



USDA Foreign Agricultural Service  
World Horticultural Trade and U.S. Export Opportunities  
**U.S. HORTICULTURE EXPORTS TO  
ASIA, 2004<sup>1</sup>**



**Japan**

**China**

**Philippines**

**Malaysia**

**Singapore**

**Taiwan**

**Korea, Republic of**

**Hong Kong**

**India**

**Thailand**



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<sup>1</sup> Figures listed in this report account for single commodity exports not in the basket category.

## Overview

In calendar year (CY) 2003, U.S. horticultural exports to the world totaled more than \$12.3 billion. Approximately 28 percent, or \$3.5 billion, of these exports were shipped to markets in Asia. U.S. horticultural exports to the world increased slightly in 2003, and exports to Asia increased by more than 7 percent. Asia is a significant market for U.S. horticultural products, with 10 of the top 25 horticultural export markets located in the region. This report will look at the top export markets, which include: Japan, South Korea, Hong Kong, China, Taiwan, Malaysia, Singapore, India, Philippines, and Thailand.

Leading categories of U.S. horticultural exports to the Asia region include miscellaneous fruits and vegetables, deciduous fruits, frozen vegetables, fresh citrus fruits, and edible tree nuts.

### **A Weak U.S. Dollar Will Likely Increase Exports for Parts of CY 2003 and 2004**

The weak U.S. dollar will likely lead to greater export growth, especially in the horticultural sector, and a possible shrinking of the trade deficit. If the U.S. dollar continues to fall, Asian exporters risk being priced out of the U.S. market unless they can match the currency's decline. China, whose yuan is pegged to the dollar, will have to make the appropriate adjustments to remain competitive in world markets.

### **Growing Populations**

Asia is home to 60 percent of the world's people. Even if that proportion does not change significantly over the next 30 years<sup>2</sup>, Asia's population will increase by more than 37 percent, reaching over 4.7 billion people in 2025. Gross national income (GNI) per capita is increasing rapidly in Asia, growing by nearly 20 percent in East Asia from 1998 to 2002 and 10 percent in South Asia over the same period.<sup>3</sup> Growing populations and increasing incomes will further increase consumption demand throughout Asia. The Asian market provides significant potential for U.S. exporters.

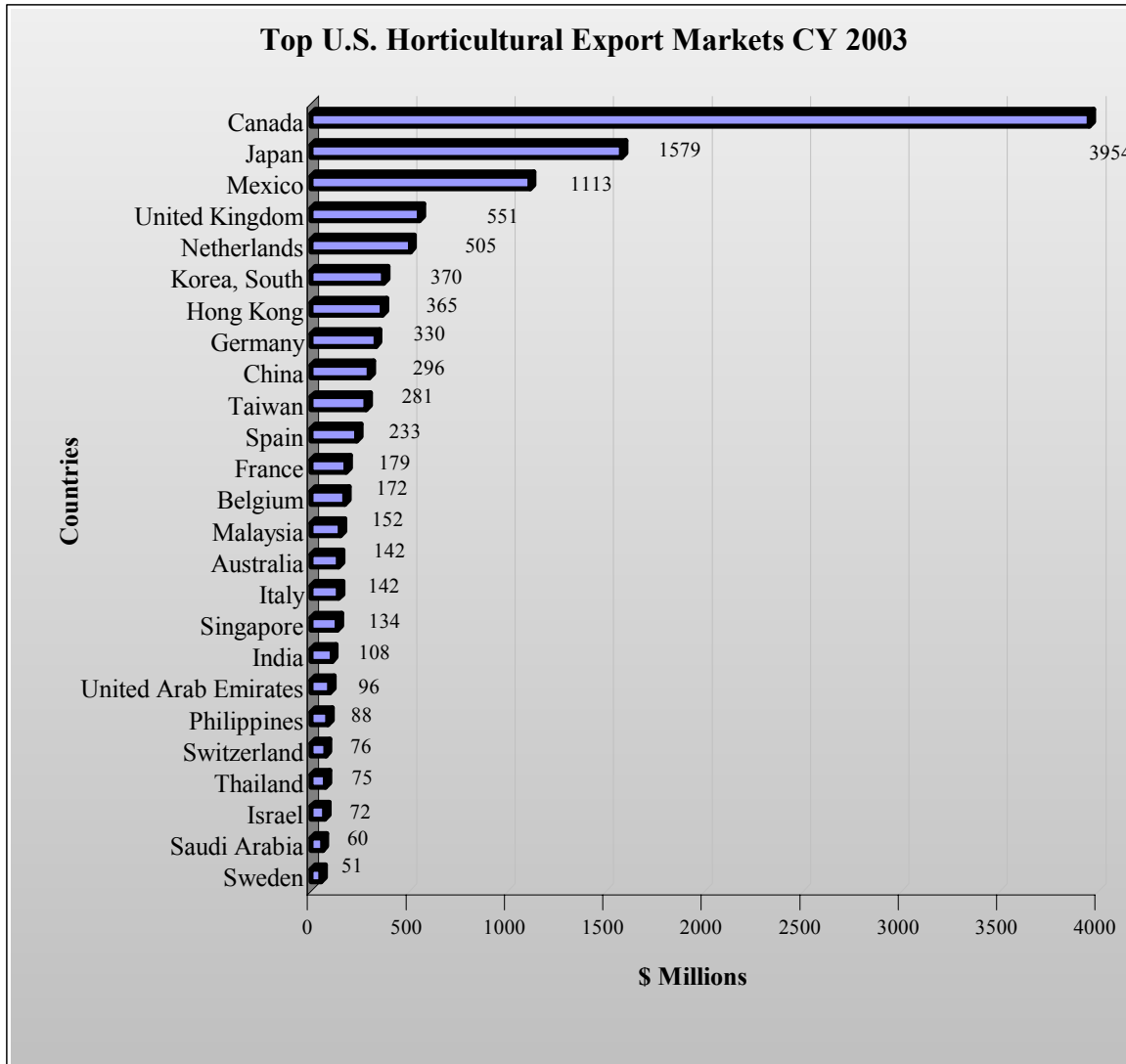
### **Top Global Horticultural Export Markets**

In CY 2003, 21 percent of U.S. agricultural export value to the world were comprised of horticultural products. Countries in Asia made up the second-largest market for U.S. horticultural exports behind Canada and Mexico. In 2003, Japan, South Korea, Hong Kong, China, Taiwan, Singapore, India, the Philippines, Malaysia, and Thailand collectively purchased more than \$3.4 billion worth of U.S. horticultural commodities.

