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MINISTRY OF TRADE

EXPORT *News* INDONESIA

Ditjen PEN/MJL/08/1/2019

Indonesian Tropical Fruit

WHAT'S INSIDE

Indonesia is fruitfull all years long. This country, heaven of tropical fruits, offers diversity in characteristics of tropical fruits, such as variety of taste and looks. Indonesian tropical fruit has been responding to become more export oriented.



editor's desk



Dear valuable readers,

Indonesian tropical fruit is a promising business. Having such a rich biodiversity, human resources and government support, Indonesia still has a lot of potential to fulfill the robust growth demand of tropical fruits around the world.

Indonesia tropical fruits are known for its great taste, top quality especially with organic premium products and abundant choices to make Indonesia as one of top suppliers in the world. Nowadays, with supports from many institutions, Indonesia also offers its capacity as a producer, exporter and also home for investment.

Export News this January, New Year Edition will discuss about Indonesian export of tropical fruits, starts from the

market review, glimpse of product review, export development as well as important information to assist readers whom attracted to source tropical fruits from Indonesia.

This edition also contains exporters list for tropical fruits you might need to know. Hopefully you enjoy the reading. Welcoming you to sourcing from Indonesia.

Thank You

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Hot Issue Indonesian Tropical Fruits



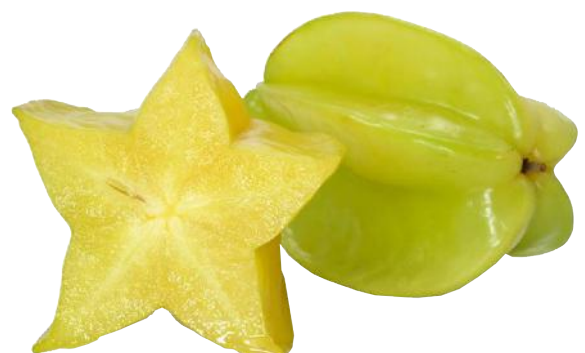
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HOT ISSUE

