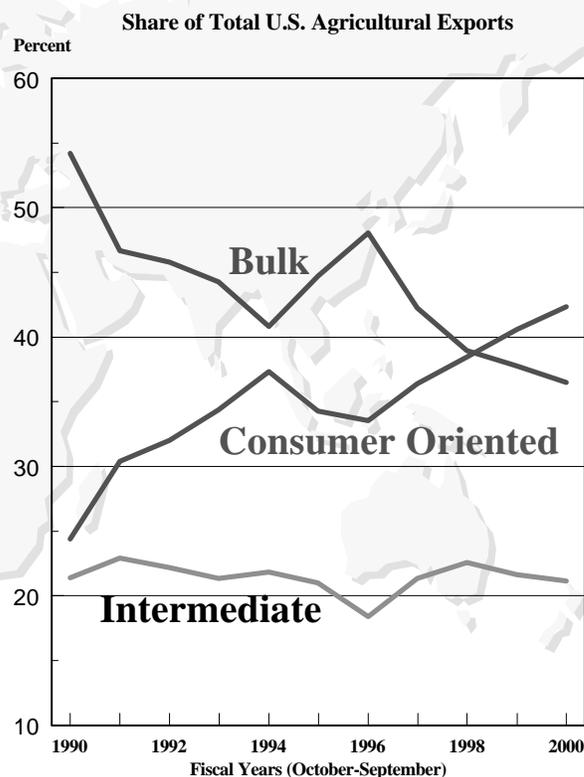


U.S. Horticultural Exports Increase Slightly in FY 2000

**Foreign Agricultural Service
Horticultural and Tropical Products Division
December 2000**

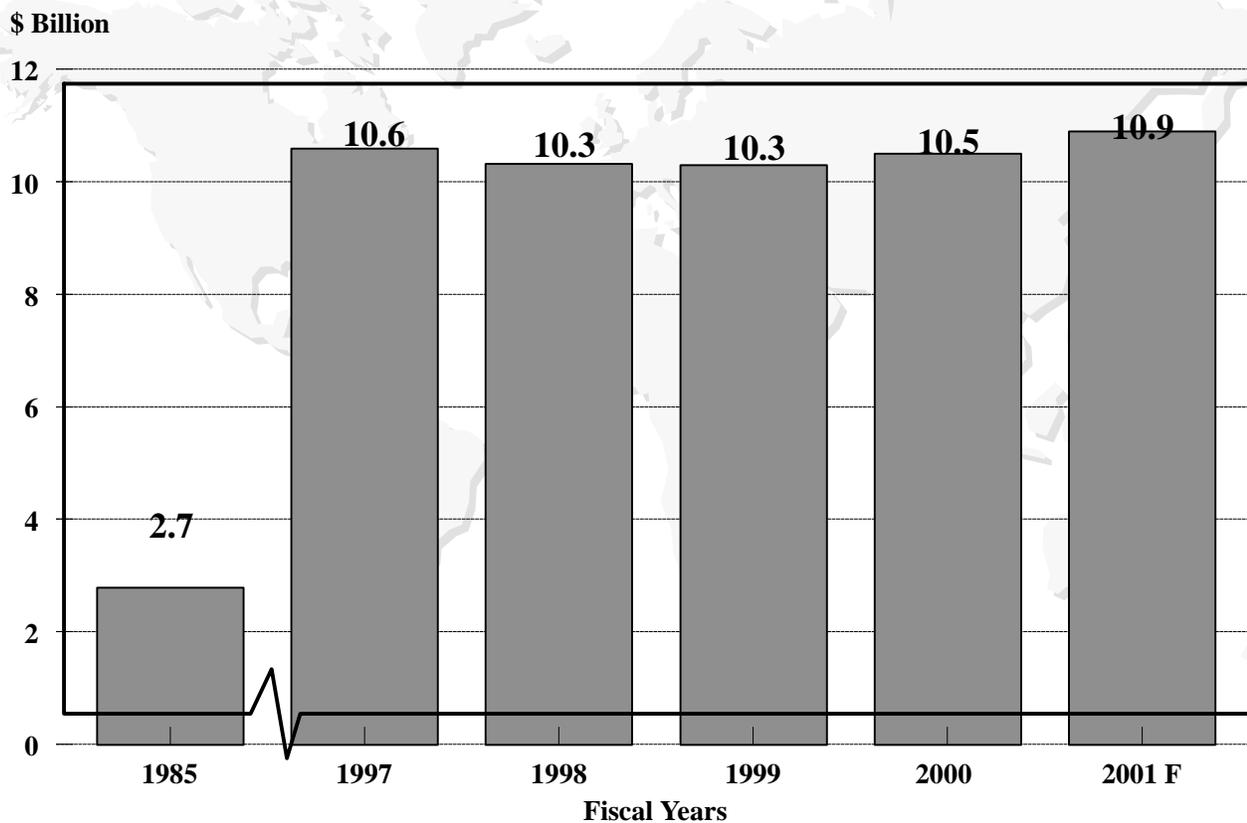
Horticultural Products and Other Consumer Oriented Foods Play a Leading Role in Total U.S. Agricultural Exports

- Consumer-oriented products have risen from 24 percent of total agricultural exports in 1990 to 42 percent in 2000.
- In 2000, horticultural products comprised approximately 50 percent of the consumer-oriented category.



