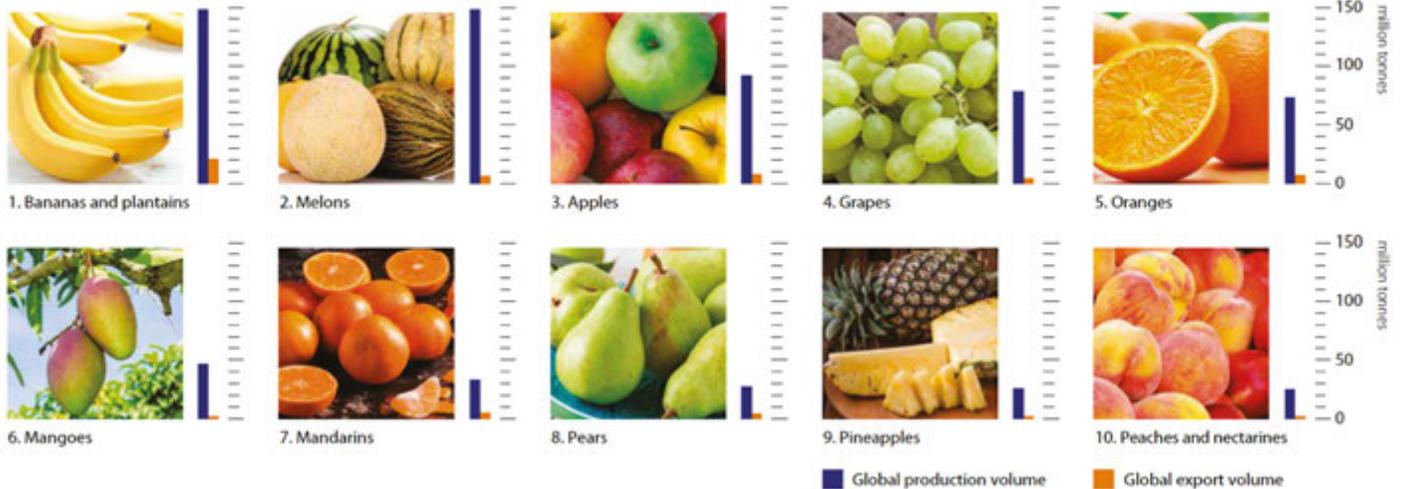




## Most Fruit is Consumed in the Country in Which it Was Produced

### Top 10 fruit types by global production volume, 2016



fresh fruit worth \$8 billion in 2016, followed by the US, which exported fresh fruit worth \$6 billion, and the Netherlands, \$5 billion. Chile and China each exported fresh fruit worth about \$5 billion in 2016, followed by Mexico with \$4.5 billion in fresh fruit exports.

The Netherlands plays an unusual role in the EU fresh fruit trade. Many fruits arrive in Rotterdam by ship and are re-exported to other EU countries such as Germany. Spain, by contrast, produces many of the fruits that it exports to other EU countries.

A map of global trade in fresh fruit highlights the importance of banana exports from Central America and Ecuador, and the importance of Mexico in exporting fresh fruit to the US, including avocados and berries.

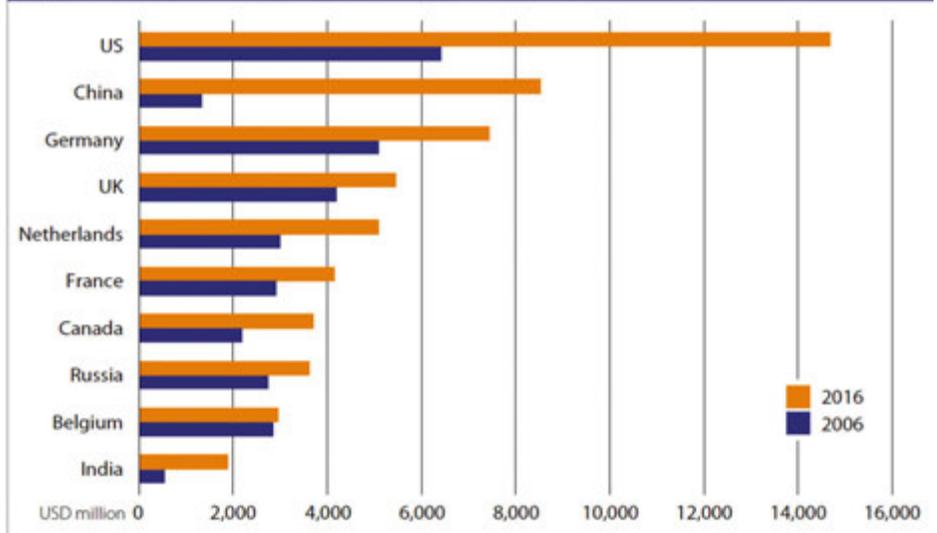
Many fruits are frozen, including berries, of which Poland is a leading exporter. Mexico, Serbia, and China are also major exporters of frozen fruit, including berries.

