

National exports of strawberries from January to May 2021 were **140** tonnes worth A\$0.79m. The result was around 24 per cent higher than the same period last year (Table 1). The 12-month (MAT) to May was 3,637 tonnes and demonstrates that the export season has not effectively commenced.

Table 1 : Strawberry Key Measures

EXPORTS	YTD (from Jan)	Chg LY	MAT
Volume (tonnes)	140	-24%	3,637
Value (M AUD)	0.79	-24%	26.1
\$ per kg	\$5.61	-1.0%	\$7.17

Source: IHS Global Trade Atlas; Fresh Intelligence analysis

Western Australia is the largest export state and accounts for 72 per cent of the national strawberry exports, which all occur in the second half of the year. There are no strawberries recorded as exported from Tasmania.

Table 2. Strawberry By State

January to May				
Tonnes	Chg LY	share	MAT	
Western Australia	2	-54%	2%	2,607
Queensland	5	233%	3%	698
New South Wales	114	-27%	81%	271
Victoria	20	-8%	14%	58
South Australia	0	13%	0%	2
Total	140	-24%	100%	3,637

Source: IHS Global Trade Atlas; Fresh Intelligence analysis

Table 3 : Strawberry Exports by Market

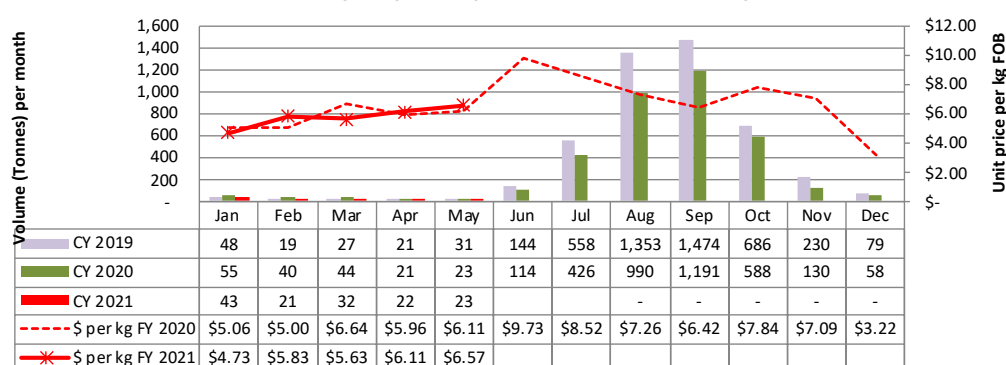
Market	January to May		share	MAT
	2021	Chg LY		
	Tonnes	%	%	Tonnes
Hong Kong	106	-32%	75.6%	331
United Arab Emirates	12	-24%	8.4%	281
Brunei Darussalam	9	99%	6.7%	21
Singapore	5	++	3.4%	786
Kuwait	2		1.7%	15
Malaysia	2	-55%	1.6%	556
New Caledonia	1	-12%	1.0%	1
Fiji	1	381%	0.9%	4
Papua New Guinea	1	30%	0.7%	2
Christmas Island	0		0.1%	0
Nauru	0	122%	0.1%	0
Thailand	-		0.0%	901
New Zealand	-		0.0%	595
<i>all other</i>	0		0%	143
Total YTD Tonnes	140	-24%	100%	3,637

Source: IHS Global Trade Atlas; Fresh Intelligence analysis

Hong Kong is currently the largest export destination although over a year Thailand, Singapore, Malaysia and New Zealand are leading markets with trade mainly in the second half. (Table 3).

On a month to month basis the May exports were 23 tonnes, compared to 23 tonnes also last year (Figure 1.) Overall trend by month has been below the previous year for the last 12 months.

Strawberry Exports per month vs last 2 years



In 2020, 898,000 tonnes of strawberries were traded globally. Australia was very small player and accounted for 0.4 per cent share of the global trade. Spain and Mexico were the largest exporters and supplied to Europe and North America respectively. Asian markets imported 20,000 tonnes of strawberries in 2020, with Hong Kong, Singapore and Japan being the largest importers, albeit small compared to European and North American markets.