

A CHALLENGE OF ADOPTION TECHNOLOGY FOR EXPORTED FRUITS IN INDONESIA

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FRUIT PRODUCTION CENTER



Mangoes	: Cirebon, Kuningan, Majalengka, Pasuruan, Situbondo, Indramayu, Rembang, Sumbawa
Tangerine	: Karo, Sambas, Mamuju Utara, Jember, Banyuwangi
Mangosteen	: Tasikmalaya, Tanggamus, Bogor, Lebong, Subang
Salacca	: Tapanuli Selatan, Banjarnegara, Sleman, Wonosobo, Tasikmalaya
Pineapple	: Muara Enim, Prabumulih, Lampung Tengah, Subang, Pemalang, Kediri
Banana	: Brebes, Malang, Lampung Selatan, Lampung Timur, Deli Serdang
Melon	: Ngawi, Banyuwangi, Kulon Progo, Nganjuk, Rembang

FRUIT PRODUCTION, EXPORT AND IMPORT YEAR 2012

No	Commodity	Yield (Ha)	Volume (Ton)			Export to Production Ratio (%)	Import to Production Ratio (%)
			Production	Export	Import		
1	Citrus	45,319	1,497,354	2	253,839	0.00	16.95
2	Mangoes	21,704	2,371,363	1,672	1,267	0.07	0.05
3	Pineapple	22,103	2,381,620	92	12	0.00	0.00
4	Mangosteen	17,700	183,044	20,289	1	11.08	0.00
5	Salacca Fruit	22,406	1,031,192	115	0	0.01	0.00
6	Apple	4,266	247,073	42	211,137	0.02	85.46
7	Grapes	183	10,161	835	7,088	8.22	69.76
8	Pear	0	0	0	151,445	0	∞
9	Other fruits *)		11,194,924	209,193	289,444	1.87	2.59
10	Total		18,916,731	232,240	914,233		

*) Other fruits among other star fruit, melon, water melon, papaya, banana, etc.

MAIN EXPORTED FRUITS

- Mangosteen
- Mangoes
- Salacca Fruit



DESTINATION COUNTRIES

- China
- Middle East
- ASEAN



SALACCA FRUIT

- Destination country :
 - China export protocol since 2008 renew on 2013
 - ASEAN (Singapore, Malaysia)
 - Australia (on process) signing export protocol
- Production area :
 - Sleman - Yogyakarta
 - Magelang – Central Java



MANGOSTEEN

- Destination country :
 - China export
 - ASEAN (Singapore, Malaysia)
 - Australia and New Zealand signed export protocol
- Constraint :
 - Australia and New Zealand Fumigation issue → Methyl Bromide reduce quality and shelf live
- Production area :
 - North Sumatra, West Sumatra, West Java, East Java, Bali, NTB



FRUIT PRODUCTION 2008 -2012

No	Commodity	Production (ton)				
		2008	2009	2010	2011	2012
1.	Banana	6.004.615	6.373.533	5.755.073	6.132.695	6.189.043
2.	Citrus	2.391.011	2.025.840	1.937.773	1.721.880	1.498.394
3.	Mangoes	2.105.085	2.243.440	1.287.287	2.131.139	2.376.333
4.	Pineapple	1.433.133	1.558.196	1.406.445	1.540.636	1.781.894
5	Rambutan	978.250	966.841	522.652	811.909	757.336
6.	Salacca Fruit	862.465	829.014	749.876	1.082.125	1.035.406
7	Papaya	717.800	772.844	675.801	958.251	906.305
8	Durian	682.323	797.798	492.139	883.969	888.127
9.	Mangosteen	78.674	105.558	84.538	117.595	190.287
10.	Other Fruits	2.774.533	2.980.834	2.578.789	2.933.308	3.293.278
	Total	18.027.889	18.653.898	15.490.373	18.313.507	18.916.403