Source: Bulk, Intermediate, and Consumer Oriented (BICO) Reports

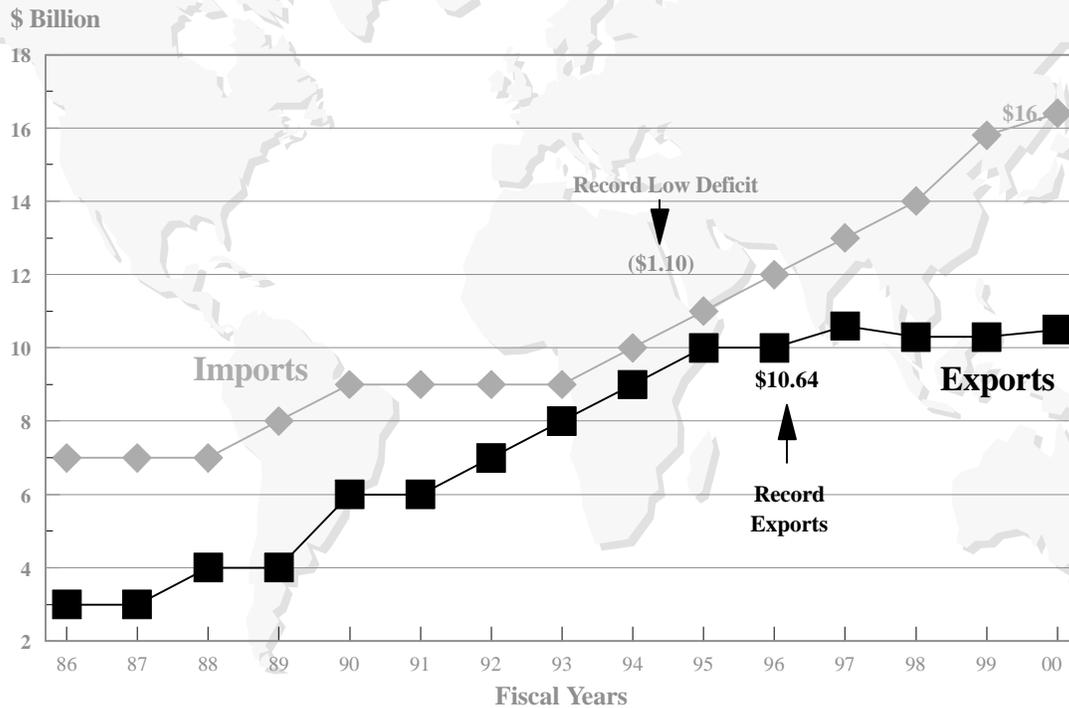
U.S. Horticultural Exports Return to Upward Trend in FY 2000



F- Forecast.

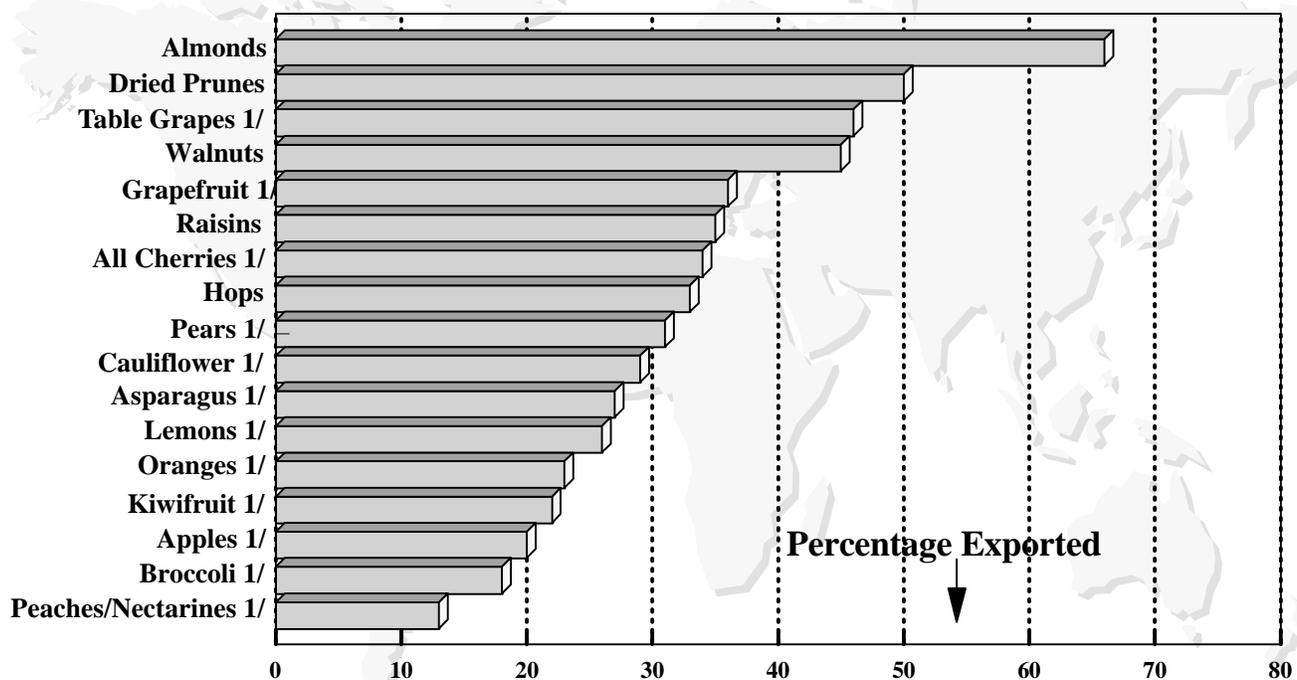
Source: U.S. Department of Commerce, Bureau of the Census

U.S. Horticultural Product Trade Balance



Source: U.S. Department of Commerce, Bureau of the Census
Note: Export and Import aggregates do not include coffee or cocoa.