### Organic

The share of organic fruit sold rises with per capita income, and is highest in Sweden and Switzerland,

### Fresh Fruit Imports Rose in the Top 10 Importing Countries Between 2006 and 2016

#### Top 10 fresh fruit import countries, 2006 vs. 2016



where 15 percent or more of fresh fruit is organic. In Germany and the US, eight to nine percent of the fresh fruit sold is organic. In most other countries, less than five percent of fresh fruit is organic.

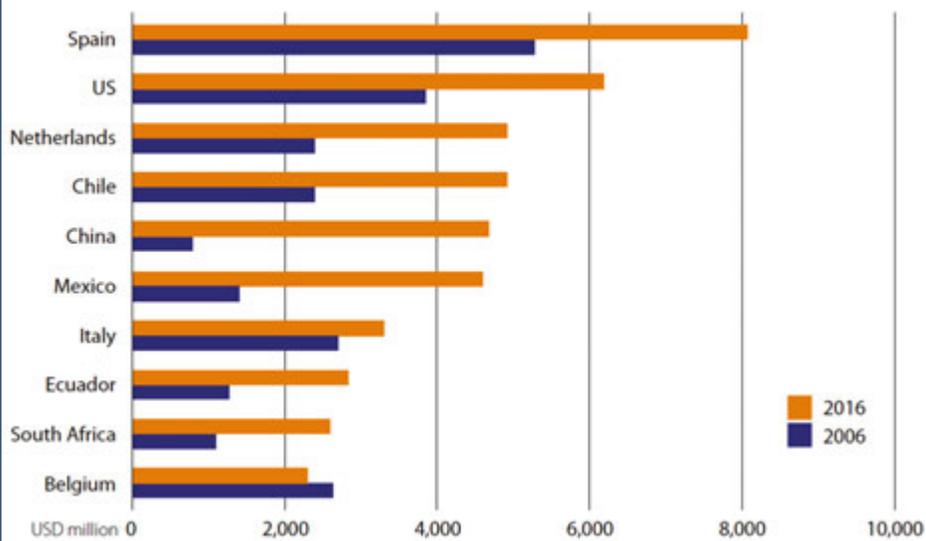
Some fruits are considered to be superfoods due to their health benefits, including avocados and blueberries, explaining their rising per capita consumption levels. Avocados are often ripened in the Nether-

lands and re-exported to other EU countries.

