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Required Report - public distribution

Date: 11/1/2010

GAIN Report Number: MX0080

Mexico

Fresh Deciduous Fruit Annual

2010 Apple, Pear, and Grape Situation

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Report Highlights:

Apple production in Mexico for MY 2010/11 (August/July) is forecast at 540,000 metric tons (MT), a 3.7 percent decrease compared to MY 2009/10 production. Chihuahua, the main apple producing state, had a freeze in May that lowered production. Total pear production is forecast at 23,200 MT for MY 2010/11 (July/June), a marginal decrease from MY 2009/10. Total table grape production for MY 2010/11 (May/April) is forecast to increase to 194,000 MT due to better overall yields. Harvesting began in May rather than the last week of April due to lower temperatures at the beginning of the season. Producers indicated, however, that the weather did not affect production. The United States remains the major supplier of deciduous fruits to Mexico. Retaliatory duties imposed on U.S. deciduous fruit is negatively affecting the volume demanded but the elimination of anti-dumping duties on certain

U.S. apples and a reduction in the retaliatory tariff on U.S. grapes should bolster demand for these commodities.

Commodities:

Apples, Fresh

Production:

Apple production in Mexico for MY 2010/11 (August/July) is forecast at 540,000 metric tons (MT), a 3.7 percent decrease compared to MY 2009/10 production. Trade sources indicate that Chihuahua, the main apple producing state, had a freeze in May that negatively affected production. This is a low year in the production cycle as well so less apple production is expected. Apple production estimates for MY 2009/10 were revised upward from previous estimates to 561,492 MT as good weather conditions prevailed and it was the high year of the production cycle. The national average yield for MY 2009/10 was estimated at 9.8 MT per hectare (ha). Yields in Chihuahua are usually the highest in the country and average between 15-17 MT/ha.

Total area for MY 2010/11 is forecast to increase marginally and area planted for MY 2009/10 is expected to be slightly lower from MY 2008/09 levels. Area harvested for MY 2009/10 was revised downward based on official data and harvested area for MY 2008/09 remains unchanged.

The state of Chihuahua accounts for 43 percent of total area planted in Mexico while Durango accounts for 17 percent. Coahuila and Puebla each account for 12 percent of planted area. Growers indicated that Mexico's planted area is not expected to expand due to higher costs of production, limited credit availability, and water scarcity.

New crop Gala and Golden Supreme varieties from Chihuahua entered the market in mid-August of this year. Near the end of August, the Red Delicious apple harvest started. Rome Beauty apples are usually harvested in early October and all harvest in the state of Chihuahua is completed by the end of October. Producers in Chihuahua generally use more advanced production technology than other states and yield higher quality apples. Industry sources report that large-scale and technologically sophisticated growers in Chihuahua are renewing old orchards and planting with greater tree densities. According to growers, about 40 percent of the apple area in Chihuahua utilizes advanced technology.

Yields are forecast to continue increasing due to greater planting density. In order to remain competitive, producers in Chihuahua continue replacing a number of older orchards with higher yielding (about 80 MT/ha) and higher density apple trees (800 trees/ha or more). In addition, they are using advanced technology and newer irrigation systems. According to growers, almost 50 percent of the area in Chihuahua is planted with the Golden Delicious variety and 40 percent with the Red Delicious variety. The Gala variety comprises about five percent of the total Chihuahua planted area and continues to gain ground. High-density varieties account for approximately 25 percent of Chihuahua's planted area. The remainder of the apple producing area is planted at more traditional spacing of 200-300 trees per hectare. Most areas in Chihuahua and Durango are irrigated.

Grower prices for Red and Golden Delicious apples in Chihuahua for MY 2010/11 were better than the prevailing price for MY 2009/10. Prices for MY 2010/11 were between 5.00 and 7.00 pesos per kilogram (kg) (U.S. \$0.40 and \$0.55) in August 2010. Grower prices for the Gala variety and the Golden Supreme variety, which are harvested in early August, commanded prices of between 7 to 9 pesos/kg (US\$0.55 to \$0.71) because they rarely compete with imported apples.

