

Apples and pears in the Netherlands

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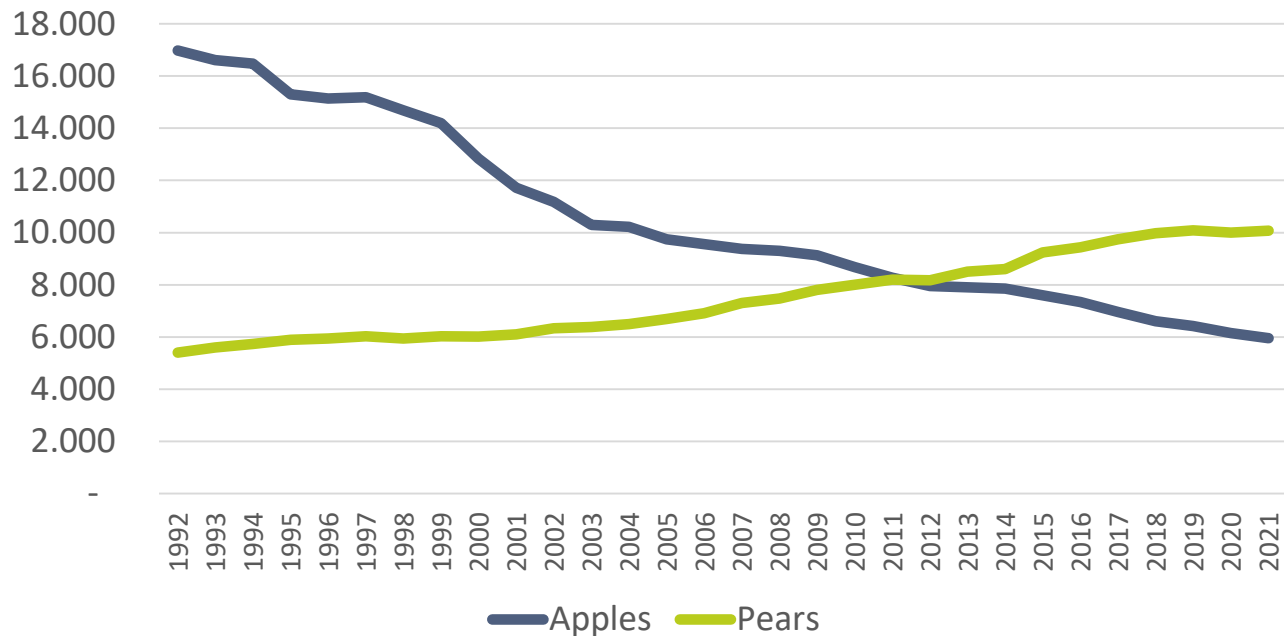
Market Observatory pipfruit



NL: Switch from apples to pears

Surface apples and pears in NL; in hectares

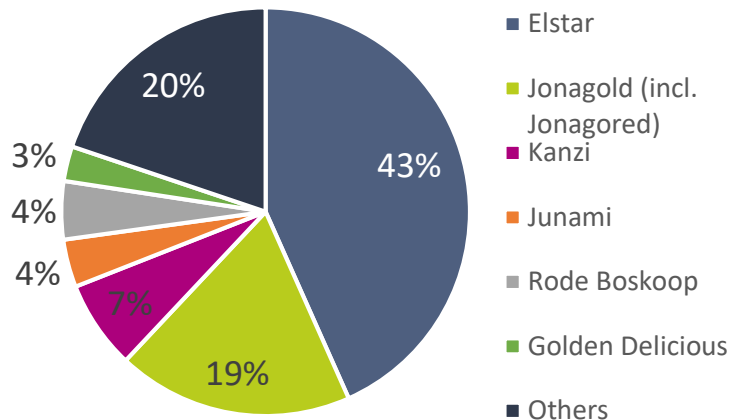
Source: CBS



Elstar and Conference most grown varieties

Varieties apples in NL 2021
(based on hectares)

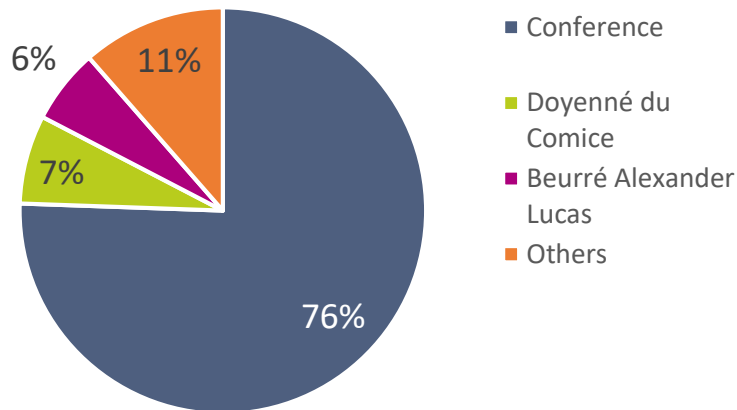
Source: CBS



Others: Wellant, Delcorf, Magic Star, Lola

Varieties pears in NL 2021
(based on hectares)

