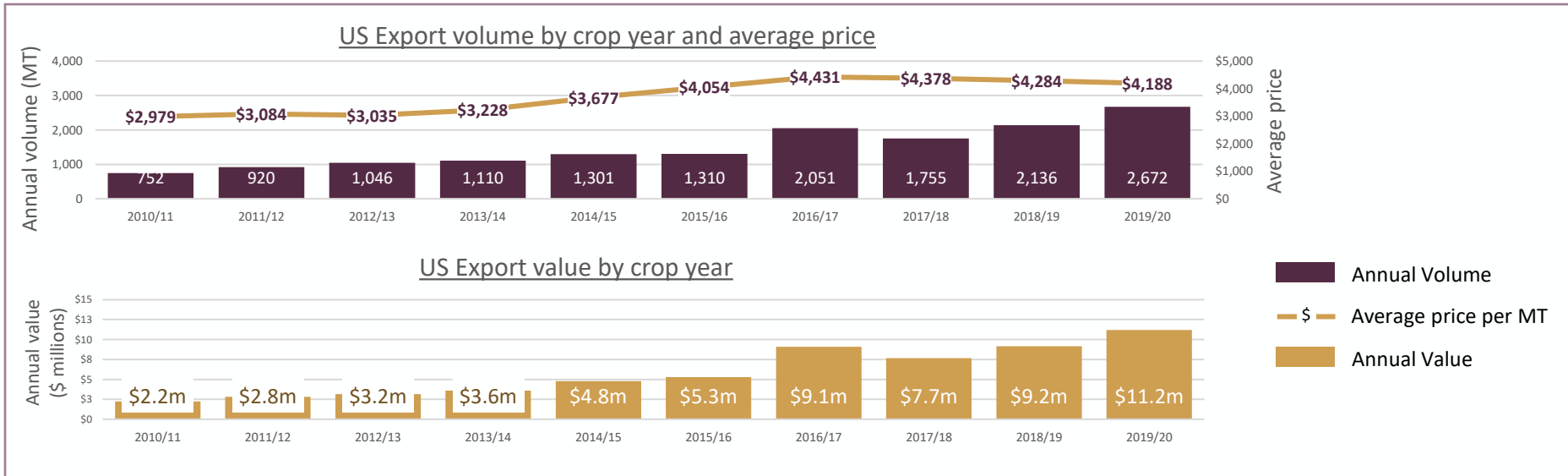
	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	14%	18%	25%	29%	\$4,342	\$4,075
Chile:	86%	82%	75%	71%	\$2,087	\$2,197

- Mexico reported a drop in total imports in 2019/20 - due to a 15% decline in Chilean volumes (1,371 fewer MT)
- US prunes continue to grow share in this market; 2019/20 imports were up by 15% (218MT) this year compared to 2018/19.
- Although the average price per MT has deflated compared to last year it remains above \$4,000 and is at an 85% premium versus Chile

US Prune Exports to Mexico



- The 4th largest market for US prune volume, accounting for 9% of all US prune exports in 2019/20
- US prunes continue to grow here, returning a strong average price in excess \$4,000 per MT

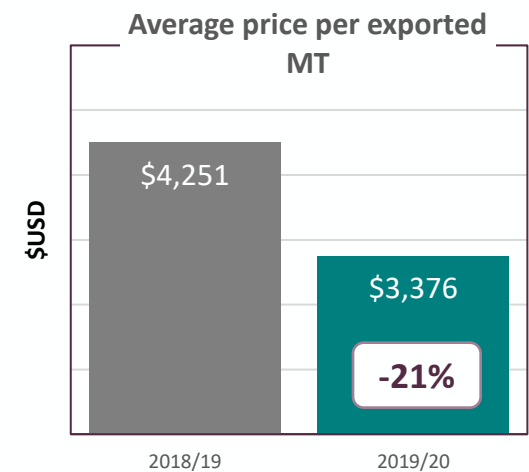
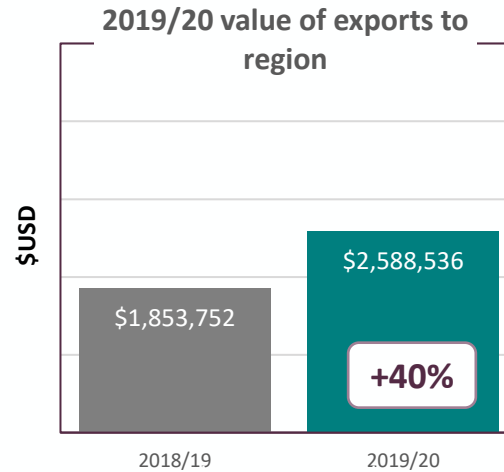
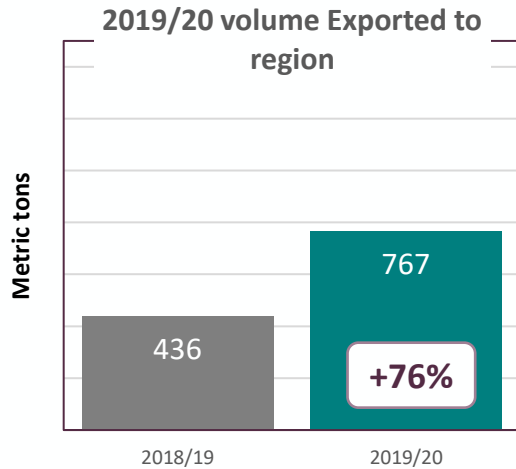


