

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Fresh Deciduous Fruit Annual 2015

Report Categories:

Fresh Deciduous Fruit
Agriculture in the News
Agricultural Situation

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Report Highlights:

Despite an extremely hot and dry summer, the Czech apple and pear crops remains strong, estimated at 140,660 MT of apples and 9,372 MT of pears.

General Information:

Area

Planted area in MY2014 as reported by the Central Institute for Supervising and Testing in Agriculture was 9,023 hectares in apple orchards and 790 hectares in pear orchards, harvested areas were 8,721 HA of apples and 704 HA of pears. The harvested areas reported for MY2015 is 7,624 HA for apples and 681 HA for pears. The declining trend in areas and numbers of fruit trees is due to the high age of fruit trees and lack of capital to renew orchards.

Production

Commercial

The first apple and pear production estimates released at the beginning of summer were very optimistic, expecting this year's crop to exceed the crops of several previous years. Current estimates prepared by the Central Institute for Supervising and Testing in Agriculture to September 1, 2015 were revised down, however, the crop still remains strong, increasing year-on-year by 7 percent and exceeding the 5-year average by 27 percent, as the Union of Fruit Growers commented.

The main reason for the lower crop estimate was weather development: after a mild winter and absence of destructive spring frosts, the situation seemed very promising. But the following lack of precipitation in combination with an extremely hot summer took its toll, resulting in smaller fruit in some regions.

According to the Central Institute for Supervising and Testing in Agriculture, last year Czech growers harvested 130,902 MT of apples and 3,758 MT of pears. This year commercial production should reach 140,660 MT of apples and 9,372 MT of pears.

Non-Commercial

The Czech Statistical Office publishes an annual report on production of selected crops that includes household estimates. Czech apple production in 2014 including non-commercial production reached 207,990 MT, and pear production reached 12,351 MT. This means that non-commercial production accounted for more than one third of the total apple production and more than one quarter of pear production.

Consumption

Fresh Domestic Consumption

In general the market for fresh apples in the Czech Republic has been decreasing. The reason is stronger interest in new fruits and growing consumer purchasing power as well as wider range of fruit choices available in stores. Young people in the urban areas prefer new and exotic fruits such as kiwi,

pineapple, kumquat, and passion fruit.

Retail consumption is dependent on local production. Fresh apples sold loose are preferred, so shoppers can evaluate the quality themselves and select exactly the fruits they prefer. Some discounters offer better prices of packages of 1-2 kg in plastic bags. It is also common to buy apples in wooden trays of 5 or 10 kg in open markets or directly from producers. This bulk packing or economy packaging is used for lower quality or lower-priced apples. Organic apples sold in supermarkets are usually packaged in plastic trays of four fruits wrapped in plastic.

Dried apples are not very popular in the Czech Republic. In rural areas some consumers dry apples at home from trees in their yards. Some are sold in supermarkets/hypermarkets. Most urban consumers, however, do not buy them in stores, as the price is high and they prefer other kinds of dried fruits or buy nuts as a snack instead. Dried apples are not popular but with growing health trends it is expected that they will be offered in more organic stores and hypermarkets with other organic foods.

Apples are among the most popular fruit consumed in the Czech Republic and are an important part of the Czech diet. Czech consumers are well aware of the importance of apple consumption of one's health. Consumption of apples is influenced by year-round availability in retail stores and easy storage in homes during winter. Euromonitor lists most popular local varieties as Golden Delicious, Idared, Jonagold, Gala, Discovery, Spartan, James Grieve, and Sampion. Among imported varieties, Golden Delicious, Red Delicious and Gala from Italy, and Paula Red and Royal Gala from Slovakia and Austria are among the most popular ones. Gala organic apples from Italy are quite popular among organic varieties.

Processing

According to Euromonitor, in 2013 retail accounted for 36.6 percent of domestic consumption, while food processing was the main driver of total consumption. This has not changed a lot from 2010-2013. The main factor influencing this breakdown in consumption share is the quality of harvest in a particular year, which influences for what purpose apples are used. If the quality is average as in 2013, they will be used for processing into juice, puree, and even alcohol distilled from apples. The 2014 crop is characteristic with smaller fruit, therefore less suitable for retail sales so the supply for processing will be ample. This will mean lower income for many growers, as the prices for processing apples are approximately 60-75 percent lower.

