

Perishable market trends

Presentation for Cool Chain Association

March 2, 2009



COOLCHAINASSOCIATION

- Perishable air trade
- Perishable ocean trade

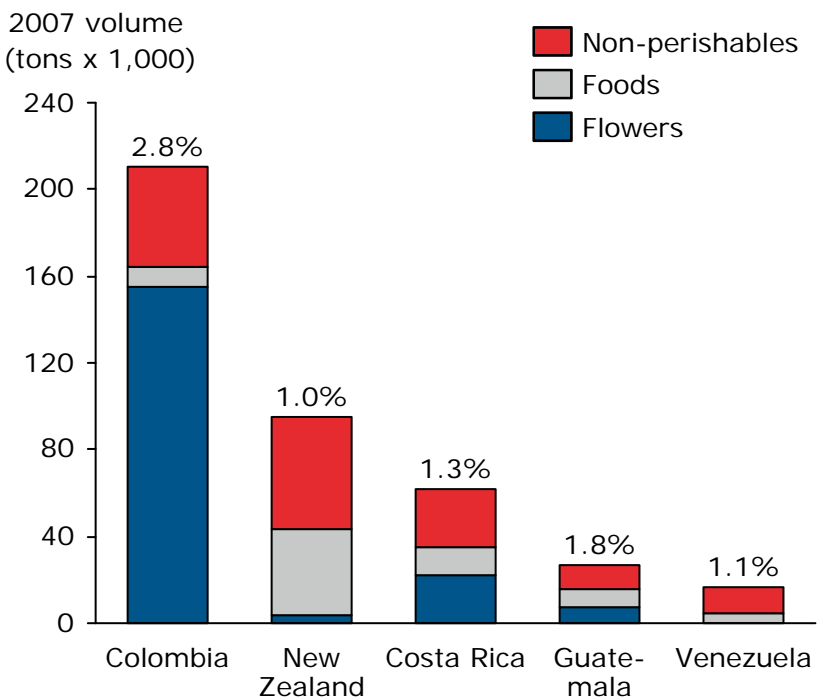
Perishables flat line as a commodity

Some South American and African perishable markets not showing much growth

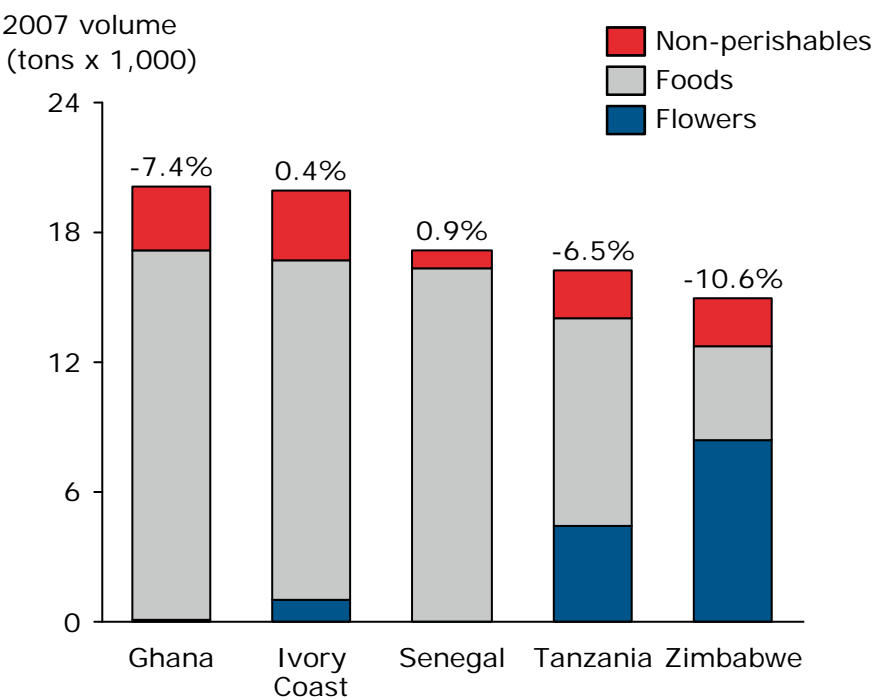
2000-2007: 1% to 3% growth

2000-2007: <1.0% growth

Top 5 perishable countries with annual air export growth between 1% and 3% for '00-'07 (CAGR)



Top 5 perishable countries with annual air export growth smaller than 1% for '00-'07 (CAGR)

