

# Fruit and Vegetables Market Observatory

## Tomato sub-group

(meeting 21 June 2024)



# Case Study : French Wholesale Market



## Rungis Wholesale Market, Paris



[www.rungisinternational.com](http://www.rungisinternational.com)



# Rungis, France : **Tomato Non-bio** | **average 2019 - 2023** (€/kg)

Tomato (variety)	2019	2020	2021	2022	2023	2024*	Difference 2019 – 2023 (%)
‘Tomate cerise France extra barq. 250 g’	4.87 €	4.64 €	5.34 €	4.40 €	6.50 €	6.71 €	+ 33.5 % (8.4 %/year)
‘Tomate cerise Espagne grappe cat. I’	3.09 €	3.55 €	3.45 €	3.79 €	4.48 €	3.54 €	+ 45.0 % (11.2 %/year)
‘Tomate ronde France grappe extra’	1.70 €	2.10 €	1.92 €	2.22 €	2.37 €	2.73 €	+ 39.4 % (9.9 %/year)
‘Tomate ronde Espagne grappe cat. I’	1.53 €	1.39 €	1.58 €	2.22 €	2.64 €	1.66 €	+ 72.5 % (18.1 %/year)
‘Tomate ronde Maroc cat. I 67-82mm’	0.92 €	0.94 €	1.01 €	1.20 €	1.72 €	1.24€	+ 87.0 % (21.8 %/year)

**Annual average for the monthly prices 2019-2023 (5 variety) = + 56 % (14 % / year)**

\* Only until May

# Rungis, France : **Tomato Bio** | **average 2019 - 2023** (€/kg)

Tomato (variety)	2019	2020	2021	2022	2023	2024*	Difference 2019 - 2023 (%)
'Tomate cerise France biologique'	5.51 €	5.19 €	5.10 €	4.97 €	5.87 €	8.12 €	+ 6.5 % (1.6 %/year)
'Tomate cerise U.E. biologique'	3.86 €	3.92 €	3.96 €	3.35 €	4.37 €	4.10 €	+ 13.2 % (3.3 %/year)
'Tomate ronde France biologique'	2.93 €	2.35 €	2.34 €	2.32 €	2.51 €	2.84 €	- 14.3 % (3.6 %/year)
'Tomate ronde U.E. biologique'	1.85 €	1.89 €	2.04 €	2.12 €	2.95 €	1.98 €	+ 15.2 % (14.9 %/year)

**Annual average for the monthly prices 2019-2023** (4 variety) = **+ 5 % (1.3 % / year)**

\* Only until May



# Case Study : **Spanish** Wholesale Market



**Mercamadrid Wholesale Market, Madrid**



[www.mercamadrid.es](http://www.mercamadrid.es)



# Mercamadrid, Spain : **Tomato Non-bio** | **average 2019 - 2023** (€/kg)

Tomato (variety)	2019	2020	2021	2022	2023	2024*	Difference 2019 - 2023 (%)
'Tomate Cherry'	2.09 €	2.01 €	2.03 €	2.21 €	3.89 €	3.06 €	+ 86.1 % (21.5 %/year)
'Tomate en Rama'	1.11 €	1.04 €	1.16 €	1.50 €	1.63 €	1.28 €	+ 46.8 % (11.7 %/year)
'Tomate Pera'	1.00 €	0.88 €	1.00 €	1.32 €	1.39 €	1.03 €	+ 39.0 % (9.8 %/year)

**Annual average for the monthly prices 2019-2023 (3 variety) = + 48 % (12 % / year)**

\* Only until May

# Case Study : Portuguese Wholesale Markets



MARL Wholesale Market, Lisboa



MAP Wholesale Market, Porto



MAC Wholesale Market, Coimbra



MARF Wholesale Market, Faro



[www.simab.pt](http://www.simab.pt) | [www.marl.pt](http://www.marl.pt) | [www.marf.pt](http://www.marf.pt)