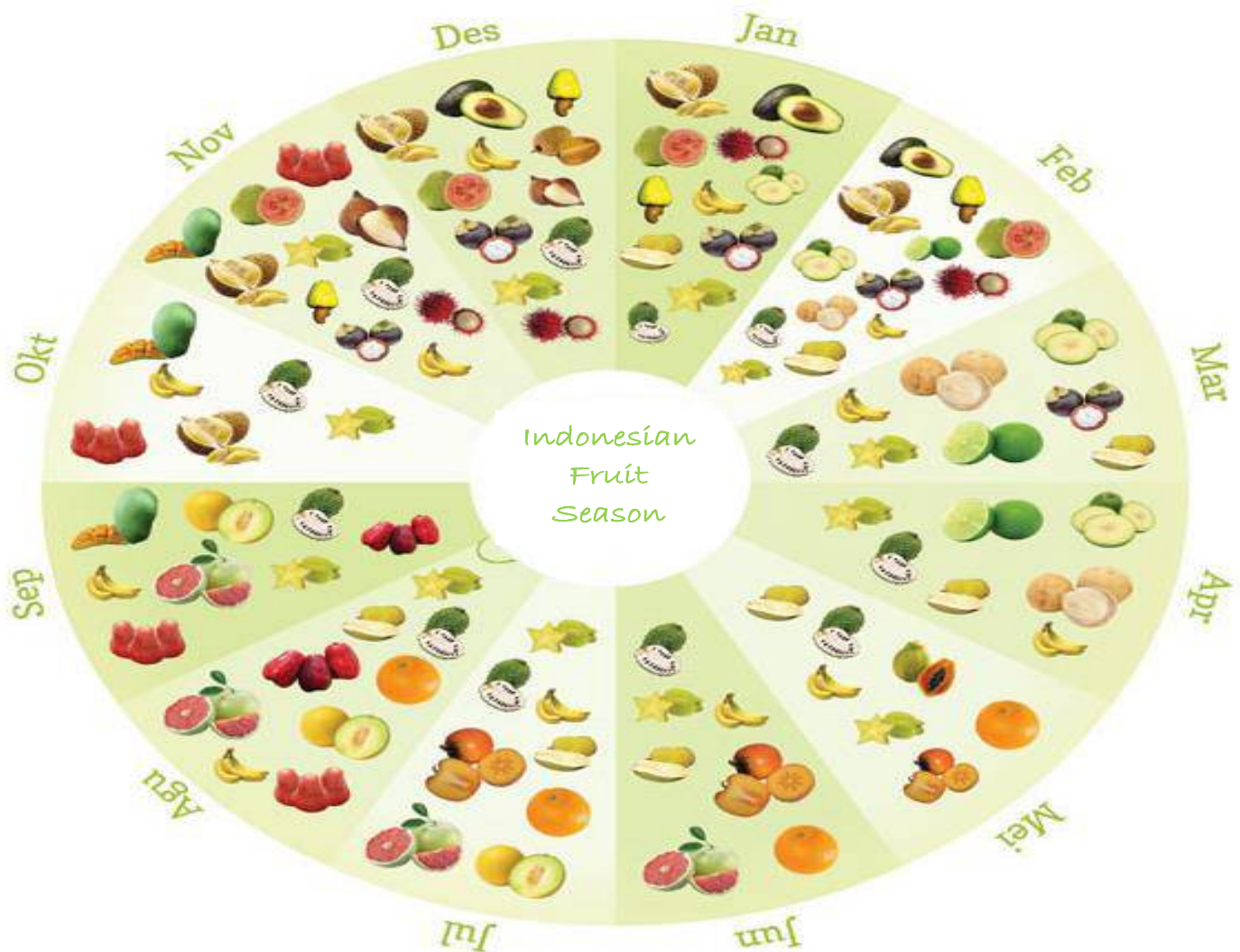


Introducing Indonesian Tropical Fruit

Based on book from L. George Wilson, in Postharvest Biology and Technology of Tropical and Subtropical Fruits: Cocona to Mango, 2011, Each tropical fruit possesses unique characteristics expressed in appearance and flavor, and sometimes in its growth habit. These properties are often accompanied by nutritional benefits that make it attractive as a natural source of nutraceuticals.

Indonesia is fruitfull all years long. This country, heaven of tropical fruits, offers diversity in characteristics of tropical fruits, such as variety of taste and looks. Here are some of Indonesian tropical fruits you need to taste.

Indonesian Seasonal Fruit Production



Source : www.behance.net

Mango

Mangga, mango in Indonesian Language, is originally from Asia. Mango contains nutritional such as complex antioxidant, fiber, pectin, vitamins (A, E and C), acids, and many other nutrition. There are some health benefits for consuming mango, such as preventing cancer, lowering cholesterol, clearing the skin, improving eye health, helping diabetes problem, improving digestion, and boosting immune system. Indonesian is the 4th mango producer country in the world, with East Java Province as the top producing area. Mango is usually sweet in taste but with at least 10 types of mango commercially grown in Indonesia, the taste is great in diversity. Some of them are: Harumanis (Originated from Probolinggo, East Java) with sweet taste and aroma. Golek (a superior quality from Probolinggo, Indramayu and Pasuruan, East Java) with thick flesh and sharp fragrant, Manalagi which considered as a fusion between Harumanis and Golek is always sweet with solid fibrous meat even when its not ripe yet, Gedong Gincu (from Cirebon, West Java) is fresh with sweet and sour taste at the same time and a very appealing skin color, Indramayu (from Indramayu,

West Java) with strong fragrant and fresh sweet taste, Apple mango has round shape like apple tastes sweet sour with crispy texture and Avocado mango (from Pasuruan) that lately become viral because the way of eating that not need to be peeled, just like avocado. Mango is harvested in two periods in Indonesia, the first is around April up to June with relatively small yield, and the second is around August until November with high yield.

Mangoesteen

Unique for its appearance and flavor, mangosteen is often referred as "the Queen" of tropical fruits, particularly in the South-East Asian regions. This fruit is rich with antioxidant, particularly known as xanthones, which based on research from The Ohio University, USA can help as anti-inflammatory and anti-carcinogenic. Mangosteen also rich in vitamins such as vitamin A, vitamin B6, thiamin, niacin, riboflavin, folate, vitamin C, potassium, and zinc and other minerals such as calcium, magnesium, sodium, phosphorus, carotene, and cryptoxanthin. That's why it brings benefit such as anti cancer, anti

inflammation, cures diarrhea and dysentery, skin care, immune booster, speeds up healing, control diabetes, weight loss and many other benefits. South East Asia is the best region as mangoesteen producer, with Indonesia as one of the producing countries. West Java and Sumatra, especially West Sumatra are the top producing area in Indonesia with export quality in Indonesia. Mangoesteen is harvested around November until March in Indonesia.

