

The Political Crisis of Taiwan's Pineapples: Development of Pineapple Industry in Taiwan

Huei-tsz Hsu

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, creating a triangular shape in the bottom right of the slide.

Suspension of Exporting Pineapples to China since 2021/3/1

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名称: 海关总署动植物检疫司关于暂停进口台湾菠萝的通知

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海关总署动植物检疫司关于暂停进口台湾菠萝的通知

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编号: A-21-0001

尊敬的李____女士:

2020年以来,大陆海关多次从台湾地区输大陆菠萝中检出大洋臀纹粉蚧 *Planococcus minor*、新菠萝灰粉蚧 *Dysmicoccus neobrevipes* 和菟葵黑圆盾蚧 *Melanaspis smilacis* 等检疫性有害生物,相关情况均已通报台湾方面。上述3种有害生物危害多种果蔬和粮食作物,一旦传入,将会给大陆农业生产和生态安全带来严重威胁。为防范植物疫情风险,依据大陆相关法律法规和标准,海关总署决定自2021年3月1日起暂停台湾地区菠萝输入大陆。

顺致问候。

联络人: 

2021年2月25日

广东分署,各直属海关:

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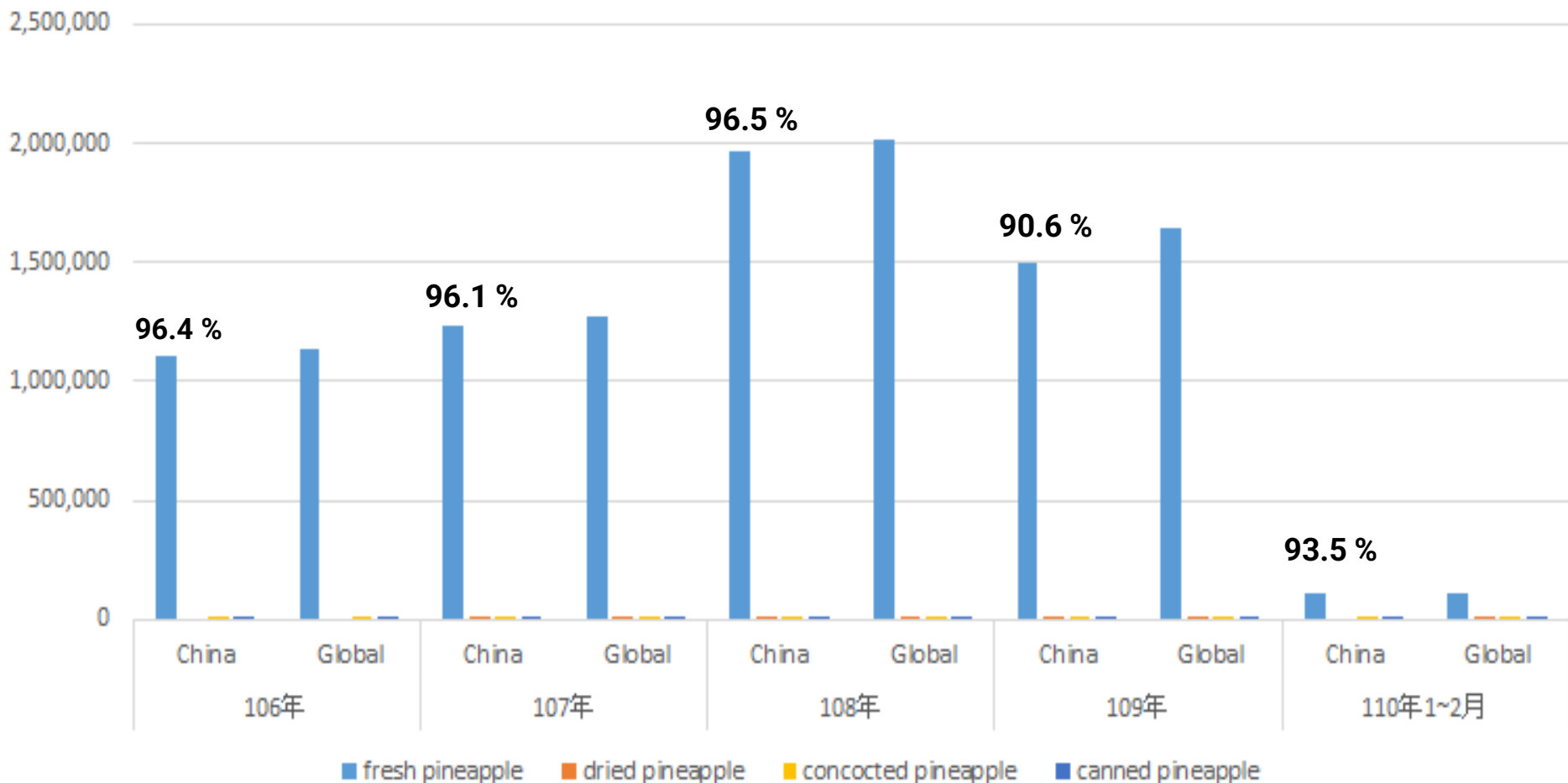
各海关自2021年3月1日起暂停受理台湾地区菠萝报关,并及时将上述情况通知辖区内相关企业。

