

IQF Strawberry Exporting Market Analysis in 2008

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The productivity of strawberry in 2008 is estimated to be lower than previous years in China while the price of IQF strawberry has been and is predicted to be high.

The main reasons are as following:

1. The insufficiency of strawberry productivity of last year caused plenty unfinished orders. This happened to most of our buyers too, which made much demand transferred into this year. As a result, the demand for IQF strawberry this year is larger than before.
2. Snow storm of 2007 seriously influenced strawberry planting base in South China, and the total productivity in China decreased.
3. Domestic demand for fresh strawberry, which consumed a considerable part of the product, gets stronger in 2008. Every day large quantity of fresh strawberries is delivered to supermarkets or large stores in many large cities such as Shanghai, Nanjing, Xi'an, Beijing and so on. Suppliability for export is smaller than before for domestic market for fresh strawberry greatly influences it. The same situation happened in Poland in previous years. The snow storm and total low productivity makes it worse. (Please refer to following pictures for reference.)



Much fruit has been picked for domestic fresh strawberry market. Fresh strawberry ready to be delivered to domestic supermarket

4. Planting. The main varieties of strawberry are Ratzon, All star, Am13, Am6, Senga sengana in China. They have been planted in China for many years. Seedlings actually needed to be developed and updated. For instance, more green houses have been built but the output is relatively decreasing. But it must be admitted that farmers attach most of their attention to planting and selling. They seldom considering about upgrading the seedlings. Thus the output of Linyi Agrishine Food Co.,Ltd April 9, 2008 All rights reserved.

each seedling is smaller than before. Following picture shows that the output of each seedling is smaller compared with that of previous years.



Flowering period



2007 crop



Flowering period



Fruiting period

2008 crop