

Polska



Polish Fruit Popular Abroad

2015-06-08 05:17:52



Polish Fruit Popular Abroad.

Polish fruit has won over customers around the world, who appreciate its taste and aroma—qualities resulting from traditional cultivation techniques and the sparing use of pesticides.

Poland is a leading European producer and exporter of fruit, apples being the bestseller among Polish fruit exports. Until recently, the bulk of Polish apple exports went to Russia, but Moscow's decision last year to slap an embargo on Polish food put an end to that. On the other hand, sales have increased to Belarus and Kazakhstan.

In recent months, more Polish apples have also been exported to Ukraine, Serbia, Norway, Egypt and Mongolia. Canada opened its market to fresh Polish apples in October last year, and in India local importers are interested in buying them. Imports of Polish apples are also being negotiated in China.

The largest buyers of Polish apples in the EU are Germany and Romania, and Poland also exports a lot of its apples to the Czech Republic, Britain and Lithuania. Consumers in Sweden, Latvia and Finland are also partial to this fruit.

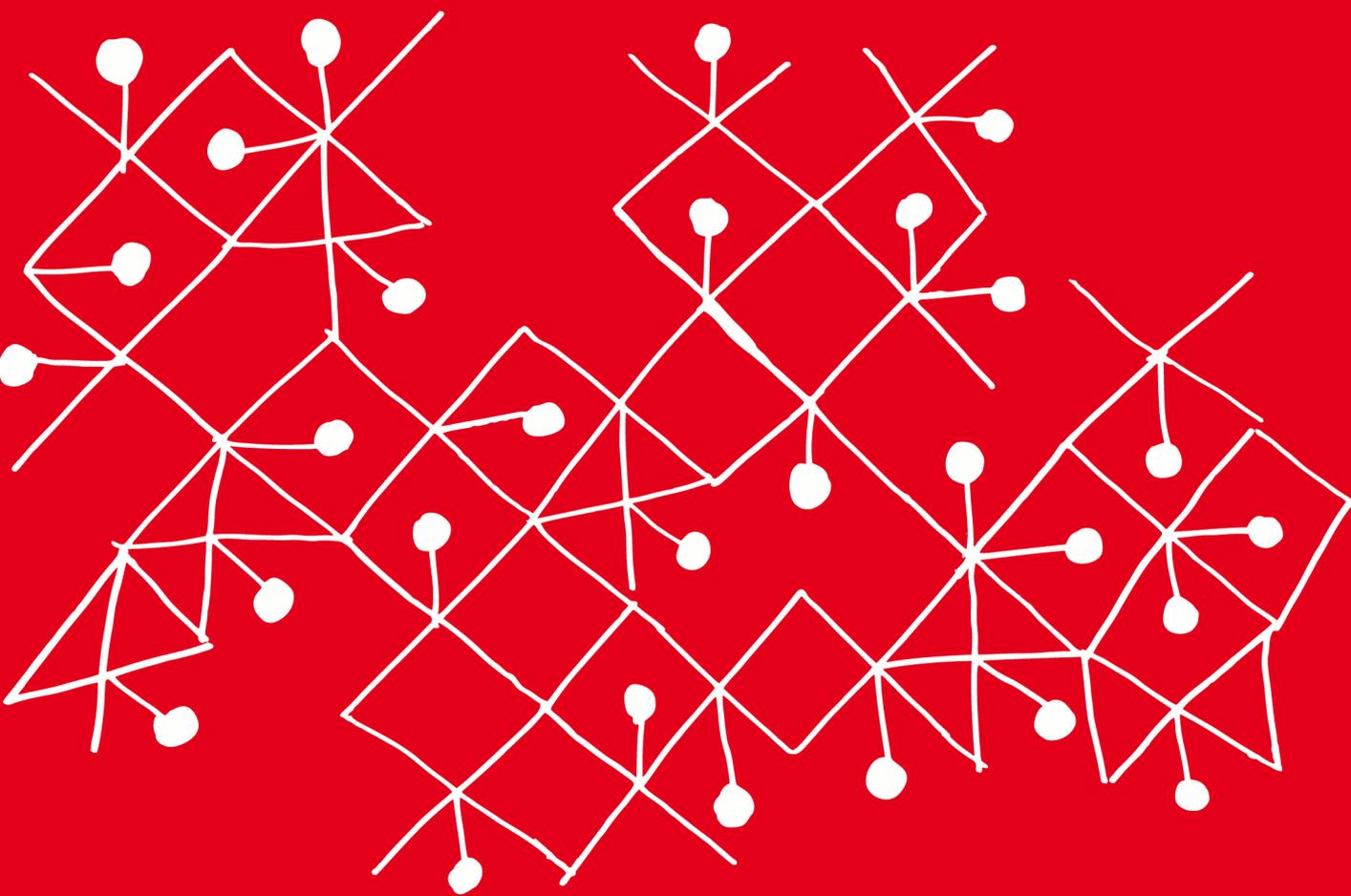
Poland also exports a lot of blueberries, raspberries and chokeberries, also known as aronia berries. Poland is the largest producer of raspberries in the EU and the second largest producer in the world. The most popular raspberry varieties grown in Poland are called Polana, Polka, Koral and Benefis.

According to the Agricultural Market Agency (ARR), in recent years Polish exports of fresh raspberries have ranged between 16,000 and 32,000 metric tons a year. Exports of frozen raspberries have been even higher than that and the majority is exported to Germany.

Few know that Poland is the world's largest producer of chokeberries, accounting for almost 90 percent of this fruit grown commercially around the world. According to the Agricultural Market Agency, between 2004 and 2013 chokeberry fields in Poland increased from a total of 5,000 hectares to 8,000 hectares in size and the yield from 38,000 to 58,000 metric tons. The growing popularity of chokeberries is a result of increased demand for chokeberry products, especially juice.

Poland's top fruit exports also include the blueberry, of which Poland is the largest producer in the EU, accounting for more than 20 percent of European yield. Globally, Poland is the third-largest producer after the United States and Canada, accounting for 3 percent of blueberries harvested around the world.

Polish blueberry production averages 15,000 metric tons a year, most of which goes to export. A large part of the exports go to Britain, which is Europe's largest market for blueberries. Poland also sells blueberries to Scandinavia and Germany and recently, Polish blueberry producers have been exploring new markets in Western Europe as well as in Asia and Northern Africa.



INNOWACYJNA GOSPODARKA
NARODOWA STRATEGIA SPÓJNOŚCI



**MINISTERSTWO
ROZWOJU**

UNIA EUROPEJSKA
EUROPEJSKI FUNDUSZ
ROZWOJU REGIONALNEGO



Projekt jest współfinansowany przez Unię Europejską ze środków Europejskiego Funduszu Rozwoju Regionalnego