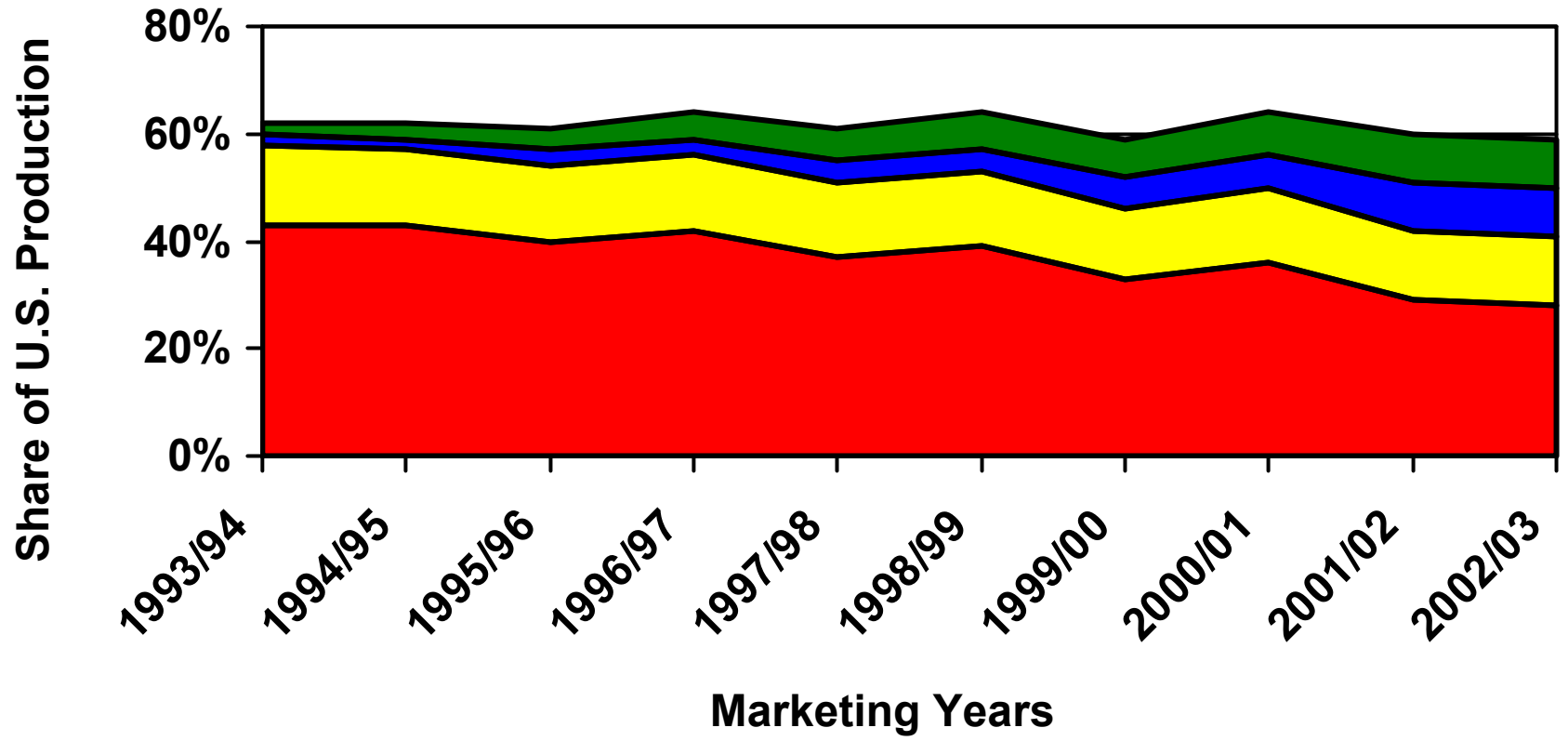


The U.S. and World Situation: Apples

**USDA
Foreign Agricultural Service
Horticultural & Tropical Products Division
April 2004**

Main Commercial Apple Varieties Grown in the United States

Red Delicious Golden Delicious Gala Fuji



Source: USAPPLE Association
Note- Marketing year is September-August.

