

Key data apples and pears in the Netherlands

6 November 2023

Market Observatory Pipfruit



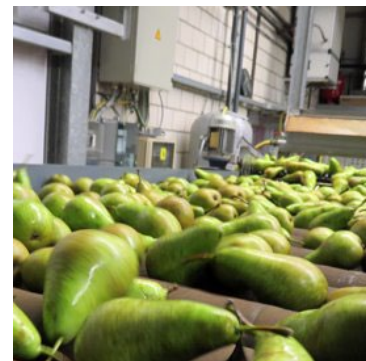
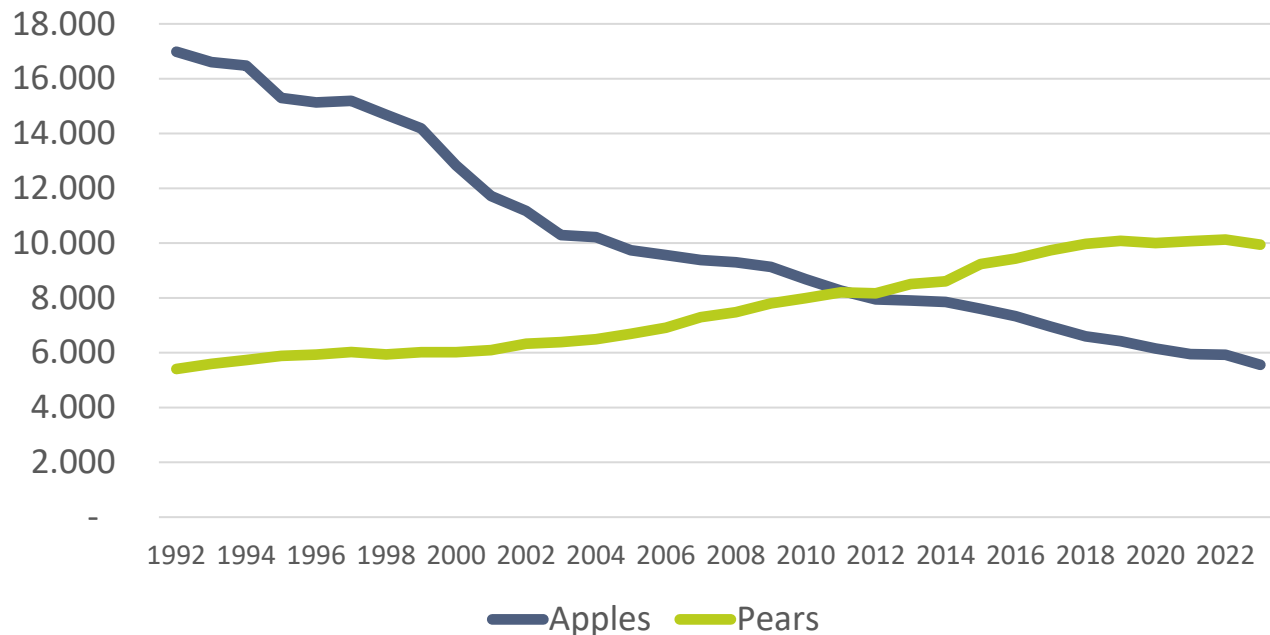
Further decrease in apple surface

Apples: 5.560 hectares (-6% compared with 2022)

Pears: 9.942 hectares (-2% compared with 2022)

Surface apples and pears in NL; in hectares

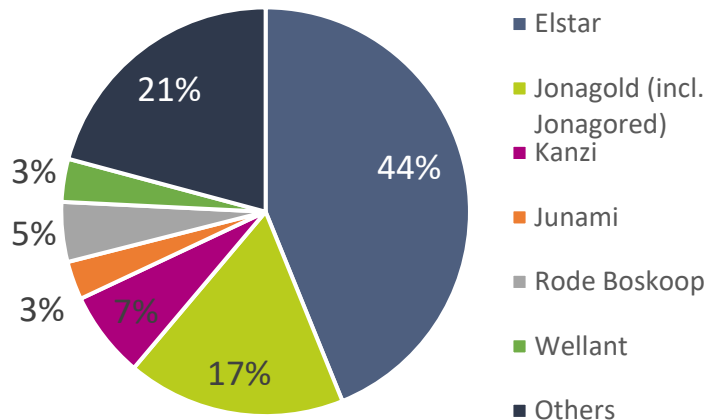
Source: CBS



Elstar and Conference most grown varieties

Varieties apples in NL 2023
(based on hectares)