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<sup>2</sup> *Population Issues Brief 2001*, United Nations, 2002

<sup>3</sup> *World Development Indicators* database, The World Bank, 2004



Source: U.S. Trade Internet System, 2004

## Japan

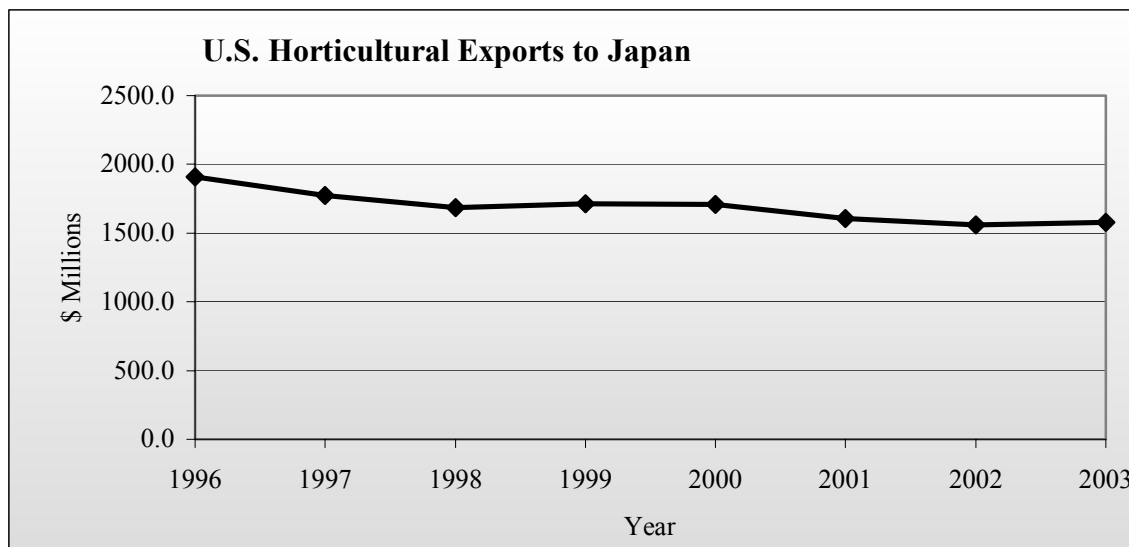
Japan remains the largest export market for U.S. horticultural products in Asia. In CY 2003, U.S. horticultural exports to Japan reached \$1.58 billion. U.S. horticultural exports have suffered a gradual decline from a high of \$1.9 billion in 1996 to a low of \$1.56 billion in 2002. U.S. horticultural exports increased 1.1 percent from 2002 to nearly \$1.58 billion in 2003. The Japanese economy is showing signs of a recovery from its economic downturn. The IMF estimated gross domestic product (GDP) growth of 2.7 percent in 2003 and projects GDP growth of 3.4 percent for 2004.<sup>4</sup> This growth is fueled by exports to neighboring countries as well as increased demand.

<sup>4</sup> World Economic Outlook, IMF, April 2004

<http://www.imf.org/external/pubs/ft/weo/2004/01/pdf/chapter1.pdf>

Higher quality and lower cost products from U.S. competitors are creating serious challenges for U.S. horticultural exporters. Additionally, Japanese companies are beginning to partake in joint ventures in neighboring countries, particularly in China, to meet consumer demand for freshness and low prices. Japanese investment and technical assistance have vastly improved the quality of products while maintaining the ability to produce and process products at lower prices. Continued weakness of the yen to the dollar and prolonged economic recession has caused consumers to become more responsive to price.<sup>5</sup> Japan continues to supply nearly 80 percent of the fresh fruit consumed and 97 percent of fresh vegetables consumed.

Despite recent economic challenges, Japan remains an important market for U.S. horticultural exports. In 2003, Japan imported \$210 million in fresh citrus fruit, with \$105 million of that value in fresh grapefruit alone. Potato products are also a large export from the United States, valued at close to \$160 million. Additionally, Japan's aging and health-conscious population provides an opportunity for U.S. exports of wine, vegetables, and berries.<sup>6</sup> Other major U.S. horticultural products exported to Japan in 2003 included fresh almonds (\$78.7 million), sweet cherries (\$78.6 million), wine (\$64.8 million), fresh oranges (\$53 million), fresh lemons (\$47 million), fresh broccoli (\$41 million), dried plums (\$32 million), and raisins (\$24 million).



Source: U.S. Trade Internet System, 2004

### South Korea

In CY 2003, U.S. horticultural exports to South Korea reached a historical high of \$370 million. South Korea is the fifth-largest market for U.S. agricultural products. Overall, high import values are tied mainly to a weak U.S. dollar, the strong Korean currency (won), and expected economic growth in Korea. South Korea's economic growth rate

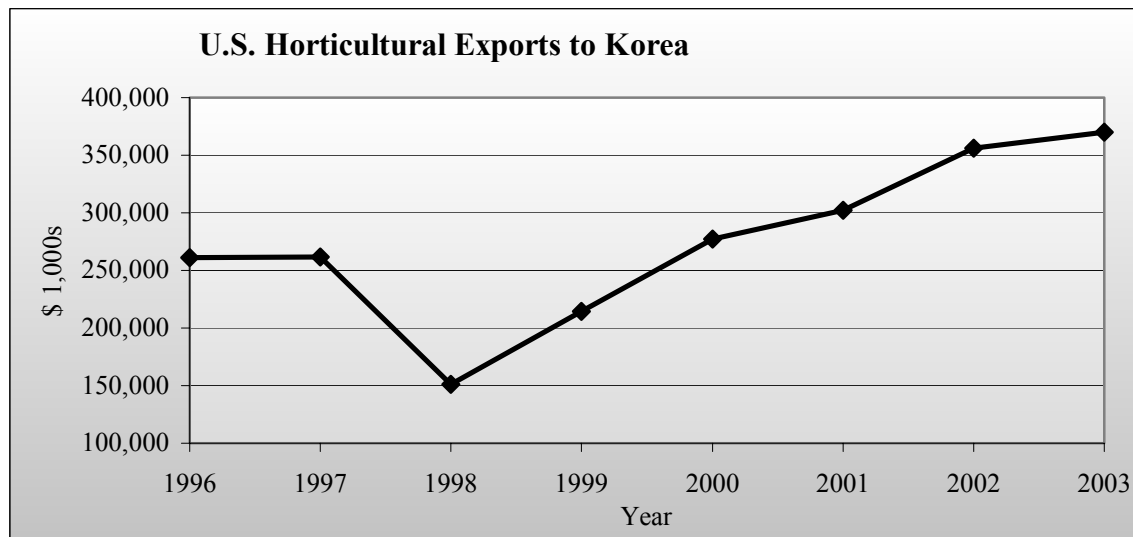
<sup>5</sup> Attaché Report JA4037, 4/7/2004

<sup>6</sup> FAS Attaché Report JA3035, 6/16/03

was at 2 percent in 2002, but increased only to 3.1 percent in 2003, much lower than the 5-percent projected growth rate for 2003. South Korea is still expected to accomplish an annual growth rate of 5.5 percent from 2004-2005.<sup>7</sup>

Despite slower economic growth than expected, U.S. horticultural exports are growing. U.S. horticultural exports have surpassed levels prior to the Asian financial crisis in the late 1990s and are continuing on an upward trend. Korean consumers regard U.S. food and beverage imports with confidence. In addition, per capita consumption is trending upward. South Koreans, in general, are both price and quality-sensitive in their consumption preferences.<sup>8</sup>

In 2003, top U.S. horticultural exports to South Korea included food preparations (\$70 million), fresh oranges (\$68 million), fresh almonds (\$16 million), sweet corn (\$15.9 million), frozen potato fries (\$15.7 million), fresh temples (\$12 million), and frozen orange juice (\$10.6 million).



