

Export of Dutch fresh fruits to distant markets (China)

15 December 2015
Alex van Schaik and Henk van Reuler

Cause

- Russian ban on import of Dutch fresh products

Urgent need to find new markets

- SMP project
 - Pear as case
 - Barriers and solutions
 - Info on specific demands
 - Identification of major stakeholders
 - Identification of business opportunities

Introduction

Total yield of pears in the Netherlands (in mln kg) and % exported in the years 2012 – 2014.

	2012			2013			2014		
	Production	Export	%	Production	Export	%	Production	Export	%
Pear	199	189	95	327	140	43	349	216	62

Russian import of pears from the Netherlands (in mkg)

	2012	2013	2014
Netherlands	52	33	34

(Factsheet RUSSIA import January-July 2015)

Introduction

Will China make top 5 destinations for Dutch pears?

Since China opened its doors to the export of Conference pears from the Netherlands, near the end of 2014, more than 1 million kilos have been received. Jan Timmermans, chairman for the fruit trading committee, is very happy with the export volume going to this new market.

<http://www.fruitnet.nl/2015/07/15/ruis-voert-2015-07-15/>

Potential Chinese market

Urban per capita fruit and vegetable consumption

Year	Vegetables (Kg)	Fruits (Kg)
2010	116.1	54.2
2011	114.6	52.0
2012	112.3	56.1
2013	110.5	59.7
2014	108.7	64.2
2015	107.0	67.8

Robbie Wang, 2015 NI Embassy

Great interest in imported fresh products

Potential Chinese market

China's online fresh food sales are growing at an astonishing pace.

RABO bank: Many online retailers using imported fresh products as a key selling point. In the coming years, fresh food via online retail is expected to show annual growth rates of 40% to 50%

Cold chains are a hot investment item

RABO bank: Huge investments are needed to improve China's cold chain infrastructure



Approach

NL: NFO – Dutch Association of Fruit growers
 Frugi Venta - Fruit and Vegetables Trade Association
 Exporters – The Greenery, Fruitmasters ,
 Supply companies – a.o. cold storage facilities

China: Embassy
 Importers
 Wholesale market
 E-commerce companies
 Retail - supermarkets, specialized fruit shop




Fruit chain

Findings


- Conference pear is unknown in mainland China
 - Competition with local pears
- What are the Chinese preferences?
 - Dutch pears are soft and sweet
- Promotion is urgently needed
 - Great interest in imported fresh products
 - Food safety





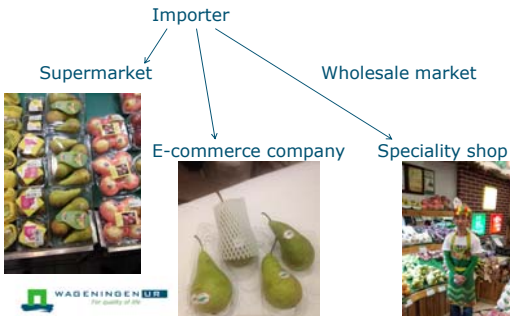

Findings

Actual Chinese chain




Findings

Future Chinese chain?

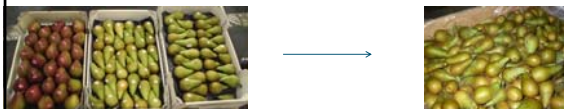
Business opportunities

- Export of good quality pears complying with the 'China- NI Protocol'
- Prerequisite: Chinese consumers are familiar with Dutch pears



Business opportunities

- Improvement of the Chinese chain
 - Closed cold chain
 - Storage facilities
 - Local grading and packaging
 - Ripening - characterization + prediction
 - Controlled ripening
 - Ready-to-eat concept
- (Virtual) Expertise centre
 - Training and development



Conclusions

Export of Dutch pears to China has great potential but steps need to be made!

- Promotion – PIB project?
- PPS 'Cold chain China'



Thank you for your attention

Questions?

