

Title Rejuvenating the pineapple industry and trade in Malaysia
Author M.H. Othman and L. Buang
Citation Souvenir Programme, 7th International Pineapple Symposium 2010. 13-15 July, 2010, Persada Johor International Convention Centre, Johor Bahru, Johor, Malaysia. 126 p.
Keyword Pineapple; industry; trade; production; rejuvenating

Abstract

In Malaysia, pineapple is the first crop grown as a commodity or industrial crop with high export potential. The local pineapple industry took off during late 60's and early 70's and Malaysia was the number three exporter in the world for canned pineapple. However, the ability to remain competitive suffered tremendous setback. Slight increment in the average planting area in estate and small holders for the past five years is due to the fruits demand from factories for canning processed. Fresh pineapple production involves only the smallholders with combined area of about 1,200ha constitute more than of all producers. Roughly 89% of the production is destined for fresh consumption, while the rest is mainly for processing (especially canning). In estate sector, the planted area have increased slightly by 211 ha, but had remained static at 5,000 ha from 1990-2004. Yield production from estate growers was quite consistent which is around 60,000 tonnes metric per year. However, for small growers, problems occurred on planting effected the consistency of the production had decreased from 10,000 tonnes metric to 8,000 tonnes metric in the year 2000 until 2003 before it bounced again, with increment of 20,000 tonnes metric in the year 2005. This trend of production shows the correlation and close connection between factor of the acreage of planting and total of yield production. This paper addresses the strategies of rejuvenating the pineapple industry in Malaysia.