



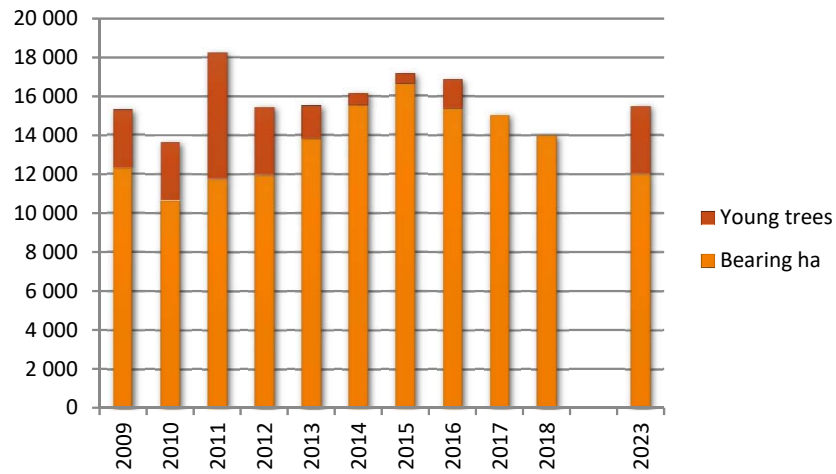
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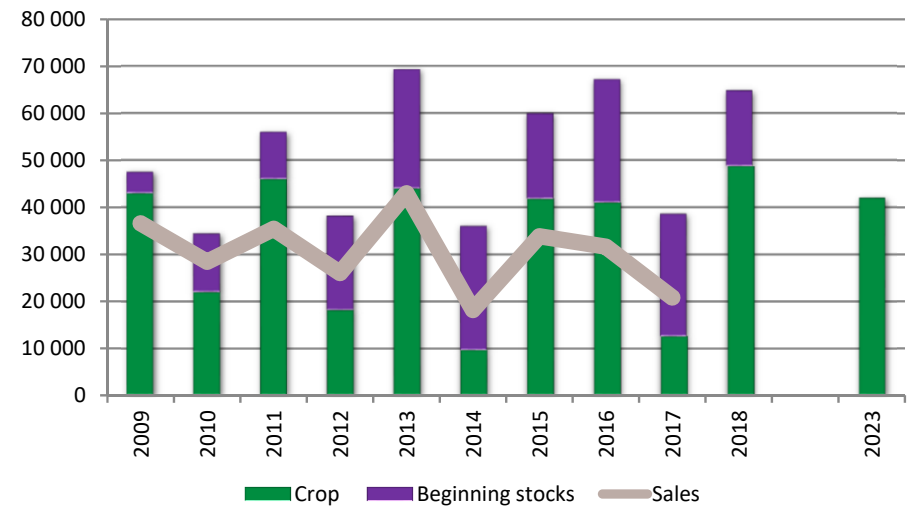
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Argentina

Orchard



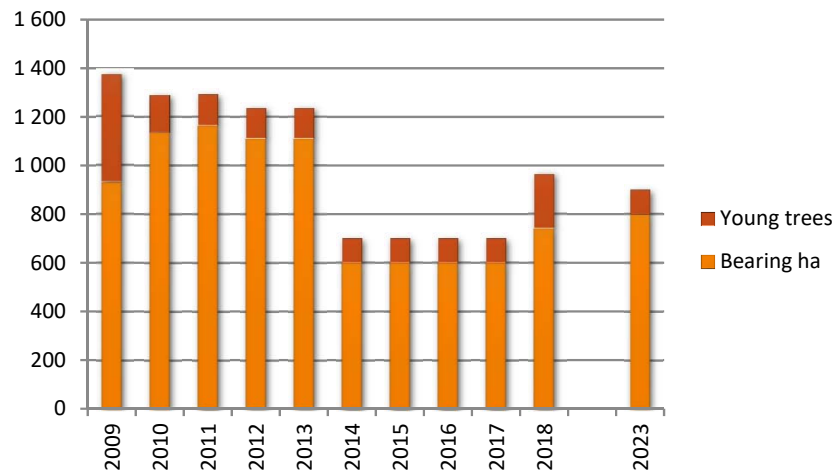
Production & Sales



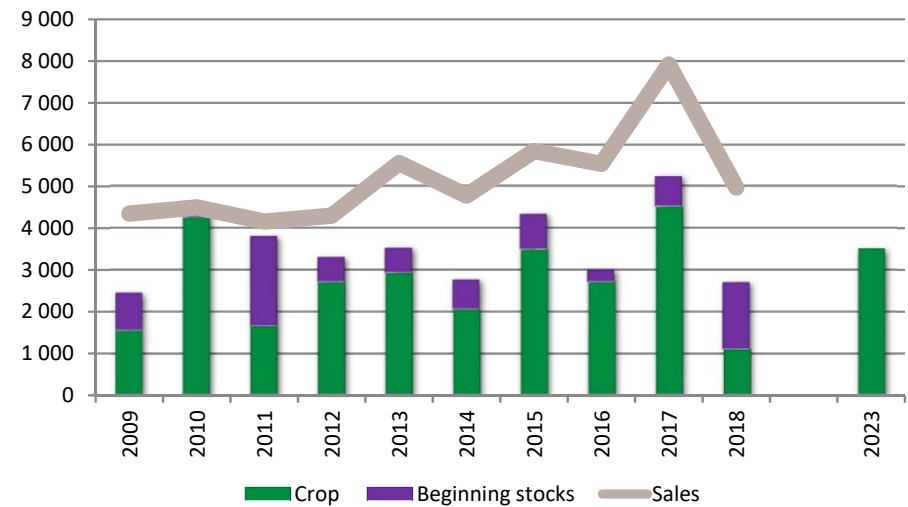
Note: 2023 estimates are a potential crop without any disaster

