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## **Brazil**

**Post:** Brasilia

### **Annual Fresh Deciduous Fruit Report**

**Report Categories:**

Fresh Deciduous Fruit

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**Report Highlights:**

Post forecasts that apple production will decrease slightly in CY 2015 as a result of unfavorable weather conditions. Apple imports increased 24 percent reaching 111,920 MT in CY 2014, but it is not expected to increase in the same amount in CY 2015. Total pear imports were up 10 percent in CY 2014 to 208,346 MT versus 189,696 MT from the previous year. Grape production will increase slightly in CY 2015.

## **General Information:**

### **Apples**

#### **Area:**

Total planted area for apples in Brazil in 2015 is forecast to decrease to 36,312 hectares, a 3 percent decline, as the planting of new trees is limited due to the higher costs of production. Another reason for the reduction in the area is the eradication of old orchards, which were showing low productivity in recent years. Some producers claimed dissatisfaction with the profit margins, and did not show any interest in replacing eradicated trees and planted other crops instead. Apples producers are working to increase productivity using the same area. New investments in new areas are not expected in the short term, as a result the area for 2016 will remain the same as 2015.

Santa Catarina continues to be the main apple-producing state in Brazil, accounting for 49 percent of total area, followed by Rio Grande do Sul with 45 percent. Brazil mainly produces three varieties of apples: Gala, Fuji and Eva.



Eva variety



Fuji variety



Gala variety

### Total planted area for apple production

State	Principal Varieties	Planted area 2013 (ha)	Planted area 2014 (ha)	Planted area 2015 (ha)	Variation
Santa Catarina	Gala and Fuji	18,493	18,038	17,929	-1%
Rio Grande do Sul	Gala and Fuji	18,076	17,582	16,471	-6%
Parana	Eva	1,700	1,730	1,700	-2%
Sao Paulo	Eva	151	212	212	0%
<b>TOTAL BRAZIL</b>	Gala, Fuji and Eva	38,420	37,562	36,312	-3%

Source: based on IBGE data base – SIDRA

### Production:

In calendar year (CY) 2014, apple production reached a total of 1.377 million metric tons (MMT). The major producing regions for apples, during the Brazilian winter and spring (Jun-Nov), experienced unfavorable weather conditions. Due to these adverse weather conditions, the general quality of the fruit was low and more fruit was sent for processing in 2014 when compared with 2015.

State	Production 2013 (MT)	Production 2014 (MT)	Production 2015 (MT)
Santa Catarina	530,601	633,197	613,828
Rio Grande do Sul	642,989	690,422	598,513
Parana	49,300	48,786	51,000
Sao Paulo	3,665	4,988	2,684
<b>TOTAL BRAZIL</b>	1,226,555	1,377,393	1,266,025

Source: IBGE database – SIDRA

The CY 2015 started with some hail in the principal producing areas and the unusual weather also was not favorable for apples producers. As a result, some orchards experienced problems. The Fuji harvest ended on April 2015 and did not develop in the amount expected and the quality was not excellent. The weather damaged the fruit and has affected the quality of the 2015 harvest in general for all varieties, this weather conditions will lead to decrease the volume when compared to 2014.

Trade sources indicate that total apple production for 2016 harvest production is forecast to decrease 2 percent and this number can reach 6 percent depending on the fruit that will be harvested on the period of July – November, 2016.

### **Consumption:**

Brazilians consume fresh apples with large variations in preference depending on the region. Consumers in southern Brazil, who have been exposed to a more European style of colonization, prefer larger apples. Consumers in the central region of Brazil prefer medium-sized apples. Those in the Northeast favor smaller-sized apples. Trade contacts highlight that this wide variety of preferences allows Brazilian apples to be marketed all year long. According to the World Apple and Pear Association, fresh apple consumption was 3 kilos (6.61 lbs) per inhabitant.