Soursop

The exact origin of soursop is unknown but it is known to be native to tropical regions of America, Caribbean, and it is also cultivated in South East Asia. This fruit contains numerous phytonutrients that believed to be able to help fight disease-causing cells and even certain kinds of tumors. These phytonutrients contain anti oxidant properties that enhance the overall health. Besides of its great taste, consuming soursop with nutrients in it can help fight cancer, enhance eye health, treat a range of infections, hair and skin health and many other benefits. It is said that the aroma is somewhat similar to pineapple, with fresh flavor described as combination between apple, strawberry and citrus but with mushy and creamy texture. This fruit is harvested from March up to December in Indonesia.

Banana

Banana is native to South East Asian region. This fruit is among the most popular major fruit around the world, loved for its taste and benefits. It contains at least potassium, vitamins (B6 and C), magnesium, copper, manganese, fiber and protein. If you know only limited types of banana, you must try Indonesian banana. All year long is banana season in Indonesia and it's diverse varieties is a temptation for banana lover. Some of popular banana in Indonesia are: Raja banana with sweet taste, great aroma and a bit of chewy, the size is medium, not big or small, Ambon banana with high flavor and fragrant aroma while remain green or yellowish green even when it is ripe, Barangan banana from North Sumatra with soft sweet taste and a bit sour if it's ripe, Mas banana with small size and smooth texture, even its thin peel skin is useful to absorb toxin and harmful chemical.

Snakefruit

Salak (in Indonesian Language) or Snake fruit is originally native to Java and Sumatra in Indonesia. It is largely being cultivated and produced in Southeast Asia. It has scaly and prickly skin like a cactus and snake at the same time. This fruit is juicy and has a kind of spectacular combination of sweet honey taste and sour pineapple taste. Salak is a good source of nutrients, iron, vitamins (B, C), calcium, protein, fiber and minerals. It is beneficial for eye medicine, good for stomach, memory booster, control blood sugar level, maintain cardiovascular health, maintain stamina, promote body health, and help in weight loss. The texture is so crunchy. Some of popular snakefruit varieties in Indonesia are: Salak Pondoh (Originated from Jogjakarta, Central Java) has a sweet and relatively small size, Salak Gula Pasir with much more sweet taste and bigger size than other variety of Salak, and Salak Bali (Originated from Bali, Indonesia) which has crunchy texture with sweet and a bit bitter taste. It is harvested around January until April in Indonesia.

Durian

This "King of Fruit" is native for South East Asian, including Indonesia. North Sumatra is the top producer Province in Indonesia. Even though some might argue that the aroma of this fruit is too strong, durian actually offers many benefits for health. It has the ability to boost your immune system, prevent cancer, and inhibit free radical activity including improved digestion, strengthened bones, and reduced signs of anemia. It is also good for curing insomnia, preventing premature aging, lowering blood pressure, and protecting against cardiovascular diseases. The positive thing about Indonesian Durian compared to other South Asian countries is that it is still naturally produced with no genetic engineering, the best options to source from.