Withdrawals from the Market

So far the Czech Republic has not used the withdrawal mechanism that is one of the European Commission's three tools for emergency market measures for perishable fruits and vegetables. For more details please refer to the [EU-28 Fresh Deciduous Fruits Annual Report](#) published by our office in Vienna. The document is accessible at:

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Oilseeds%20Market%20Update_Vienna_EU-28_8-5-2015.pdf.

Trade

Czech Republic Import Statistics, Commodity: 080810, Apples, Fresh

Partner Country	Unit	(000 MT)			% Change
		July 2012- June 2013	July 2013- June 2014	July 2014- June 2015	2015/2014
World (Total), Out of Which:	MT	73	80	84	4.83
Poland	MT	26	33	22	- 32.96
Italy	MT	10	11	22	101.95
Slovakia	MT	22	18	14	- 20.75
Germany	MT	7	8	14	66.51
Belgium	MT	2	3	5	117.26
Austria	MT	2	1	4	291.39
Netherlands	MT	3	2	2	26.16
Hungary	MT	0	0	1	39.51
France	MT	0	1	0	- 59.40
Serbia	MT	0	3	0	- 97.68
Bulgaria	MT	0	1	0	- 95.51

Source: Global Trade Atlas

Czech Republic Export Statistics, Commodity: 080810, Apples, Fresh

Partner Country	Unit	(000) MT			% Change
		July 2012- June 2013	July 2013- June 2014	July 2014- June 2015	2015/2014
World (Total), Out of Which:	MT	113	57	55	- 3.20
Austria	MT	40	16	18	11.40
Germany	MT	57	27	17	- 38.22
Slovakia	MT	8	10	10	- 6.30
Italy	MT	2	3	5	52.29
Poland	MT	1	0	4	8681.25
Spain	MT	1	0	2	661.00
Hungary	MT	1	0	0	- 21.29
Netherlands	MT	1	0	0	- 100.00

Source: Global Trade Atlas

Czech Republic Import Statistics, Commodity: 080830, Pears, Fresh

Partner Country	Unit	(000 MT)			% Change
		July 2012- June 2013	July 2013- June 2014	July 2014- June 2015	2015/2014

World (Total), Out of Which:	MT	8	11	18	64.46
Netherlands	MT	3	5	8	79.86
Belgium	MT	1	3	6	115.96
Slovakia	MT	1	1	1	2.79
Germany	MT	1	1	1	- 25.91
Italy	MT	1	1	1	18.33
Poland	MT	0	0	1	150.26
Spain	MT	0	1	0	- 23.22

Source: Global Trade Atlas

Czech Republic Export Statistics, Commodity: 080830, Pears, Fresh

Partner Country	Unit	(000 MT)			% Change
		July 2012- June 2013	July 2013- June 2014	July 2014- June 2015	2015/2014
World (Total), Out of Which:	MT	2	2	2	2.76
Slovakia	MT	1	1	2	27.50

Source: Global Trade Atlas

Tariffs and Policy

The Czech Republic has been a member of the European Union since 2004. The EU regulations and tariff system applies. It is a complex system based on entry price. Details about the EU tariffs and general policy and regulations are available in the [EU-28 Fresh Deciduous Fruits Annual Report](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Oilseeds%20Market%20Update_Vienna_EU-28_8-5-2015.pdf) published by our office in Vienna. The document is accessible at: http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Oilseeds%20Market%20Update_Vienna_EU-28_8-5-2015.pdf.

Prices

In 2014 Russia implemented a ban on a range of agricultural and food products, including apples and pears and table grapes, from the United States, the European Union (EU), Canada, Australia and Norway, in response to U.S. and EU sanctions over Russian actions in Ukraine. This ban has had a significant impact on the EU agricultural market. A drop in fruit prices caused by this ban affected many fruit growers, who due to lack of capital had to give up or postpone their plans for orchard renewal.

End of Report.