Source: U.S. Trade Internet System, 2004

## Hong Kong

As a Special Administrative Region (SAR) of China, Hong Kong has a bustling free-market economy that is highly dependent on international trade. In CY 2003, despite the SARS outbreak, U.S. horticultural products in Hong Kong fared well, with increasing grocery store sales in general, and specifically, a very high demand for U.S. fresh fruit.<sup>9</sup> Natural resources are limited, and almost all food and raw materials must be imported. Hong Kong still has the highest per capita GDP in Asia, around \$28,000.<sup>10</sup> Hong Kong

<sup>7</sup> Pacific Economic Outlook, 2004

<sup>8</sup> FAS Attaché Report, KS2046, 9/19/2002

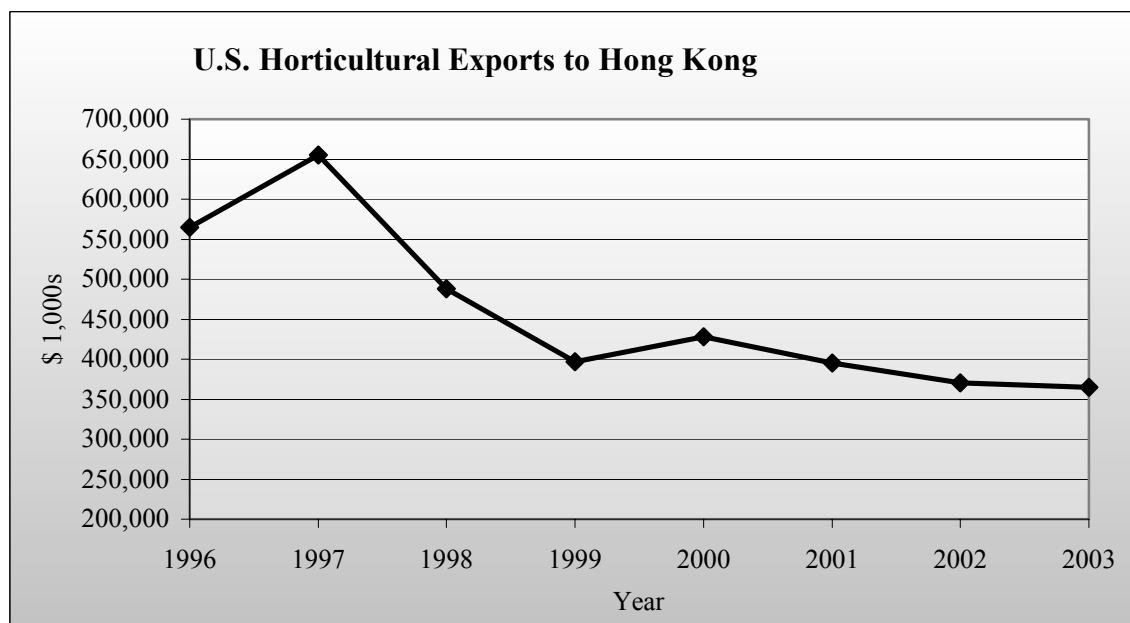
<sup>9</sup> FAS Attaché Report, HK2038, 9/27/2002

<sup>10</sup> CIA World Fact Book, Hong Kong, Economic Information, 2004

seems to be recovering from the recent global downturn and from the SARS epidemic. GDP growth was estimated at 2.9 percent in 2003 as compared to a growth rate of nearly zero in 2001.

The Hong Kong SAR offers no import duties on any horticultural imports. Hong Kong residents travel frequently and are generally sophisticated, knowledgeable, and receptive to western foods and U.S. products. What's more, because the Hong Kong dollar is pegged to the U.S. dollar, U.S. products are not subject to price fluctuations based on exchange rates.<sup>11</sup>

Overall, Hong Kong's horticultural imports are trending downward, and U.S. horticultural exports have decreased significantly over the past several years. The serious loss in market share could be due to increased competition from China and several other horticultural exporters. Iran and Canada have both experienced increases in horticultural exports to Hong Kong, and China's exports have remained stable, despite the overall decrease in imports. In particular, the United States has experienced market share losses in fresh deciduous fruits, pistachios, as well as fresh and frozen vegetables. Part of the decline in exports to Hong Kong can be attributed to increased direct trade with China; prior to China's accession into the WTO, exports to China first passed through Hong Kong.



Source: U.S. Trade Internet System, 2004

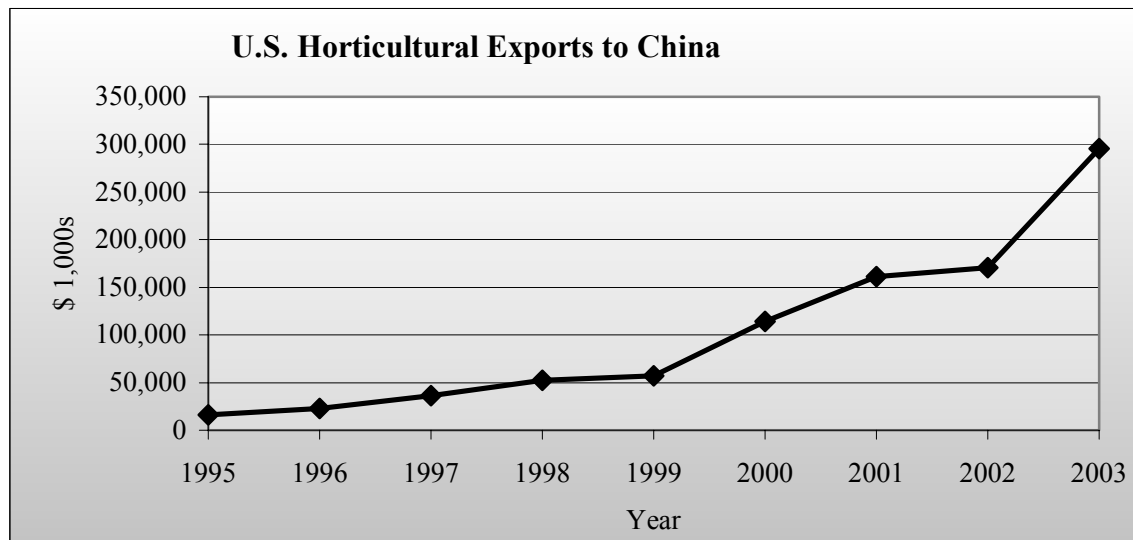
Despite the overall decline, there is potential for growth in the processed/convenience sectors of Hong Kong's retail food markets for U.S. high-value consumer foods such as grocery items, ingredients for home meals, wine, and health food.

<sup>11</sup> FAS Attaché Report, HK2038, 9/27/2002

In 2003, top U.S. horticultural exports to Hong Kong included fresh grapes (\$59 million), fresh oranges (\$39 million), fresh apples (\$23 million), processed almonds (\$16 million), ginseng (\$14 million), food preparations (\$13 million), hazelnuts (\$13 million), fresh almonds (\$13 million), frozen potato fries (\$12 million), fresh prunes and plums (\$10 million), beer/malt (\$9 million), and potato chips (\$6 million).

## China

With a population over 1.3 billion and a gradual movement toward trade liberalization, China has attracted the attention of many U.S. horticultural exporters as both a market and competitor. China has been one of the fastest growing markets in Asia. U.S. horticultural exports increased by 73 percent from CY 2002 to reach a new high of \$296 million in 2003. The 2001 accession into the World Trade Organization (WTO) and significant tariff reductions for a wide range of agricultural products should improve market access for U.S. horticultural exports to China. China presents great potential for U.S. exports of fresh fruits, frozen vegetables, ginseng, and tree nuts.