Costs of production typically range from 28,000 to 40,000 pesos/ha (U.S. \$2,240 to \$3,200). Production costs will tend towards the higher end of the estimate if growers have frost protection equipment and new irrigation systems. According to producers, electricity, fuel, and packing costs (the last of which depend on foreign inputs like imported boxes and wax cartons), continue to rise compared to previous years.

Consumption: Apple consumption for MY 2010/11 is forecast to be slightly lower than MY 2009/10 consumption due to lower domestic supplies and expected higher prices. Furthermore, imported U.S. apples now face a 20-percent tariff associated to the retaliatory duties in the trucking dispute that will push prices higher and push consumption lower. Apple consumption for MY 2009/10 was revised upward due to higher demand stimulated by better consumer purchasing power. Consumption for MY 2008/09 remains unchanged.

Trade:

Apple imports for MY 2010/11 are forecast to decrease from MY 2009/10 due to higher prices associated with the 20 percent tariff imposed on August 18, 2010 (see GAIN report [MX0054](#)). This will depend, however, on the exchange rate with the U.S. dollar. (NOTE: When the Mexican Peso fluctuates against the U.S. dollar, it traditionally effects demand and reduces imports). Apple imports for MY 2009/10 were revised upward from previous estimates. Import estimates for MY 2008/09 remained unchanged.

More than 90 percent of apple imports originate from the United States and despite the new 20 percent duty imposed on U.S. apples, the United States will remain the main supplier. U.S. Red and Golden Delicious varieties continue to account for the bulk of U.S. apple exported to Mexico. Apple varieties like Gala, Rome Beauty, Jonagold, and Pink Lady are being imported at more affordable prices but in much smaller quantities.

While Mexican consumers like the size and color of U.S. apples, Mexican apples are considered to be sweeter. The U.S. apple industry will continue facing strong competition from other countries such as Chile and Canada. Argentina also exports apples to Mexico but not in significant volumes. Chilean apples continue to present phytosanitary concerns and imported volumes are relatively small.

Policy:

The Secretariat of Economy (SE) published a Resolution on March 2, 2010, eliminating the anti-dumping duties on U.S. Red and Golden Delicious apples (See report [MX0009](#)). SE officially concluded, on April 26, 2010, the antidumping investigation on U.S. Red and Golden Delicious apple imports. The compensatory duty of 47.05 percent was removed and apples returned to zero duty. The current 20 percent duty on all U.S. apple imports was imposed in retaliation for the dissolution of the U.S.-Mexico Cross-Border Trucking Demonstration Project. This duty took effect in August 2010.

The NAFTA tariffs for U.S. and Canadian apples were completely lifted on January 1, 2003, bringing the duty to zero. Under the Chile-Mexico Free Trade Agreement, imported Chilean apples began to enter duty free as of January 1, 2006. Apples from other countries are subject to a 20-percent duty.

During a trade mission to China, the Mexican government established protocols and agreements with the Chinese government to begin trade operations. Among the products to be imported from China are fruits and vegetables including apples. The domestic industry does not anticipate significant competition since the apple variety from China, Fuji, is still not widely accepted by domestic consumers.

Marketing:

The U.S. apple industry's continued marketing and in-store promotion efforts have significantly contributed to the dominant position that U.S. apples have in Mexico. Strong U.S. apple import months are from January to May although the United States starts shipping in smaller volumes in November. Canadian apples are imported from November to January and Chilean apples are typically imported from March to June. Chilean apples do not compete directly with Mexican apples since they do not enter the market at the height of Mexico's marketing year. Mexican apples are marketed from September through December, but many are kept in cold storage to be used during the early months of the year thus competing more directly with the United States.

Mexican consumers still prefer the Red and Golden Delicious varieties. Commercially, these two varieties have a competitive advantage over others because of their longer shelf life. Another variety widely demanded by consumers is Rome Beauty, which is mainly used for baking and cooking. Lately, the Royal Gala has become more attractive to Mexican consumers and can now be found in most supermarkets. Chilean producers are also marketing the Royal Gala variety in Mexico.

Mexican producers continue to increase market promotions. Chilean producers have also been working aggressively to penetrate the Mexican market and they have introduced several varietal characteristics in an effort to target different population groups. The Chilean promotion strategy focuses more on price than on quality.