Australia

Orchard



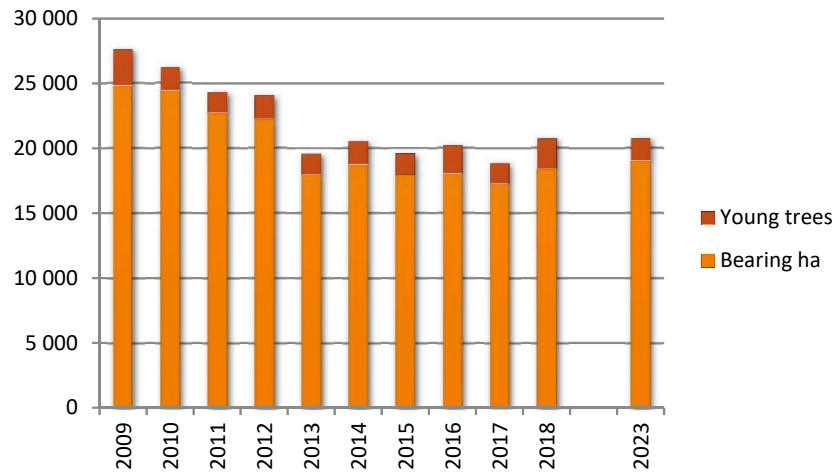
Production & Sales



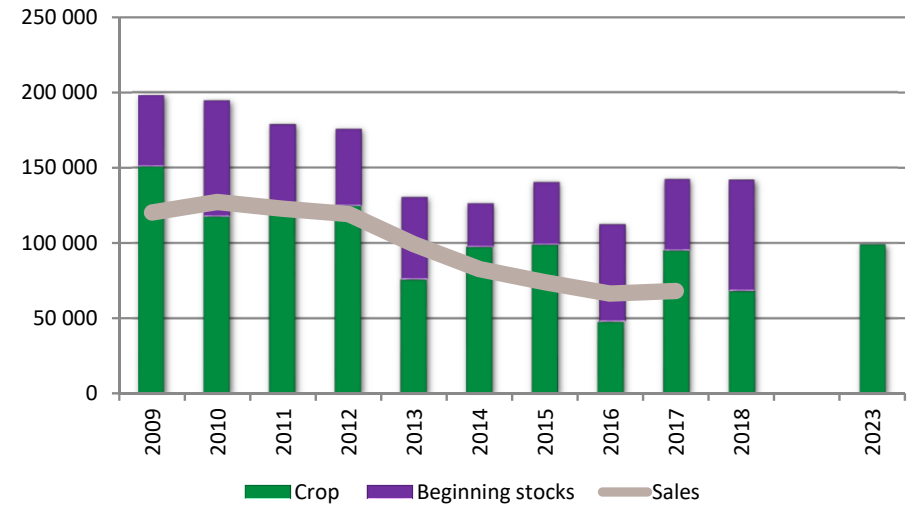
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California USA

Orchard



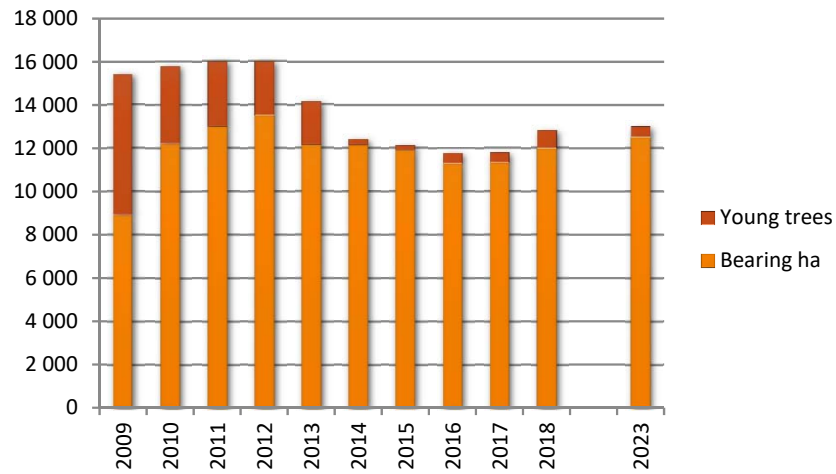
Production & Sales



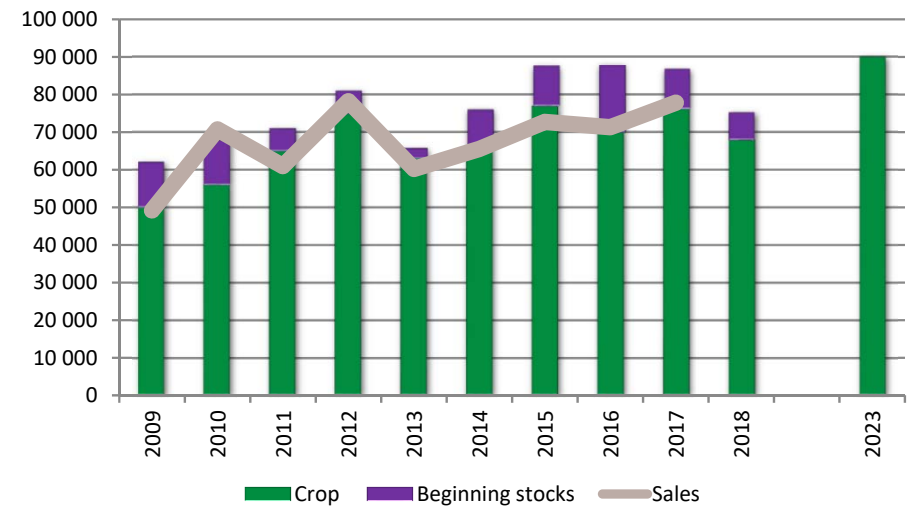
Note: 2023 estimates are a potential crop without any disaster

Chile

Orchard



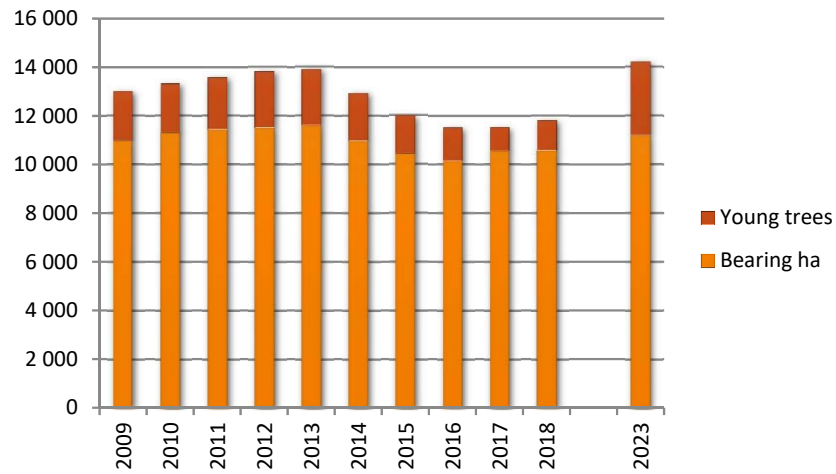
Production & Sales



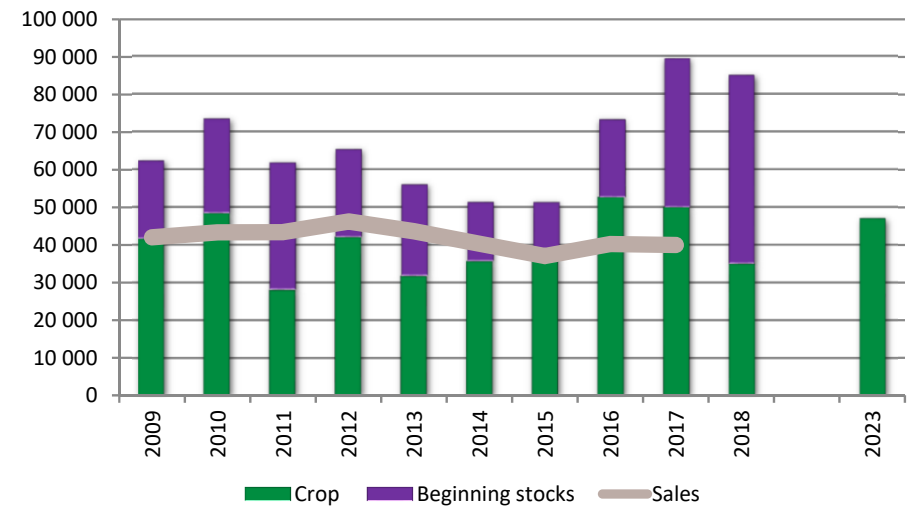
Note: 2023 estimates are a potential crop without any disaster