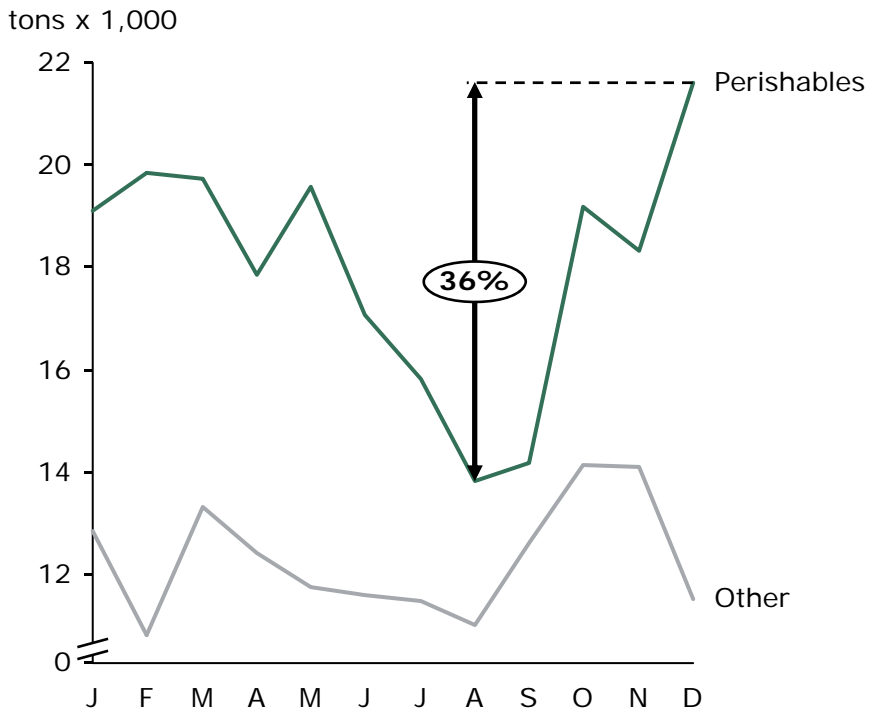


Source: Seabury Global Trade Database

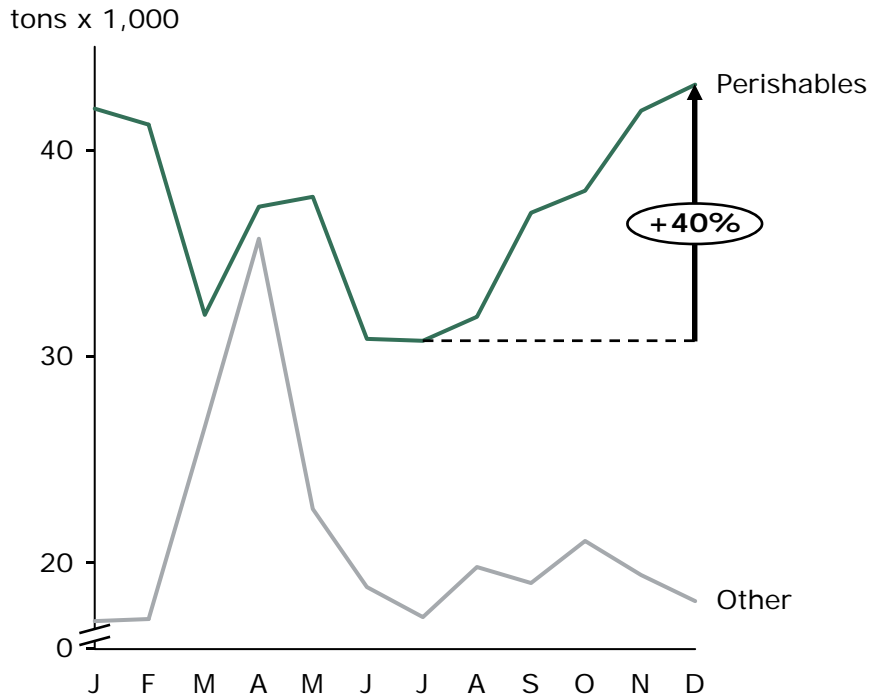
Seasonality patterns

Standard air trade pattern shows end quarter + 4th quarter peaks, with trade dips in Summer

