

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Greece

Post: Rome

Greece Fresh Deciduous Fruit 2010

Report Categories:

Fresh Deciduous Fruit

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Report Highlights:

MY 2010/2011 (July/June) Greek apple and pear production is forecast to increase by about 18 percent due to favorable weather. MY 2010/2011 Greek apple and pear consumption is forecast to increase by about 13 percent due to an increased production. Greece is the third largest producer of table grapes for fresh consumption in the EU-27 after Italy and Spain. According to industry contacts, Greece had a very bad crop in terms of both quality and quantity, particularly for seedless variety (fresh Sultana) that represents about two-thirds of the total Greek table grapes production. The bulk of Greece's fresh deciduous fruit trade occurs within the EU-27.

General Information:

Apples

PRODUCTION

Table 1: Production, Supply, and Demand (MT)

Apples	2008	2009	2010
	Estimates 2008/2009	Estimates 2009/2010	Forecast 2010/2011
	Post Data	Post Data	Post Data
Area Planted	9,337	9,337	9,337
Area Harvested	9,337	9,337	9,337
Commercial Production	231,000	224,000	260,000
Production	231,000	224,000	260,000
Intra EU27 Imports	14,144	12,457	10,770
Extra EU27 Imports	7,332	5,866	4,400
Total Imports	21,476	18,323	15,170
Total Supply	252,476	242,323	275,170
Fresh Domestic Consumption	232,806	218,200	244,888
Intra EU27 Exports	7,336	6,809	6,282
Extra EU27 Exports	12,334	17,314	24,000
Total Exports	19,670	24,123	30,282
Total Distribution	252,476	242,323	275,170

Source: WAPA + GTA

According to WAPA (World Apple and Pear Association) estimates, MY 2010/2011 (July/June) Greek apple production is forecast at 260,000 metric tons (MT), significantly up from the previous year (224,000 MT), due to favorable weather. According to industry estimates, there are approximately 9,337 hectares currently cultivated for apples. The main producing areas include the prefectures of Kastoria, Pella, and Imathia in Macedonia; Volos, Larissa, Pelion, and Kissavos in Thessaly; Arcadia in Peloponnese.

Table 2: Greek apple production by variety

Apple Production by Variety	Estimates 2008/2009	Estimates 2009/2010	Forecast 2010/2011
Fuji	0	4,000	6,000
Gala	0	3,000	4,000
Golden Delicious	26,000	27,000	32,000
Granny Smith	32,000	30,000	36,000
Red Delicious	149,000	143,000	162,000
Other	25,000	16,000	20,000
Total	231,000	224,000	260,000

Source: WAPA

Almost 62 percent of Greek apple orchards consist of red varieties, predominately Red Delicious group. The green varieties (mostly Granny Smith) follow with 14 percent and the yellow varieties (particularly Golden Delicious) with 12 percent. The remaining 12 percent of cultivated orchards are planted with the Fuji, Gala, and new apple varieties (Ariane, Belgica, Cameo, Diwa, Honey Crunch, Jazz, Junami, Rubens, Tentation, Wellant, etc.). Due to its excellent quality and shapely form, the Zagora apple (a local Red Delicious variety) has been awarded by the European Commission as a PDO (Protected Designation of Origin), distinguishing it from all other apple varieties world-wide.

Table 3: Breakdown of Greek apple varieties

Apple Variety	%
Red	62
Green	14
Yellow	12
Other	12

Source: Unofficial estimates based on industry contacts

CONSUMPTION

MY 2010/2011 Greek apple consumption is forecast at 244,888 MT - an increase of 11 percent compared to the previous year (218,200 MT), due to an increased production. Most apples are consumed fresh.

TRADE

MY 2009/2010 Greek apple exports reached 24,123 MT. Albania, Bulgaria, Turkey, and Italy represent the main destination for Greek apples, accounting for 82 percent of the total. MY 2009/2010 Greek apple imports reached 18,323 MT. Greek apple imports mainly come from Italy,

Chile, and Germany, accounting for 93 percent of the total.

