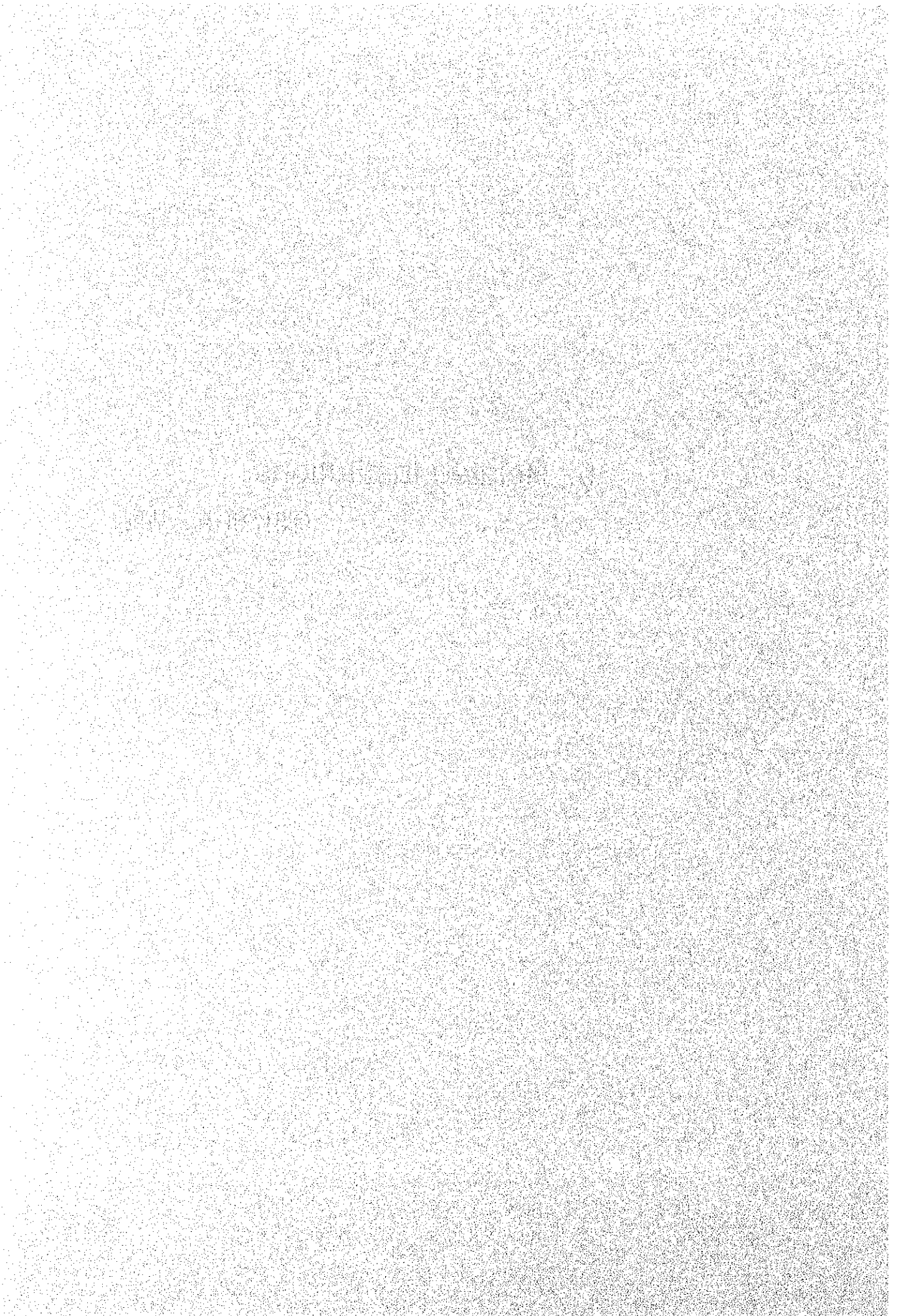


## 5. Related Institutions

(關係組織・制度)



## **5. Related Institutions (関係組織・制度)**

### **5.1 Adana Chamber of Agriculture (アダナ農業会議所)**

This is an organization of farmers which provides the coordination between the farmers and the Government agencies. It functions as a pressure mechanism (lobbying) in the process of legislation of agricultural policies. It has been engaged in solving the problems of agriculture and that of farmers specifically. It provides technical assistance to farmers when required. It controls the production process when the farmers demand, it gives training to the farmers about the usage of fertilizers, chemicals, etc. Additionally, it searches for the new marketing channels. Although, members in the Board of directors in the Chamber are quite intended to solve the problems, they have no function at all especially on the marketing.

### **5.2 Agricultural Cooperative (農業協同組合)**

In Adana region there are 131 cooperatives with 23,945 participants. Of the 131 cooperatives, 104 are agricultural development cooperative, with 19,773 members, 19 irrigation cooperatives with 3,664 members and eight fishery cooperatives with 508 members.

The membership of farmers to the cooperatives is not obligatory, but depends on their personal wishes. There is so called "unity of purpose" between the cooperatives and the Chamber of Agriculture. It also functions as a "pressure lobby" over the government about solving the farmers' problems. It can be effective in legislation of the laws & decrees demanded by the farmers. In some cases it can prevent legislation of a law which will be disadvantageous for the farmers.

The agricultural cooperative has no function on marketing process. The members in the Board of Directors indicated their interest in marketing process. However, they complained they are lacking in organization. It does not have any function on the financial support to be given to the farmers. Thus it has an indirect effect on all these processes through making political lobbies.

### **5.3 Turkish Standards Institutions for Quality Standards (品質基準に関する制度)**

The quality control of a produce is in line with prevailing quality standards of the Turkish Standards Institutions (TSI) which is enforced by General Directorate of Standardization for Foreign Trade. TSI has specialist staff stationed in 46 different locations in Turkey. Quality controls are generally executed at two locations; at the

packing house and again at loading point. According IGEME, there are various standards for agricultural produce, to name a few TS 794 for tomato, TS 4101 for plum, TS 1073 for melon, TS 1132 for water melons, TS 42 for peach and TS 184 for pear. Standards stipulated by TSI are also applied to export items. However, exporters also follow the standards related to the country of destination.

#### **5.4 Quarantine Control Under General Directorate of Protection and Control (MARA) (検疫制度)**

Quarantine control is under the General Directorate of Protection and Control (MARA). Phyto-sanitary certificates are required for exports as well as imports. These certificates are issued by local offices of General Directorate of Protection and Control. There are more than 93 locations where inspection of produce is authorized. The procedure is as follows. An exporter will submit his application for issuance of certificate for certain produce to the respective office of protection and control. The authorized staff will check the produce and will issue the certificate if he finds nothing. If there is a problem regarding some contaminants, the produce will be sent to the plant quarantine department where it will be decided whether to fumigate or to be destroyed.

#### **5.5 Turkish Agricultural Bank for Agricultural Credits (トルコ農業銀行における農業信用制度)**

The Agricultural Bank of Turkey is involved in the credit operations for agricultural and non-agricultural sectors. The Agricultural Bank is an important financing institution in the country. It has more than 1,000 branches in the country. The Agricultural Bank was established with the main objectives to (1) encourage investment, (2) increase production and productivity, (3) stimulate ownership of land and farms, (4) encourage processing of agricultural produce and (5) facilitate the marketing of agricultural products.

In agro-finance, the Agricultural Bank is the single most important supplier of credit. The bank conducts direct lending to producers as well as indirect lending through Agricultural Credit Cooperatives.

There are two types of credits; short-term and medium/long term credits. About 70 percent of the credits is devoted to short-term loans, and the remainder for medium & long term borrowing. Interest percentage is differentiated as to purpose and commodity group.

- a) Short-term credits are mainly for agricultural inputs and the interest rates range from 35-50%, and the term period is 12 months. Generally the interest rate on

these credits are 34% up to the credit amount of 5 million lira, 43% for over 5 million lira and 50% for decorative flowers.

- b) Medium-term credits are mainly for agricultural machinery and the credit period is 5 years . Interest is 55%. Repayment period is 5 years in 5 installments.
- c) Long-term credit is usually for 20 years. Interests varies with loan amounts from 43% to more than 50%. Long term credits are given for animal breeding (livestock), fishery, citrus/fruit cultivation.

The trend of agricultural credits in Turkey is shown in table 5.1a & 5.1b. The total credit amount increased from 4,272.8 billion lira in 1987 to 49,036.0 billion lira in 1993. For Adana region (tables 5.2a & 5.2b), the amount of credit was 213.00 billion lira in 1987 and 9,025.00 billion lira in 1993. According to the regional manager in Adana, the recovery rate is about 90 percent.

Export credits are provided by the Central Bank of Turkey and it is \$150 per truck of goods (20 tons) exported. The Central Bank is currently in the position to decrease this amount to \$100 per truck or discontinue the application except for special items.

#### **5.6 Seed Registration Institution (種子登録制度)**

In Turkey there were two separate institutions; the Seed Testing and Certification Institute that was established in 1959 and the Variety Testing and Registration Institute established in 1960. These two institutions were merged to a Seed Registration and Certification Centre under the jurisdiction of the Ministry of Agriculture, Forestry and Rural Affairs and this became effective on January of 1987. The roles of the Centre are variety registration, and seed testing and certification, and it is governed under the Law No. 308 "The Registration, Control and the Certification of Seeds". The Center is also a member of the International Seed Testing Association (ISTA) and is authorized to issue International Seed Certificates.

The Center has two divisions regarding technical service; (1) Registration division and (2) Certification division.

- (1) The Registration division deals with the comparison tests of new bred varieties with standard varieties and it has six sections as listed below.
  - a) Cool climate cereals (wheat, barley, rye, oats, etc.)
  - b) Hot climate cereals (maize, rice, sorghum, etc.)
  - c) Industrial crops (potato, sugar beet, tobacco, sunflower, cotton, etc.)
  - d) Vegetables

- e) Edible legumes
- f) Forage crops

(2) The Certification division deals with the testing of all kinds of seed grown in Turkey and issue International Seed Certificates for export. It has three sections as listed below.

- a) Sample receiving and preparation laboratory
- b) Purity analyses laboratory
- c) Germination tests laboratory

The center, being a member of ISTA, follows the international rules for testing seeds as set forth by this organization. Especially when an international certificate is issued, extra care is given to the application of the international methods. The center takes active part in field inspections and sampling.

Test of hybrid seeds takes two years in three different locations. Agricultural Research Institute (MARA) has branches in Turkey and it conducts the test and cost is subsidized by the government. Test areas for vegetable seeds are Antalya, Izmir and Eskisehir which have different environmental conditions. Request for new areas other than above can be done. New varieties are published in the official gazette. New regulation is being deliberated that cost of test must be incurred by producers.

Table 5.1 Agricultural Credits in Turkey (1987-1993)

	Unit: Million TL						
	1987	1988	1989	1990	1991	1992*	1993**
1 Agri. credits	1,196,312	1,650,546	2,408,934	3,548,495	5,080,380	6,326,000	10,108,000
2 Agri. Dev. Credits	95,338	117,025	143,595	0	0	0	0
3 Private Agri. Credits	0	0	0	135,826	303,770	520,000	1,087,000
4 SEAP (GAP)	0	0	0	0	0	512,000	1,025,000
5 Fishery	18,783	26,700	35,945	51,779	68,951	95,000	170,000
6 Agri. Credit Coop.	475,137	769,234	1,291,550	2,131,839	3,953,613	6,420,000	10,000,000
7 Agri. Sales Coop. (N)	256,685	799,768	2,270,127	4,362,981	5,307,992	23,000,000	20,321,000
8 Agri. Sales Coop. (S)	901,531	1,547,822	1,636,008	3,533,632	4,992,465	0	0
9 Other Agri. Credits	1,329,059	1,139,106	1,906,698	2,259,184	4,389,659	9,650,000	6,325,000
<b>TOTAL</b>	<b>4,272,845</b>	<b>6,050,201</b>	<b>9,692,857</b>	<b>16,023,756</b>	<b>24,096,830</b>	<b>46,523,000</b>	<b>49,036,000</b>

Source: (1) Compiled from The Union of Turkish Chambers of Agriculture and the original source is Agriculture Bank of Turkey.

Remarks: \* : Estimated realization, \*\* : Programme

Table 5.2 Agricultural Credits in Adana Region (1987-1993)

	Unit: Million TL						
	1987	1988	1989	1990	1991	1992	1993
<b>A. Short-Term Credit</b>							
1 Plant production	21,893	25,523	40,088	49,080	75,569	81,218	197,854
2 Livestock	3,921	4,898	7,463	11,341	15,796	22,214	38,091
3 Fertilizers	5,465	9,541	13,449	14,751	25,258	33,220	53,687
4 Certified Seeds	340	670	968	1,191	268	11,534	13,252
5 Fishery	24	26	50	148	204	374	737
6 Agri. Credit Coop.	11,928	24,148	40,113	60,132	122,698	167,480	323,389
7 Agri. Sales Coop.	169,428	398,976	557,366	1,177,360	1,657,492	5,345,810	8,397,485
<b>Total (A)</b>	<b>212,998</b>	<b>463,782</b>	<b>659,497</b>	<b>1,314,002</b>	<b>1,897,286</b>	<b>5,661,849</b>	<b>9,024,494</b>
<b>B. Medium/Long-Term Credit</b>							
1 Plant production	2,548	1,379	1,699	1,369	1,922	1,340	1,179
2 Livestock	2,548	3,858	4,596	3,255	2,882	1,900	1,330
3 Agri. Equipment	7,821	10,345	11,532	14,959	19,406	18,962	29,055
4 Agro-Industry	8,343	10,652	8,758	5,942	3,254	256	0
5 Agri. Farm Dev.	37	25	37	122	127	169	171
6 Fishery	181	192	194	220	323	418	369
7 Agri. Credit Coop.	1,156	2,166	3,502	6,994	10,876	17,045	33,801
8 Agri. Sales Coop.	167,834	291,403	586,147	1,064,815	1,998,545	3,811,992	0
<b>Total (B)</b>	<b>190,468</b>	<b>320,020</b>	<b>616,464</b>	<b>1,097,677</b>	<b>2,037,337</b>	<b>3,852,082</b>	<b>65,906</b>
<b>TOTAL (A+B)</b>	<b>403,467</b>	<b>783,802</b>	<b>1,275,961</b>	<b>2,411,679</b>	<b>3,934,622</b>	<b>9,513,931</b>	<b>9,090,400</b>