Air exports from Latin America to Europe in 2007



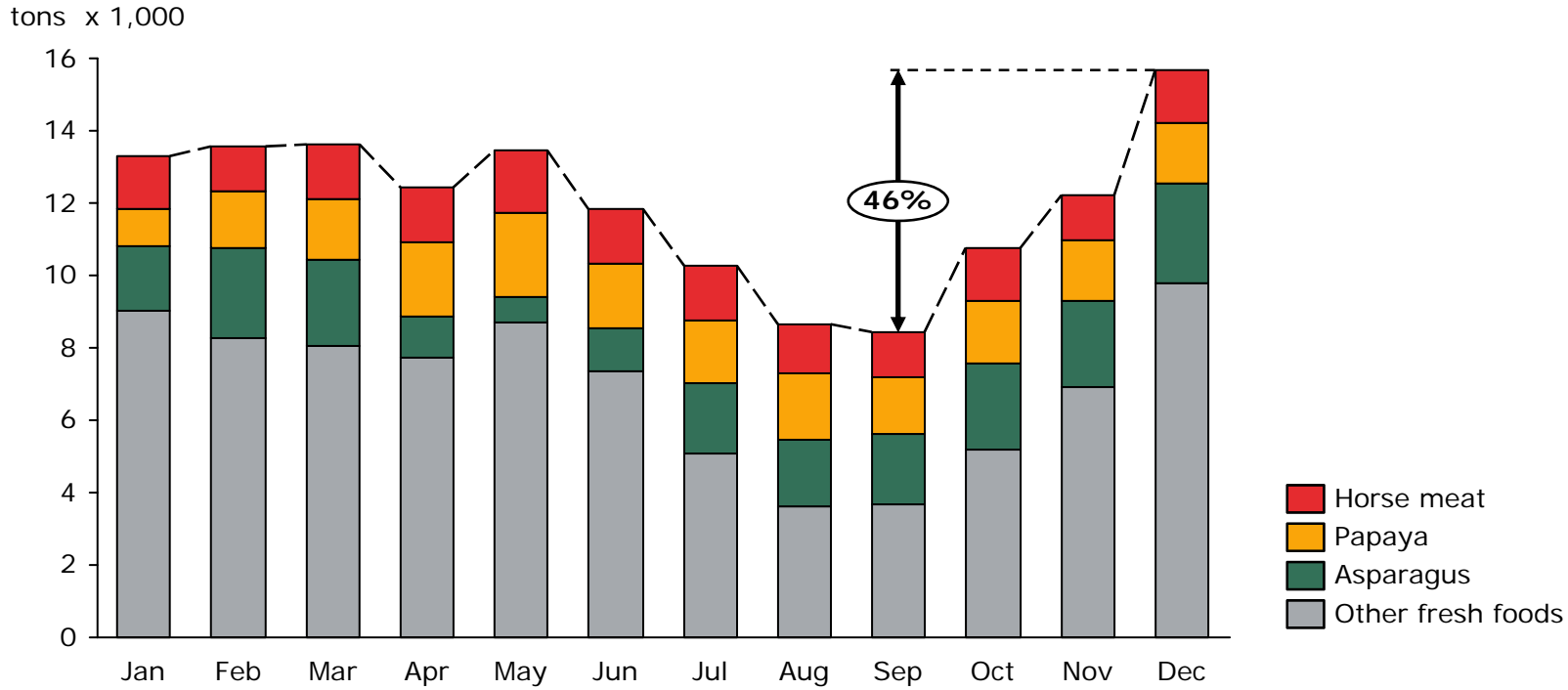
Air exports from Latin America to USA in 2007



Source: Seabury Global Trade Database

European market for fresh foods opens up to Latin America in European winter

Air exports of fresh foods from Latin America to Europe in 2007



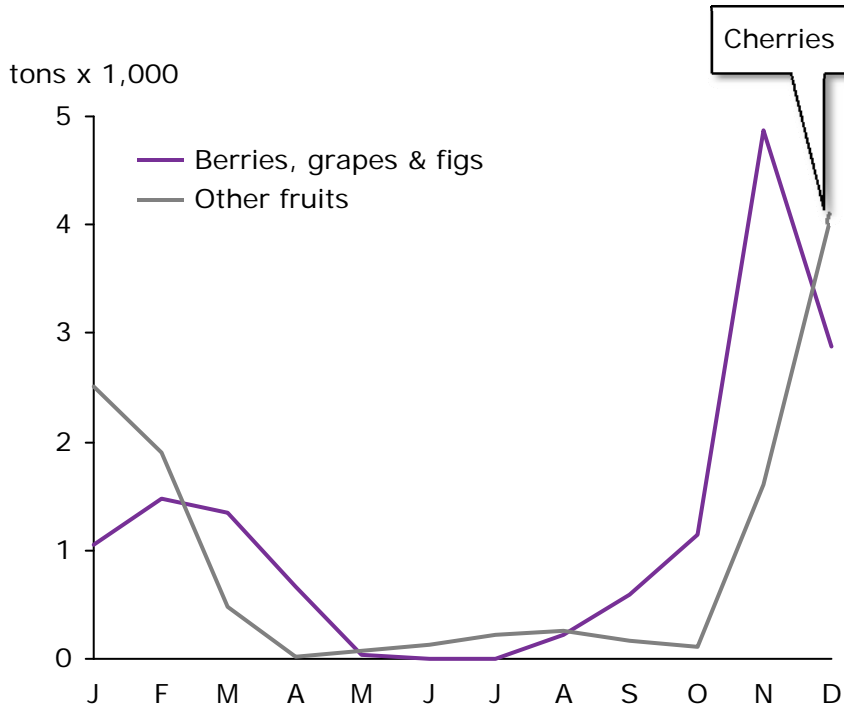
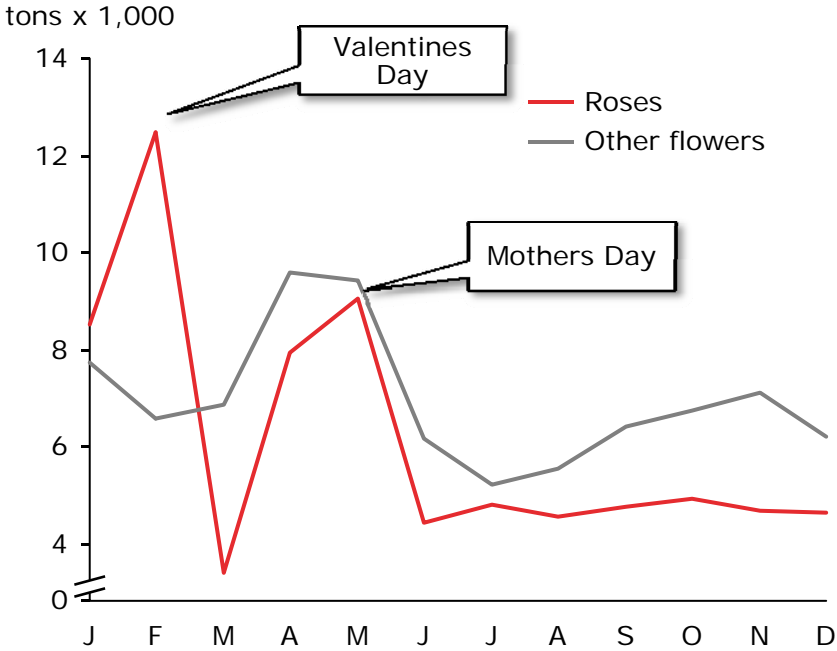
Source: Seabury Global Trade Database

