

TRANSFORMING THE MALAYSIAN PINEAPPLE INDUSTRY

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**KEMENTERIAN PERTANIAN
DAN INDUSTRI ASAS TANI**

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PRESENTATION OUTLINE



- 1. Introduction**
- 2. Global pineapple industry scenario**
- 3. Malaysian pineapple industry scenario**
- 4. Issues facing Malaysian pineapple industry**
- 5. MPIB Strategies – Towards a sustainable pineapple Industry**
- 6. Way Forward – transition to MD2 variety, a high value product**

INTRODUCTION

PINEAPPLE (*ANANAS COMOSUS*) :



IS A TROPICAL PLANT



A ROBUST PLANT, AN HERBACEOUS, PERENNIAL, SELF-STERILE, MONOCOTYLEDONOUS PLANT AND BELONGS TO THE *BROMELIACEOUS* FAMILY



CAN BE CULTIVATED ON A EXTENSIVE VARIETY OF SOILS SUCH AS PEAT SOIL (MALAYSIA), VOLCANIC ASH SOIL (HAWAII, CARIBBEAN AND THE PHILIPPINES) AND SANDY SOIL (SOUTHERN QUEENSLAND, AUSTRALIA)



ORIGINATED FROM EASTERN REGION OF SOUTH AMERICA

Ref : Claude et al (1987), Hepton (2003)

INTRODUCTION

BENEFITS OF PINEAPPLE

- ✓ Exotic fruit
- ✓ Good source of vitamin C
- ✓ Good for the digestion system
- ✓ Contains protein digesting enzyme - bromelain



HEAVILY PROMOTED BY BIG COMPANIES

- ✓ Advertising campaign & branding

CHANGING CONSUMERS' PREFERENCE

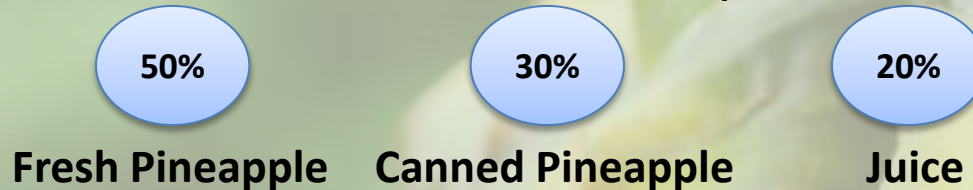
- ✓ Health conscious

FULFILL MARKET DEMAND

- ✓ Sweetness, aroma taste, longer shelf-life

GLOBAL PINEAPPLE INDUSTRY SCENARIO

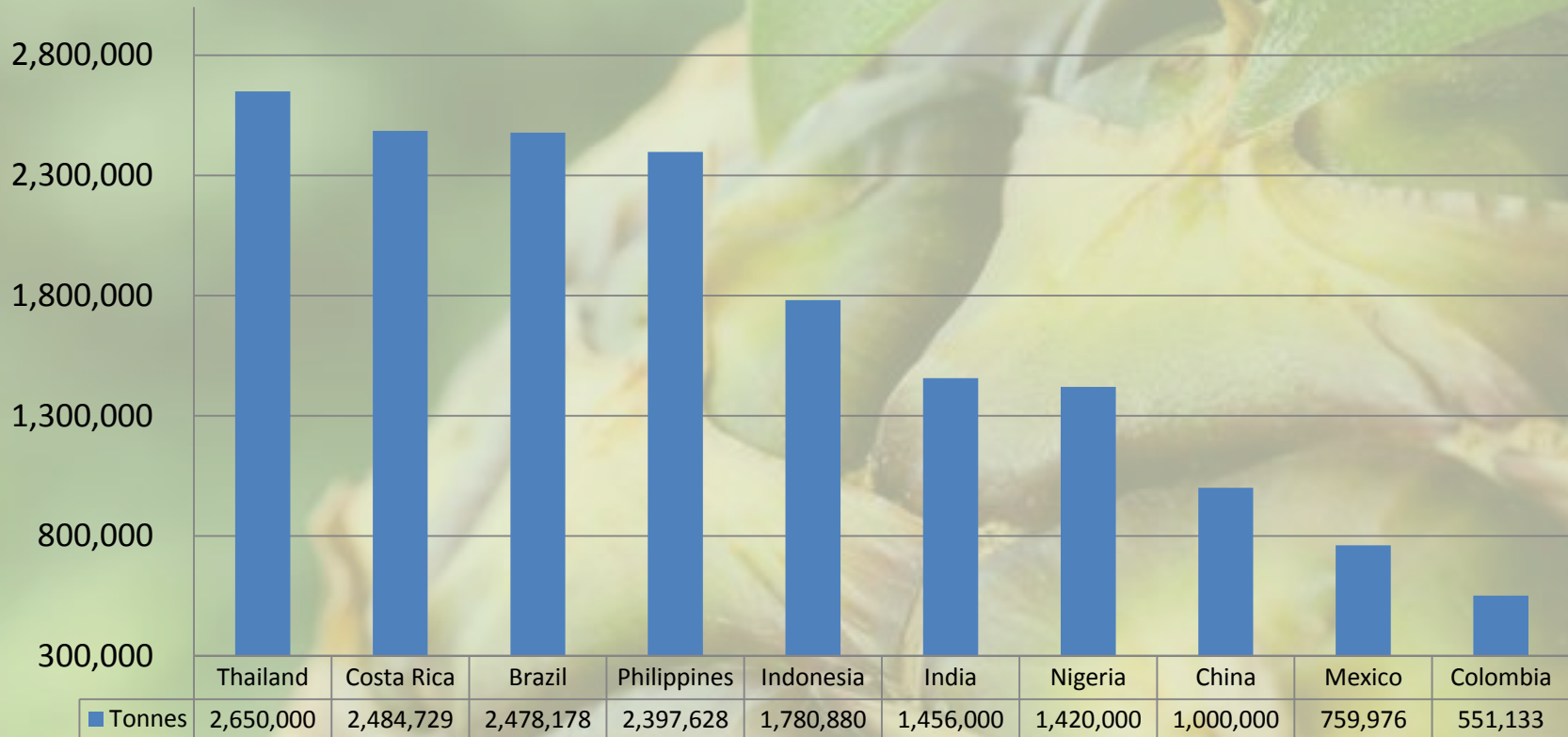
- **THE WORLD'S DEMAND FOR PINEAPPLE IS INCREASING AT APPROXIMATELY 5% ANNUALLY, COMPRISING OF :**



