


Brazilian fruit exports to the Middle East and North Africa grew 41% in 2013, totaling 13,790MT, the Brazil-Arab News Agency (ANBA) reported. 

Sales to the region generated US\$11.9 million in revenue for Brazil, up 54% from 2012, according to data from the Brazilian Fruit Institute (Ibraf).

"The Arab market is very interesting and important for us. It continues to grow solidly year by year," Ibraf's market intelligence director, Cloves Ribeiro Neto, said in the ANBA release.

"It's a very strategic market for our sector because our exports are focused 80% on the European Union. We are working to expand other markets."

Ribeiro highlighted the continued growth seen across the Arab market, pointing to the 115% increase experienced between 2011 and 2013.

The United Arab Emirates ranked as the most significant importer in the region, with an almost 80% share. Other trade partners included Oman, Saudi Arabia, Libya, Bahrain, Sudan, Qatar, Palestine and Lebanon.

Lemons accounted for 60% of volume. Shipments were also made for apples, melons, oranges, tangerines, grapes, mangoes and watermelons.

To encourage sales in the Middle East and North Africa, Ibraf participates in food fairs, trade missions and marketing across the region.

"We are thinking of carrying out activity in retail outlets, along with tastings for consumers to try Brazilian fruit," Ribeiro said.

In 2013, Brazil exported a total of 711,860MT of fruit, up 2.72% from 2012.

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