Seasonality sensitive products

Air exports of flowers are especially susceptible to events, air exports of fruits boom during the winter season in the US

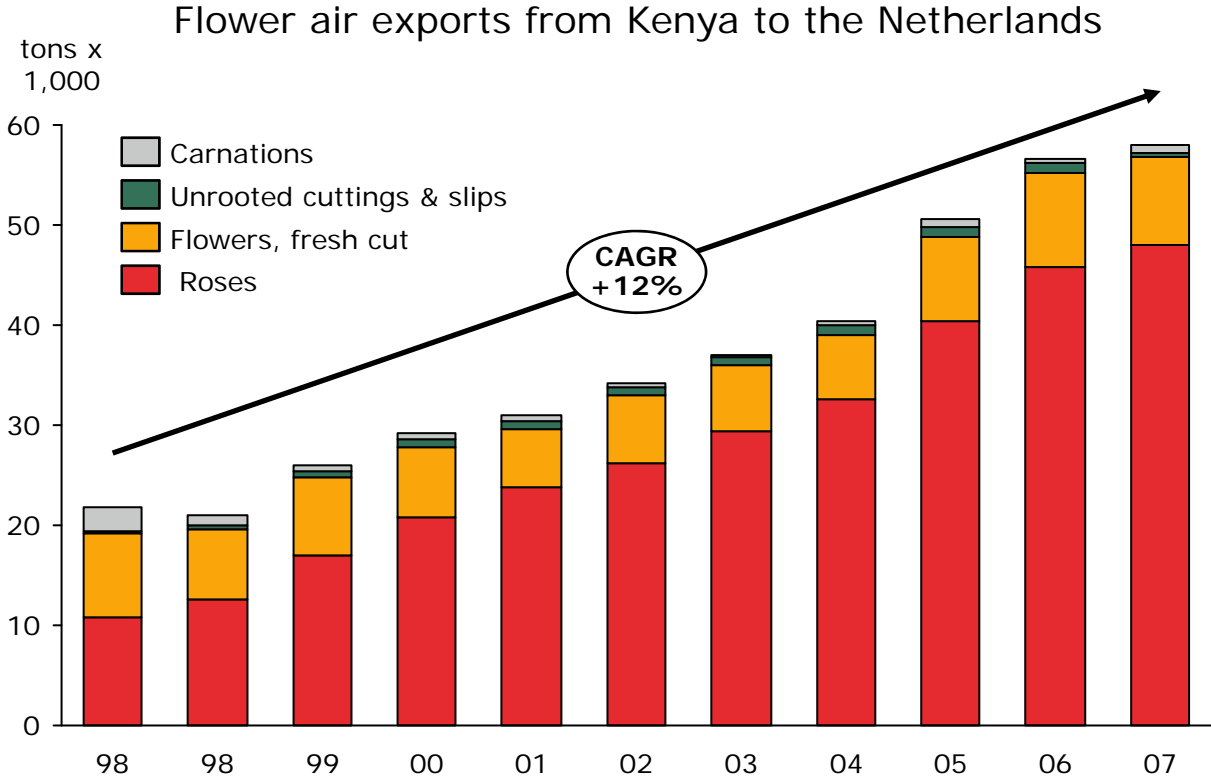
Air exports of flowers from Latin America to the US in 2007

Air exports of fruits from Latin America to the US in 2007



Source: Seabury Global Trade Database

Flower air exports from Kenya to Netherlands have seen a healthy average annual growth of 12%; however recently growth stagnating