France

Orchard



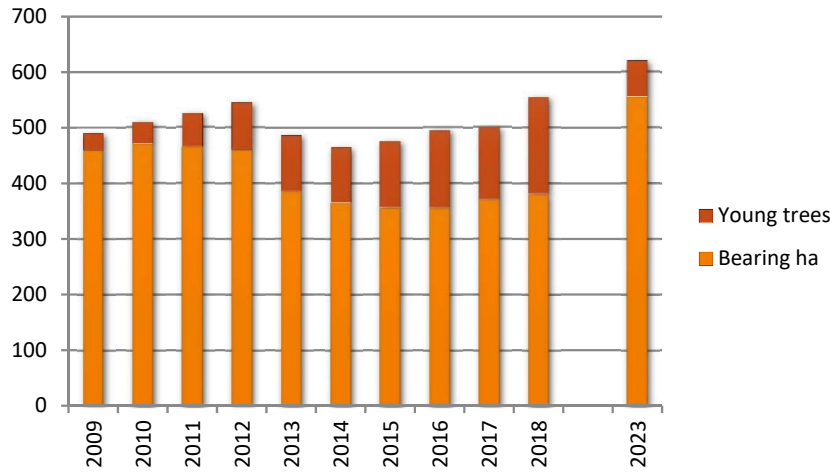
Production & Sales



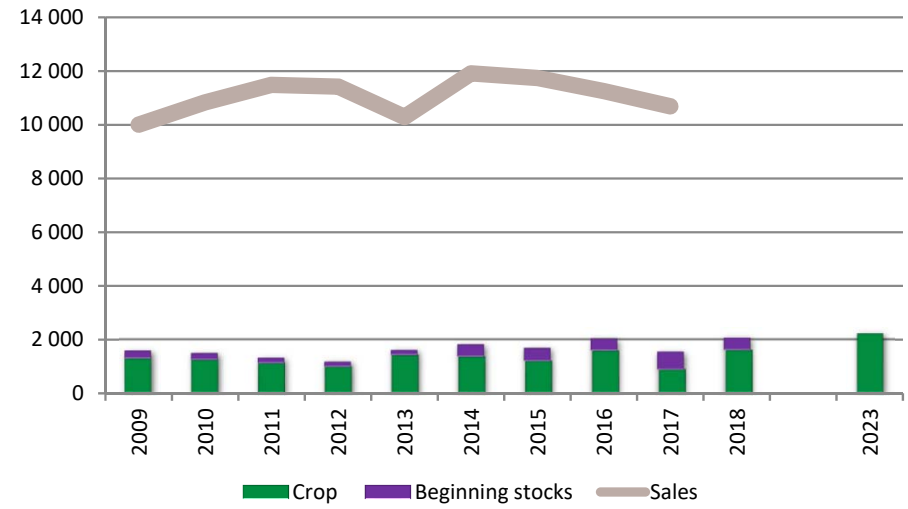
Note: 2023 estimates are a potential crop without any disaster

Italy

Orchard



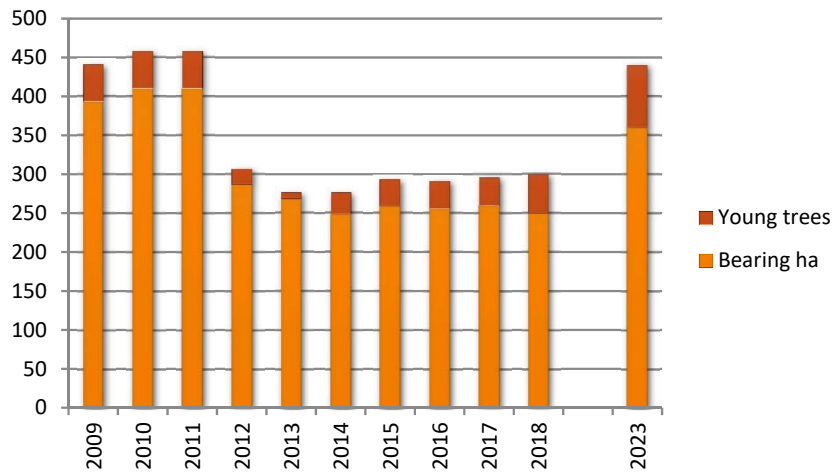
Production & Sales



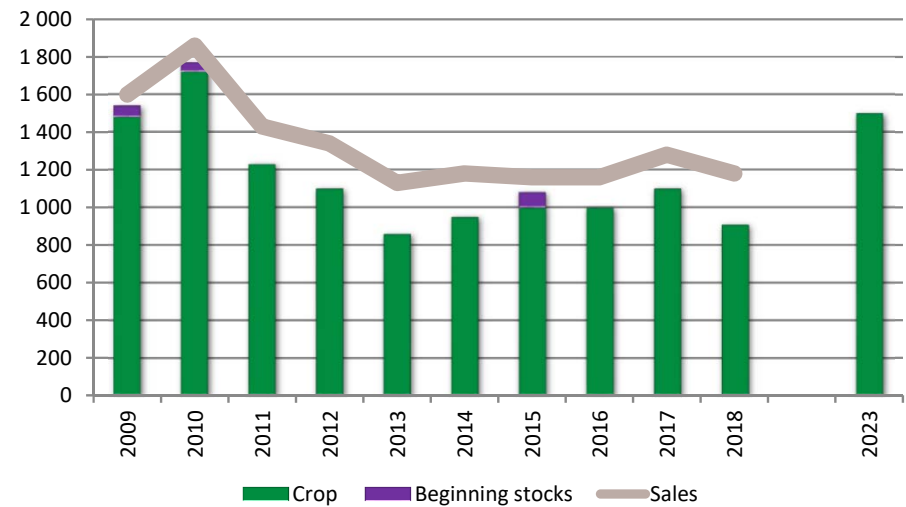
Note: 2023 estimates are a potential crop without any disaster