# MARL+MAP+MAC+MARF, Portugal :

## Tomato Non-bio | average 2019 - 2023 (€/kg)

Tomate (variety)	2019	2020	2021	2022	2023	2024**	Difference 2019 – 2023 (%)
‘Round Tomato National’	0.93 €	0.94 €	0.94 €	1.31 €	1.48 €	1.09 €	+ 59.1 % (14.8 %/year)
‘Round Tomato Spain’	0.97 €	0.95 €	0.95 €	1.31 €	1.49 €	1.09 €	+ 53.6 % (13.4 %/year)
‘Elongated Tomato National’	0.96 €	0.98 €	0.95 €	1.33 €	1.49 €	1.30 €	+ 55.2 % (13.8 %/year)
‘Elongated Tomato Spain’	0.98 €	0.99 €	0.97 €	1.34 €	1.49 €	1.28 €	+ 52.0 % (13.0 %/year)
‘Vine Tomato National’	1.06 €	0.97 €	1.08 €	1.41 €	1.64 €	1.38 €	+ 54.7 % (13.7 %/year)
‘Vine Tomato Spain’	1.09 €	1.17 €	1.11 €	1.43 €	1.65 €	1.38 €	+ 51.4 % (12.8 %/year)
‘Cherry Tomato National’*	-	1.94 €	2.34 €	2.52 €	3.35 €	2.53 €	+ 72.7 % (24.2 %/year)
‘Cherry Tomato Spain’*	-	1.63 €	1.82 €	2.75 €	3.23 €	2.25 €	+ 98.2 % (32.7 %/year) †

**Annual average for the monthly prices 2019-2023 (6 variety) = + 54 % (14 % / year)**



# Key-questions for tomatoes in European wholesale markets



1. Although there is **currently plenty of daily information** on tomato prices in wholesale markets, **there isn't a centralisation of this information in terms of a single database** homogenous in variables and criteria for analysis and presentation of results.
2. The **denominations, typologies and categories used vary from one market to another** (in different countries).
3. There are **information gaps in the price series** (years, months, days, varieties, places, etc.) and **differences in identifying the origins** of the tomatoes commercialised.
4. **Only in few wholesale markets is there information on quantities traded by variety** of tomatoes.

# Key-questions for tomatoes in European wholesale markets



5. The presentation of price and quantity evolution indicators, which allow a quicker and clearer analysis of local and global dynamics on tomatoes market, is inexistent or limited.
6. Most of the farmers and the small and medium scale wholesalers present in the wholesale markets don't have (or have in a very limited way) access to information about retail and consumption preferences, expectations and trends.
7. It's fundamental to increase communication and promotion strategies, plans and initiatives in the wholesale markets to valuing knowledge, experience and the goodwill of European tomatoes production, linked to the principles of origins (territorial identities), proximity, diversity, sustainability, nutrition, etc.

# Proposals to valuing European tomatoes in the wholesale markets today



1. Develop a platform for comparability of the data regarding each of the EU wholesale markets, based and managed by WUWM.
2. WUWM is open to work with the farmers, retailers and with the EC to find a homogeneous approach to define the main denominations, typologies and categories to be identified for gathering more information, monitoring developments and promoting within and outside the markets.
3. Prepare and implement a study in certain pilot wholesale markets in Europe to gather up-to-date and comparable information on the commercialization of tomatoes (volumes, margins, trends, etc.).

# Proposals to valuing European tomatoes in the wholesale markets today

4. Creating a brand image - a common commercial identity - that can be used by European tomatoes producers and promoted on wholesale and retail markets as a differentiator for guaranteeing origin, proximity and sustainable production methods.
5. Carry out an institutional communication campaign at European level to inform, enhance and promote the consumption of European tomatoes, bringing together in the different countries producers organisations, the main wholesale markets, modern and traditional retailers, and health, education and gastronomy entities and personalities.





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