The Total Prune Market in Thailand*:

(Estimated market imports, August 2019-July 2020 compared to the previous year)

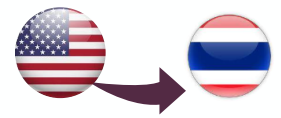


- US prune volume has gone from 237MT last year to 601MT this production year, an increase of 153%
- Value of this year's US exports has increased from \$1.3m last year to \$2m

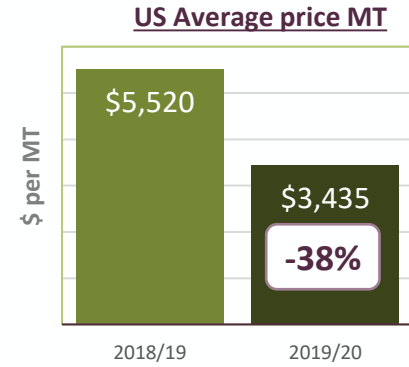
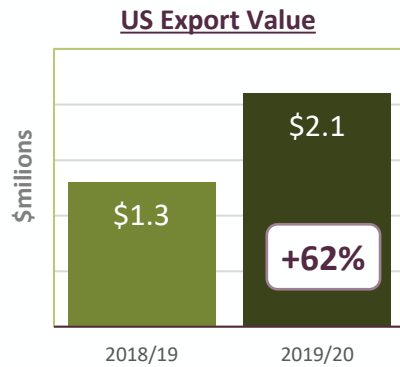
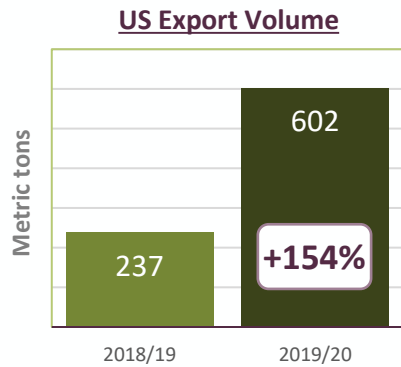
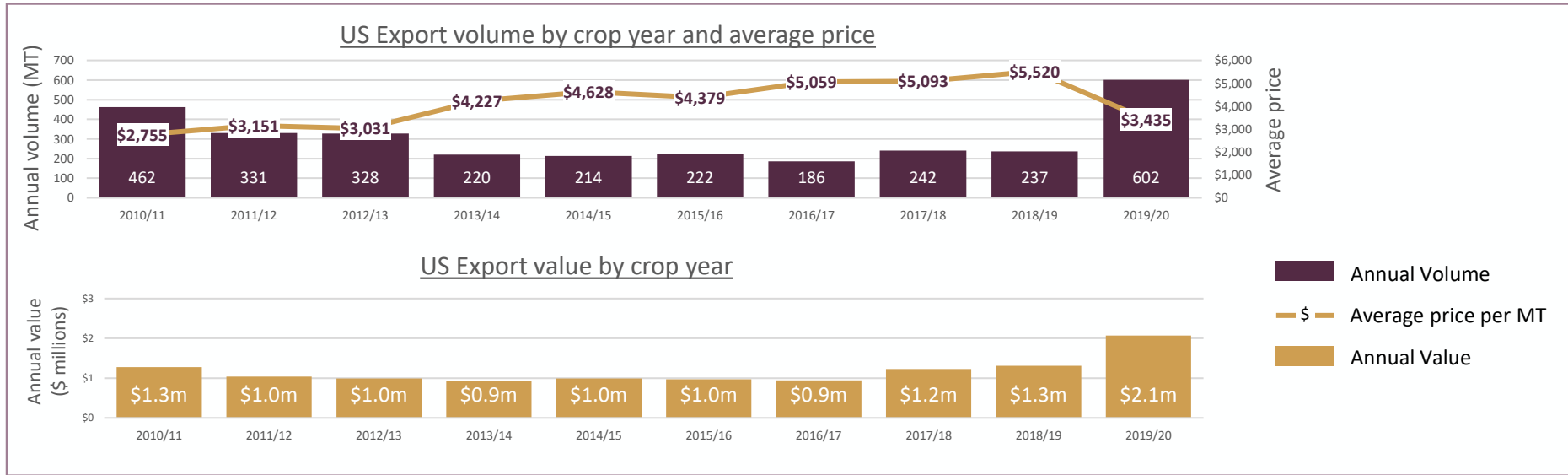