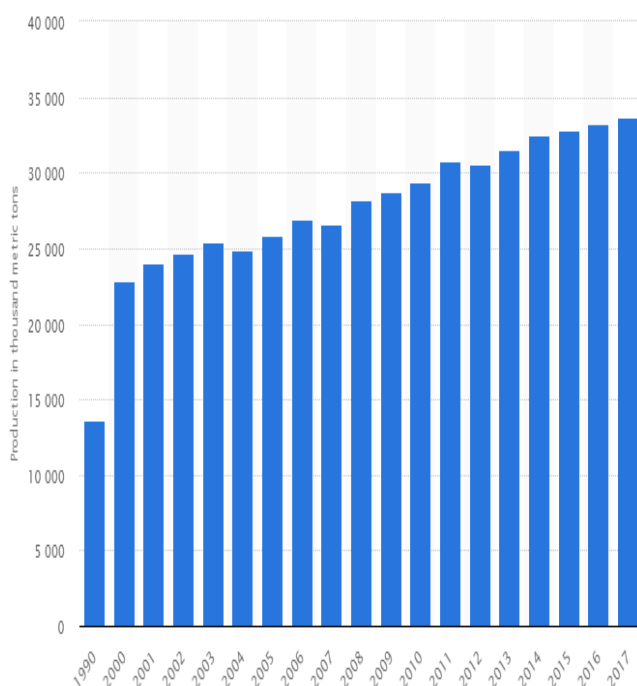
MARKET REVIEW



How global the fruit market is? Based on Rabobank studies of The World Fruit Map 2018, fruits are among commodity groups that traded internationally. Even though only 9% of total fruit production traded internationally, the market is bigger and more global than vegetable products, as both are often classified together responding to health

issues. Moreover, driven by higher intensity and higher traffic of international trade, as the market is more open than the last decade, export and import of fruits and fruit products is more frequently than ever. So, the slope is going up.

Global Production of Fresh Fruit, 1996-2016 (in Metric Tons)

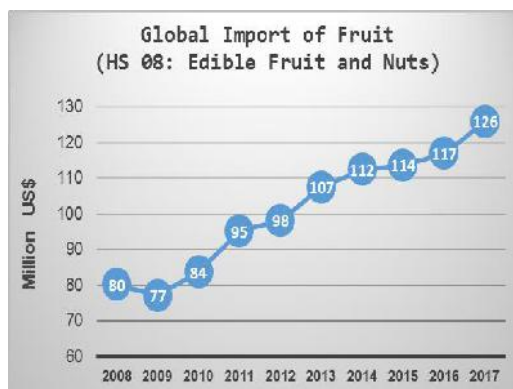
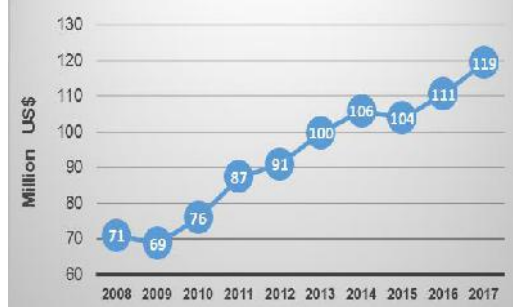


Source : Statista, 2019

It was reported that during ten years period of 2008-2017, global fresh fruit production increased by 2,05% per year. Even higher when being compared with the 1990's production. The total production more than twice or 2,5 times higher than the volume in 1990. Along with increasing production, a sustainable trend in healthy life style, more efficient transportation system, and refrigerated storage have led to increased global consumption in recent years.

In terms of trade, an estimated 80% of all fruits grown globally are sold as whole fresh fruit2). Consumers are eager to taste as many choices

Global Export of Fruit (HS 08: Edible Fruit and Nuts)