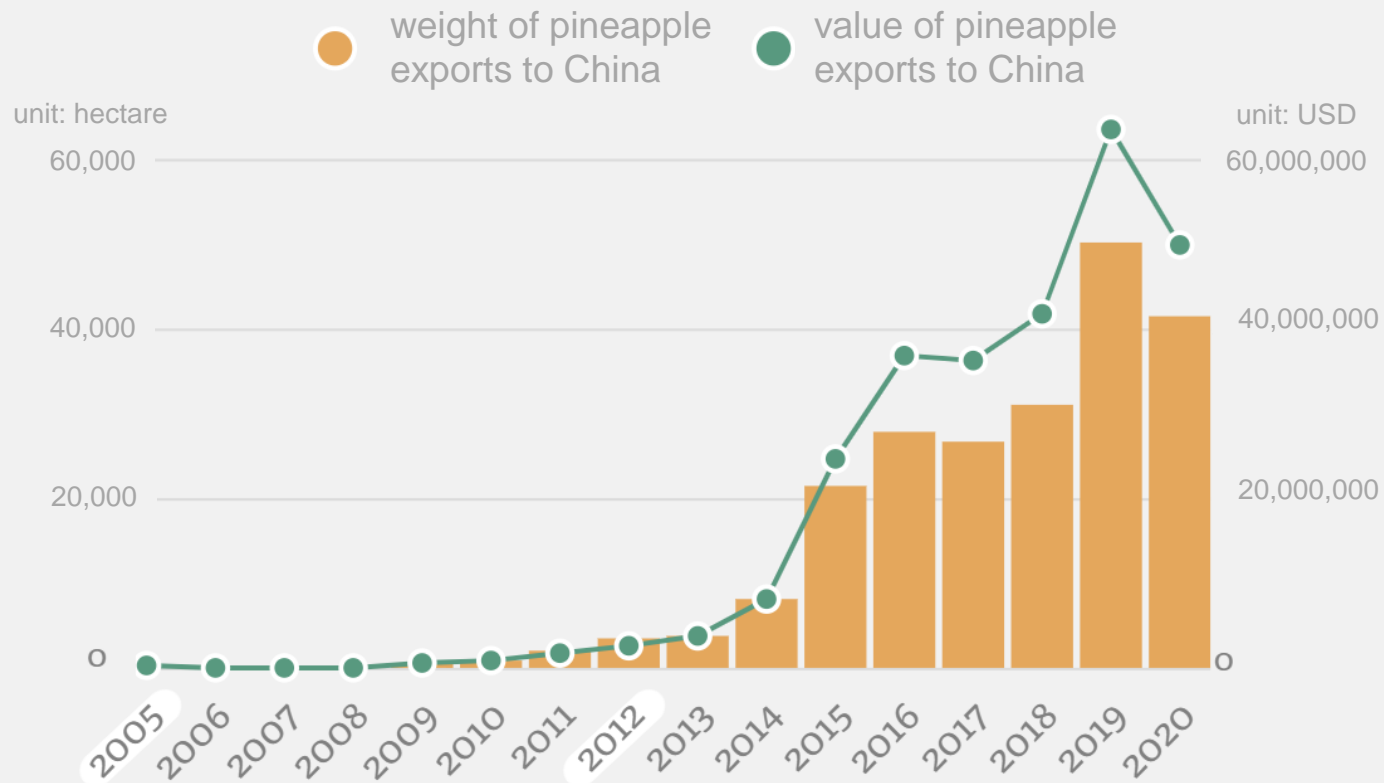
特此通知。

2021年2月26日

Export Value of Pineapple Products in 106-110(Jan.-Feb.)

unit: 1,000 NTD





In 2015, tariff on pineapple is reduced to zero.