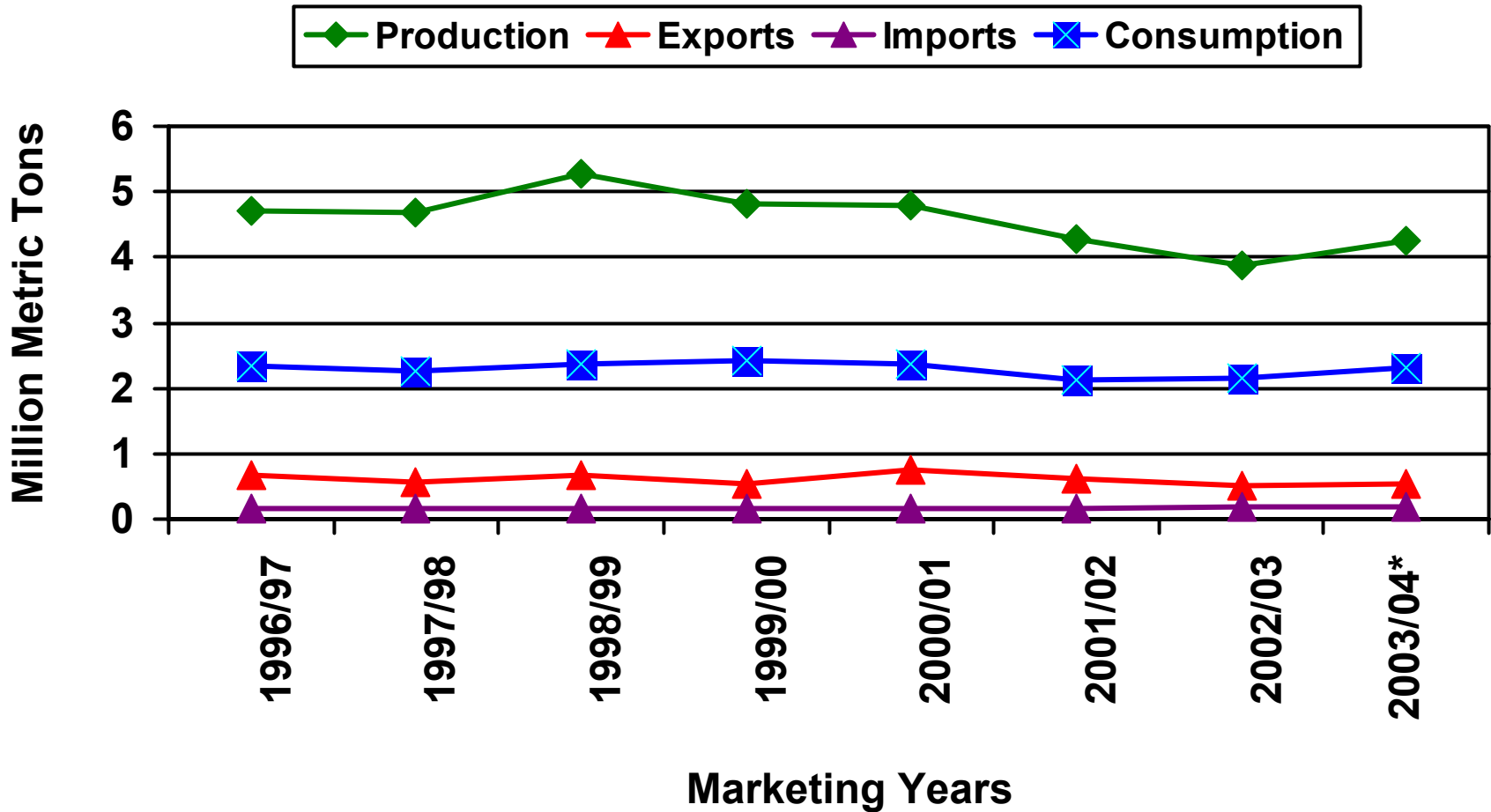
U.S. Per Capita Fresh Apple Consumption



* Estimate

Source: Economic Research Service, USDA, Marketing Year August - July

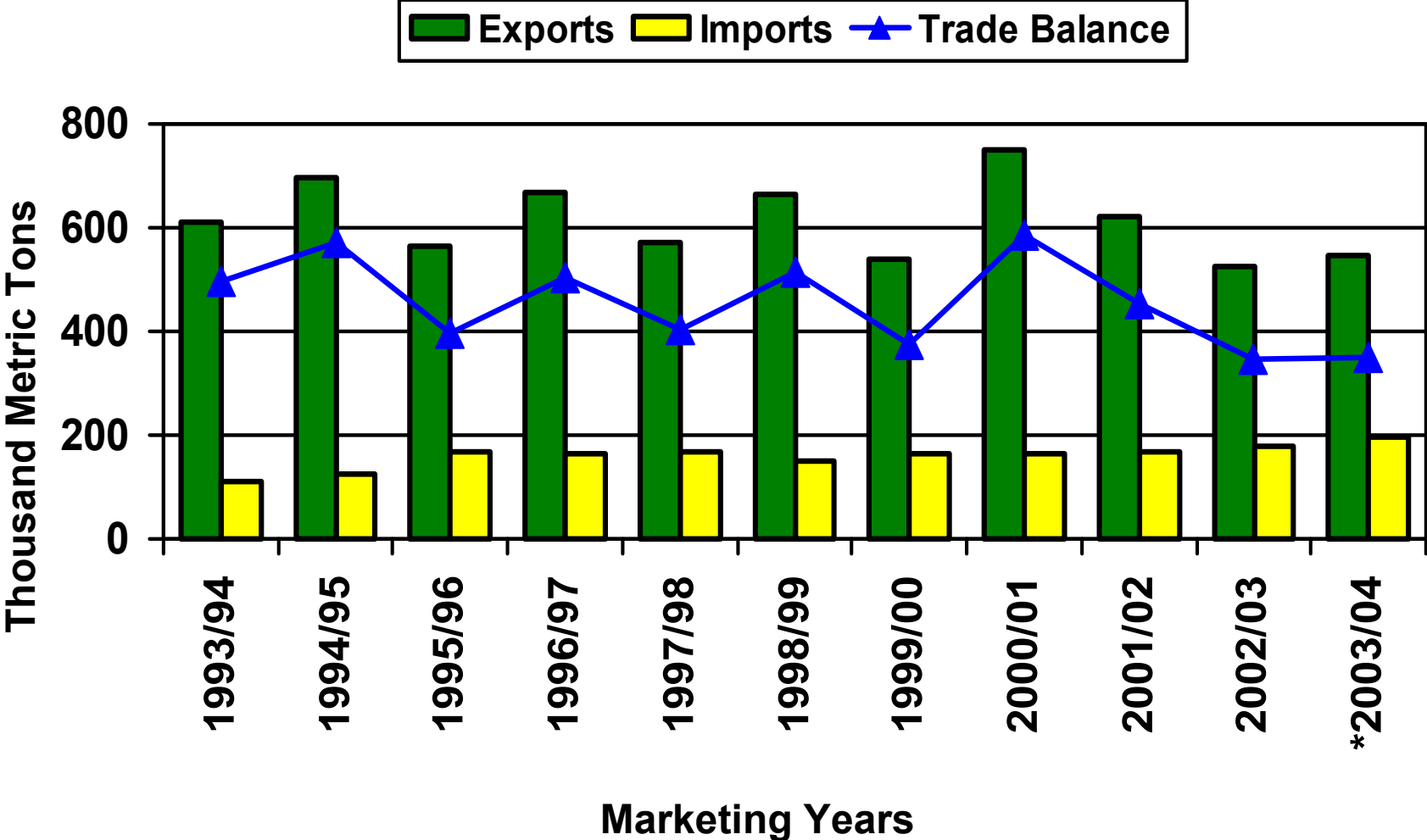
The U.S. Apple Market



Source: National Agricultural Statistics Service, USDA
Bureau of the Census, DOC

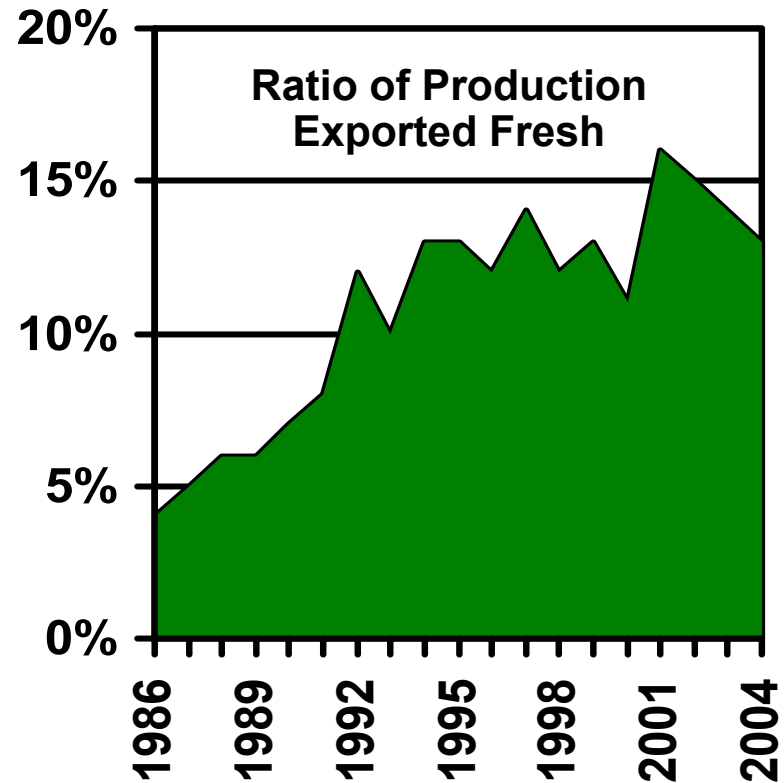
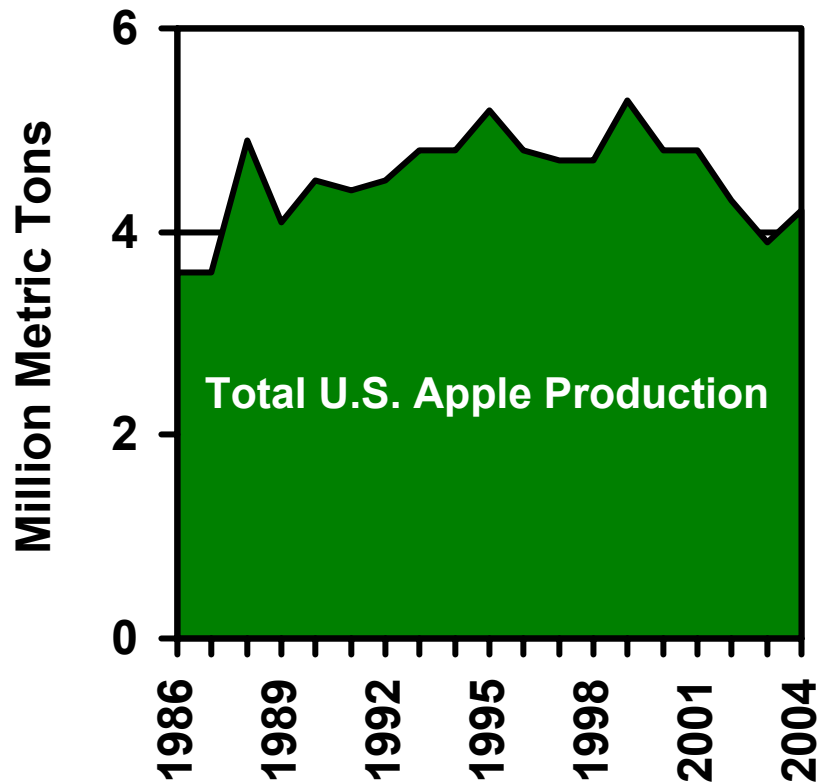
Note- Marketing year is July - June. *Data for MY 2003/04 is a forecast.