Apples consumption decreased in 2015 when compared to the previous year as a consequence of the low quality of the fruit available for the purchase. Consumers preferred to substitute low quality apples with other fruits. In addition, the outlook for the economy in 2016 remains weak with rising inflation, rising unemployment, and the escalating indebtedness of Brazilian consumers which is affecting consumer's confidence. Consumer confidence in Brazil plunged in July 2015 to the lowest level since the data series began in September 2005. The higher cost of the fruit also makes Brazilian consumers to switch to other fruits (due to ample variety of fruit in Brazil) or simple do not purchase it.

## Trade:

### Fresh Apple Exports

In CY2014, Brazil exported 44,294 MT of apples, a 48 percent decrease compared to the same period in 2013. The top three export markets were: 25 percent to Netherlands, 25% to Bangladesh and 9 percent to United Kingdom. Apples producers focused on the internal market as the prices were more competitive than compared to the external market.

Brazil Export Statistics							
Commodity: 080810, Apples, Fresh							
Calendar Year: 2012 - 2014							
Partner Country	Unit	2012		2013		2014	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	48,559,505	72,253	62,941,935	85,429	31,902,813	44,294

Source of Data: SECEX – Foreign Trade Secretariat

The panorama is different for CY 2015; the internal market is experiencing economic problems, so apple producers prioritized exports. The outlook for 2016 is the same scenario as in 2015. The only factor that can influence the reduction in volume for exports is the adverse weather conditions that can interfere in the volume and quality of the fruit.

Brazil Export Statistics							
Commodity: 080810, Apples, Fresh							
Year To Date: January - August							
Partner Country	Unit	2013		2014		2015	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	62,843,602	85,369	31,847,946	44,251	40,646,356	60,112
Bangladesh	T	8,879,653	14,407	6,865,270	11,123	12,058,527	17,285
Netherlands	T	16,061,748	22,208	8,009,491	10,978	6,465,726	10,754
Ireland	T	3,440,939	4,338	2,394,448	3,154	4,664,544	6,260
United Kingdom	T	15,872,766	19,539	3,465,899	3,938	2,804,160	3,803

Source of Data: SECEX – Foreign Trade Secretariat

## Fresh Apple Imports

Due to increased consumption in 2014, more apples were imported to the national market. According to trade statistics, the amount of imported apples rose by 24 percent, reaching 116,697 MT in 2014.

The panorama changed for CY 2015, the Brazilian Ministry of Agriculture, Livestock and Food Supply (MAPA), decreed the ban of apples imports from Argentina due the occurrence of *Cydia pomonella* (from April to June). This is a codling moth known as a regular pest of apple orchards. MAPA published in 2014 that Brazil is free of this pest.

In addition, as reported, the country is experiencing economic problems; the exchange rate increased dramatically which will decrease the imports of the fruit. This scenario is expected to continue the same in CY 2016.

Brazil Import Statistics							
Commodity: 080810, Apples, Fresh							
Calendar Year: 2012 - 2014							
Partner Country	Unit	2012		2013		2014	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	60,853,791	57,920	95,427,279	93,964	111,920,900	116,697
Argentina	T	33,352,487	30,937	48,836,685	46,154	52,308,550	49,719
Chile	T	17,010,464	18,296	36,003,141	39,186	35,331,781	42,366
Italy	T	3,814,306	3,013	2,750,846	2,011	7,772,967	7,518
Portugal	T	718,617	709	1,382,640	1,403	6,048,564	6,586
Spain	T	2,820,434	2,401	3,128,888	2,454	5,026,040	5,229
France	T	2,320,881	1,763	3,298,782	2,692	4,526,305	4,120
Uruguay	T	793,363	783	26,297	64	851,796	1,101
United States	T	23,239	19	-	-	54,897	58