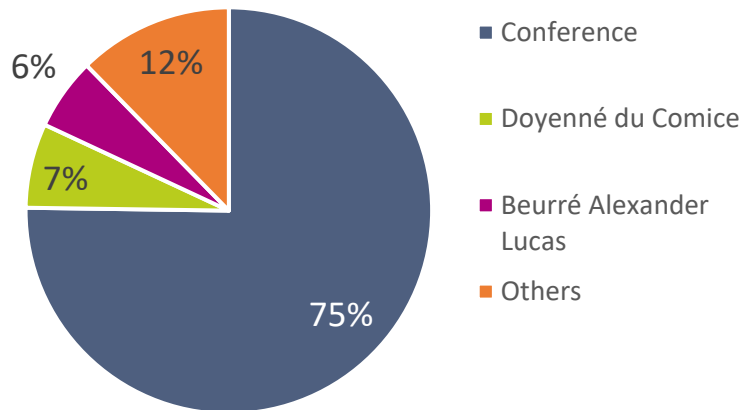
Source: CBS



Others: Golden Delicious, Delcorf, Magic Star, Lola

Varieties pears in NL 2023
(based on hectares)

Source: CBS

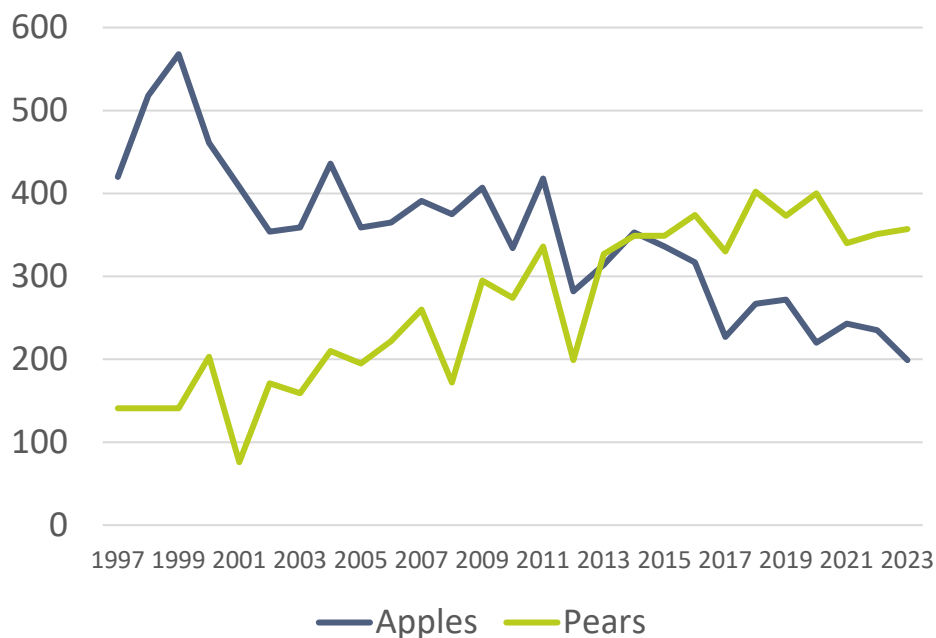


Others: Xenia, Sweet Sensation, Migo, Gieser Wilderman

2023 versus 2022 less apples (-15%) and a bit more pears (+2%)

