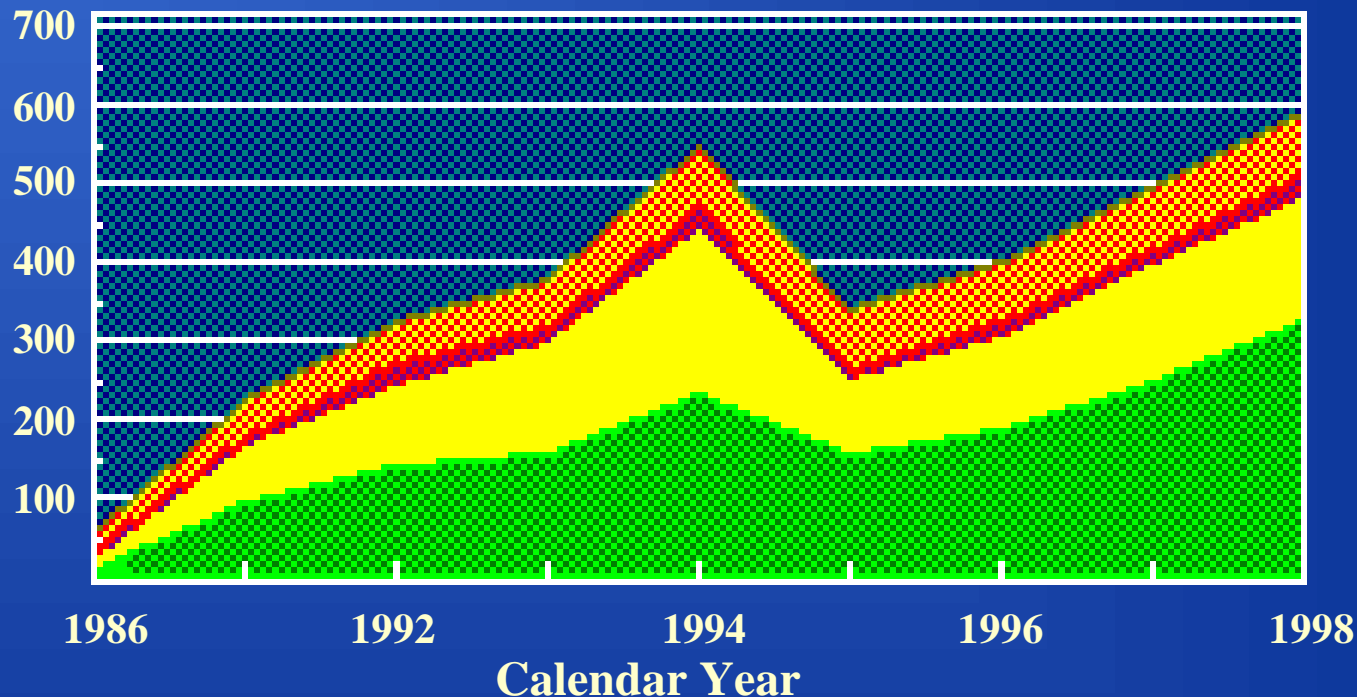


*Presentation by*  
*Roberta Cook-Canela*  
*On*  
*Recent Trends*  
*in Horticultural Trade*  
*August 1999*