South Africa

Orchard

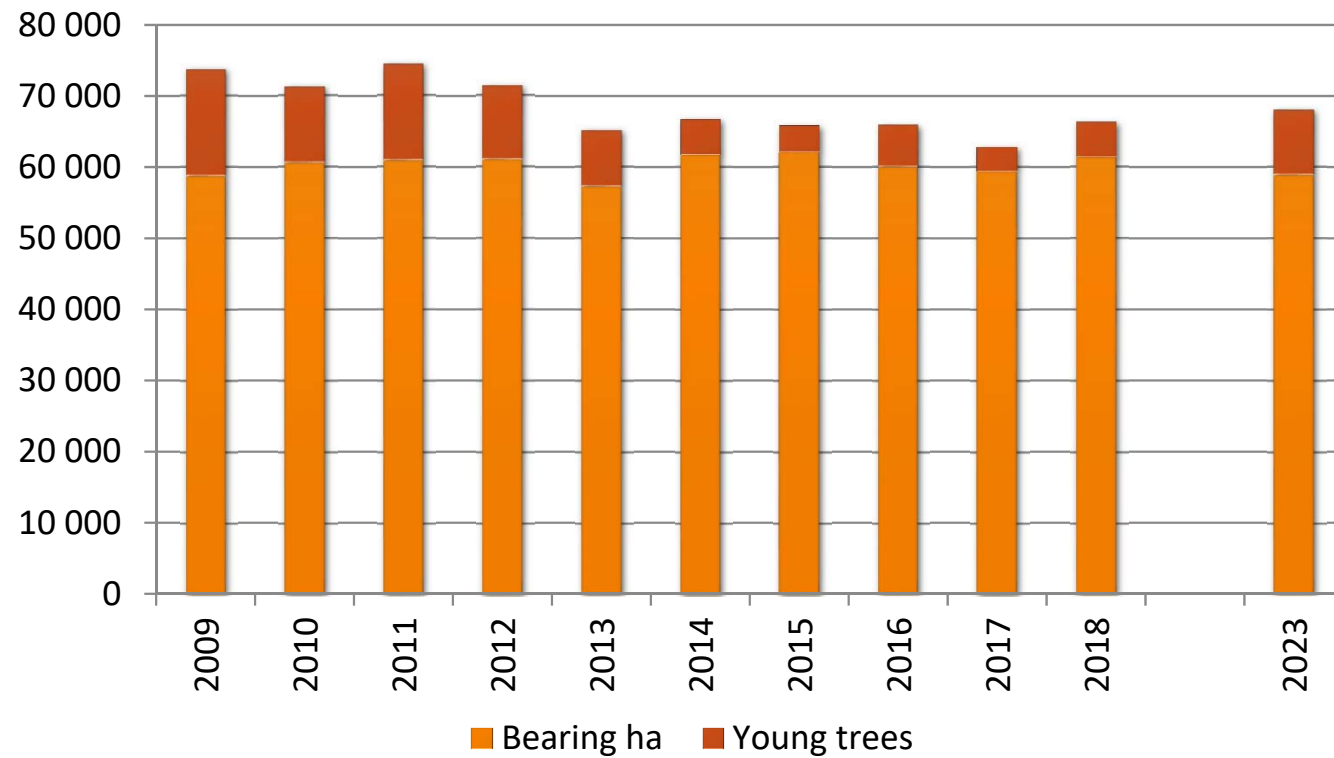


Production & Sales



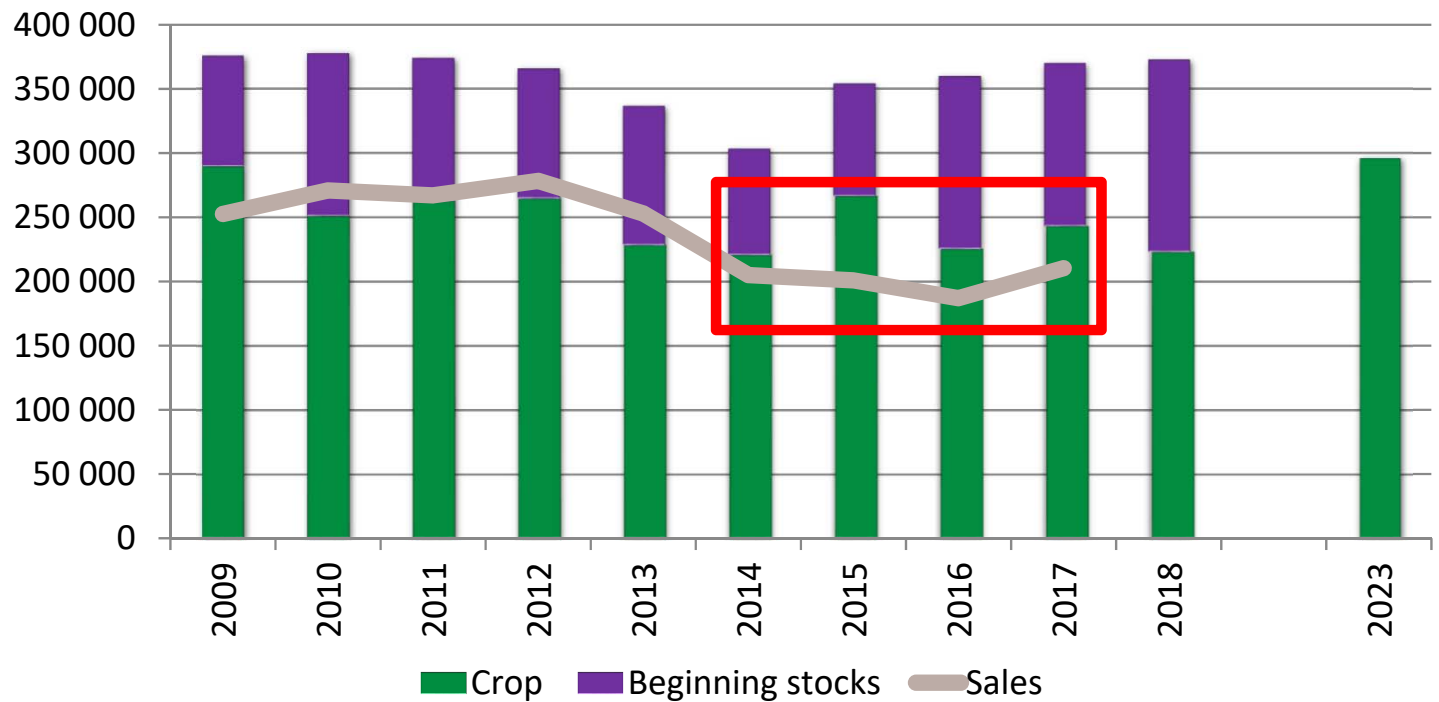
Note: 2023 estimates are a potential crop without any disaster