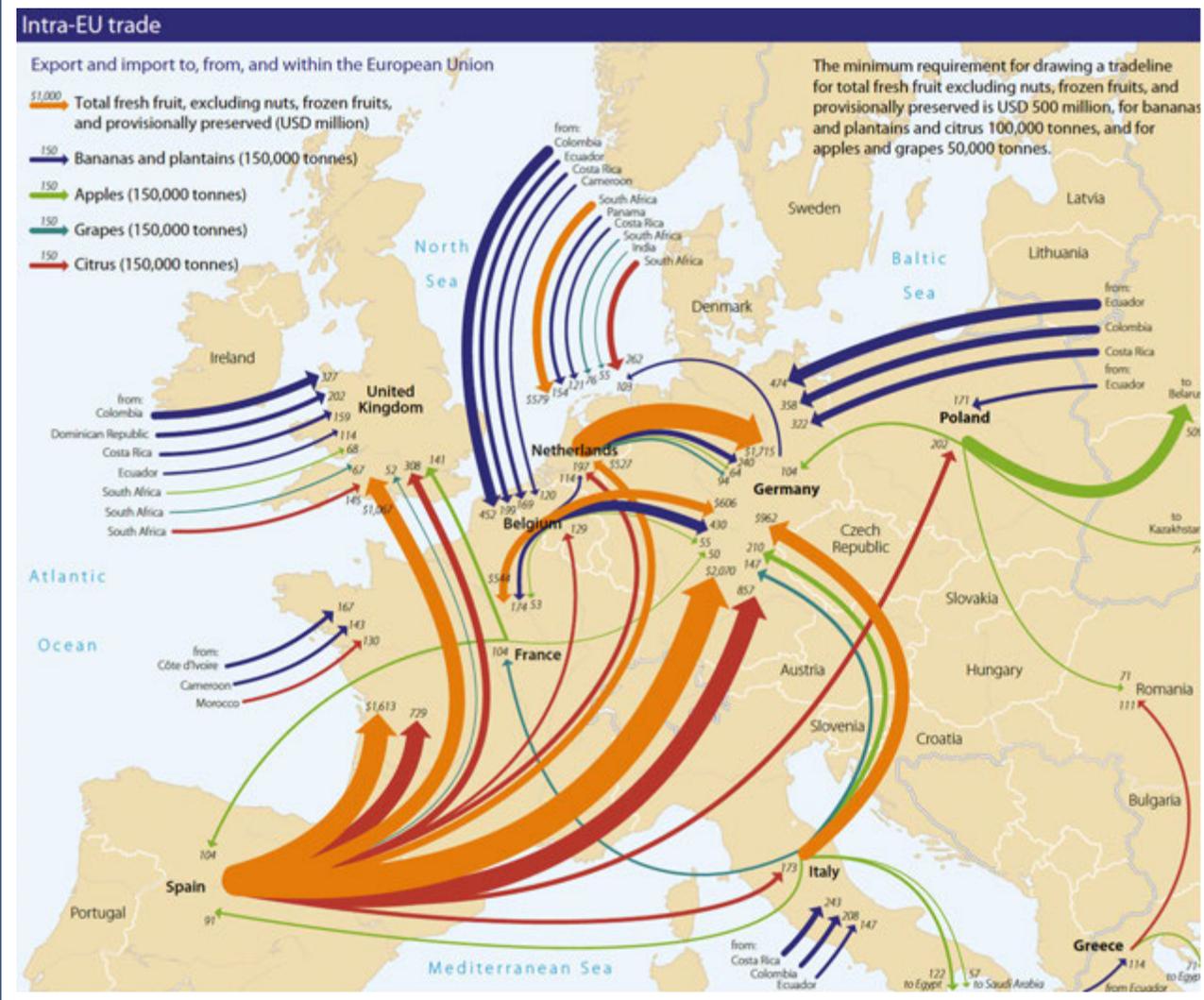
Blueberries are another superfood whose production and trade is rising fast. Chile was the leading exporter of blueberries in 2015, followed by Canada, the US, Spain, and Peru, which has since become the world's leading exporter of blueberries.

