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Post: Shenyang ATO

Shenyang Fruit Wholesale Market Price Report

Report Categories:
CSSF Activity Report

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Report Highlights:
Report Summary: ATO Shenyang conducted a market visit to the Bajiazi Fruit Wholesale Market in Shenyang on March 10, 2017. Imported varieties of fruit price at two to four times higher than Chinese domestic varieties.

General Information:
ATO Shenyang conducted a market visit to the Bajiazi Fruit Wholesale Market in Shenyang on March 10, 2017. Bajiazi was established over 20 years ago and is now the largest fruit wholesale market in Northeastern China. According to the information collected by Post, over 90 percent of the fruit sold wholesale in Northeast China originates from Bajiazi. This includes imported fruits. One of the larger fruit importers shared with Post that Bajiazi annual sales clears three billion RMB or roughly $435 million per year.

Spot Prices for Chinese and Imported Fruit at Baijiazi Wholesale Fruit Market, Shenyang, China

Exchange rate is one USD = 6.90 RMB as of March 17, 2017

Fruit	Variety	Price (RMB per Kilo)	Price ($ per Kilo)
Apple	China Fuji low end	10	1.45
	U.S. Red Delicious	11	1.59
	U.S. Granny Smith	11.6	1.68
	U.S. Gala	15.8	2.29
	China Fuji, high-end	17	2.46
	U.S. Envy	24.2	3.51
	U.S. Pacific Rose	30	4.35
	Janpan Fuji, high-end	40	5.80
Pear	China Xingao	10	1.45
	China Shandong Laiyang	10	1.45
	Netherlands	14.7	2.13
	U.S. Green Anjou	16.5	2.39
	U.S. Red Anjou	18	2.61
Oranges	Egypt	8.6	1.25
	Israel	11	1.59
	Spain, small & medium-sized	12	1.74
	China Ugly	15.3	2.22
	Spain, large size	16	2.32
	China from Yunnan	19	2.75
	U.S. Sunkist	21	3.04
Grape	India Black Seedless	17.5	2.54
	Peru Red Globe*	16.5	2.39
	Peru Sweet Sapphire (G size)	49.5	7.17
	No U.S. Grapes in the market		NA
Avocado	Chile Avocado*	46	6.67
	No U.S. Avocados in the market		NA
Blueberry	Chile Blueberries	93	13.48
	No U.S. Blueberries in the market		NA
Cherry	New Zealand Red	85	12.32
	Australia Red	85	12.32
	No U.S. Cherries in the market		NA

*Price reflects mid-range of quote.

Post did not see anyone selling U.S. grapes or cherries. ATO Shenyang believes this is due to the fact that the season is already over. Before the Chinese New Year of 2017 (which began at the end of January 2017), Post saw U.S. cherries retailing for 600 RMB per kilo or $39 per pound at Olé Supermarket, one of Shenyang's premium supermarkets.

Vendors at Bajiazi remarked that the quality of U.S. grapes had not been so good in the last two to three years. Some grapes showed signs of rot when the cartons were opened. This may be due to the fact that California has experienced significant drought in recent years.

U.S. avocados and blueberries do not have market access to China and that is the reason why Post did not see anyone selling U.S. avocados or blueberries.

Post would also note that U.S. packaging for fruits in general, while structurally sound, were generally bland and flat. Other foreign suppliers use far more colorful and glossier packaging that is also more iconic of the fruit's origin. Post also noted that imported U.S. fruit was often sorted and repackaged while fruit from other countries were sold in their original container. U.S. exporters may wish to adopt smaller, more premium varieties of packaging when marketing their product. With prices for imported fruit, including U.S. varieties, running at double to quadruple the amount of Chinese domestic varieties, upscale packaging will help U.S. fruit stand out among competitors as well an enhance its image overall.