- **12 COUNTRIES ACCOUNT FOR 90% OF WORLD DEMAND FOR FRESH PINEAPPLE – THE US TOPS THE LIST, FOLLOWED BY FRANCE, JAPAN, BELGIUM, ITALY, GERMANY, CANADA, SPAIN, THE UNITED KINGDOM, KOREA, THE NETHERLANDS AND SINGAPORE.**
- **CURRENTLY MD2 IS THE PREFERRED VARIETY ON THE INTERNATIONAL MARKET COMPARED TO THE *SMOOTH CAYENNE* – ACCOUNTING FOR ABOUT 75% OF THE WORLD MARKET**

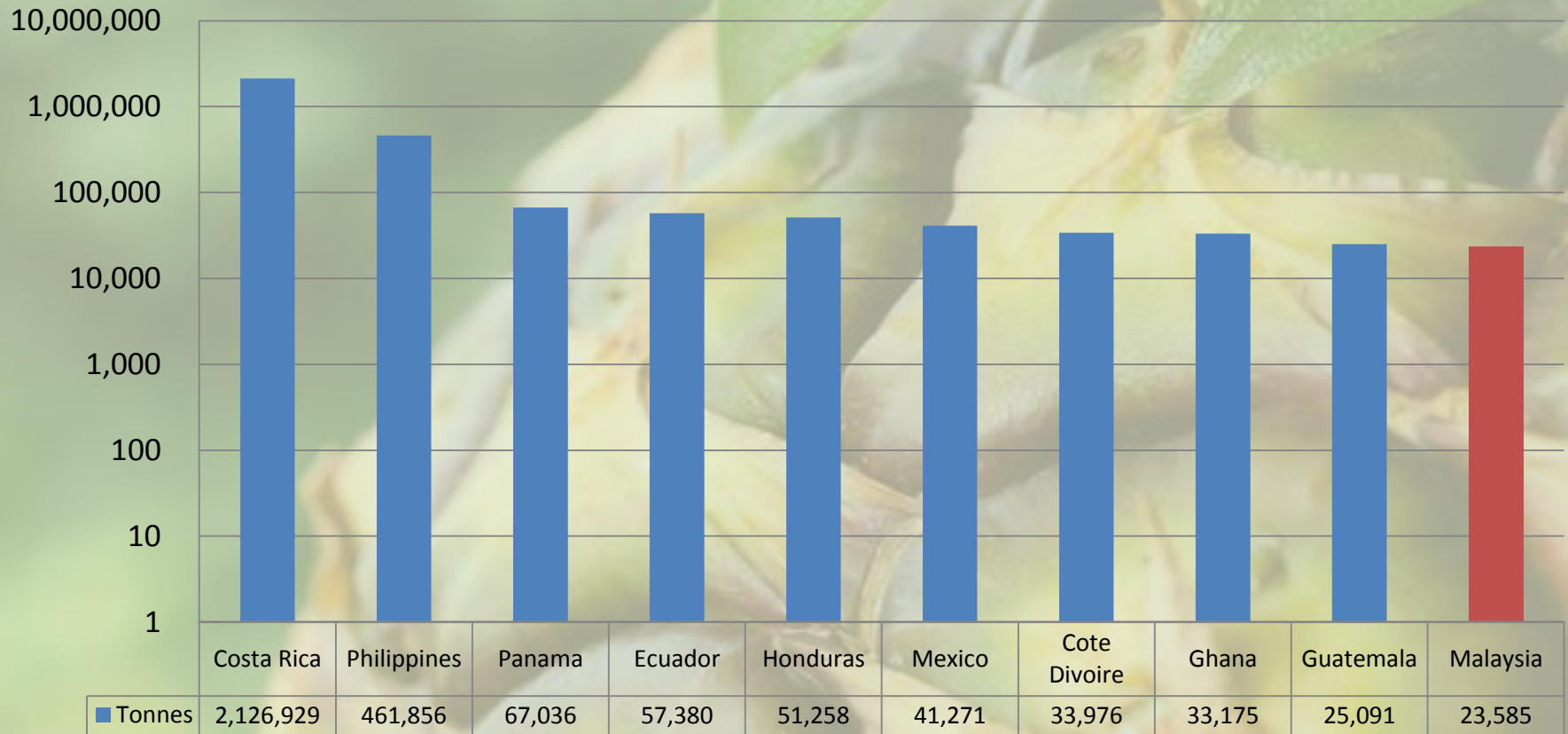
GLOBAL SCENARIO

TOP TEN PINEAPPLE PRODUCING COUNTRIES , 2014