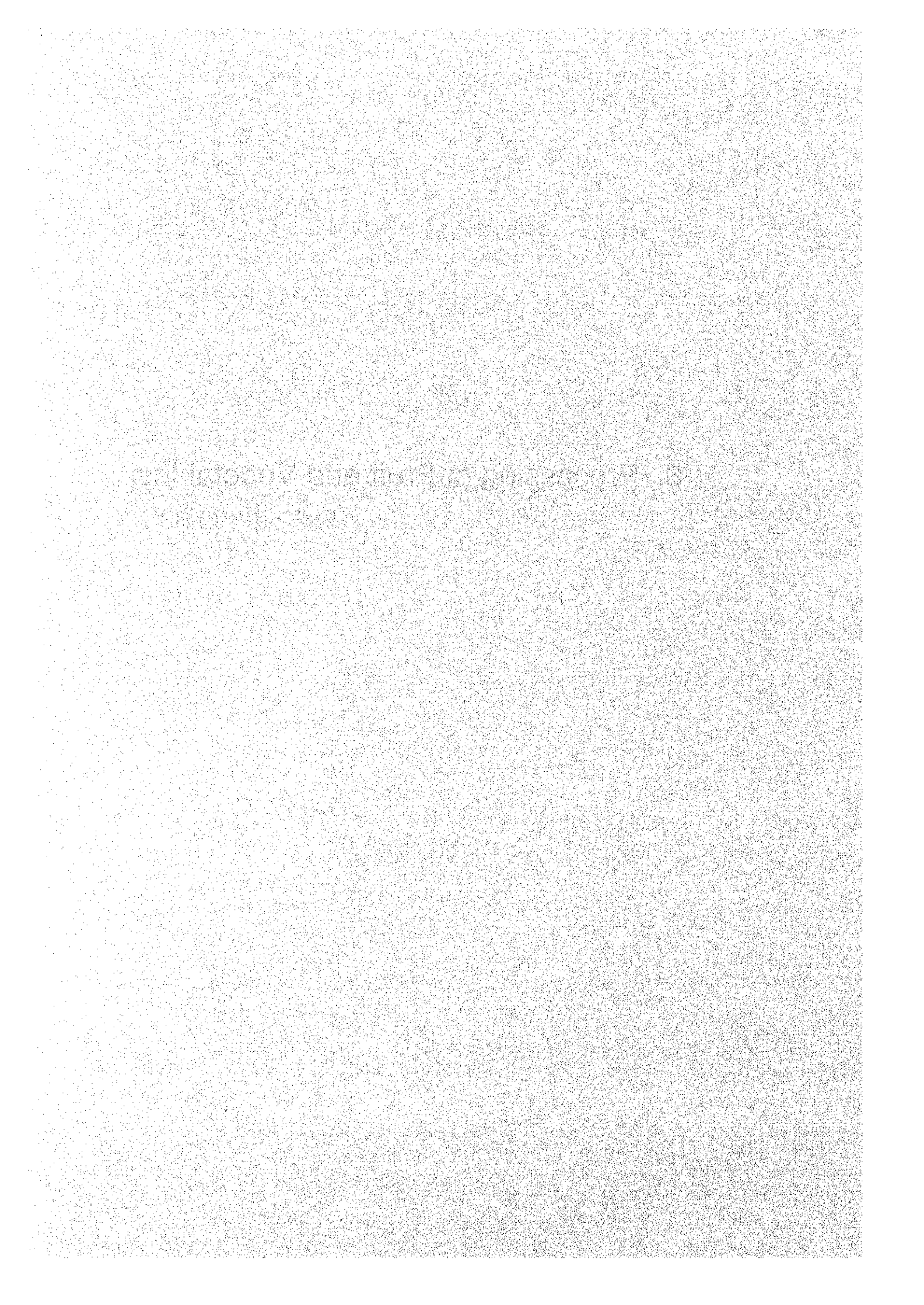
Source: Agriculture Bank of Turkey





## **6. Processing of Fruit and Vegetables**

(野菜・果実の加工)



## 6. Processing of Fruit and Vegetables (野菜・果実の加工)

Information used is based on analyses of National Productivity Center. Turkish processing industry regarding the fresh fruits & vegetables sector is compatible with the European ones. Out-dated technology in the sector from which many complaints were raised before has been replaced by the new technology which is able to compete in the international markets. In these new plants containing all up-dated machines and equipments, all steps of the process are undertaken.

The range of food processing industry in Turkey covers a wide variety of products including canned fruit and vegetables, tomato processing facilities, fruit juice industries, frozen and dried fruit and vegetables in addition to processing for olive and the related products.

### 6.1 Canned Fruit and Vegetables (野菜・果実缶詰)

The Marmara region is the most and the fastest developed area of canned fruit and vegetable production based on the availability of sufficient and convenient supply of raw materials needed for the industry. The majority of the organizations active in this specific sector are private firms, with small shares of village cooperatives also functioning in the sector.

As of 1988 (i.e. most recent data available in 1993) the existing capacities of related production have been recorded as:

canned vegetable	64000 ton/year
canned fruit	20000 ton/year
canned food (ready made)	17000 ton/year
marmalade and jell	44000 ton/year

Accordingly the used capacity in these fields as of 1987 are:

canned vegetable	57%
canned fruit	86%
canned food (ready made)	40%
marmalade and jell	38%

Canned vegetables and fruits refer to those products that are processed and turned into canned products after the relevant stages of processing. Canned ready made foods, on the other hand are the products that are pre cooked and could be consumed as actual ready made meals. In Turkey, the majority of ready made canned foods are stuffed grape leaves, bean stew, cooked fresh beans, stew of various vegetables and etc.

The current situation regarding the technology practiced in the sector could be summarized as follows:

- The production of canned fruits and vegetables has been a majorly labor intensive industry up to recent times. Today, all peeling, sorting, classification, cleaning, cutting, boiling, packaging, vacuuming and sterilization of all fruits and vegetables in the process are being done by automatic machines benefitting from all technological devices.
- The sustenance of low amount of production levels has prevented a transformation into a full industrialized- (automatic machinery) production facilities.
- In the stages of pasteurization and sterilization during which high temperature processes take place, the relevant technology to decrease the temperature (cooling under pressure) has still not been fully developed for current use.
- The tin that have been used in this sector in the 1980s have been produced in the Eregli Demir Celik Factory. The tin produced in the factory has not been qualified by the TSI standards, with 1 mm extension and 4% extra weight. However within the past years the sector has overcome these problems due to the technological improvement in packaging industry of canned products.

## 6.2 Tomato Processing Industry (トマト加工)

The most important products belonging to this sector is tomato paste, along with pilled potato, ketchup and tomato juice.

As is the case with the industry of canned fruit and vegetables, the industry is highly developed in the Marmara and Agian regions stemming from the fact that provision and deliverance of raw material that is tomato is much simpler in these regions compared to other regions of Turkey. There are about 29 tomato processing companies in Turkey. Below are the figures for used and existing capacities of these facilities as a whole:

<u>Year</u>	<u>Existing</u>	<u>Used</u>
1988	280000 ton	73%
1989	285000 ton	93%
1990	313500 ton	80%

Turkey has started in 1967 to update its technology according to the requirement of modern technology and has accelerated the development in the sector based on both domestic and international demand. Although there has been a stable period between the years 1974-1980, the sector has increased its capacities again in 1983 and then on.

Turkey is rated third among the world countries following Italy and Greece on exports of tomato paste. Mainly for that reason, Turkey's production of tomato paste has been dictated by the demand for exports for other countries. Nowadays, related

facilities in the sector have adapted their facilities towards the production and exportation of side products of tomato.

The tomato preferred as raw materials to be used in the processing industry is that which contain more amount of dry substance within and which have rather thicker outer skin than that of tomato preferred for consumption at the table. Smaller, thicker peeled tomato with higher percentage of dry substance is preferred for usage in the tomato processing industry. Since thick skin tomatoes have higher resistance levels to outside strokes they can with less harm endure the motions experienced in transportation. Following the 1960s, first the KOC AS has started the production of tomatoes for tomato paste production.

### **6.3 Fruit Juice and Concentration Industry (果実飲料)**

This industry is concerned with processing fresh fruits and vegetables as raw materials into two intermediate products like concentrate and pulp, and also produce fruit juices and fruit nectars using the mentioned intermediate products.

Fruit juices are defined as a group of beverages made up of 100 percent pure fruit without any supplementary materials. Never the less, today only 50 percent pure combinations are also referred to as fruit juices. Fruit nectars, on the other hand, are either 25-50 percent pure. Products currently marketed in Turkey are mostly fruit nectars. When exportation of these products is of concern concentrate and pulp factors of production gain importance.

Some of the organizations active in the sector are only involved with processing concentrate and pulp off of fresh fruits, while others obtain the pulp and concentrate from other firms to produce fruit juice and nectar directly. The number of firms currently active in the sector is 25, of which two have stopped their activities. 15 of these enterprises are private; 7 are private while also possessing some government shares and the other 3 are cooperatives.

These firms are generally concentrated in Central Anatolia, Mediterranean and Marmara region. The Mediteranean region has the highest capacity mostly processing citrus fruits. The deficiencies in terms of technology in the sector are as follows as pointed out by SPO and major private firms in the sector:

- lack of utilization of enzymatic fermentation in "press"ing stages -to penetrate or break through the cell wall to bring out the juice and the color pigments through usage of (imported) pectalitic enzymes -pectinase- to develop grounds for higher productivity
- insufficient usage of supplementary materials in the stages of limpidity
- inefficient preference of evaporator systems which consume too much water and energy.

- inadequate pulp storage conditions, not possessing the sufficient cold storage houses to store fruits

#### 6.4 Frozen Fruit and Vegetables (冷凍野菜・果実)

Activities in the frozen food sector have been directed around exports in 1970s. The actual developments in the sector have been after 1980s.

Only private firms are active in this sector in Turkey, basically situated in Marmara, Agian, Mediterranean and Central Anatolian regions. Cherries have become the most common product of frozen fruit industry to be marketed internationally. Strawberries, plums, peaches and nectarin are the other frozen fruit products in Turkey. The allium porrum family, cauliflower, potatoes, pears, pepper and carrots have also become parts of the frozen foods industry.

There are 16 facilities in Turkey involved in frozen food production. As of 1990, the annual capacity of frozen food production is stated to be 90,000 ton. Forty percent of the total capacity of annual frozen food production belong to the facilities formerly used as cool warehouses (frozen). In 1990, the used capacity accounts to 73 percent.

#### 6.5 General Production Trends in Processed Fruit and Vegetables (野菜・果実加工の生産動向)

The general production trend from 1984 to 1990 is shown below

	Unit: (1000 tons)						
	1984	1985	1986	1987	1988	1989	1990
Canned fruits and vegetables	51	31	52	54	62	77	81
Frozen fruit and vegetables	3	8	13	21	37	45	53
Dried vegetables	2	2	2	2	2	3	3
Tomato pase	155	150	105	164	198	290	250
Fruit juice concentrate	39	41	42	49	51	51	62

As observed in the table above, excluding the dried fruits, there has been differences in the level of production over various years, without maintenance of a certain trend. The increasing potential is expected to be seen in the production amounts of tomato paste as opposed to the other products listed above. The development in the sector is usually based of the development of international trade in regards to the sector which will enforce an expansion in the amount of exports and therefore production of high quality and international standard products and packaging activity. The processing industry technology is expected to be updated/upgraded and work at their full capacity.

Even though the frozen food industry has recently been facilitated, the developing potential is expected to be reflected on external trade of Turkey overall. The

chances of penetration of Turkish frozen fruits are expected to be less than that of frozen vegetables.

Tomato paste of processed tomatoes are considered to have the highest amount of consumption in general depending upon the increasing relations with the international markets and a comparatively higher amounts of domestic production in relation the other processed products.

#### 6.6 Production Cost (生産費)

In the processed fruits and vegetables industry, the total costs vary depending firstly on the kind and quality of raw materials, secondly on the packaging cost (either in or independently of the facility), thirdly on the facilities and kind of final product and lastly on the general management and administration cost. Due to confidentiality detail cost of processing is not available, except for the general distribution cost in percentage for some items as shown below.

	Unit: %		
Items	Tomato paste	Canned Veg	Canned Fruits
Raw materials	49.93	46.38	43.74
Packaging	23.79	27.29	23.35
Labour	13.55	15.69	19.10
Utility	7.19	6.14	6.71
Depreciation	5.53	4.50	7.10





## **7. Customs Union-Policies of Agricultural products To/From EC**

(関税同盟／E Cの農業政策)

THE UNIVERSITY OF CHICAGO

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## **7. Customs Union- Policies Of Agricultural Products To/From EC** (関税同盟/E Cの農業政策)

The customs union involving Turkey and the European Community, which is planned to be enforced following 31.12.1996 mainly covers industrial products. Consequently it is safer to assume that there will not be major alterations in the current agricultural regime on short term bases in Turkey. Still, it is necessary to underline the specific outcomes that might/will be brought forward in line with EC's policies regarding the custom union. The first point to note is that within the contents of the Common Customs Tariff of Ankara (1963) and the additional Protocol (1973), the customs union requires free circulation of all goods both industrial and agricultural. The common agricultural policy of the EC is more of a protection/interruption oriented policy, concerning the agricultural products, as opposed to that of industrial products. For that reason, the discussion on the issue of agricultural products has not been finalized, rather stopped within the content of the common agreements between EC and Turkey.

Nevertheless, the EC commission predicts an approximate transaction time period of 10 years, in which the absolute free circulation of agricultural products within the EC countries is to be achieved. Based on these terms, what is to be observed in the following years is going to be the stages of Turkey's adaptation to the common agricultural policy applied by the EC and its effects in the domestic market in Turkey, along with developing of a mutually agreed upon system of Turkey and EC during the same period, which ultimately will allow the free distribution and circulation of all agricultural goods.

Consequently, it is urgent to pay attention to the changes to be experienced in the agricultural structure in Turkey as a result of the application of the common agricultural policy within the EC. The common agricultural policy which almost led the Uruguay rounds into a stop, should certainly be depriving itself somewhat of its very protectionist characteristics, allowing for a lesser amount of burden on the EC budget. Though, simultaneously it will cease to be as attractive as it was first planned to be in terms of its reflections on the common market. Parallel to this idea, within the content of the ten year projections, when planning investments in the sector, it should be kept in mind that Turkey's agricultural policy will be structured reflecting the requirements of the common agricultural policy.