# U.S. Horticultural Product Exports to Mexico Reach a Record \$596 Million in Calendar Year 1998

Value in \$million



# U.S. Exports of Fresh Fruits & Vegetables to Mexico are Slowly Recovering

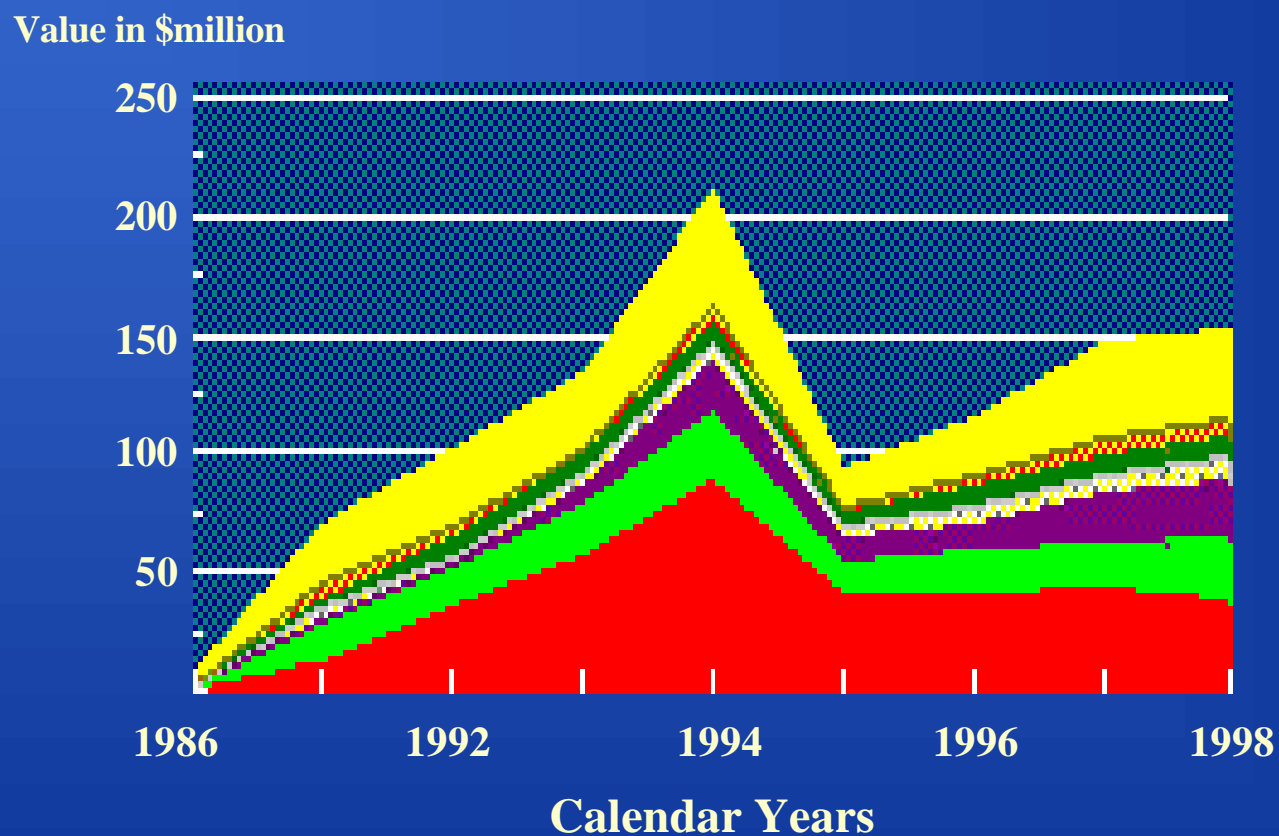
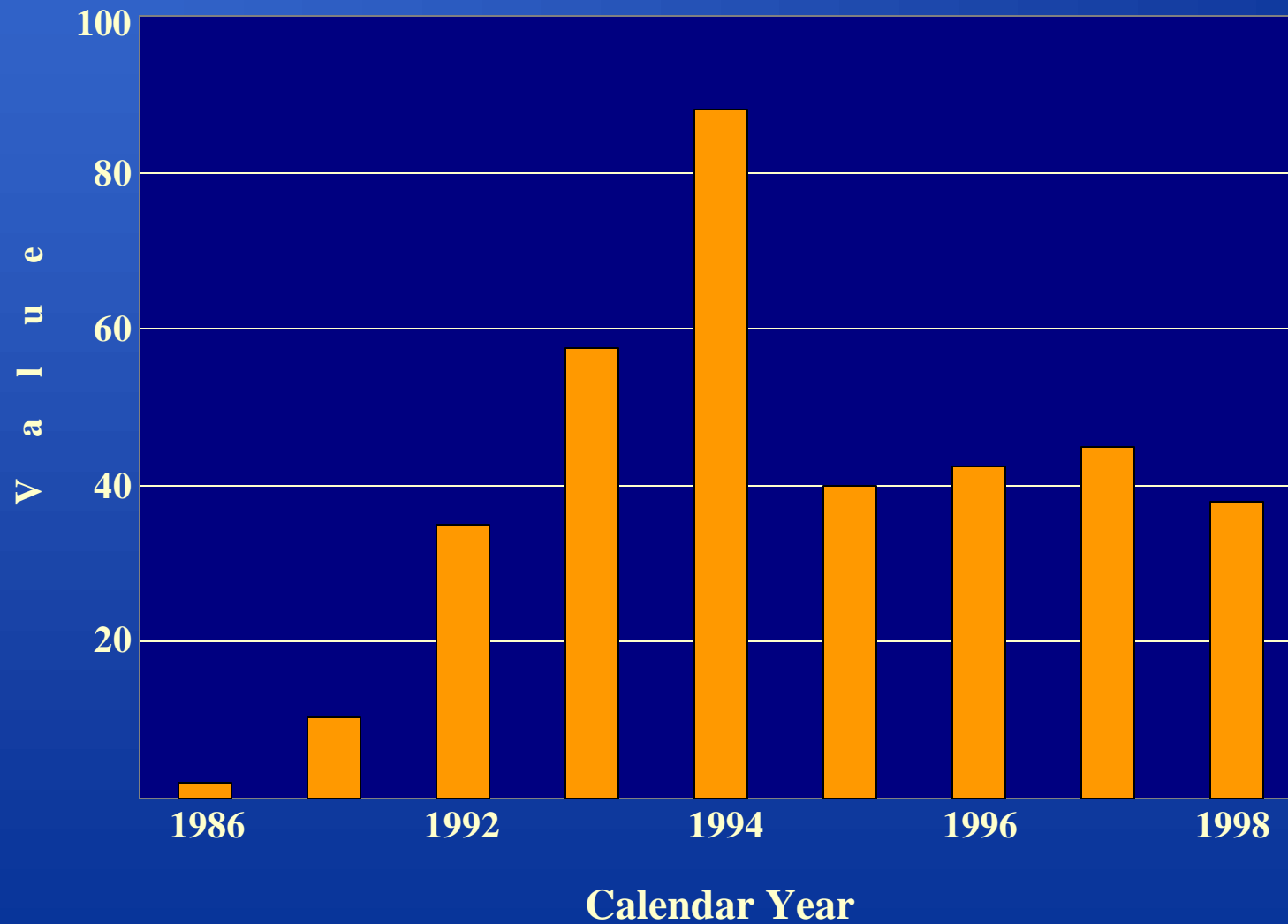


Chart displays exports of apples, pears, grapes,  
peaches, nectarines, potatoes, and lettuce