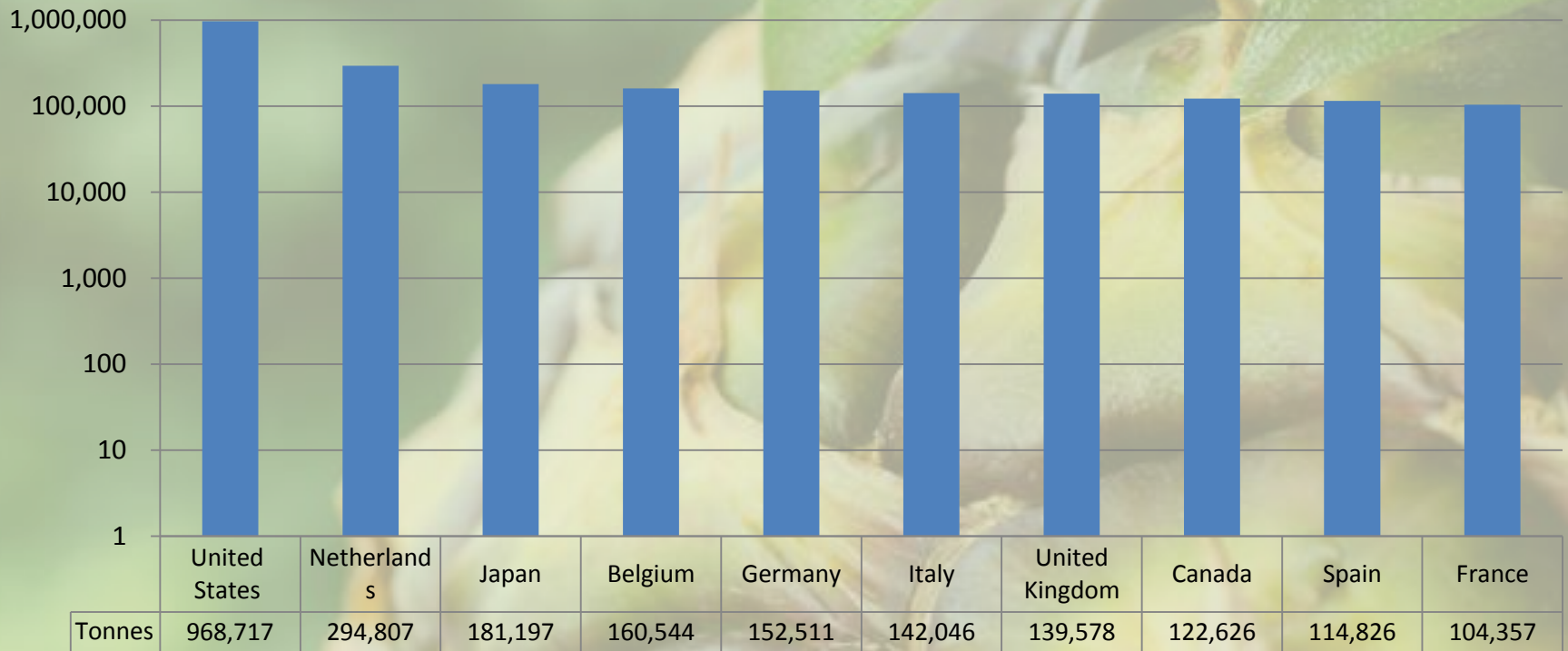
GLOBAL SCENARIO

Top Ten Fresh Pineapple Exporting Countries, 2014



GLOBAL SCENARIO

Top Ten Fresh Pineapple Importing Countries, 2013



Ref : FAOSTAT 2013

GLOBAL SCENARIO – *THE MAJOR PLAYERS*

Costa Rica

A DOMINANT GLOBAL SUPPLIER OF FRESH PINEAPPLE

1980 - MD2 WAS INTRODUCED

2012 – WORLD'S 2ND LARGEST PINEAPPLE PRODUCER

Brazil

PRODUCTION CATERS MOSTLY FOR FRESH DOMESTIC MARKET – HIGH POPULATION (> 170 MIL.)

