

# Apple market Outlook season 2019/20

PROGNOSFRUIT CONGRESS 2019  
HELWIG SCHWARTAU, AMI



*natürlich informiert.*

# Important market facts table apples

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**Germany**

**Backyard with less apples**



**Higher buying volume**



**Moderate retail price**



**Poland without price pressure**



# Important market facts processing

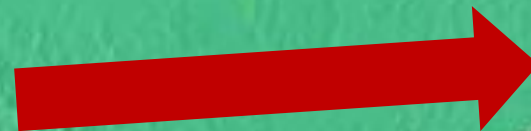
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**Producer**

**Low crop, price  
strongly increasing**



**Processing company**

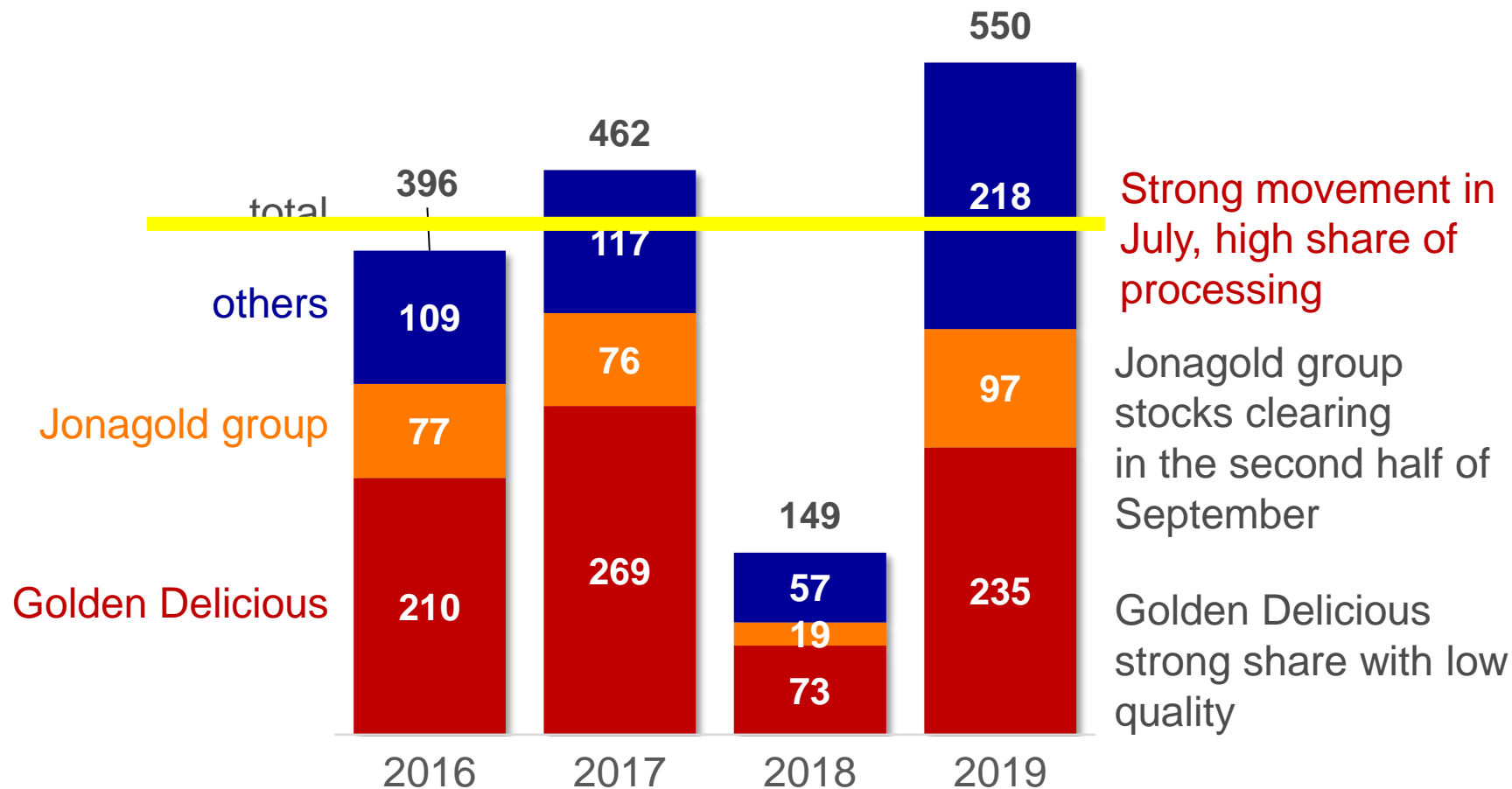


**Lower consumption  
More CHN apples  
Less export to USA  
Higher stocks**

# Difficult start 2019/20?



EU 28: Apple stocks 1<sup>st</sup> July, in 1.000 t

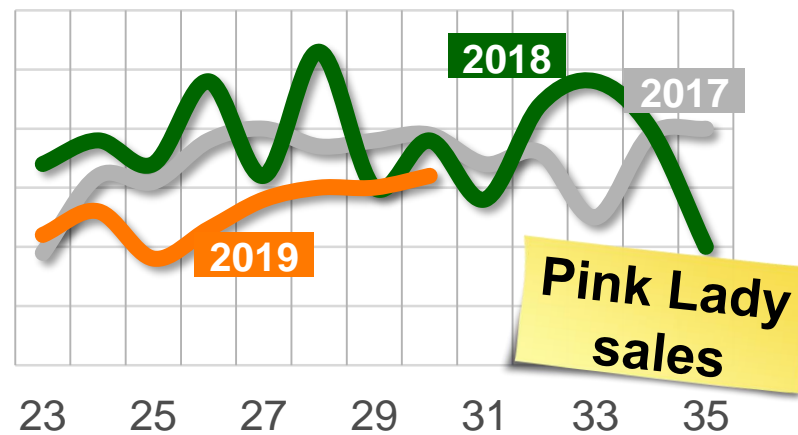
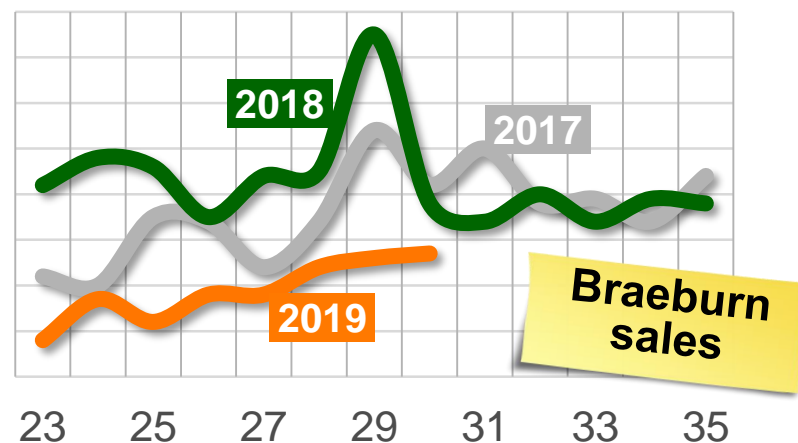
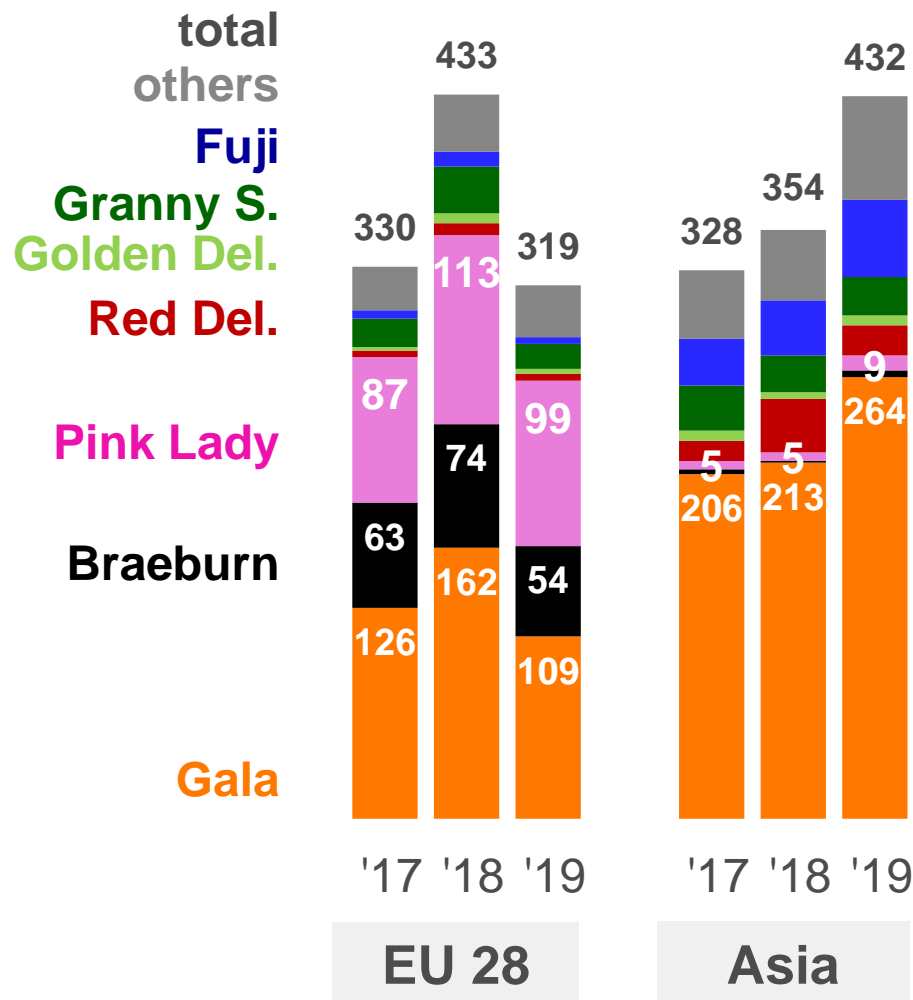


Overseas: More and more pressure!

# Lower imports, but inceasing pressure



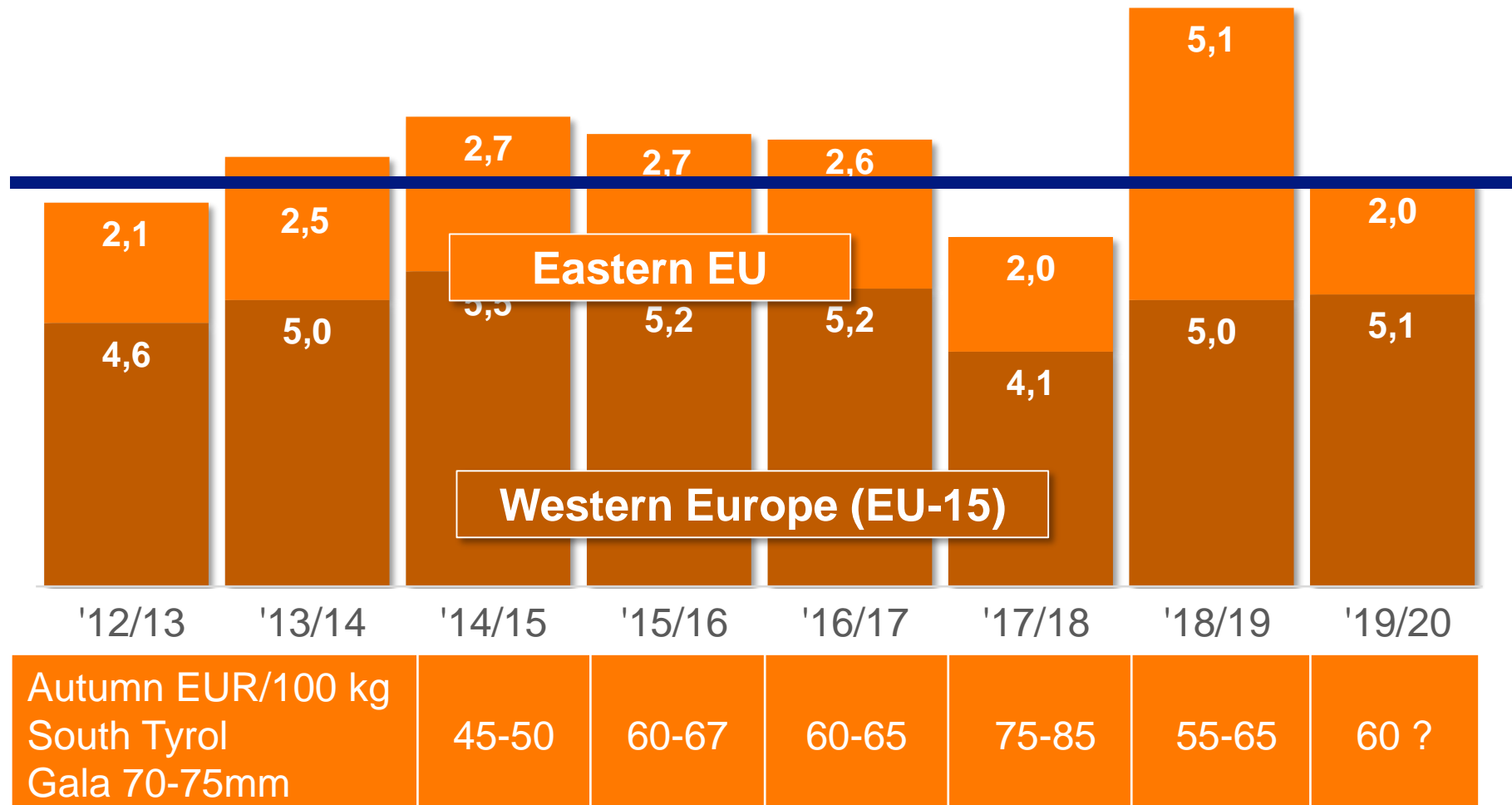
Oversea apples – Global exports until end of July, in 1.000 t



