



4th Edition

Specialty Fruits and Vegetables Market: U.S. Market Analysis and Opportunities

Published September 2013
Base Year: 2012
Forecasts to 2017

Regional Coverage: North America

This analysis is the fourth edition of the Specialty Fruits and Vegetables Market report series, covering the 2012 sales year with up-to-date and accurate product use information. Previously, this report was published by Prochaska & Company.

This Report Will Help Subscribers Address such Questions as:

- What are the key brands being used in the fruit and vegetable market for each crop?
- 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?
- How has the market changed over the past five years?



Report Contents

Introduction

Executive Summary

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- Fruit and vegetable acres by crop 2007, 2011, 2012
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Scope

Specialty Fruits and Vegetables Market: U.S. Market Analysis and Opportunities analyzes the pesticide usage in the important crops within the fruits, nuts, and vegetables markets. This report includes the following information for each crop:

- U.S. crop overview
- Global overview
- Sales by brand - fungicides, insecticides, herbicides, plant growth regulators (when used), nematicides
- Active ingredient
- Leading suppliers
- Pest (insect, disease, or weed) treated

Key Benefits

Provide agribusiness marketing executives and industry professionals accurate information and insights into these specialty crop markets. This report enables 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
- Sales by crop and product type for 2007, 2011, and 2012



Methodology

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline's analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Distributors
- Government agencies
- Marketers/manufacturers
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look - Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline's internal database, consisting of over half a century's syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline's proven methodology allows exceptionally effective, precise, and reliable market

intelligence procurement and assessment, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. 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.

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