SIGNIFICANT PRESENCE IN FRESH PINEAPPLE EXPORT MARKET DUE TO HEAVY INVESTMENT BY DEL MONTE ON MD2 (2000)

Thailand

95% OF THE PINEAPPLE ARE FROM SMALL GROWERS – (1-5 HECTARES OF LAND)

CONTRACT FARMING

Philippines

EXPORTED HUGE QUANTITIES OF FRESH PINEAPPLES TO JAPAN DURING THE 1970S

APPROXIMATELY 20% OF ITS PRODUCTION IS EXPORTED FRESH

MULTINATIONAL CORPORATIONS (EG – DOLE AND DEL MONTE) PLAY IMPORTANT ROLE IN MANAGING THE INDUSTRY AND THE USE A LARGE PLANTATION PRODUCTION SYSTEM

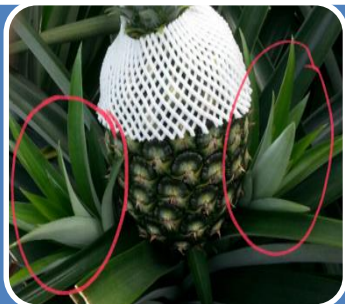
MALAYSIA PINEAPPLE INDUSTRY SCENARIO

- ✓ MALAYSIA CONTRIBUTES TO 1.2% OF TOTAL GLOBAL PINEAPPLE PRODUCTION
- ✓ MALAYSIA PRODUCTION GROWTH RATE IS AT 2.2% PER YEAR (FAOSTAT 2015)



VARIETIES

- MD2, MORIS, JOSAPINE, N36 AND SARAWAK



AREAS OF CULTIVATION

- MAJOR PINEAPPLE GROWING STATES : JOHOR, SARAWAK, SABAH, KEDAH, SELANGOR, NEGERI SEMBILAN, PAHANG, TERENGGANU
- JOHOR RANKS FIRST IN TERM OF PRODUCTION ACCOUNTING FOR MORE THAN 16% OF TOTAL PRODUCT

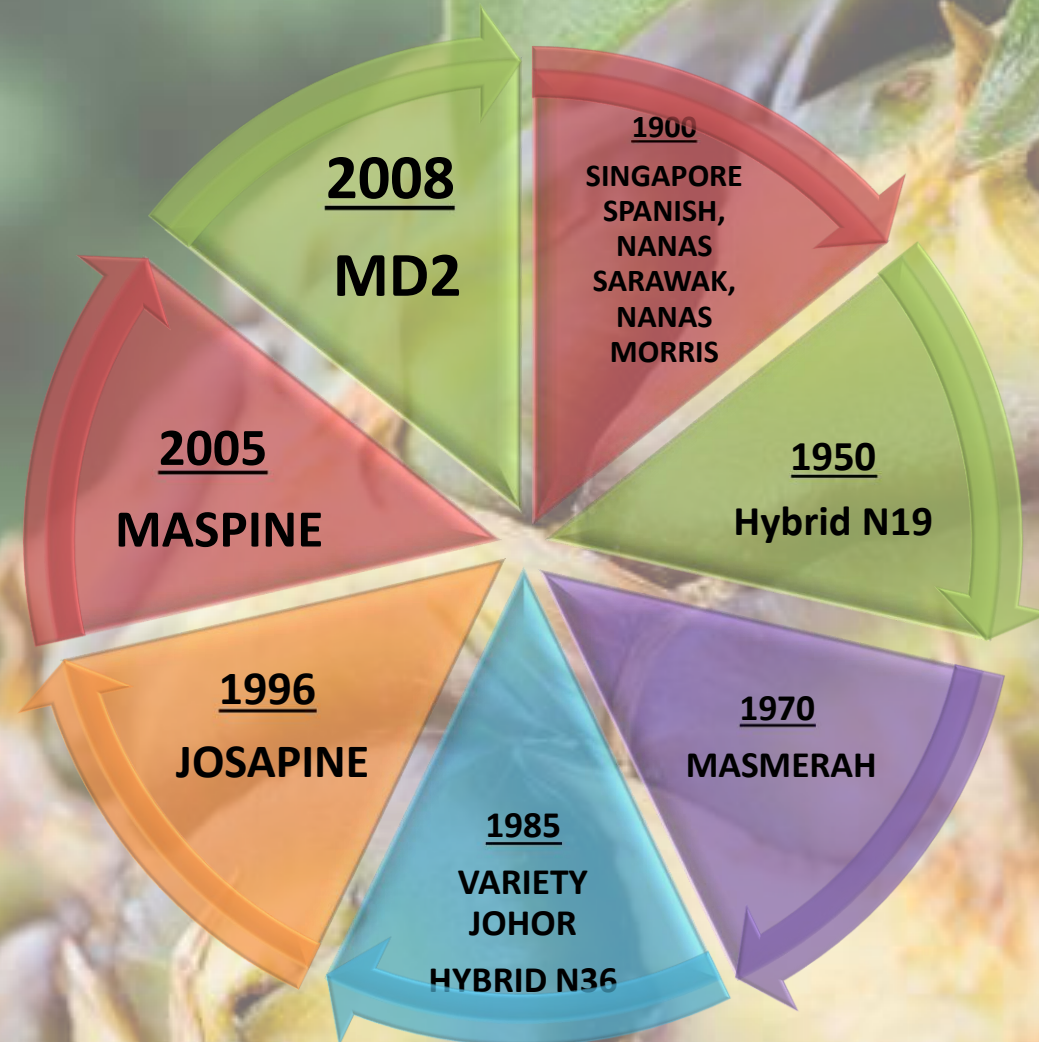


FACT & FIGURES

- PINEAPPLE PLANTING COVERS AN AREA OF 10,559 HECTARES IN 2015
- MALAYSIA EXPORTED 20,000 TONS OF FRESH PINEAPPLE WORTH OF RM 24 MILLION, 8,800 TONS OF CANNED PINEAPPLE WORTH RM 8.8 MILLION, 8,000 TONS OF SLIPS (RM 51M) AND 1,500 TONS OF JUICE (RM5M) IN 2015
- MALAYSIA'S MAJOR MARKETS : SINGAPORE AND THE MIDDLE EAST