Harvest apples and pears in NL; in million kilo

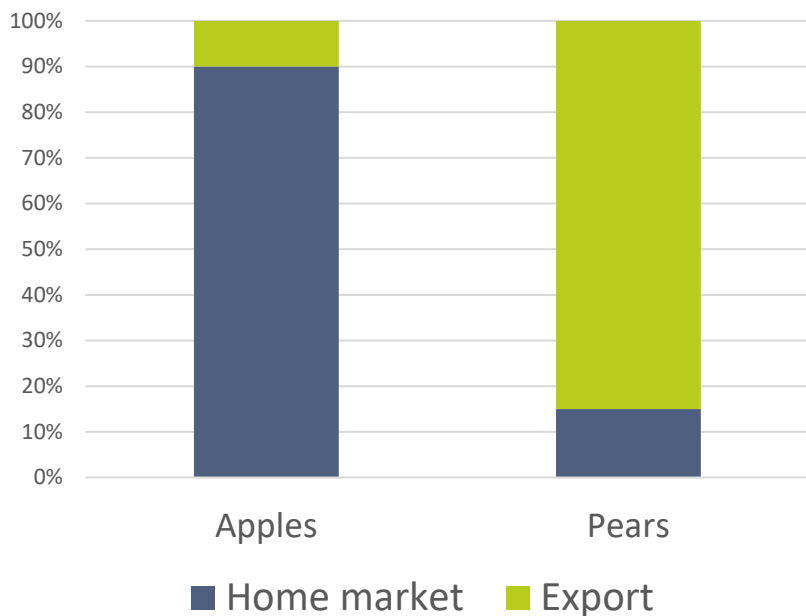
Source: Fresh Produce Centre



- Lower apple production: decreasing number of hectares and damage by apple blossom weevil
- Lowest apple production last 25 years!
- Pears: quite normal crop, no full crop
- The market situation for apples and pears looks good for the rest of the season

Dutch pear popular in Europe

Importance home market and export 2023



Main markets Dutch pears (2023 wk 1-40), top-5:

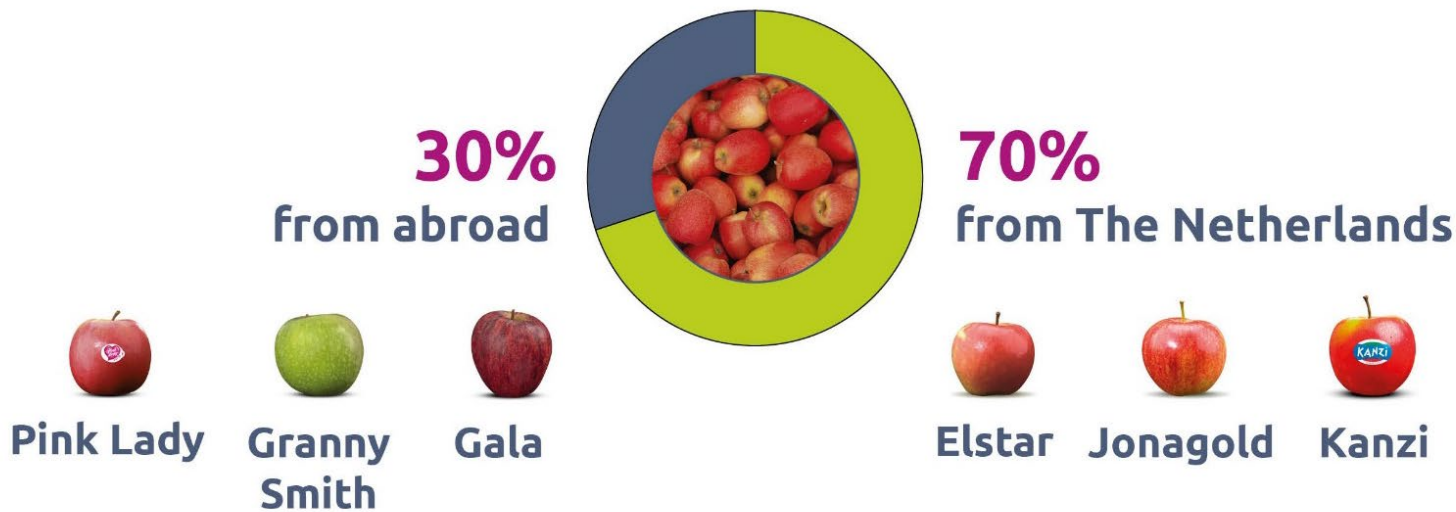
1. United Kingdom (16%)
2. Germany (11%)
3. Romania (11%)
4. Italy (9%)
5. Finland (7%)

Main markets Dutch apples (2023 wk 1-40), top-3:

