

Specialty Fruits and Vegetables Market 2011:

U.S. Market Analysis and Opportunities

3rd Edition

To Be Published 2nd Quarter 2012

Base Year: 2011

Regional Coverage

North America

This analysis will be the third edition of the Specialty Fruits and Vegetables Market report series, covering the 2011 sales year with up-to-date and accurate product use information. Previously, this report was published by Prochaska & Company.

- What are the key trends taking place within the specialty fruits and vegetables pesticide markets?
- How are new products affecting these key specialty crop markets?
- Which companies are gaining and losing market share in these crops?
- What is the impact of generic suppliers within the fruits, nuts, and vegetables markets?
- What will this market look like in five years?

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Report Scope

Specialty Fruits and Vegetables Market 2011: U.S. Market Analysis and Opportunities will analyze the pesticide usage in the important crops within the fruits, nuts, and vegetables markets. This report will include the following information:

- For each crop
 - U.S. crop overview
 - Global overview
 - Sales by brand
 - Fungicides
 - Insecticides
 - Herbicides
 - PGRs (when used)
 - Active ingredient
 - Leading suppliers
 - Pest (insect, disease, or weed) treated

Key Benefits

Provide agribusiness marketing executives and industry professional's accurate information and insights into these specialty crop markets. This report will enable suppliers and formulators to capitalize on market opportunities for key crops covered. Other benefits include:

- Better understanding of key brand usage and pest treated by crop
- Full crop background for each crop to provide an overall perspective of the crop
- Detailed sales and market shares by product and company for each crop
- Importance of generic chemicals within each crop
- Biotechnology impact on traditional chemical usage
- New products and technologies gaining a foothold
- Strategic drivers affecting these crop markets
- Detailed five-year forecast by crop

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Tentative Report Contents

1. INTRODUCTION

2. EXECUTIVE SUMMARY

- Current situation
- Primary market segments
- 2011 sales highlights
- 2011 market highlights
- Summary outlook for the U.S. market
- Strategic market trends
- Specialty crop plant protection market
- Emerging trends
- Summary sales projections

3. U.S. INDUSTRY SITUATION

- 3A. Crop Protection Market Value
 - Major agricultural crops
 - Specialty agricultural crops
 - Professional non-crop specialty markets
- 3B. Key Manufacture Profiles and Trends
 - Major research manufacturers
 - Specialty research-based manufacturers
 - Generic manufactures
- 3C. Distribution in Specialty Ag Markets
 - Top distributors of specialty products
 - Trends within crop chemical distribution

4. STRATEGIC DRIVERS TO 2016

- 4A. Generic Product Trends
 - Impact of generics on specialty crop
 - Specialty agricultural crops
- 4B. Consumer Trends
 - Fresh fruits and vegetables
 - Organic food trends
- 4C. New Technologies
- 4D. Biotechnology
- 4E. Strategic Market Outlook
 - Total crop protection market value
 - Specialty fruits and vegetables market values
 - 2011 year-end sales estimates
 - 2016 outlook

5. FRUITS AND VEGETABLES MARKET ASSESSMENT

For each crop covered, the following information will be provided:

- Overview
- Acres grown (past five years)
- Sales highlights (top three products)
- Market situation
- Growing regions by percent
- Total market value
- Processed vs. fresh (if applicable)
- Major crop protection targets:
 - Fungicides
 - Insecticides
 - Herbicides
 - PGRs/other
 - Active ingredient
 - Brand
 - Sales (fresh vs. processed)
 - Target pest
- 5A. Fruits
 - Pome fruits
 - Stone fruits
 - Citrus
 - Berries
 - Grapes
- 5B. Nuts
 - Almonds
 - Walnuts
 - Pistachios
 - Pecans
- 5C. Vegetables
 - Brassica
 - Leafy
 - Fruiting
 - Cucurbits
 - Legume
 - Root crops

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Methodology

Kline is unmatched in its ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the main emphasis on primary research techniques to insure the foundation of business intelligence is accurate, current, and reliable.

Kline will conduct interviews with leading distributors, retailers, industry experts, consultants, and other knowledgeable people in the process of putting together this report. Interviews will be conducted by Kline professionals.

Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

Kline's research and consulting services extend across the entire energy industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at sales@klinegroup.com, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

Recently published or in-progress research for the Agriculture/Specialty pesticides industry includes:

- Global Miticides 2011: Market Analysis and Opportunities
- Professional Mosquito Control Insecticides 2011: Market Analysis and Opportunities
- U.S. Fruit and Vegetable Pesticide Suppliers 2011: Customer Satisfaction and Loyalty Ratings
- Range & Pasture Insecticides 2011: U.S. Market Analysis and Opportunities
- Crop Protection Manufacturers Report 2011
- Leading Distributors in the U.S. Crop Protection Industry 2011
- Specialty Pesticides Russia 2011: Market Analysis and Opportunities
- Global Nematicides Market 2010 Global Series: Market Analysis and Opportunities
- The U.S. Industrial Vegetation Management Market for Pesticides and Fertilizers 2010
- Consumer Markets for Pesticide and Fertilizers 2010

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