CONSUMPTION PER CAPITA

No	Commodity	Year					Growth 2012-2013 (%)
		2009	2010	2011	2012	2013	
1.	Citrus	4.64	4.17	3.49	2.76	2.24	18.87
2.	Mangoes	0.16	0.21	0.63	0.16	0.16	0.00
3.	Avocado	0.37	0.42	0.37	0.21	0.42	100.00
4.	Durian	0.68	1.25	0.42	0.99	1.41	42.11
5.	Salacca Fruit	1.36	0.99	1.04	1.10	1.20	9.52
6.	Pineapple	0.21	0.16	0.37	0.16	0.21	33.33
7.	Banana var. Ambon	1.72	1.51	2.19	1.83	1.25	-31.43
8.	Banana var. Raja	1.25	1.15	1.56	0.83	0.83	0.00
9.	Banana var Others	4.95	4.17	5.06	3.13	3.55	13.33
10.	Papaya	1.88	1.77	2.76	1.62	1.83	12.90
11.	Guava	0.37	0.37	0.47	0.37	0.42	14.29
12.	Water Melon	0.89	1.04	1.25	0.94	1.25	33.33
13.	Melon	0.21	0.16	0.42	0.21	0.42	100.00

INDONESIA TROPICAL FRUITS

Various, Unique, Exotic, Fresh and Quasi Organic



Mango Garifta Merah



Mango Gedong Gincu



Mangosteen Bogor



Mandarin SOE



Sallaca Fruit var. Pondoh



Banana var. Cavendish



Sugar Apple
Annona Squamosa L New
Variety



Mandarin
Citrus Sp var. RGL



avocado
Persea americana var.
Miki



ISSUES IN DEVELOPING TROPICAL FRUIT IN INDONESIA

- Poor planting material, assorted variety, especially in perennial crops

More than 70 % of the perennial fruit crop is a backyard plant, scattered and use a poor planting materials, grow naturally in forests. This resulted in a low level of production, quality and continuity of product

- Low continuity of production in volume and quality during the year
- High losses as result of inappropriate postharvest management, especially :
 - Poor of packing design, grading, marketing network, distribution



- High logistic cost : As an archipelago
- Low accessibility,
- Long distance to port / market
- High population consist of 145 million people and low income per capita (US\$ 2,700, year 2013)
- High interest rates and low bank accessibility for agricultural activities



EXPORT REQUIREMENT

- Product Traceability
- High Quality,
- Competitive price,
- Supply continuity
- Free of Quarantine Pest, damage, contaminant
- Produced from GAP Registered farms and packing houses



FRUIT DEVELOPMENT STRATEGY

- ✓ Development of new production areas
- ✓ Distribution of competitive commercial variety/clones (high quality, unique, attractive, exotic, high productivity)
- ✓ GAP and GHP implementation
- ✓ Enhance Environmentally Friendly agricultural practices
- ✓ Promotion and opening market access



ACTION PLAN

- ✓ **Orchard development**
 - Seasonal fruits
 - Mandarin orchards to reduce import
- ✓ **Technical assistance and capacity building**
- ✓ **Improve postharvest handling, processing,**
 - Developing appropriate packing house
 - Cold chain system



- Improve marketing strategy
 - Fresh cut fruit
 - Street vendor facility, mobile showcase
 - In store promotion
 - Investment promotion
- Strengthen Farmers Institution



FRUIT SELLER

Assorted
fruit retailer



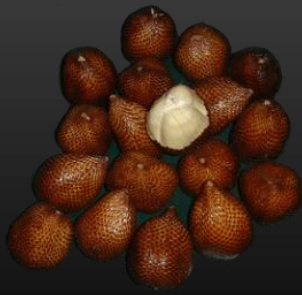
Juice



ADOPTED TECHNOLOGY

- Top working on selected commodity
 - Mangoes
 - Cengkir to gedong
 - Un-commercial mangoes to garyfta
 - Citrus
 - Sweet orange / valencia to mandarin
 - Tangerine to mandarin
 - Durian
- Implementation of GAP and traceability on registered farms
 - Integrated pest management
 - Ant bait
- Extend harvesting season with paclobutrazol





Thank You