The final point to note regarding the reflections of the Customs Union in terms of Turkey-EC relations upon the overall agricultural policy of Turkey in the future, is the status of the agricultural goods. The mentioned goods in this context are the basic

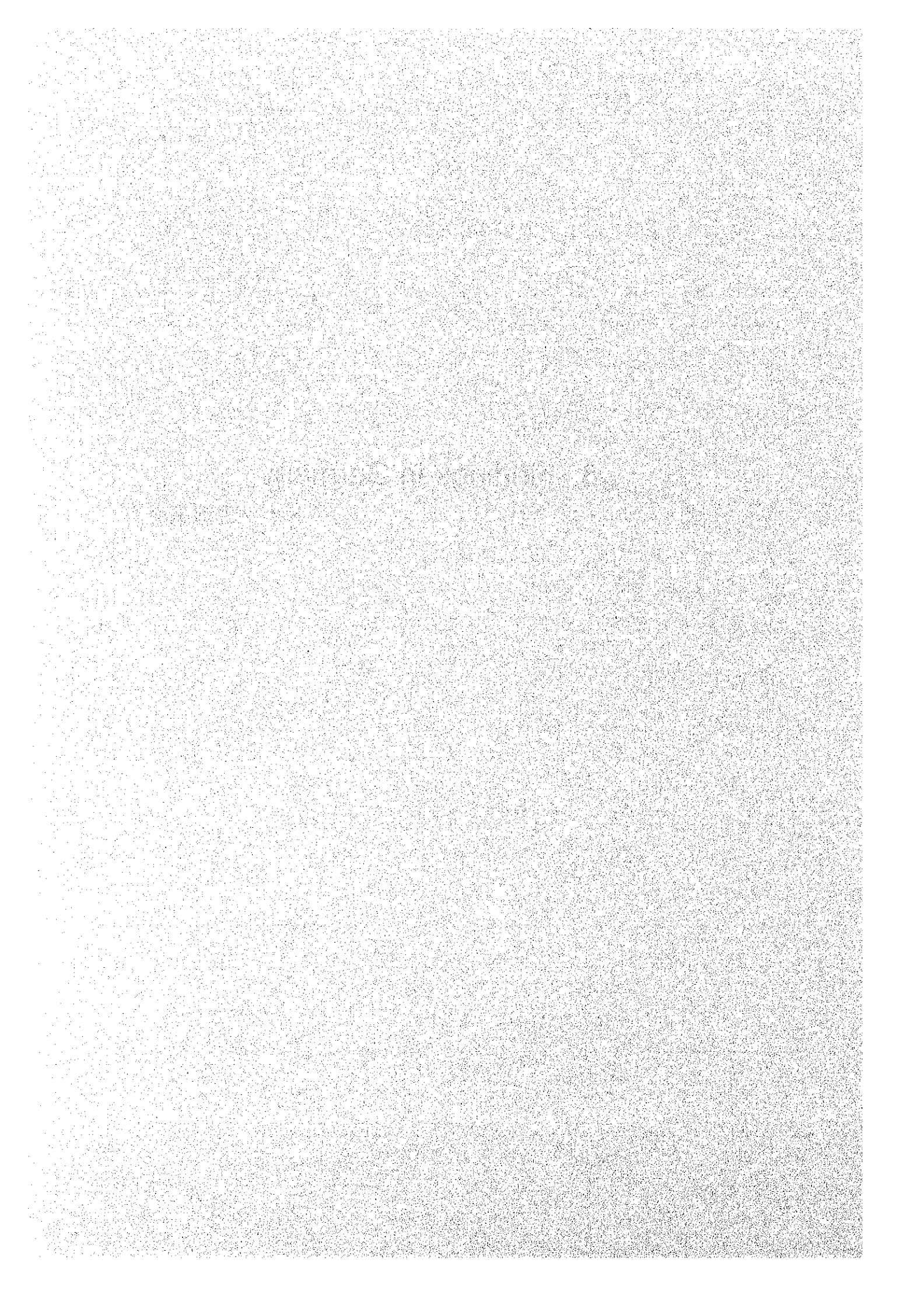
agricultural goods which have undergone some kind of an industrial process, in other words which have earned additional industrial value before reaching the consumers.

Assuming that tomato paste or any kind of canned food is taken as an example: In all calculations or relations of trade, it is necessary to differentiate between the agricultural value and the industrial value of any one product. The agricultural content of the product is to be evaluated within the ten year perspective which will ensure the free circulation of agricultural products within the EC countries.

The industrial content of the product, on the other hand, is going to be evaluated within the Customs Union -i.e. from 1.1.1986 on, the product will be treated on the bases of no customs tax to EC, and of the amount of tax determined by the Customs Union to the Third world Countries.

## 8. Findings in Germany

(ドイツ現地調査)



## 8. Findings in Germany (ドイツ現地調査)

The self-sufficiency ratio of each EC/EFTA country is shown below. Germany and other countries, excluding Switzerland have attained a high ratio of self-sufficiency in vegetable production, and Spain, Greece and Italy have surpassed 100 percent in fruit production.

Self-Sufficiency Ratio of Fruit/Vegetables in EC/EFTA

	Year	Unit: %	
		Vegetables	Fruit
Germany	1990	37.7	21.7
UK	1989	88.0	18.6
France	1989	88.8	85.6
Holland	1988	206.7	55.2
Belgium	1990	130.0	68.6
Spain	1990	105.3	109.8
Portugal	1989	121.0	90.3
Austria	1983	86.0	76.0
Greece	1989	139.4	121.0
Denmark	1988	79.7	48.7
Italy	1990	119.5	113.4
Swiss	1985	53.0	

Source: Agricultural Statistical Yearbook (EUROSTAT)

The German self-sufficiency ratio of fruit/vegetables is shown below. The overall self-sufficiency ratio of vegetables is a low 38 percent, particularly in fresh tomatoes at 4 percent. As a result domestic consumption is dependent on imports. In addition, the self-sufficiency ratio of apples is relatively high, peaches are all imported, and the self-sufficiency ratio for citrus fruits is zero percent.

Self-Sufficiency Ratio of Fruit/Vegetables in Germany (1989/90)

	Production	Import	Export	Domestic Consumption	Unit: 1000 tons
					self-sufficiency (%)
<b>Vegetables</b>		3,848	328	5,649	37.7
Cauliflower	2,129	125	3	219	44.3
Fresh tomatoes	97	414	3	430	4.4
Processed tomatoes	19	622	35	587	0.0
<b>Fruit</b>					
Apples	669	632	61	1,240	54.0
Pears	24	147	14	157	15.3
Fresh peaches		243	2	241	0.0
Processed peaches		77	2	75	0.0
Oranges		608	20	24	0.0
Fresh grapes		271	6	265	0.0
Fresh fruits	877	4,470	1,309	4,038	21.7
Citrus fruits		3,514	1,277	2,237	0.0
Dried fruits		103	7	96	0.0
Nuts	11	295	69	237	4.6

Source: Agricultural Statistical Yearbook (EUROSTAT)

## 8.1 Import Trends of Selected Agricultural Products and Related Competitive Environment (農産物の輸入動向)

In this section, selected fresh fruits and vegetables are examined. The import trends of each article in relation to the countries of export, seasons and other related conditions are analyzed. The actual competitive environment in Germany concerning the import of those selected fresh fruits & vegetables are discussed.

### (1) Tomato

The main countries from where tomato is imported are Spain, Italy, France, Canary Islands, Belgium, Holland, Turkey. Turkey's share is relatively very small. On the other hand, domestic production of tomato is also undertaken in Germany.

The earliest tomato imports to Germany are from Spain; where the season begins in September, continues until January-February. From November or December tomatoes of Canary Islands enter the German markets, through the month of May. Italian (tomato) products depict the longest import season to Germany between the spring time (end of April & beginning of May) and October. In this period, the German market is almost saturated embodying many products of different origins. Tomatoes of Belgium and Holland are imported beginning of April to July-August. Domestic products of Germany are also marketed in this period. Domestic tomatoes are usually seen in the market first in July till the end of September.

The penetration of domestic products into the market in this specific time period along with the presence of imported products from Belgium and Holland during the same time period result in a decrease in prices in the market for fresh fruits and vegetables in Germany. Belgium and Holland are among the major tomato producers in Europe. Importers mostly state that when the products of those two countries begin to be seen in the European markets, other countries' products lose their chance of compatibility. The import season of Belgium and Holland tomatoes is between May and August. In these seasons, these products coincide to relatively low prices, compared to the other imported products of different countries. Therefore the general prices on tomatoes in the market are pulled down.

The importers of tomato in Germany have not stated the "quantities" in general. They mostly keep this information confidentially. Only one importer has stated that he imports "2500 tons" of tomatoes per year, on the average.

The import figures obtained from the Hamburg Wholesale market show that Holland, Canary Islands and Spain are the top three countries from where the tomato is imported. Average unit price for one kg of tomato import is 1.83 DM in 1993, where



Turkish and Holland products are the cheapest imports with 1.47 DM and 1.54 DM unit price respectively in 1993.

(2) Broccoli

The most important supplier of broccoli for the German market is Italy. France and Spain are the following exporters of broccoli to the German markets. Germany also produces broccoli but in relatively small amounts.

The season for Italian broccoli is especially winter. But it continues until the end of spring. In the spring time products of Spain and France also penetrate into the market.

The importers have not stated any distinct value about the quantity imported. They prefer to keep it confidential. As of 1992, according to the most recent data available in the wholesale market for the selected product, (broccoli) had an average price of 2.47 DM per kg, Turkey and Hungary imports having the lowest unit price.

(3) Lettuce

The main suppliers of lettuce are Italy, France, Spain, Holland and Belgium in the import market of Germany. Lettuce is also produced in Germany. Lettuce is imported especially in the winter time. Import continues until the German products are harvested and provided for the domestic market.

Still the wholesale market information represents an average price of 1.97 DM on lettuce imports in 1993, of which Holland Spain and Belgium are seen as the top exporters of lettuce in 1993 while UK and Israel supply the cheapest unit price for imported lettuce.

(4) Radish

Radish consumption is not as high as that of other items in Germany. It is consumed in very small amounts in Northern Germany, while it is consumed relatively more in Southern Germany. Importers state that radish is mostly imported to meet the relevant demand from immigrants living in Germany, especially for Turkish people (as generally stated by the Turkish importers). The majority of the importers interviewed have stated that they import radish in insignificant amounts, while some of them have stated that they do not import radish at all.

The season for radish import is winter; starting in November and continuing until the end of April. The major supplier of German market for radish is Italy. One of the Turkish importers interviewed has stated that he imports radish from Turkey also.

Turkish radishes begin to be imported in December, to stop at the end of the season in January.

(5) Melon

Spain, France, Italy and Israel are the main suppliers of melon. Turkey is also among the suppliers, though the amount of melon exports to Germany is significantly low.

Melon is mostly imported in the summer time. The first imports of melon are from Spain (Galia type), beginning from March. In the fifth month Italian melon also begins to be seen in the German markets. The main season for Italian and Spanish melons is between May and September. The season for Turkish melon starts in June or July, ends at the end of September.

On the contrary, melons imported from Israel are available all year round in the fruit and vegetables market of Germany regardless of the seasonal changes that all other products of import of the same kind suffer from. Accordingly "Israel melons" have become an exceptional case not only in the German market, but all over the world due to its sui-generis characteristics. The seed as well as the climate and soil it is produced on are the major factors enabling a continuous production and consequently exportation of Israel melon. As a result, almost all countries involved in melon production prefer to use Israel seed in their own production process. However, Turkish melon producers use "Galia" type of seed in general. Galia seed is a comparatively not durable one, as stated by the importers. When this production "disadvantage" is combined with the inexperience and lack of sufficient informative background portrayed by Turkish farming and farmers, Turkey is drawn to a position of incapable competition in the international markets, according to the importers. Though the climate in Turkey is still one of the most suitable ones for high quality melon production.

The quantity of melon imported to Germany varies from year to year. The most important factor determining the amount of melon imports is stated to be the weather conditions of the related year. Melon consumption increases when temperature arises in the country. Similarly, this direct relation between the temperature and consumption is also valid for water-melon.

In comparison to the previous two year's melon imports, the lowest average unit price in imports of melon was observed in 1993 with 0.83 DM per kg. Spain followed by Italy are the top two exporters of melon to Germany while melon imports from Hungary are cheaper than Italian imports on the average for the year in question.

(6) Kiwi

The main suppliers of kiwi are Italy, France, Greece, New-Zealand, South Africa and some of the South American countries like Chile, among which the two giants of kiwi production are Italy and New-Zealand.

The season for Italian kiwi starts in October and November (almost the same for Greek and French kiwis), continues until February. Then New Zealand and South American kiwis are mostly imported starting in June and ending in the middle of November. Therefore, through the year there are vast amounts of kiwi in German market. The excess amounts of kiwi supply therefore (higher than demand), pulls the prices down too low.

Consequently majority of the importers deem it unprofitable to produce and export kiwi from Turkey considering the high amounts of production cost along with the export costs. The importers have emphasized that a probable export of kiwi through Turkey will not be profitable for Turkish partners. Some of the importers interviewed have even stated that they do not import kiwi anymore from anywhere due to the stated reasons above.

Italy followed by Greece are the top two kiwi exporters to Germany. When all other kiwi imports are taken into account the average price for one kg of is determined as 1.52 DM per kg.

(7) Plum

The suppliers of plum to the German market are Italy, Spain, France, Turkey and some of the South American countries like Chile and Argentina. However, Italy is the biggest supplier. Germany also produces plum in her own land.

The season for plum imports begins at the end of March to continue for the following four months. Italian products are usually imported at the end of April, ending in August. Domestic German plums which have the biggest share in the total consumption are marketed between the beginning of July and the end of August. Turkish plums are imported from the middle of August till the end of September, but in small amounts. When the season for the imports from the European countries ends, South American plums begin to be seen in the wholesale markets of Germany.

In 1993, the average price on plum imports is recorded to be 1.63 DM per kg. Plum imports from the x eastern bloc countries have the lowest prices pulling the average down, while the highest amount of imports are still from Italy with a unit price of 1.45 DM per kg as of 1993.

(8) Peach

Italy is stated to be the main supplier also of peach. All of the importers interviewed have stated that they import peach from Italy. The other suppliers of the German peach market are Spain, Greece and France. Turkish peaches also exist in the German market in proportionately smaller amounts.

The season for peach import begins in March with the Spanish and Morocco products. Spanish peaches continue to be imported until the end of August. Imports of Italian products begin in May and end at the end of July. Peach imports of France follow the Italian imports. July to September are the months for imports of Turkish products.

The same problem exists concerning the peach import; the importers do not state any distinct figure about the quantity they import. Only one of them interviewed has stated that he imports 100 tons of peach on the average per year.

The available data concerning the product from the German wholesale market belongs to 1991. In 1991 the highest amount of peach imports have been from Italy, where as the cheapest unit price on imports has been bid on Bulgarian imports.

(9) Kaki

The consumption of Kaki in Germany is in insignificant amounts relatively to that of other fruits & vegetables which are subject to our research. In Germany there is no production of kaki at all. Parallel to the low level of consumption, import of this product is also realized in small amounts. However, the quantity imported has risen in recent years, it may have risen due to the considerably large demand of immigrants living in Germany. The majority of the importers interviewed do not import kaki at all.

The main supplier of kaki is again Italy. Spain and South American countries are the following ones feeding the German market.

The season for imports of Italian kaki is Autumn; beginning at the end of September ending at the end of November. The same applies for the imports from Spain. Unlikely, South American peaches (most of the countries of South America) enter the German market in the spring time.

There is no import of kaki from Turkey, due to the difficulties in picking up, packing etc. As stated by the importers, Turkish exporters do not give enough attention to those procedures which are vital for export.

(10) Pears

Italy, Spain, Holland, Belgium, France, Turkey, South American countries (especially Chile and Argentine) and South Africa are the main suppliers of pears in the German import market. The biggest share still belongs to Italian products. Pears are also produced in Germany.

The season begins in the late-summer for European products. It begins in August, continues until March. South American and South African pears begin to appear in the markets in February until the end of July. Thus, throughout the year, the German fresh fruits market is filled with pears.

The 1993 data from the wholesale market shows an average price of 1.24 DM per kg of pear imports. As is the case in all the other related imported products, Italian imports are the top exporter even though Hungarian products are the cheapest.

