



# Know-how

RUNGIS INTERNATIONAL MARKET  
annual report **2010**

The French route  
for **quality**  **Rungis**

# Fruit and vegetables

2010 was a quiet year for the fruit and vegetables sector at Rungis Market. It experienced its share of weather hazards, yet with no major consequences on deliveries. In the meantime, the Market continued to develop and modernize.



# 2,723,946 K€

Turnover 2009  
Forecasted variation 2010/2009: +3,8%



**85% Wholesalers**  
CA 2009: 2,317,024 K€  
Forecasted variation 10/09: +4.7%

**1% Producers**  
CA 2009: 17,000 K€  
Forecasted variation 10/09: NC

**14% Traders, brokers and import-export companies**  
CA 2009: 389,922 K€  
Forecasted variation 10/09: -1.4%



The new rail terminal of Rungis was officially launched on 11 May 2010. It enables the shipment by train of some 400,000 tons of produce.

2010 turned out to be a relatively quiet year in the fruit and vegetables sector of Rungis, even though weather hazards remain an unavoidable variable in terms of business results. For instance, vegetation delays led to a seasonal overlap, which again meant that many products were still available on the Market in September; this was notably the case with melons, peaches or nectarines. The fuel depots strike followed by a particularly early winter at the end of the year also penalized sales. However, traffic at the Market remained stable and even rose slightly. Fruit deliveries to the physical market fell by 2.8% to about 421,500 tons. However the variations within product categories generally remained quite minimal in 2010. The highest increases in volumes came from clementines, a boom that offset the poor results in 2009, watermelon and dried fruit. The families suffering a downturn were slightly more numerous, including pineapples, tangerines, pomelos, strawberries, apricots, nectarines, plums and avocados. Imports outnumbered French-origin fruit for obvious production reasons, although the proportion remained almost the same, while French produce even recorded a slightly more favourable outcome than imported products. Furthermore, political events in the Ivory Coast had a significant impact at the end of the year.

#### **Advantage to French products**

Vegetable deliveries to the physical market decreased slightly more significantly by 3.6% to over 375,000 tons. Nevertheless, the changes in the different product categories remained minor; especially as this is a family that is intrinsically much less subject to variations. Only tomatoes dropped

sharply. Deliveries of carrots, string beans (affected by problems in Kenya) and lettuces also fell, but to a lesser extent. The increases recorded by some categories (particularly potatoes and cucumbers) remained in a relatively modest bracket. Representing 57% of the quantities traded at Rungis, French productions moved faster than imported products, because buyers tended to prefer French vegetables, at least when in good supply.

The boom in organic products also continued in this sector, even generating some business start-ups (see page 27). The volume is still quite low by comparison with the overall traded at the Market, but its awareness and interest is developing and has become one of the Markets' highlights.

Furthermore, Potager de Marianne, a charity grocery project set up at Rungis Market by ANDES (*Association Nationale de Développement des Epiceries Solidaires*) in spring 2008, continues to boom. With a dozen social workers on average, and four permanent staff, it managed to sort 750 tons of fruit and vegetables in 2010, against 412 in 2009. This produce is then redistributed to networks in charge of food charity (Food banks, *Restaurants du Cœur*, *Secours Populaire* or Red Cross) at prices ranging from 25 to 50 cents per kilogramme retail price.

#### **Developing and modernizing the premises**

More tenants set up than have left in 2010, and the vacant premises were all occupied. Furthermore, the decision to build storage units in half of the B3 pavilion's basements (see Investments section too) was an instant success,

with all units rapidly let, particularly to retailers on street markets who wanted to have a place to store their goods and prepare their supplies.

Specifically intended for shipping fruit and vegetables from the South of France, the new rail terminal of Rungis was officially launched on 11 May 2010. It enables the shipment by train of some 400,000 tons of produce, doubling the previous capacity. Lastly, in 2012 the fruit and vegetables sector will have a new C3 building, currently under construction. Located in the centre of the area, it will represent a strategic location for its occupants.

## MARKET WATCH

### SIGNIFICANT PRODUCTION DELAYS

According to Interfel, "2010 was particularly marked by the weather problems in Spain and Morocco that led to production delays in all European countries". As a result, the spring harvests started late with lower supplies than in previous years. "Production delays also affected the summer harvests," adds the inter-trade association, notably cherries, peaches, nectarines, apricots,

melons etc. On the other hand, these harvests extended into September, which had record consumption in terms of volumes: +37% in peaches and nectarines and +20% in melons. At the same time, shipping rates remained low, for fruit -6% in relation to the 2006-2008 average in August, and -3% in relation to the 2006-2008 average in September. After October, autumn products

filled the stands, although some logistical disruptions occurred due to the demonstrations against the pension reform and fuel crisis. Another disruptive factor was the early arrival of winter, with recurrent snowfall and ice between end November and end December. "They sometimes had the effect of destabilizing markets by slowing down supplies and disrupting the logistics."

In vegetables, the shipping rates rose by 37% in relation to 2009 in December, and by 22% in relation to the 2006-2008 average.

**339** companies  
of whom:  
199 wholesalers  
66 producers  
74 traders, brokers and import-export companies

**3,376** employees  
of whom:  
3,016 at the wholesalers  
66 at the producers  
294 at the traders, brokers and import-export companies



VOLUMES	(in tons)	Variation 2010/2009
<b>Fruits and vegetables</b>	<b>797,388</b>	<b>-3.2%</b>
Fruits	421,532	-2.8%
Vegetables	375,856	-3.6%

**NB:** The volumes in tons disclosed in this report, as well as the comparison with the previous year, concern the wholesale business of the Market. They include the volumes reported by the wholesalers as well as the tenant producers, but they do not include the volumes coming through the warehouses.

# SEMMARIS

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