Exports as a Share of U.S. Horticultural Production

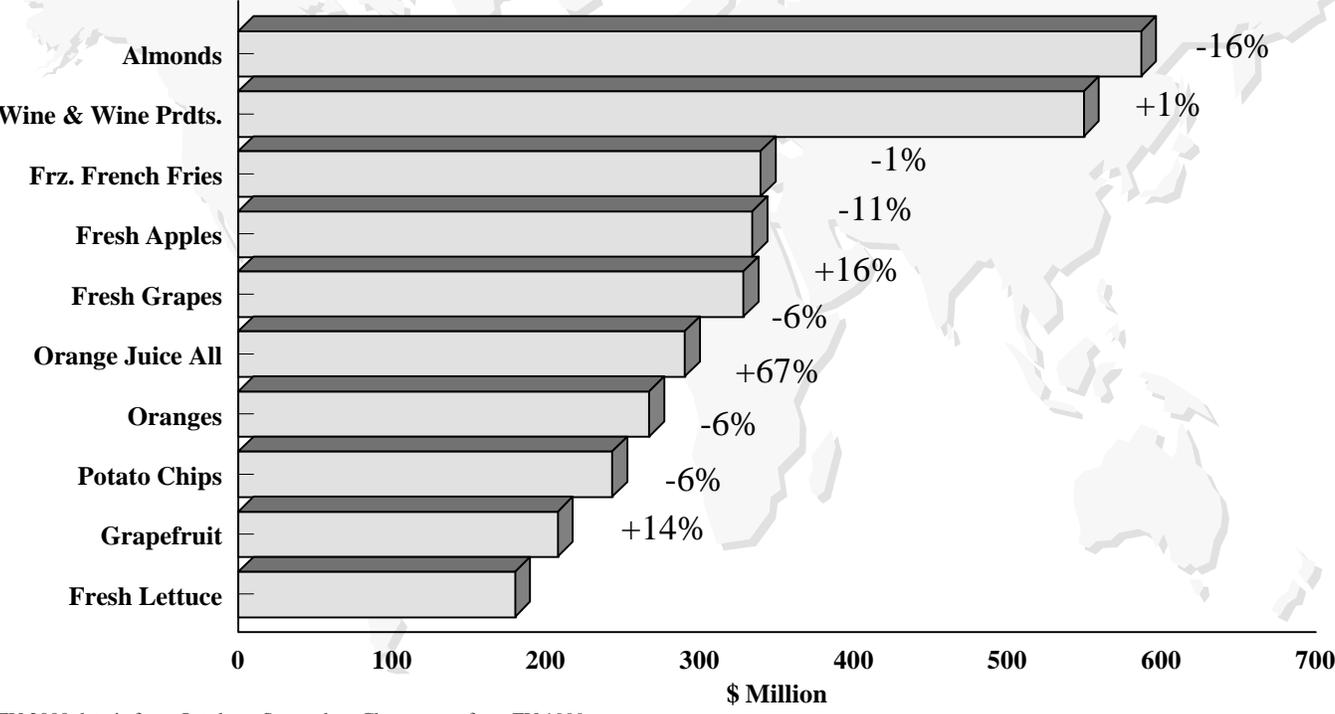


1/ Fresh exports as a percentage of production for fresh use only.

Note: Percentage exported is defined as total exports divided by total production. Production and export estimates used represent the average of production and exports in marketing years 1997/98-1999/00.

Source: U.S. Department of Commerce, Bureau of the Census and NASS reports.

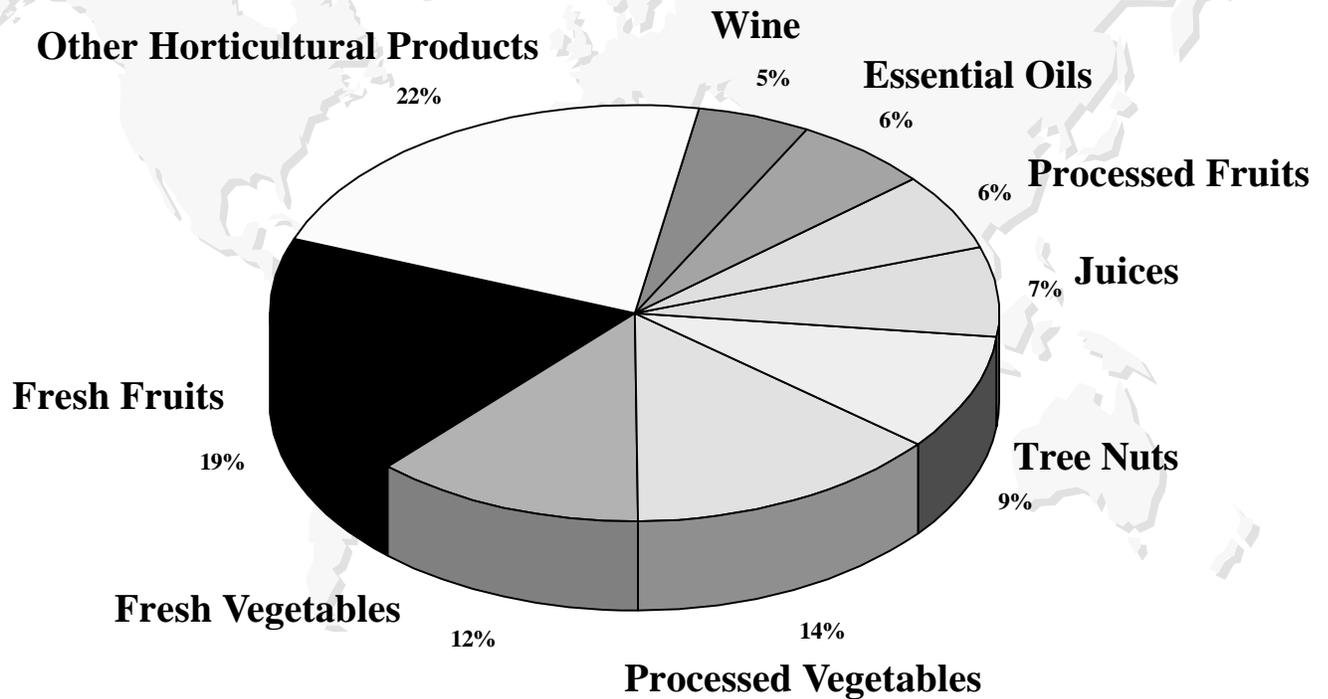
The Top Ten U.S Horticultural Exports by Value in FY 2000



