

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Greece

Post: Rome

Kiwifruit Overview

Report Categories:

Kiwifruit

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Report Highlights:

Kiwifruit constitutes one of the most economically important agricultural crops in Greece.

Overview

Kiwifruit constitutes one of the most economically important agricultural crops in Greece. Kiwifruit production began in earnest in Greece in 1972 in the region of Pieria in Central Macedonia. Since then, the cultivation has spread to the regions of Kavala, Imathia, Arta, and Lamia. Nevertheless, the Pieria region remains the producer accounting for almost 45 percent of total Greek kiwifruit production. Since 2005, the Greek land area for cultivation has kept an increasing trend, going up from 4,500 hectares to more than 6,000 at present. The commercial volumes have also followed the same pattern thanks to progressive first time production in new plots of land.

Kiwifruit production in 2011

	Total Area Hectares	Total production Metric Tons
Greece	6,150	90,000

Source: Unofficial estimates based on Greek industry contacts

Top 10 Greek kiwifruit imports

Partner Country	Quantity Metric Tons			% Change
	2,009	2,010	2,011	2011/2010
World	3,975	4,549	3,581	- 21.29
Italy	862	2,287	1,660	- 27.43
Chile	1,919	1,508	1,328	- 11.92
Netherlands	385	447	386	- 13.60
Belgium	704	71	100	40.56
Cyprus	-	-	21	0.00
Spain	102	74	20	- 72.87
Serbia	-	-	20	0.00
Germany	2	40	16	- 61.10
Austria	-	-	14	0.00
France	1	115	12	- 89.20
Bulgaria	0	7	4	- 38.81

Source: Global Trade Atlas

Top 10 Greek kiwifruit exports

Partner Country	Quantity Metric Tons			% Change
	2,009	2,010	2,011	2011/2010
World	53,533	71,669	66,833	- 6.75
Russia	15,506	16,030	21,409	33.56

Ukraine	3,929	6,904	6,876	- 0.41
Romania	6,303	7,165	5,633	- 21.38
Bulgaria	3,656	6,070	4,836	- 20.34
Moldova	797	3,901	4,623	18.49
Germany	4,272	6,562	4,172	- 36.42
Macedonia	2,184	2,070	2,050	- 0.96
Poland	1,757	4,310	2,031	- 52.89
Turkey	3,325	2,204	1,844	- 16.32
Jordan	72	1,034	1,659	60.41

Source: Global Trade Atlas

Abbreviations and Definitions Used in this Report

HS Code: 081050

Ha hectare; 1 ha = 2.471 acres

MT Metric ton = 1,000 kg

Marketing Year: December/November