# European export focus on the German market pear

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European countries are waiting for the start of the new season of the pear. In southern Europe, it has started harvesting early summer pears. In Britain and France, the new season will start with an empty market. Netherlands, Belgium, Spain and Portugal aim to the German market. Germany imports most of the pears consumed, so it offers a lot of potential.

UK starts the season with an empty market

The outlook for the next British Pear Conference season are good. Concorde for a decrease of 10% due to the weather conditions expected. It is anticipated that the market is empty when you start the British season. Volumes in Britain have been limited to 25,000 tonnes, equivalent to 15% of UK demand.

Belgium and the Netherlands focus on Germany

Due to the Russian veto, pears traders have had to seek new markets. Although for apples have been able to find several countries, it has been more difficult for the Conference, the most widely grown pear in Belgium and the Netherlands. His rough skin deters consumers, but not the Germans, so a fair amount has been exported to this Central European country.

The Netherlands is expected to be delayed season, but overall the mood for the upcoming season is optimistic. Export destinations, apart from Germany, are England, France and Spain, although the new harvest is beginning in them. Also Eastern Europe, Poland in particular, remains a major market for pears.

Germany: consumption and high import

German consumers eat an average of 2.4 kilos of pears a year, equivalent to a total volume of 201,000 tonnes. Despite these figures, Germany is not a country of traditional production of pears and most of its markets thrive on importation.

Dutch and Belgian industry have begun to focus, as we said, in neighboring Germany. These countries are working together in a promotional campaign for the pear Conference. For next season, the countries hope to increase exports. Benelux Conference competes in this market with lower harvest volumes of German and Italian Abate Fetel.

Although there is competition coming from overseas: the Fetel Abate, Forelle Packham's Triumph and countries such as Chile, South Africa and Argentina can be found in the German market. Prices on wholesale markets have been stable in recent weeks.

The empty at the beginning of season French market

The French market is empty when the new season begins. According to a French trader, no pears available overseas. In southeastern France, he has started picking Gruyot pear and mid next week will peak this pear. In general, the estimates are good. In volume, in a season in average, with lower volumes than last year. French exports are primarily focused on the Dutch and Belgian markets.

Positive expectations for the Italian pear season

Italy is a major producer of pears. In the world rankings, the country ranks fourth, surpassed only by China, the United States and Argentina. European production, 45% comes from this southern European country. Expectations for the season are positive. It may rain benefited the producers of pears, although the persistent heat could cause problems for small and medium sizes.

Spain expects lower volumes

The first harvest of pears Ercolini and Limonera began two weeks ago in Murcia, Aragon and Catalonia. Murcia volumes are high, in other regions the season just started. It is estimated that Ercolini volumes are higher than last year. La Limonera not suitable for storage, is in high demand in the Iberian Peninsula, the Middle East and Germany. Rincon de Soto, La Rioja, one less than in previous years harvest is also expected. The acreage comprises 850 hectares, with an estimated 15 to 20 million kilos production, while last year 17 million kilos were harvested. The harvest begins in late August.

Catalonia has in storage about 2,400 tons of pears Conference, 25% less than the 2011-2014 average, but 3% more than last year.

Portugal: less Rochas

Pears stores in Portugal are empty. By the middle of next month begins picking Rocha pear. According to estimates, the harvest will be 30% lower this year. Last year, the season was good in terms of volume, but poor in terms of prices. As the northern European countries, Portugal is focusing on Germany and is exporting more to this country than last year. Besides Germany, Brazil is the most important market in terms of volume, but the British market produces the best prices.