

**Title** Status of pineapple industry in Thailand  
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#### **Abstract**

More than 95% of pineapples production in Thailand is for processing which is destined for export. Only about 5% is grown for fresh consumption since it requires higher cost from more intensive production technique. The main production area is in the central region closer to the processing plants and sea ports. The fruit are available year round with two peaks; one between April and May the other in November. Less fruit are available in July and August. Ninety percent of the pineapples are produced by small holders who have about 6.5 acres per household. The production cost for the fruit is approximately US\$ 0.12 per kg, which is about a third of canned pineapple cost. Another third is for can and another third for other costs. At present, among more than 30 processing plants, they are using only about two-third of their combined capacity. The main problems facing the industry are the irregular supply of pineapples, the shortage of labor, and the declining production area, due to the expanding of rubber and oil palm plantation.