U.S. Volume Trade in Apples



Source: Bureau of the Census, DOC
Note-Marketing year is July-June. *Data for MY 2004 is a forecast.

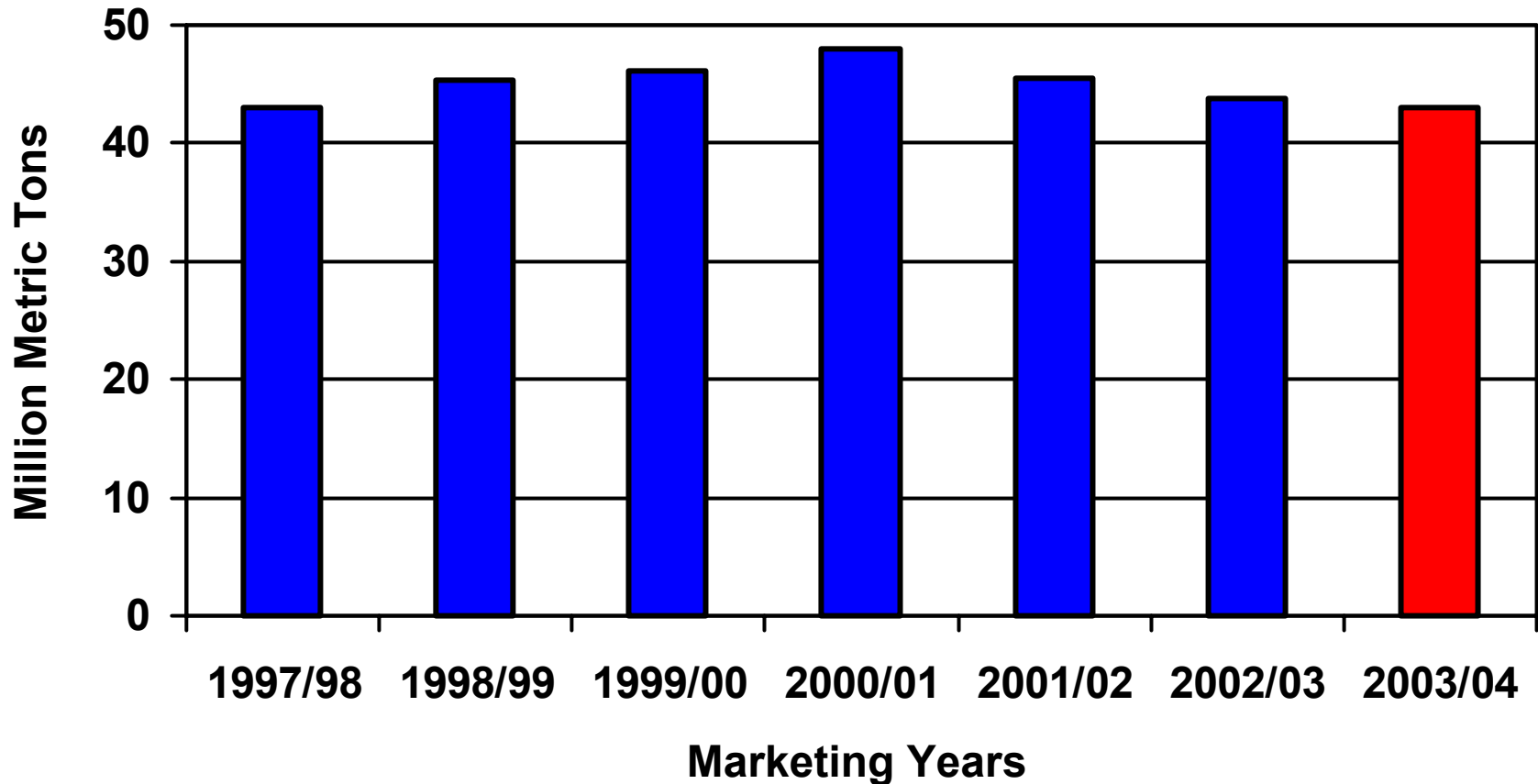
U.S. Apple Production and Percent of the Crop Exported Fresh



Marketing Year

Source: National Agricultural Statistics Service, USDA
Bureau of the Census, DOC
Note- Marketing year is July-June