# West on average, less in the East



EU 28: Estimated apple volume for fresh market, in million t



# Outlook bicolour apples – important facts



Jonagold group 863.000 t (2018 = 1.511.000 t)  
Less in all countries, Poland - 65 %!  
Relaxed May – August (no overlap to 2020/21?)



Gala 1,47 Mio. t, comparable to 2018  
Increasing volume in Western Europe, Poland - 60.000 t  
Smaller Size, higher price for 75 mm+  
Shelf life better, no problem to stretch the season



Braeburn 294.000 t, only 6 % less to 2018  
Germany 108.000 t, 10.000 t less, strongly increasing price?  
Repeated competition between GER and imports?  
Impact Brexit, less exports to GB



670.000 t Club varieties, 2018 = 620.000 t  
Germany most important market, share value 20 %  
Apple market with too many varieties, more than 10-15 years ago.  
Better quality, but more price pressure. International cooperations!

Äpfel , Sorte: XXXX Klasse 1;  
Deutschland, Italien, Österreich

-34 %

~~1.69~~  
**1.11\*\***



1-kg-Schale  
(kg = 1.11)





# Positive development after autumn?

EU stocks 1<sup>st</sup> December, 1.000 t

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crop 2019 = 10,6 Mio t



**minus 60 % to stocks 1<sup>st</sup> Dec**

- sales fresh market/processing
- switch from national crop to stocks of organisations (F/GER)

Season	Table apples Dec. - Aug. for EU domestic market
2013/14	3.308
2014/15	3.548
2015/16	3.536
2016/17	3.529
2017/18	3.198
2018/19	3.806
2019/20	3.295



estimated  
EU apple  
stock 1<sup>st</sup> Dec  
4,3 Mio t

- processing

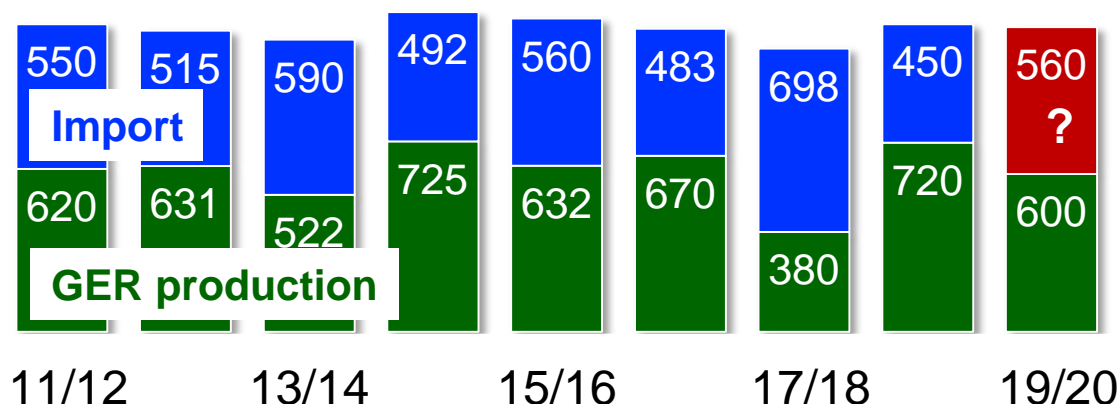
+/- import/export



# Impact of smaller German and Polish crop



German fresh market, share of own and import apples, in 1.000 t



Clearly more hail damage, affected 2,500 ha.  
Minus 30,000 t to 40,000 t apples for fresh market?