FY 2000 data is from October - September. Changes are from FY 1999.
 Source: U.S. Department of Commerce, Bureau of the Census

Composition of Total U.S. Horticultural Exports in FY 2000

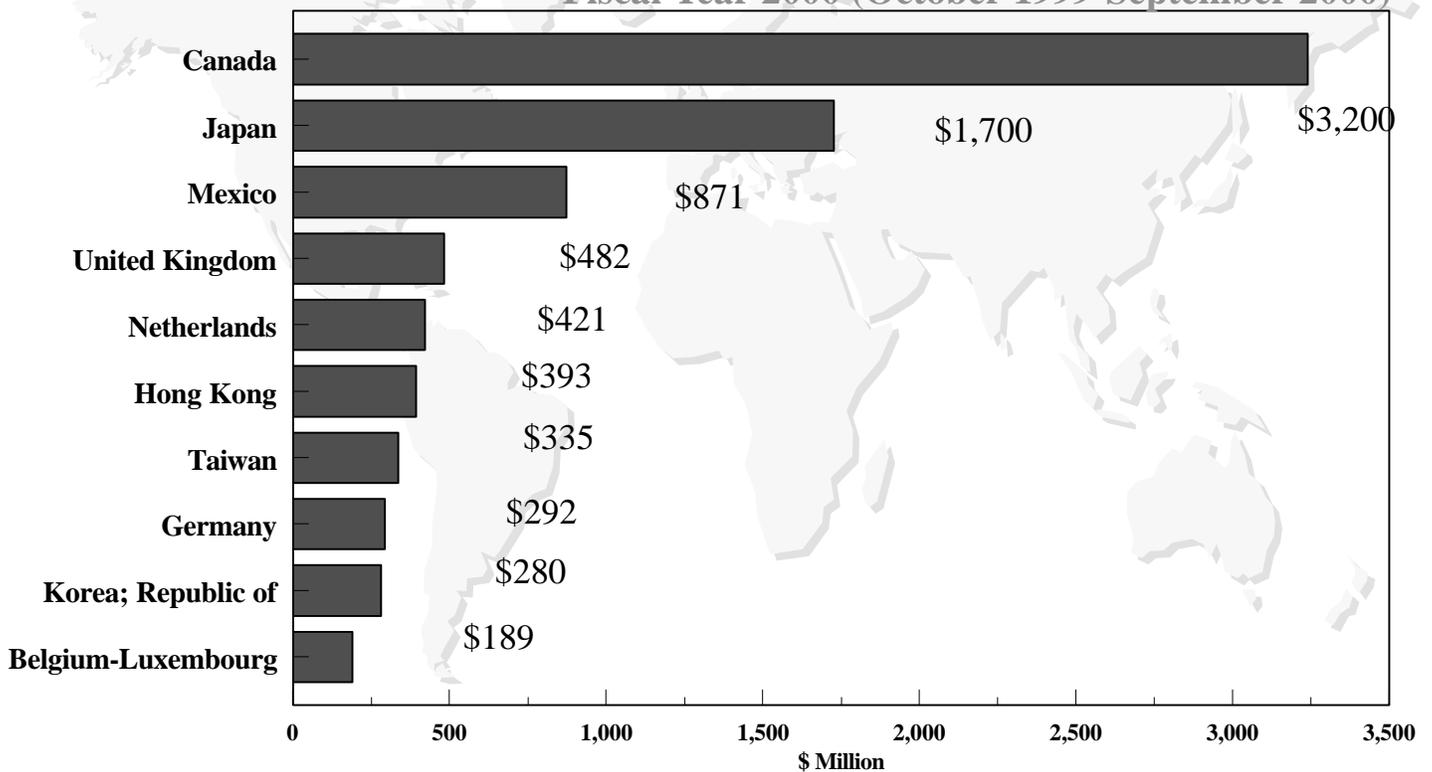
Fiscal Year 2000 (October/September)