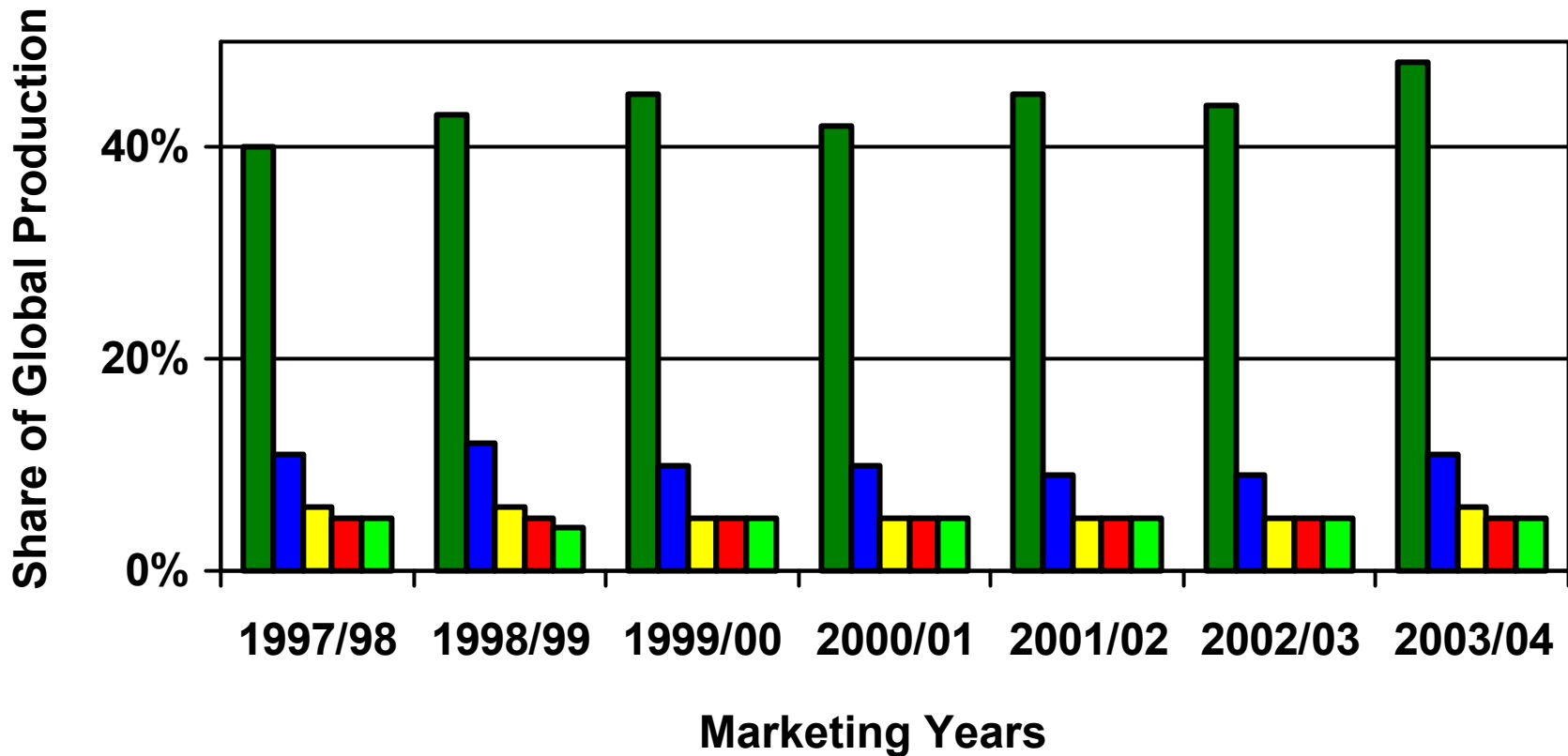
World Apple Production



Source: FAS Agricultural Attaché reports and the U.S. National Agricultural Statistics Service
Note- World or global estimates for the purpose of this document are based on data from more than 30 major apple-producing and trading countries. Marketing year is July-June for Northern Hemisphere countries. Data for MY 2003/04 is a forecast.

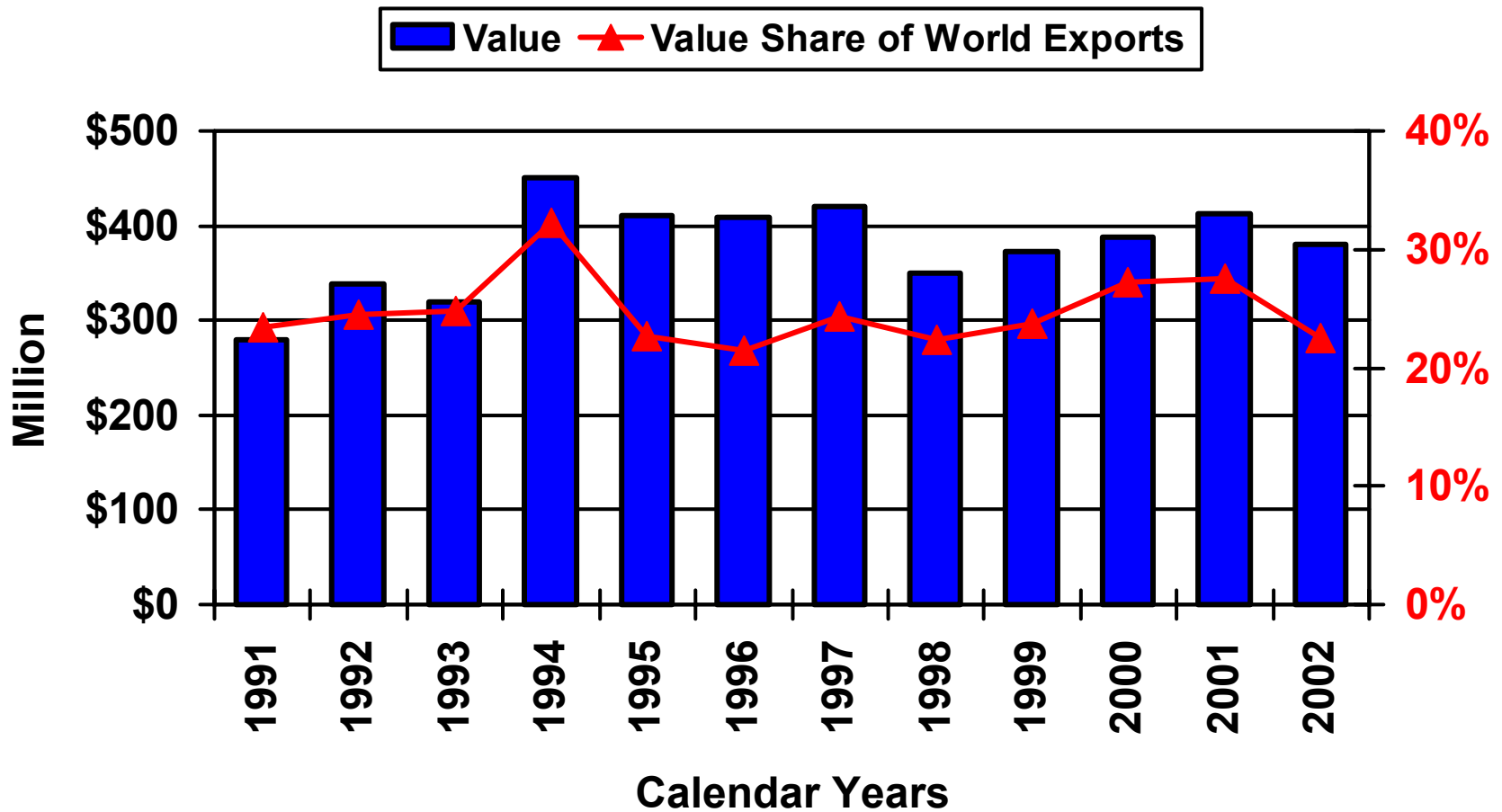
Key Apple Producers' Share of World Production

■ China ■ USA ■ Turkey ■ Italy ■ France



Source: FAS Agricultural Attaché reports and the U.S. National Agricultural Statistics Service
Note-Marketing year is July-June. Data for MY 2003/04 is a forecast.