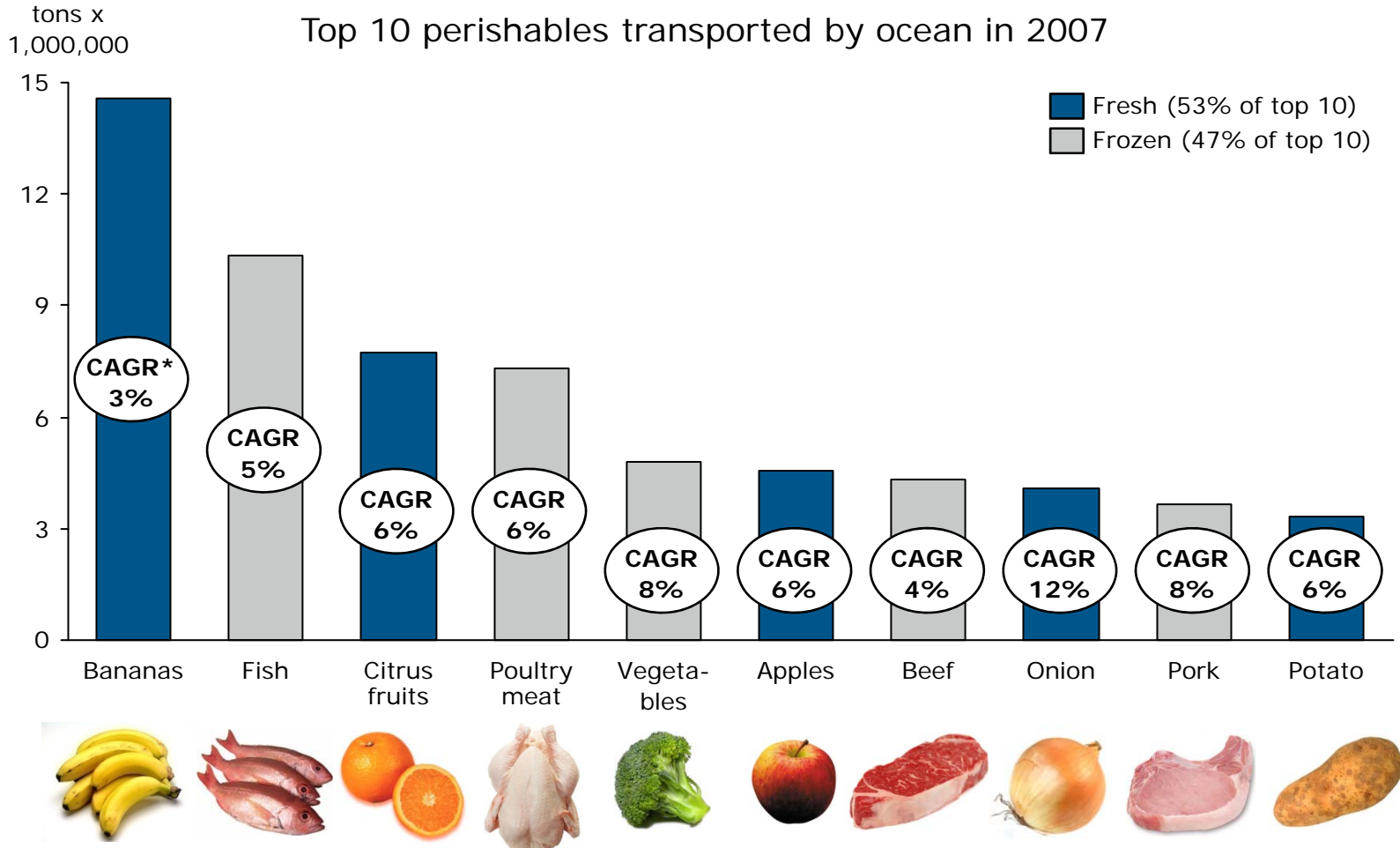
Source: Seabury Global Trade Database

- Perishable air trade

- Perishable ocean trade

Top 10 perishables transported by ocean

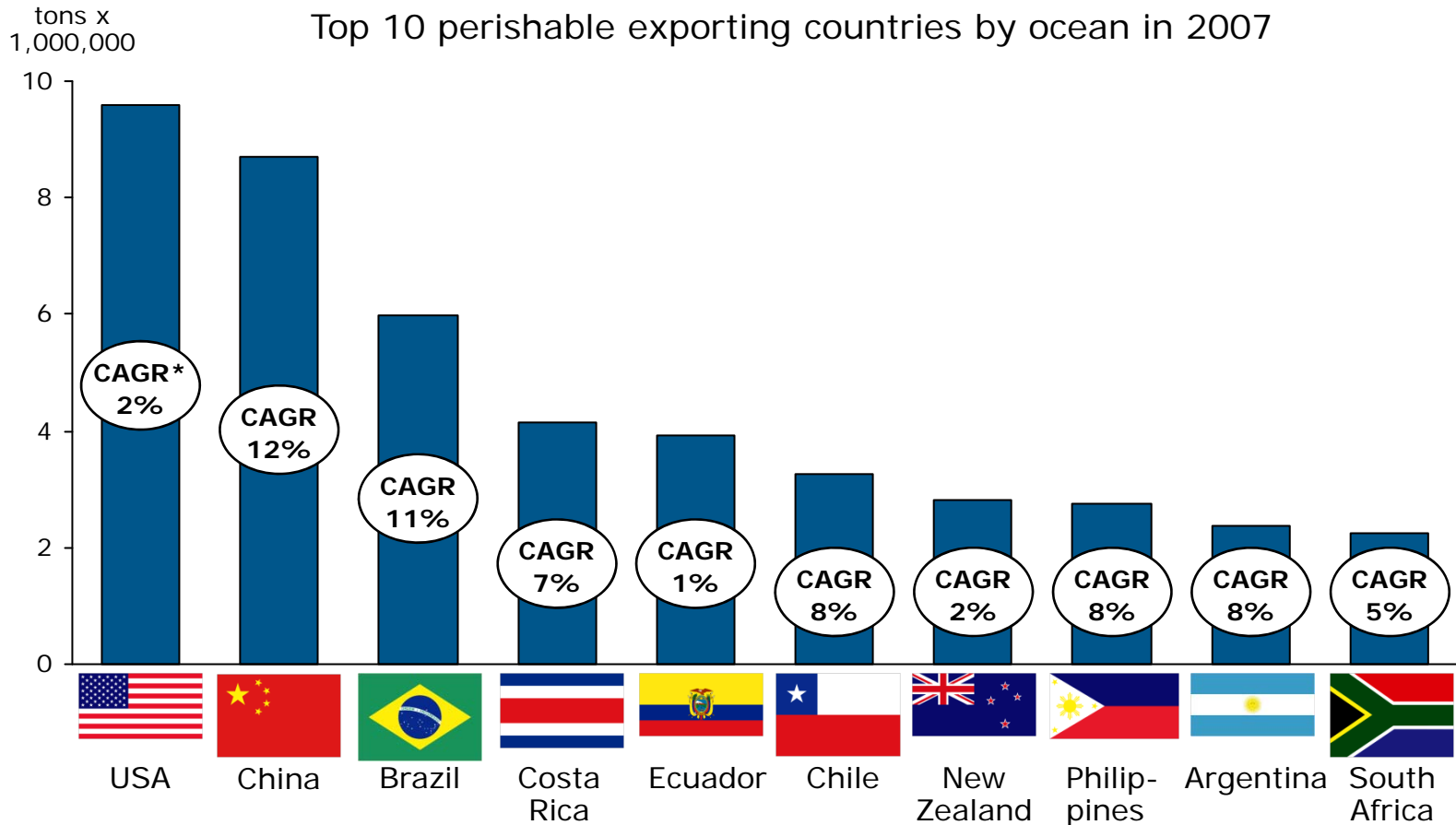
Top 10 perishables transported by ocean represent 71% of total perishables transported over sea



*Note: CAGR is calculated for 2002-2007
 Source: Seabury Global Trade Database

Top 10 perishable exporting countries

Top 10 perishable exporting countries by ocean cover 50% of total transported perishables over sea