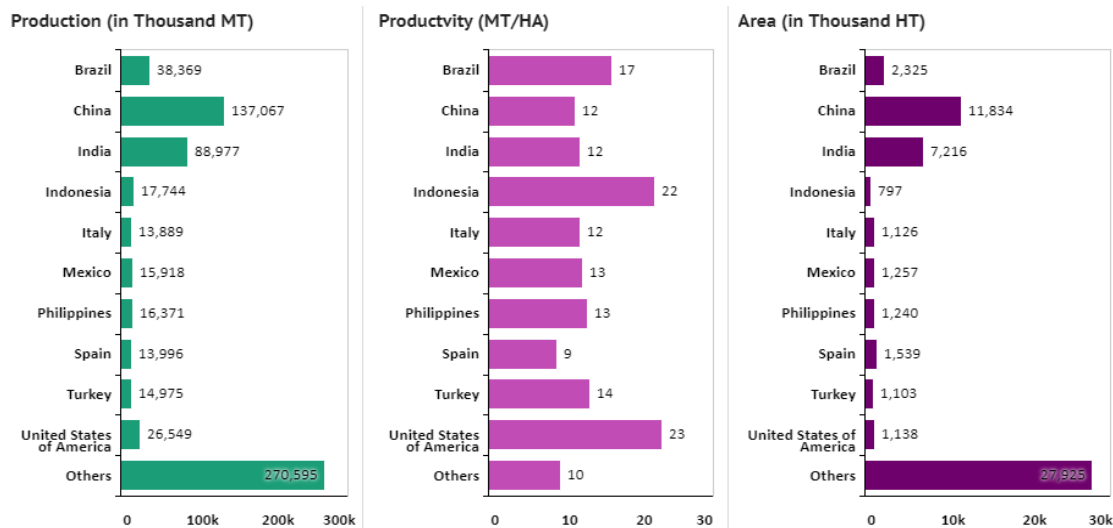


Source : Trademap, 2019

as they can since they now can afford it. Apples, bananas, grapes, orange and citrus fruits are still considered as traditional major fruits traded worldwide.

Where did the production as the source come from? Based on statistics reported, almost 60% of global production of major fruits came from top ten countries, namely China, India, Brazil, USA, Indonesia, Philippines, Mexico, Turkey, Spain and Italy.

Production, Productivity and Area of Production of Major Fruits by Country *



*) Major fruits included in the calculations are: Apple, Banana, Grape, Mango, Guava, Orange, Papaya and Pineapple.

Source : <https://knoema.com/>, 2018

Based on the location, major dominant of fruit production of took place in the tropical region. Therefore, the product category is called tropical fruits. Among agricultural products, tropical fruits shared an important niche.

From the references of S.J.R. Underhill, Fruits of Tropical Climates in Encyclopedia of Food Sciences and Nutrition (Second Edition), 2003, Tropical fruit is a botanically diverse group of fruit indigenous to tropical regions. Their representatives come from numerous families, including Anacardiaceae (mango, hog plum, imbu), Sapindaceae (rambutan, taun, lychee, longan), Passifloraceae (passion fruit), Bromeliaceae (pineapple) and Annonaceae (custard apple, soursop, sugar apple). Traditionally, tropical fruits were consumed locally, either grown in a subsistence-style agricultural structure or gathered from the wild.

Based on Rabobank Research Food and Agribusiness, World Fruit Map, 2018, the vast majority of this production is consumed fresh, although processing industries have also been established. In increasingly health-conscious population, tropical fruit are seen as an appropriate source of nutrition, added variety and exotic appeal. Because of their perishable characteristics, tropical fruits were tend to be traded closely. But more efficient farming techniques including harvesting, transportation system and storage made tropical fruits even further in the global market.

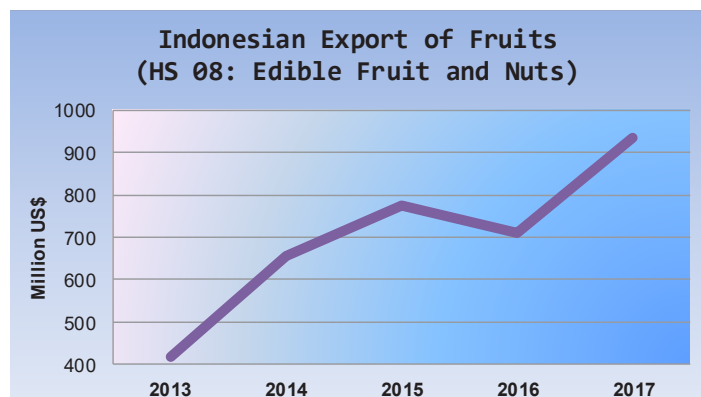
Nowadays, huge amount and huge volume of tropical fruit are exported to mature markets such as European, Japanese, and American region. Eventhough the mature markets still hold the biggest market, fresh fruit market is a growing market, especially in the areas outside of the mature markets. The export comes from tropical countries, most are developing economies where more than 90% of tropical fruit production takes place.

The trade figure shows that import increased by 5,67% per year during ten years period of 2008-2017. At the same time, export also recorded the same positive slope with increasing trend of 6,42% per year. Eventhough the trend of trade tend to be higher, these are in parallel with the increasing slope of production.

In terms of production, Indonesia is one among the top ten producers of fruits around the world. Ranked fifth of global production of major fruits, Indonesia produced around 3% of the total production, after China (21%), India (13,6%), Brazil (6%), and USA (4%). But based on area of production, Indonesia only covered 3% of total area of production, or last in the top ten list. This made Indonesia placed in the second position, after USA of top ten global producer countries in terms of productivity.

