

Title The Philippine pineapple industry
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Abstract

As a leading exporter of fresh and processed pineapple products in the world next to Thailand, the Philippine's export industry is increasing. There are a number of processing plants in the Philippines, some of these are owned by multinational companies: Dole Philippines and Del Monte Foods. Dole Philippines is one of the largest multinational companies in the Philippines, operating on approximately 20,000 hectares of land. In 2009, Dole had 57.8 and 47.6% shares in US market for canned and fruit cup products, respectively, while Del Monte only had 9.0 and 36.7% market shares for same products. Biggest fresh pineapple exporters were Dole, Del Monte Philippines and a farmers' cooperative in Basud, Camarines Norte. Importing roughly 65% of fresh pineapple shipment from Philippines. Japan serves as the biggest export market for the Philippines. The huge demand in China and South Korea for fresh pineapple prompted Mindanao-based agribusiness companies to expand their capacities by 10 to 20% this year. A new variety called "Queen Pineapple" from Camarines Norte had generated interest of buyers overseas and recently, trial shipments were made to South Korea. According to Department of Agriculture's Agribusiness Marketing Service study, prospects for Philippine pineapple industry are bright with domestic demand estimated over the next 10 years to be growing by an average of 4 to 7 percent every year. Other export markets for fresh Philippine pineapple are Middle East (Sharjah, Jabel Ali, Abu Dhabi, Qatar and Kuwait), New Zealand, Hong Kong, Canada, Guam, Russia and Germany.