Author Defined:

Prices:

Wholesale prices for 2010 are higher than 2009 and are expected to remain, at similar levels in the near future. About 80 percent of apples harvested in Chihuahua do not reach the fresh market in October and, instead, go directly to cold storage and are sold gradually over the following months. Wholesale prices for domestic crop through the beginning of the year are at higher prices compared to 2009. Retail prices in October 2010 for apples were on average 23.90 pesos/kg (U.S. \$ 1.91) for Golden Delicious from Chihuahua, 39.60 pesos/kg (U.S. \$3.17) for U.S. Golden Delicious, 34.90 pesos/kg (U.S. \$ 2.79) for U.S. Starking apples and 33.00 pesos/kg (U.S. \$2.64) for U.S. Gala apples.

Commodities:

Pears, Fresh

Production:

Mexico's pear production is relatively low so SAGARPA only publishes pear production data on an annual basis. Total pear production is forecast at 23,200 MT for MY 2010/11 (July/June) - a marginal decrease from MY 2009/10.

Pear production is not expected to show significant increases in the near future, as growers are not heavily investing in this crop due to the high cost of production. Pear production for MY 2009/10 was revised upward from previous estimates as yields were better than previously thought. Pear production for MY 2008/09 remains unchanged.

Approximately 87 percent of the pear planted area is rain fed. Michoacan, Puebla, and Morelos are Mexico's major pear producing states and account for 76 percent of total Mexican production. Lack of investment, high costs of production, scarce water supplies in pear producing regions, and disease problems have limited domestic production growth. However, some growers have started to experiment with planting more disease-resistant and longer shelf-life varieties. Area planted and harvested for MY 2010/11 is not expected to change much from the previous year. Planted area for MY 2009/10 was revised upward and harvested area was revised downward based on official preliminary data. Area planted and harvested for MY 2008/09 remains unchanged.

Consumption:

Domestic demand relies on imports mainly from the United States. Pear consumption for MY 2010/11 is forecast downward 3.6 percent compared to MY 2009/10 due to reduced demand and higher prices. Sources report that the continued 20-percent tax imposed in March 2009 on U.S. pears (with the first tranche of retaliation by the Mexican government due to the cancelation of the Mexico –U.S. Trucking Pilot Program) is preventing more pears from being imported. Pear consumption for MY 2009/10 was revised upward from previous estimates because the consumer purchasing power was better than expected. Data for MY 2008/09 remains unchanged.

Trade:

Pear imports for MY 2010/11 are forecast to decrease 3.8 percent compared to MY 2009/10, as demand is expected to cool with the continued 20 percent retaliation tariff on U.S. imported pears. Ultimately, this depends on market prices and the potential depreciation of the Mexican peso. The import estimate for pears for MY 2009/10 was revised upward by 5 percent. Market analysts indicate that consumer purchasing power was better than expected and that likely spurred demand for imported pears. Pear import estimates for MY 2008/09 remain unchanged.

Approximately 80 percent of Mexican pear demand is met by imported product, mainly from the United States. U.S. Bartlett pears are imported from July to September while U.S. Anjou pears are imported towards the end of September and October. The presence of Chilean and Argentinean pears is limited in the Mexican market but they are of fair to good quality and are usually priced lower than U.S. pears. During MY 2009/10, U.S. pears met 88 percent of demand while Argentinean pears accounted for 9 percent. Under different trade agreements, the import duty on pears from the United States, Chile, and Argentina is zero. China has been exporting pears to the Mexican market but volumes are not significant.

Marketing:

The United States remains Mexico's main pear supplier. Market promotion efforts for U.S. pears continue in several Mexican cities, supermarkets, and street markets. However, the wholesale market remains the most important fruit distribution channel in Mexico. According to traders, in-store

promotions have helped increase sales. Most imported U.S.-origin pears are from Washington, Oregon, and California.

Due to limited scales of production, Mexican pears are sold, almost exclusively, through local markets with very few sold in supermarkets. The most popular Mexican pear varieties among Mexican consumers are the Kiefer variety - better known as Pera Piña -, and the Paraiso variety.

