

Title Supply chain management of passion fruit in South Sulawesi: Linking smallholders to market
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Abstract

Passion fruit plantations currently contain either purple passion fruit (*Passiflora edulis* var. *edulis*) or yellow passion fruit (*Passiflora edulis* var. *flavicarpa* Degener). In South Sulawesi, it has been recently noted that production of the fruit is decreasing from year to year. This condition has been identified in four locations: Gowa, Jeneponto, Tana Toraja and Sinjai. Production is possibly decreasing due to: (i) Lack of control of pests and diseases, (ii) competition with other commodities of higher economic value to the farmer, and (iii) instability of fresh-passion fruit price at the farm gate. The main issues facing the processing industry in Makassar are: (i) high cost of the passion fruit as it is grown in the highlands on small farms with low productivity and high transport costs to the factory, (ii) for the squash juice business the problem is that the seeds and skin are thrown away at no return to the industry. (iii) the companies have no HACCP or international QA accreditation and this will limit export business. (iv) there are no alternative outlets for passion fruit growers other than sell to collectors who mainly sell to the processors. Based on this supply and demand constraint, there are two key issues for passionfruit development in South Sulawesi. They are good partnership between farmers and processors to reduce business risks and the improvement of grower knowledge. It is recommended that we develop mutual partnership between farmers, processors, and the government. To achieve mutual partnership, we recommend strengthening links with key industry players and improve knowledge of farmers.