Source of Data: SECEX – Foreign Trade Secretariat

Brazil Import Statistics							
Commodity: 080810, Apples, Fresh							
Year To Date: January - August							
Partner Country	Unit	2013		2014		2015	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	43,570,525	40,823	62,190,910	64,508	36,380,202	41,358
Chile	T	14,630,079	15,005	22,098,780	26,372	16,677,068	21,499
Argentina	T	25,886,856	23,592	34,808,775	33,556	12,702,966	12,318
Italy	T	1,529,722	1,051	1,685,207	1,221	2,526,612	2,636
France	T	652,439	448	838,638	656	1,741,654	1,661
Portugal	T	155,681	159	634,149	613	1,256,178	1,419
Spain	T	689,451	503	1,322,013	1,056	650,251	691
Uruguay	T	26,297	64	789,402	1,015	637,885	920
United States	T	-	-	13,946	17	187,588	214

Source of Data: SECEX – Foreign Trade Secretariat

## Apple Juice Exports and Imports

As reported last year, apple juice exports and imports decreased in 2014 when compared to 2013. Most of the fruit was destined for processing because the quality was not good enough for table consumption. The apple juice industry is not well established in Brazil, so most of the damaged and small fruit was destined for processing for other products such as puree, concentrates and etc and not juice. The Brazilian juice industry focuses on other fruit flavors such as grape, orange, etc. That is the reason imports of this type of juice have a slight insignificant volume.

Brazil Export Statistics							
Commodity: 200979, Apple Juice, Nesoi, Not Fortified With Vitamins Or Minerals, Unfermented, Not Containing Added Spirit, Whether Or Not Sweetened							
Calendar Year: 2012 - 2014							
Partner Country	Unit	2012		2013		2014	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	51,664,042	37,063	32,660,246	24,768	21,946,302	15,822

Source of Data: SECEX – Foreign Trade Secretariat

Brazil Export Statistics							
Commodity: 200979, Apple Juice, Nesoi, Not Fortified With Vitamins Or Minerals, Unfermented, Not Containing Added Spirit, Whether Or Not Sweetened							
Year To Date: January - August							
Partner Country	Unit	2013		2014		2015	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	26,147,657	19,992	12,736,971	9,395	16,764,177	14,880

Source of Data: SECEX – Foreign Trade Secretariat

### Harmonized Tariff System (HS) Codes:

#### Tariff Rate Table

Tariff Number (HTS)	Product Description	Rate (%)
0808.10.00	Apples, Fresh	10
2009.7	Apple juice	14



## Production, Supply and Demand Data Statistics:

Apples, Fresh Brazil	2014/2015			2015/2016			2016/2017			
	Market Year Begin: Jan 2014			Market Year Begin: Jan 2015			Market Year Begin: Jan 2016			
	USD A Offici al	Old Post	New Post	USD A Offici al	Old Po st	New Post	USD A Offici al	Old Po st	New Post	
Area Planted		37,585	37,562			36,312			36,312	(HA)
Area Harvested		37,432	37,122			35,884			36,000	(HA)
Bearing Trees		0	0	0		0	0		0	(1000 TREES)
Non-Bearing Trees		0	0	0		0	0		0	(1000 TREES)
Total Trees		0	0	0		0	0		0	(1000 TREES)
Commercial Production		1,185,000	1,377,393			1,266,025			1,240,000	(MT)
Non-Comm. Production		0	0	0		0	0		0	(MT)
Production	0	1,185,000	1,377,393	0	0	1,266,025	0	0	1,240,000	(MT)
Imports		98,850	116,697			82,716			72,000	(MT)
Total Supply	0	1,283,850	1,494,090	0	0	1,348,741	0	0	1,312,000	(MT)
Fresh Dom. Consumption		1,024,350	1,237,798			1,200,000			1,190,000	(MT)
Exports		78,000	44,294			90,380			91,000	(MT)
For Processing		181,500	211,998			39,241			31,000	(MT)
Withdrawal From Market		0	0	0		19,120	0		0	(MT)
Total Distribution	0	1,283,850	1,494,090	0	0	1,348,741	0	0	1,312,000	(MT)

## **Pear**

### **Production**

Pear production in Brazil is insignificant, with only 19,000 MT of output. Thus, the majority of demand for pears is met by imports. This small production is concentrated in the states of Rio Grande do Sul, Santa Catarina, Parana, Sao Paulo and Minas Gerais. The fruit is sold locally, mostly in small cities and with little impact in the big wholesale markets.

