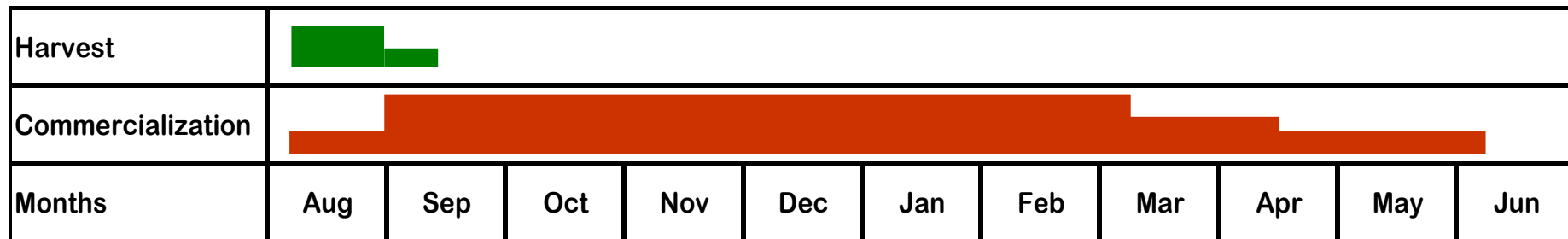


Markets

The Rocha Pear is the preference pear of Portuguese consumer, reason that justify your success

60% of production is for National consumer, and its commercialization divides by supermarkets, the wholesale markets, retailers and industry

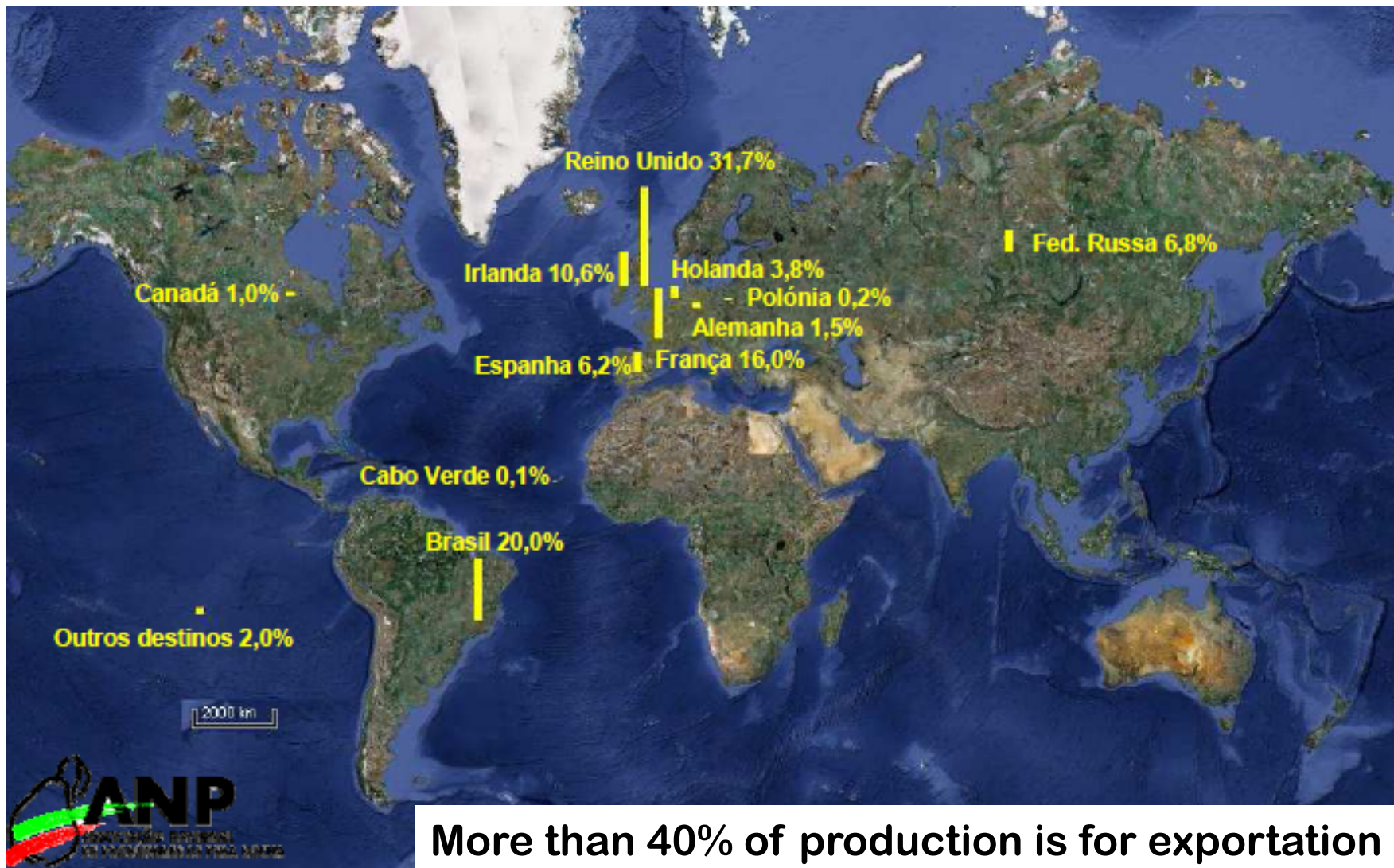
From August to April the import of Pear in Portugal is almost none, while in the remaining months we import from the southern hemisphere