Source: CBS



Others: Xenia, Sweet Sensation, Migo, Gieser Wilderman

Annual forecast harvest apples and pears



- Forecast every year at the end of July
- Working group Fresh Produce Centre/NFO/CBS
- Counts on fruit companies distributed over NL (number apples and pears/trees per ha etc.)
- Data surface national statistics by CBS
- Input to WAPA/Prognosfruit
- Recount during picking/final crop

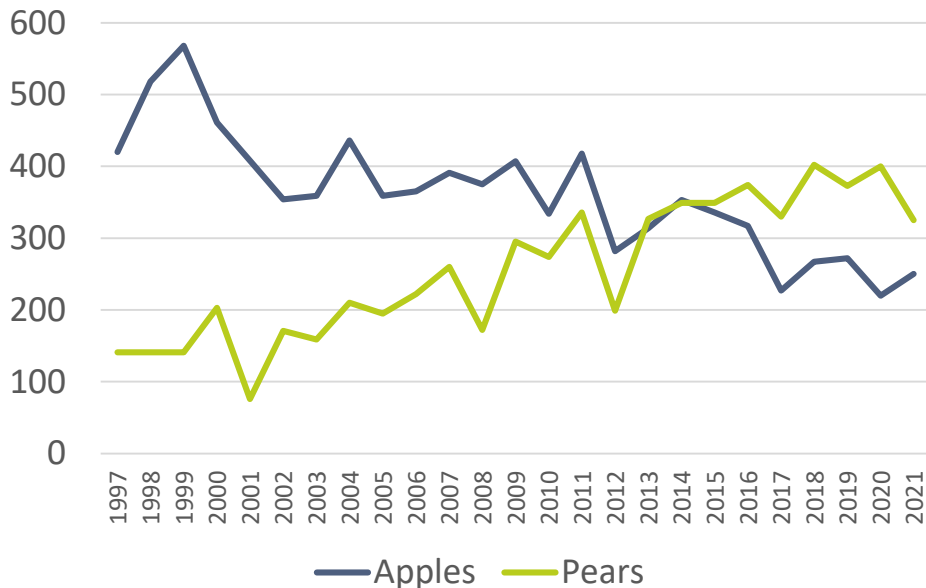
| Production apples and pears in the Netherlands | | | | |
|---|----------------|------------|---------------|---------------------|
| Source: | x 1.000 tonnes | | | |
| Fresh Produce Centre/ working group forecast | 2019 | 2020 | forecast 2021 | 21 - 20 +/- in % |
| Total apples | 272 | 220 | 250 | 14% |
| Elstar | 109 | 83 | 101 | 21% |
| Jonagold (incl. Jonagored) | 67 | 51 | 56 | 10% |
| Kanzi | 18 | 18 | 18 | 0% |
| Rode Boskoop | 14 | 11 | 13 | 22% |
| Junami | 13 | 9 | 11 | 22% |
| Golden Delicious | 8 | 6 | 7 | 23% |
| Others | 43 | 42 | 44 | 5% |
| Total pears | 373 | 400 | 325 | -19% |
| Conference | 283 | 308 | 251 | -18% |
| Beurré Alexander Lucas | 25 | 26 | 22 | -17% |
| Doyenné du Comice | 27 | 27 | 17 | -35% |
| Others | 38 | 39 | 35 | -10% |

