

Title European market development for Latin American tropical fruit species
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Abstract

Numerous tropical fruit species are commercially restricted to their production areas and only sold on local and regional markets. They are virtually unknown to temperate area consumers. However, growing demand in Europe for natural and healthy products and new flavours offers interesting perspectives for creating new and international market outlets for these products. Nine tropical fruit species from Latin America, i.e. Andean blackberry (*Rubus* spp.), tree tomato (*Cyphomandra betacea* C. Martius ex Sendtner), dragon fruit (*Hylocereus* spp.), berrycactus (*Myrtillocactus* spp.), acai (*Euterpe oleracea* Mart.), cashew apple (*Anacardium occidentale* L.), naranjilla (*Solanum quitoense* Lam.), peach palm fruit (*Boerhaavia gasipaes* Kunth) and camu camu (*Myrciaria dubia* (Kunth) McVaugh), were selected as case species for a SWOT analysis. Their international market potential as well as the main problems and perspectives related to their commercialization were investigated based on document analysis and *in situ* consultations with different actors of the predetermined production and supply chains. Findings indicate that those species with outstanding nutritional values and health benefits have substantial market potential. Lack of knowledge about production and processing issues, irregularity of supply, unfamiliarity with the fruits and their sensory characteristics by European consumers are the main challenges to cope with when envisaging product development for the European market.