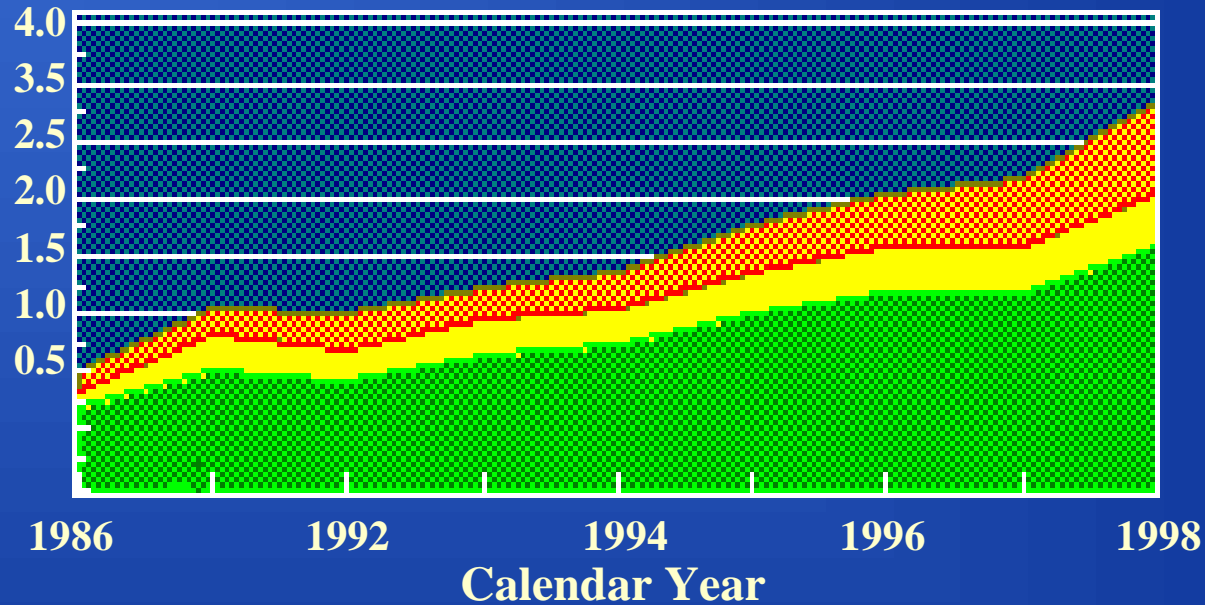
# U.S. Apple Exports to Mexico



source: U.S. Bureau of the Census

# U.S. Horticultural Product Imports from Mexico Continue Strong

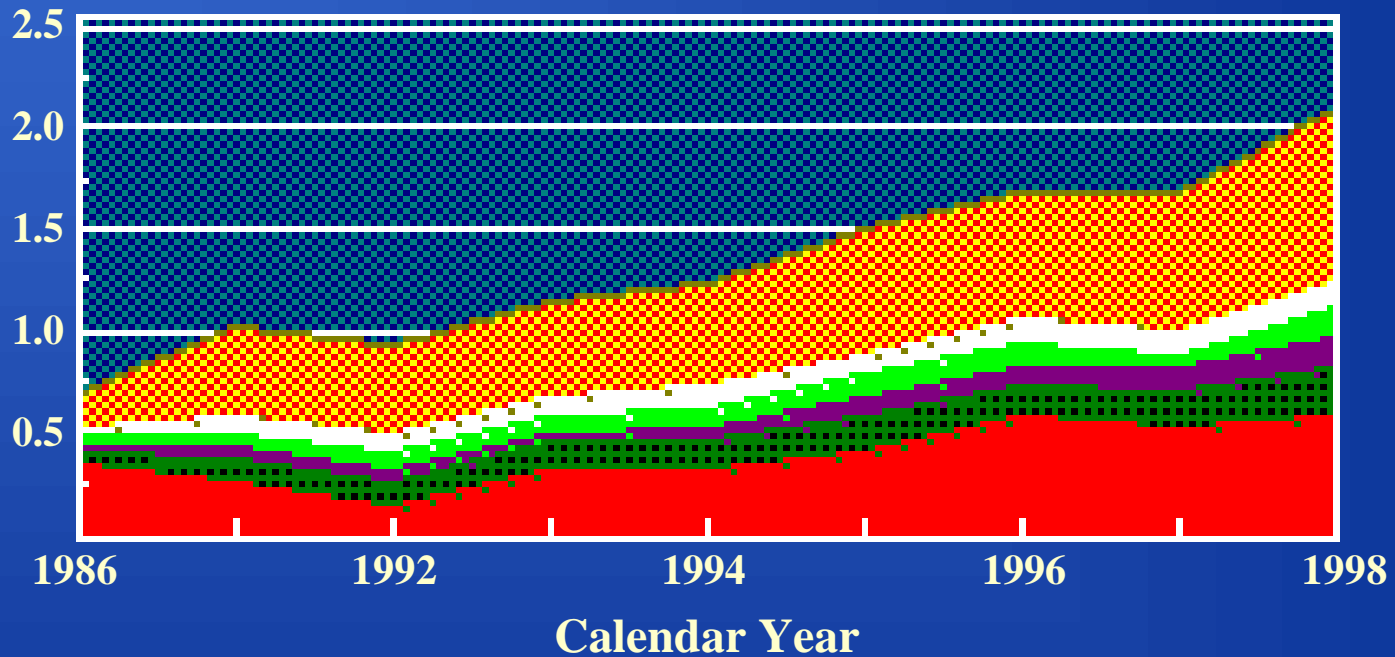
Value in \$billion



source: U.S. Bureau of the Census

# U.S. Imports of Fresh Fruits & Vegetables from Mexico