Less pears and more apples than in 2020

2021 forecast: 250 mln kilo apples and 325 mln pears

Harvest apples and pears in NL; in million kilo

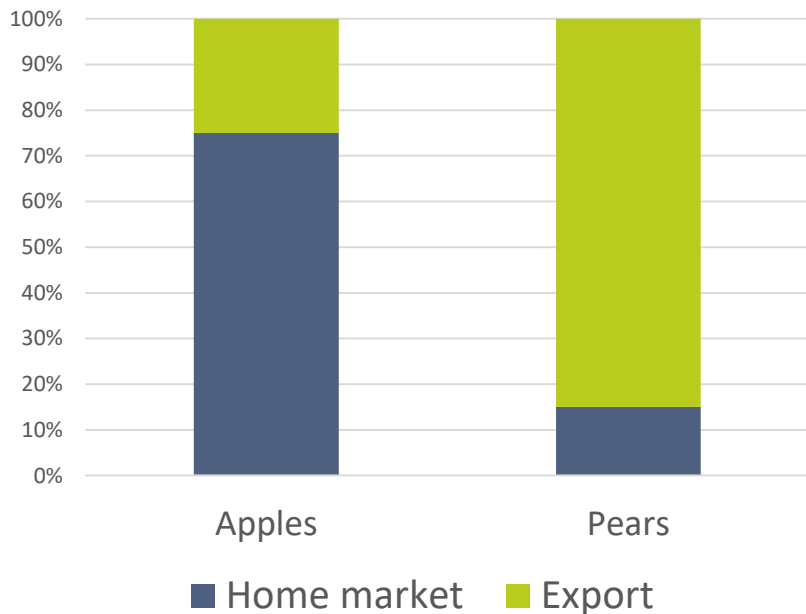
Source: Fresh Produce Centre



- Apples in 2020 lowest crop in 25 years; in 2021 +14%
- Pears in 2020 second highest crop ever; in 2021 -19%
- Due more extreme weather conditions (cold spring/heat/drought) strong fluctuations production last years → higher costs
- Start harvesting 2021 later than last years, but now in full swing
- Positive about market conditions new season 2021/22
- Challenges future: labour and housing

Dutch pear popular in Europe

Importance home market and export



Main markets Dutch pears (2020), top-5:

1. Germany (20%)
2. United Kingdom (15%)
3. Poland (8%)
4. Sweden (6%)
5. France (6%)

Main markets Dutch apples (2020), top-3:

1. Germany (50%)
2. United Kingdom (10%)
3. Poland (10%)

Higher consumption apples/pears in NL

figures 2020



- Nr. 1 most bought fruit in NL
- Sales (home consumption) rose by 3%
- Popular among all types of households!
- Bought by 9 of 10 households
- Elstar number 1 variety; marketshare 40%
- Jonagold (incl. Jonagored) 20%; Kanzi 7%

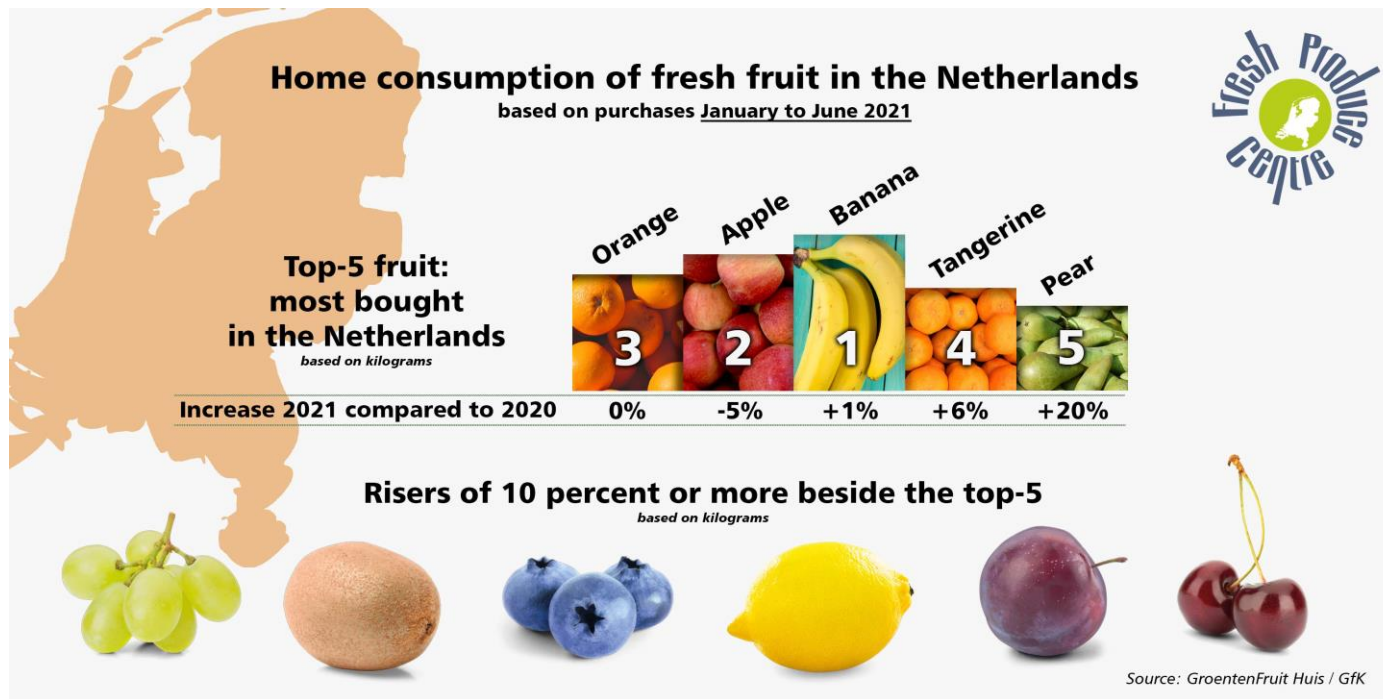


- Sales (home consumption) rose by 7%
- Not yet the volume level of 5 years ago
- Positive: 5% more buyers in 2020
- More expensive: expenditure +25%
- 70% Conference
- Popular among older people

Continued higher consumption fruit in 2021



Important: help consumer to pay more attention to health/healthy lifestyle



Thank you for your attention!

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