Source: U.S. Trade Internet System, 2004

The movement toward western-style hypermarkets, supermarkets, convenience stores, and modernization of its food processing also provide additional export opportunities for growing U.S. horticultural exports. Domestic supply has benefited from advances in production technology, and also from access to a wider range of resources and technology from around the world. China's rapidly changing lifestyles and eating habits have resulted in a booming fast-food industry. As a result, popular U.S. food has become a huge success story, creating a growing market for U.S. frozen potatoes. Since 1995, China's direct imports of frozen potato fries from the United States have increased tenfold; while at the same time, the volume of frozen potato fries shipped to Hong Kong more than tripled. The market for miscellaneous horticultural products, containing the food preparations product group is also increasing rapidly. As more consumers eat at

Chinese fast food and western-style restaurants such as McDonald's and Kentucky Fried Chicken, these numbers are expected to increase.<sup>12</sup>

In 2003, food preparations were by the far the largest horticultural export product to China, comprising over 60 percent of all U.S. horticultural exports to China. U.S. exports of food preparations to China increased by over 300 percent from 2002 to 2003, reaching a record high of \$207 million from just \$49 million the previous year.



Source: U.S. Trade Internet System, 2004

In 2003, frozen potatoes accounted for 93 percent of all potato products exported to China, rising by 12 percent from 2002 while exports of other potato products experienced a decline in absolute terms. The United States continues to be the largest exporter of frozen potato products to China, in spite of significant market share losses to New Zealand and smaller losses to Canada.

Miscellaneous horticultural products, including food preparations (\$112 million), essential oils (\$44 million), frozen vegetables (\$36 million), ginseng (\$19 million), fresh citrus fruit (\$17 million), and edible tree nuts (\$14 million) were the top U.S. horticultural exports to China in 2003.

Fruit and vegetable producers from other countries, Japan in particular, are beginning to invest in China to increase production and processing capacity in China. This investment

<sup>12</sup> U.S. French Fries Heat Up China's Fast Food Industry, *Fast Food Restaurants, a Way of Life*. Cee & Theiler, FAS AgExporter, 1999



provides Chinese producers and processors with technical assistance and has increased the quality of products originating in China.<sup>13</sup> However, this does increase the level of competition with the United States.

## Taiwan

Taiwan is the sixth largest export market for U.S. food and agricultural products in the world. In CY 2003, the United States exported \$2.1 billion of agricultural products to Taiwan. In terms of per capita food imports from the United States, Taiwan ranks No. 2 in the world after Canada. However, U.S. horticultural exports to Taiwan are declining. Taiwan is a very price-sensitive market, and high producer prices coupled with increased competition from Japan and Korea have contributed to the recent decline in U.S. exports of horticultural products, in particular fresh deciduous fruit to Taiwan.<sup>14</sup>

With Taiwan's January 2002 accession to the WTO, U.S. exporters now enjoy increased access to this dynamic market. Additionally, Taiwan's standard of living has increased over the past few years. On the whole, the Taiwanese are sophisticated consumers with growing incomes. U.S. products are well regarded and the quality of these products is generally well received by consumers.

In 2003, top U.S. horticultural exports to Taiwan included fresh apples (\$31.5 million), peaches and nectarines (\$29 million), food preparations (\$25.5 million), fresh sweet cherries (\$20 million), frozen potato fries (\$12 million), sweet corn (\$14 million), beer/malt (\$11 million), grapes (\$10 million), broccoli (\$8 million), and fresh almonds (\$7 million).



Source: U.S. Trade Internet System, 2004

<sup>13</sup> FAS Attaché Report CH3807, 4/30/2003

<sup>14</sup> Attaché Report, TW3032, 09/10/2003

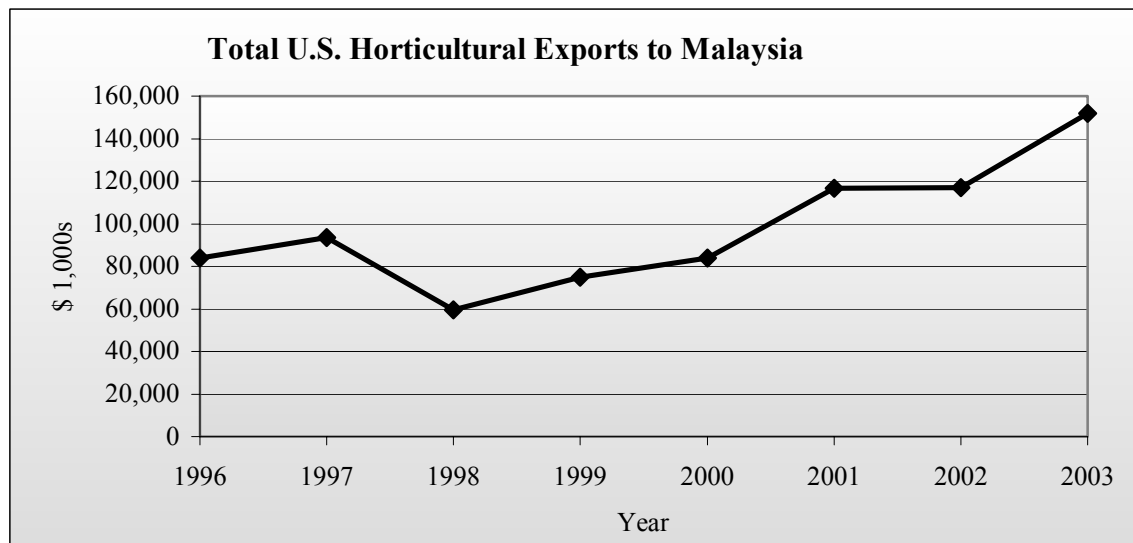
## Malaysia

Between CY 1998 and 2003, U.S. horticultural exports to Malaysia progressively increased from \$59 million to \$151 million. Tariffs on imported food and beverages are relatively low for the region, ranging from 0 to 20 percent. The purchasing power is expected to be higher, with per capita income projected to increase by 5.5 percent to \$3,710 in 2003, compared to \$3,526 in 2002. New retail outlets provide better access to Malay consumers and are excellent venues for U.S. horticultural exports.

Malaysia, as one of the most developed nations in Southeast Asia, with a population of 24.5 million, has about 61 percent of its population in the middle-to-upper-middle class income groups. Politically and economically sound and open to foreign trade, Malaysia is a relatively quality-driven market in its consumption preferences. The Malay consumer favors shopping in stores that offer a variety of selections.<sup>15</sup>