U.S. Apple Exports: Value and Export Value Share

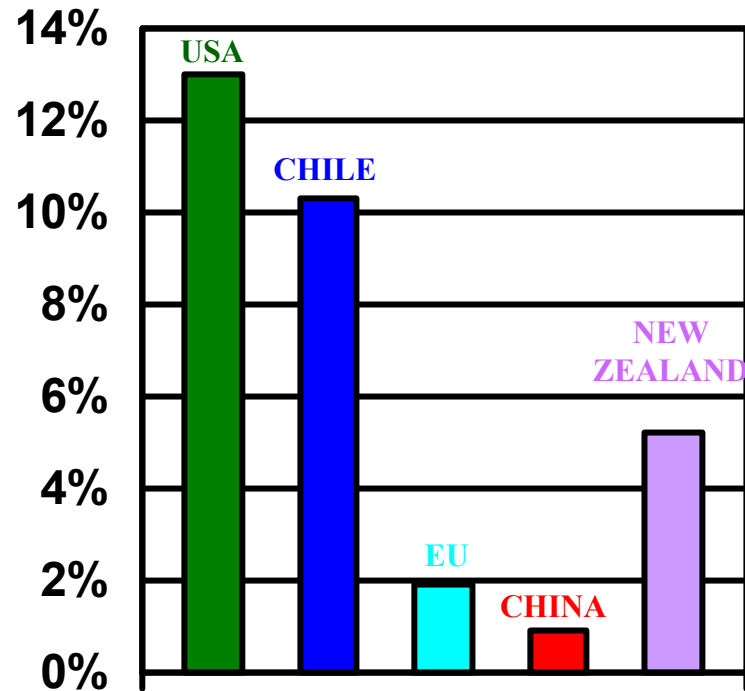


Source: Food and Agriculture Organization (FAO) of the United Nations

U.S. Share of World Apple Exports Declines

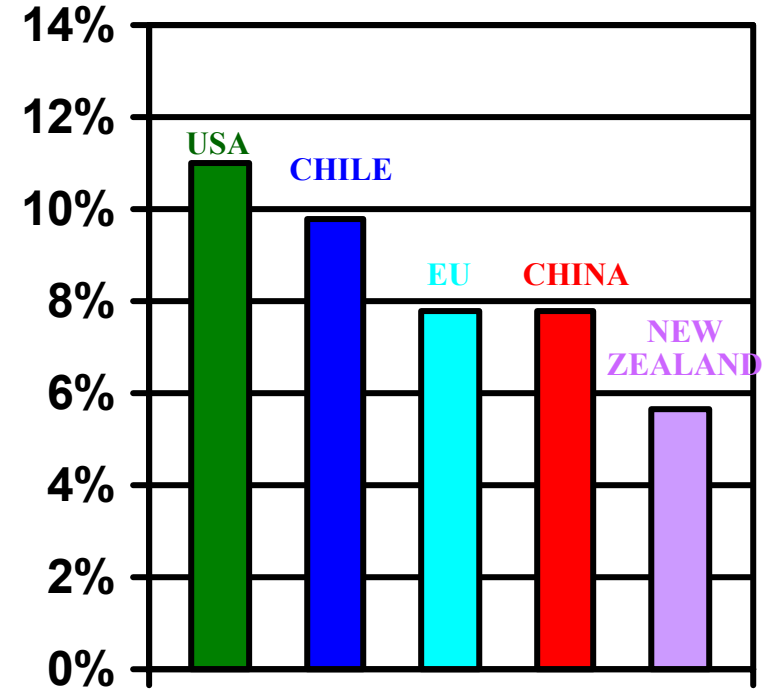
*Share of China and EU-Extra Trade
Increasing Dramatically*