The CY 2015 started with some hail in the principal producing areas. As a result, some orchards experienced problems. Considering that the apples production area is near the pear production area, the unusual weather conditions also affected the pear production and will lead to decrease the volume for 2016. The cost of pear production is expensive when compared to other tropical fruit available in Brazil, which does not attract new growers to this market.

### **Harmonized Tariff System (HS) Codes:**

#### **Tariff Rate Table**

Tariff Number (HTS)	Product Description	Rate (%)
0808.30.00	Pears, Fresh	10

### **Imports**

Argentina is the largest pear supplier to Brazil. Pear imports from Spain and Portugal have been increasing over the past several seasons and have impacted the market share of U.S Pears. Spanish and Portuguese pears have the same season as U.S. Pears and enjoy a freight rate and transit time advantage over U.S. Pears. Also, Argentinean pears face a tariff advantage, having preferential access, while U.S. and European Union Pears face a 10% tariff.

Total pear imports were up 10 percent in CY 2014 to 208,346 MT versus 189,696 MT from the previous year.

Brazil Import Statistics							
Commodity: 080830, Pears, Fresh							
Calendar Year: 2012 - 2014							
Partner Country	Unit	2012		2013		2014	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	223,610,350	216,826	196,301,227	189,696	200,725,508	208,346
Argentina	T	157,269,491	158,338	147,355,945	147,611	135,107,118	137,585
Portugal	T	37,411,562	35,481	28,699,736	26,496	44,817,226	51,834
Spain	T	13,678,096	10,885	12,727,448	9,976	13,796,163	13,495
United States	T	10,780,264	7,987	5,119,607	3,757	4,034,424	3,088
Chile	T	2,689,701	2,286	2,080,343	1,588	2,512,048	1,838
Italy	T	404,005	267	147,943	108	213,007	181
Uruguay	T	1,377,231	1,583	170,205	160	197,360	267
France	T	-	-	-	-	48,162	59

Source of Data: SECEX – Foreign Trade Secretariat

Brazil Import Statistics							
Commodity: 080830, Pears, Fresh							
Year To Date: January - August							
Partner Country	Unit	2013		2014		2015	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	124,700,146	123,476	133,952,767	137,867	108,714,817	124,249
Argentina	T	112,160,302	114,193	105,943,735	109,695	81,949,261	89,758
Portugal	T	8,444,705	6,260	23,541,773	24,557	21,003,054	28,973
Chile	T	2,033,082	1,544	2,362,772	1,721	4,049,589	3,907
Spain	T	692,586	473	1,509,971	1,304	908,712	840
United States	T	1,199,266	845	397,156	323	620,315	461

Uruguay	T	170,205	160	197,360	267	183,886	311
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Source of Data: SECEX – Foreign Trade Secretariat

Trade sources forecast that 2015 pears imports will reach the same volume of 2014 or decrease 2 percent. The Brazilian economy and the depreciating exchange rate are the two biggest concerns and the final import number for CY 2015 and 2016 is strongly linked to that.