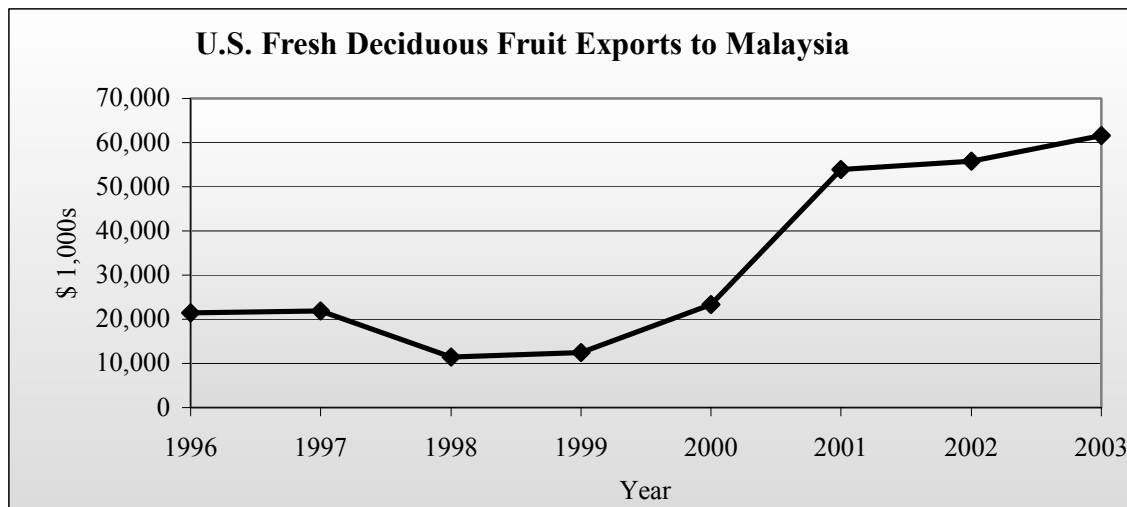
While Malaysia is a producer of tropical fruits and fresh vegetables, it also imports these items from Thailand and Indonesia. In the fresh fruit sector, the United States faces stiff competition from China, Australia, and New Zealand.

Top U.S. horticultural exports to Malaysia in 2003 include fresh deciduous fruits, in particular apples and fresh grapes. U.S. fresh apple exports rose from \$6 million in 2000 to approximately \$17 million in CY 2003. In 2003, Malaysia imported \$42 million of fresh grapes from the United States compared to \$15 million in 2000.



Source: U.S. Trade Internet System, 2004

<sup>15</sup> FAS Attaché Report MY2052, 10/18/2002  
August 2004



Source: U.S. Trade Internet System, 2004

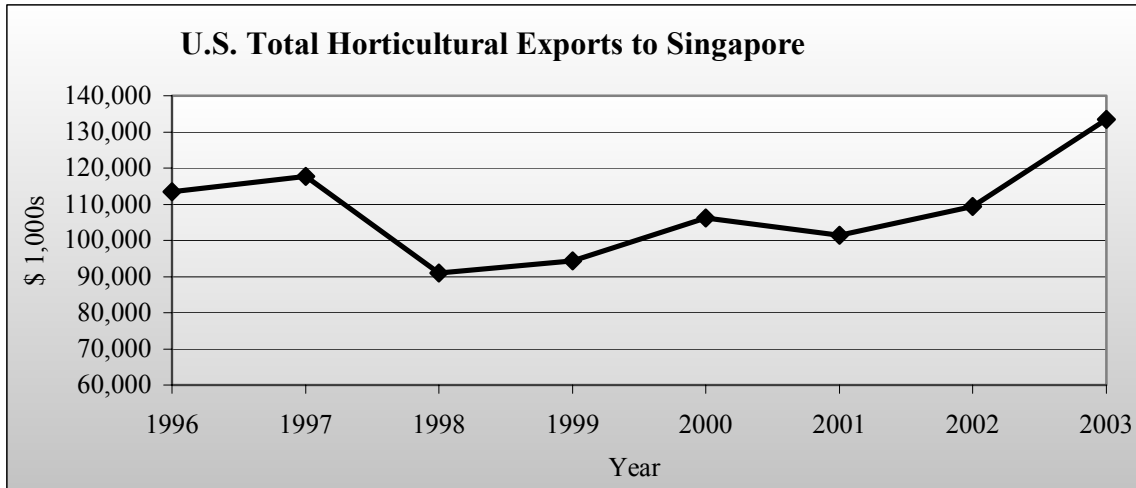
## Singapore

U.S. horticultural exports to Singapore have gradually increased from \$91 million in CY 1998 to \$133 million in 2003. With a growing population of 4.3 million people, a wide range of food products from all over the world on supermarkets shelves, and the second highest per capita income in Asia, this city-state provides many opportunities for U.S. horticultural exporters. In 2003, Singapore's per capita GDP was \$23,700. Singapore offers a highly educated population with fast growing incomes, quality-sensitive consumer preferences, a proliferation of western family-style dining and a high consumer regard for U.S. brands.<sup>16</sup>

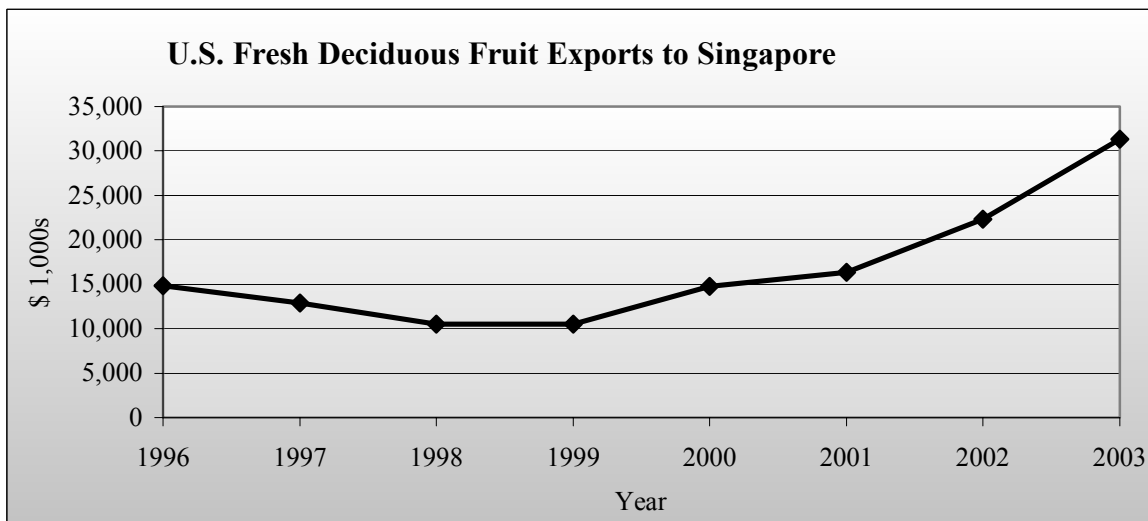
With the exception of alcoholic beverages and tobacco products, Singapore has a very open import regime on all foods. Because there is virtually no agricultural production and the current government policy is to source food products from all over the world, there are practically no non-tariff restrictions on horticultural trade.

The major fresh fruit suppliers to Singapore include the United States, Australia, New Zealand, the European Union, China, South Africa, Brazil, and Chile. The top U.S. horticultural exports to Singapore for 2003 were fresh grapes (\$22 million) and oranges (\$10.5 million). Overall, fresh deciduous fruits, which are the largest U.S. horticultural export product group to Singapore, are on an upward trend, recovering from the Asian financial crisis to \$31 million in 2003. Miscellaneous horticultural product exports have also presented an overall growth trend since 1998 and are valued at \$23 million.