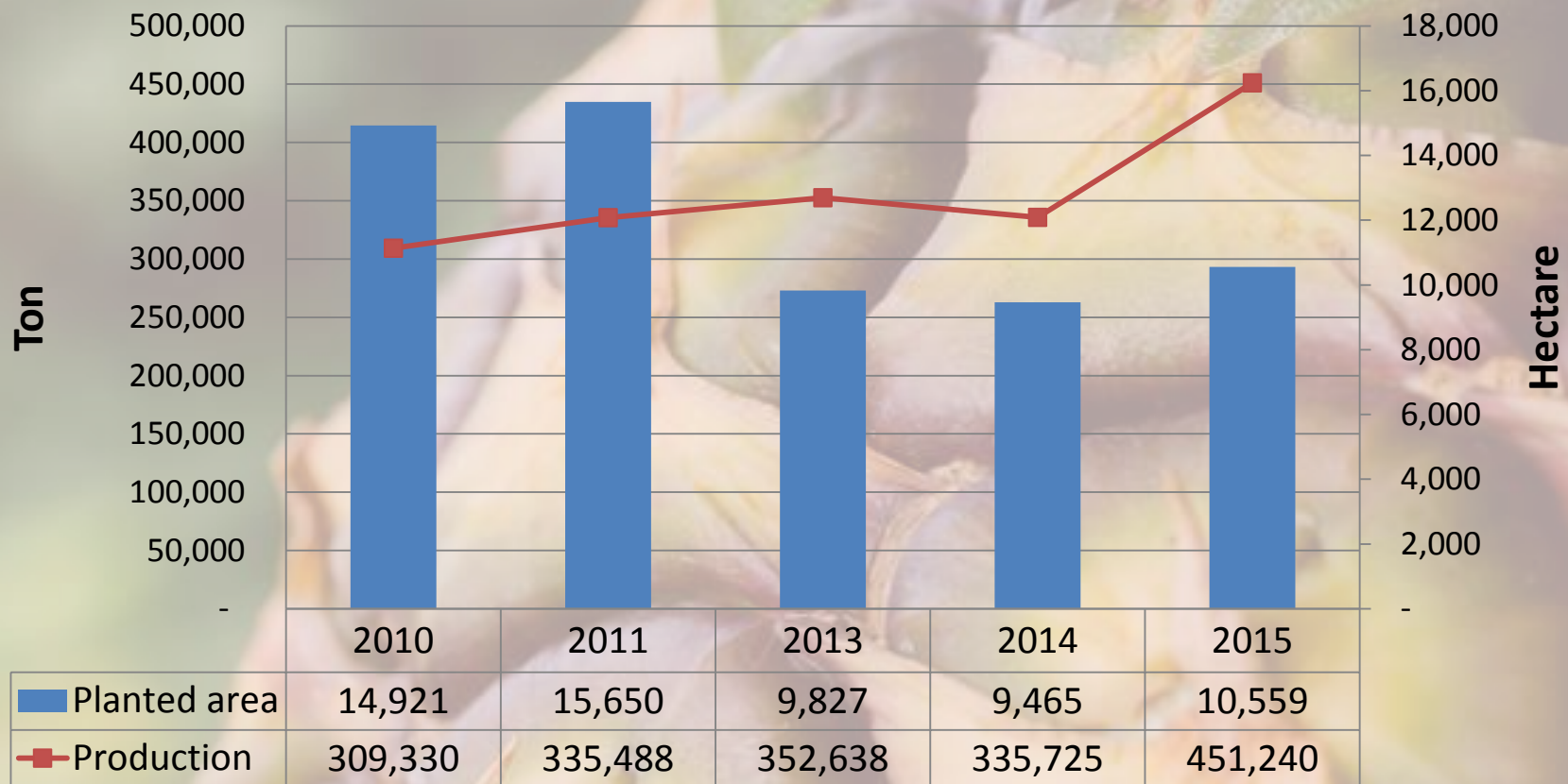
MALAYSIA PINEAPPLE INDUSTRY SCENARIO

EVOLUTION OF MALAYSIAN PINEAPPLE



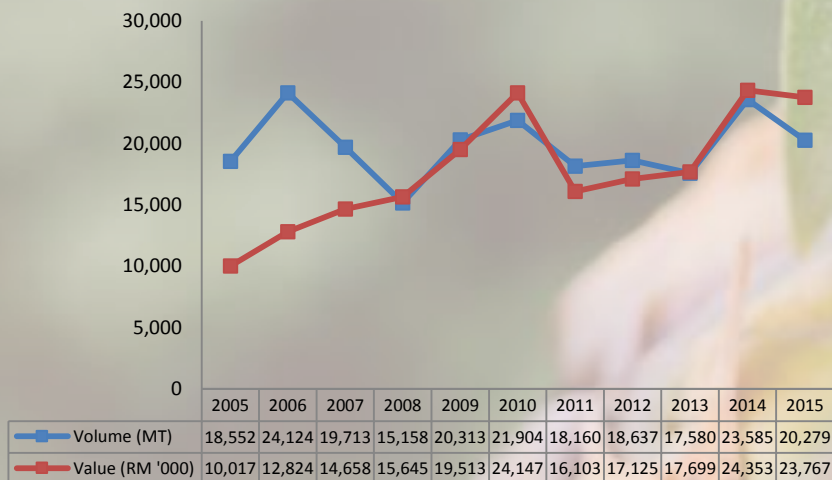
MALAYSIA PINEAPPLE INDUSTRY SCENARIO

Total area planted and production of pineapple