Backyard with lower crop, more apple buying in autumn

Estimation - Application Polish apple crop (1.000 t)

\* estimated

1.000 t	'16/17	'17/18	'18/19	'19/20
Production	4.035	2.870	4.880	2.710*
Consumption	520	490	550	500*
Export	1.100	738	700	600*
Welfare distrib.	80	-	-	-
Processing	2.335	1.642	3.500	1.610*

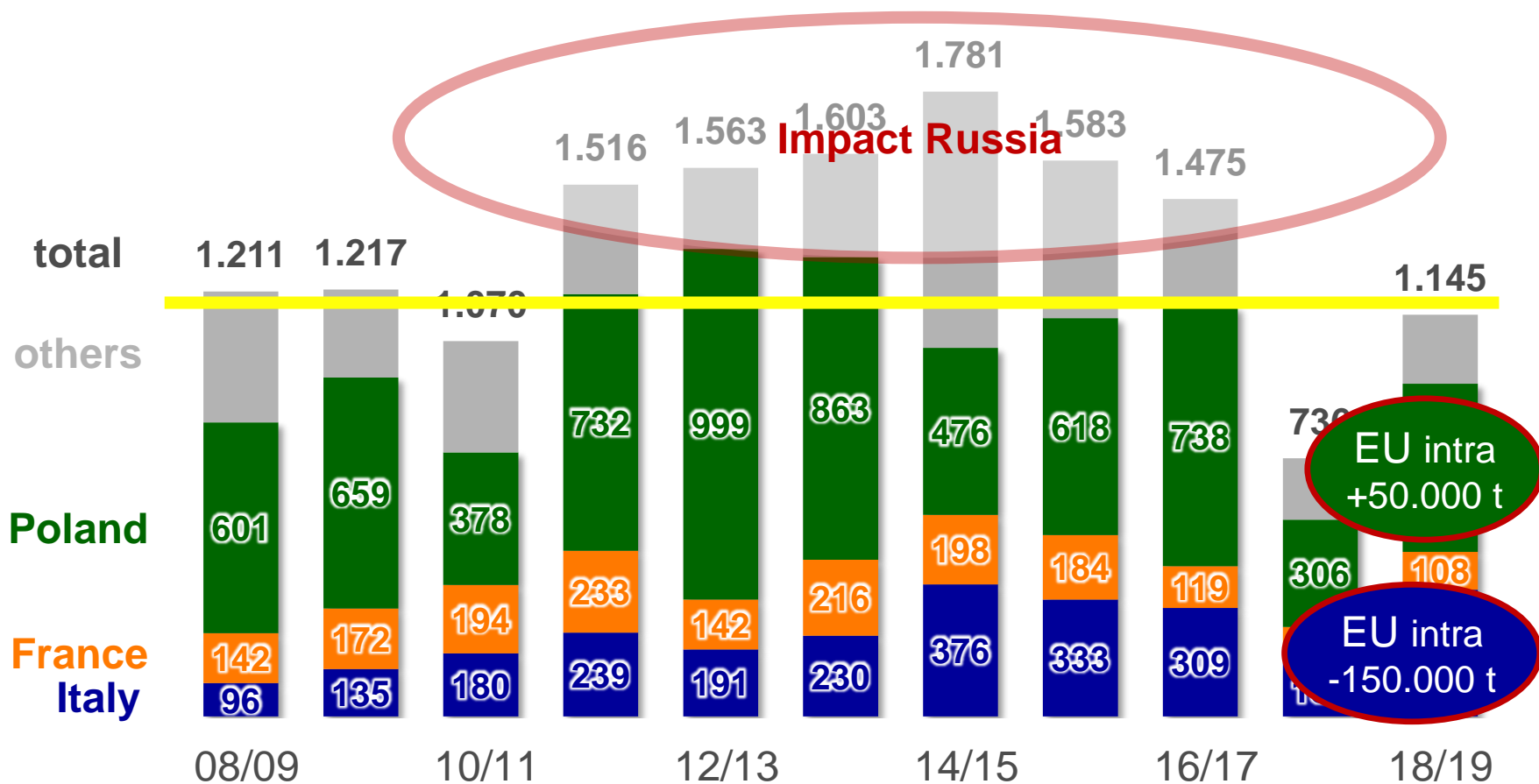
Less apple exports, a lot of apple with low quality

Processing – same volume than 2017, 60 % of crop

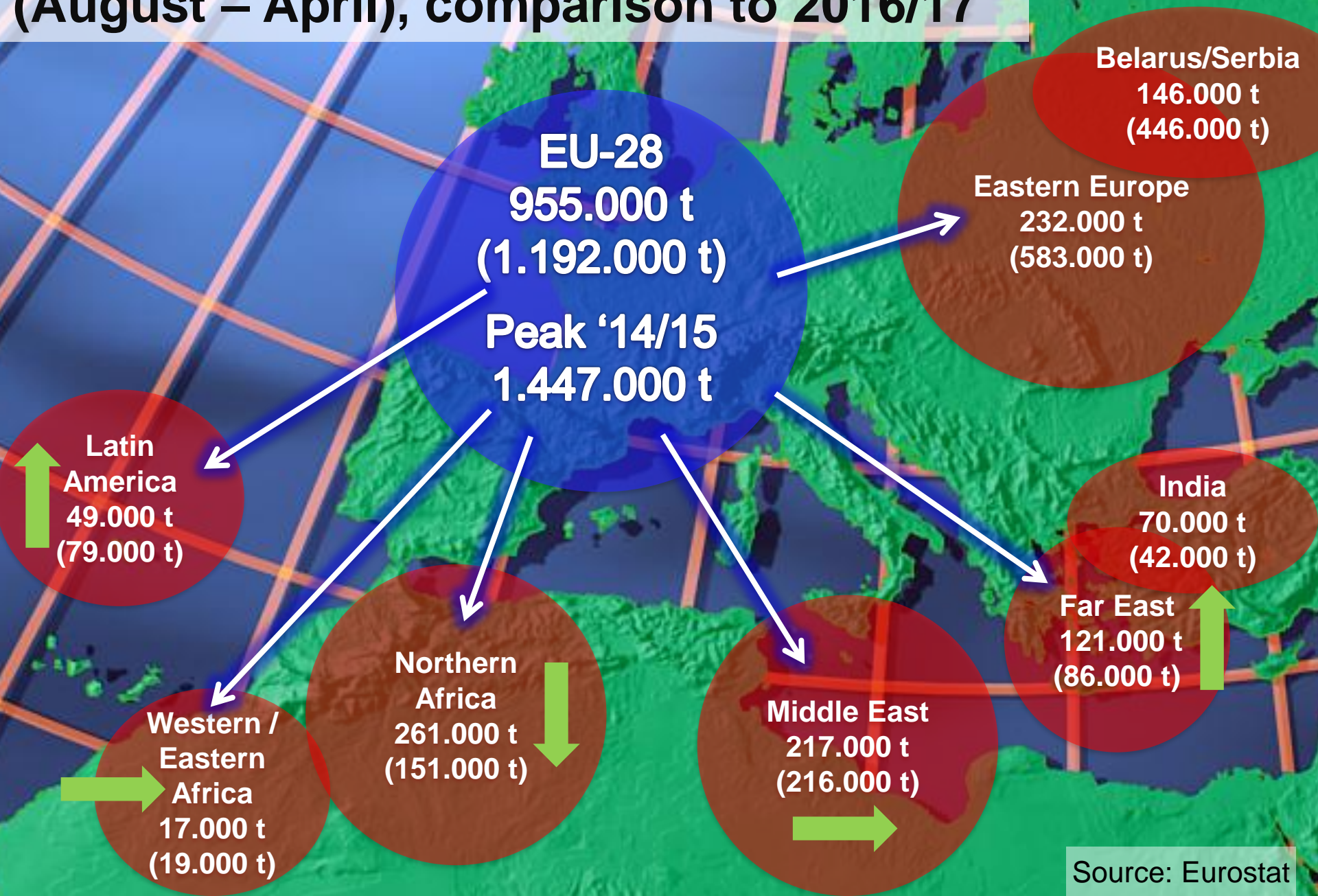
# Less Polish crop, chance for other countries