Fig. 8.1 Monthly Differences in Price and Amount of Tomato Imports (1993)

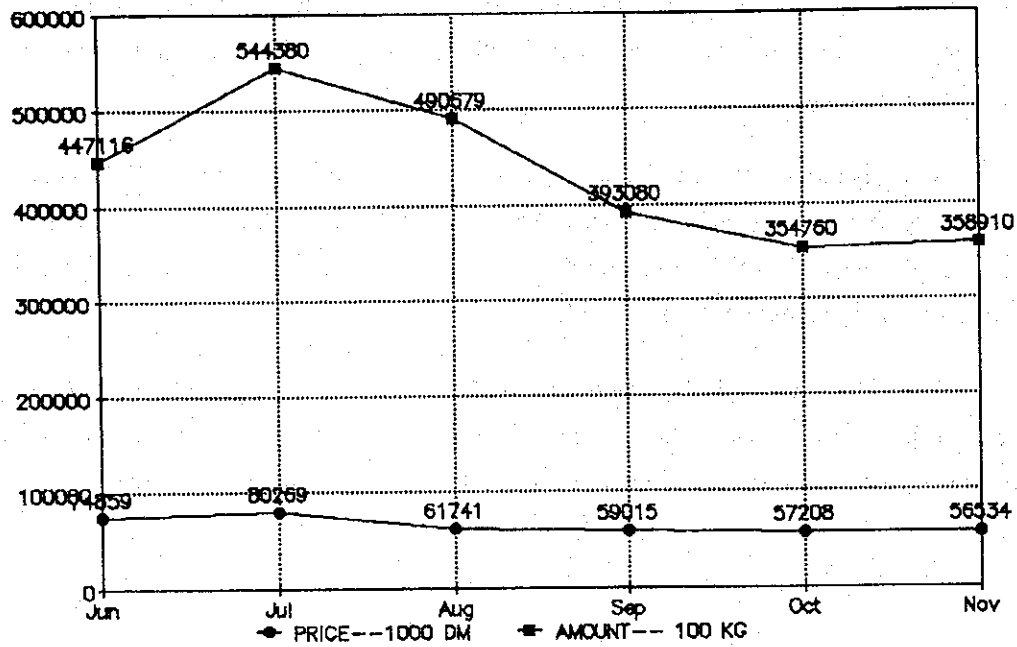


Fig. 8.2 Monthly Differences in Price and Amount of Lettuce Imports (1993)

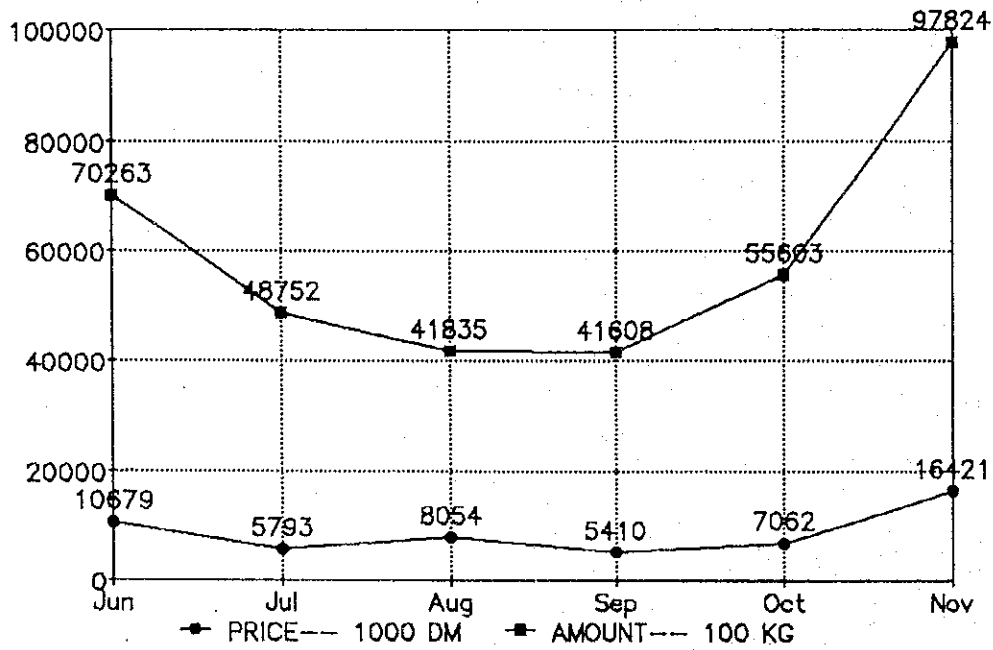


Fig. 8.3 Monthly Differences in Price and Amount of Melon Imports (1993)

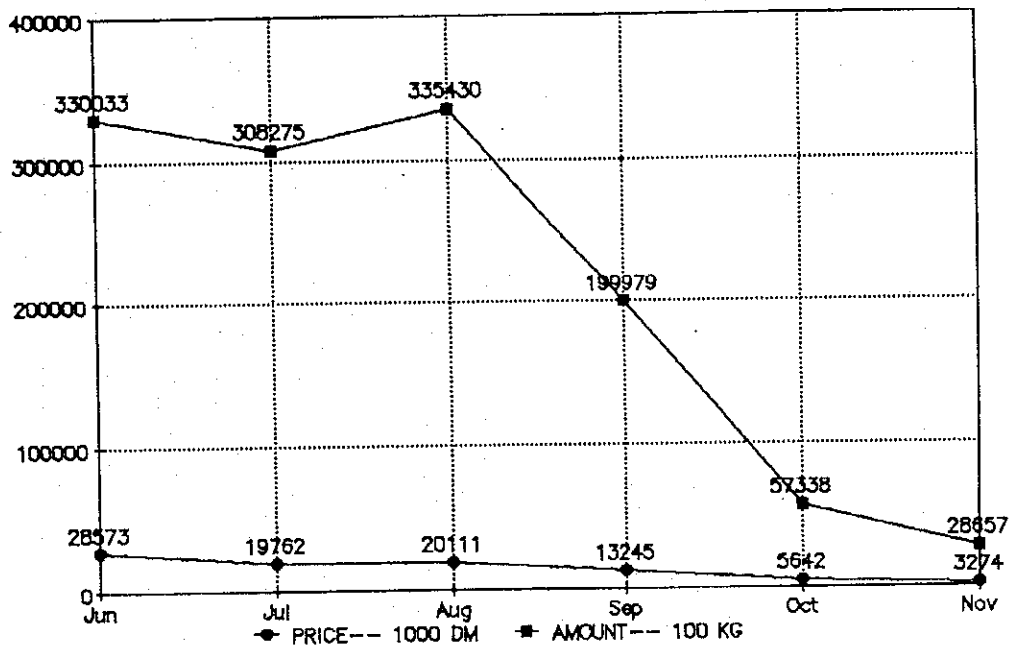


Fig. 8.4 Monthly Differences in Price and Amount of Plum Imports (1993)

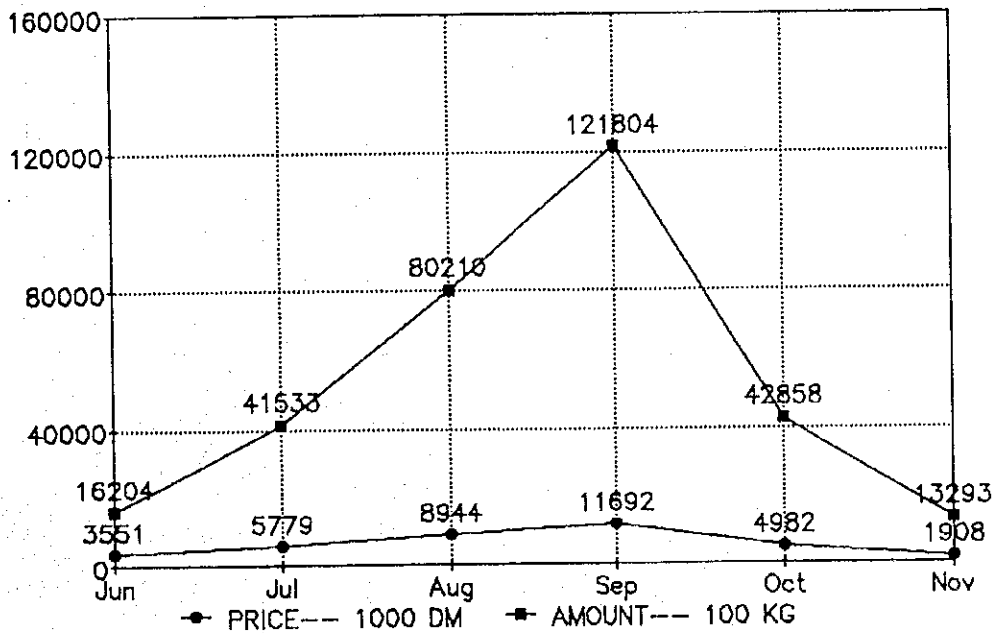


Fig. 8.5 Monthly Differences in Price and Amount of Kiwi Imports (1993)

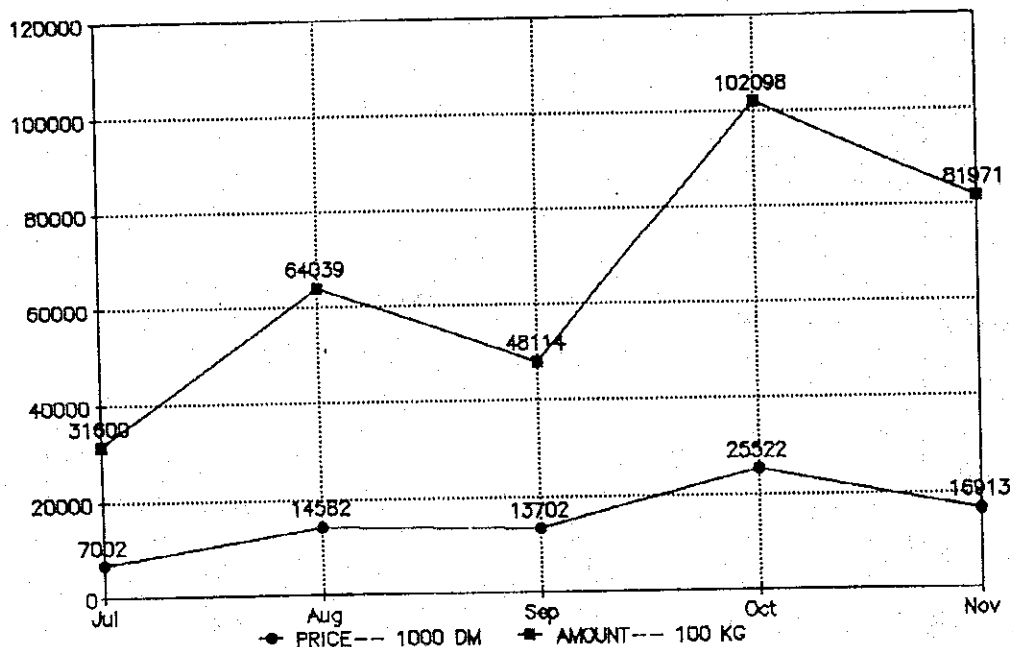


Fig. 8.6 Monthly Differences in Price and Amount of Peach Imports (1993)

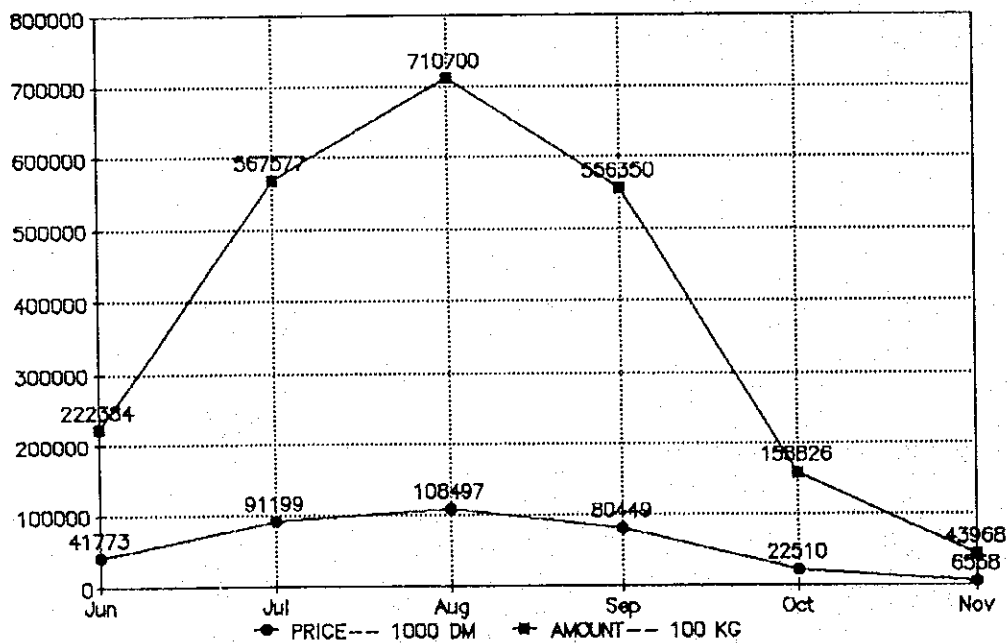




Table 8.1 Import of Selected Agricultural Produce of Germany by Origin

	1991			1992			1993		
	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)
E.C.	4,491,464	890,370	1.98	4,713,354	813,223	1.73	3,746,659	616,258	1.64
HOLLAND	2,901,115	592,378	2.04	2,862,841	494,221	1.73	1,977,545	343,452	1.74
SPAIN	514,321	90,091	1.75	708,224	108,100	1.53	710,237	108,900	1.53
CANARY ISLAND	560,555	104,517	1.86	729,131	117,737	1.61	461,586	85,203	1.85
MOROCCO	134,250	23982	1.79	152,576	23,207	1.52	213,487	30,781	1.44
BELGIUM	643,406	123,593	1.92	675,397	119,309	1.77	555,634	90,116	1.62
FRANCE	246,626	49,085	1.99	250,218	45,139	1.80	275,056	44,102	1.60
ITALY	179,869	33,839	1.88	207,297	44,727	2.16	223,717	34,036	1.52
ISRAEL	31,510	5,886	1.87	29,020	4,591	1.58	16,048	2,757	1.72
TURKEY	31,033	4,976	1.60	37,746	5,370	1.42	17,230	2,721	1.58
CANADA	483	113	2.34	N/A	N/A	N/A	3,920	779	1.99
G. BRITAIN	N/A	N/A	N/A	N/A	N/A	N/A	1,490	227	1.52
SENEGAL	1,041	198	1.90	1,129	183	1.62	1,129	183	1.62
MIKRON	N/A	N/A	N/A	N/A	N/A	N/A	646	112	1.73
ALBANIA	1,512	206	1.36	1,087	103	0.95	2,595	195	0.75
BULGARIA	19,780	15,678	7.93	3,492	278	0.80	1,385	175	1.26
DENMARK	1,284	334	2.60	N/A	N/A	N/A	793	144	1.82
DOMINIQUE REP.	318	135	4.25	497	204	4.10	N/A	N/A	N/A
EGYPT	582	118	2.03	N/A	N/A	N/A	N/A	N/A	N/A
FINLAND	N/A	N/A	N/A	N/A	N/A	N/A	1,517	157	1.03
GREECE	3,339	810	2.43	3,167	697	2.20	1,049	135	N/A
NIGER	N/A	N/A	N/A	N/A	N/A	N/A	1,709	282	1.65
POLAND	4,123	384	0.93	5,847	672	1.15	N/A	N/A	N/A
PORTUGAL	N/A	N/A	N/A	3,276	492	1.50	N/A	N/A	N/A
ROMANIA	14,608	1,300	0.89	15,817	1,335	0.84	N/A	N/A	N/A
SOUTH AFRICA	587	141	2.40	N/A	N/A	N/A	N/A	N/A	N/A
USA	2,057	367	1.78	N/A	N/A	N/A	N/A	N/A	N/A
VENEZUELA	1,069	169	1.58	N/A	N/A	N/A	N/A	N/A	N/A
TUNUSIA	N/A	N/A	N/A	784	123	1.57	N/A	N/A	N/A
<b>TOTAL</b>	<b>5,300,392</b>	<b>571,525</b>	<b>1.08</b>	<b>5,696,088</b>	<b>822,453</b>	<b>1.44</b>	<b>4,478,606</b>	<b>744,817</b>	<b>1.66</b>