In 2012, China stops importing pineapples from Philippine.

Countermeasures from COA

1. Expand the domestic market

- for the masses: E-commerce (<https://farmersbuy.cas.org.tw/>)

- for corporate procurement: (<https://forms.gle/Qasap5JZcYhYJKex7>)

2. Pineapple Development and Marketing Award Subsidy Program

- object: legally established trader and qualified for import and export

- item: fresh domestic pineapple fruits; tariff number:08043010000

- period: 110/3/1~110/12/20

- *online seminar: <https://u.cyberlink.com/meeting/613269045> (code: 613-269-045) 5/17(Mon)2 p.m. *

3. Cooperating with domestic processing factories, supermarkets, restaurants, etc.

Important measures for pineapples from COA

After the ban from China...

1. Established platforms.
2. Ensure increased cooperation with processors.
3. *farmersbuy* website.
4. Increase incentive.

2/26

Off to Australia

BAPHIQ (Bureau of Animal and Plant Health Inspection and Quarantine) undertakes the first batch of pineapples to be exported to Australia for quarantine operations.

3/27

Conference in Japan

"Taiwanese Pineapple Press Conference" was held in Tokyo, Japan. On-site tasting of pineapples was conducted to increase the willingness of importing.

3/30

3/11

Off to Tokyo Olympics (2020/2021/2022?)

TGAP (Taiwan Good Agricultural Practice) Plus passed the review of the Tokyo 2020 Organizing Committee of the Olympic and Paralympic Games.

3/29

Quarantine Regulations

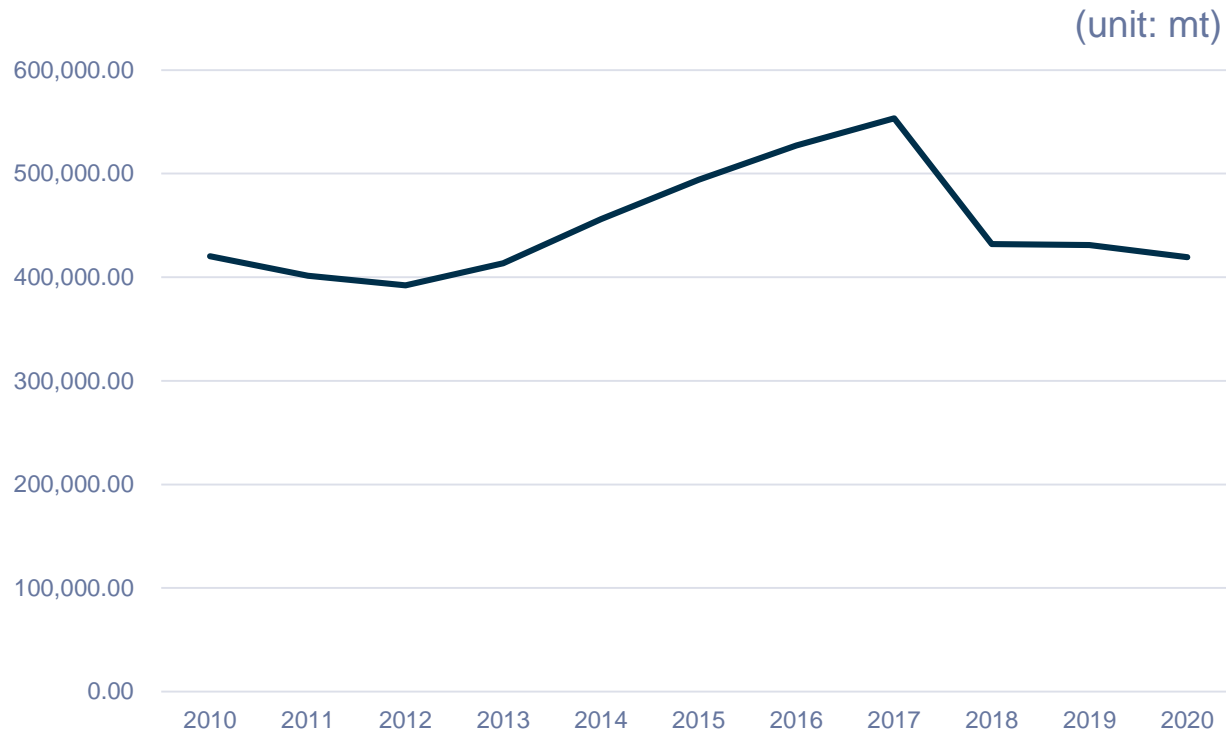
"Pineapple Quarantine Regulations" was introduced by BAPHIQ, not only to widely increase the export of the pineapples, they also hope to ensure the quality.