Pears

PRODUCTION

Table 4: Production, Supply, and Demand (MT)

Pears	2008	2009	2010
	Estimates 2008/2009	Estimates 2009/2010	Forecast 2010/2011
	Post Data	Post Data	Post Data
Area Planted	3,386	3,386	3,386
Area Harvested	3,386	3,386	3,386
Commercial Production	51,000	43,000	52,000
Production	51,000	43,000	52,000
Intra EU27 Imports	10,668	11,100	11,540
Extra EU27 Imports	5,677	4,480	3,283
Total Imports	16,345	15,580	14,823
Total Supply	67,345	58,580	66,823
Fresh Domestic Consumption	62,236	53,700	62,671
Intra EU27 Exports	3,515	3,146	2,276
Extra EU27 Exports	1,594	1,734	1,876
Total Exports	5,109	4,880	4,152
Total Distribution	67,345	58,580	66,823

Source: WAPA + GTA

According to WAPA estimates, MY 2010/2011 (July/June) Greek pear production is forecast at 52,000 MT - an increase of 21 percent from the previous year (43,000 MT), due to favorable weather. According to industry estimates, there are approximately 3,386 hectares currently cultivated for pears. The main producing areas include the prefectures of Tirnavos and Larissa in Thessaly; Laconia and Korinth in Peloponnese. William Christ/Bartlett, Passacrassana, Abate Fetel, and Coscia-Ercollini are the major pear varieties grown in Greece.

Table 5: Greek pear production by variety

Pear Production by Variety	Estimates 2008/2009	Estimates 2009/2010	Forecast 2010/2011
Abate Fetel	1,000	1,000	1,000
Coscia-Ercollini	2,000	2,000	2,000
Passacrassana	4,000	2,000	3,000
William BC	20,000	14,000	18,000
Other	24,000	24,000	28,000

Total	51,000	43,000	52,000
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Source:WAPA

CONSUMPTION

MY 2010/2011 Greek pear consumption is forecast at 62,671 MT, significantly up from the previous year (53,700 MT), due to an increased production. Most pears are consumed fresh.

TRADE

MY 2009/2010 Greek pear imports reached 15,580 MT. Greece imports the majority of its pears (mainly Conference, Passacrassana, Abate Fetel, and Blanquilla varieties) from Spain, Italy, Argentina, and Germany, accounting for 77 percent of the total. MY 2009/2010 Greek pear exports reached 4,880 MT. Romania, Albania, and Bulgaria represent the main destination for Greek pears, accounting for 82 percent of the total.

Table Grapes

Table 6: Production, Supply, and Demand (MT)

Table grapes	2008	2009	2010
	Estimates 2008/2009	Estimates 2009/2010	Forecast 2010/2011
	Post Data	Post Data	Post Data
Area Planted	5,200	6,000	5,800
Area Harvested	5,000	5,800	5,600
Commercial Production	150,000	193,000	165,000
Production	150,000	193,000	165,000
Intra EU27 Imports	5,118	3,243	3,050
Extra EU27 Imports	742	878	890
Total Imports	5,860	4,121	3,940
Total Supply	155,860	197,121	168,940
Fresh Domestic Consumption	76,233	114,692	90,340
Intra EU27 Exports	71,313	74,597	71,000
Extra EU27 Exports	8,314	7,832	7,600
Total Exports	79,627	82,429	78,600
Total Distribution	155,860	197,121	168,940

Source: Unofficial estimates based on Greek industry contacts + GTA

PRODUCTION

Greece is the third largest producer of table grapes for fresh consumption in the EU-27 after Italy and Spain. According to industry estimates, MY 2010/2011 (June/May) table grape production is forecast at 165,000 MT – a decrease of 14 percent compared to the previous year (193,000 MT), due to unfavorable weather throughout the growing period. Greece had a very bad crop in terms of both quality and quantity, particularly for seedless variety (fresh Sultana) that represents about two-thirds of the total Greek table grape production. According to industry estimates, there are approximately 5,800 hectares currently cultivated for table grape. The main producing areas include the prefectures of Corinth in Peloponnese; Kavala in Macedonia; Heraklion in the island of Crete. Sultana (Thompson Seedless) and Victoria are the major table grape varieties grown in Greece.

CONSUMPTION

MY 2010/2011 table grape consumption is forecast at 90,340 MT, down from the previous year (114,692 MT), as a consequence of Greece's recession.

TRADE

Greek table grape (both seedless and seeded) is mainly marketed within Europe from late July to the end of September. MY 2009/2010 Greek table grape exports reached 82,429 MT. Germany, the United Kingdom, and Netherlands represent the main destinations for Greek table grape (mainly Victoria and Sultana varieties), accounting for 63 percent of the total. Greek table grape imports are much less significant. MY 2009/2010 Greek table grape imports reached 4,121 MT. Italy is the main supplier to the Greek table grape market, accounting for 57 percent of the total.