Fresh Pineapple
World Market

By
Denis FELICITE-ZULMA
Project Officer - COLEACP
Fresh Pineapple world market

• World production in 2005: 18 million tonnes

• 3.5% of the total world fruit production

• 80% of the pineapple production among 12 countries on three continents (Central & South Americas, Asia, Africa)

• 1 million tonnes exported in 1999.

• 2 million tonnes exported in 2005
Fresh Pineapple world market

• The world trade for fresh represents 11% of the total production.

• The world trade for processed fruit represents 32% of the total production.
Fresh Pineapple world market

World production in 2005
(Source: FAO / Elaboration: COLEACP)

- Brazil 13%
- Thailand 12%
- Philippines 10%
- China 8%
- India 7%
- Indonesia 4%
- Costa Rica 9%
- Mexico 3%
- Nigeria 5%
- Kenya 3%
- Côte d'Ivoire 1%
Fresh Pineapple world market

Production / exportation of major origins in 2005 (in tonnes)
(Source: FAO / Elaboration: COLEACP)

- PANAMA
- GUATEMALA
- GHANA
- HONDURAS
- ECUADOR
- USA
- COTE D'IVOIRE
- MEXICO
- KENYA
- INDONESIA
- NIGERIA
- INDIA
- CHINA
- COSTARICA
- PHILIPPINES
- THAILAND
- BRAZIL

![Bar chart showing production and exportation of major pineapple origins in 2005](chart.png)
Fresh Pineapple world market

Main import markets in 2005 (in volumes)
World imports: 1,644,000 t

- EU 37%
- USA 35%
- Japan 9%
- Canada 5%
- South Korea 3%
- Russia 1%
Fresh Pineapple world market

Main suppliers of Major import markets

- EU: Costa Rica (65%), Côte d’Ivoire (12%), Ghana (5%)
- USA: Costa Rica (82%), Equateur (6%), Guatemala (5%)
- JAPAN: Philippines (99%)
Fresh Pineapple world market

Pineapple consumption per annum (kg / inh) :

- USA : 2.1
- EU : 1.5
- JAPAN : 1.3
Fresh Pineapple world market

EU Market

Extra-EU imports:
- EU-15: 607,028 tonnes (in 2005)
- EU-15: 760,213 tonnes (in 2006) (+25%)

Intra-UE-10: 24,068 t (in 2005)
- Czech Rep.: 7,700 t (from Germ, Fr..)
- Poland: 7,000 t (from Belg, NL..)
- Slovakia: 2,200 t (Czech Rep, Germ...)
Fresh Pineapple world market

Main suppliers of EU markets from 2004 to 2006 (in tonnes)  

Source: Eurostat / Elaboration COLEACP

Costa Rica  Côte d'Ivoire  Ghana  Ecuador  Panama  Honduras  Brazil

2004  2005  2006
Fresh Pineapple world market

Main EU import markets from 2003 to 2006 (in tonnes)
Source: Eurostat / Elaboration: COLEACP

The chart shows the main EU import markets for fresh pineapples from 2003 to 2006, measured in tonnes. The data is sourced from Eurostat and elaborated by COLEACP.
Fresh Pineapple world market
Main varieties traded
Sweet (from South and Central America)
- Leaves without spine or at their extremity
- External coloration: yellow-green
- Flesh colour: yellow
- Brix rate: 12.8 – 13.7
- Sugar/acid rate: 1.31 – 2.11
Fresh Pineapple world market
Main varieties traded
Honey Gold (MA2 variety)

- External coloration:
  dark green turning yellow
- Flesh colour: yellow
- Brix rate: 14.4 – 18.8
- Sugar/acid rate: 1.65-2.14
Fresh Pineapple world market
Main varieties traded

Smooth Cayenne (From Africa)

External coloration : green yellow

Flesh colour : yellow pale

Brix rate : 14.5-16.5

Sugar/acid rate : 1 – 1.2
Fresh Pineapple world market
Main varieties traded

Queen Group - Victoria (from South Africa, Mauritius, Reunion Island, Zimbabwe, Guinea,...)
- leaves with spines
- External color : yellow gold
- Flesh color : yellow
- Brix rate : 14.8
- Sugar/acid rate : 1.36
Fresh Pineapple world market

• COLEACP took part in the Codex Alimentarius and UNECE Working Group in 90’s up to the adoption of UNECE standard in 2003.

• EU Mrl’s : COLEACP through PIP (Pesticides Initiative Programme) promotes good agricultural practice in ACP countries.
COLEACP  
(Liaison Committee Europe-Africa-Caribbean-Pacific)

• non-profit making organisation

• set up in 1973 and is historically located in the Rungis International Wholesale Market (France).

• The association gathers more than 100 Members from about 30 countries

• Members are: EU Importers and ACP exporters of horticultural products (i.e. fresh fruit and vegetables, cut flowers, and plants) and also exporters’ associations, parastatal bodies and transit operators.
COLEACP
(Liaison Committee Europe-Africa-Caribbean-Pacific)

• Our main goal: promoting horticultural trade especially between ACP and EU countries and enhance its competitiveness.

• COLEACP provides services such as:
  - information and communication
  - market intelligence and analysis of regulatory changes
  - technical advice, training and database on food safety and crop protection
  - promotion and creation of partnership
  - advocacy with development and financial agencies.
COLEACP/PIP
(2001-2008)

- COLEACP has been entrusted by the ACP Group of States and the EU Commission to implement the Programme.

- Programme dedicated to private companies and provides assistance through four components:
  - Good Business Practices,
  - Pesticides Regulations,
  - Information
  - Capacity Building Strengthening.
COLEACP/PIP

• Participate in the development and strengthening of the network of ACP-EU horticultural industry stakeholders,
• Encourage the development of added value products,
• Improve business environment,
• Initiate, maintain and improve effective public/private dialogue through national and regional Task Forces,
• Enhance market access by respecting regulatory and commercial changes specifically on SPS (Safety and Phytosanitary) issues.
Thank you

5, Rue de la Corderie
94586 Rungis Cedex (France)

www.coleacp.org