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# About Moldova

Nestled between the Carpathian Mountains and the Black Sea, Moldova is a small country with a storybook landscape. Agriculture is deeply rooted in Moldovan life and celebrated throughout its cultural traditions.





Today, Moldova's horticulture sector integrates the latest technologies in cultivation, harvest and post-harvest handling, packaging, and logistics. Moldovan businesses have made significant investments to advance the sector and adopt international standards from planting to delivery.

Production has been growing steadily, as has the number of agribusinesses with GLOBALG.A.P., GRASP and other quality certifications. As a result, more consumers in more countries have the opportunity to taste the best of what Moldova has to offer. Moldova occupies a strategic location between East and West and offers competitive products for competitive prices. Despite its small size, Moldova ranks among the top 10 exporting countries in apples and plums, and among the top 20 exporters of table grapes, apricots, sweet cherries, and sour cherries.

Its major markets include Russia and the CIS countries, European Union states ranging from Romania to France, and, increasingly, Middle Eastern and Asian countries. In addition to fresh produce, Moldova's horticultural bounty is captured in processed products including juices, jams, and dried fruits. Plums, apples, and sweet cherries dominate Moldova's dried fruit offerings, while a variety of fruit and vegetable products are sold both as semifinished products, such as concentrates or purees, or as finished products, such as juices and baby food.

Moldova's farmers, processors, and exporters invite you to sample our products. We are sure you will agree that when it comes to Moldova, taste makes the difference.

#### **Apples**

Sweet, juicy, succulent, delectable, delightful, and delicious — there aren't enough adjectives to describe the mouthwatering taste of Moldovan apples. Moldova ranks among the top 10 apple exporters in the world, with an average annual production of 500,000 tons and growing.

Apple orchards in Moldova cover 56,000 hectares, with an ever-increasing number of hectares under super-intensive production that allows for increased yields and greater uniformity in size and color. More than 20 varieties of apples are grown in Moldova, with Florina, Fuji, Gala, Golden Delicious, Granny Smith, Idared, Jonagold, Red Delicious, and Reinette Simirenko predominating.

Grown primarily in the central and northern regions of the country, Moldovan apples have long been a staple in Eastern European markets. With increased production, grading and sorting, and cold storage capacity, Moldovan apples are also finding loyal consumers in Western Europe, the Middle East, and beyond.

Moldova is in the top 10 exporting countries of apples in the world, with over 550 thousand tonnes produced annually.



#### **Plums**

Moldovan plums are in high demand in both Eastern and Western markets — plums are Moldova's second-most exported fruit, and Moldova ranks among the top 10 fresh plum exporters by volume.

In addition to exports of fresh plums, Moldova is among the leading producers of dried plums. Both fresh and dried plums have recorded double-digit export growth in recent years. There are currently 22,000 hectares of plums under cultivation in Moldova, with an average annual production of 100,000 tons.

Plums are available from July to November. Although Moldova produces several varieties of plums, Kabardinka, Stanley, and President are the leading varieties grown for export.

countries of plums in the world, with over 100 thousand tonnes produced annually.





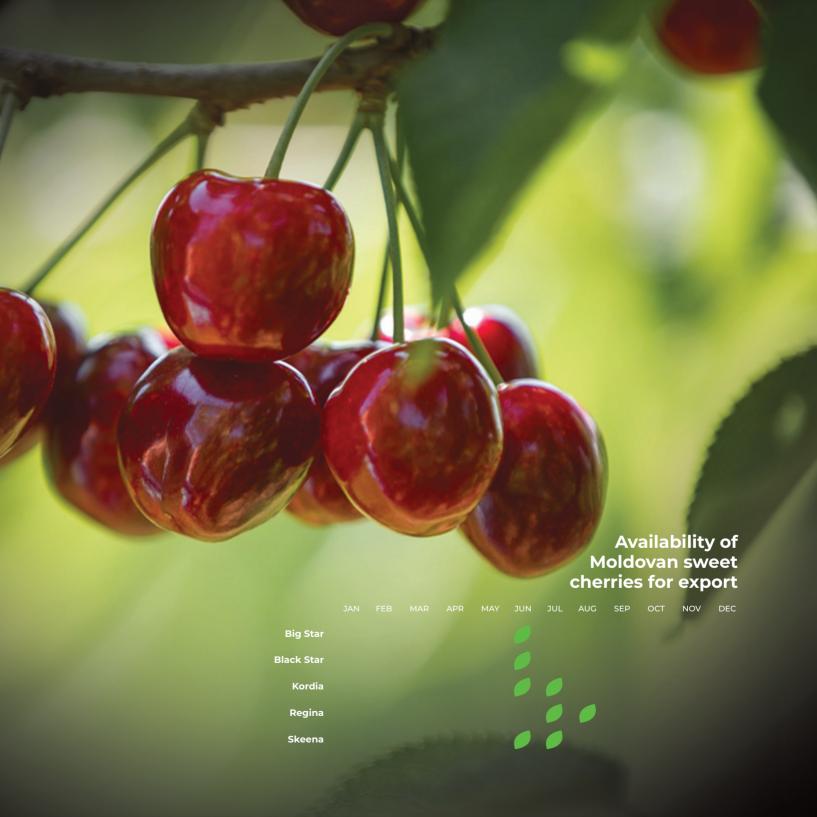
#### Cherries

Juicy, flavorful, and richly hued, sweet cherries are increasingly popular among consumers around the world. Moldova currently has more than 4,000 hectares of land under sweet cherry cultivation, with a sharp increase in new intensive orchard establishment over the last several years.