Continue Upward Trend

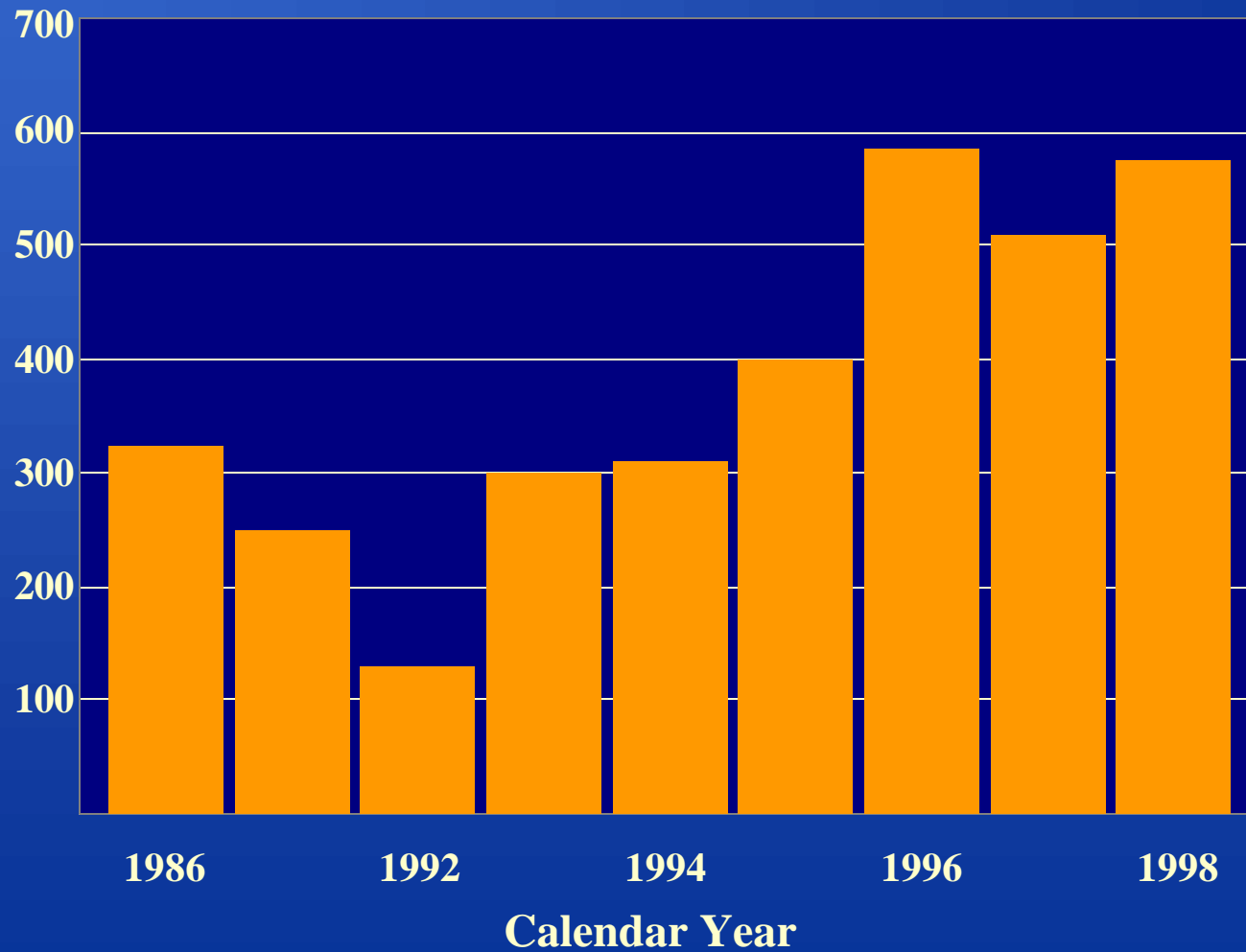
Value in \$billion



source: U.S. Bureau of the Census

# U.S. Tomato Imports from Mexico

Value in \$million



Source: U.S. Bureau of the Census

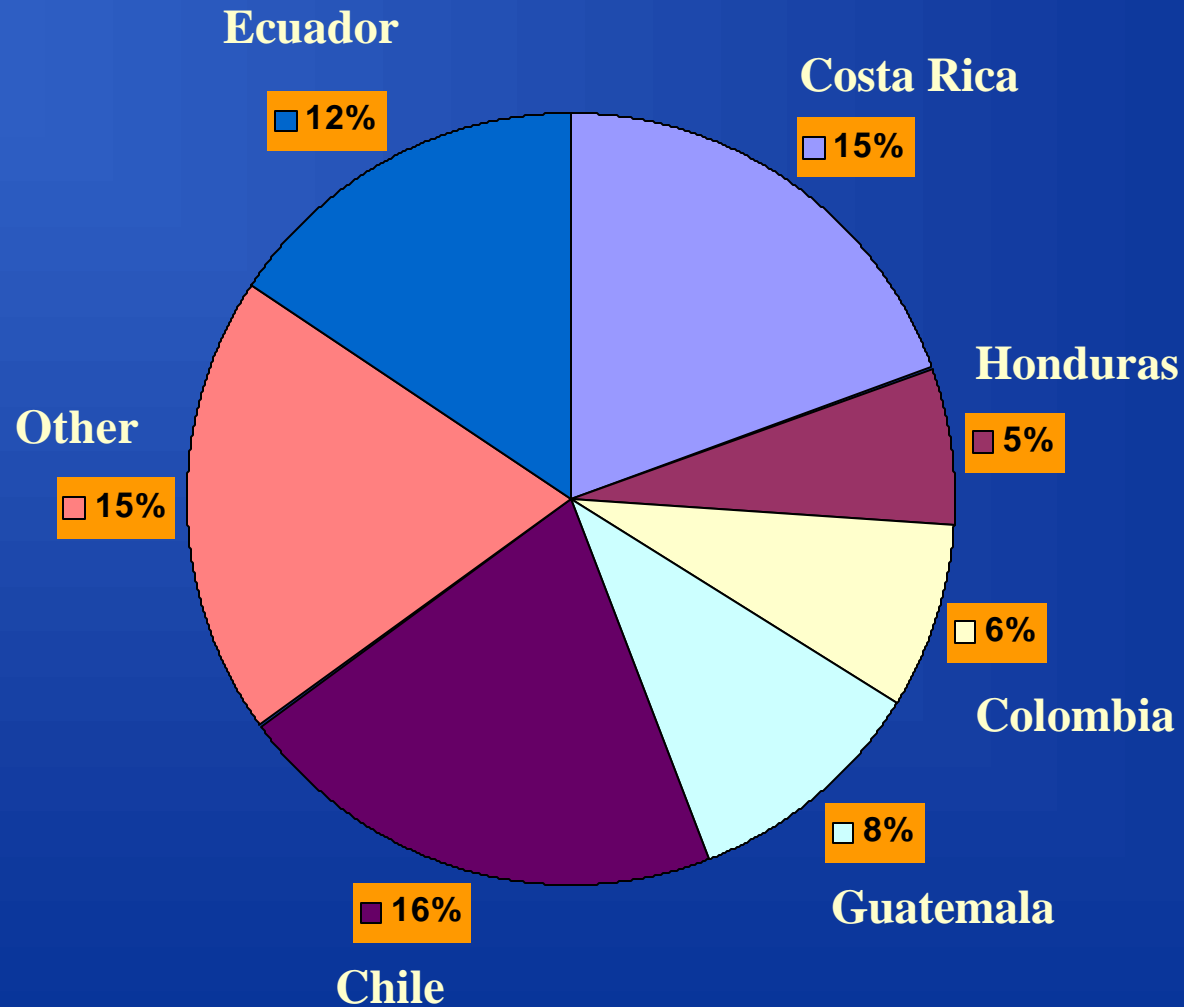
# U.S. Horticultural Products Trade Deficit with Mexico Continues to Expand