Banana, orange and mango are top three yield fruits in Indonesia. Ministry of Agriculture of Indonesia reported some fruits with high production trend during 2013-2017, including orange, apple, mangoesteen, avocado and jackfruit, and also with moderate trend of exotic fruits like guava, banana, soursop, jackfruit, rose apple and starfruit.

At the same time, domestic high consumption still drive the focus of this industry in Indonesia. Moreover, Indonesia is still considered as an importer country for fruits, especially some major fruits like apples, grapes, strawberries, and citrus. Therefore the industry is still developing to become more export oriented.



Source : Trademap, 2019

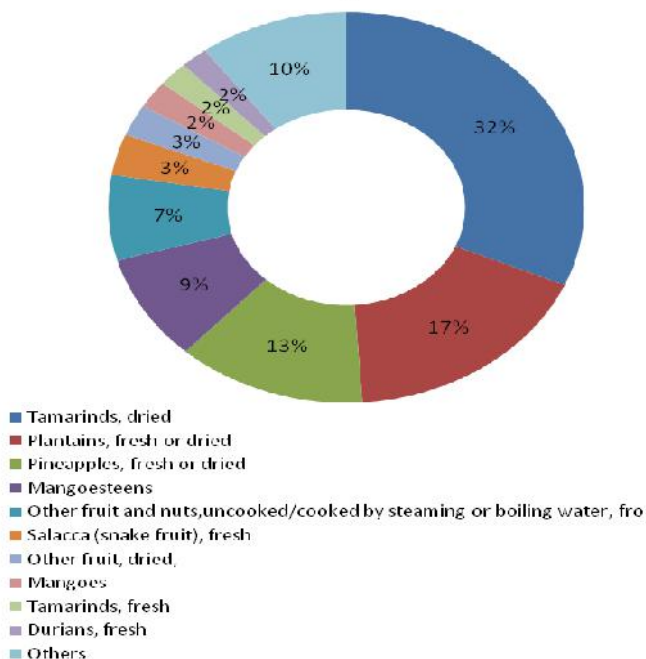
Fruit Production of Indonesia, 2013-2017

| No | COMMODITY | Unit | PRODUCTION | | | | | SHARE (%) 2017 | TREND (%) 2013-2017 |
|----|------------------|------|------------|-----------|-----------|-----------|-----------|----------------|---------------------|
| | | | 2013 | 2014 | 2015 | 2016 | 2017 | | |
| 1 | BANANA | Ton | 6.279.279 | 6.862.558 | 7.299.266 | 7.007.117 | 7.162.678 | 33,77 | 2,88 |
| 2 | CITRUS, ORANGE | Ton | 3.309.464 | 3.853.087 | 3.712.152 | 4.276.917 | 4.590.620 | 21,64 | 7,88 |
| 3 | MANGO | Ton | 2.192.928 | 2.431.330 | 2.178.826 | 1.814.540 | 2.203.789 | 10,39 | -2,79 |
| 4 | PINEAPPLE | Ton | 1.882.802 | 1.835.483 | 1.729.600 | 1.396.141 | 1.795.982 | 8,47 | -3,61 |
| 5 | SNAKE FRUIT | Ton | 1.030.401 | 1.118.953 | 965.198 | 702.345 | 953.845 | 4,50 | -6,01 |
| 6 | PAPAYA | Ton | 909.818 | 840.112 | 851.527 | 904.282 | 875.106 | 4,13 | -0,04 |
| 7 | DURIAN | Ton | 759.055 | 859.118 | 995.729 | 735.419 | 795.200 | 3,75 | -0,62 |
| 8 | JACKFRUIT | Ton | 586.356 | 644.291 | 699.487 | 654.910 | 656.580 | 3,10 | 2,46 |
| 9 | RAMBUTAN | Ton | 582.456 | 737.239 | 882.623 | 572.182 | 523.699 | 2,47 | -4,55 |
| 10 | AVOCADO | Ton | 289.893 | 307.318 | 382.537 | 304.932 | 363.148 | 1,71 | 4,53 |
| 11 | APPLE | Ton | 255.245 | 242.915 | 238.433 | 329.780 | 319.000 | 1,50 | 7,81 |
| 12 | GUAVA | Ton | 181.632 | 187.406 | 195.743 | 206.986 | 200.488 | 0,95 | 3,01 |
| 13 | MANGOESTEEN | Ton | 139.602 | 114.755 | 203.100 | 162.862 | 161.751 | 0,76 | 6,66 |
| 14 | DUKU / LANGSAT | Ton | 233.118 | 208.424 | 274.310 | 206.018 | 138.397 | 0,65 | -10,01 |
| 15 | SAWO | Ton | 127.686 | 138.206 | 134.641 | 132.279 | 133.604 | 0,63 | 0,47 |
| 16 | WATER/ROSE APPLE | Ton | 91.284 | 91.975 | 92.543 | 88.681 | 100.918 | 0,48 | 1,66 |
| 17 | STARFRUIT | Ton | 79.634 | 81.653 | 98.961 | 78.761 | 85.318 | 0,40 | 1,02 |
| 18 | PASSIONFRUIT | Ton | 141.190 | 108.145 | 113.125 | 101.963 | 77.190 | 0,36 | -11,90 |
| 19 | SOURSOP | Ton | 52.081 | 53.059 | 58.987 | 55.907 | 62.272 | 0,29 | 4,18 |
| 20 | GRAPE | Ton | 9.473 | 11.143 | 11.406 | 9.506 | 11.735 | 0,06 | 2,73 |