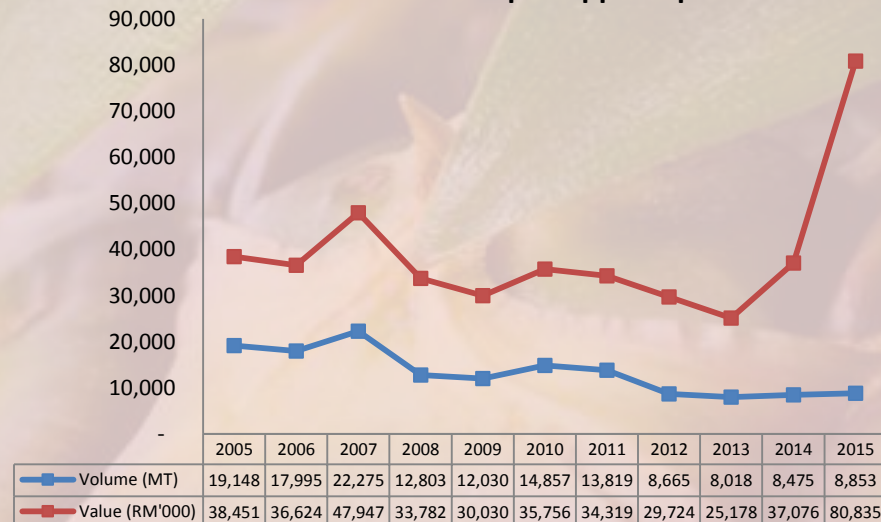


MALAYSIA PINEAPPLE INDUSTRY SCENARIO

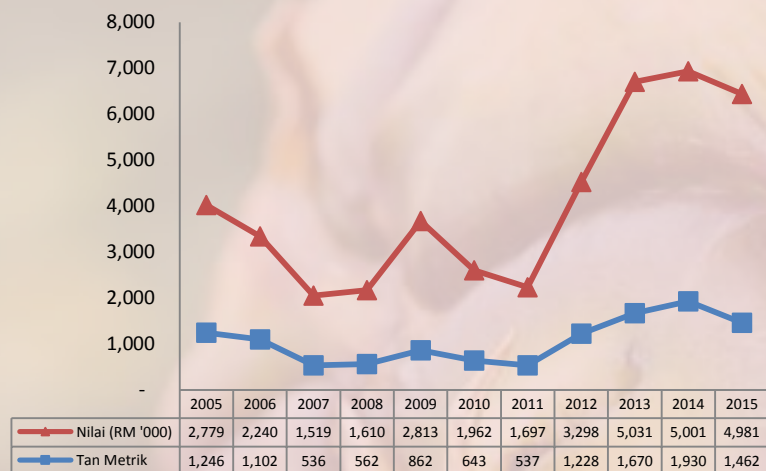
Volume and value of fresh pineapple export



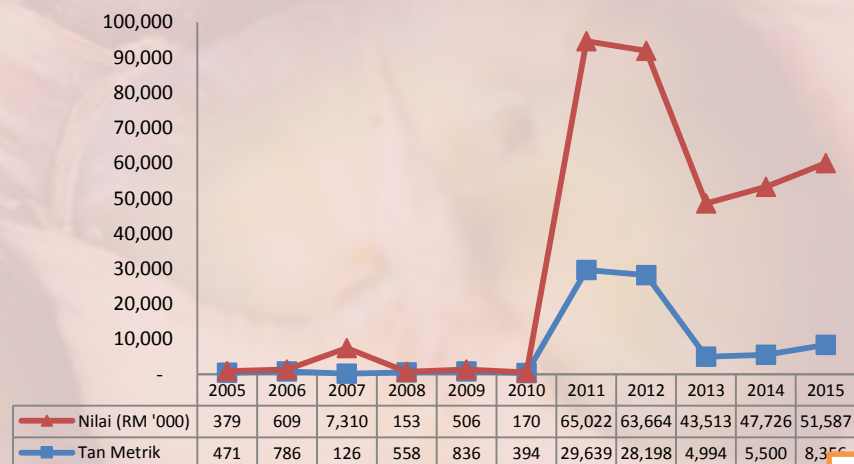
Volume and value of canned pineapple export