Source: U.S. Department of Commerce, Bureau of the Census

Canada Remains Top Market for U.S. Horticultural Exports

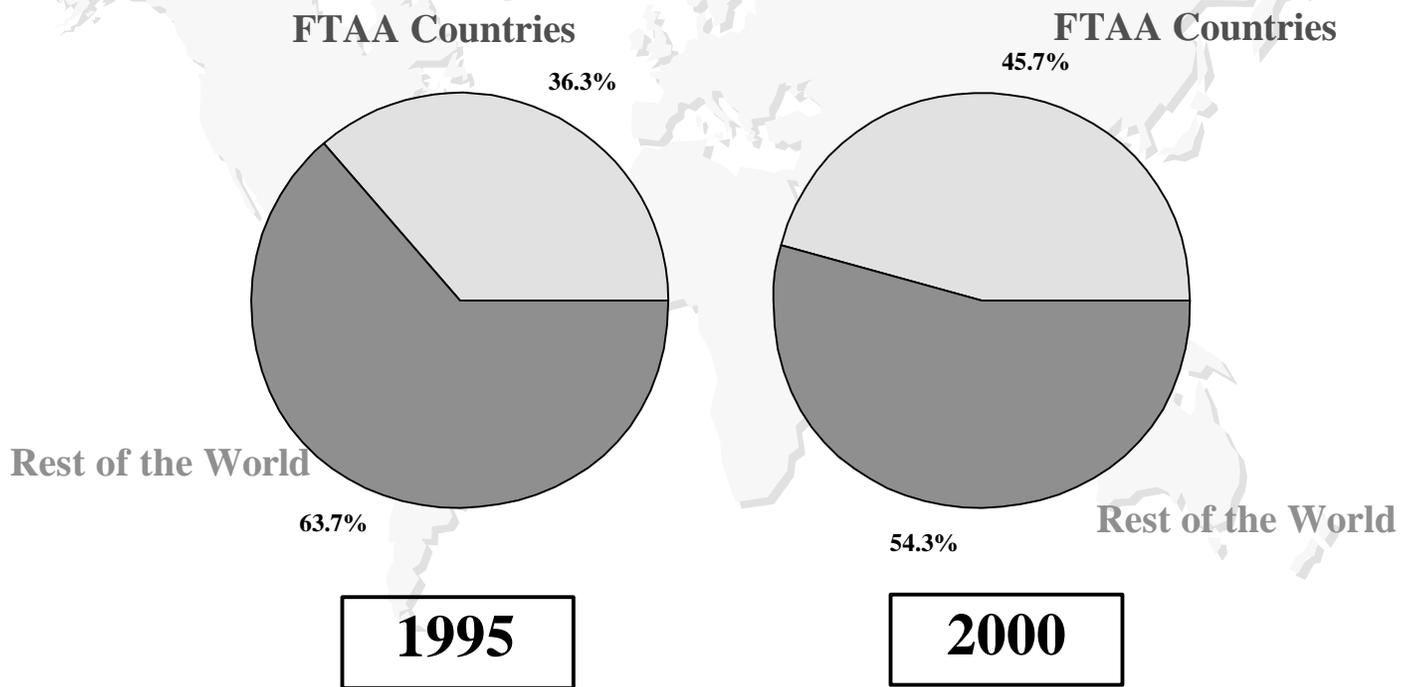
Fiscal Year 2000 (October 1999-September 2000)



Source: U.S. Department of Commerce, Bureau of the Census

U.S. Exports to FTAA Countries Becoming More Significant

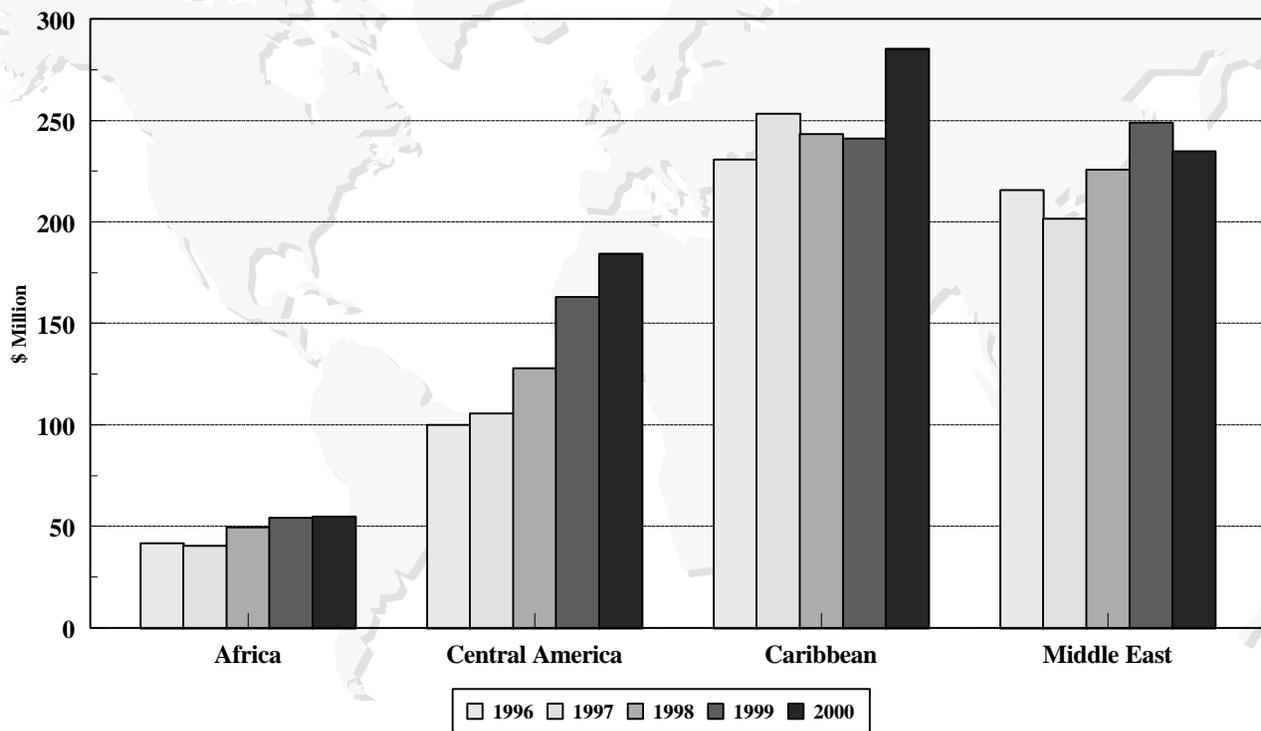
Fiscal Years (October-September)