Percent in Volume



1992

Percent in Volume

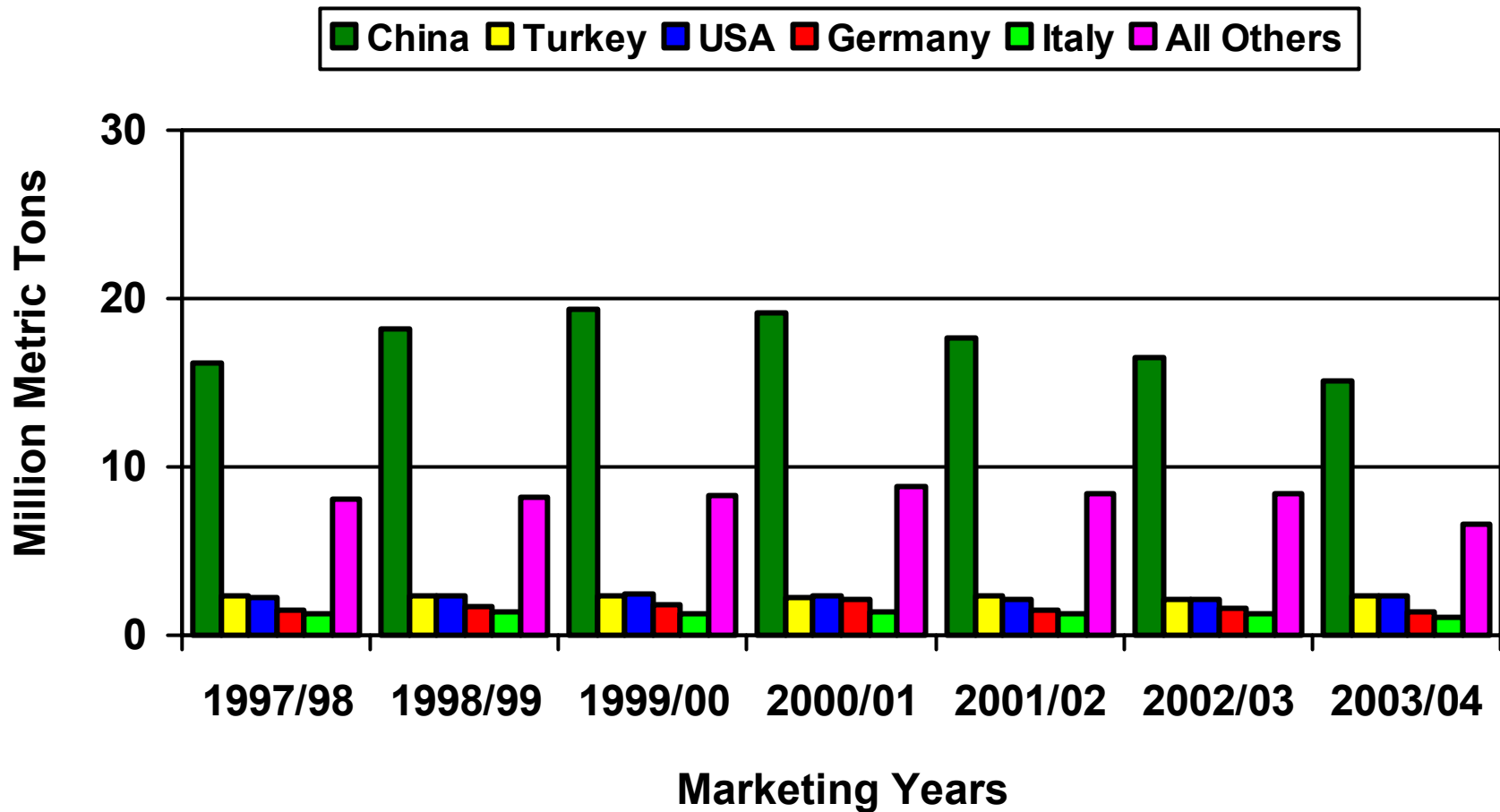


2002

Calendar Years

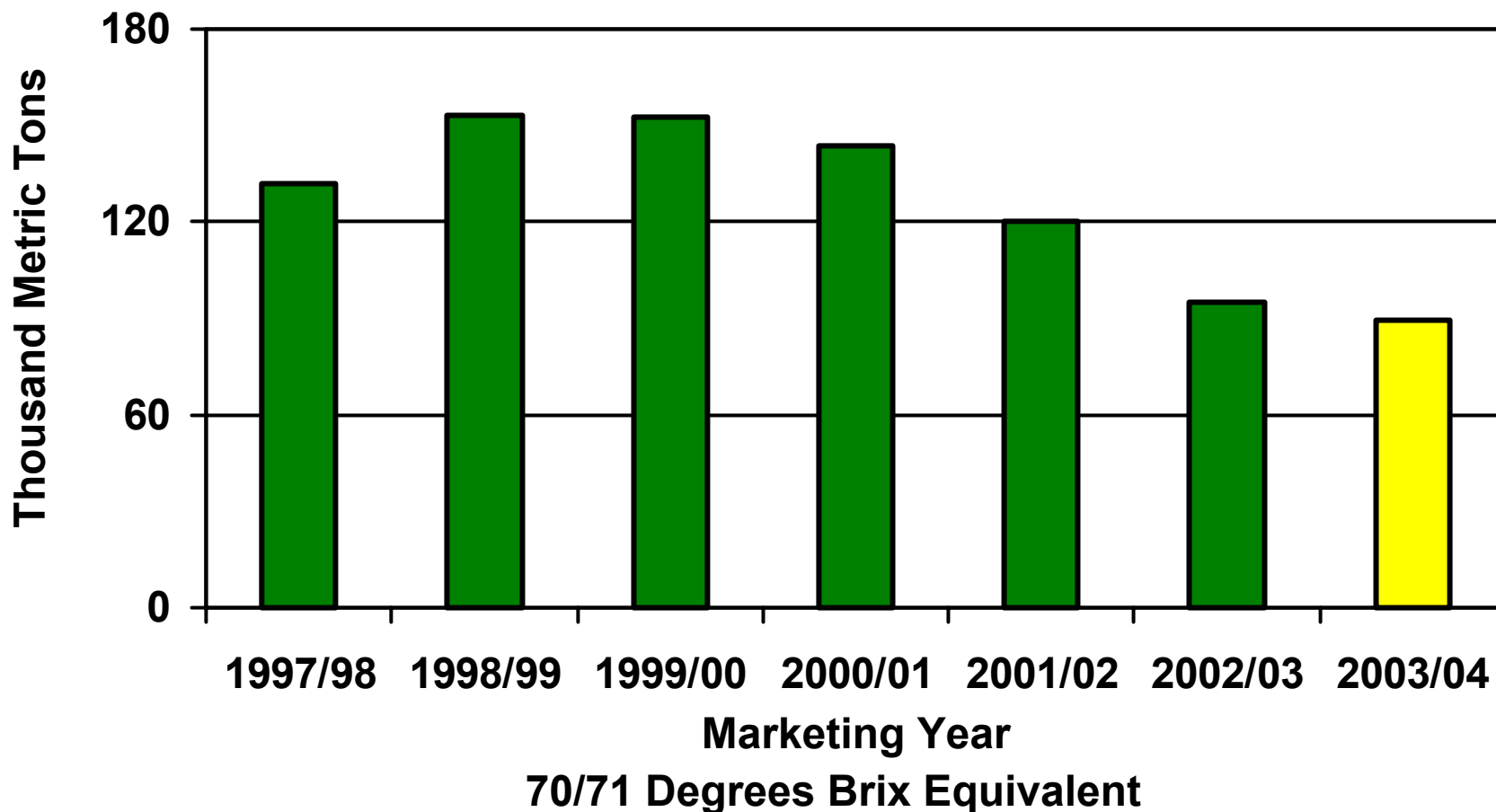
Source: Food and Agriculture Organization (FAO) of the United Nations
Excludes EU Intra-Trade

Top Fresh Apple Consumers



Source: FAS Agricultural Attaché reports and FAS estimates.
Note- Marketing year for Northern Hemisphere countries is July-June.
Data for MY 2003/04 is a forecast.

