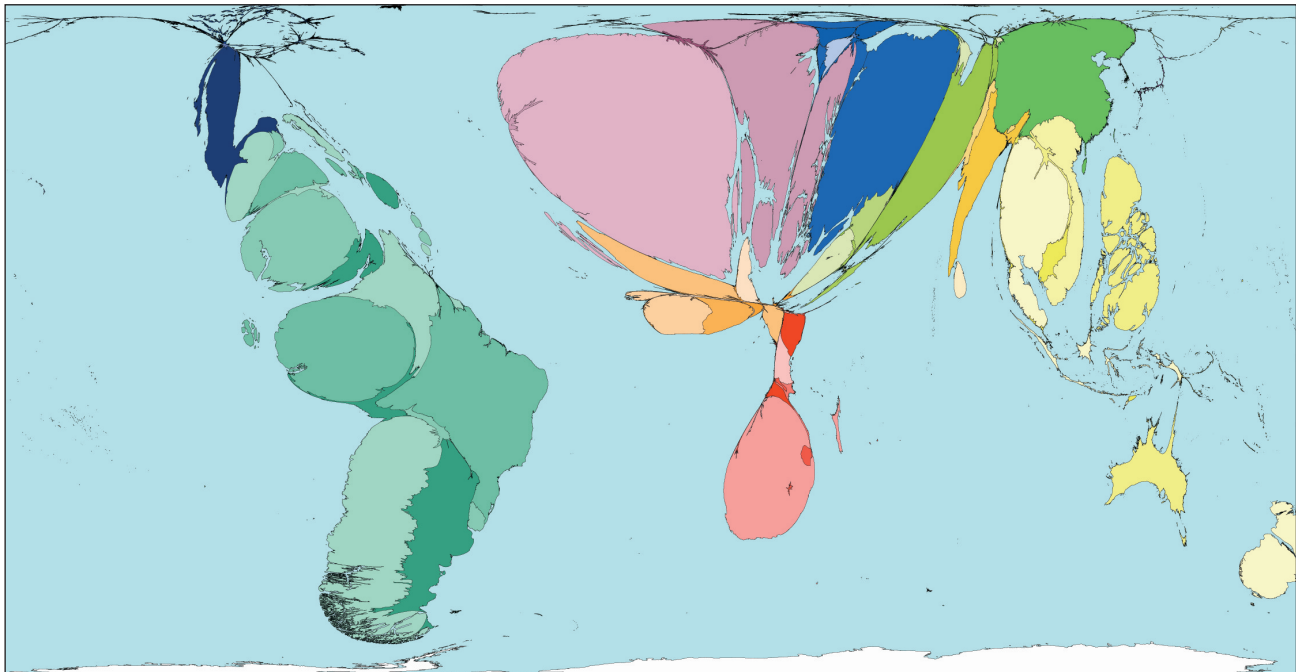


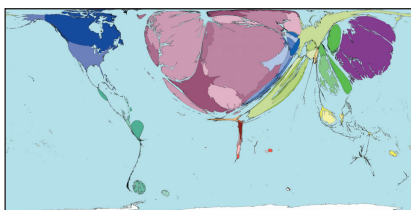
New research puts fruit and vegetable trade on the map

A new mapping method developed by the University of Sheffield's Social and Spatial Inequalities Research Group and Mark Newman of the University of Michigan has turned up some interesting results for the fresh produce trade

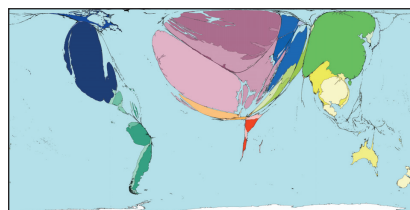


The world according to net fruit exports

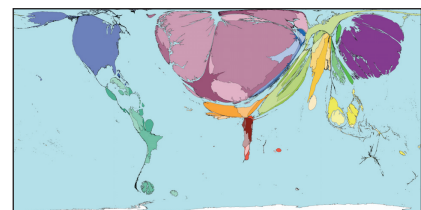
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Net fruit imports



Net vegetable exports



Net vegetable imports

EUROPE is a bloated mass, Africa horribly shrivelled, and North America shrunken beyond all recognition. Only South America seems to bear any kind of resemblance to the area we have come to know, but Chile and Ecuador, like New Zealand and Spain, appear to have contracted some form of continental elephantiasis.

Based on figures published by the UN Conference on Trade and Development in 2002, this is how the world would look if a country's land mass equated to its net fruit exports. The newly published map belongs to a collection produced by Worldmapper, in which territories are re-sized on each map according to the subject of interest. South America exports twice as much fruit (net) as countries in any other

region except western Europe, so it appears twice as large on the map above. It is also the only region of the world that is a net fruit exporter. Of the world's 10 leading net exporters, seven are from South America, along with New Zealand, Spain and Greece.

A second map shows the world according to net fruit imports. Western Europe's net fruit imports are four times greater than the combined equivalent of territories with positive net imports in any other region. To western Europe as a whole, net fruit imports still outweigh the other regions by at least two to one. Of the world's top 10 net fruit importers, five are from western Europe: Luxembourg, Andorra, Switzerland, Norway and Iceland.

Despite being only the 28th largest

vegetable producer, the Netherlands is the world's leading vegetable exporter, with a net export value of US\$191 per capita. The Netherlands, Spain, China and Mexico account for 64 per cent of global net vegetable exports. The map below would have a different shape, however, if exports were measure by weight, not value in US dollars.

On the fourth map, the UK and Germany appear largest by virtue of the fact they are the leading net vegetable importers in value terms. The volume of western European vegetable trade partly reflects the large number of territorial borders. If the US were divided into 24 territories, it would appear bigger on the map. ■

These and other maps are available from www.worldmapper.org