	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
US:	54%	78%	71%	80%	\$5,520	\$3,435
Chile:	34%	18%	24%	18%	\$3,033	\$3,337

US Prune Exports to Thailand:



- Volume of US exports has increased significantly; value growth rate is lower due to the dilution of average price

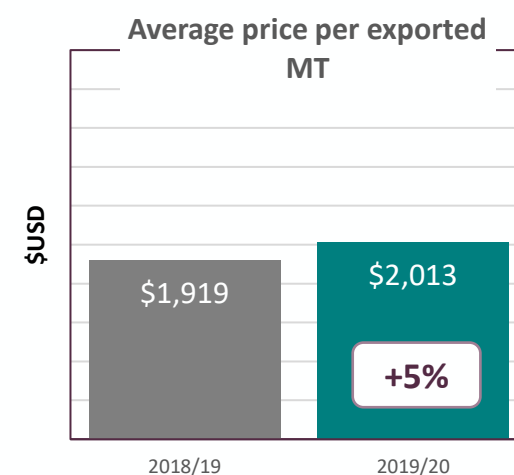
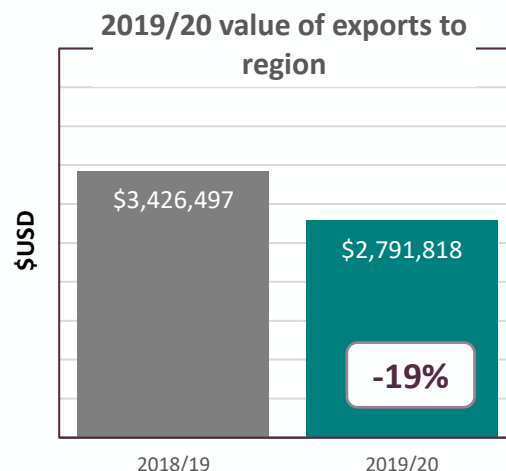
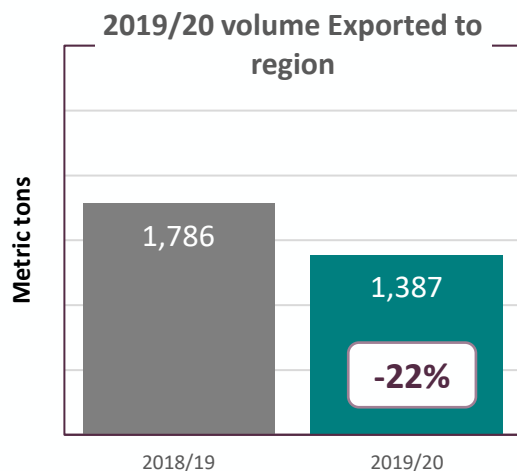


The Total Prune Market in Egypt*:

(Estimated market imports, August 2019-July 2020 compared to the previous year)



- FAS data has not recorded any exports to Egypt for US Prunes
- Argentina is the largest exporter to this market



	Market share [volume]		Market share [value]		Average Price (MT)	
	2018/19	2019/20	2018/19	2019/20	2018/19	2019/20
Morocco:	32%	27%	24%	31%	\$1,881	\$1,751
Argentina:	33%	43%	30%	41%	\$1,749	\$1,950
Chile:	15%	3%	18%	3%	\$2,348	\$2,149
France:	12%	14%	11%	17%	\$1,654	\$2,496

US Prune Exports to Egypt:

- No US exports were reported to Egypt during 2019/20.