Source: U.S. Department of Commerce, Bureau of the Census

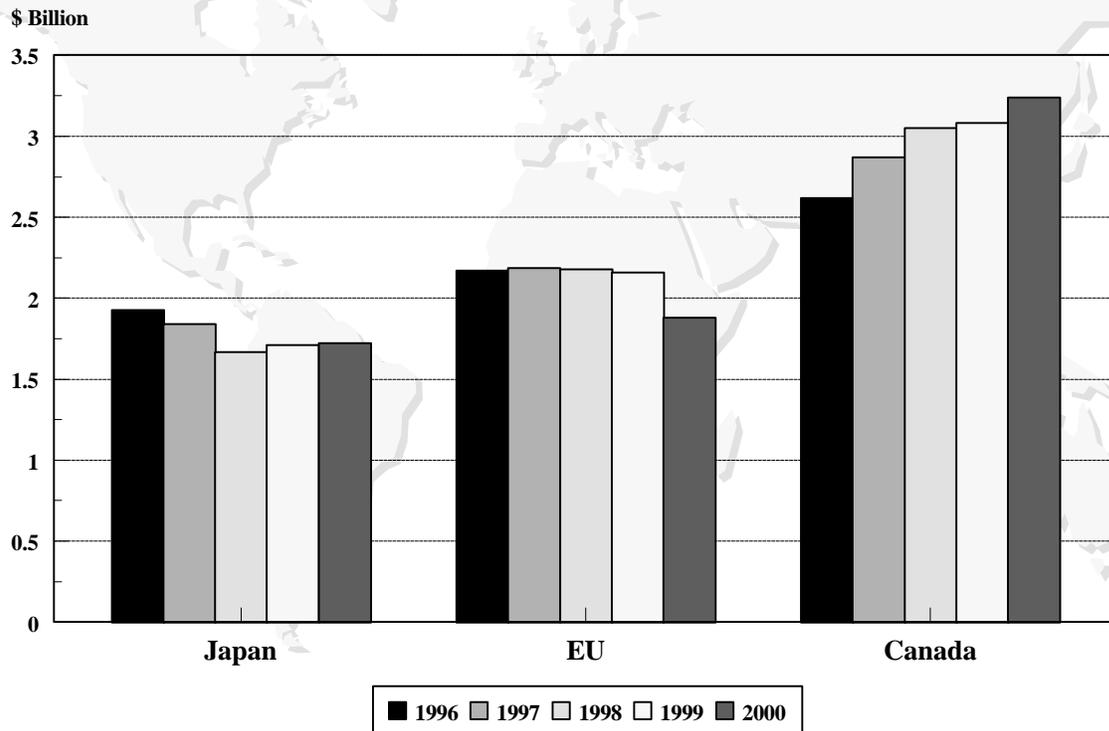
FTAA-Free Trade Agreement of the Americas, includes all the countries in the Western Hemisphere, except Cuba.

U.S. Horticultural Product Exports Expanding in Non-Traditional Markets



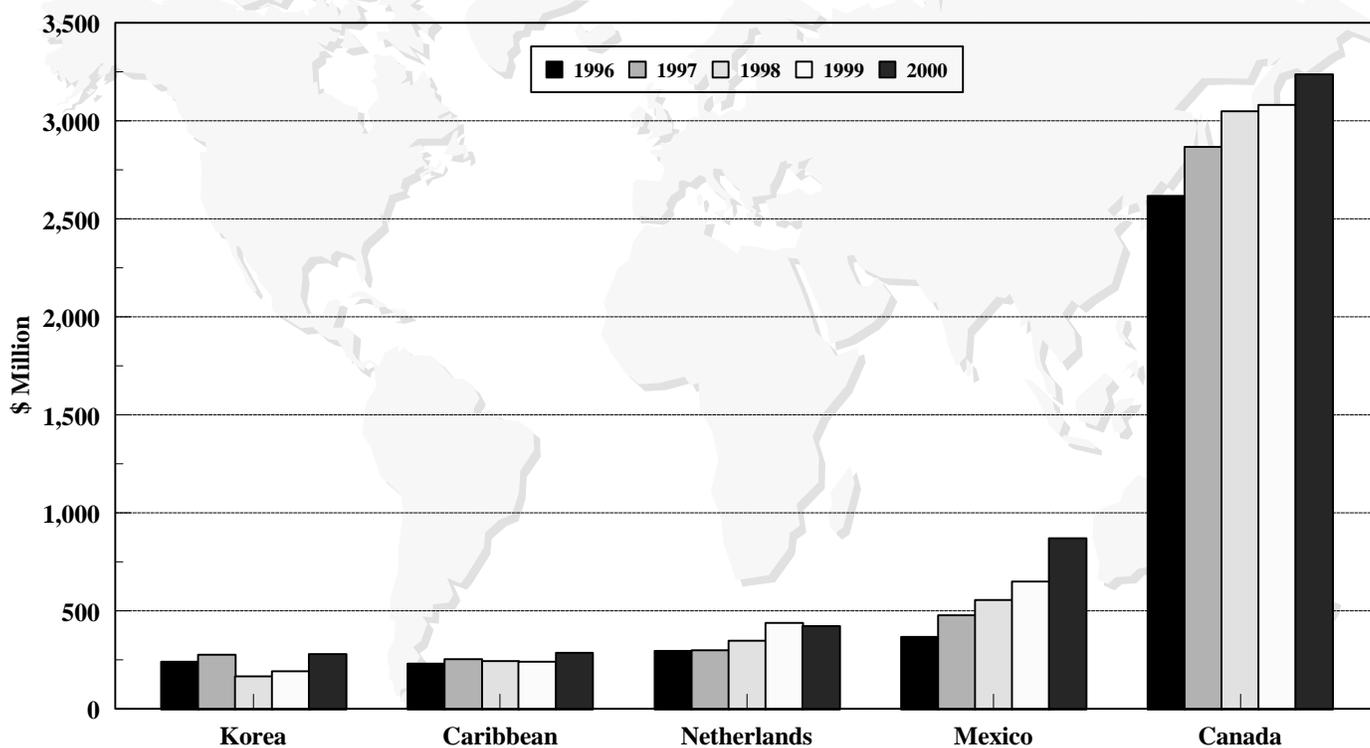
Source: U.S. Department of Commerce, Bureau of the Census