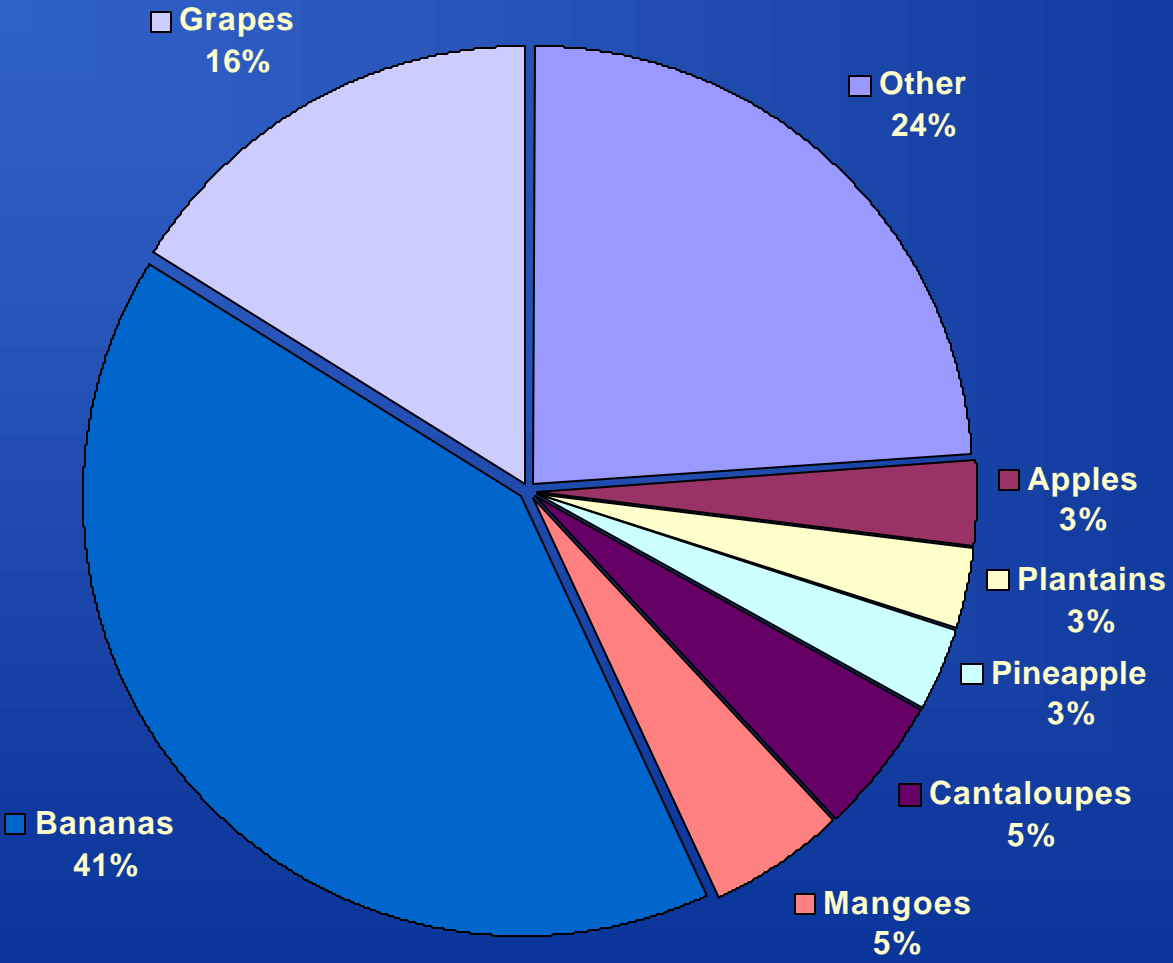
# Latin American Countries Supply Most of the U.S. Import Market for Fruit

Imports in  
Calendar  
Year 1998  
Valued at  
\$2.7 billion



# Tropical Fruits Account for More than 50% of Total U.S. Fruit Imports

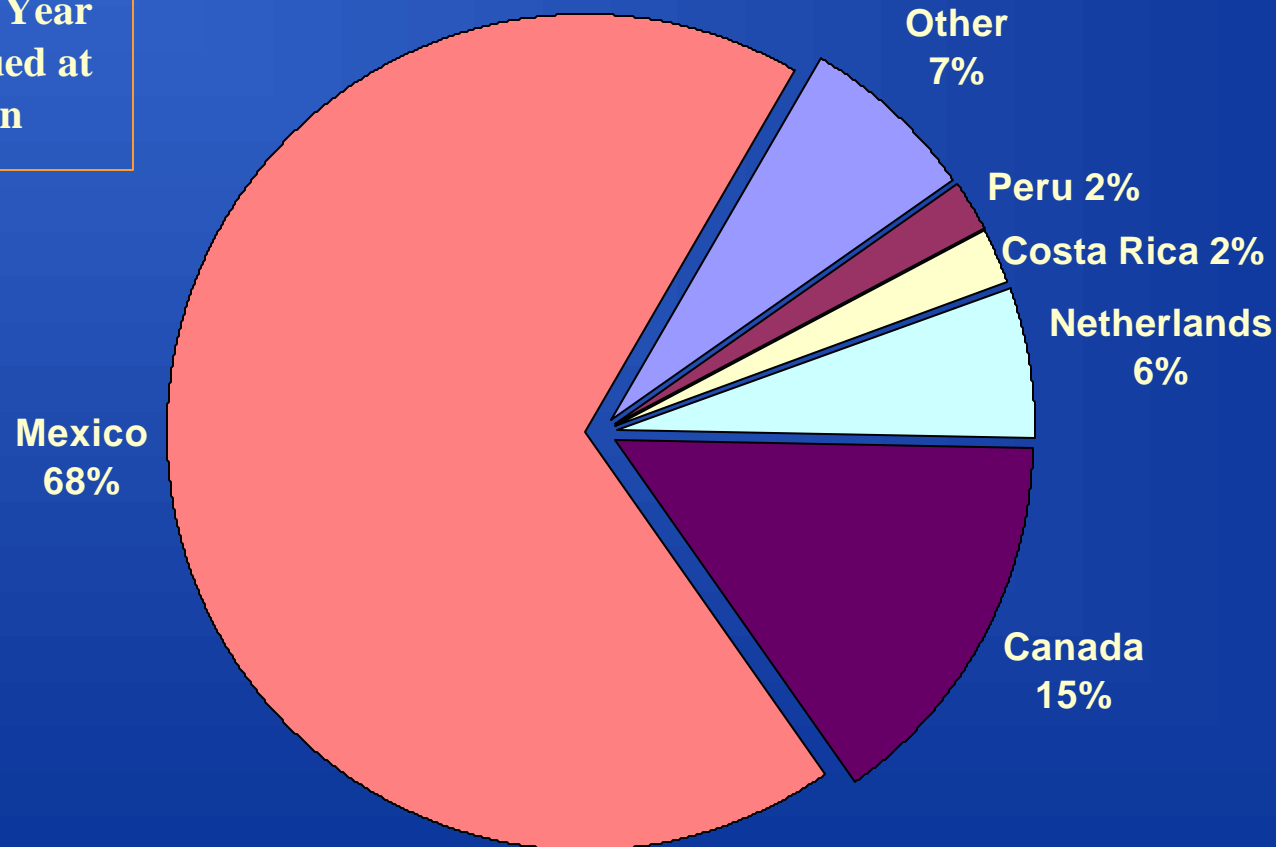
Imports in Calendar Year 1998 Valued at \$2.7 billion