IPA Total Orchard





IPA Total Production and Net Sales



Note: 2023 estimates are a potential crop without any disaster



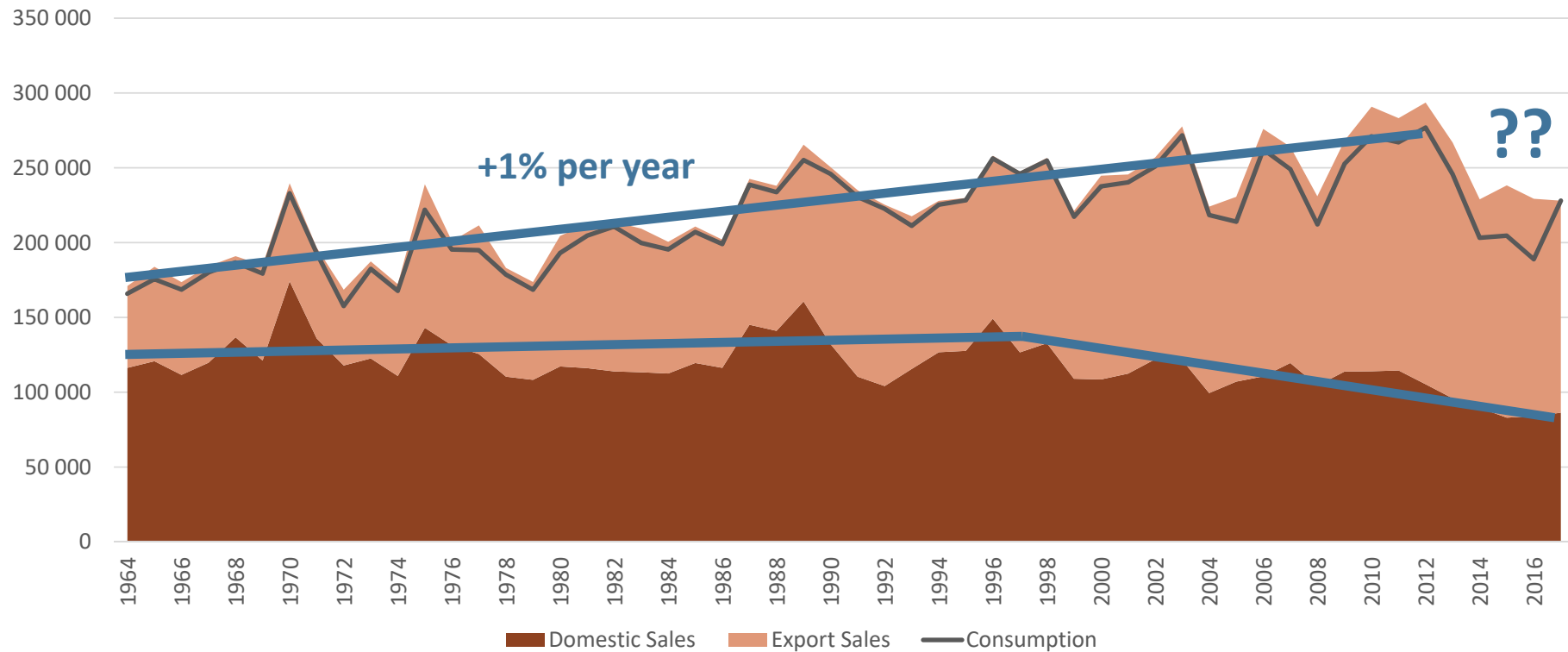
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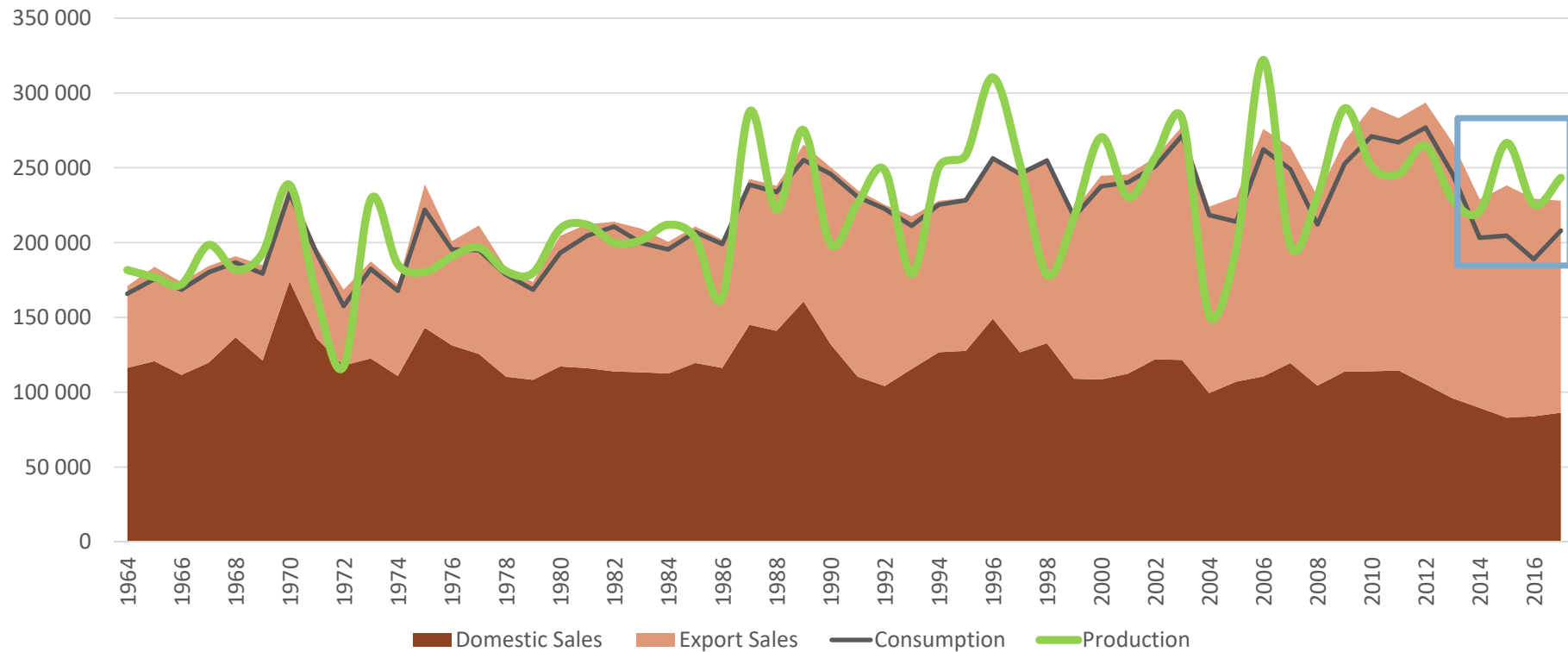
50-Year World Prune Market Evolution