In the coming years, these highly intensive plantations will exponentially increase Moldova's sweet cherry production, which currently stands at approximately 15,000 tons per annum. As Moldova is already among the Top 20 sweet cherry exporters, these investments should push the country into the Top 10.

Moldova is in the top 15 exporting countries of cherries in the world, with over 20 thousand tonnes produced annually.





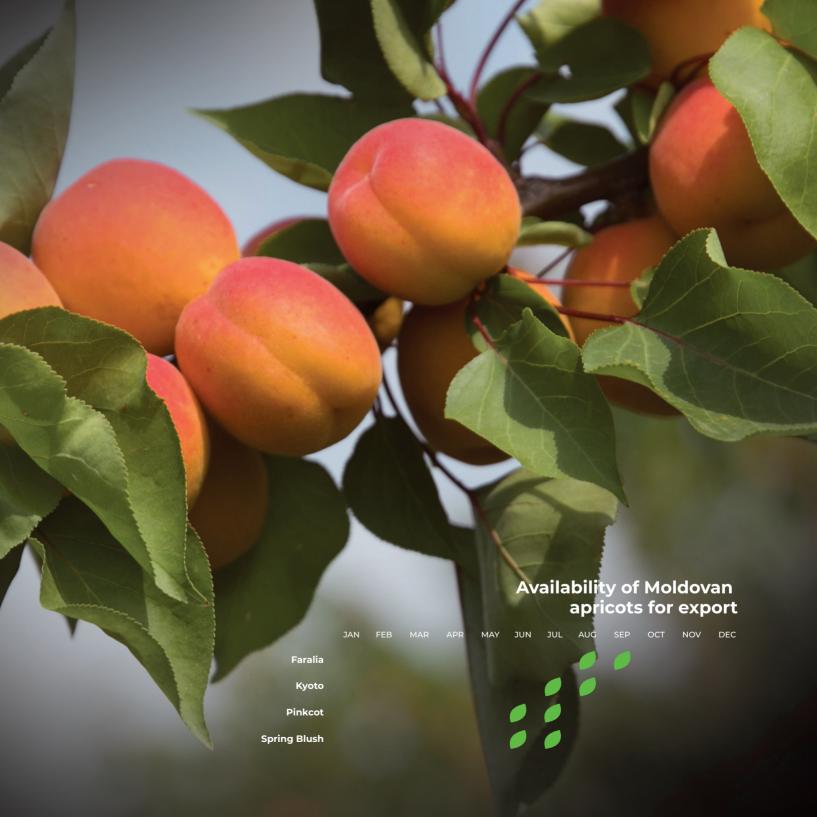
### **Apricots**

Apricots are a rapidly expanding fruit crop for Moldovan producers. In response to growing international demand for apricots, Moldovan growers have made significant investments in apricot production in the last several years, with 4,500 hectares currently under cultivation and an estimated 200 hectares being planted each year. Production has increased exponentially, as more highly intensive orchards begin producing fruit each year.

Despite the small size of Moldova's apricot sector — estimated annual production is 20,000 tons — the country already ranks in the top 20 of exporters by volume, with exports growing an average of 5 percent per annum. With more production capacity each year, soon more apricot-lovers in more places will be able to enjoy delectable Moldovan-grown apricots.

Moldova is in the top 15 exporting countries of apricots in the world, with over 20 thousand tonnes produced annually.





### **Table Grapes**

In Moldova, grapes are viewed as a symbol of prosperity and as a reward for hard work. The country's cultivation of table grapes stretches back for more than 5,000 years, with trade routes for wine and table grapes established between ancient Greece and the territory of contemporary Moldova.

From ancient Greece to the modern-day European Union states, Russia, and beyond, Moldova's grapes are prized for their rich, complex flavors. Although nearly 80 varieties of table grapes are grown in Moldova, the most popular are Moldova, Codreanca (or Black Magic), and Muscat de Hamburg among black grapes; Cardinal and Apiren Roz among red grapes; and Italia, Victoria, and Alb de Suruceni among white varieties.

Moldova produces more than 130,000 tons of grapes per annum and exports approximately 60 percent of its harvest.

Moldova is in the top 20 exporting countries of grapes in the world, with over 130 thousand tonnes produced annually.





# Dried and Processed Fruit



Moldova offers a wide range of dried fruits and processed products that allow consumers to enjoy a taste of Moldova all year round. Moldovan companies produce a range of finished or semi-finished products, including purees, concentrates, juices, jams, baby food, pastes, and canned fruits and vegetables, with organic production becoming increasingly common.



fruits



Jams and purees

# About Moldova Fruct

2006

Year Founded

With more than 180 members, the Fruit Producers and Exporters Association of Moldova, also known as "Moldova Fruct", is the largest association dedicated to advancing the horticultural sector in the Republic of Moldova.

20.000

Hectares of orchards

50 GlobalG.A.P certified members



200.000

Tons of fruits produced annually

Members of Moldova Fruct are some of the largest, most sophisticated agrobusinesses operating in Moldova today and include processors, growers, exporters, and service providers.

The association represents the apple, apricot, cherry, peach, pear, plum, and table grape sectors, as well as food processors. Moldova Fruct provides a range of services to its members, including advocacy, training and technical assistance, market diversification, and export promotion, including through international trade fairs.

For international buyers, the association serves as a conduit to Moldovan growers and exporters, organizes inward buyer missions, and stands at the ready to provide any assistance required to support the development of mutually beneficial business relationships.



Take a virtual tour to

Moldova Fruct producers www.moldovafruct.md/map

