Trends Impacting the Supply & Demand of Fresh Fruit

Opportunities & Challenges

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Roland Fumasi, Senior Analyst
Food & Agribusiness Research and Advisory

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.
Domestic Trends

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

- All Fruit
- All Citrus
- All Non-Citrus

Source: USDA/ERS

Domestic Trends

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

- Apples
- Strawberries
- Avocados

Source: USDA/ERS
The Challenge’s Farmers Are Facing

Food, Water, & Energy Nexus

850 million people do not have enough to eat

Full food supply chain is responsible for 30% of global energy demand

1.3 billion people do not have access to electricity

The food supply chain accounts for 80% of consumptive blue water use

Energy accounts for 8% of global water demand and up to 45% in industrialized countries

Source: Rabobank 2014

Macro

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

Food choices
- Diet food, functional food, organic food
- Fresh and convenient, segmented meals
- Prepared meals, snacks
- Eggs, meat, dairy, sugar, processed mass-market food, soft drinks
- Carbohydrate staples (grains, roots, tubers)

Income development

Food perception
Changing Attitudes, Behaviors & Households

The Definition of “Quality” has Changed

Taste + Convenience + Affordability × My Values

Health Sustainable Practices Social Good Information

= Consumer Purchasing Decision

Global Organic Food Sales 1999 - 2012 (bill USD)

Source: FiBL; IFOAM
Changing Attitudes, Behaviors & Households

The Home Chef

Escalope with Apples, Onions & Curry

Source: FoodNetwork.com
Changing Attitudes, Behaviors & Households

Food is Everywhere

Food-at-home and away-from-home expenditures in the United States, 1900-2012

- At home
- Away from home


E-Fruit

“Washington’s Cherries Fulfill China’s Cravings”

Pre-sold 155 tons


Source: East – West Center: Asia Matters for America
Magical – 10 Fold

Contact Details

Rabobank N.A.

Roland Fumasi
Assistant Vice President, Senior Analyst
Food & Agribusiness Research and Advisory
Roland.Fumasi@Rabobank.com

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