Sources: USDA till 1990, IPA since 1991




50-Year World Prune Market Evolution

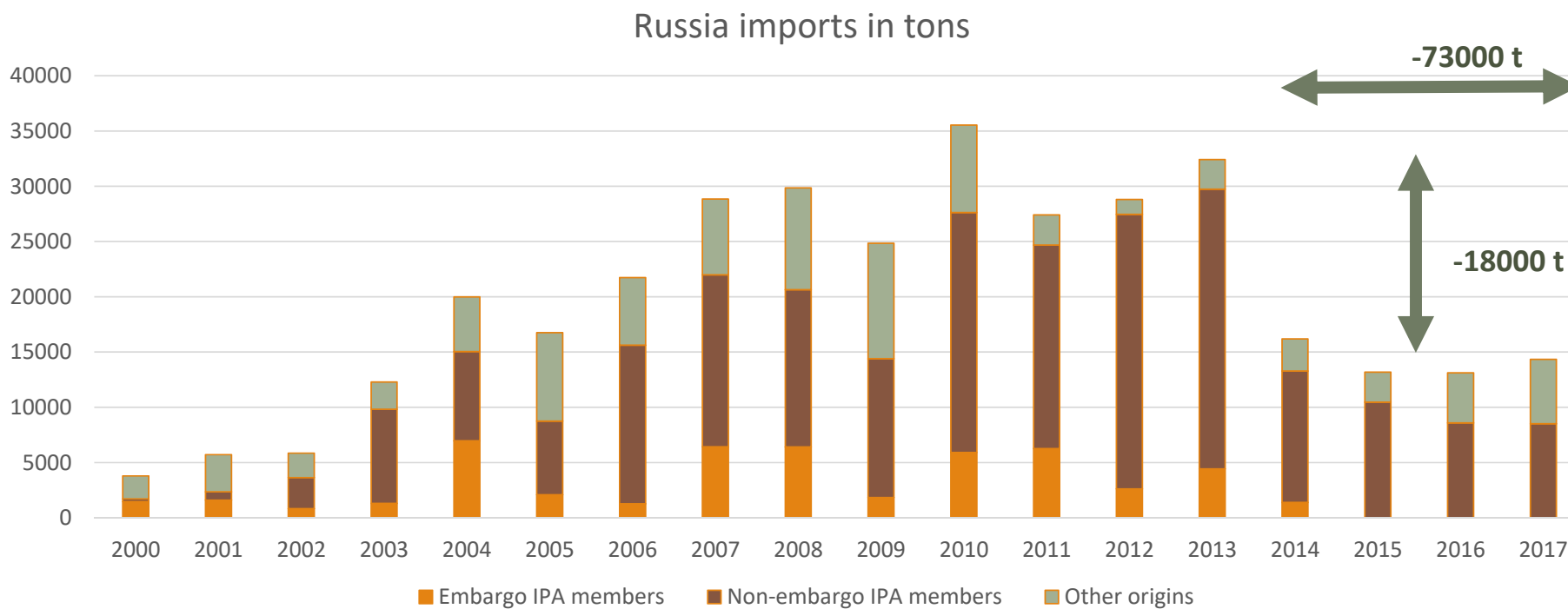


Sources: USDA till 1990, IPA since 1991

External causes: markets

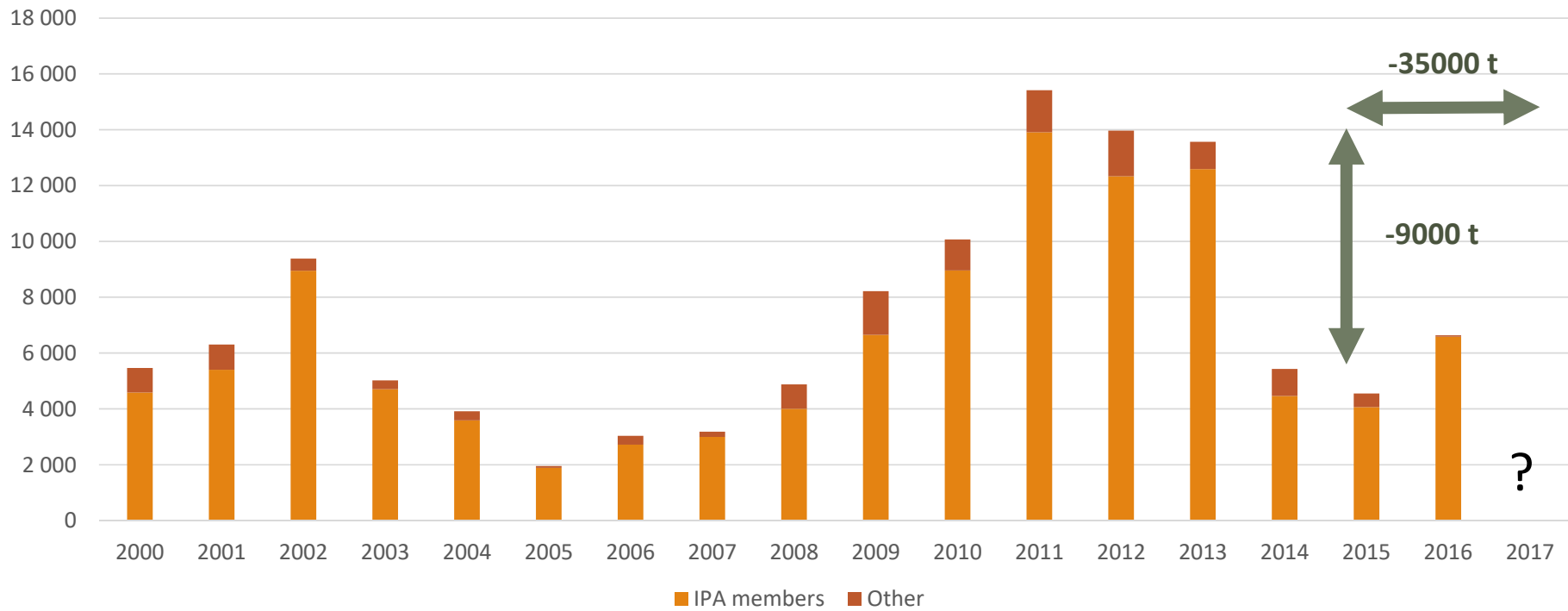
- Russia
 - China
 - Brazil
 - Europe
 - North America
- 

