

Title Global overview and trade of the pineapple industry
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Abstract

World production of pineapple, made up about 25 percent of the total production of tropical fruits, which was estimated at over 82.7 million tonnes in 2008. The global production of fresh pineapples had increased by 44.8 percent during the last 11 years, increasing from 13.23 million tonnes in 1997 to 19.17 million tonnes in 2008. In 2008, global production was dominated by Brazil which accounted for 13.0 percent of total global production, with a production of 2.49 million tonnes. This was followed by Thailand, Philippines, and Indonesia at 2.28 million tonnes, 2.21 million tonnes and 1.62 million tonnes, respectively. The export of fresh pineapple increased by 179% "from 901,694 tonnes in 1997 which was valued at USD369.1 million to 2.52 million tonnes with a value of USD 1.39 billion in 2008. The fresh pineapple export market was dominated by Costa Rica, Philippines and Belgium. Costa Rica recorded an exceptional increase from 250,100 tonnes in 1997 to 1.35 million tonnes in 2007 with a value of USD 486.9 million tonnes. The Philippines exported 270,054 tonnes valued at USD 147.3 million while Belgium exported 263,811 tonnes valued at USD 268.8 million in 2007. The major importing countries are the USA, Belgium, Netherlands, Japan and Germany. Total imports by these countries in 2007 amounted to 2.50 million tonnes, valued at USD2.06 billion. Overall, the global demand for fresh pineapples increased by 1187 percent from 0.87 million tonnes (valued at USD525.7 million) in 1997 to 2.50 million tonnes (valued at USD1.81 billion) in 2007. The global export of canned pineapple increased by 46.6 percent, from 799,878 tonnes (valued at USD538.2 million) in 1997 to 1.17 million tonnes (valued at USD870.3 million) in 2007. Thailand, Indonesia and the Philippines are the major exporter of canned pineapple accounting for 69 % of the export volume with an estimated. Thailand, Indonesia and Philippines exported an estimated total value of USD 603.2 million in 2007. Global demand for canned pineapple had increased by 38.9 percent, from 898,315 million tonnes (valued at USD750.1 million) in 1997 to 1.2 million tonnes (valued at USD979.7 million) in 2007. In 2007, the total imports for canned pineapples were 665,421 tonnes valued at USD 479.7 million. The major importing countries were USA, Germany, Russian Federation, Netherlands and Spain. While the global market for pineapple seems to indicate a positive trend, issues producing countries have to contend with include cost effective production methods, value chain efficiency and enhancement of distribution networks.