

# Primary Production of Basic Fruits and Vegetables for Processing, April 2015

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## Abstracts

The study will be available in electronic form, after an order is received, within 6 days.

This study was compiled by STOCHASIS Management Consultancy S.A. and aims to reflect the current state of the market of the primary production of basic fruits and vegetables for processing in Greece, particularly of industrial tomato, clingstone peach and juiced orange and to examine its prospects, while presenting information on the international market.

More specifically, the first five chapters of the study feature information on the primary production of basic fruits and vegetables for processing, which refer to general characteristics, the institutional framework, the demand, the offer and the size of the industry in terms of value and quantity. In the next chapter, the study presents data on the manufacturing enterprises, which constitute the sector's customers, including the development of their sales, data on their products' external trade and their financial situation. The next chapter presents the valuation of the manufacturing enterprises. Finally, the study feature information on the global market, the conclusions and the prospects of the market, as well as an annex with selected financial indicators of major enterprises for 2009-2013.

The fruits and vegetables primary production sector is characterised by the following basic features:

connection of producers and cultivating areas with Common Agricultural Policy

high dependence on processing companies, which absorb the production and have high bargaining power

dependence on weather conditions

year-to-year variations.

It should be mentioned that the producers of industrial tomato, clingstone peach and juiced orange, based on the applications for reinforcement (OPEKEPE), are 1.658, 10.733 and 8.242 accordingly, while the manufacturing enterprises of industrial tomato are 10-15, of clingstone peach 20-25 and of juiced orange 25-30.

## Contents

### SYNOPSIS

### INTRODUCTION

#### 1. GENERAL INFORMATION

- 1.1 Sector's definition
- 1.2 Sector's general figures
- 1.3 Sector's general characteristics
- 1.4 Agricultural sector in Greece
- 1.5 Primary production of fruits and vegetables
- 1.6 External trade of fruits and vegetables

#### 2. INSTITUTIONAL FRAMEWORK

#### 3. DEMAND.

- 3.1 Determinants of demand.
- 3.2 Analysis of selected determinants of demand

#### 4. SUPPLY

- 4.1 Basic data of industrial tomato
- 4.2 Basic data of clingstone peach.
- 4.3 Basic data of juiced oranges
- 4.4 Cultivated areas and producer's prices

#### 5. MARKET

- 5.1 Domestic production size of basic fruits and vegetables for processing(2008-2015)
- 5.2 Domestic production size of industrial tomato (2008-2015)
- 5.3 Domestic production size of clingstone peach (2008/09-2015/16)
- 5.4 Domestic production size of juiced oranges (2007/08-2014/15)
- 5.5 Porter's five forces

#### 6. PRIMARY PRODUCTION PROCESSORS OF BASIC FRUITS AND VEGETABLES

- 6.1 Major processing companies of industrial tomato
- 6.2 Major processing companies of clingstone peach
- 6.3 Major processing companies of oranges
- 6.4 Major processing companies of oranges, with different main activity
- 6.5 Turnover growth of major processing companies for industrial tomato (2009-2013)
- 6.6 Turnover growth of major processing companies for clingstone peach (2009-2013)
- 6.7 Turnover growth of major orange processing companies (2009-2013)
- 6.8 Turnover growth of major orange processing companies, with different main activity (2009-2013)
- 6.9 External trade of processed tomato products (2009-2014).
- 6.10 External trade of canned peach (2009-2014)
- 6.11 External trade of orange juices (2009-2014)
- 6.12 Financial analysis of the processing sector (2009-2013)
- 6.13 Comparative evaluation of major processing companies' financial indicators (2013)

## **7. VALUATION OF PRIMARY PRODUCTION PROCESSORS OF BASIC FRUITS AND VEGETABLES**

- 7.1 Valuation methodology
- 7.2 Valuation of major processing companies of industrial tomato (2011-2013)
- 7.3 Valuation of major processing companies of clingstone peach (2011-2013)
- 7.4 Valuation of major companies of juiced orange (2011-2013)
- 7.5 Valuation of primary production processors of basic fruits and vegetables (2011-2013)

## **8. INTERNATIONAL MARKET**

- 8.1 International production of industrial tomato
- 8.2 International market figures of clingstone peach
- 8.3 International quantity of juiced oranges
- 8.4 International market's figures of orange juices

## **9. CONCLUSIONS-PROSPECTS**

- 9.1 SWOT Analysis
- 9.2 Main findings - Prospects

## **ANNEX**

Financial indicators of major processing sectors' enterprises (2009-2013)

? . Capital structure indicators and financial leverage

? . Liquidity indicators

C. Activity indicators

D. Performance indicators

Types of financial indicators

## **SOURCES & BIBLIOGRAPHY**

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