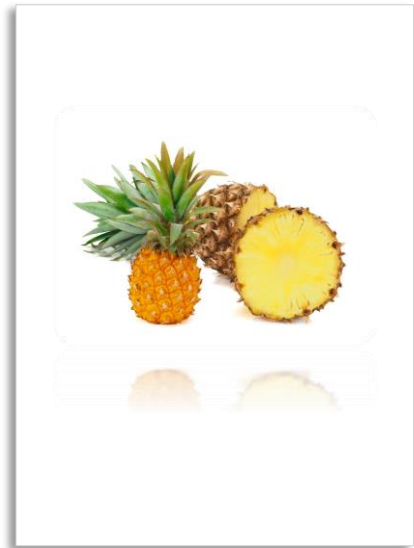


# Product Focus

## Pineapples - HS Code 08043000



The pineapple (*Ananas comosus*) is a herbaceous and tropical plant with edible fruit spanning from 1.0 to 1.50 metres in both height and circumference. It is a member of the Bromeliaceae family. Pineapples are cultivated from a crown cutting of the fruit of the plant.

The main imported variety is the sweet MD2 pineapple.

Pineapples have well-studied anti-inflammatory properties, which makes them a powerful ally in fighting the cause of many health woes, from gum disease and sore throats to gout and arthritis.

### OPPORTUNITIES

The global import of pineapples increased by 13% in the period 2015 to 2019 from US\$2.4 billion to US\$2.7 billion. The table below highlights major importers regionally and internationally.

International Markets		Regional Markets	
✓ United States of America	✓ Canada	✓ Morocco	✓ Ethiopia
✓ Netherlands	✓ Korea, Republic of	✓ Egypt	✓ Ghana
✓ China	✓ Portugal	✓ Seychelles	
✓ Spain	✓ Russian Federation	✓ Cabo Verde	
✓ United Kingdom	✓ United Arab Emirates	✓ Namibia	
✓ Germany	✓ Saudi Arabia	✓ Botswana	
✓ France	✓ Switzerland	✓ Tunisia	
✓ Japan	✓ Poland	✓ Togo	
✓ Belgium		✓ South Africa	
✓ Italy		✓ Mali	

**Source:** ITC Trademap and ExportPotentialMap

According to ITC - Trademap, in 2019, USA, Netherlands, China, Spain, United Kingdom, and Germany are the biggest importers of pineapples in the world. On the other hand, the biggest suppliers are Costa Rica and Philippines.

## MARKET ANALYSIS

According to UN COMTRADE - Trademap statistics, COMESA's exports of pineapples to the world increased by 183% over the past five years, from US\$3.8 million in 2015 to US\$10.8 million in 2019. The major export markets for COMESA include United Arab Emirates, France, Netherlands, Kuwait, Qatar, Oman and Germany

## EXPORT POTENTIAL

In the past years, COMESA countries which have been producing and exporting pineapples include:

Country	Potential & Existing Export Markets
1. Kenya	<ul style="list-style-type: none"> <li>✓ Saudi Arabia</li> <li>✓ United Arab Emirates</li> <li>✓ Kuwait</li> <li>✓ Qatar</li> <li>✓ Oman</li> <li>✓ France</li> <li>✓ Jordan</li> <li>✓ Lebanon</li> <li>✓ Switzerland</li> <li>✓ Egypt</li> <li>✓ Spain</li> <li>✓ Netherlands</li> <li>✓ Somalia</li> <li>✓ Turkey</li> <li>✓ Germany</li> </ul>

2.	Mauritius	<ul style="list-style-type: none"> <li>✓ France</li> <li>✓ Netherlands</li> <li>✓ Russian Federation</li> <li>✓ Germany</li> <li>✓ Switzerland</li> <li>✓ Belgium</li> <li>✓ Slovakia</li> <li>✓ Poland</li> <li>✓ Spain</li> <li>✓ Singapore</li> <li>✓ Czech Republic</li> <li>✓ Italy</li> <li>✓ United Kingdom</li> <li>✓ Armenia</li> <li>✓ Hong Kong, China</li> <li>✓ Saudi Arabia</li> <li>✓ Serbia</li> <li>✓ Canada</li> </ul>
3.	Uganda	<ul style="list-style-type: none"> <li>✓ Kenya</li> <li>✓ United Kingdom</li> <li>✓ Rwanda</li> <li>✓ Sudan</li> <li>✓ Belgium</li> <li>✓ South Sudan</li> <li>✓ Germany</li> <li>✓ Netherlands</li> <li>✓ Seychelles</li> <li>✓ United States of America</li> </ul>

**Source:** ITC Trademap and ExportPotentialMap

## QUALITY

Pineapples are divided into three classes: Extra Class, Class I and Class II. Most pineapples sold in the Developed Countries are Class I or Extra Class.

At the very least, pineapples should be:

- ✓ intact, with or without crown, which if present may be reduced or trimmed;
- ✓ sound, i.e. produce affected by rotting or deterioration, such as to make it unfit for consumption, is excluded;
- ✓ clean, practically free of any visible foreign matter;
- ✓ practically free from pests;
- ✓ free from damage caused by pests affecting the flesh;
- ✓ fresh in appearance;

- ✓ free of abnormal external moisture;
- ✓ free of any foreign smell and/or taste.

The development and condition of the pineapples must be such that they are able to withstand transportation and handling.

## SIZE & PACKAGING

Fresh pineapples are classified according to Size Codes A–H, with average weights (including the crown) ranging from 2750 grams (Size A) to 800 grams (Size H). The minimum weight for a pineapple is 700 grams, except for some small-size varieties, which may weigh less.

Packaging requirements differ by customer and market segment. Buyers require new, clean, high-quality packaging that ensures proper protection for the produce. Talk to your customers about their requirements and preferences concerning packaging. General characteristics include the following features:

- ✓ Wholesale packaging in carton boxes or crates which can vary in size.
- ✓ Most fresh pineapples are packed in boxes containing 5–10 pineapples, with approximately 12 kilo net weight.



## LABELLING

If the nature of the produce is not visible from the outside, the package must be labelled with the name of the product, and possibly the name of the variety and/or commercial name.

Labels for pre-packed or other fresh fruits should provide the following information:

- ✓ name under which the product is sold;
- ✓ product's commercial identification, i.e. class, size (code), number of units, net weight;
- ✓ name and address of the producer;

- ✓ place/country of origin;
- ✓ traceability code.

In addition, the label should include any certification logo (if applicable) and/or retailer logo (in the case of private-label products).

## REQUIREMENTS

Pesticide residues constitute a crucial issue for suppliers of fruits and vegetables. With the aim of avoiding health and environmental damage, the European Union has set maximum residue levels (MRLs) for pesticides in and on food products. Products containing more pesticides than allowed are withdrawn from the European market.

Note that buyers in several countries such as the United Kingdom, Germany, the Netherlands and Austria set MRLs that are stricter than those specified in European legislation

## CERTIFICATION/STANDARDS

The most commonly requested certification for fresh pineapples is **GLOBALG.A.P.**, a pre-farm-gate standard that covers the whole agricultural production process, from before the plant is in the ground to the non-processed product (processing is not covered). Whether GLOBALG.A.P. is required also depends on the destination country, market conditions and market channel.

Examples of other food safety management systems that may be required are:

- i. British Retail Consortium (BRC)
- ii. International Food Standard (IFS)
- iii. Food Safety System Certification (FSS22000)
- iv. Safe Quality Food Programme (SQF).

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