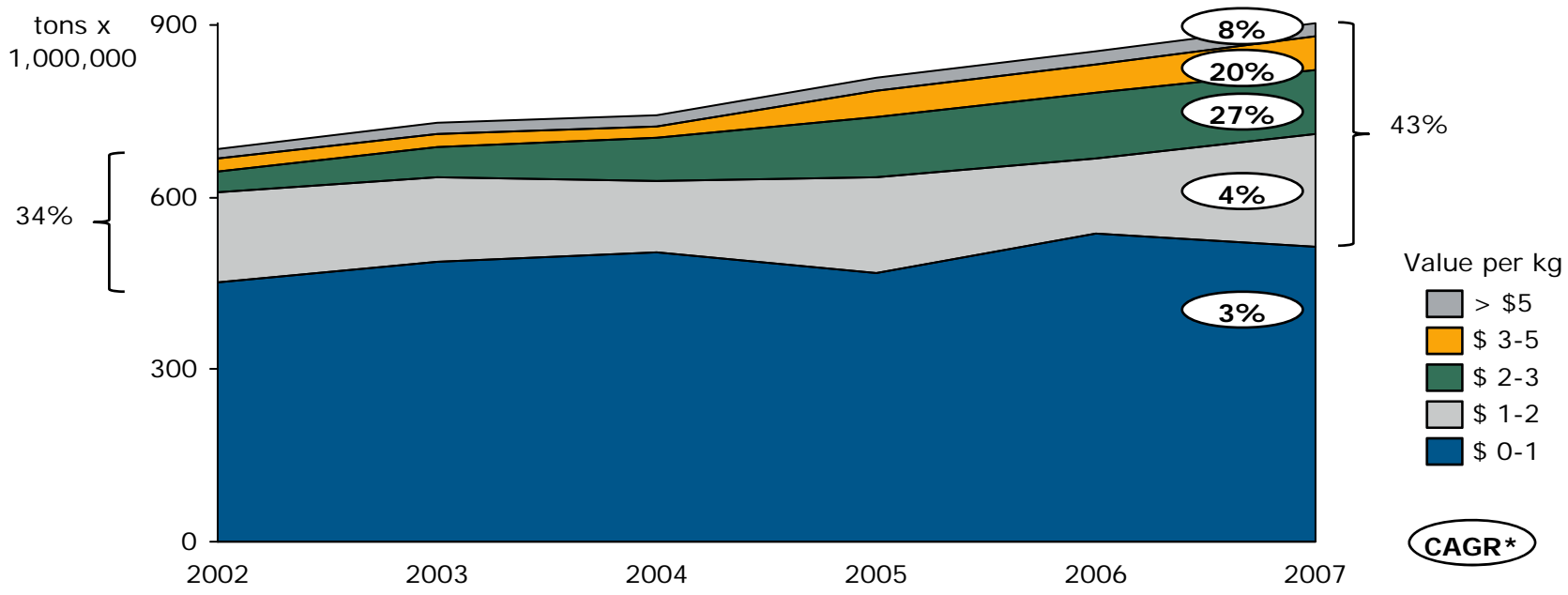


*Note: CAGR is calculated for 2002-2007
Source: Seabury Global Trade Database

Low value versus high value

Commodities with relatively high values per kilo have experienced highest growth

Value per kilo split of perishables transported by ocean



*Note: CAGR is calculated for 2002-2007
Source: Seabury Global Trade Database

China's ocean trade in perishables

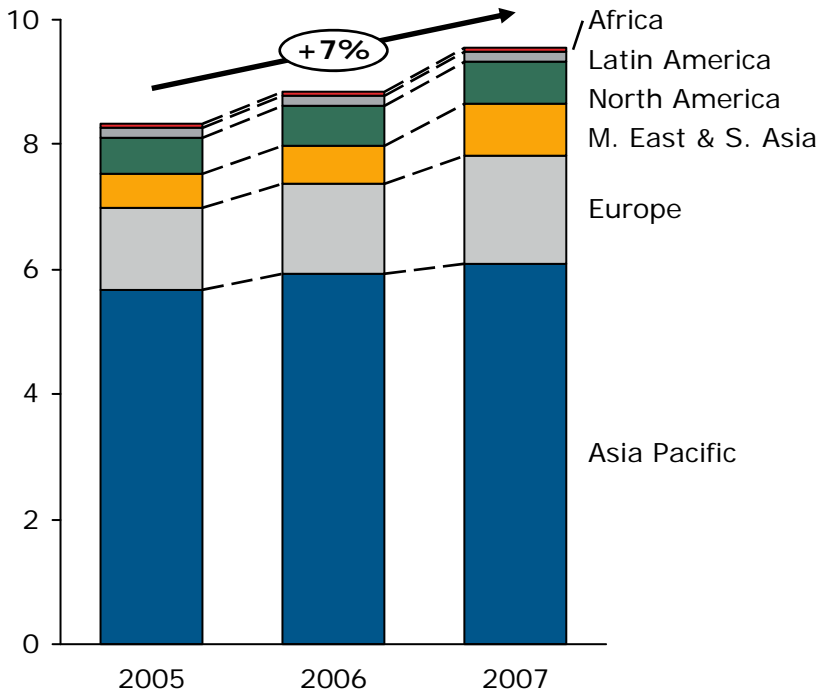
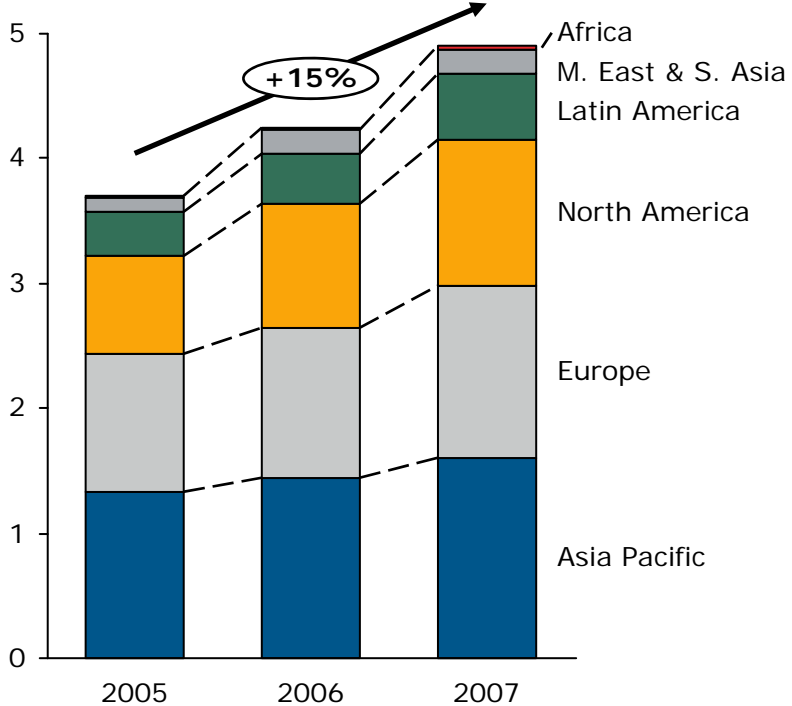
Majority of China's ocean trade of perishables is with other Asian Pacific countries, followed by Europe and North America