Author Defined:

Prices

U.S. Anjou pears were priced at U.S. \$34.27 per 18-kg box in August 2010 and by October 2010, were about U.S. \$36.00 per box. Anjou pears continue to be the most sought after variety in the market followed by Bosc, Bartlett, and the Red Anjou varieties. Other pear varieties are not in high demand. Retail prices in September 2010 for imported D'Anjou and Bartlett pears were 30.00 pesos/kg (U.S. \$2.40/kg) and 25.90/kg (U.S. \$2.07), respectively. Wholesale prices for U.S. pears in Mexico were lower, on average, in MY 2009/10 compared to MY 2008/09. Wholesale prices for U.S. pears for MY 2009/10 began at higher levels than the previous year, but by December 2009, prices for D'Anjou pears began to drop.

Commodities:

Grapes, Table, Fresh

Production:

Total Mexican table grape production for MY 2010/11 (May/April) is forecast to reach 194,000 MT due to better overall yields. Harvesting began in May rather than the last week of April due to lower temperatures at the beginning of the season. Producers indicated that the weather did not affect production. Total production is sometimes difficult to determine since price relationships among table grapes, raisin grapes, and industrial grapes attract more grapes into or out of each market.

Production for MY 2009/10 was revised upward from previous estimates to 191,669 MT as harvested area was greater than expected. Sonora has been losing vineyards due to higher costs of production as well as unfavorable weather. Baja California, however, has increased planted area as producers consider this region to have better weather conditions. Table grape production for MY 2008/09 remains unchanged.

Area planted for MY 2010/11 is forecast to decrease marginally from MY 2009/10 due to higher costs of production resulting from fluctuating exchange rates. However, the strong export season and good international prices could encourage producers to continue with the same acreage as the last marketing year. Growth in planted area is limited as production costs are high and water is scarce. Planted and harvested areas for MY 2009/10 were revised upward due to increases in the state of Baja California. However, adverse exchange rates or loss of profits could result in a loss of vineyards. Data for MY 2008/09 remains unchanged.

The state of Sonora accounts for approximately 82 percent of the total planted area for table grapes. Market and growing conditions are favorable but water scarcity continues to limit aggressive expansion as all table grape area is irrigated. The national average yield for MY2010/11 is estimated to remain high at 11.4 MT/ha due to good weather conditions. The average yield for MY 2009/10 was 11.4 MT/ha as well. Some of the main grape varieties that Mexico produces include Perlette, Flame, Sugraone, and Red Globe.

Costs of production in Mexico have been increasing in recent years. According to producers, costs for 2009 were between U.S. \$12,300/ha and U.S. \$15,500/ha. Producers indicate that expansion is limited mainly because of water scarcity in Sonora aquifers. As a result, producers are trying to increase yields and become more efficient rather than increase acreage. High interest rates for credit lines also limit table grape expansion. Producers report that the only credit to which they have access comes from U.S. brokers and distributors who give advance payments for harvesting and packing of table grapes.

Consumption:

Table grape consumption for MY 2010/11 is forecast to drop 18 percent compared to MY 2009/10 due to high prices resulting from reduced product availability, high exchange rate, and high tariffs. The volume of Mexican grapes on the market depends on export volumes as producers tend to supply the international market before the domestic market. Prices for imported U.S. grapes will decrease as the retaliation tax of 45 percent was lowered to 20 percent in August 2010. MY 2009/10 consumption estimates were revised upward due to stronger demand and domestic product availability even in the face of higher duties (45 percent) on imported U.S. product. The consumption estimate for MY 2008/09 remains unchanged.

Trade:

Table grape imports for MY 2010/11 are expected to increase compared to MY 2009/10 due to the lowering of the import retaliation duties to 20 percent and better consumer purchasing power. Table grape importers believe that imports could increase 30 to 40 percent compared to last marketing year as long as the exchange rate remains stable. Table grape imports were down in MY 2009/10 due to high duties imposed on U.S. grapes. Imports decreased 49 percent in MY 2009/10 compared to MY 2008/09. California table grape growers indicate they lost about 60 to 70 percent of their export market.