Source: EUROSTAT

Table 8.1 Import of Selected Agricultural Produce of Germany by Origin

	1991			1992			1993		
	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)
HOLLAND	393,579	82,785	2.10	321,481	96,663	3.01	330,384	64,134	1.94
SPAIN	3,869	637	1.65	6,676	1,308	1.96	290,360	52,448	1.81
BELGIUM	344,986	69,896	2.03	389,975	78,671	2.02	272,442	55,539	2.04
FRANCE	201,362	60,189	2.99	225,732	49,811	2.21	177,639	38,822	2.19
ITALY	63,959	11,432	1.79	78,973	13,982	1.77	67,413	11,900	1.77
TURKEY	N/A	N/A	N/A	N/A	N/A	N/A	2,388	402	1.68
G. BRITAIN	N/A	N/A	N/A	N/A	N/A	N/A	1,181	127	1.08
ISRAEL	N/A	N/A	N/A	N/A	N/A	N/A	655	106	1.62
<b>TOTAL</b>	<b>1,009,002</b>	<b>225,384</b>	<b>2.23</b>	<b>1,024,107</b>	<b>213,654</b>	<b>2.09</b>	<b>1,135,468</b>	<b>223,990</b>	<b>1.97</b>

## Broccoli

	1991			1992		
	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)
S. AFRICA	42,282	9,843	2.33	45,720	10,641	2.33
ITALY	37,468	9,980	2.66	40,600	10,905	2.69
GUETAMALA	9,837	2,237	2.27	25,212	6,080	2.41
FRANCE	7,020	3,493	4.98	9,114	3,241	3.56
MEXICO	6,894	1,761	2.55	9,056	2,195	2.42
BELGIUM	12,867	3,355	2.61	8,309	2,371	2.85
SPAIN	8,465	3,072	3.63	7,658	1,582	2.07
PERU	998	249	2.49	6,551	1,611	2.46
HUNGARY	3,814	446	1.17	5,919	764	1.29
HOLLAND	6,285	1,641	2.61	4,767	1,164	2.44
ECUADOR	5,275	1,227	2.33	3,869	764	1.97
CHILE	3,347	877	2.62	3,405	843	2.48
USA	1,457	384	2.64	2,611	752	2.88
TURKEY	1,382	276	2.00	767	147	1.92
G. BRITAIN	N/A	N/A	N/A	759	187	2.46
TAIWAN	3,543	888	2.51	670	165	2.46
CANADA	N/A	N/A	N/A	648	152	2.35
<b>TOTAL</b>	<b>152,823</b>	<b>37,142</b>	<b>2.43</b>	<b>179,044</b>	<b>44,281</b>	<b>2.47</b>

Source: EUROSTAT

Table 8.1 Import of Selected Agricultural Produce of Germany by Origin

Melon	1991			1992			1993		
	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)
GUATEMALA	N/A	N/A	N/A	N/A	N/A	N/A	504	101	2.00
VENEZUELA	914	263	2.88	1,594	526	3.30	1,071	2,248	20.99
SENEGAL	549	161	2.93	1,541	396	2.57	1,419	339	2.39
HONDURAS	2,582	546	2.11	1,530	369	2.41	4,153	898	2.16
IRAN	5,270	407	0.77	7,161	599	0.84	6,523	409	0.63
ISRAEL	24,856	5,853	2.35	27,897	5,696	2.04	6,523	409	0.63
S. AFRICA	7,330	1,294	1.77	7,246	1,221	1.69	8,427	1,550	1.84
COSTA RICA	6,317	1,151	1.82	11,731	2,249	1.92	11,716	2,279	1.95
HUNGARY	13,357	540	0.40	37,713	1,320	0.35	20,785	575	0.28
GREECE	93,917	5,398	0.57	109,847	6,170	0.56	23,214	1,178	0.51
HOLLAND	4,189	853	2.04	2,304	561	2.43	24,247	4,000	1.65
BRASIL	57,323	8,663	1.51	56,766	8,074	1.42	37,592	6,050	1.61
FRANCE	94,671	16,439	1.74	63,421	10,988	1.73	54,409	7,466	1.37
TURKEY	147,019	8,431	0.57	156,275	8,498	0.54	66,754	4,961	0.74
ITALY	307,664	37,376	1.21	481,166	36,742	0.76	318,893	14,955	0.47
SPAIN	843,620	77,044	0.91	938,187	95,733	1.02	841,090	66,317	0.79
ARGENTINA	N/A	N/A	N/A	693	105	1.52	N/A	N/A	N/A
BULGARIA	5,115	172	0.34	N/A	N/A	N/A	N/A	N/A	N/A
CHILE	971	203	2.09	N/A	N/A	N/A	N/A	N/A	N/A
DOM. R.P.	370	110	2.97	N/A	N/A	N/A	N/A	N/A	N/A
ECUADOR	1,196	178	1.49	515	103	2.00	N/A	N/A	N/A
MOROCCO	3,433	481	1.40	N/A	N/A	N/A	N/A	N/A	N/A
PORTUGAL	2,105	270	1.28	2,186	382	1.75	N/A	N/A	N/A
<b>TOTAL</b>	<b>1,834,815</b>	<b>167,181</b>	<b>0.91</b>	<b>1,916,247</b>	<b>180,931</b>	<b>0.94</b>	<b>1,474,635</b>	<b>120,853</b>	<b>0.82</b>

Source: EUROSTAT

Table 8.1 Import of Selected Agricultural Produce of Germany by Origin

Peach	1991			1992			1993		
	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)
FRANCE	76,220	24,185	3.17	N/A	N/A	N/A	87,469	19,038	2.18
ITALY	986,728	182,914	1.85	N/A	N/A	N/A	1,133,843	173,464	1.53
GREECE	274,436	40,711	1.48	N/A	N/A	N/A	126,813	19,483	1.54
SPAIN	118,383	40,949	3.46	N/A	N/A	N/A	N/A	N/A	N/A
TURKEY	11,089	2,062	1.86	N/A	N/A	N/A	6,895	2,591	3.76
BULGARIA	6,105	468	0.77	N/A	N/A	N/A	9,210	3,232	3.51
S. AFRICA	1,766	727	4.12	N/A	N/A	N/A	993	217	2.19
CHILE	12,387	4,729	3.82	N/A	N/A	N/A	3,123	1,587	5.08
<b>TOTAL</b>	<b>1,491,510</b>	<b>297,239</b>	<b>1.99</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>1,499,908</b>	<b>245,062</b>	<b>1.63</b>
Peach Juice	1991			1992			1993		
	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)
FRANCE	57,038	21,037	3.69	N/A	N/A	N/A	N/A	N/A	N/A
ITALY	1,179,917	253,812	2.15	N/A	N/A	N/A	N/A	N/A	N/A
GREECE	306,014	41,608	1.36	N/A	N/A	N/A	N/A	N/A	N/A
SPAIN	64,013	18,596	2.91	N/A	N/A	N/A	N/A	N/A	N/A
S. AFRICA	4,031	1,340	3.32	N/A	N/A	N/A	N/A	N/A	N/A
CHILE	31,124	10,769	3.46	N/A	N/A	N/A	N/A	N/A	N/A
BELGIUM	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
HOLLAND	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
USA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>TOTAL</b>	<b>1,543,247</b>	<b>347,429</b>	<b>2.25</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

Source: EUROSTAT

Table 8.1 Import of Selected Agricultural Produce of Germany by Origin

Plum	1991			1992			1993		
	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)
USA	442	163	3.69	817	211	2.58	671	179	2.67
BELGIUM	975	146	1.50	N/A	N/A	N/A	1,700	177	1.04
BULGARIA	41,607	3,247	0.78	N/A	N/A	N/A	1,894	114	0.60
ISRAEL	1,622	434	2.68	1,972	288	1.46	1,938	373	1.92
HOLLAND	605	113	1.87	N/A	N/A	N/A	3,021	875	2.90
AUSTRIA	5,195	726	1.40	N/A	N/A	N/A	6,179	963	1.56
CHEKOSLOVAKIA	28,583	2,060	0.72	N/A	N/A	N/A	7,190	339	0.47
TURKEY	17,822	3,163	1.77	9,605	1,898	1.98	7,887	1,957	2.48
CHILE	24,561	6,718	2.74	26,029	6,886	2.65	13,882	3,966	2.86
S. AFRICA	19,499	5,330	2.73	19,110	5,422	2.84	15,791	4,801	3.04
POLAND	34,491	2,692	0.78	N/A	N/A	N/A	19,678	936	0.48
ROMANIA	43,305	4,508	1.04	10,465	663	0.63	21,229	1,817	0.86
FRANCE	30,101	4,846	1.61	61,073	3,789	0.62	40,032	5,817	1.45
HUNGARY	91,695	9,716	1.06	16,763	1,120	0.67	50,524	3,539	0.70
SPAIN	62,484	18,107	2.90	57,272	12,331	2.15	72,149	9,158	1.27
ITALY	155,272	31,306	2.02	133,110	18,998	1.43	113,487	16,476	1.45
ARGENTINA	N/A	N/A	N/A	670	195	2.91	N/A	N/A	N/A
GREECE	1,192	228	1.91	N/A	N/A	N/A	N/A	N/A	N/A
YUGOSLAVIA	7,138	609	0.85	N/A	N/A	N/A	N/A	N/A	N/A
<b>TOTAL</b>	<b>1,543,247</b>	<b>347,429</b>	<b>2.25</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>1,499,908</b>	<b>245,062</b>	<b>1.63</b>

Source: EUROSTAT

Table 8.1 Import of Selected Agricultural Produce of Germany by Origin

Pears	1993		
	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)
FRANCE	390,017	53,486	1.37
BELGIUM	53,486	5,853	1.09
HOLLAND	75,929	9,432	1.24
ITALY	595,404	76,777	1.29
SPAIN	94,737	10,682	1.13
S. AFRICA	301,986	37,516	1.24
USA	12,366	2,428	1.96
CHILE	121,000	14,987	1.24
ARGENTINA	175,371	23,113	1.32
TURKEY	4,643	573	1.23
HUNGARY	2,817	174	0.62
<b>TOTAL</b>	<b>1,596,102</b>	<b>197,691</b>	<b>1.24</b>
<b>Kiwi</b>			
	1993		
	Quantity (100 kg)	Value (1000 DM)	Price/kg (DM/kg)
FRANCE	26,288	3,516	1.34
HOLLAND	1,513	274	1.81
ITALY	710,948	77,864	1.10
GREECE	64,262	13,497	2.10
SPAIN	1,580	208	1.32
CHILE	31,289	5,914	1.89
<b>TOTAL</b>	<b>1,123,824</b>	<b>170,540</b>	<b>1.52</b>

Source: EUROSTAT

## 8.2 Case Study of Hamburg Wholesale Market (ハンブルグ卸売市場)

An overview of the Hamburg Wholesale Fruit and Vegetables Market for the selected agricultural produce is presented below to enable an understanding of the general situation of fruit and vegetables in the past three months in relation to earlier explanations.

### (1) May 1994

The market is usually more active on the weekends. In the first week of the month demand is especially high on strawberry. First class quality Spain peaches are demanded at a satisfactory level. Pears with stable prices reach satisfactory sales level. As the demand for peach is high, prices of the peach keeps to be compelling. Prices of lettuce decreases. In the second week of May the fruit and vegetables market has not experienced striking price wise changes over all. The pricing and amounts of sales of the related goods follow the same trend. Especially Spanish peach imports are mostly demanded. Both European and South American kiwis are seen in the market. In terms of overseas stocks, there is a decrease in pear imports. In the last week of May in the market sales continue to be alive. Sales of peach fall into the usual pattern, still consumed at similar amounts. Nectarine- due to quality-has a large price margin but it keeps its position as a desirable product in the market for the season. For plum, demand is low, prices are steadily decreasing. With the introduction of Cape goods in the market, the supply of pears has increased. Kiwi, despite the quality of Chile products, is under price pressure since both Italian and New Zealand products are simultaneously in the market. There is an excess supply of kiwis in the market in May.

Demand for lettuce is met easily by the entry of North German products of high quality round and colored lettuce. Supply of North German ice lettuce continues to be limited due to the weather conditions.

### (2) June 1994

In this period, armking type Italian peach-Nectarines are forced into the market. Amount of peach sales increase because of the price pressure due to great demand. The mostly demanded types of peaches are especially Steigen B and Schalen C. All quality (all A, B and C types).

Towards the end of the week, unexpected movements appear in the market. While there is an insufficient supply of strawberry, sales of peaches still continue at the same level, but not satisfactory enough. Contrary to the usual conditions in the market, Italian imports maintain their lowest level by the end of the month even though other

imported and domestic goods are abundant in the market. The Greek peach and nectarines, though of lower quality than the Italian products seem to increase their market share. Plums are not desired as much.

Also observed in this month, is the entry of new products coming from Turkey and Greece. Although these products are weak in the market, they possess influential power as they increase the overall supply and pull the prices down. Goods of Southern Germany are mostly preferred in this season. When melon is in question mostly Spanish, Italian, Greek and Turkish goods are seen in the market.

(3) July 1994

Peach is still available in the market. Sales of nectarine have comparatively decreased. French Guyot pear exist in the market. Demand for well developed round lettuce is met with difficulty. Because of the drops in production, North German ice lettuce is provided in small amounts, still maintaining its demand stability. In the beginning of the month sales are relatively low. However, typical summer crops such as peach, nectarine and grape encounter a price decrease due to abundance in the market. Despite the low prices of plums, sales of the product are not found satisfactory. Nectarine sales are stable when compared to other peaches but it is harassing the stocks.

Overall, lettuce stocks are created by domestic supply, which is only affected by seasonal changes not undergoing major changes in prices for that reason.