<sup>16</sup> FAS Attaché Report SN2007, 10/18/2002



Source: U.S. Trade Internet System, 2004



Source: U.S. Trade Internet System, 2004

## India

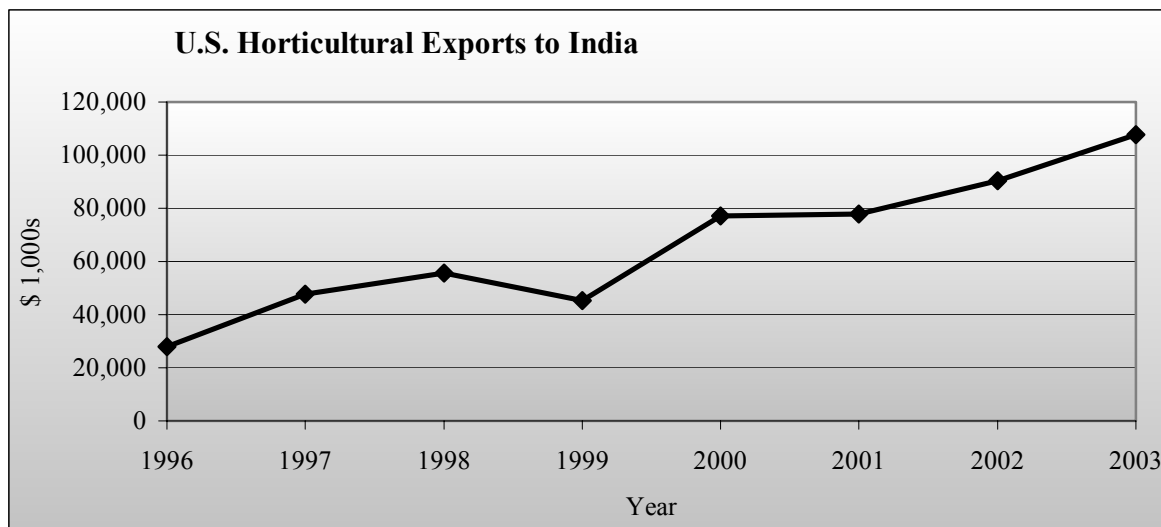
With a large and increasing middle class, a growing food processing industry looking for imported ingredients, mounting urbanization, and growing numbers of working women, India represents tremendous potential for U.S. exporters.<sup>17</sup> U.S. exports of horticultural products to India increased over 16 percent from CY 2001 to 2002 and 19 percent from 2002 to 2003. While traditional items like fresh onions, almonds, and apples continue as dominant export products, exports of relatively new products like fresh grapes, and processed foods including ketchup, sauces, jams and jellies, pickles, noodles, snack foods, and health drinks are growing and in high demand. Yet fundamental concerns in India such as the ongoing dispute with Pakistan over Kashmir, a rapidly growing

<sup>17</sup> FAS Attaché Report, IN2057, 9/30/2002

population, environmental degradation, extensive poverty, and ethnic and religious strife remain, despite impressive gains in economic investment and output.

The Indian government still discourages imports by applying higher tariffs or other forms of non-tariff barriers. While India is generally supportive of biotechnology in agriculture, its policies on importation of products containing biotech organisms (GMOs) are vague.<sup>18</sup> The status quo favors labeling of biotech products.

Six percent of India's 1 billion people live in 550,000 villages and the remaining 94 percent live in 200 towns and cities.<sup>19</sup> Given such a diverse population, India's food retail and restaurant sectors in urban areas are increasingly competitive and constantly transforming. Although Indians eat most meals at home, a recent consumer survey indicated growth in consumption of high-value products (fruits and vegetables) and foreign/western-style restaurants.



Source: U.S. Trade Internet System, 2004

In 2003, top U.S. horticultural exports to India included fresh in-shell almonds (\$70 million), fresh-shelled almonds (\$10 million), fresh apples (\$6 million), essential oils (\$5 million), and fresh grapes (\$4 million).

### Philippines

The Philippines is the 23<sup>rd</sup> largest importer of American horticultural products. However, economic and political unrest during the last four years has caused the peso to plummet. The average exchange rate for 2004 is 55.93 pesos to one U.S. dollar, as opposed to 39 pesos to the U.S. dollar in 1999. Consequently, this fall of the peso rendered many U.S. imports unaffordable to the overwhelmingly price-sensitive Philippine consumers. In CY

<sup>18</sup> Ibid.

<sup>19</sup> CIA World Fact Book, India, Economic Information, 2002

2003, U.S. horticultural exports to the Philippines were approximately \$86.3 million, down from \$92 million in 2002 and \$109 million in 2001. A gradual return to political stability should help boost U.S. horticultural exports to the Philippines.

Philippine imports of fresh vegetables had previously been restricted and occasional imports were allowed only for tourist-oriented establishments. However, import restrictions were lifted in 1995 as a part of the Philippines WTO Commitments in the Uruguay Round. Because Philippine food standards follow food safety policies set by the U.S. Food and Drug Administration (FDA) regulations, entry of U.S. products to the Philippines is relatively easy. Plus, both countries share a harmonized labeling scheme.<sup>20</sup>

Through a number of trade agreements, political and economic development and evolving consumer preferences, the Philippines' food sector is experiencing tremendous growth. Additionally, the Philippines has one of the highest population growth rates, although, down from 2.36 in 2001 to 1.99 in 2003. On the other hand, the Philippines is faced with the challenges of keeping up with increasing food demands, given its limited resources and insufficient storage and distribution infrastructure. Nonetheless, a growing middle class in urban areas coupled with the increasing exposure of western-style living is driving the demand in consumer preferences for high-quality goods.

Top U.S. horticultural exports to the Philippines in 2003 were essential oils (\$21 million) and fresh deciduous fruit (\$15 million). China has taken a substantial portion of the U.S. apple and grape export market in the Philippines.



Source: U.S. Trade Internet System, 2004

<sup>20</sup> FAS Attaché Report RP2053, 7/29/2003



Source: U.S. Trade Internet System, 2004

## Thailand

Thailand is the second largest economy in Southeast Asia. Increased consumption and investment spending combined with strong export sales backed an estimated 6.3 percent GDP growth rate in 2003.<sup>21</sup> Nearly 50 percent of the Thai economy is based on the services sector, encompassing a booming hotel, restaurant, and institutional service (HRI) sector. Tourism is also very important to the economy, and is beginning to make a comeback following the SARS epidemic. Hotels, resorts, and restaurants are heavy users of imported food and food preparations from the United States. In CY 2002, Thailand imported \$80 million in consumer-oriented food from the United States, up 22 percent from \$65 million in 2001. Consumer expenditures on food at all food service outlets were estimated at \$5.7 billion in 2001.<sup>22</sup>

Thailand is in compliance with its WTO obligations; however, the applied tariff rates and WTO bound tariff schedules on agricultural products are the highest of the Association of Southeast Asian Nations (ASEAN) members. Tariffs on horticultural products are especially high, as the Thai government openly applies tariffs to protect domestic industry as well as raise government revenues. Tariffs on vegetables typically range from 30 to 40 percent, while tariffs on fruits and nuts range from 10 to 50 percent. Processed fruit and vegetables, including potatoes, as well as fruit and vegetable preparations also have tariffs of 30 percent. Tariffs levied on wine are about 60 percent.<sup>23</sup>

Thailand is a member of ASEAN, which has created a free trade area (AFTA) among member states. AFTA has created similar preferential tariffs among ASEAN member states on most agricultural products, ranging from zero to 5 percent on more sensitive