Not only does Mexico grow grapes that compete in the early part of California's season, Mexico also imports from Chile. Chile's grape production is primarily counter-seasonal but Chilean grapes are also available during California's early and late season. Under different trade agreements, the import duty on grapes from the United States and Chile, have a zero tariff rate, but both the United States and Chile continue to increase exports to the Mexican market. According to traders, U.S. promotional efforts to export table grape varieties to Mexico, other than Red Globe or Thompson, show good results. U.S. table grapes may only be imported from California due to phytosanitary restrictions that prohibit imports from other U.S. states.

Table grape exports in MY 2010/11 are expected to increase compared to MY 2009/10 exports. During the 2010 May/June export season, Mexico exported a larger volume of grapes to the U.S. as Chilean grapes did not reach the U.S. market after the February 2010 earthquake. Exports for MY 2009/10 were revised downward from previous estimates as demand was weak. Grape exports for MY 2008/09 remain unchanged.

Area Planted	61,007	61,007	61,007	61,000	61,000	60,228			61,000
Area Harvested	55,286	55,286	55,286	57,000	57,000	56,991			57,000
Bearing Trees	12,826	12,826	12,826	13,224	13,224	13,222			13,224
Non-Bearing Trees	1,327	1,327	1,327	928	928	751			928
Total Trees	14,153	14,153	14,153	14,152	14,152	13,973			14,152
Commercial Production	506,988	506,988	506,988	572,285	548,000	556,492			535,000
Non-Comm. Production	5,000	5,000	5,000	5,000	5,000	5,000			5,000
Production	511,988	511,988	511,988	577,285	553,000	561,492			540,000
Imports	222,655	222,655	222,655	219,000	193,000	216,214			210,000
Total Supply	734,643	734,643	734,643	796,285	746,000	777,706			750,000
Fresh Dom. Consumption	612,358	646,358	646,358	671,085	645,700	677,440			654,740
Exports	285	285	285	200	300	266			260
For Processing	122,000	88,000	88,000	125,000	100,000	100,000			95,000
Withdrawal From Market	0	0	0	0	0	0			0
Total Distribution	734,643	734,643	734,643	796,285	746,000	777,706			750,000

Table 2: Mexico Fresh Pear Production

Pears, Fresh Mexico MT HAS	2008/2009			2009/2010			2010/2011		
	Market Year Begin: Jul 2008			Market Year Begin: Jul 2009			Market Year Begin: Jul 2010		
	USDA Official	Old Post	New Post	USDA Official	Old Post	New Post	USDA Official	Old Post	New Post
Area Planted	3,777	3,777	3,777	3,777	3,777	3,820			3,820
Area Harvested	3,749	3,749	3,749	3,750	3,750	3,732			3,740
Bearing Trees	784	784	784	785	785	783			785
Non-Bearing Trees	5	5	5	5	5	18			17
Total Trees	789	789	789	790	790	801			802
Commercial Production	20,104	20,104	20,104	20,110	20,110	23,870			23,200
Non-Comm. Production	1,000	1,000	1,000	1,000	1,000	1,000			1,000
Production	21,104	21,104	21,104	21,110	21,110	24,870			24,200
Imports	78,152	78,152	78,152	80,000	80,000	84,262			81,000
Total Supply	99,256	99,256	99,256	101,110	101,110	109,132			105,200
Fresh Dom. Consumption	97,158	97,158	97,158	99,070	99,070	107,100			103,170
Exports	98	98	98	40	40	32			30
For Processing	2,000	2,000	2,000	2,000	2,000	2,000			2,000
Withdrawal From Market	0	0	0	0	0	0			0
Total Distribution	99,256	99,256	99,256	101,110	101,110	109,132			105,200