### 8.3 Price Trends of Selected Products and Reasons of Price Differentiation (農産物の価格動向と価格の差別化)

(1) Factors determining the prices

Prices in the fresh fruits & vegetables market vary a lot in Germany. "Prices change everyday" according to one of the fresh fruits & vegetables importer in Hamburg. He states that it depends on actual supply and demand patterns. Another importer says that it depends on the crop and the actual conditions of the German market.

The main factor determining prices of fresh fruits & vegetables is stated to be the "quality." All of the importers agree on this. Other factors like origin or season are claimed to be irrelevant. As it is seen through the information above, there is no distinct season for any of the products in which a certain product is necessarily unavailable; all of the products exist in the market all year round. Origin is an indirect factor reflected through the quality factor affecting the prices. Some countries who have the biggest



shares in the German imported fresh fruits & vegetables market, like Spain and Italy, already export very high quality products. Thus, the origin determines prices through quality.

(2) Reasons for differences in prices

Price differentiation regarding the origin of the product occur as a result of a combination of various stages from the first steps of production till the final stages of export. The factors determining the quality and thus affecting the price consist of all steps of production and marketing process, from the kind of seed used to the transportation. Weather conditions of the related year is another factor affecting the quality of the crop, consequently the price differentiation.

Therefore the main reason behind the relatively low prices of Turkish products is low quality, according to the importers. Low quality level stem from the deficiencies in production, packing and transportation processes in Turkey. Inefficient state policies about the standard of import and export activities have also been emphasized, especially by the Turkish importers in Germany, to point out some of the deficiencies of the Turkish import and export activities.

(3) Basis of competition in the fresh fruit & vegetables market

"Price and quality" are stated to be the most important factors determining the base of competition in the fresh fruits & vegetables market in Germany. The majority of the importers have stated that these two factors determine the basis together, while some of them rate price factor as the most important one and the quality the second.

According to the importers quantity has no function at all as a basis of competition. However, brand can be the following basis after price and quality, for several kinds of fruits and vegetables.

#### **8.4 Legal and Institutional Constraints/Incentives Affecting the Competitive Environment**

(競合関係に影響する組織制度の制約要因とインセンティブ)

Legal and institutional framework of trade activities realized in Germany (export or import) have been determined by EC rules. Fresh fruits & vegetables trade is also dependent upon these rules. Thus, any import/ export activity realized with the countries out of EC is obliged to EC's standards, quotas, controls and subsidies of EU.

(1) Customs and Tariffs

No custom duties or tariffs are applied for fresh fruit and vegetables, except for the ones applied to several articles in certain seasons. The exceptional items and the applied custom duties accordingly are stated below:

Items	Period	Rate (%)
Melon	01.11-31.03	6.5
	rest of the year	11.0
Water melon	16.06-31.10	11.0
Egg plant	01.01-01.04	9.0
Pumpkin	01.03-30.11	16.0
Grape	01.01-30.04	0.0
	01.05-17.06	18.0
	18.06-17.07	0.0
	18.07-31.10	22.0
	31.10-01.01	18.0

Except for those articles, all fresh fruits and vegetables are imported without any custom or tariffs. The rates applied are determined in EC every month or every fifteen days.

This tariff does not include additional taxes which are applied in case of low prices. These taxes will be examined in the following sections.

(2) Quotas

EC quotas are applicable according to seasons. If the season is the one of domestic production of the concerned country, then import quotas are applied. Excluding the seasons determined for each article individually, fresh fruits & vegetables are imported to Germany without quotas.

(3) Tax credits

For each kind of food imported to Germany, 7% of VAT is applied.

(4) Price control

Different reference prices are applied for each article. In case of low prices of the items imported, additional custom duties together with special added tax are implemented in order to protect the domestic market, so the producer.

Price control is also dependent on the season. It is applied on specific seasons for each product.

(5) Sanitary standards

All kinds of fresh fruits and vegetables imported to Germany, quality control is applied. In this process, consistency with the sanitary standards is controlled. It is the importer who is responsible for the controlling process. The quality of the product and packaging are controlled at the place of destination.

(6) Subsidies

Government subsidies are only available for export activities to the Third World Countries from EC. Unlikely there are no subsidies for import.

A different kind of subsidy is given to the domestic market, which is awarded to the local farms during the production process.

**8.5 Quality Requirement of the Market (品質に対するマーケットの要請)**

The fresh fruit and vegetables market in Germany requires top quality products due to the existing competitive environment in the related sector and the restrictions of EC. Thus, to assure high quality, all steps of production and marketing processes should be achieved according to the determined criteria of the EC. From cultivation to transportation, all steps should be controlled. These criteria have brought a kind of "perfectionist" demand to the market actually.

A product coming to the German market should be a top qualified one with a very good shape determined by the EC standards. Appropriateness of packaging in line with the restrictions of EC is another requirement. For instance, recyclable materials should be used for packaging. Unavoidably, price is one of the major factors to place a product in the market. Besides the determining feature of the free market, there are also EC restrictions active regarding the price. This has been already examined above, in the "price control" section.

Thus stability on the exclusively qualified product with a reasonable price should be provided.

These all show the level of awareness in the German fresh fruit and vegetables market of high quality and EC standards. Thus people who will be engaged in this sector - whatever the step is, whether production, packaging or marketing- should also be aware of these requirements.

## **8.6 Consumer Demand for Turkish Agricultural Products in Terms of Taste and Seasonality (トルコ産農産物に対する需要)**

There is no differentiation among the expectations regarding the demand from different countries. The demand is determined through the market mechanism and its current requirements depending on the goods that are already on the market. A new good to enter the market regardless of its origin should compete with the ones that are already in the market.

Seasonality is one of the most important variable in determining the conditions of the German fresh fruit & vegetables market. However, this concern has mostly been overruled in Germany due to the continuous flow of goods from all over of the world. When the season finishes in the north, goods of the south begin to flow to Europe in accordance to the demand. For instance, when the kiwis of Italy are completely harvested and consumed in the European markets, New Zealand kiwis begin to be imported. Thus the domestic market in Germany does not encounter a lack of supply of kiwis or any other likely product. Accordingly the price does not vary as is the case previously explained.

Exporter and importer companies are suffering from the lack of proper and exact information about international markets. Companies do not supply vegetables in desirable quality, quantity and in time, sometimes products do not reach to the importer by domestic transportation companies on time, which causes the loss in quality and price in the market.

## **8.7 Suggestions of Fresh Fruits & Vegetables Importers About the Import of Fresh Fruit and Vegetables from Turkey (トルコからの生鮮野菜・果実輸入に対する提案)**

In general they state that the fresh fruits & vegetables market has already been filled up with many goods from many countries. The demand for fresh fruits and vegetables is mostly satisfied by goods imported from South European countries like Italy and Spain, especially for the goods subject to the research. Instead of those goods, pepper (esp. type of "California Wonder"), early water-melon, melon (types: "Futuro" and "Galia"), eggplant, cherry, kidney beans, maize and pumpkin (green one) are recommended to be imported to Germany.

Although the importers suggest to import canned fresh fruits & vegetables to the German market, they do not recommend to import fruit juices, due to the current conditions of the market. They mostly state that the new brands of fruit-juices to be imported to German market will not have too much chance to compete with the already existing brands.

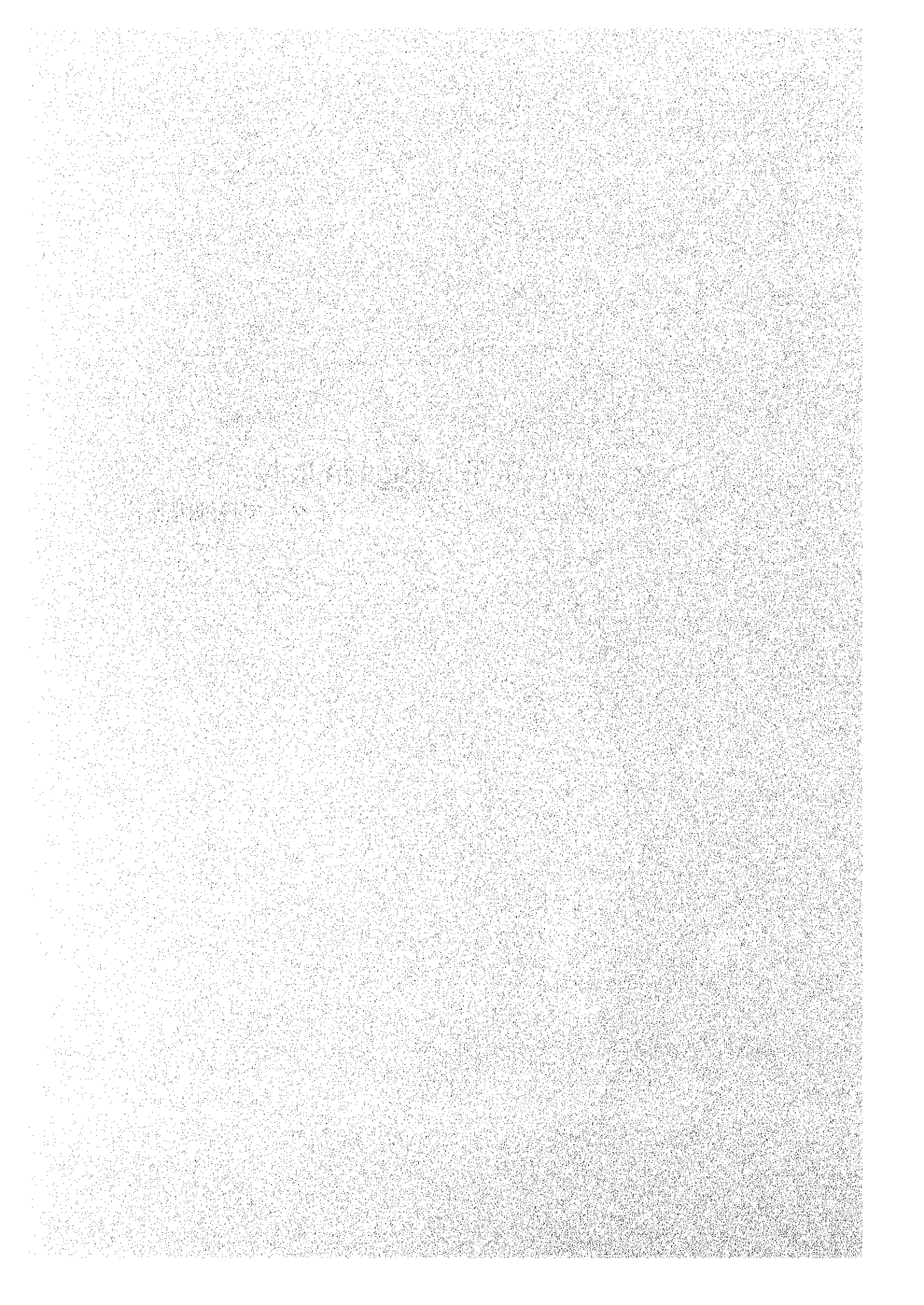
The importers, who have been interviewed also emphasize the importance of "green-houses" in the production of fresh fruits & vegetables that will be imported from Turkey. Because seasonal advantage is one of the most important points regarding the import of fresh fruits & vegetables to European Countries. Turkey is directly faced with this "season" problem, since she has almost the same seasons of production with the existing agricultural producers in Europe, especially with the two giants of European fresh fruits & vegetables market; Italy and Spain. Thus in order to compete with them, production ought to be widened to out of seasons too. This is one of the major recommendations in relation to fresh fruits & vegetables in Germany.

Additionally, obligatory standards of EC about quality, packaging, etc. should be followed, according to the opinions of importers.



## 9. Findings in Italy

(イタリア現地調査)





## **9. Findings in Italy (イタリア現地調査)**

### **9.1 Background (背景)**

Italy appears as the major exporter of fruit and vegetables in the European Community. Germany as importer, is dependent on the Italian fresh fruit and vegetables market to meet the demand for these products within the country. Due to Italy's suitable climate along with quality products preferred and required in the European Community market, Italy is treated as the major supplier of fresh fruit and vegetables in the Community.

The overall trend in the fresh fruit and vegetables market shows similarities with the Turkish fresh fruit and vegetables market because of the similar climatic characteristics of Turkey and Italy. A comparison of the activities in the fresh fruit and vegetables market in Italy will enable an understanding of the demand trends in the European Community towards fresh fruit and vegetables which ultimately will help incorporate Turkey's potential in the area.

The findings of the study show that within the past years Italy, being the major exporter of fresh fruit and vegetables in the European Community is faced with a major competitor in this field, that is another Mediterranean community benefitting from the same climatic advantages: Spain. Spain has exceeded the export potential of Italy in fresh fruit and vegetables recently.

The fact that the study was determined to focus on the southern part of Italy has deprived the study of determination of the major export trends of Italy, since the country's northern part only is specialized in exports to the European Country where as the southern part subject to research is concerned more with domestic consumption and production. The preference of the Northern part of the country in exports to the EC is based on the higher quality production in the region.

Parallel to the statements above, it is not surprising to note that in Rome, most of the private firms active in the fruit and vegetable sector are import companies. The private firms dealing with exports of fruit and vegetables are mostly located in the north regions of Italy. These regions are the richest part of the country and the quality of the products are higher than the other parts of Italy.

It is necessary to keep in mind while evaluating the activities in the fresh fruit and vegetables market in Italy that for the past twenty years, the economic life style of the country has been radically changed. The cost of production of the selected products of research have been getting higher than the past quarter of the century, based on the

increasing costs of labor and high standards required by the European Community. Another point to note is that the labor force percentage in the agricultural sector has been declining since the last quarter, with more foreign workers than Italians employed in the sector.

## **9.2 Policy and Regulations for Marketing of Agricultural Products in Ministry of Agriculture (農産物の流通に関する政策と規制)**

As Italy is a member of the European Union, the agricultural policy of the country is directed to be in line with the Common Agricultural Policy of the Union, just as is the case with any other Member State. The legislative agricultural system abides by the rules of the Common Policy of the EU.

Direction Generale VI-Agriculture (DG VI) is the common executive - general directory body of the European Commission. All the legislative background and applications regarding the agricultural sector such as trade, commercialization, pricing, production policies, international quotas, sanitary standards, state aids are determined by this executive organization.

The local ministries of agriculture of the Member States have administrative possibilities to provide the best application/implementation of the rules determined in Brussels. Thus, the administrative agricultural bodies in each member state are subject to the application of the quotas and standards of the Common Agricultural Policy of the Union.

The items that DG.VI deals with, are divided among some other local ministries in practice other than the Ministry of Agriculture such as Ministry of Trade, Industry, Health etc.

The main objective of the Ministry of Agriculture of Italy, is to serve the producers of agricultural products by protecting and supporting them individually within the perspectives of the Common Agricultural Policy. The protection of the rights of the producers is of question when the Common Agricultural Policy is applied. The Ministry is in the position to serve and protect the producers while simultaneously applying the common agricultural standards of the Union. That is since the Common Agricultural Policy dictates the quantity and quality of agricultural products both directly and indirectly over all member states, the Ministry is responsible to assert the same standards in his or her respective country.