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EU apples exports to August to July, in 1.000 tons



# EU 28 - Apple exports in 2018/19 (August – April), comparison to 2016/17





# New apple markets, who could supply?



Tons	EU export '18/19	POL	FRA	IT	BEL	NL	GER	SP
India	69.800						Last steps	
Brazil	25.000							
Colombia	10.500							
Canada	6.800							
USA	24							
Vietnam	7.800			Last steps				
Taiwan	800			Last steps			North. GER	
China	5.200							
Thailand	6.000							
Indonesia	130							

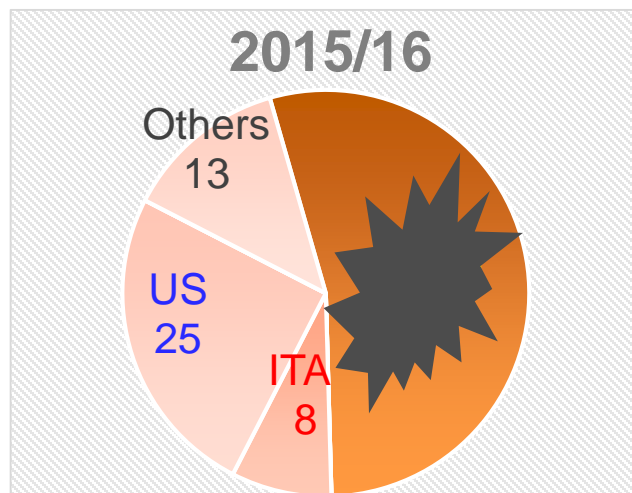
Negotiation
  Export possible
  Opened since Aug. 2018



# India – Most important Asian import market



Apple import September to April, import destination in %



Total 90.400 tons

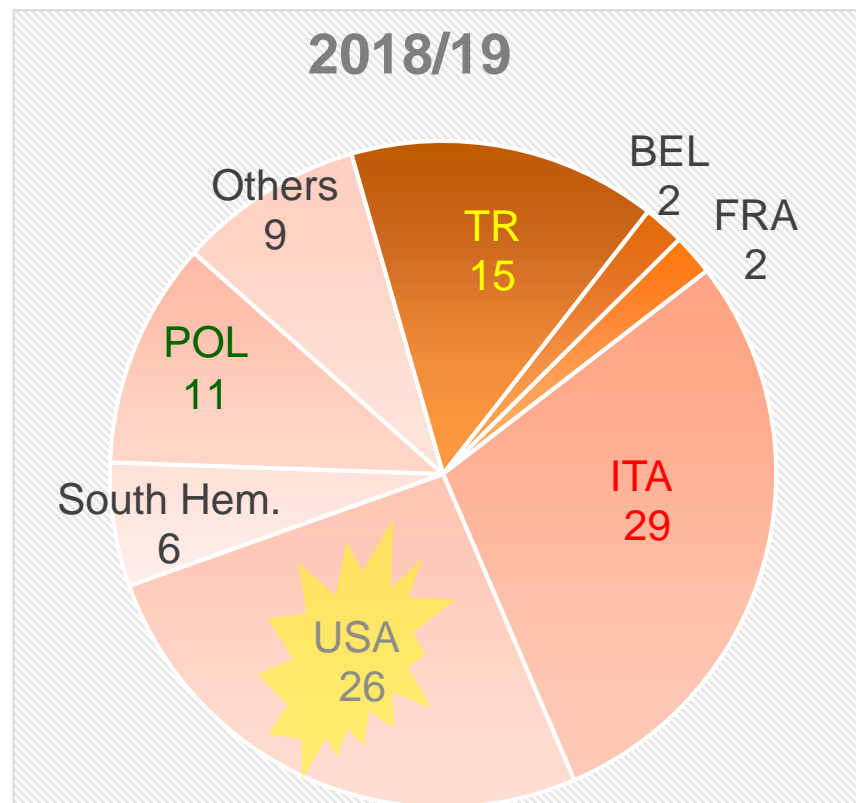
Import tax 50 % (US increased to 70 %)

Split market (quality/ price)