### Production, Supply and Demand Data Statistics:

Pears, Fresh Brazil	2013/2014		2014/2015		2015/2016+		
	Market Year Begin: Jan 2014		Market Year Begin: Jan 2015		Market Year Begin: Jan 2016		
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post	
Area Planted	0	0		0		0	(HA)
Area Harvested		0					(HA)
Bearing Trees	0	0		0		0	(1000 TREES)
Non-Bearing Trees	0	0		0		0	(1000 TREES)
Total Trees	0	0		0		0	(1000 TREES)
Commercial Production	19,500	19,000		19,000		18,000	(MT)
Non-Comm. Production	0	0		0		0	(MT)
Production	19,500	19,000		19,000		18,000	(MT)
Imports	207,000	208,346		201,000		202,500	(MT)
Total Supply	226,500	227,346		220,000		220,500	(MT)
Fresh Dom. Consumption	226,500	227,346		220,000		220,500	(MT)
Exports	0	0		0		0	(MT)
For Processing	0	0		0		0	(MT)
Withdrawal From Market	0	0		0		0	(MT)
Total Distribution	227	227,346		220,000		220,500	(MT)
TS=TD		0		0		0	

## Grapes

### Area

Total planted area for grapes is expected to remain the same with a slight decrease to 80,328 hectares (0.3 percent). Future investments in new areas are not expected, due to higher land values. Grapes farmers are working to increase productivity using the same area.

### Total planted area for grape production

States	Planted area 2013 (ha)	Planted area 2014 (ha)	Planted area 2015 (ha)	Variation
Rio Grande do Sul	51,450	51,005	50,743	-0.5%
Sao Paulo	9,526	8,308	8,308	0.0%
Pernambuco	6,817	6,872	6,833	-0.6%
Parana	5,824	5,580	5,600	0.4%
Santa Catarina	4,272	4,922	4,931	0.2%
Bahia	2,395	2,864	2,864	0.0%
Others	1,154	997	1,049	5.2%
<b>Brazil total area</b>	<b>81,438</b>	<b>80,548</b>	<b>80,328</b>	-0.3%

Source: Based on IBGE data

### Production

Trade sources indicate that grape production is expected to increase 1 percent to 1.450 MMT in 2015 when compared to 1.437 MMT in 2014. Trade sources forecast that grape production will increase by 1

percent again in CY 2016. This forecast considers favorable weather conditions and that growers continuing in the business and investing in technology to increase yields.

The peak of the harvest for the export markets is in May and September-November and for the domestic market April-June and September-December.

## Consumption

Post sources estimate grape consumption at 3.54 kilos (7.08 lbs) per inhabitant.

Following last year's trend, there was strong growth in demand for natural grape juice (with stocks being exhausted at some wineries). As consumers seek healthier juice options and organic products, there is a trend for producers to shift to producing grapes destined for juice as opposed to wine.

## Trade

### Grape Exports

Production in Rio Grande do Sul is intended for processing, in the Northeast (Sao Francisco Valley) for exports, and the state of Sao Paulo, for table consumption.

Grape exports decreased 34 percent in CY 2014, as it was a favorable year for the internal market. The situation will not continue and it's expected that this volume increase in CY 2016, as exporters will focus on the external markets due to the economic crisis.

Brazil Export Statistics							
Commodity: 080610, Grapes, Fresh							
Calendar Year: 2012 - 2014							
Partner Country	Unit	2012		2013		2014	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	121,890,881	52,016	102,994,687	43,181	66,790,828	28,348
Netherlands	T	61,694,552	26,639	48,735,513	20,822	33,260,983	14,927
United Kingdom	T	30,179,689	12,426	32,153,501	13,294	22,621,039	8,958
Germany	T	2,064,845	1,021	5,316,776	2,458	3,524,291	1,650
United Arab Emirates	T	133,946	65	545,937	233	2,560,696	918
Norway	T	3,748,091	1,274	3,776,488	1,214	2,423,945	919