Assuming that a resident farmer has been involved in production of tomatoes and earning his life through cooperation with exporters, the farmer has to achieve the quality and minimum price standards implemented by the Common Policy to be able to

compete in the international markets. The products of this sample farmer have to overcome the price cuts that may be offered by the non member states in the European market for fresh fruit and vegetables, as well as produce just the necessary amount which will not disturb the import-export balance of the country in relation to the Community.

While following the quotas implemented by the common Policy, if the Italian farmer suffers from insufficient amount of production which effects the level of income of the producer hence the maintained life standard, the Italian government is responsible for assuring the highest living standards for its farmers and reserve the previous production capacity of each farmer independent of the effects of the quotas of the Common Agricultural Policy. The Italian government enforces the application of subsidization programs, distributed from the funds of the European Community, not the Italian government itself, reserved for this purpose to achieve the standards previously in existence. For example if the farmer produces ten tons of tomato in one month to be exported to Germany and Germany rejects five tons of the imports, than the producer is subsidized for the labor and work and the product that is regarded as extra. Clearly, this system requires a body that at least controls or suggests the suitable amount of production along with the quality of the production. There are relevant Chambers of Agriculture or producers working together or benefitting from the supervision of the Ministry of Agriculture of other related Ministries in this context.

In short the Ministry of Agriculture in Italy works to apply the European laws in the country and to protect the rights of Italian producers in comparison to all other producers over all member states of the European Community. The Ministry as well aims at maintaining and improving the high level of living standards of agricultural workers in relation to the labor force employed in the different sectors of the economy in the country, Italy and the European Community.

The basic prices of agricultural products in the Common Market of which Italy is a part, are determined by taking the mean of the existing prices in each Member State in terms of European Currency Unit (ECU). The prices of the European Community are always higher than the international market prices to improve the income level of the producer in any the Member States of the Community. The prices of fresh fruit and vegetables vary according to the quality of the product.

The prices applied in line with the Common Agricultural Policy are declining due to GATT negotiations to allow for better relations of world trade. The fruit and vegetables are subject to lowest protection among other products traded within the European Union.

The exports of fresh fruit and vegetables from the Mediterranean countries and the parties of the Convention of Lome to the European Union are realized easily due to the special agreements signed with the European Union following pre determined quantity and price quotas.

Marketing of the agricultural products is undertaken by common studies of the private firms, the Ministry of Trade and the Ministry of Agriculture.

The cooperatives, the national and regional sector organizations or chambers are the major lobbying factors affecting the determined terms of external trade of fruit and vegetables.

In the process of foreign trade between Turkey and the Member States of the European Union, the main points to study are in the Customs Union negotiations common to all Member States. The rules and laws of European Union will be applied in all trade relationships between Turkey and Italy, same as that of any other country in the Union.

### **9.3 Export Trends of the Selected Agricultural Products** (農産物の輸出動向)

The export figures of selected fruit and vegetables over the previous three years by destinations are hereby analyzed.

The export trends for the selected products are similar regarding the countries of origin. That is Germany, France and Switzerland are the countries mostly accepting exports from Italy. The prices that are applied on exports from Italy vary according to the seasonal changes, which actually affect the availability of the products in the country. In short the export prices for summer products are higher in case of exporting the product in the winter (off season).

#### (1) Tomato

Tomato exports of Italy are mostly directed to Germany on an average price of 1.33 thousand lire per kg in 1992, followed by France, Switzerland and Jugoslavia. France and Germany which import the Italian tomato on an average price which is less than all the other exports of tomato out of the country. In 1993 a total of 54,170 ton tomato has been exported on an average price of 0.93 thousand lira per kg, cheaper than the past two years of concern.

In year 1993 the average price per one kg of tomato exports is 1662 lira in January and cheaper (1492 lira) in July, corresponding to the seasonal changes

affecting the availability of the product. Thus, the export prices for tomato show the same trend as that of domestic prices for tomato, hitting the maximum in the winter months and decreasing constantly as entering the warmer months of the spring and the summer.

(2) Broccoli

Broccoli exports of Italy have been favored mostly by Germany in 1991 and Switzerland in 1992. The same applies for the year 1993, in which a total of 77,208 tons of broccoli have been exported, priced 1.28 thousand lira per kg on the average. Germany among other countries of import benefits from the relatively cheaper prices of import as is the case with the tomato imports.

The export prices for broccoli has not varied over the months as was the case in the export prices for tomatoes.

(3) Lettuce

Exports of lettuce (cappucio kind) from Italy are concentrated towards Germany and Austria on an average price of 1.55 thousand lira per kg. in 1993 and 1.45 thousand lira in 1992. Benelux countries along with the former Republics of the Soviet Union are other importers of Italian lettuce.

The export prices for the summer and winter months do not vary in lettuce exports of Italy, an average price of 1.5 thousand lira is depicted in for both summer and winter in 1993.

(4) Melon

Most of the Italian melon is exported to Germany, Switzerland and Austria in 1991 and 1992. Germany appears as the major importer for watermelon especially. The average price for melon exports of Italy in 1992 is 1.17 thousand lira per kg. Average price for water melon exports on the other hand is 0.41 thousand lira per kg.

In the year 1993, the average prices for melon exports has varied for the summer and winter months. The export prices are higher in the winter months as of January 1993, 957 lira per kg and as of July 1993, 492 lira per kg. This shows that the seasonality of the product plays an important role in the determination of export prices.

(5) Pear

As of 1993, the total amount of pear exports of Italy adds up to 171,309 tons, priced 0.94 thousand lira per kg. Germany followed by France are the two countries receiving imports of Italy. Spain surprisingly also imports pears from Italy, amounting

to 3,440 tons at an average price of 1.38 thousand lira in 1992 and 4,627 tons at an average price of 0.82 thousand lira, and the price in 1992 was the highest export price per kg of pear in comparison to the other countries. In general the average price has decreased from 1.57 thousand lira per kg in 1991 to 1.11 thousand lira in 1992 and 0.94 thousand lira in 1993.

(6) Plum

The latest figures for plum exports of Italy in 1993 portray an average price of 1.31 thousand lira per kg, a total of 20,951 tons. The price tend to fluctuate from an average price was 1.73 thousand lira per kg in 1991 to 1.05 thousand lira in 1992.

Average prices of plum exports throughout the year in 1993 change according to the seasons. The average price for the exports is 2110 lira per kg in January and almost half the amount in July 1450 lira per kg corresponding to the abundance of the product in the summer seasons.

(7) Kiwi

A considerable quantities of kiwi are exported from Italy; amounting to 118,858 tons in 1991 to 231,823 tons in 1993. The main three countries importing kiwi are Germany, France and Spain. The average price of kiwi has decreased from from 1.60 thousand lira per kg to 1.02 thousand lira in 1993.

Kiwi appears as the cheapest one of the selected products in terms of exports prices of Italy with a stable average price all through out the year.

(8) Peach

The total amount of peach exports from Italy are 416,515 tons in 1991, 507,985 tons in 1992 and 409,023 tons in 1993. The major importer for Italian peaches is Germany amounting to about 54 percent of total exports of peach in 1993. The average price for one kg of peach exports is 1.38 thousand lira in 1993 overall. The average price is also tend to fluctuate from 1.48 thousand lira in 1991 to 0.99 thousand in 1992 and 1.38 thousand lira in 1993.

The quantity and value of exports of selected agricultural produce in January, July and December of 1993 is shown in table 9.1 and the export of Italy by destination is shown in table 9.2

Table 9.1 Quantity and Value of Exports of Selected Agricultural Produce (January, July and December 1993)

	Amount (100 kg)	Value (000 It)	Value/kg (average)
<b>Broccoli</b>			
Jan 93	593 428	75 410 484	1270
Jul 93	595 998	75 726 343	1270
Dec 93	77 208	99 202	12.8
<b>Lettuce</b>			
Jan 93	207 052	32 594 838	1574
Jul 93	209 342	32 920 193	1572
Dec 93	28 619	44 775	15.5
<b>Tomato</b>			
Jan 93	228 382	37 970 744	1662
Jul 93	329 174	49 140 410	1492
Dec 93	54 170	76 757	14.2
<b>Pear</b>			
Jan 93	583 791	60 768 345	1040
Jul 93	599 192	62 212 590	1038
Dec 93	171 309	161 010	9.4
<b>Peach</b>			
Jan 93	451 066	62 590 134	1387
Jul 93	1 781 642	257 943 792	1447
Dec 93	409 023	563 826	13.8
<b>Plum</b>			
Jan 93	3917	826 717	2110
Jul 93	46 311	6 715 751	1450
Dec 93			
<b>Melon</b>			
Jan 93	79 413	7 602 056	957
Jul 93	491 936	24 180 366	492
Dec 93	12 553	17 809	14.2
<b>Kiwi</b>			
Jan 93	1 853 745	181 412 361	979
Jul 93	1 857 343	181 951 561	980
Dec 93	231 823	236 483	10.2

Source: ISMEA BULLETINS, 1993

Table 9.2. Export of Selected Agricultural Produce of Italy by Destination

	1991			1992			1993		
	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira
FRANCE	43,060	5,158,296	1.20	69,068	7,731,818	1.12	125,150	16,645,000	1.33
GERMANY	179,050	22,807,468	1.27	198,289	26,300,209	1.33	272,130	39,021,000	1.43
SWITZERLAND	15,750	2,704,321	1.72	20,115	3,419,362	1.70	38,150	7,296,000	1.91
YUGOSLAVIA	2,770	501,000	1.81	3,710	449,000	1.21	-	-	-
BENELUX	9,670	1,099,000	1.14	367	55,356	1.51	10,020	1,086,000	1.08
SWEDEN	-	-	-	140	28,436	2.03	-	-	-
SPAIN	-	-	-	-	-	-	31,050	4,531,000	1.46
OTHERS	22,350	2,489,915	1.11	26,041	3,194,819	1.23	65,200	8,178,000	1.25
<b>TOTAL</b>	<b>272,650</b>	<b>34,760,000</b>	<b>1.27</b>	<b>317,730</b>	<b>41,179,000</b>	<b>1.30</b>	<b>541,700</b>	<b>76,757,000</b>	<b>1.42</b>
<b>Broccoli</b>									
	1991			1992			1993		
	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira
BENELUX	25,700	2,772,000	1.08	26,360	2,508,000	0.95	36,700	4,300,000	1.17
FRANCE	27,570	4,294,000	1.56	30,770	3,874,000	1.26	48,590	6,397,000	1.32
GERMANY	234,080	26,841,000	1.15	304,320	29,354,000	0.96	321,520	37,333,000	1.16
HOLLAND	58,280	7,281,000	1.25	70,520	7,269,000	1.03	79,890	9,931,000	1.24
UK	47,839	7,486,941	1.57	52,080	7,733,000	1.48	48,660	8,281,000	1.70
SWITZERLAND	76,381	13,264,786	1.74	75,200	10,574,000	1.41	75,550	12,377,000	1.64
AUSTRIA	60,460	6,470,000	1.07	59,925	5,385,907	0.90	72,560	8,107,000	1.12
OTHERS	68,180	9,777,273	1.43	93,925	11,310,827	1.20	88,610	12,476,000	1.41
<b>TOTAL</b>	<b>598,490</b>	<b>78,187,000</b>	<b>1.31</b>	<b>713,100</b>	<b>78,008,734</b>	<b>1.09</b>	<b>772,080</b>	<b>99,202,000</b>	<b>1.28</b>

Source: EUROSTAT



Table 9.2 Export of Selected Agricultural Produce of Italy by Destination

	1991			1992			1993		
	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira
HOLLAND	22,032	2,744,849	1.25	18,440	2,189,000	1.19	17,370	1,988,000	1.14
GERMANY	60,962	8,357,273	1.37	65,093	7,842,368	1.20	121,810	18,341,000	1.51
UK	21,853	2,294,517	1.05	22,450	2,336,000	1.04	14,730	1,958,000	1.33
DENMARK	2,960	427,000	1.44	4,110	522,000	1.27	2,390	377,000	1.58
SWITZERLAND	9,449	1,975,240	2.09	5,720	928,000	1.62	26,110	5,003,000	1.92
AUSTRIA	34,582	6,090,955	1.76	51,860	7,389,000	1.42	53,580	9,804,000	1.83
FRANCE	6,430	923,000	1.44	6,690	925,000	1.38	6,380	901,000	1.41
OTHERS	13,885	2,084,378	1.50	12,583	1,514,249	1.20	43,820	6,103,000	1.39
<b>TOTAL</b>	<b>172,153</b>	<b>24,897,212</b>	<b>1.45</b>	<b>186,946</b>	<b>23,645,617</b>	<b>1.26</b>	<b>286,190</b>	<b>44,475,000</b>	<b>1.55</b>

Melon

	1991			1992		
	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira
FRANCE	4,957	656,021	1.32	3,920	496,740	1.27
BENELUX	-	-	-	606	93,478	1.54
GERMANY	23,842	2,906,313	1.22	15,100	1,631,964	1.08
UK	-	-	-	3,169	453,746	1.43
DENMARK	-	-	-	6,793	580,740	0.85
SWITZERLAND	15,429	2,067,504	1.34	17,148	2,596,889	1.51
AUSTRIA	11,501	1,303,848	1.13	22,704	2,289,371	1.01
JAPAN	-	-	-	90	20,420	2.27
OTHERS	10,802	1,200,671	1.11	4,067	435,366	1.07
<b>TOTAL</b>	<b>66,531</b>	<b>8,134,357</b>	<b>1.22</b>	<b>73,597</b>	<b>8,598,714</b>	<b>1.17</b>

Source: EUROSTAT

Table 9.2 Export of Selected Agricultural Produce of Italy by Destination

Pears	1991			1992			1993		
	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira
FRANCE	105,090	18,320,000	1.74	133,150	17,358,000	1.30	181,620	22,267,000	1.23
GERMANY	463,860	77,342,000	1.67	681,820	78,041,000	1.14	1,099,880	97,407,000	0.89
UK	83,280	13,003,000	1.56	130,250	11,668,000	0.90	173,930	17,951,000	1.03
DENMARK	25,510	2,828,000	1.11	7,780	636,000	0.82	14,150	1,181,000	0.83
SPAIN	31,640	3,052,000	0.96	34,400	4,738,000	1.38	46,270	3,784,000	0.82
SWITZERLAND	26,960	3,167,000	1.17	19,030	2,318,000	1.22	5,090	465,000	0.91
FINLAND	3,902	707,719	1.81	18,220	1,715,000	0.94	14,440	1,682,000	1.16
IRELAND	13,190	1,813,000	1.37	13,990	1,155,000	0.83	33,020	3,038,000	0.92
OTHERS	65,888	8,215,281	1.25	118,870	10,292,000	0.87	144,690	13,235,000	0.91
<b>TOTAL</b>	<b>819,320</b>	<b>128,448,000</b>	<b>1.57</b>	<b>1,157,510</b>	<b>127,921,000</b>	<b>1.11</b>	<b>1,713,090</b>	<b>161,010,000</b>	<b>0.94</b>