Main perishable imports into China from Asia Pacific, Europe and North America

Main perishable exports from China destined for Asia Pacific

Perishables imported into China by "ocean"
(tons x 1,000,000)

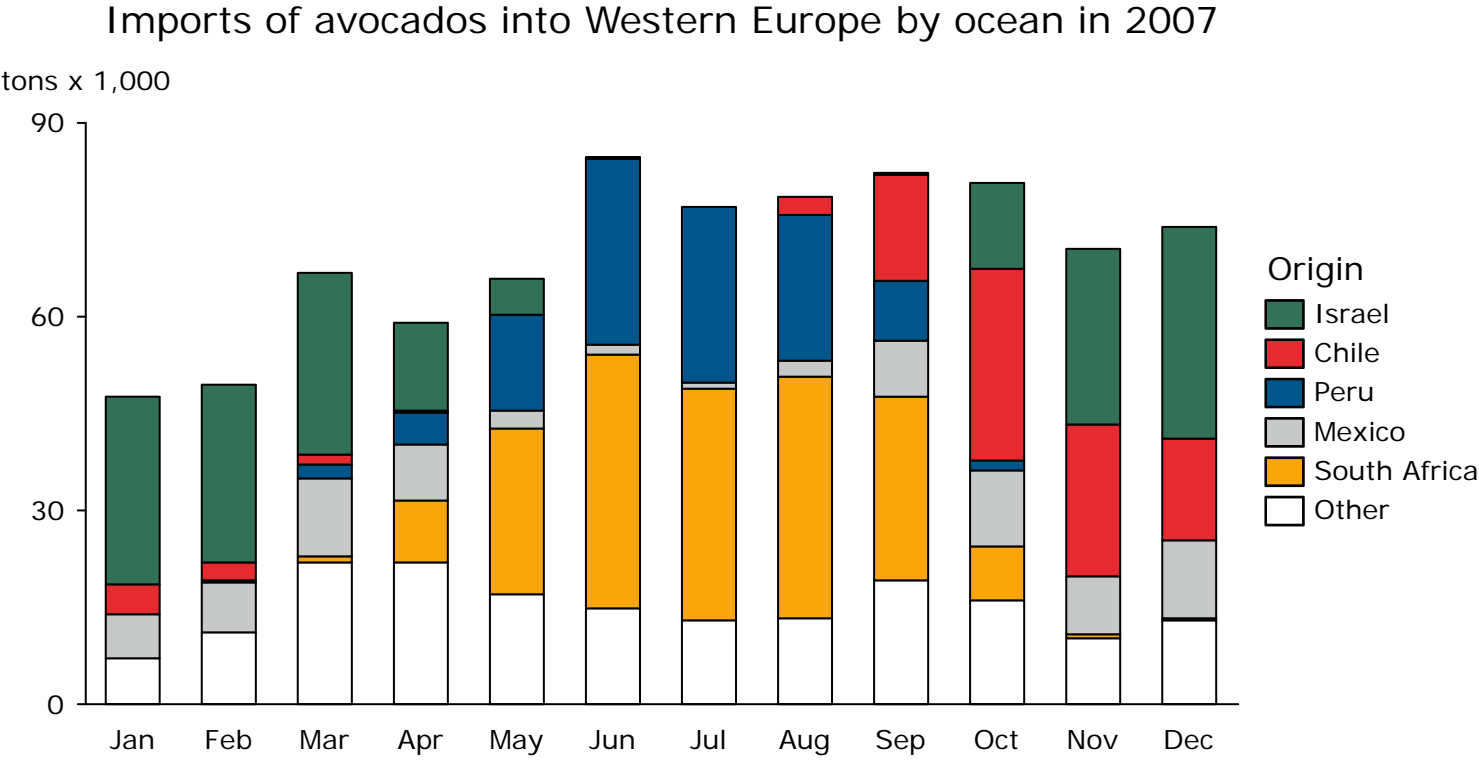
Perishables exported from China by "ocean"
(tons x 1,000,000)



Source: Seabury Global Trade Database

Seasonality of sourcing countries

The sourcing of certain commodities appears to be dependent on harvesting period, which is caused by the different climates of origin countries



Source: Seabury Global Trade Database

Contact details

For more information, please contact...

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