## The Top 3 Fresh Fruit Exporters by Value in 2016 Were Industrial Countries

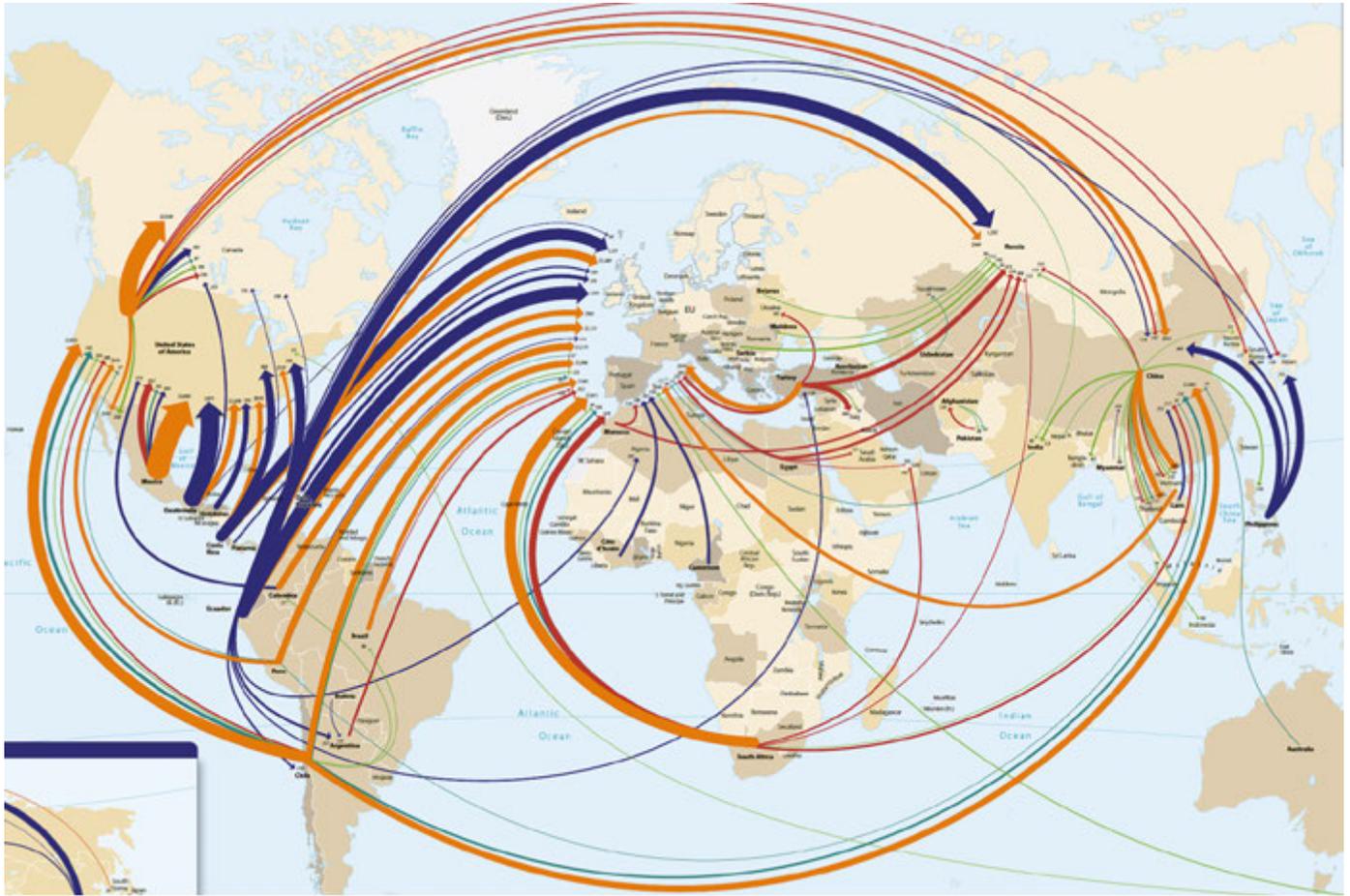
### Top 10 fresh fruit export countries, 2006 vs. 2016



## Spain is the Major EU Fresh Fruit Exporter, While the Netherlands Re-Exports Much of the Fresh Fruit that Arrives in Rotterdam by Ship

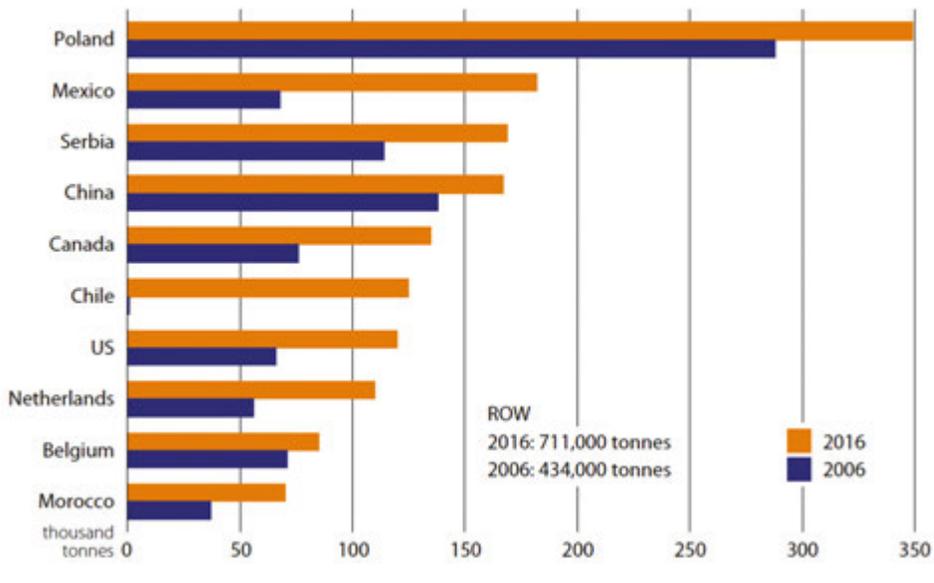


The U.S. Imports Fresh Fruit From Many Latin American Countries, Including Bananas (blue)