Mixed Trends for U.S. Horticultural Exports to Traditional Markets



Source: U.S. Department of Commerce, Bureau of the Census

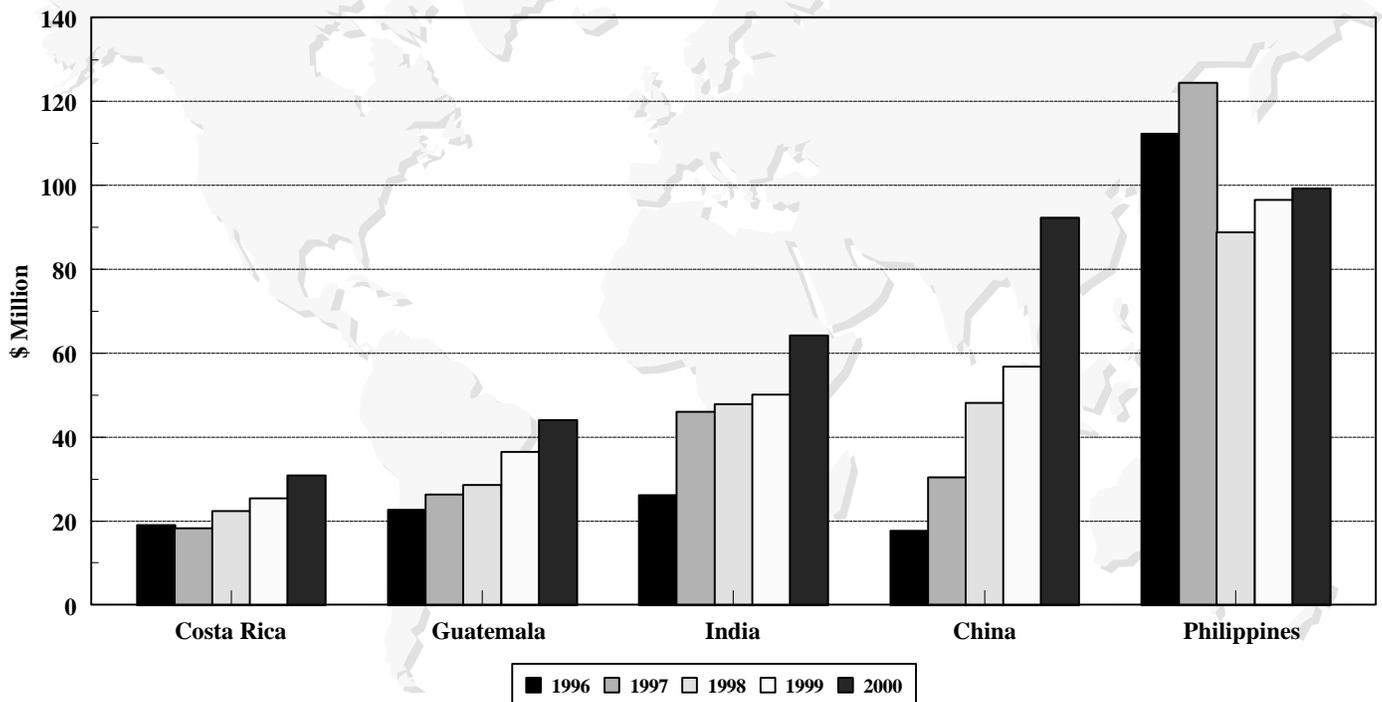
Top Five Growth Markets: Over \$200 Million in U.S. Horticultural Exports



Note: Based on growth rates between 1996 and 2000.