Italian export price 848 EUR/t

Polish export price 532 EUR/t

Growing market – interesting price for good quality

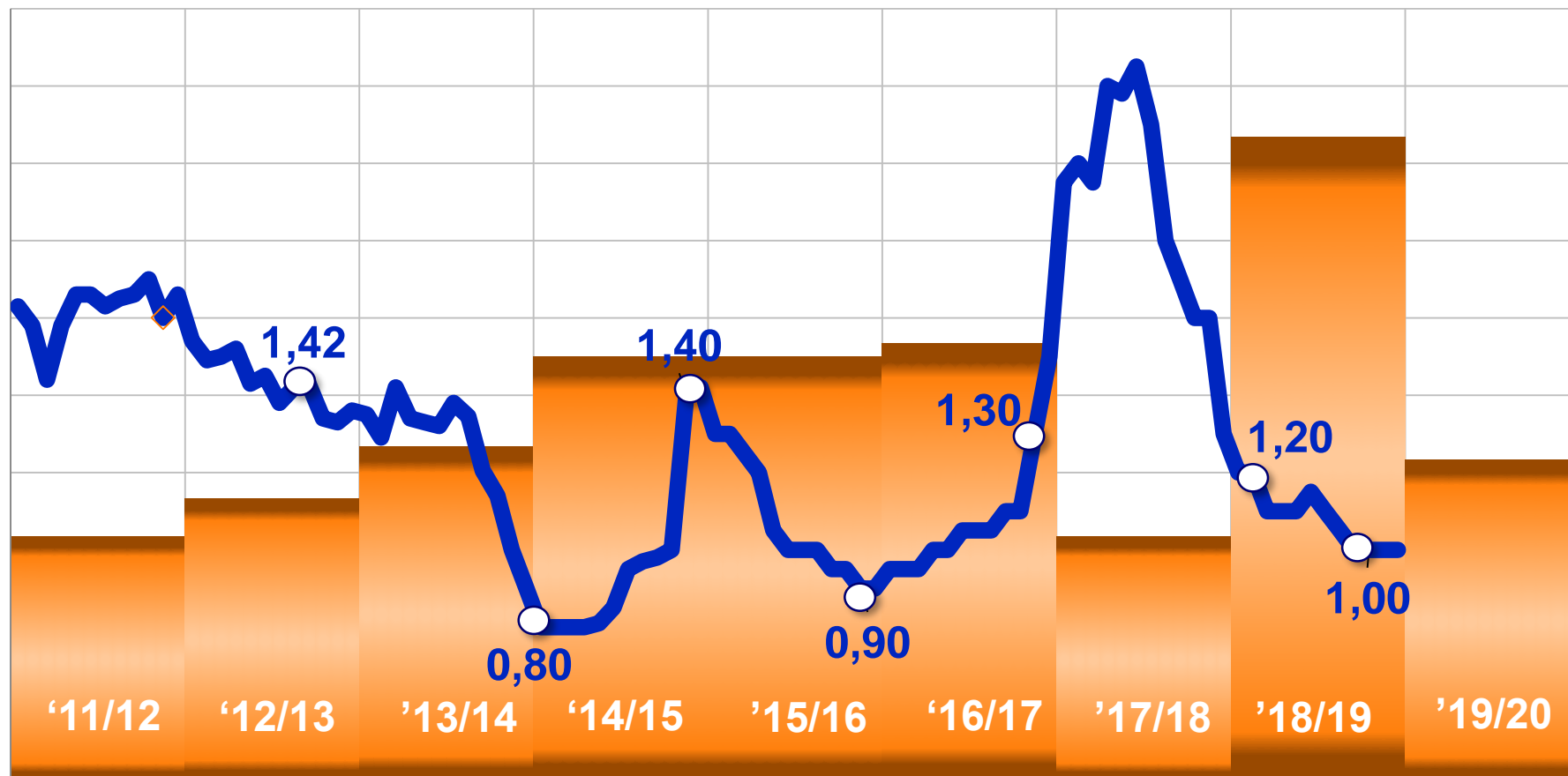


Total 111.800 tons  
Italy 32.200 t, Poland 11.800 t

# Processing apples with lower volume



Calculation apple harvest for processing. (Volume EU market production and backyard/Turkey/Ukraine/ Moldova/Serbia), European AJC EUR/ kg (Mean)



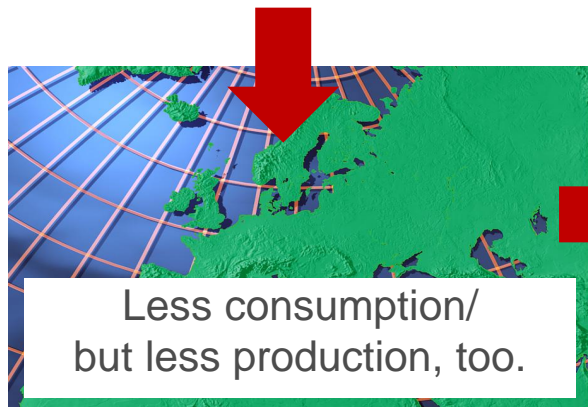
# Processing 2019/20 with a lot of questions



EU apples needed for processing (AJC)  
average 3,5 Mio. t  
2018/19 = 5,3 Mio. t (+1,8 Mio.t)