Prune Imports of Russia



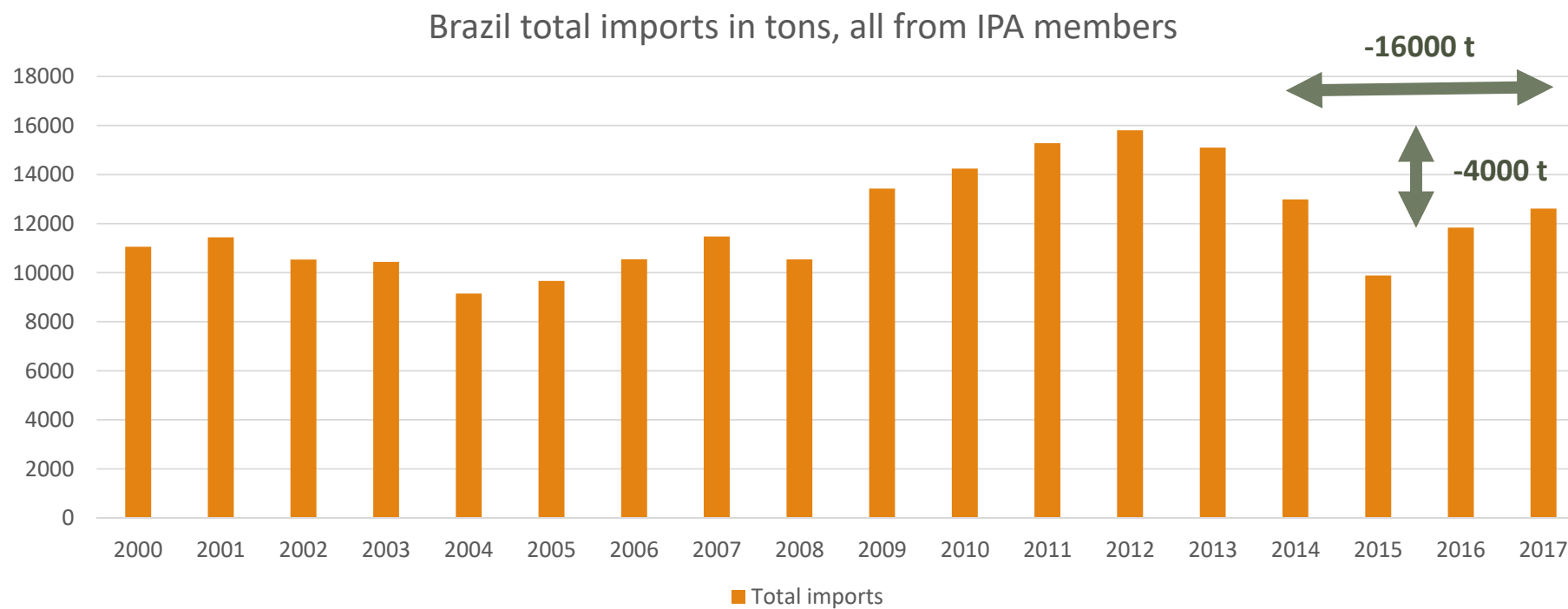
Source: UNO/ComTrade

Prune Imports of China



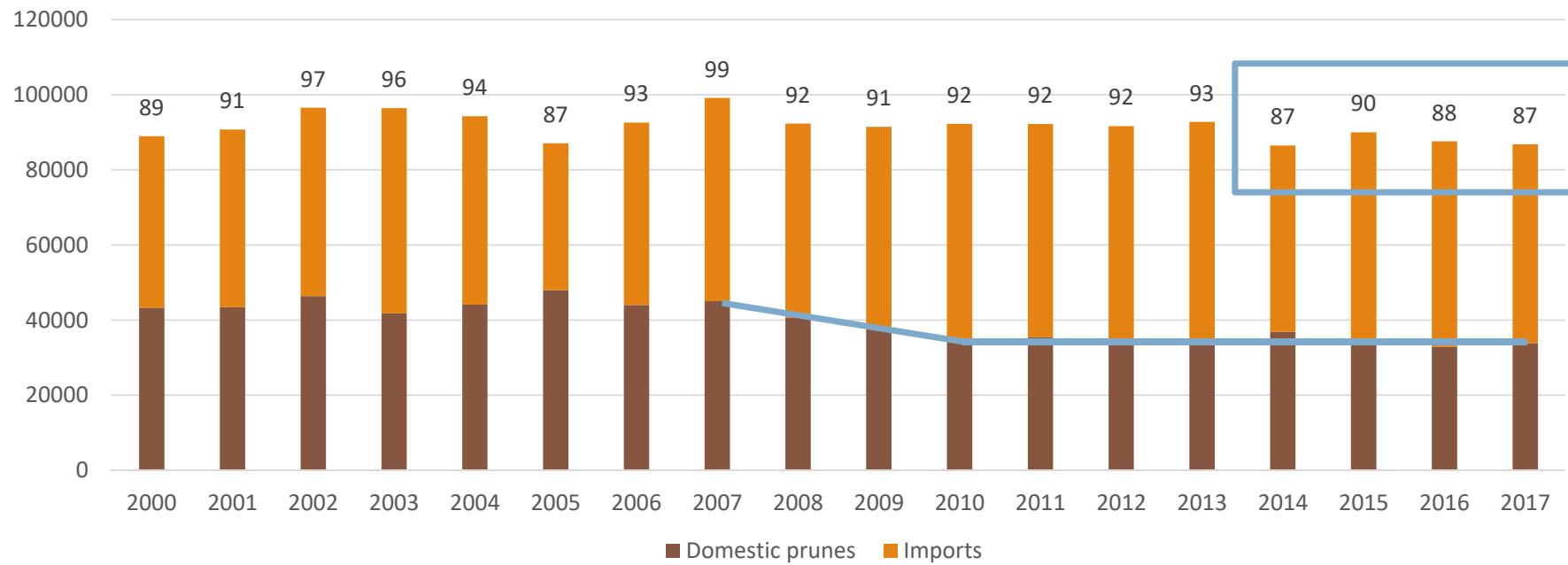
Source: UNO/ComTrade

Prune Imports of Brazil



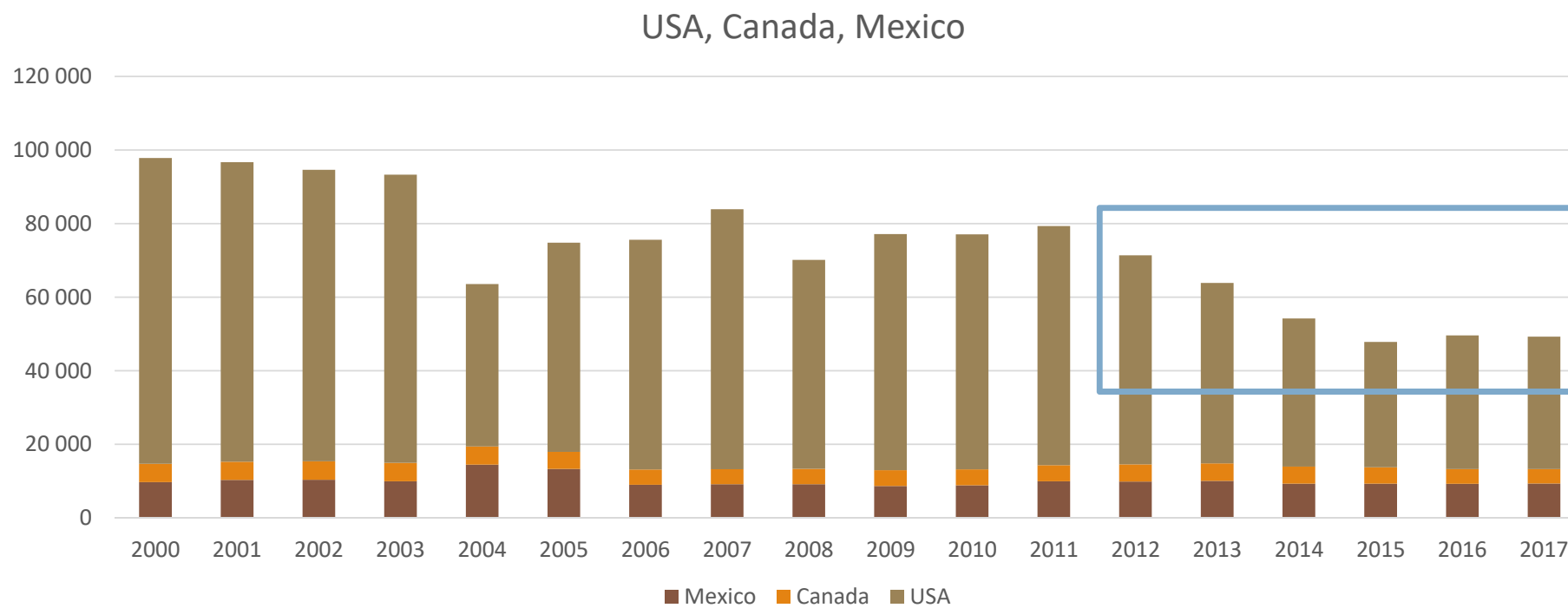
The European Prune Market

EU 28 consumption in tons



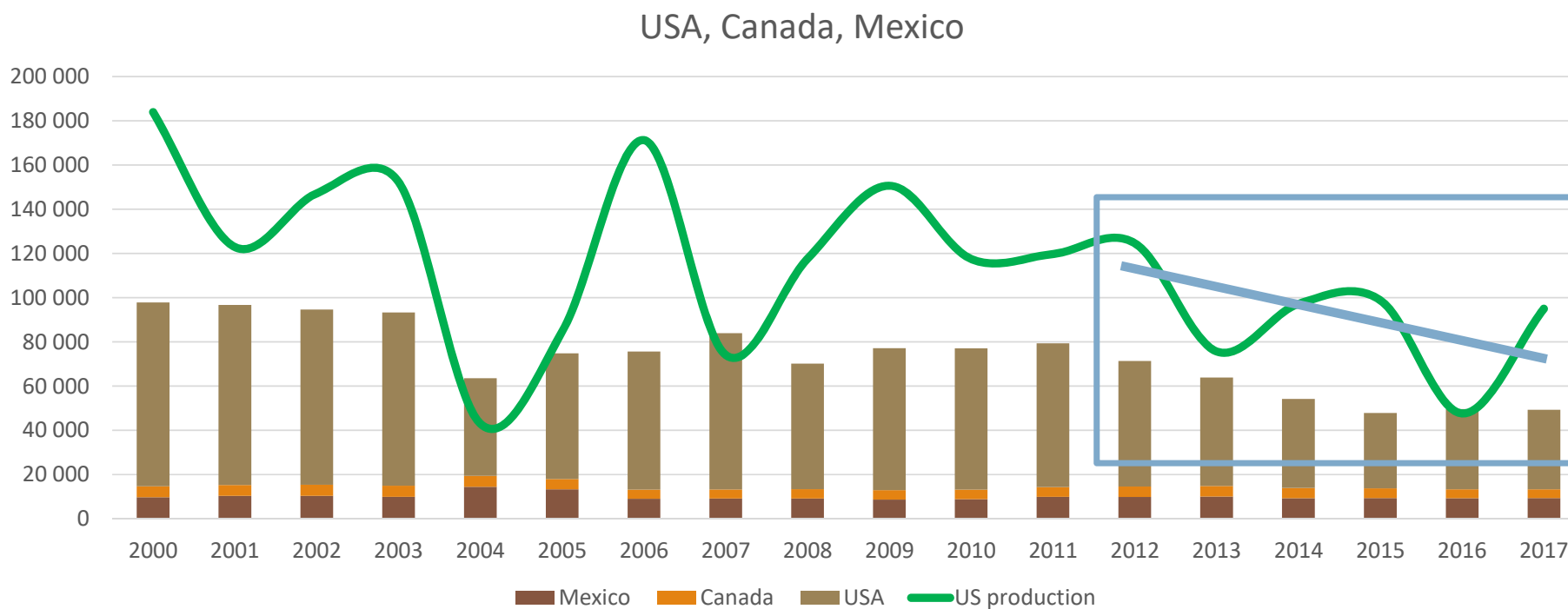
Source: BIP, IPA, Eurostat

The North-American Market



Source: IPA, UNO/ComTrade

The North-American Market



Source: IPA, UNO/ComTrade

External causes

□ Russia	-18 000 t
□ China	-9 000 t
□ Brazil	-4 000 t
□ Europe	-5 000 t
□ Total	-36 000 t per year /4 years



Consequences

Russia + Brazil + China + Europe \approx 36,000 missing tons per year
18% of the total world consumption
26% of the international prune exchanges

120,000 missing tons cumulated since 2014
represent one complete year of international sales

Internal causes

- The lack of promotion is weakening all markets
- Is bare competition able to address correctly this situation?



Conclusion

Prunes are not an easy-to-access product

There can be NO CONSUMPTION without a good knowledge of the product by the consumers

NO PROMOTION = NO MARKET

IPA can modestly help improving the arguments we have to increase consumption.

But efficient advertisement/promotion campaigns are needed to turn nutritional knowledge into commercial success.

Ads&Promotion is each producing country's business, and the cost is VERY HIGH...



Conclusion

Now Chile is challenging the leadership of California, which was structuring the international prune market

The competition between two co-leaders may freeze the efforts of market development, each country legitimately fearing that the other one will take possession of their investments

The other countries do not have the means to participate on their own, because they would only invest for the benefit of the leaders



Conclusion

Is there any way out without international dialogue?

Could we find an exit door with common activities?

Can IPA help in understanding better what happened with the international markets – and what can be done together?



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