Plum	1991			1992			1993		
	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira	Quantity 100 kg	Value 1000 Lira	Price/kg 1000 Lira
FRANCE	12,160	2,178,000	1.79	4,220	515,000	1.22	5,290	767,000	1.45
BENELUX	12,150	2,317,000	1.91	8,940	1,170,000	1.31	4,660	759,000	1.63
GERMANY	122,520	21,062,000	1.72	111,290	11,184,000	1.00	147,600	18,675,000	1.27
SWITZERLAND	8,770	1,845,000	2.10	7,400	1,017,000	1.37	11,380	2,041,000	1.79
AUSTRIA	3,860	733,000	1.90	9,230	974,000	1.06	5,720	922,000	1.61
UK	6,320	946,000	1.50	11,990	1,100,000	0.92	15,740	2,071,000	1.32
DENMARK	4,220	740,000	1.75	8,860	877,000	0.99	8,450	856,000	1.01
OTHERS	13,530	1,845,000	1.36	10,500	1,258,000	1.20	10,670	1,364,000	1.28
<b>TOTAL</b>	<b>183,530</b>	<b>31,666,000</b>	<b>1.73</b>	<b>172,430</b>	<b>18,095,000</b>	<b>1.05</b>	<b>209,510</b>	<b>27,455,000</b>	<b>1.31</b>

Source: EUROSTAT

Table 9.2 Export of Selected Agricultural Produce of Italy by Destination

	1991			1992			1993		
	Quantity	Value	Price/kg	Quantity	Value	Price/kg	Quantity	Value	Price/kg
	100 kg	1000 Lira	1000 Lira	100 kg	1000 Lira	1000 Lira	100 kg	1000 Lira	1000 Lira
<b>Kiwi</b>									
FRANCE	109,970	16,879,000	1.53	161,410	16,624,000	1.03	169,180	17,553,000	1.04
GERMANY	537,870	86,824,000	1.61	671,980	90,652,000	1.35	859,130	90,589,000	1.05
SPAIN	114,550	18,304,000	1.60	173,190	20,676,000	1.19	169,180	17,553,000	1.04
AUSTRIA	63,700	10,697,000	1.68	95,250	12,689,000	1.33	115,560	12,739,000	1.10
HOLLAND	57,610	9,487,000	1.65	88,890	11,864,000	1.33	122,130	12,878,000	1.05
BENELUX	48,910	7,950,000	1.63	67,420	9,194,000	1.36	79,600	8,917,000	1.12
UK	35,970	6,259,000	1.74	69,580	10,094,000	1.45	103,590	11,061,000	1.07
OTHERS	220,000	33,419,000	1.52	359,900	45,597,000	1.27	699,860	65,193,000	0.93
<b>TOTAL</b>	<b>1,188,580</b>	<b>189,819,000</b>	<b>1.60</b>	<b>1,687,620</b>	<b>217,390,000</b>	<b>1.29</b>	<b>2,318,230</b>	<b>236,483,000</b>	<b>1.02</b>
<b>Peach</b>									
FRANCE	282,960	37,222,000	1.32	134,250	11,821,000	0.88	140,450	16,872,000	1.20
GERMANY	2,249,290	331,474,000	1.47	2,806,870	272,962,000	0.97	2,208,970	303,813,000	1.38
UK	551,870	88,305,000	1.60	736,530	76,946,000	1.04	646,340	89,514,000	1.38
BENELUX	203,230	29,742,000	1.46	241,160	24,427,000	1.01	158,790	21,286,000	1.34
HOLLAND	133,110	19,380,000	1.46	165,810	16,736,000	1.01	125,700	18,330,000	1.46
SWITZERLAND	264,540	42,848,000	1.62	272,270	28,768,000	1.06	230,850	36,213,000	1.57
AUSTRIA	157,870	24,112,000	1.53	254,230	27,299,000	1.07	178,720	28,045,000	1.57
DENMARK	72,730	9,615,000	1.32	102,890	8,457,000	0.82	68,820	8,710,000	1.27
OTHERS	249,550	35,799,000	1.43	365,840	33,439,000	0.91	331,590	41,043,000	1.24
<b>TOTAL</b>	<b>4,165,150</b>	<b>618,497,000</b>	<b>1.48</b>	<b>5,079,850</b>	<b>500,855,000</b>	<b>0.99</b>	<b>4,090,230</b>	<b>563,826,000</b>	<b>1.38</b>

Source: EUROSTAT

#### 9.4 Trend of Domestic Price of the Selected Agricultural Products (農産物の国内価格の動向)

All the statistical data are obtained from the Agriculture Institute ISMEA and the listed prices are presented monthly (table 9.3). The prices of some products are not presented because they were not reliable data.

##### (1) Tomato

As is the case in Turkey, the prices for tomato portray a trend reflecting the climatic conditions, being higher in the winter months in the domestic market. The cheapest tomato is available in the market in the months of July and August. February, March and April are the months corresponding to the highest prices of tomato in the domestic market, along with an increased amount of exports.

##### (2) Lettuce

Lettuce is subject to the same changes in pricing in the domestic market in Italy. The beginning of the summer season, that is the months of May and June are faced with an abundance of the product with the lowest prices. March and February are subject to the highest prices of the product, showing the lack of production or diminishing of stocks, if any, in addition to the inappropriate climate for production of lettuce.

##### (3) Radish

Along with lettuce, March and April are the months of highest prices for the selected vegetables. Since radish is definitely a winter product, the cheapest prices are seen in October and November. The prices follow an increasing trend till March and April and decrease from April on.

##### (4) Broccoli

The domestic prices for broccoli in Italy do not depict a regular trend. The average price per kg varies all throughout the year. For example the year 1993 is subject to the lowest price per kg of broccoli in the months of October, January and April.

##### (5) Kiwi

Kiwi is mostly found in the market late fall to early spring, the average price per kg being lowest in February.

##### (6) Plum/peach

Since only data for the summer season is available for these two selected products, it is impossible to dictate the lowest prices for the products all through out the year. However, because these are summer fruit mostly, the prices are lowest in July and August. The prices are comparatively higher in June signifying that these fruit face a high price period just at the time of first appearance in the market

Table 9.3 Monthly Average of Wholesale Prices of Selected Goods in Italy

Year	Unit: 1000 lira/kg.											
	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>Cauliflower</b>	1991	1.082	1.410	0.733	1.080	-	-	-	-	0.924	1.290	1.715
	1992	1.384	0.726	0.872	1.096	1.055	-	-	1.540	1.064	0.741	0.773
	1993	0.964	1.102	1.690	0.933	1.128	-	-	1.005	0.936	1.064	-
<b>Tomato</b>	1991	2.481	2.275	2.539	2.296	2.412	2.051	1.617	1.436	1.122	1.387	-
	1992	2.117	1.823	2.365	2.613	1.956	1.184	0.856	1.461	1.817	1.749	1.558
	1993	1.895	2.058	2.099	2.343	1.907	1.284	1.038	0.993	1.332	1.340	1.390
<b>Lettuce</b>	1991	1.817	2.255	1.617	-	-	-	-	-	1.170	1.457	1.637
	1992	1.648	1.176	1.147	1.119	0.883	1.225	-	-	-	1.319	1.135
	1993	1.324	1.725	2.169	1.762	0.964	0.917	1.180	1.048	1.151	1.338	1.307
<b>Radish</b>	1991	2.683	4.060	3.378	-	-	-	-	-	-	-	2.647
	1992	2.990	2.856	4.014	4.980	3.255	3.426	-	4.592	2.485	1.160	1.933
	1993	2.292	2.257	3.722	4.816	3.615	2.336	2.025	2.743	1.794	1.585	-
<b>Melon</b>	1991	-	-	-	-	-	1.690	0.800	-	-	-	-
	1992	-	-	-	-	-	-	-	-	-	-	-
	1993	-	-	-	-	-	-	-	-	-	-	-
<b>Kiwi</b>	1991	-	-	-	-	-	-	-	-	-	-	-
	1992	2.005	1.972	2.043	1.936	2.272	-	-	-	2.730	1.654	1.071
	1993	1.046	1.051	1.093	1.399	-	-	-	-	2.219	1.590	1.491
<b>Plum</b>	1991	-	-	-	-	3.955	1.926	1.750	-	-	-	-
	1992	-	-	-	-	2.216	1.330	1.297	1.212	-	-	-
	1993	-	-	-	-	2.630	1.745	1.376	1.283	-	-	-
<b>Yellow Peach</b>	1991	-	-	-	-	2.349	1.850	1.320	-	-	-	-
	1992	-	-	-	-	1.566	0.960	0.960	1.080	-	-	-
	1993	-	-	-	-	2.450	1.611	0.980	1.179	-	-	-
<b>White Peach</b>	1991	-	-	-	-	2.450	2.001	1.470	-	-	-	-
	1992	-	-	-	-	1.685	1.085	1.060	1.133	-	-	-
	1993	-	-	-	-	2.812	1.754	0.998	1.008	-	-	-
<b>Nectarine Peach</b>	1991	-	-	-	-	3.090	1.959	1.405	-	-	-	-
	1992	-	-	-	-	1.984	1.190	0.972	1.194	-	-	-
	1993	-	-	-	-	3.525	1.890	1.199	1.426	-	-	-

Remarks: Value added tax excluded.

Source: ISMEA

## 9.5 Processing of the Selected Agricultural Products (農産物の加工)

Processing of agricultural products is one of the developed industries in Italy. Italy is one of the two biggest producers of processed products in the world along with USA.

Approximately hundred percent of the raw materials used in the processing industry in Italy are provided by Italian producers. The developed system of organization regulates and plans the amount and quality of the supply of the processed products to be produced. A lot of the cooperatives are unified under executive institutions in Italy, for example, (CON.CO.O.SA) to balance the demand in the processing industry and the supply of the producers. CON.CO.O.SA is the second executive organization of the producer's cooperatives and it is the biggest one of the south of Italy.

The institutions such as CON.CO.O.SA are organized by the producer's cooperatives and operate as private firms. In the beginning of the year, during the winter time the institution negotiates with the processing industry to determine the amount, kind and quality of the agricultural products demanded for processing. CON.CO.O.SA, for instance signs a contract in the name of the cooperative representing the producers, which includes the order for the approximate raw materials for the processing industry as a whole following various research and negotiations with the factory authorities. The demand for raw materials are then determined for the next cultivation period and are based on signed contracts to be executed by the producers themselves and directed by institutions like CON.CO.O.SA.

These institutions regulate all the stages of production and delivery of the raw materials from the cultivated land of the producer until the end of the period of payment by the processing companies/factories for the raw materials supplied.

The contract stabilizes the price and the production level. The prices are determined by European Union pricing standards and the same pricing is applicable in all over the Member States of the European Union. The determining factors of price are mostly the quality, type and sanitary standards of the product.

These kind of contracts may be done also with foreign customers. The related institution regulates all the necessary operations to provide the needed product to the foreign customer by following the benefits of the local producers.

These active organizations structured as unions of selected producers in Italy are also involved with and follow up on the new technological developments. The

institutions cooperate with relevant universities, research institutions and related experts in the field to provide the producers that they are representing the best production standards.

There are two biggest representatives of the processing product industries in Italy. There are about 230 processing companies in the country and 160 are represented by ANICAV, a major union of producers and another 40 enterprises are represented by AIPA in the north region of Italy.

Generally speaking, 50-60 percent of the production of the processing products are realized in the south of Italy. Tomato is the principal product in the processed products industry, same as the case in Turkey.

The revenue of these institutions, functioning as private unions of producers in the processed food industry such as ANICAV is about 1-2 percents of the total amount of the invoices provided from the agreed trade activities with the factories of processed food industry.

Similar to that of fresh fruit and vegetables, the overall trend for exports of processed food products from Italy is oriented towards exports to the countries of European Union.

#### 9.4 Exports of canned tomatoes in 1993

	Quantity (ton)	Value (million lt)
United Kingdom	252,321	224,999
Germany	226,397	209,931
France	112,457	114,177
Bel+ Lux	53,338	50,131
Holland	42,239	38,788
Saudi Arabia	37,284	37,681
Switzerland	34,879	33,627
Canada	32,800	29,737
Japan	30,606	19,013
Sweden	23,127	14,060
Australia	17,815	18,545
Denmark	16,551	12,354
Costa D'avoria	14,870	20,251
Argentina	14,374	10,030
USA	12,583	14,295
Austria	10,626	13,691
Benin	9,768	10,345
Gambia	9,387	13,575
Zaire	8,780	9,932
Guinea	7,825	13,630
Other countries	106,170	125,803
<b>TOTAL</b>	<b>1,074,197</b>	<b>1,034,595</b>

Source: ISMEA Bulletin, ANICAV

#### 9.5 Export of Tomato concentrate in 1993

	Quantity (ton)	Value million lt)
Germany	62,819	86,200
United Kingdom	27,690	44,354
France	23,745	38,629
Holland	17,476	20,506
Costa D'avario	14,781	18,265
Saudi Arabia	14,080	17,912
Bel + Lux	12,478	12,287
Benin	9,729	18,446
Gambia	9,346	14,242
Zaire	8,510	13,224
Other countries	96,019	131,788
<b>TOTAL</b>	<b>296,673</b>	<b>415,853</b>

Source: ISMEA Bulletin, ANICAV

#### 9.6 Export of tomato juice in 1993

	Quantity (ton)	Value (million lt)
Germany	27,041	22,336
France	16,230	12,770
Bel + Lux	8,471	6,863
United Kingdom	6,336	6,160
Greece	2,279	2,498
Holland	3,013	2,054
Switzerland	911	1,125
Sweden	1,166	827
Canada	406	397
Cuba	326	348
Other countries	2,029	2,381
<b>TOTAL</b>	<b>68,208</b>	<b>57,759</b>

Source: ISMEA Bulletin, ANICAV



## **9.6 Production and Processing Cost (加工品の生産量と生産費)**

The costs of production of the selected products vary due to technological innovations used in the production process.

The labor force is considered as the highest cost item by the producers of fresh fruit and vegetables. In the south part of Italy, Africans are employed by the farmers to cut the cost. Approximately 30,000 Africans are still working on the production lands in the south region of Italy, (especially in Campania region)

The use of the new technological machinery cuts about 50 percent of the total cost in the long term as claimed by the interviewers.

The sources contacted during the project were not able to provide us with actual costs per item of production since there were no published data available. Approximately, the production cost of tomato per hectare was stated to be 7,000,000 lira Italian on the average.

Processing costs diversify according to the size and the kind of organization of the production companies. Processing costs per item cannot exactly be given due to the lack of sufficient literature published regarding the subject. The other related institutions have stated that information about detailed cost break down is confidential, thus could only provide general information about the costs in the processing industry.

The raw materials (30%) and the packaging (25-30%) are the two highest cost items of the processing products industry on the average. The balance is divided among labor force, financial expenses as loans and fixed expenses.

## **9.7 Transportation (輸送システム)**

The transportation cost by trucks from Italy to Germany is about 3500 - 4700 DM. per truck. The transport costs varies depending on the related regions of Italy. The costs for transport is 3500 DM for transports from the northern part of Italy to the southern part of Germany and 4700 DM to the northern part of Germany.

