

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Required Report - public distribution

Date: 8/13/2015

GAIN Report Number: TW15020

Taiwan

Stone Fruit Annual

Taiwan

Approved By:

Mark Ford

Prepared By:

Cindy Chang

Report Highlights:

In 2014, Taiwan was the third largest export market for U.S. peaches/nectarines and the fifth largest export market for U.S. cherries. In 2014, Taiwan imported 11,270 metric tons (MT) of fresh peaches/nectarines from the United States. However, Taiwan's imports of U.S. peaches/nectarines decreased 31.4% by volume while total imports decreased 39.8%, but Post anticipates a better year for U.S. exports in 2015. Meanwhile, Taiwan's imports of U.S. cherries increased significantly both by volume and value. The United States also maintained its position as the largest supplier of cherries to Taiwan (approximately US \$48.2 million) representing 52.23% of total import market share, followed by Chile (US\$23.2 million, 25.17%) and Canada (US \$8.9 million, 9.65%). In 2015, Post anticipates a better year for U.S. cherry exports to Taiwan with an import value estimated to reach US\$50 million.

Executive Summary:

In 2014, Taiwan was the third largest export market for U.S. peaches/nectarines and the fifth largest export market for U.S. cherries. Stone fruits are well received by Taiwan consumers, who like peaches, nectarines and cherries due to their attractive appearance, sweetness, and fragrance. Taiwan wholesalers and retailers also prefer stone fruits because of their profitability. Many Taiwan fruit importers have set up offices in China to handle shipments entering the market through their headquarters in Taiwan. These Taiwan importers import fruit not only for Taiwan but also for China and other neighboring countries throughout Asia.

Peaches/Nectarines: In 2014, Taiwan imported a total of 12,982 metric tons (MT) of peaches/nectarines, which is valued at approximately US \$36.9 million. Out of that total, the United States continued to dominate the Taiwan peach/nectarine import market, accounting for 83% of Taiwan's total fresh peach/nectarine imports. Taiwan's imports of U.S. peaches/nectarines decreased 31.36% by volume while total imports also decreased 39.77% during 2014. Currently, the United States supplies approximately one quarter of Taiwan's total consumption. The competition for U.S. peaches/nectarines is mainly from local production with an estimated 28,677 tons harvested in 2014.

Cherries: Taiwan does not produce cherries. Therefore, 100% of local demand must be met by imports. Taiwan's imports of U.S. cherries increased substantially both by value and by volume, with approximately 40% growth from 2013 to 2014. Taiwan's imports of cherries have increased from 4,401 MT in 2013 to 6,581 MT in 2014. The United States continued to supply the largest share of the Taiwan cherry import market in 2014 with US\$48.2 million from US\$34 million level a year ago. However, the entry of major southern hemisphere suppliers (e.g., Chile, Australia and New Zealand) has shifted some market share away from U.S. suppliers in recent years.

Commodities:**Commodities:**

Select

