




Trends Impacting the Supply & Demand of Fresh Fruit

Opportunities & Challenges

**Washington State Horticultural Association
Annual Meeting - 2014**

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Food & Agribusiness Research and Advisory*



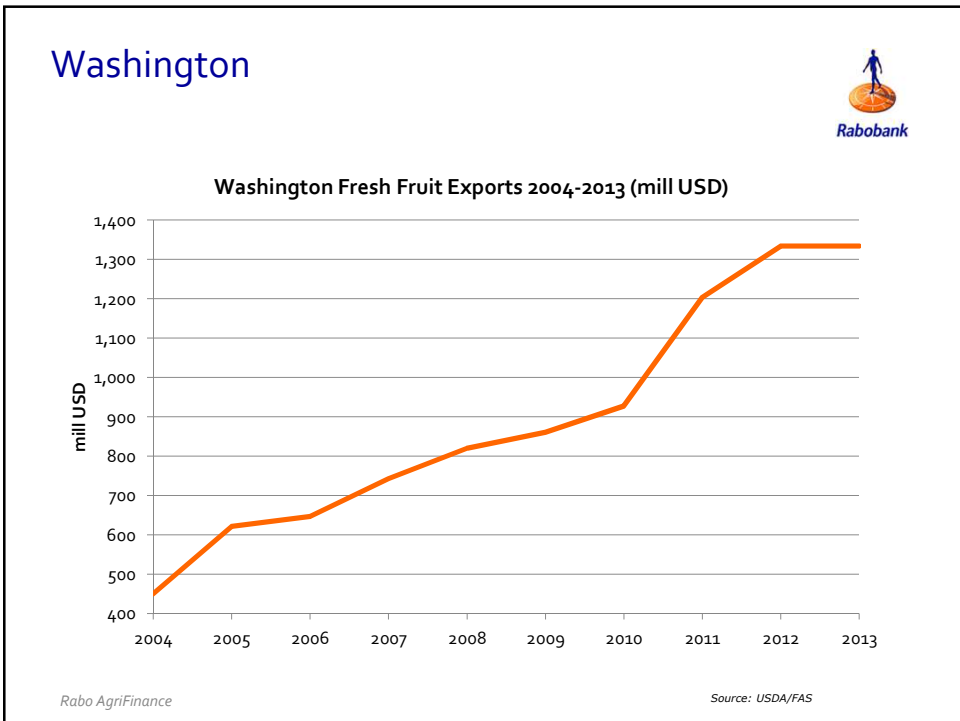
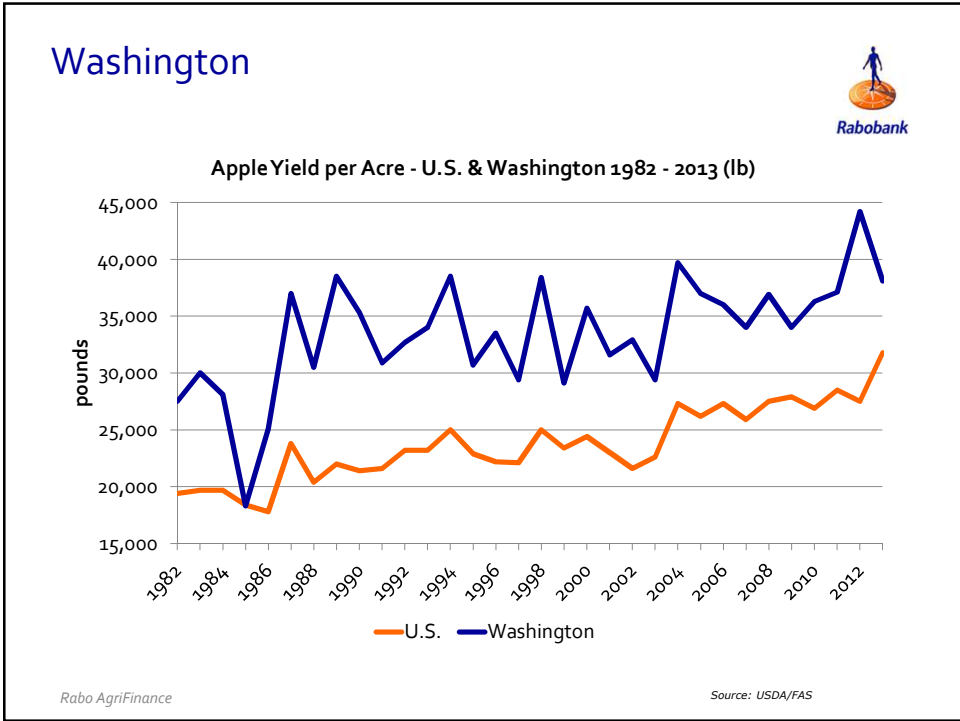
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100% Perfection – All the Time



- Safe
- Consistent
- Flavor, color, texture
- Transparency
- Year-round supply
- Value
- All while leaving a lighter footprint on the environment
- Facing ongoing challenges in:
 - Labor
 - Logistics
 - Invasive Pests
 - Weather
 - Etc.