Source :Ministry of Agriculture of Indonesia, 2019

Indonesian Export of Fruits, 2017



Source :Trademap, 2019

Indonesian tropical fruit has been responding to become more export oriented. This was shown in the figure. Indonesian export of fruit increased by 4,1% per year during 2013-2017. Ten years comparison even showed that export value of fruit in 2017 were tripled than 2013. Moreover, The Ministry of Agriculture of Indonesia reported, in September 2018, Indonesia's fruit exports increased 24% compared to the same period in 2017. According to The Ministry of Agriculture, reasons behind the growing export of Indonesian tropical fruits are better post harvest, raising popularity and most fruit export are premium, organic products. Those are often classified also as superfood.

Tamarinds, banana and plantain, pineapples, mangoosteens, snake fruit and mangoes, durians are among popular Indonesian export fruits. Chalermchai Wongs-Aree, Sompoch Noichinda, Postharvest Physiology and Quality Maintenance of Tropical Fruits, in Postharvest Handling (Third Edition), 2014, note that tropical fruits are grown and developed in high temperature climatic zones, presenting a biodiversity of fruit cultivars varying in structure, characteristics and physiology. That makes Indonesian tropical fruits are superior than the others from South East Asian region with their largest varieties among each types of fruit, and also great taste since the plantation spread through out the area in this country.

Indonesian tropical fruits also have different season from it's biggest competitor of tropical fruit producer and exporter in South East Asian, Thailand. Many of major fruits are grown all year long in Indonesia. For example, banana, papaya and star fruit.

While some reports argue Indonesian fruits in a negative way, the statistics made a different conclusion of the industry in Indonesia. With the concern of quality and post harvest control, biodiversity, human resources involved as well as support from Government and associations, Indonesian tropical fruit sector is surely will be optimistic to step further and grab the share of global market years ahead. It clearly showed how important Indonesia is as a producing country and also how potential this country can develop.

Sourcing from Indonesia is the right kind of choice. Please contact the experienced and recommended exporter of tropical fruits of Indonesia. If you have further queries regarding importing ornamental fish products from Indonesia, please contact Customer Service Center DGNEED, Ministry of Trade of Indonesia (email to csc@kemendag.go.id)

Aside of sourcing from Indonesian exporter, there are also opportunity for investment. If you are interested to invest in Indonesia, please contact Indonesia Investment Coordinating Board (Badan Koordinasi Penanaman Modal/BKPM). <http://www.bkpm.go.id/en>

1. NUSANTARA TROPICAL FRUIT, PT

Desa Rajabasa Lama, Labuhan Ratu, Lampung Timur

Telp.: 072131342

Fax.: 072131908

Products: Bananas, Oth Than Plantains, Fresh or Dried Plantains, Fresh Or Dried Pineapples, Fresh or Dried.