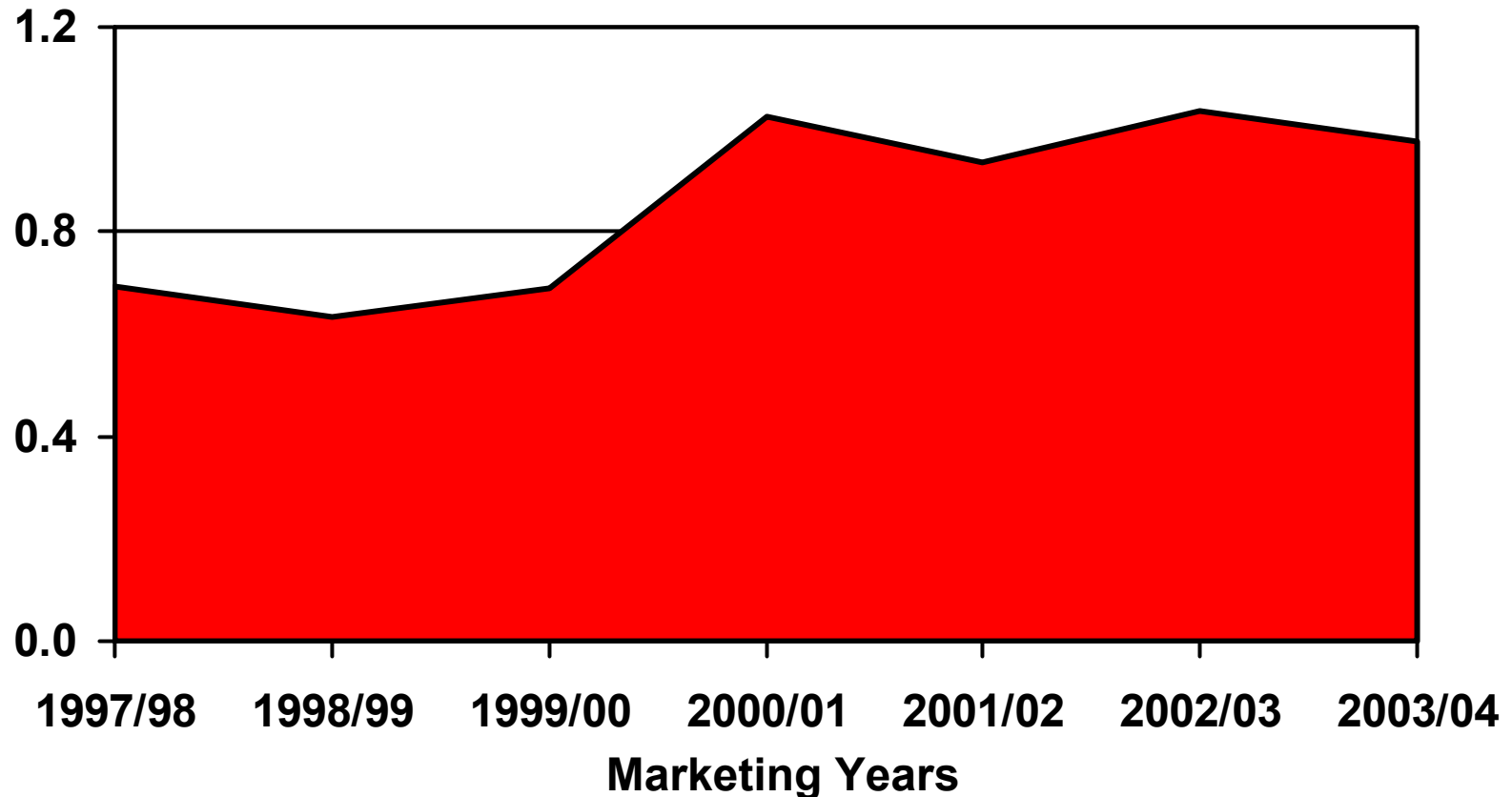
U.S. Production of Apple Juice



70/71 Degrees Brix Equivalent

Source: FAS estimates using data from the U.S. National Agricultural Statistics Service
Note- Marketing year is July-June. Data for MY 2003/04 is a forecast.

World Apple Juice Production

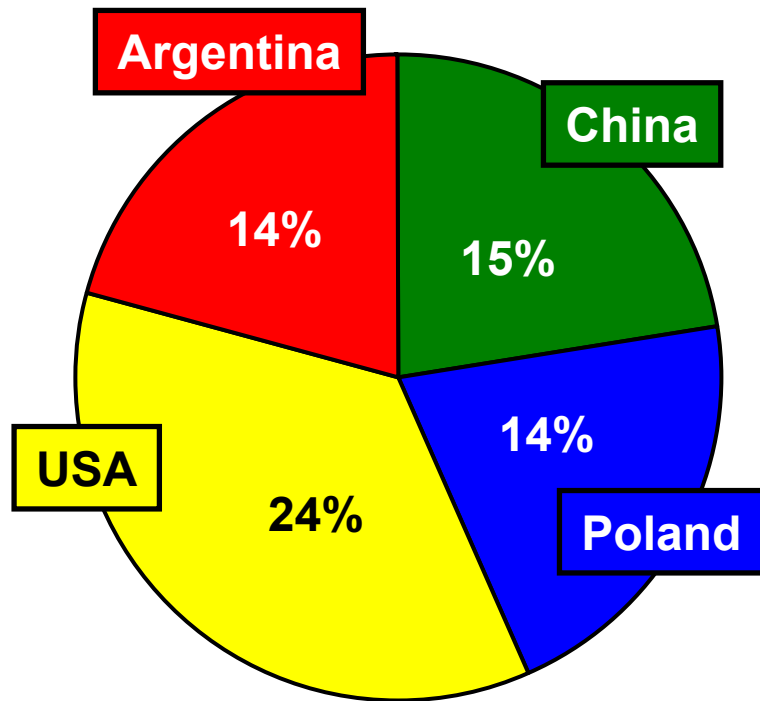


Million Metric Tons, 70/71 Degrees Brix Equivalent

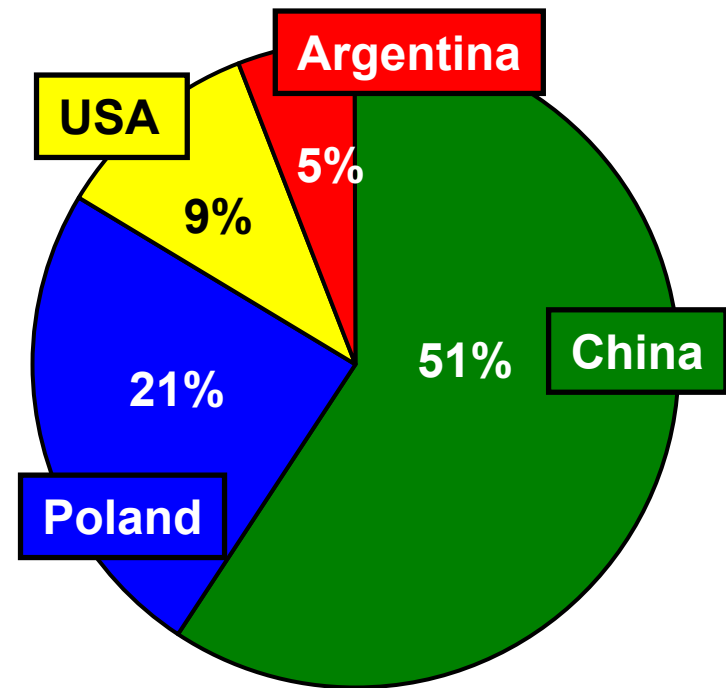
Source: FAS Agricultural Attaché reports and FAS estimates

Note- Marketing year for Northern Hemisphere countries is July-June. Data for MY 2003/04 is a forecast.