Source: U.S. Dept. of Commerce, Bureau of Census

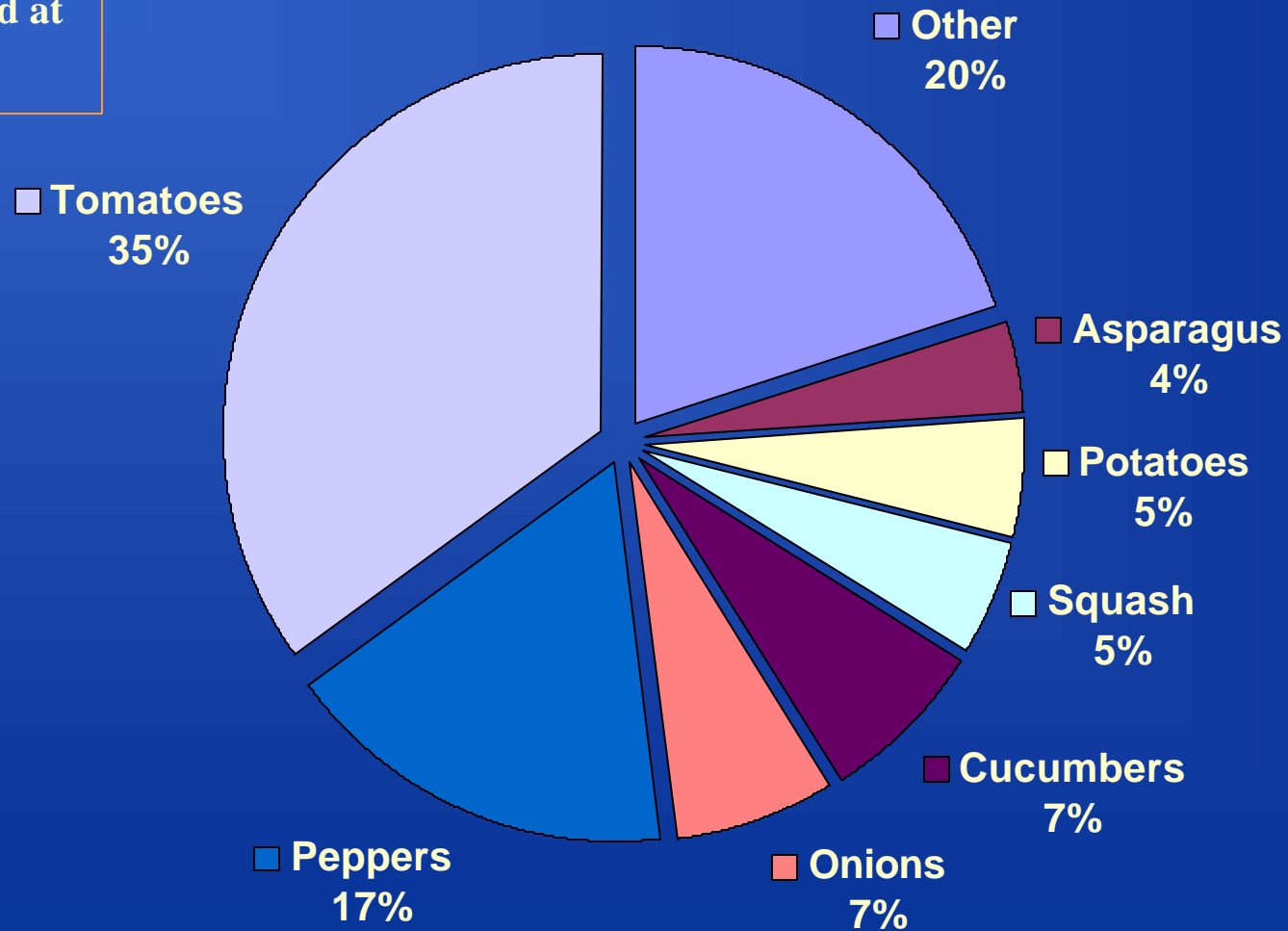
# Mexico Dominates the U.S. Fresh Vegetable Import Market