<sup>21</sup> CIA World Fact Book, Thailand, Economic Information, 2004

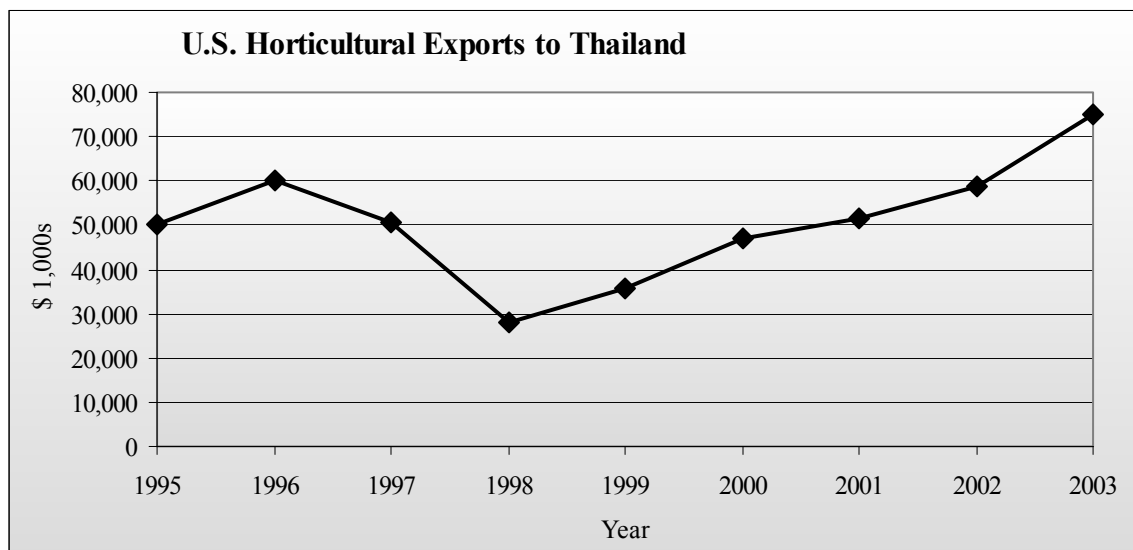
<sup>22</sup> FAS Attaché Report, TH4030, 3/15/2004

<sup>23</sup> FAS Attaché Report, TH4033, 3/16/2004

goods. Rice is the exception, which is still taxed at 20 percent, even to fellow ASEAN countries.

Thailand is also a participant of several bilateral free trade agreements, in addition to AFTA (through ASEAN) and the WTO. Thailand has free trade agreements with China, India, and Bahrain. In addition, ASEAN has a free trade agreement with China. The conclusion of an FTA between China and ASEAN, in effect an expansion of AFTA to include China, could have significant implications on U.S. fruit and nut exports, due to direct competition from China. China enjoys zero tariffs on fruits and nuts, while the United States is still faced with hefty tariffs ranging from 30 to 40 percent. The estimated effect of this disadvantage to the United States is a 15 to 20 percent decline in fruit and nut exports in 2003.<sup>24</sup> The most affected products are apples, dried beans, and raisins.

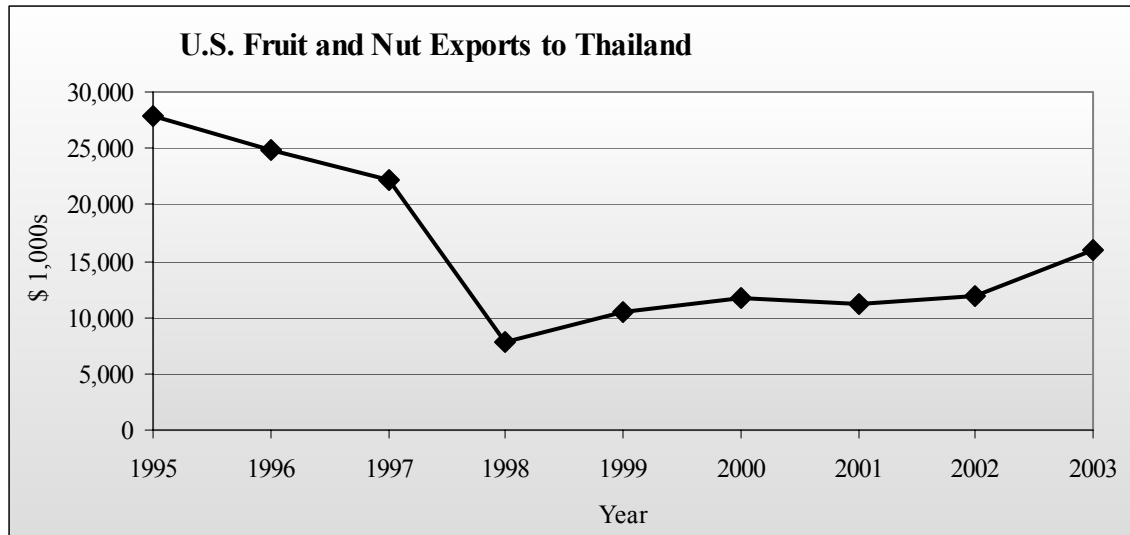
In 2003, the top horticultural exports to Thailand were essential oils (\$20.9 million), food preparations (\$14 million), fresh grapes (\$6 million), fresh apples (\$5 million), frozen potato fries (\$5 million), and hops (\$3 million).



Source: U.S. Trade Internet System, 2004

<sup>24</sup> FAS Attaché Report, TH3077, 7/02/2003  
August 2004

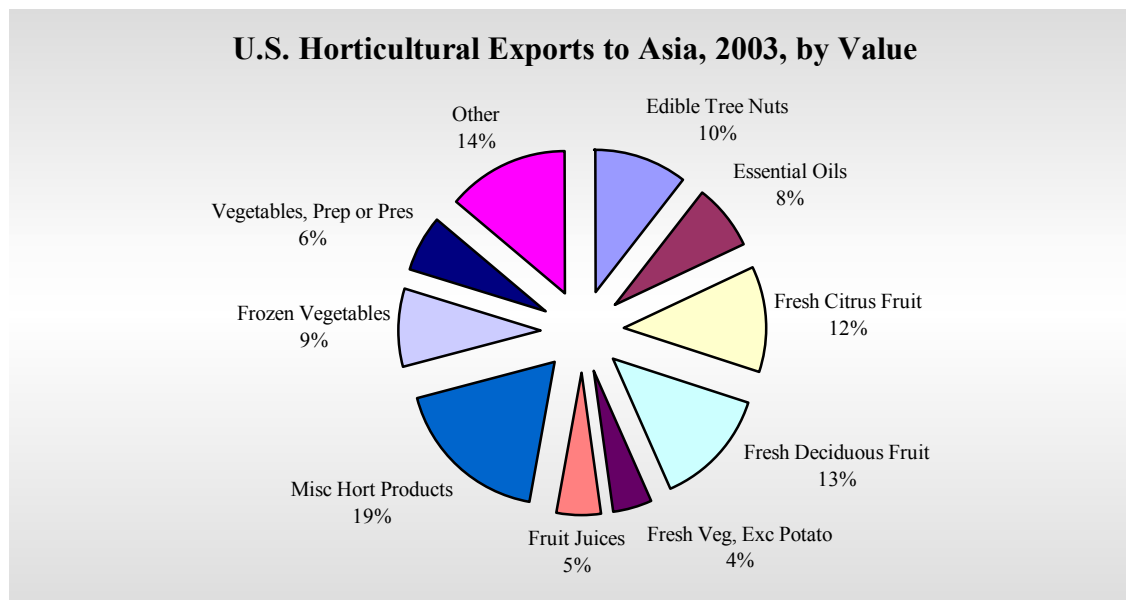




Source: U.S. Trade Internet System, 2004

### Top Horticultural Exports

Of the \$3.5 billion of U.S. horticultural trade to Asia in CY 2003, 18 percent (\$637 million) consisted of miscellaneous fruits and vegetables, which include edible preparations, food enzymes, and frozen potatoes. The second largest group of horticultural exports to the region comprised fresh deciduous fruits, such as grapes and apples, which accounted for 13 percent (\$474 million) of the trade, followed by the fresh citrus fruits and edible tree nuts.