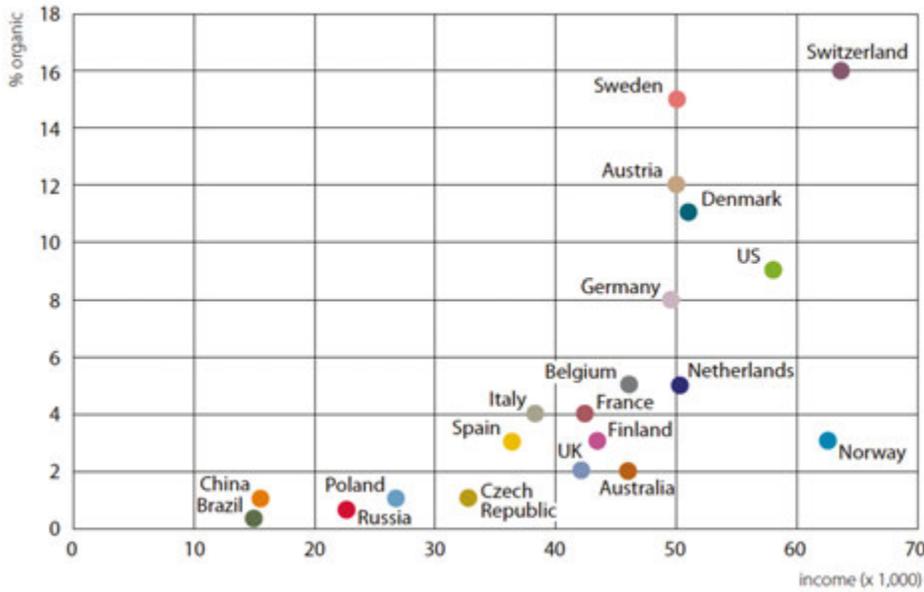
Poland is the Leading Exporter of Frozen Fruit, and Frozen Berries are a Leading Fruit Export

Top 10 frozen fruit export countries, 2006 vs. 2016



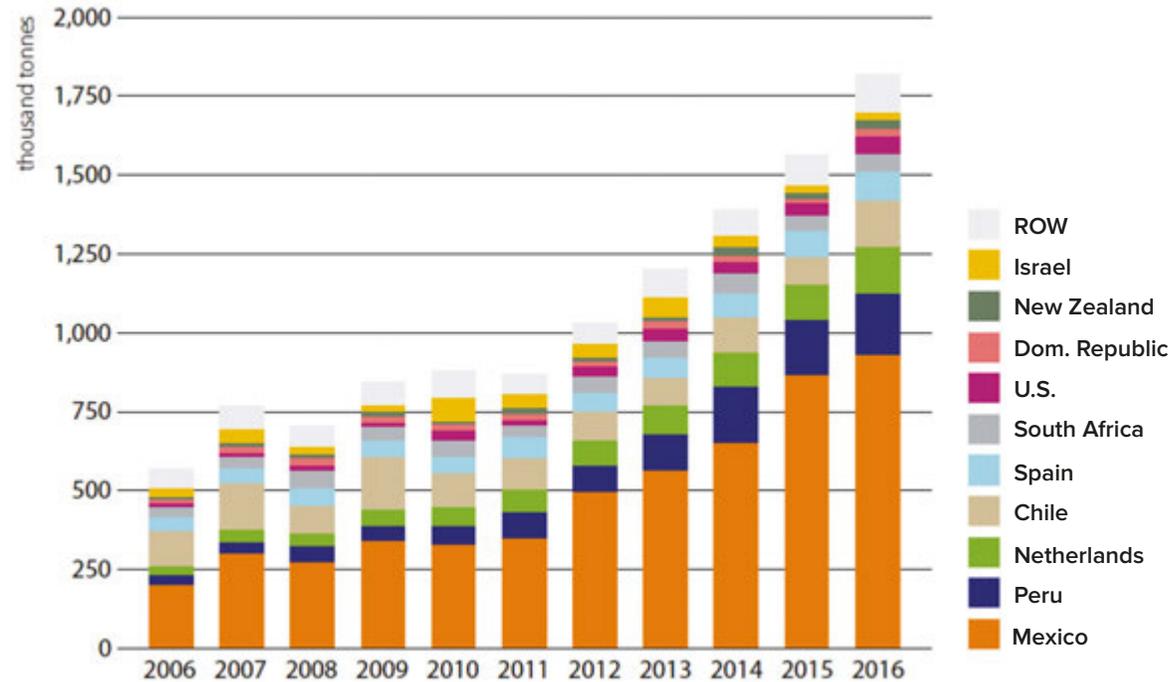
Sweden and Switzerland have the Highest Shares of Organic Fresh Fruit, 15%

