
Chillies



Market requirements

Varieties: Numerous varieties for the different types, which include:
long thin (Fresno and Jellapino varieties are popular)
hot bonnet (also called lantern)
short (also called piment)
bird's eye

Size:	long thin	6-8 cm length
	short (piment)	3-6 cm length
	lantern	2.5 cm diameter (minimum)
	bird's eye	1-3 cm length

Shape: All with stalk, straight for long chillies, with pointed end, regular preferred

Colour: Green for long thin, short and bird's eye red, green or orange for lanterns

Ripeness: Firm, must not be withered, with shiny skin

Taste &

Texture: Hot, juicy

Getting to market

Harvesting, Handling and Storage

Chillies should be cooled immediately after harvesting and stored and transported at 7-10°C, at a relative humidity of 90-95%. This gives an optimum shelf life of 14-21 days.

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Packaging

Chillies are normally jumble packed (loose) in a 2, 4 or 5 kg carton. Occasionally, baskets of 12.5 kg are shipped and wholesalers may split these into smaller quantities for retailing. Tissue paper may be used to fill the carton and improve presentation. Chillies are mostly pre-packed for sale by multiples, but repacking is organised in the UK. Lanterns are sold in PVC overlaid packs, with 6 or 8 to a pack, long and thin in 4 oz or 250 gram packs, but shorts are sometimes sold loose. No international standards are in force for the quality of chillies, but it is advisable that packaging be labelled by:

- origin
- as chilli (with variety as an option)
- colour
- weight
- date of packing

Handling information can also be displayed, giving temperature guidance, fragile and side-up symbols.

Branding and Promotion

There is no generic advertising of chillies and they are not branded. Packaging should be attractive and labelling clear, in order to have an impact on the market.

Import Regulations

Chillies are classified under tariff number 0709 60 99 and tariffs are those in force for the EEC:

Full tariff:	10%
GSP countries:	5%
Least developed developing countries (LDDC):	Free
ACP countries:	Free
Turkey:	Free
Maghreb:	Free
Israel:	7% (15 Nov-30 Apr) Full rate other periods

(continued)

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In order to receive preferential tariff treatment, produce must be accompanied by the appropriate forms: EUR 1 for ACP countries or Form A for GSP countries or least developed countries (LDDC). No other import regulations apply. Certain hygiene standards must be met and all fresh produce entering the EEC must be accompanied by the original of a phytosanitary certificate (see Appendix 1).

When to sell

Timing

Chillies are imported all year round, with two of the major suppliers of long, thin chilli, Kenya and Thailand, shipping throughout the year. Kenya also provides short chilli and Thailand bird's eye chilli. Others currently exporting small quantities are able to supply year-round (The Gambia, Jamaica, Uganda, Zambia and Zimbabwe, for example), but the remaining significant suppliers ship seasonally, as follows:

Cyprus:	April-November
Israel:	July-February
Mexico:	September-January
Spain:	June-September
Sri Lanka:	June-September

The UK also supplies small quantities in summer months. There can be winter gaps for lantern chillies and occasional shortages of quality produce on the market.

Prices are quoted for "chillies", often making no distinction between the different types, so these can only be used as a rough guide. During 1989/90 they averaged 205 pence per kg and there was little seasonal variation, though prices have been on an upward trend over the year.

Market Trends

Imports of chillies are estimated at around 3,000 tons per annum, and have grown gradually over the last decade. The trade expects growth to continue, albeit at a low rate, because of the relatively small volumes used by consumers in any dish. Lantern peppers appear to be growing in popularity and may provide the best prospects for expansion.