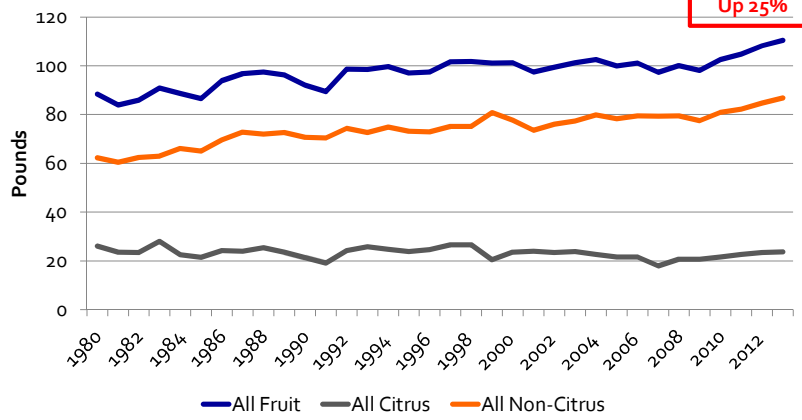
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Domestic Trends



U.S. Per Capita Consumption of Selected Fresh Fruit 1980 - 2013P (lb per year)



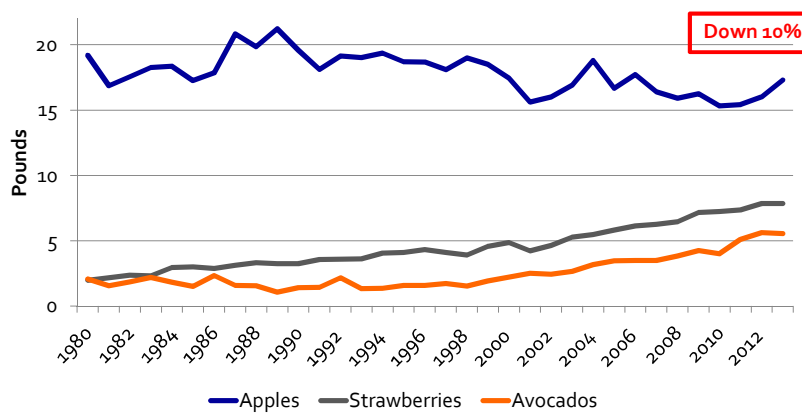
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Source: USDA/ERS

Domestic Trends



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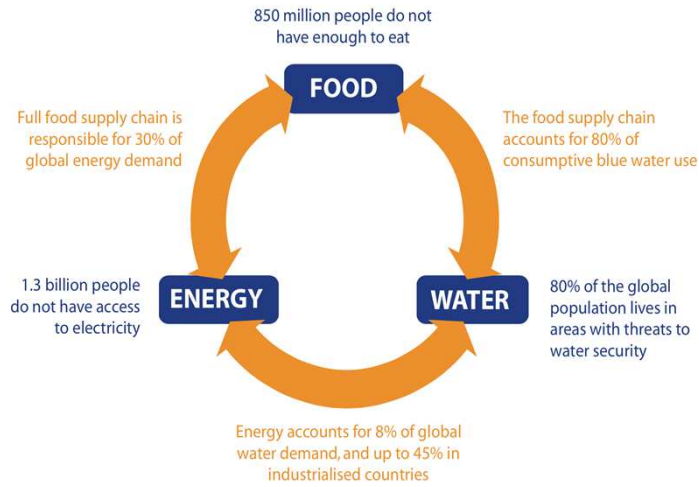
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Source: USDA/ERS