2. LILY MANGGO, PT

Jl. Manyar Kertoarjo Vi/59 Mojo, Kec. Gubeng, Kota Surabaya

Telp.: 0315948043

Fax.: 0315923140

Products: Mangoes, Fresh or Dried.

3. NUSANTARA SUMBER BUAH

Jl. Imam Bonjol Gg. VII No. 45 Rt 002 Rw VII, Pasuruan

Telp.: 081335008558

Products: Mangoes, Fresh or Dried Salacca (snake Fruit), Fresh Other Fruit.

4. CITRA AGRO NURSERY, CV

Tmn Candi Tembaga No.933 Rt.006/05 K.pancur Nglyan, Kota Semarang

Telp.: 0247606234

Products: Mangoes, Fresh Or Dried, Other Fruits

5. BINTANG KIAT KEMULIAAN

Jl. Pajajaran No. 156 Cargo Park Blok C-49, Bandung

Telp: 02286060045

Fax: 0226016306

Products: Mangoesteens Fresh of Dried, Other Fruits.

6. MAHKOTA MANGGIS SEHATI

Jl. Kh. Abd Hamid RT 004/008, Bogor

Telp/Fax: 02518643353

Products: Mangoesteens Fresh of Dried.

7. JAVA FRESH/NUSANTARA SEGAR GLOBAL

Casablanca Office Tower Lt.10 Unit E, Jl. Casablanca Kav.88, Jakarta Selatan.

Telp.: 02129612678

Fax.: 02129612678

Products: Mangosteens, Fresh or Dried, Rambutan, Salacca/ Snake Fruit.

8. ALAMANDA SEJATI UTAMA, PT

Jl. Raya Banjaran Km. 20,5 No. 486 Bandung 40377, Jawa Barat, Indonesia

No. Telp: 0225949049

Fax: 0225940903

Email: customer_service@alamandautama.com

Products: Tropical Fruits of Indonesia, Mango, Avocado, Dragon Fruit, Pineapple, Mangoesteen, Melon, Guava, Rambutan, Salacca, Watermelon.

9. MANGGIS ELOK UTAMA, PT

Jl. Kembar Palem Blok L No.1 Rt 003 Rw 015, Komplek Soreang Indah, Bandung

Telp.: 622288885922

Fax.: 622288885922

Products: Mangosteens, Fresh or Dried.

10. NARENDRA MANDARA SUKSES, PT

Jl. Gatot Subroto Barat No. 410, Denpasar Utara, Bali

Telp.: 6281339004471

Email: narendramandara sukses@gmail.com

Products: Mangosteens





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Website : http://trade.indonesia-ottawa.org

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LehrterStrabe 16-1710557 Berlin
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Fax : (+33-1) 45045032
Email : atdag-fra@kemendag.go.id

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c/o Embassy of the Republic of Indonesia
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Fax : (+81-3) 34471697
Email : trade@kbritokyo.jp
Website : www.shoumubu.kbri.jp

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Fax : (+603) 21167908, 21448407
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Website : www.kbrikuualumpur.org

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Fax : (+86-10) 65325368, 65325783
Email : atdag@indonesia.nl

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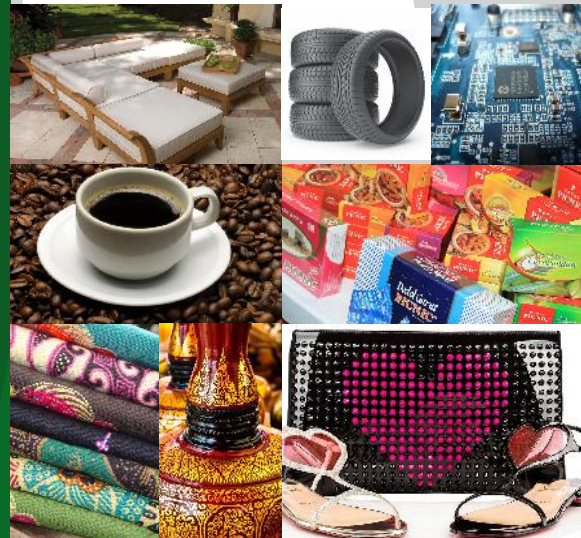
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