Table 3: Mexico Grape Production

Grapes, Fresh MT Hectares	2008/2009			2009/2010			2010/2011		
	Market Year Begin: May 2008			Market Year Begin: May 2009			Market Year Begin: May 2010		
	USDA Official	Old Post	New Post	USDA Official	Old Post	New Post	USDA Official	Old Post	New Post
Area Planted	16,611	16,611	16,611	16,000	16,000	18,614			18,700
Area Harvested	16,095	16,095	16,095	15,700	15,700	16,801			16,900
Commercial Production	181,070	181,070	181,070	170,309	170,309	191,669			193,000
Non-Comm. Production	1,000	1,000	1,000	1,000	1,000	1,000			1,000
Production	182,070	182,070	182,070	171,309	171,309	192,669			194,000
Imports	78,800	78,789	78,789	32,000	50,000	38,640			60,000
Total Supply	260,870	260,859	260,859	203,309	221,309	231,309			254,000
Fresh Dom. Consumption	104,360	104,354	104,354	73,309	86,309	104,409			85,000
Exports	156,510	156,505	156,505	130,000	135,000	126,900			169,000
For Processing	0	0	0	0	0	0			0
Withdrawal From Market	0	0	0	0	0	0			0
Total Distribution	260,870	260,859	260,859	203,309	221,309	231,309			254,000

Table 4: Mexico -Average Monthly Wholesale Apple Import Prices			
Red Delicious			
Pesos/kilogram			
Month	2009	2010	Change percent
January			
February			
March	18.51	20.12	8.69
April	18.95	20.06	5.85
May	18.31	20.60	12.50
June	17.56	21.56	22.77
July	18.71	21.29	13.78
August	20.16	21.11	4.71
September	19.30	21.04	9.01
October			
November			
December			

CIF-Mexico City
Source: Servicio Nacional de Informacion de Mercados
2009 Exchange Rate Avg.: U.S.\$1.00 = 12.33 Pesos

October 25, 2010 Exchange Rate: U.S.\$1.00 = 12.45 Pesos

Table 5: Mexico -Average Monthly Wholesale Apple Domestic Prices			
Red Delicious		Pesos/kilogram	
Month	2009	2010	Change percent
January	18.12	13.00	(28.25)
February	17.05	14.33	(15.95)
March	18.51	14.50	(21.66)
April			
May			
June			
July			
August			
September	13.89		
October	12.19	16.37	34.29
November	12.38		
December	12.25		

CIF-Mexico City
Source: Servicio Nacional de Informacion de Mercados
2009 Exchange Rate Avg.: U.S.\$1.00 = 12.33 Pesos
October 25, 2010 Exchange Rate: U.S.\$1.00 = 12.45 Pesos

Table 6: Mexico -Average Monthly Wholesale Pear Import Prices			
D'ANJOU		Pesos/kilogram	
Month	2009	2010	Change percent
January	22.51	20.46	(9.10)
February	21.29	20.59	(3.28)
March	21.84	19.49	(10.76)
April	23.76	18.82	(20.79)
May	23.61	20.58	(12.83)
June	24.37	22.52	(7.59)
July	24.13	23.48	(2.69)
August	24.22	23.80	(1.73)
September	24.40	24.29	(0.45)
October	23.64		
November	22.43		
December	20.97		

CIF-Mexico City
Source: Servicio Nacional de Informacion de Mercados
2009 Exchange Rate Avg.: U.S.\$1.00 = 12.33 Pesos
October 25, 2010 Exchange Rate: U.S.\$1.00 = 12.45 Pesos

Table 7: Mexico -Average Monthly Wholesale Grape Import Prices			
Globe		Pesos/kilogram	
Month	2009	2010	Change percent

January	24.75	52.56	112.36
February	34.70	40.66	17.17
March	34.03	33.28	(2.20)
April	32.32	32.69	1.14
May	28.80	31.85	10.59
June	25.83	29.00	12.27
July	21.00	25.62	22
August	N/A		
September	N/A		
October	29.45		
November	36.08		
December	40.49		
CIF-Mexico City Source: Servicio Nacional de Informacion de Mercados 2009 Exchange Rate Avg.: U.S.\$1.00 = 12.33 Pesos October 25, 2010 Exchange Rate: U.S.\$1.00 = 12.45 Pesos			

TABLE 8: Mexico - Trade Matrixes

Fresh Apples

Apples H.S. 0808.10		Unit: Metric Tons	
Exports for MY 2008/09 (Aug-Jul) to:		Imports for MY 2008/09 (Aug-Jul) from:	
U.S.	10	U.S.	213,055
Belize	275	Chile	7,585
		Canada	1,157
Other	2	Other	859
Total	287	Total	222,656