Volume and value of pineapple juice export

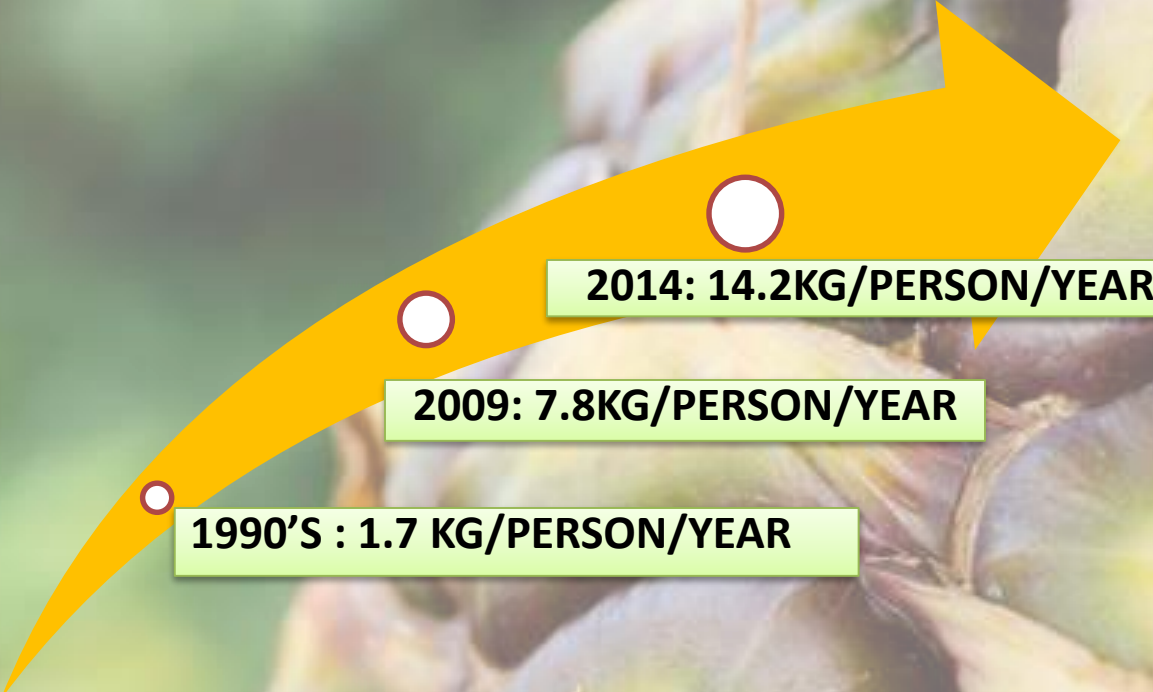


Volume and value of slips/ornamental export



MALAYSIAN PINEAPPLE INDUSTRY SCENARIO : CONSUMER CONSUMPTION



MAINLY CONSUMED AS FRESH FRUIT, CANNED PINEAPPLE AND COOKED AS PART OF 'DISHERS'



2014: 14.2KG/PERSON/YEAR

2009: 7.8KG/PERSON/YEAR

1990'S : 1.7 KG/PERSON/YEAR

- ✓ The demand pattern of the Malaysian fruit : consumption  if income 
- ✓ In developing countries, 40% of each additional dollar is used to buy food

ISSUES FACING THE PINEAPPLE INDUSTRY

MANPOWER

- AGING WORKFORCE
- UNSKILLED WORKER
- LACK OF YOUTH PARTICIPATION

INFRASTRUCTURE

- POOR MAINTENANCE
- HIGH INFRASTRUCTURE COST

MECHANIZATION & TECHNOLOGY

- LACK IN APPLICATION OF MACHINERY IN PINEAPPLE FIELD (E.G. PEAT SOIL)
- LOW LEVEL IN APPLICATION OF ICT AND TECHNOLOGY
- ABSOLUTE PINEAPPLE CANNERY TECHNOLOGY

FARM MANAGEMENT

- GAP INCOMPLIANT
- UNSUSTAINABLE FARM PRACTICE
- UNECONOMIC FARM SIZE HOLDING
- POOR BIOSECURITY MANAGEMENT

COMPETING LAND USAGE

- LAND CONVERSION TO OTHER USAGE

R&D

- LACK OF R&D ON NEW VARIETIES
- INEFFECTIVE KNOWLEDGE TRANSFER
- INADEQUATE R&D ON MECHANIZATION & LABOUR SAVING TECHNOLOGY