Share of organic fresh fruit and vegetable sales vs. income, 2016

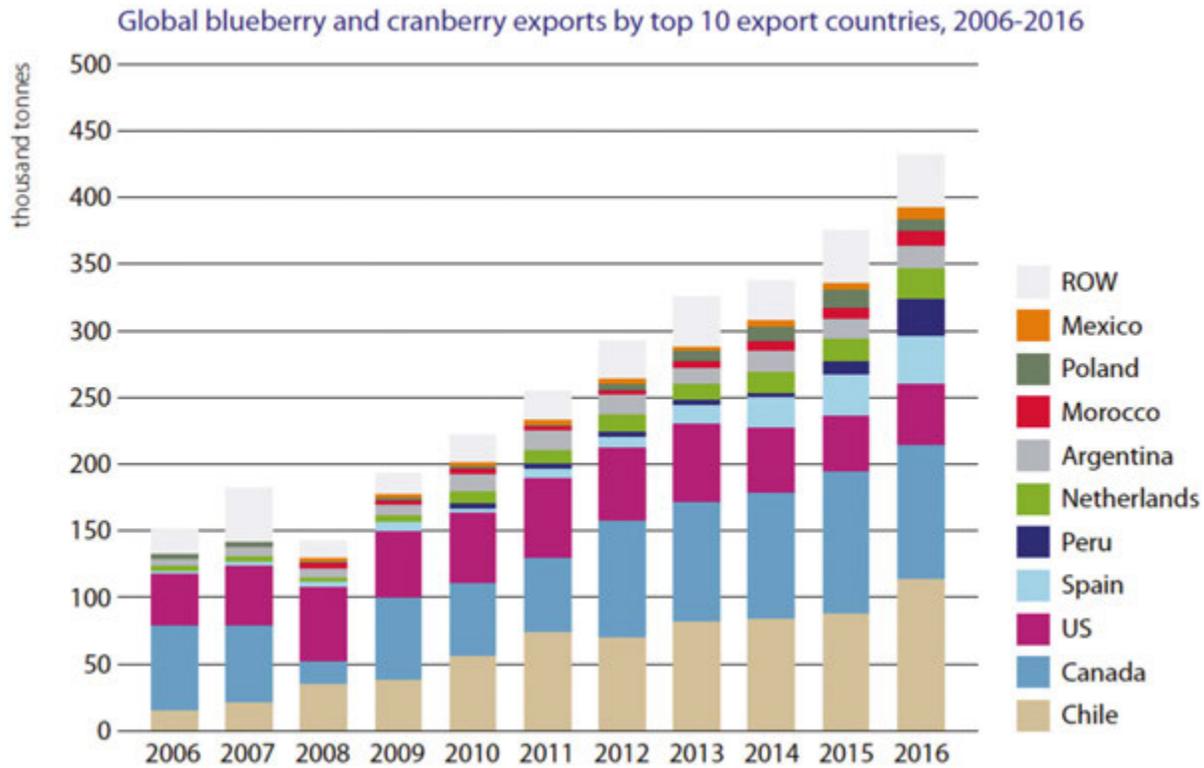


Mexico is the Leading Exporter of Avocados, Followed by Peru

Global avocado exports by top 10 export countries, 2006-2016



## Blueberry Exports are Rising Fast to Satisfy the Demand for Year-Round Availability



### References

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