Top Apple Juice Producers' Share of World Production



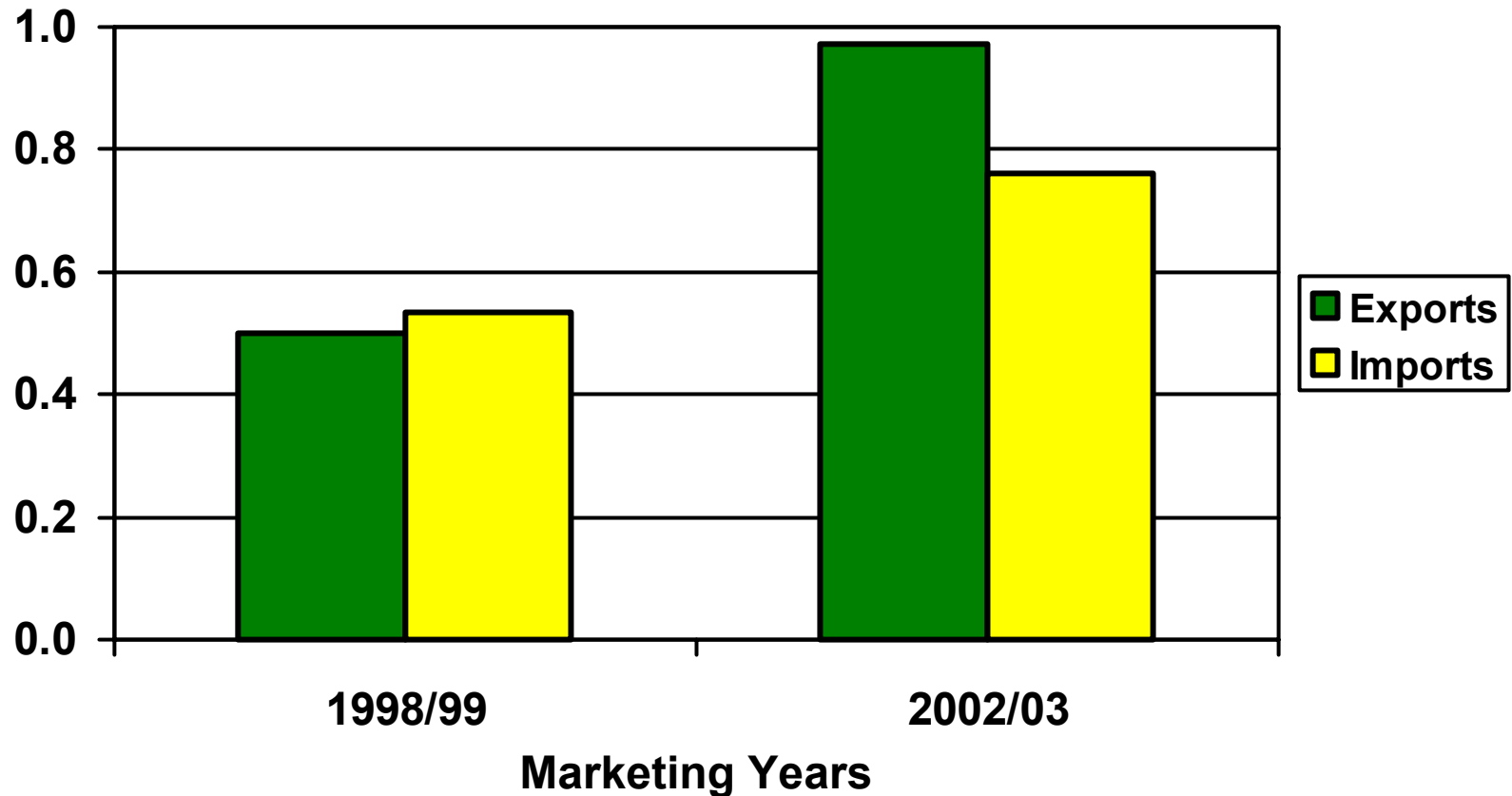
MY 1998/99



MY 2003/04

Source: FAS Agricultural Attaché reports and the National Agricultural Statistics Service, USDA
Note- Marketing year for Northern Hemisphere countries is July-June. Data for MY 2003/04 is a forecast.

World Trade in Apple Juice

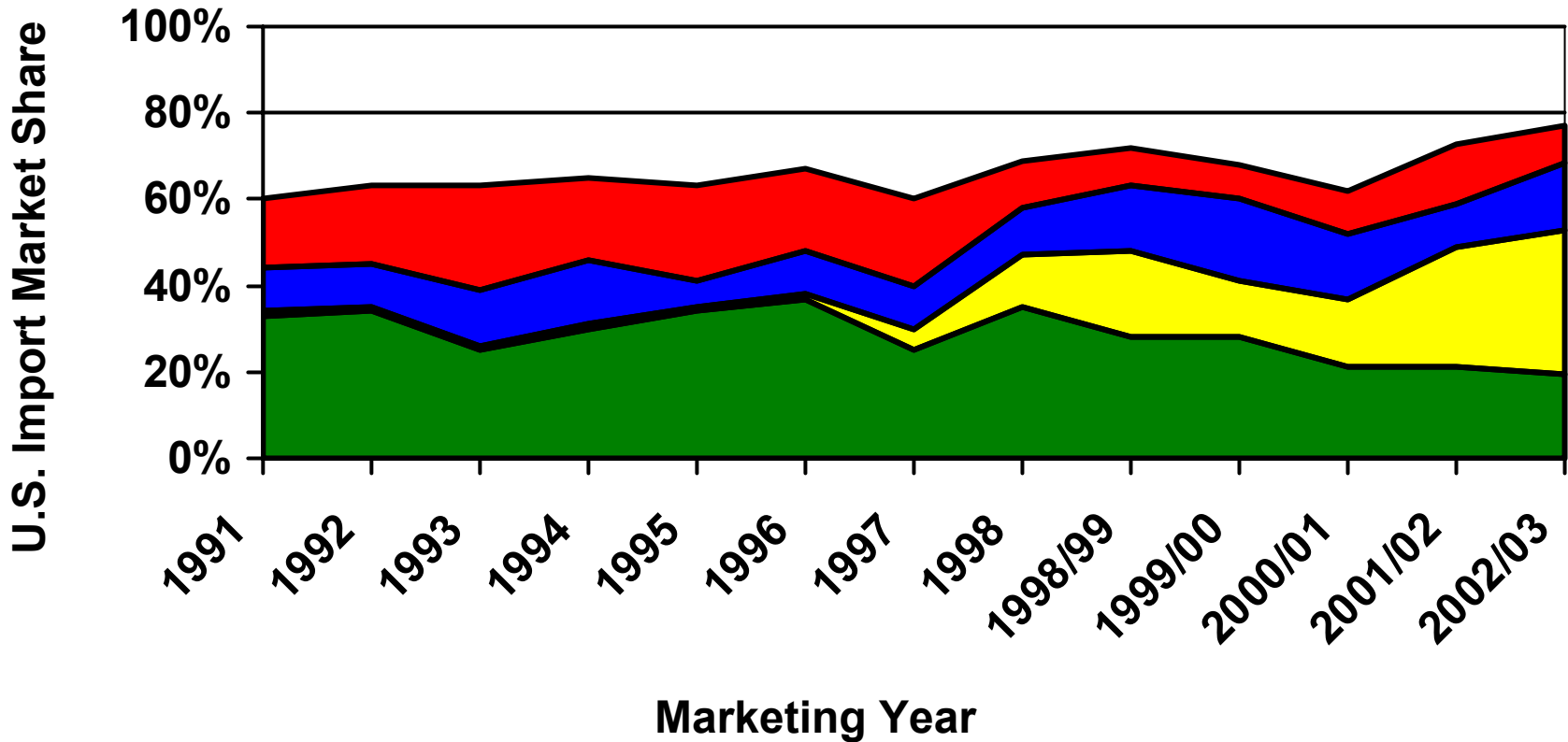


Million Metric Tons, 70/71 Degrees Brix Equivalent

Source: FAS Agricultural Attaché reports and the Bureau of the Census, DOC
Note- Marketing year for Northern Hemisphere countries is July-June. Data for MY 2002/03 is an estimate.

Import Share of U.S. Top Apple Juice Suppliers

■ Argentina ■ China ■ Chile ■ Germany



Source: Bureau of the Census, DOC
Note- Marketing year is July-June.