Imports in  
Calendar Year  
1998 Valued at  
\$2.1 billion



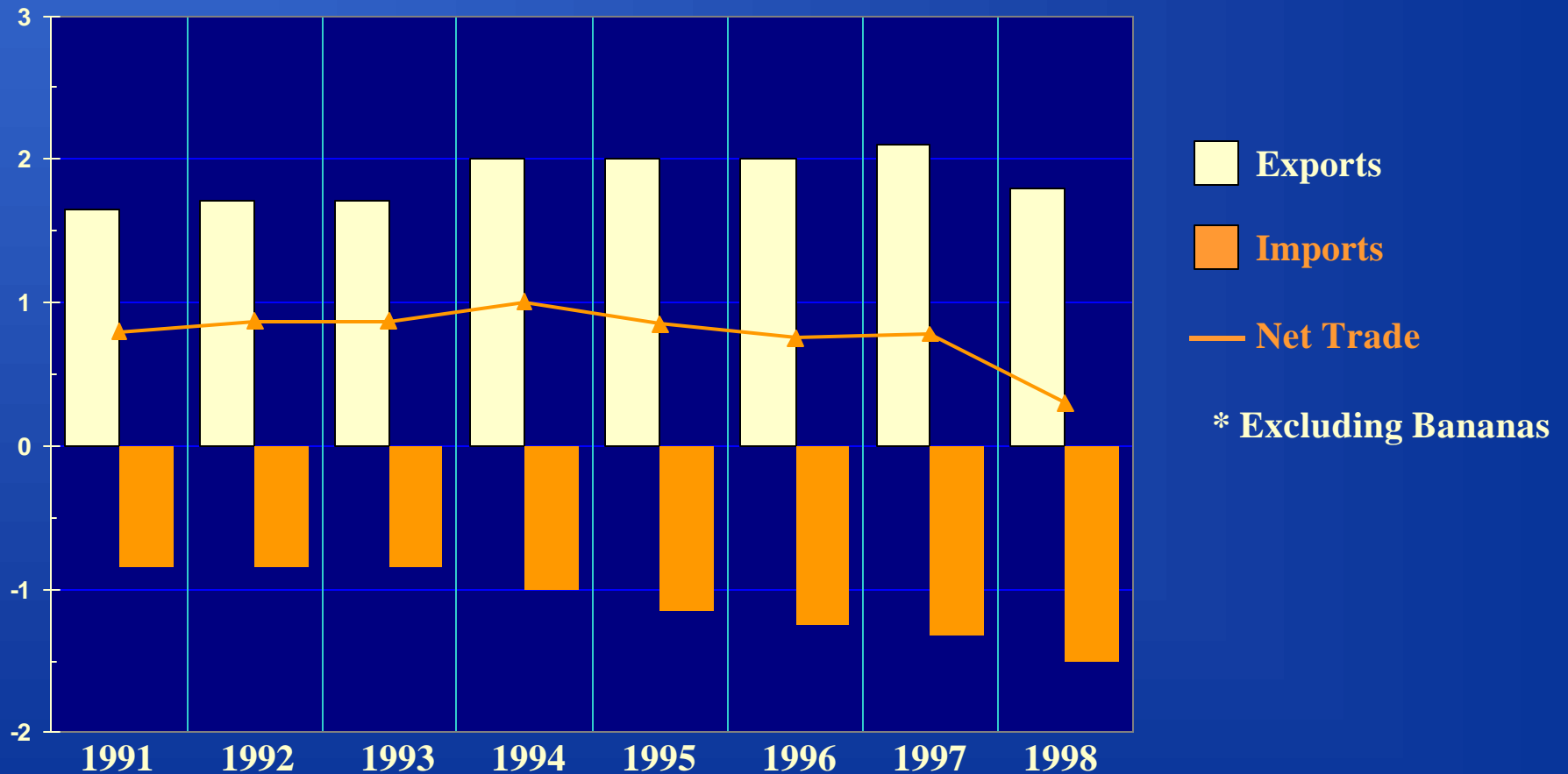
# Tomatoes Continue to Lead U.S. Vegetable Imports