Source: U.S. Department of Commerce, Bureau of the Census

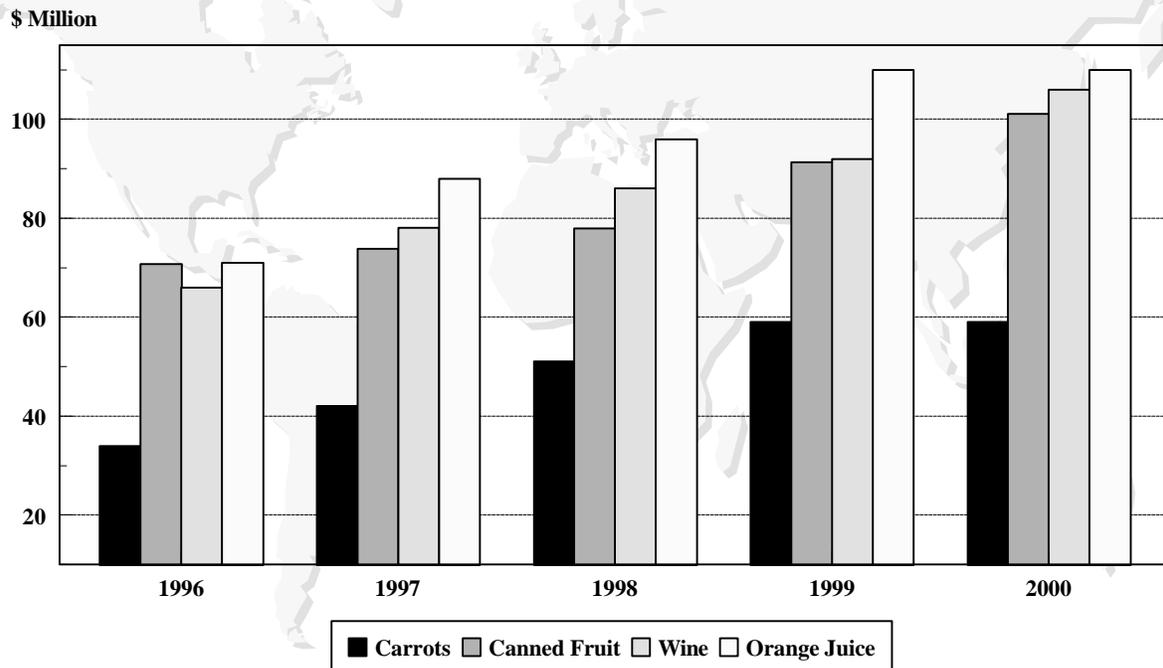
Top Five Growth Markets: Under \$100 Million in U.S. Horticultural Exports



Note: Based on growth rates between 1996 and 2000.

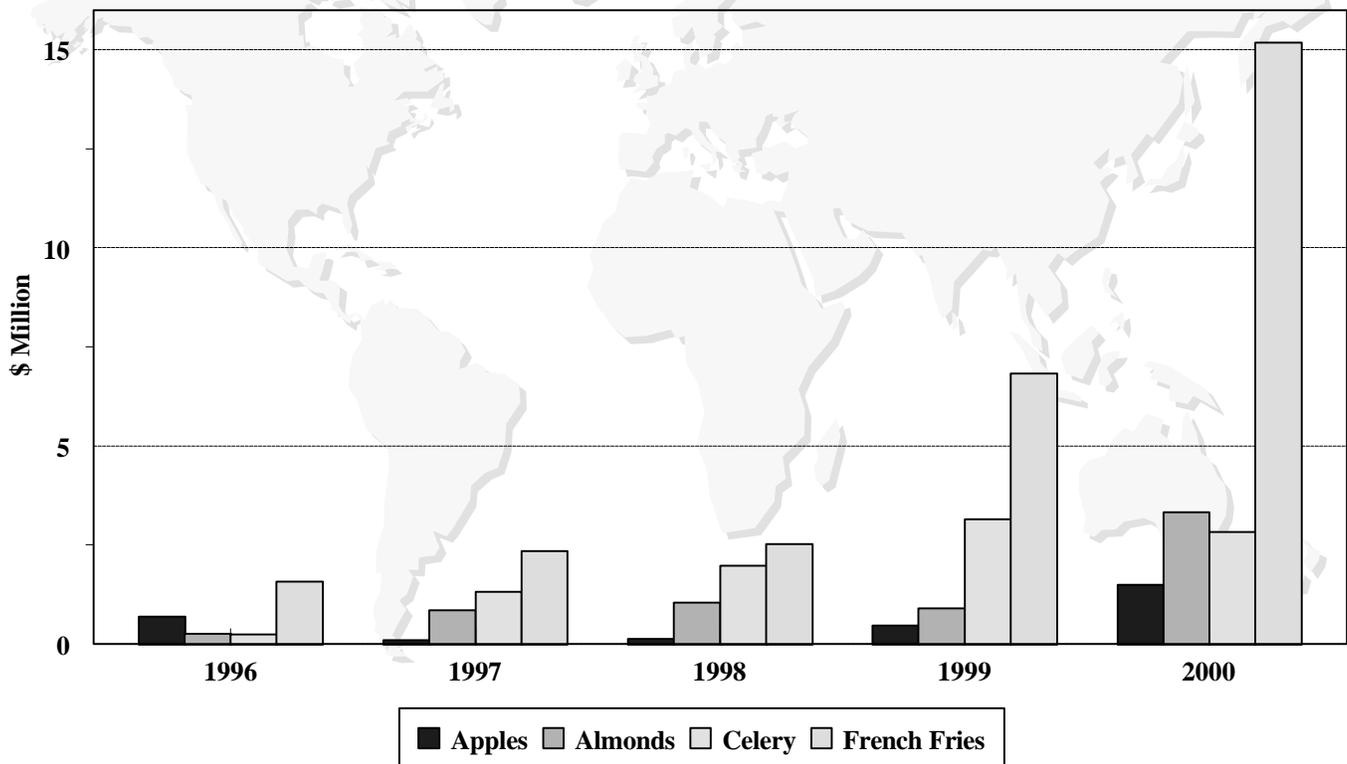
Source: U.S. Department of Commerce, Bureau of the Census

Canada: Opportunities Continue to Exist in this Traditional Market



Source: U.S. Department of Commerce, Bureau of the Census

China: U.S. Horticultural Exports Continue to Expand



Source: U.S. Department of Commerce, Bureau of the Census



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