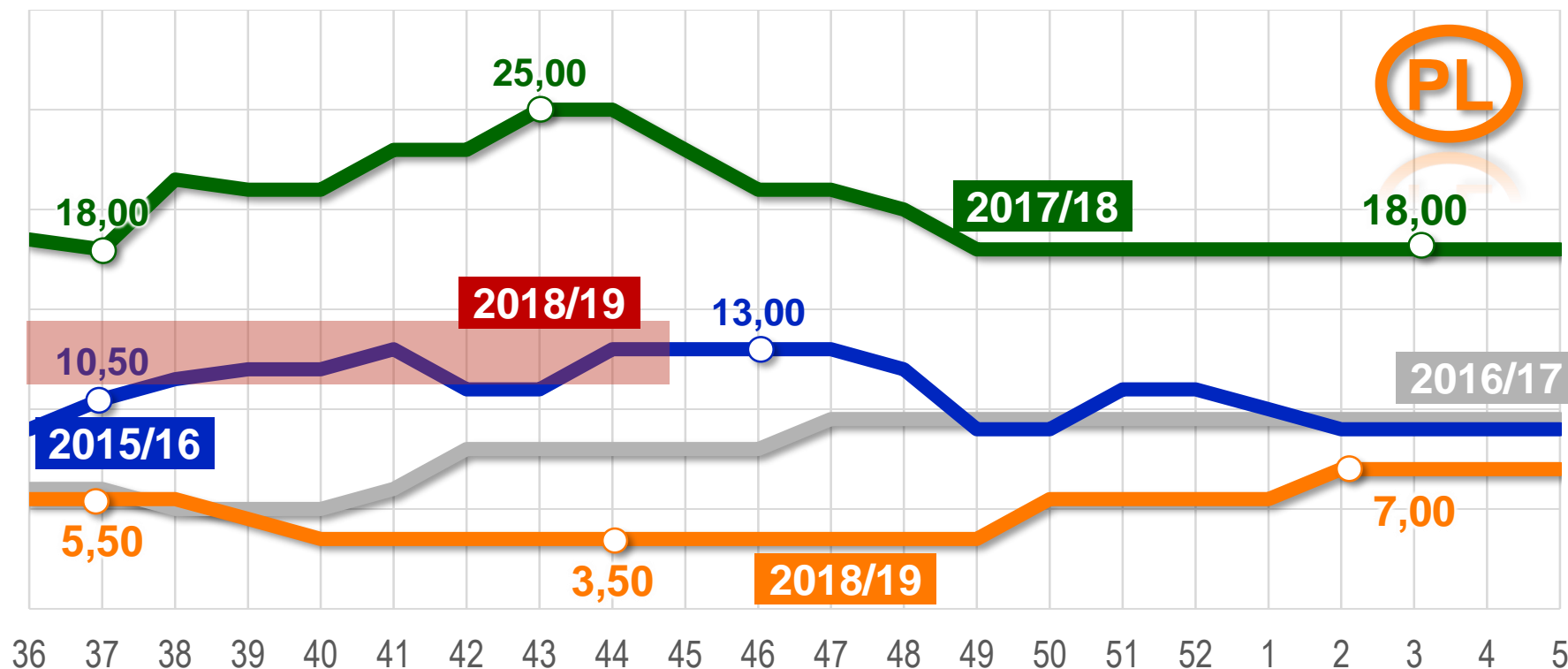
- 2019 = CHN apple crop on average
- (+150.000 t AJC vs. 2018)
- Politics between US and CHN once again relaxed?
- EU exports to US market still on lower level?
- Alternative CHN exports to Europe?
- Higher AJC stocks? Contracts with customers longer than usual?
- Production only for 8 to 11 months needed?
- 400.000 t – 450.000 t AJC required?
- Less Polish apple crop should push the price
- German backyard 350.000 t apples, 2018 = 1,1 Mio.t



# Poland dictated EU processing prices



Polish processing apples – price free industry, in EUR/100 kg

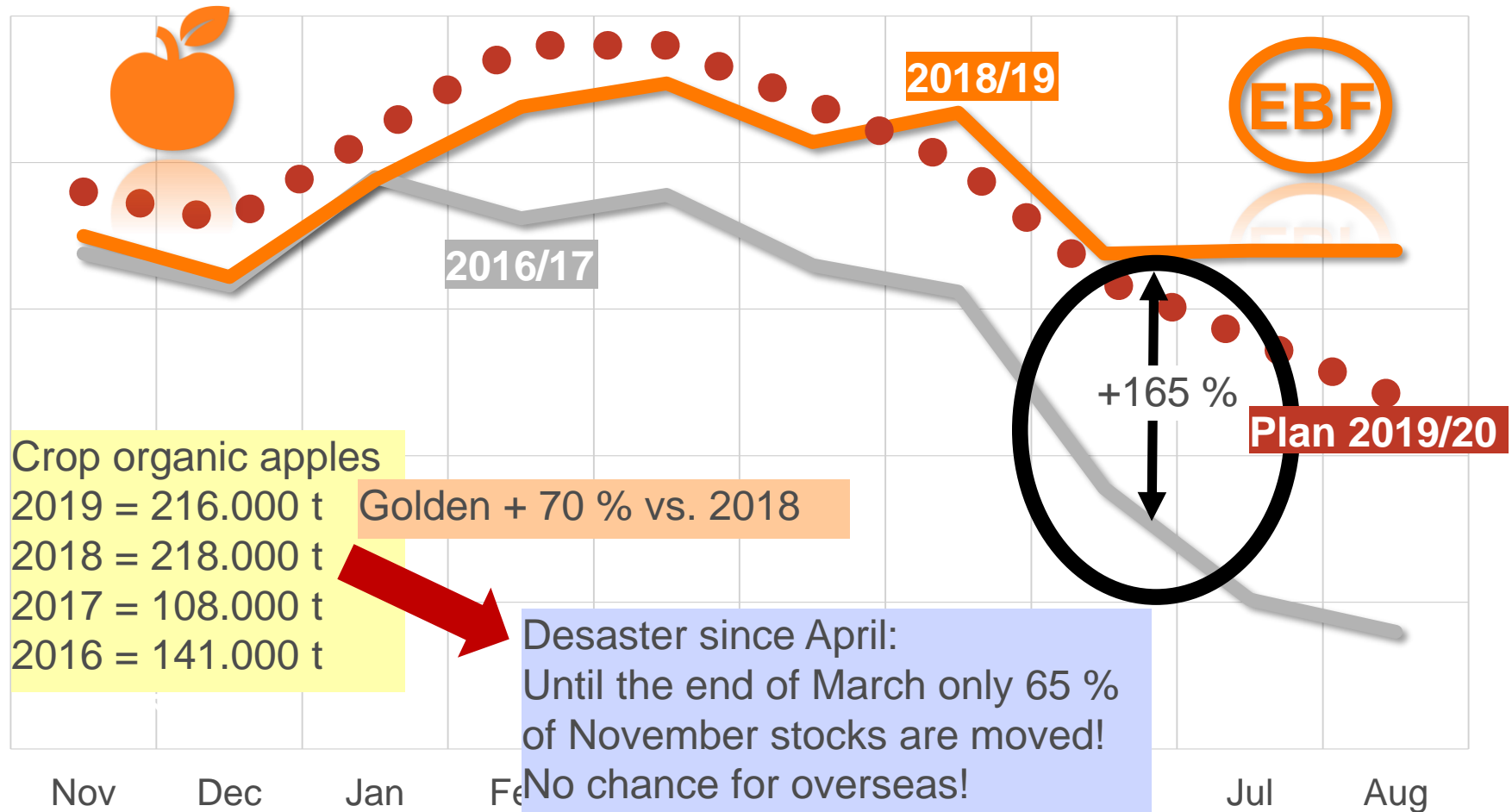


Processing apples (Sep/Oct)	2014	2015	2016	2017	2018	2019
POL free industry EUR/100kg	3-5	11-13	5-6	18-23	3,5-5,5	10-14