Canada	T	2,143,723	752	1,858,772	726	761,641	293
Lithuania	T	302,874	112	263,523	119	534,737	255
Finland	T	445,626	109	971,821	304	386,650	153
Denmark	T	40,211	12	298,900	111	272,459	98
United States	T	19,162,062	8,826	5,673,245	2,667	175,546	61
Russia	T	104,620	45	176,640	61	150,552	67
Uruguay	T	39,923	15	117,918	49	73,671	29
Equatorial Guinea	T	-	-	14,609	3	23,363	4
Belgium	T	-	-	-	-	21,255	17
Argentina	T	298,692	171	73,440	33	-	-
Ireland	T	56,563	61	98,900	81	-	-
Italy	T	383,214	119	144,696	48	-	-
Kuwait	T	-	-	28	-	-	-
Sweden	T	1,076,257	364	2,773,969	958	-	-
Luxembourg	T	15,993	4	-	-	-	-
Portugal	T	-	-	11	-	-	-

Source of Data: SECEX – Foreign Trade Secretariat

## Grape Imports

Post forecasts that grape imports will continue at the same level as it was in 2014. CY2015 grape imports will increase slightly in CY 2015 to 1 percent or maintain the same volume as in CY 2014. Chile is the main supplier, accounting for 77 percent market share.

Brazil Import Statistics							
Commodity: 080610, Grapes, Fresh							
Calendar Year: 2012 - 2014							
Partner Country	Unit	2012		2013		2014	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	54,381,834	33,295	59,580,756	32,631	62,338,038	33,761
Chile	T	36,393,910	22,385	43,466,944	24,392	47,301,298	25,952
Peru	T	1,040,103	426	1,798,788	728	6,629,415	3,185
Argentina	T	13,595,978	8,715	10,558,621	5,811	4,852,008	2,758
Italy	T	2,161,324	1,154	2,303,222	1,074	2,274,045	1,228
Spain	T	679,189	393	505,467	247	716,423	401
Mexico	T						

		388,467	173	742,610	299	398,096	185
United States	T	85,451	32	205,104	81	166,753	51
Brazil	T	37,412	15	-	-	-	-

Source of Data: SECEX – Foreign Trade Secretariat

Brazil Import Statistics							
Commodity: 080610, Grapes, Fresh							
Year To Date: January - August							
Partner Country	Unit	2013		2014		2015	
		USD	Quantity	USD	Quantity	USD	Quantity
World	T	54,658,304	30,449	52,773,326	28,953	45,133,733	29,035
Chile	T	42,716,401	24,106	46,864,150	25,770	36,953,855	24,253
Argentina	T	10,558,621	5,811	4,388,697	2,511	5,608,506	3,554
Peru	T	556,114	204	956,234	429	2,102,883	1,031
Mexico	T	742,610	299	398,096	185	307,654	134
United States	T	34,058	9	39,456	7	65,265	17
Spain	T	50,500	21	47,113	22	58,562	28
Italy	T	-	-	79,580	29	37,008	19

Source of Data: SECEX – Foreign Trade Secretariat

## Harmonized Tariff System (HS) Codes:

### Tariff Rate Table

Tariff Number (HTS)	Product Description	Rate (%)
0806.10.00	Grapes, Fresh	10



**Production, Supply and Demand Data Statistics:**

Grapes, Fresh Brazil	2014/2015		2015/2016		2016/2017		
	Market Year Begin: Jan 2014		Market Year Begin: Jan 2015		Market Year Begin: Jan 2016		
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post	
Area Planted		80,548		80,328		80,400	(Units)
Area Harvested	0	79,168		79,017		79,500	(HA)
Commercial Production		1,437,245		1,450,900		1,460,000	(MT)
Non-Comm. Production	0	0		0		0	(MT)
Production		1,437,245		1,450,900		1,460,000	(MT)
Imports		33,761		34,150		34,500	(MT)
Total Supply		1,471,006		1,485,050		1,494,500	(MT)
Fresh Dom. Consumption		1,442,658		1,456,300		1,465,400	(MT)
Exports		28,348		28,750		29,100	(MT)
For Processing	0	0		0		0	(MT)
Withdrawal From Market	0	0		0		0	(MT)
Total Distribution		1,471,006		1,485,050		1,494,500	
TS=TD		0		0		0	
Comments							