The Challenge's Farmers Are Facing



Food, Water, & Energy Nexus



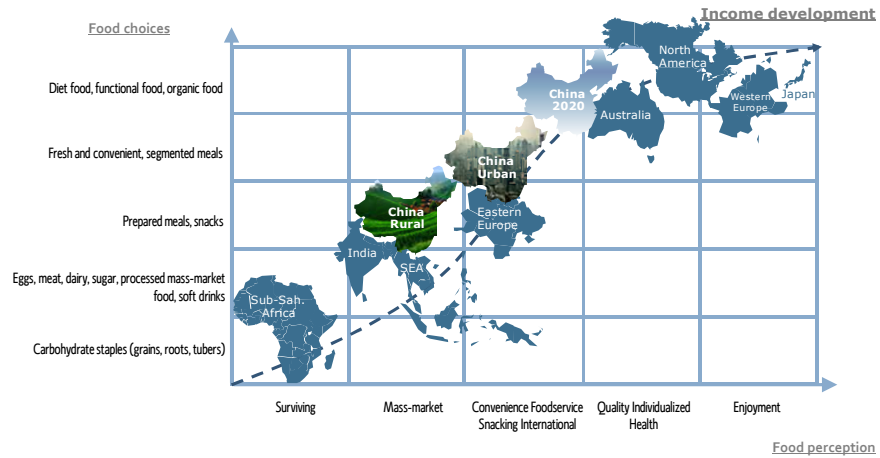
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Source: Rabobank 2014

Macro



China, India & SEA will continue to be major drivers. Africa next?

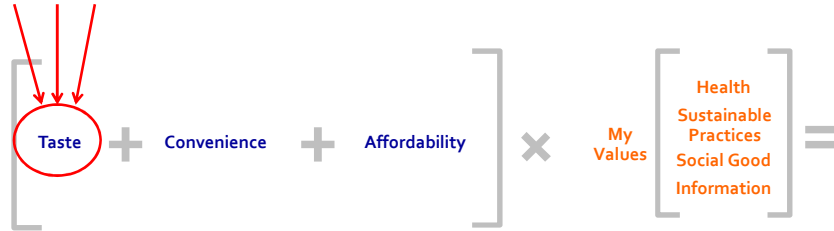


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Changing Attitudes, Behaviors & Households



The Definition of "Quality" has Changed



Consumer Purchasing Decision

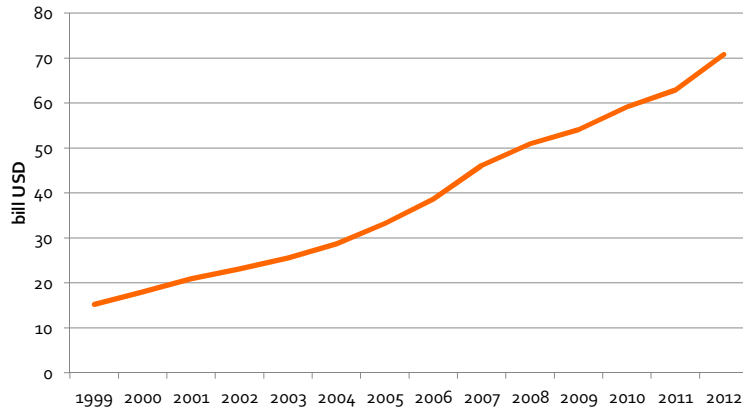
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Source: Produce Marketing Association (PMA)

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Global Organic Food Sales 1999 - 2012 (bill USD)



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Source: FiBL; IFOAM

Changing Attitudes, Behaviors & Households



The Home Chef



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Source: FoodNetwork.com

Changing Attitudes, Behaviors & Households



Escalope with Apples, Onions & Curry



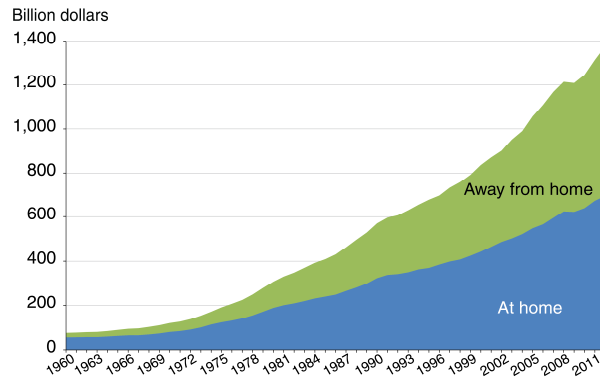
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Changing Attitudes, Behaviors & Households



Food is Everywhere

Food-at-home and away-from-home expenditures in the United States, 1960-2012



Source: USDA, Economic Research Service, Food Expenditure Series.

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E-Fruit



“Washington’s Cherries Fulfill China’s Cravings”



Image: Web Ad – Tmall.com.

Pre-sold 155 tons

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Source: East – West Center: Asia Matters for America

Magical – 10 Fold



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