Imports in  
Calendar Year  
1998 Valued at  
\$2.1 billion



# U.S. Trade Balance in Fresh Fruits Continues Positive

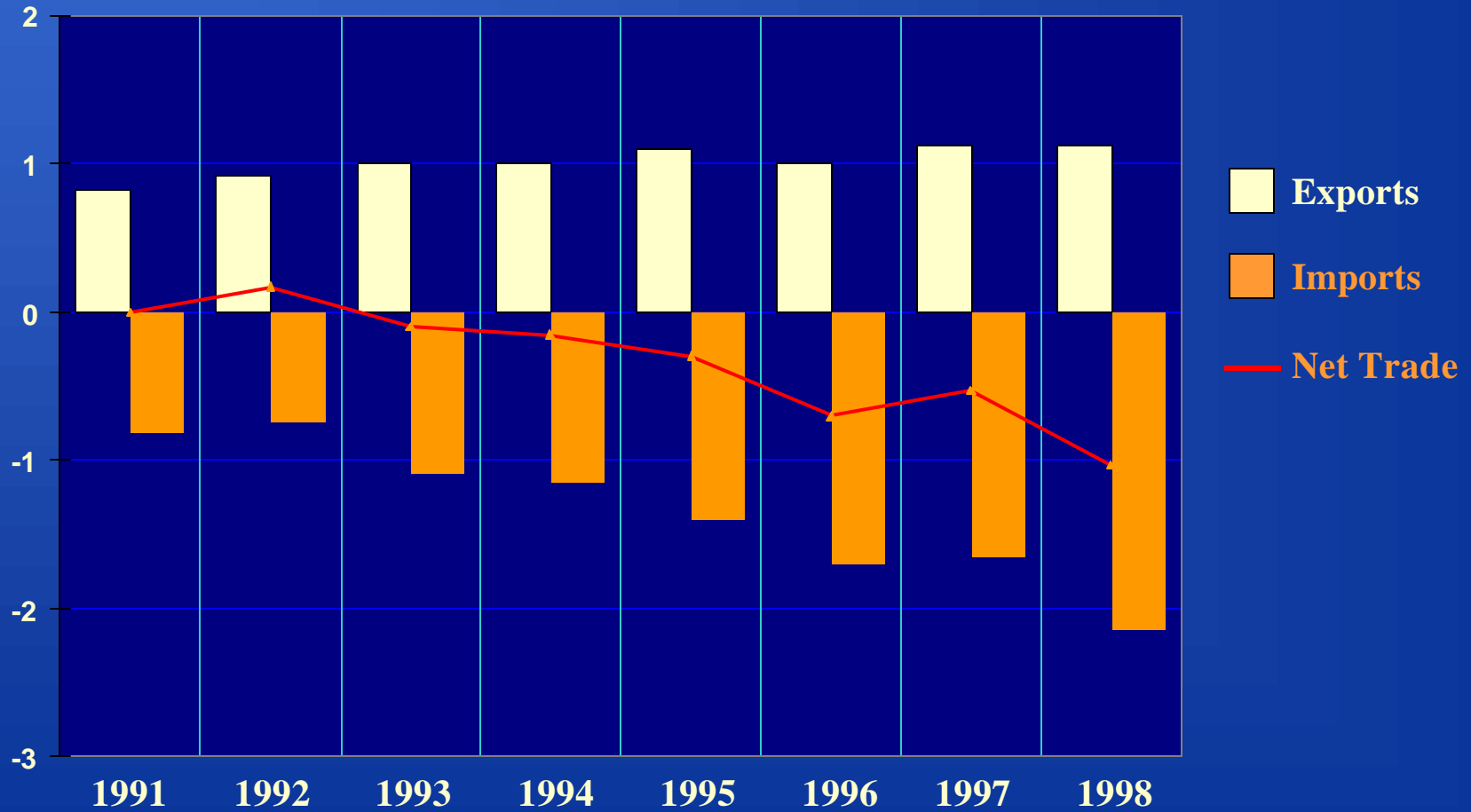
Value in \$ Billion



Source: U.S. Dept. of Commerce Bureau of Census

# U.S. Trade Balance in Fresh Vegetables Continues Negative

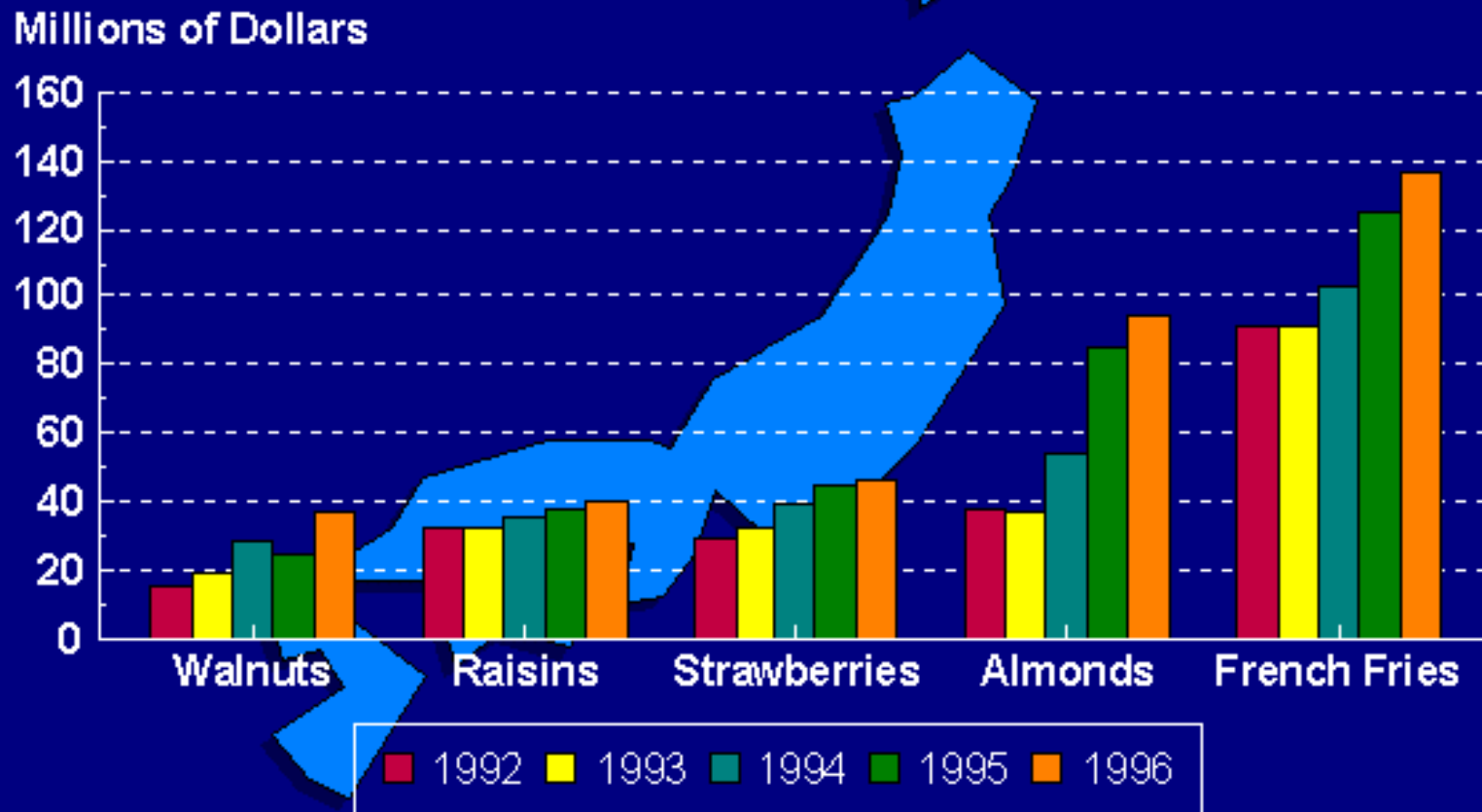
Value in \$ Billion



Source: U.S. Dept. of Commerce Bureau of Census

# JAPAN

## U.S. Horticultural Products Successfully Battle Recession



# World Market Share Soars for U.S. Fruits, Nuts, & Vegetables

Percent