1. Germany (65%)
2. France (4%)
3. Spain (4%)

Dutch apples combined with apples abroad

Consumption apples in The Netherlands

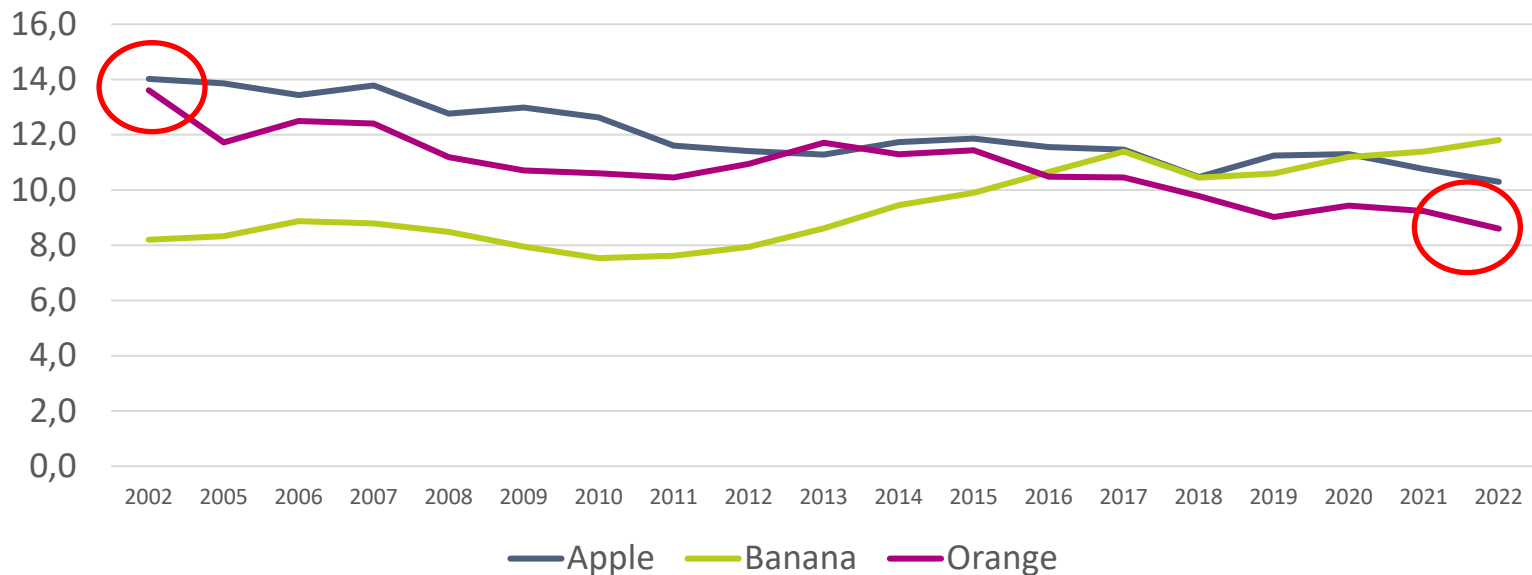


NL: Apple consumption -25% last 20 years



Consumption top-3 fruit in kilogram per capita in the Netherlands

Source: Fresh Produce Centre



Pears: consumption per capita 3 kilo (nearly 4 kilo 10 years ago)



Consumption apples/pears in NL

Figures year 2022 and Jan-Aug 2023



- Nr. 2 (after bananas) most bought fruit in NL
- 2022 home consumption fell by 6% compared to 2021
- Elstar number 1 variety; 40%
- Jonagold (incl. Jonagored) 16%; Kanzi 5%
- **Small recovery: Retail sales +4% Jan-Aug 2023**
- **Average consumer price -4% (Jan-Aug 23 versus 22) !**



- Sales (home consumption) fell by 9% compared to 2021
- Sales 2% higher than in pre-corona (2019)
- Average price/kilogram +6% compared to 2021
- 74% Conference
- **Further decline: Retail sales -15% Jan-Aug 2023**
- **Average consumer price +11% (Jan-Aug 23 versus 22)**

Challenges and opportunities Dutch apples and pears



- Challenge: problems with (extreme) drought; less opportunities irrigation in the South of NL
- Challenge: climate change could lead to more problems with diseases and insects
- Level playing field in Europe for Dutch fruit growers: no pesticide in NL allowed to beat the apple blossom weevil
- A broad demand for Dutch Conference pears!
- More demand for local, sustainably grown fruit
- Consumer: relative cheap fruit in times of high inflation!



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