# Once more strong volume June to Aug.?

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EU organic apples - Monthly movement

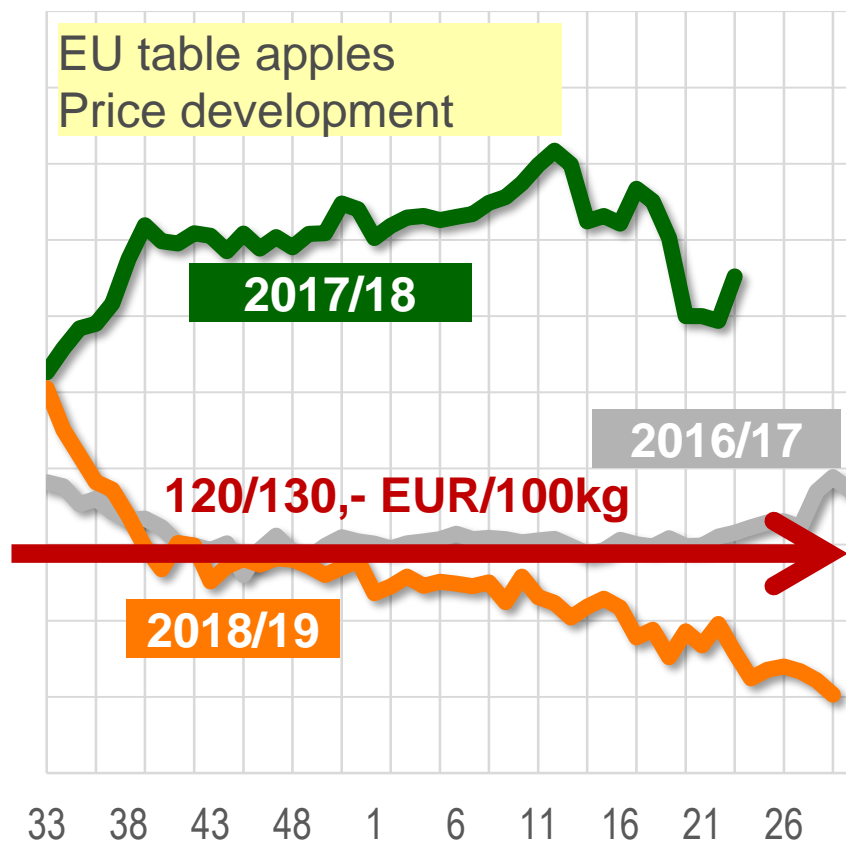




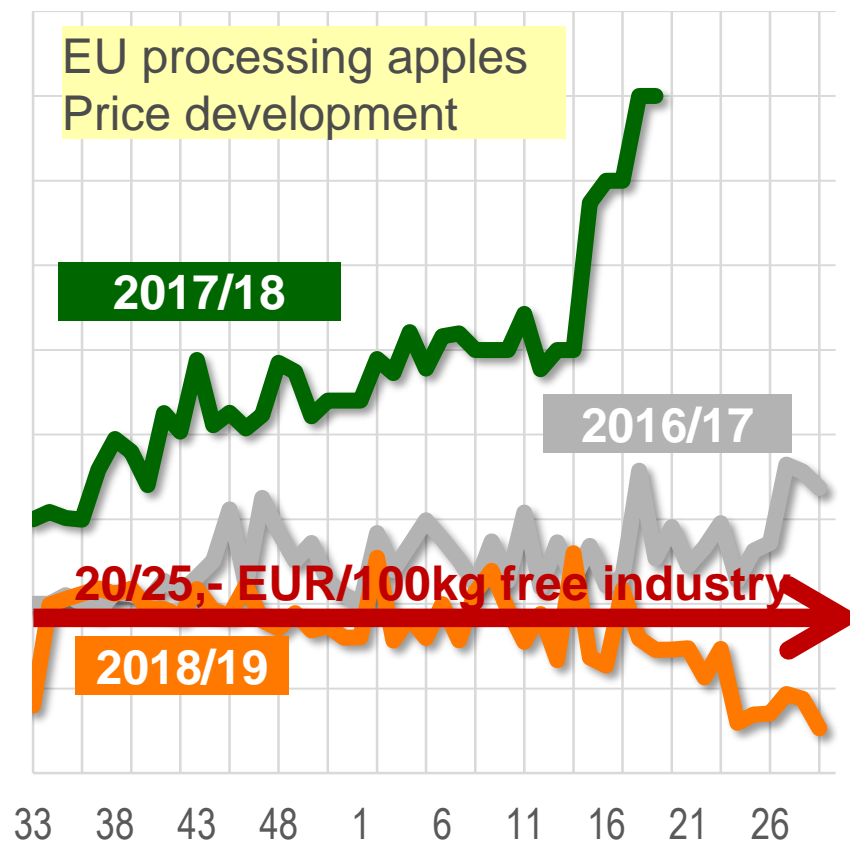
# Stable price for organic apples expected



Price development for EU organic apples



Protected market for table apples,  
cooperation retail/Bioland or Demeter



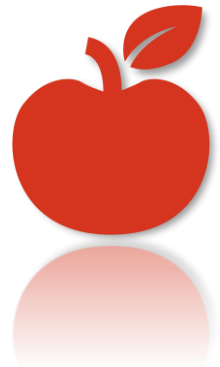
Eastern Europe processing under  
pressure in the long run?

# Conclusion



- Higher buying volume in autumn (backyard - less crop), but in September more “old” apples
- Higher price for processing, producers use this channel
- Less fresh market apples, more hail damage than average
- A lot of smaller sizes, higher price level for 75-80-85 mm
- Better shelf life, more exports to Asia and Latin America?
- Putin extended import ban until the end of 2020

**10,6 Mio t, a good basis for a successful season**





**Thanks a lot for your  
attention.**

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