MPIB STRATEGIES – TOWARDS A SUSTAINABLE PINEAPPLE INDUSTRY

SHORT TERM

**PRODUCTION
SUBSIDIES /
SUPPORT – TO
REDUCE COST**

**IMPROVE
PRODUCTION
CAPABILITY &
PROFITABILITY**

**IMPROVE
INFRASTRUCTURE
EFFICIENCY**

**ENHANCE
EXTENSION
SERVICES**

**ENHANCE
PRODUCTIVITY
AND PRODUCT
QUALITY**

**INTEGRATED
FARMERS'
COOPERATIVES**

**DETERMINE
SAFETY NETS**

LONG TERM

**DEVELOP
AGRIBUSINESS
/ INPUT
SECTOR - GO
FOR LOCAL
INPUT *E.G*
FERTILIZER,
PESTICIDE**

**STRENGTHEN
SEEDS
BREEDING
PROGRAM**

STRENGTHEN R&D

**PRODUCTIVITY
ENHANCEMENT
– HIGH YIELD
AND PREMIUM
VARIETIES**

**MECHANIZATION –
DEVELOPMENT OF
SMALL MACHINE
AND FRIENDLY
APPLICABLE WITH
MINIMUM COST**

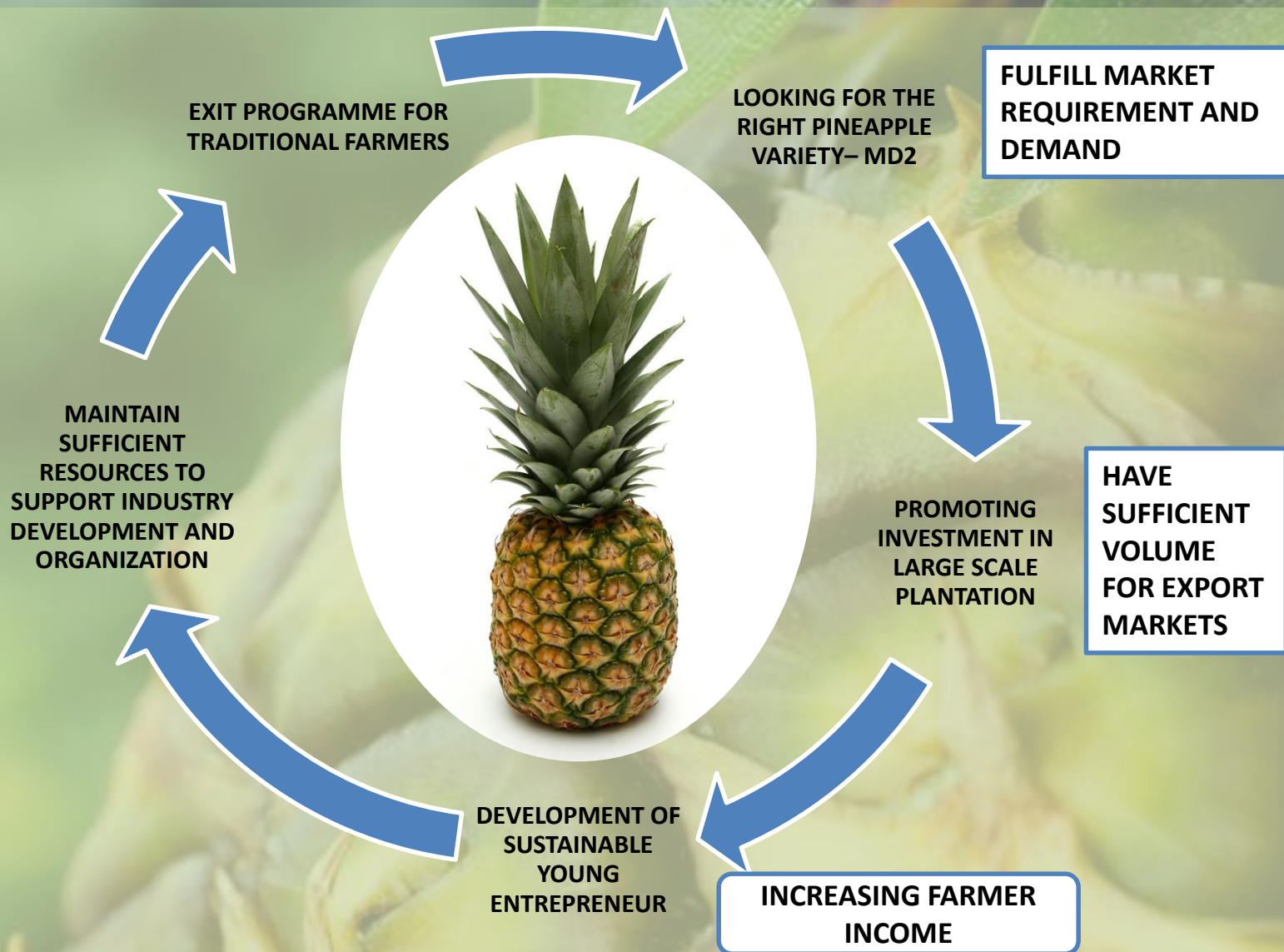
**VALUE ADDITION
IN PINEAPPLE
PRODUCT – TO
INCREASE
RETURN AND
SUSTAINABILITY**

**NEW
INNOVATION IN
PINEAPPLE
SECTOR**

**EFFECTIVE
INDUSTRY
REPRESENTATIO
N**

**POSITION
PINEAPPLES
MORE
EFFECTIVELY IN
THE MARKET
PLACE**

WAY FORWARD – TRANSITION TO MD2 VARIETY, A HIGH VALUE PRODUCT





**PLANTING OF MD2
IN PICTURES**











A close-up photograph of several sliced pineapple rings. The slices are arranged in a way that they overlap, creating a sense of depth. The pineapple flesh is a vibrant yellow, and the central core is visible in each slice. The background is a soft, out-of-focus light yellow, suggesting a bright, sunny environment. The text "THANK YOU" is superimposed over the center of the image in a bold, black, italicized font.

THANK YOU