Apples H.S. 0808.10		Unit: Metric Tons	
Exports for MY 2009/10 (Aug-Jul) to:		Imports for MY 2009/10 (Aug-Jul) from:	
U.S.	0	U.S.	207,772
Belize	267	Chile	6,232
		Canada	1,075
Other	0	Other	1,136
Total	267	Total	216,215

Fresh Pears

Pears H.S. 0808.20		Unit: Metric Tons	
Exports for MY 2008/09 (Jul-Jun) to:		Imports for MY 2008/09 (Jul-Jun) from:	
U.S.	0	U.S.	69,641
Belize	31	Argentina	7,264
		Chile	928
Other	67	Other	319
Total	98	Total	78,152

Pears		H.S. 0808.20		Unit: Metric Tons	
Exports for MY 2009/10 (<i>Jul-Jun</i>) to:			Imports for MY 2009/10 (<i>Jul-Jun</i>) from:		
U.S.	0	U.S.	77,848		
Belize	33	Argentina	4,068		
		Chile	2,001		
Other	0	Other	481		
Total	33	Total	84,398		

Table Grapes

Table grapes		H.S. 0806.10		Unit: Metric Tons	
Exports for MY 2008/09 (<i>May-Apr</i>) to:			Imports for MY 2008/09 (<i>May-Apr</i>) from:		
U.S.	155,508	U.S.	60,570		
Costa Rica	179	Chile	18,219		
Other	818	Other	0		
Total	156,505	Total	78,789		

Table grapes		H.S. 0806.10		Unit: Metric Tons	
Exports for MY 2009/10 (<i>May-Apr</i>) to:			Imports for MY 2009/10 (<i>May-Apr</i>) from:		
U.S.	129,740	U.S.	19,884		
Costa Rica	185	Chile	18,724		
Other	1,240	Other	0		
Total	131,139	Total	38,608		
Source: SIAP/SAGARPA statistical data: http://www.siap.gob.mx/index.php?option=com_content&view=article&id=50&Itemid=380					

Table 9. Mexico: Monthly Exchange Rate Averages 2007-2010				
MX Pesos per U.S. \$1.00				
	2007	2008	2009	2010
January	10.94	10.91	13.15	12.80
February	10.99	10.77	14.55	12.95
March	11.12	10.74	14.71	12.59
April	10.98	10.52	13.41	12.23
May	10.82	10.44	13.19	12.71
June	10.83	10.33	13.47	12.72
July	10.80	10.24	13.36	12.65
August	10.50	10.10	13.00	13.15
September	10.92	10.61	13.41	12.84
October	10.92	12.56	13.24	N/A
November	10.87	12.31	13.12	N/A

December	10.84	13.40	12.85	N/A
Annual Avg.	10.92	11.14	12.33	12.73
Source: Mexican Federal Register				
Note: Monthly rates are averages of daily exchange rates from the Banco de Mexico.				

Author Defined:

For More Information

FAS/Mexico Web Site: We are available at www.mexico-usda.com or visit the FAS headquarters' home page at www.fas.usda.gov for a complete selection of FAS worldwide agricultural reporting.

FAS/Mexico YouTube Channel: Catch the latest videos of FAS Mexico at work

<http://www.youtube.com/user/ATOMexicoCity>

Other Relevant Reports Submitted by FAS/Mexico:

Report Number	Subject	Date Submitted
MX0074	Mexico to Revise Fruit and Vegetable Import Regulation	10/15/10
MX0054	Mexico Increases Trucking Retaliation Against Ag. Products	8/18/10
MX0030	Antidumping Apple Case Ends But Duties Could Resume	5/6/10
MX0009	SE Eliminates Duties on Apples	3/2/10
MX9088	2009 Deciduous Fruit Annual	11/12/09

Useful Mexican Web Sites: Mexico's equivalent to the U.S. Department of Agriculture (SAGARPA) can be found at www.sagarpa.gob.mx and Mexico's equivalent to the U.S. Department of Commerce (SE) can be found at www.economia.gob.mx. These web sites are mentioned for the readers' convenience but USDA does NOT in any way endorse, guarantee the accuracy of, or necessarily concur with, the information contained on the mentioned sites.