The success of our pear is also due to its excellent capacity of conservation, both in storage as in sale spot, and its resistance to handling and transportation

Reason that allows the use of any type of package, as well be transported through the most diverse and modern distribution systems

Export Destinations of Rocha Pear



More than 40% of production is for exportation

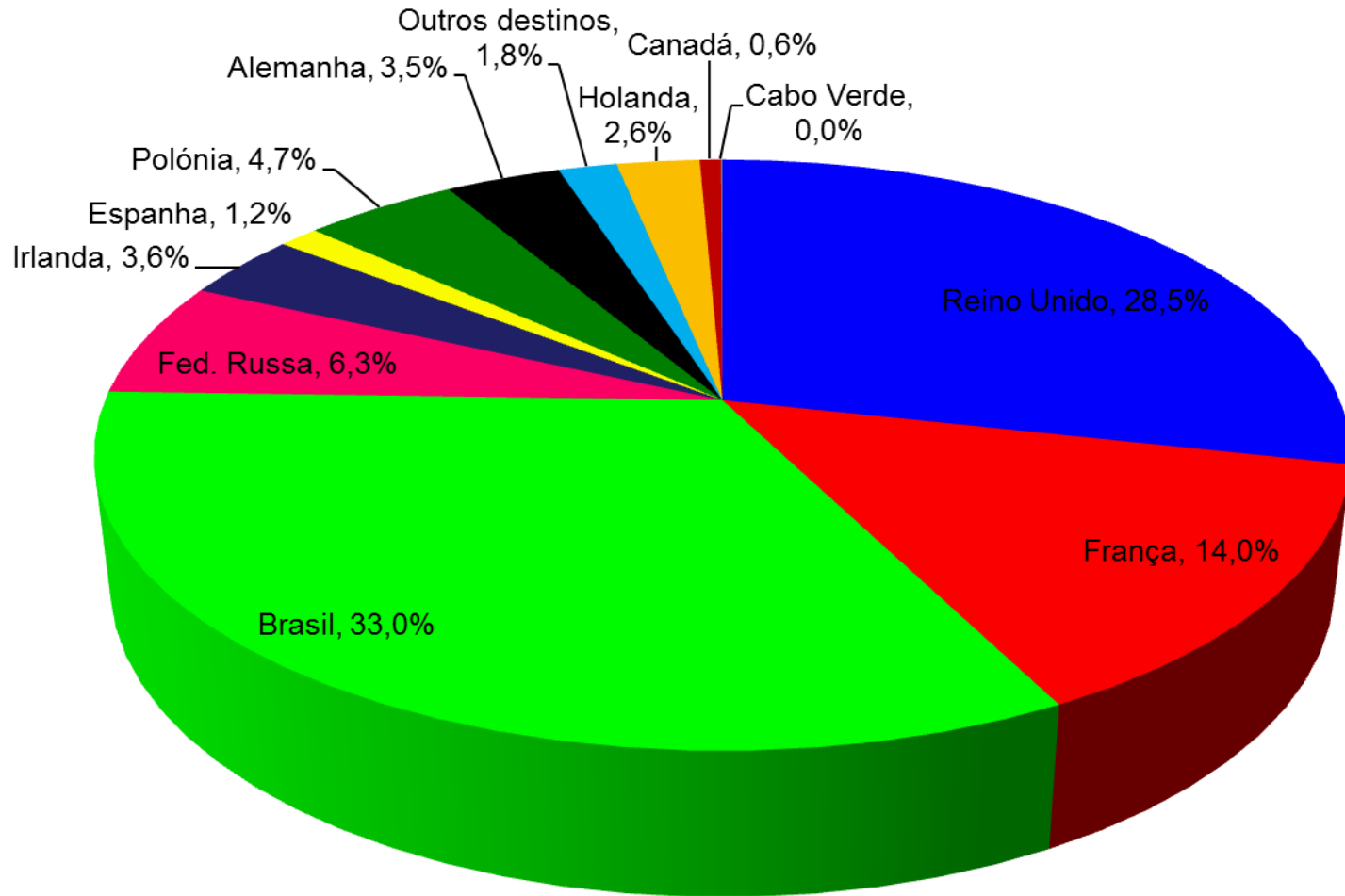
Market: Destinations

	Ano de colheita (Quantidade kg)				
	2006	2007	2008	2009	2010
Produção Associados	90 000 000	77 371 000	95 480 000	130 295 000	114 736 000
País					
Reino Unido	14 920 127	15 278 610	17 364 303	21 458 064	18 491 814
França	10 262 777	8 503 996	11 835 172	19 713 735	9 113 395
Brasil	9 970 463	9 448 579	6 081 341	19 005 682	21 444 318
Fed. Russa	5 745 483	2 868 753	2 289 174	4 305 246	4 102 910
Irlanda	3 867 708	2 831 334	2 825 889	4 058 190	2 357 420
Espanha	956 168	1 260 994	731 843	2 680 823	806 620
Polónia	700 272	1 168 761	1 567 645	2 540 581	3 074 336
Alemanha	110 476	368 804	962 485	2 076 544	2 302 628
Outros destinos	700 006	480 085	510 353	2 024 552	1 170 821
Holanda	2 410 249	1 340 421	2 186 104	1 777 510	1 662 760
Canadá	647 621	391 900	254 380	337 976	421 366
Cabo Verde	32 275	13 130	15 973	46 713	30 441
Total	50 323 625	43 955 367	46 624 660	80 025 616	64 978 831

Dados de exportação até 2009 certificados pela Codimaco. Dados de 2010 cedidos à ANP pelos associados

56,6 % production

Market: Destinations



National market

Quantidades (Kg)	Total Geral	%
PT- Grandes e Médias Superfícies	12 001 373	56
PT- Industria	3 324 449	15
PT- Outras Vendas	5 028 144	23
PT- Vendas a exportadores Não socios da ANP	1 129 995	5
Total Geral	21 483 962	100

Representatividade dos dados (relativamente aos dados de colheita dos associados):
63,3%

Relevant Aspects

Export - Divided by the markets especially Brazil 33%, UK 28.5% and France 14%;

Internal Market - Large and medium-sized stores represent over 50% of sales for the national market

Relevant Aspects

- For the year 2012 is expected to breaks in production by 30% compared with the 2011 but equivalent to 2010.
- Barriers to export: - Tariff barriers - non-tariff barriers - phytosanitary and technical barriers to trade and intellectual property to trade