Source: U.S. Trade Internet System, 2004

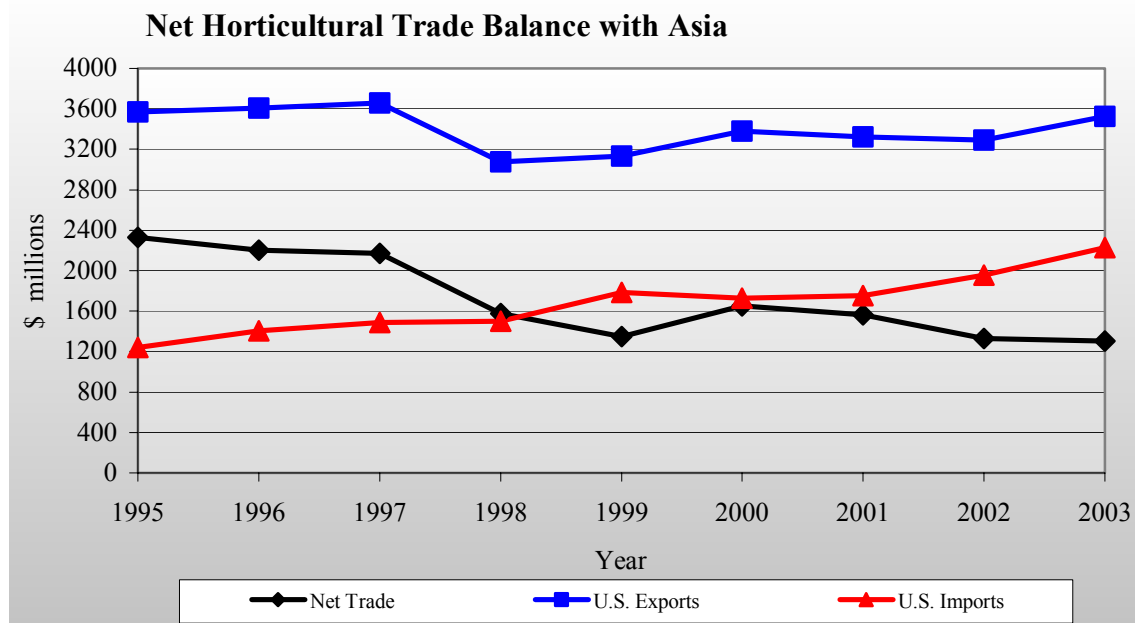
## **Asian Exports**

Overall, the United States has a positive net trade balance for horticultural products with East, South, and Southeast Asia. In CY 2003, the United States exported \$1.3 billion more horticultural products to countries in the Asia region than it imported. However, this surplus is shrinking annually. The surplus is down 20 percent from 2000, and 44 percent from 1995 when the net trade surplus was more than \$2.3 billion.

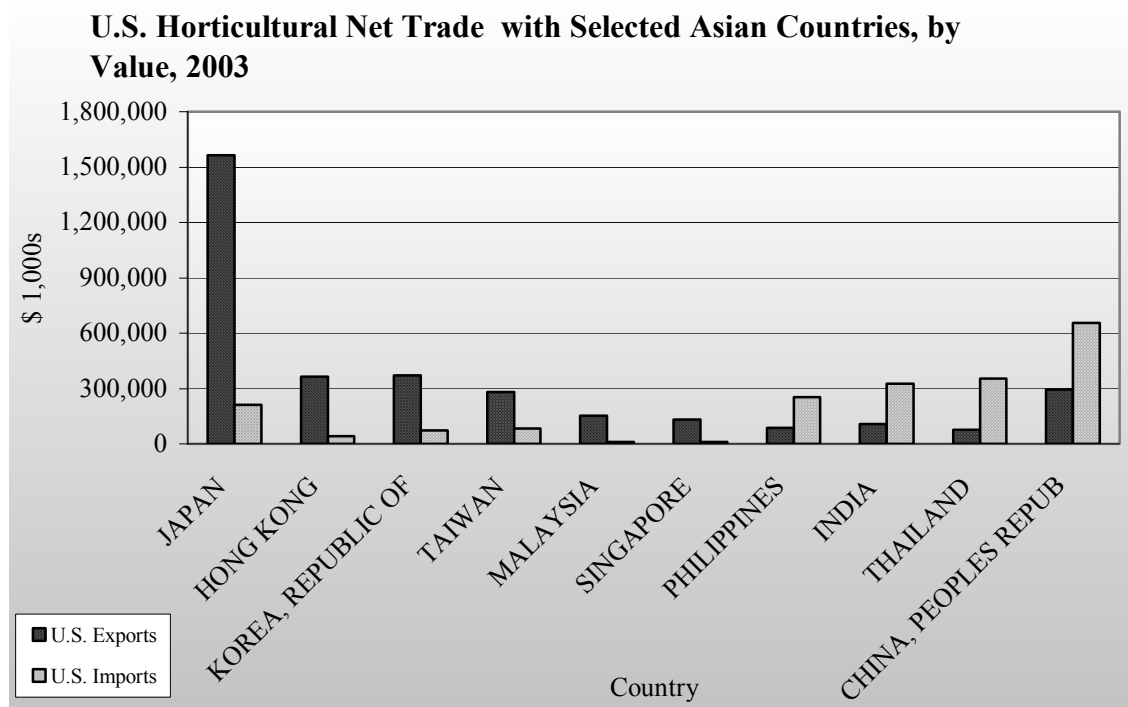
U.S. horticultural exports to Asia have remained relatively constant since 1995, despite a small decline during the Asian financial crisis in the late-1990s. However, Asian horticultural exports to the United States have increased, leading to the declining U.S. trade surplus.

Horticultural exports from Asia to the United States consist primarily of miscellaneous horticultural products (26.5 percent), processed fruit (18.5 percent), edible tree nuts (17.5 percent), and fruit juices (9 percent). In terms of specific export products, the largest export products in 2003 were cashews (\$282 million, primarily from India and China), preserved pineapples (\$177 million, mainly from the Philippines and Thailand), and apple juice concentrate (\$88 million, China).

Several Asian countries are emerging as top horticultural exporters. In 2003, China was the fourth largest exporter of horticultural products and Thailand was the sixth largest horticultural product exporter. The increasing exports from Asian countries in addition to the overall increase in inter-Asian trade provide significant competition to U.S. horticultural exports. China's top export markets are Japan, the United States, Hong Kong, and South Korea, respectively. The United States has seen a significant decrease in market share in both Japan and Hong Kong. Thailand's top export markets are the United States, Japan, the Netherlands, Hong Kong, and China. Malaysia and Singapore are also large export markets for China and Thailand, along with several other Asian countries.



Source: U.S. Trade Internet System, 2004



Source: U.S. Trade Internet System, 2004

*Prepared by Jorge Sanchez and Sandra Kipe, Foreign Agricultural Service, Horticultural and Tropical Products Division. For additional information on production and trade of horticultural and tropical products, contact Nancy Hirschhorn at 202-720-2974.*