Production Goals

- Target planted area: 12,200 hectares
- Target output: 433,350 metric tons

planted area				total production			
unit	Estimated performance in 109 (A)	goal in 110(B)	change rate $(B-A)/A*100\%$	unit	Estimated performance in 109 (A)	goal in 110(B)	change rate $(B-A)/A*100\%$
HA	11,876	12,150	+2.30	MT	425,384	433,350	+1.87

Total Production of pineapple in 10 years



Main planted area of pineapple in 5 years



Pingtung (30%)
Tainan (16%)
Kaohsiung(14%)
Chiayi (12%)
Nantou (10%)...

General feedback

Pros

- low credibility, instable customer base in China
- a good turning point to development new market

Cons

- advantages of trading with China:
shared language, large population, Taiwanese contacts,
transportation distance and cost, ...
- epidemic impact
- difficulties of developing markets in Japan
- possibility of domestic price competition
- what's the point of everyone growing the same
pineapple?

**Tainung 4
(Sugar Apple
Pineapple)**



**Tainung 11
(Perfume
Pineapple)**



**Tainung 16
(Sweet Honey
Pineapple)**



Apr. to Jul.

**Tainung 18
(Osmanthus
Pineapple)**



**Tainung 20
(Milky
Pineapple)**



**Tainung 11
(Honey
Fragrance
Pineapple)**



Aug. to Oct.

1

2

3

4

5

6

7

8

9

10

11

12

**Tainung 6
(Apple
Pineapple)**



**Tainung 13
(Winter Honey
Pineapple)**



**Tainung 17
(Golden
Diamond
Pineapple)**



Mar. to Jun.

**Tainung 19
(Honey
Pineapple)**



May to Oct.

**Tainung 21
(Golden
Pineapple)**



**Tainung 23
(Mango
Pineapple)**



Government

How much should the government intervene in the market?

CSO

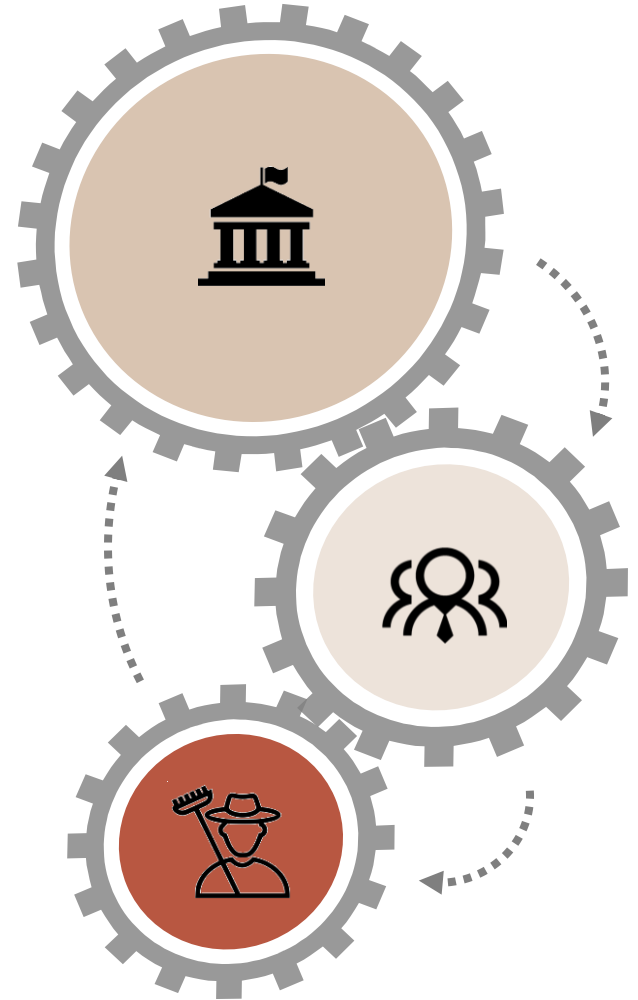
How does it work between the consumers and farmers? .

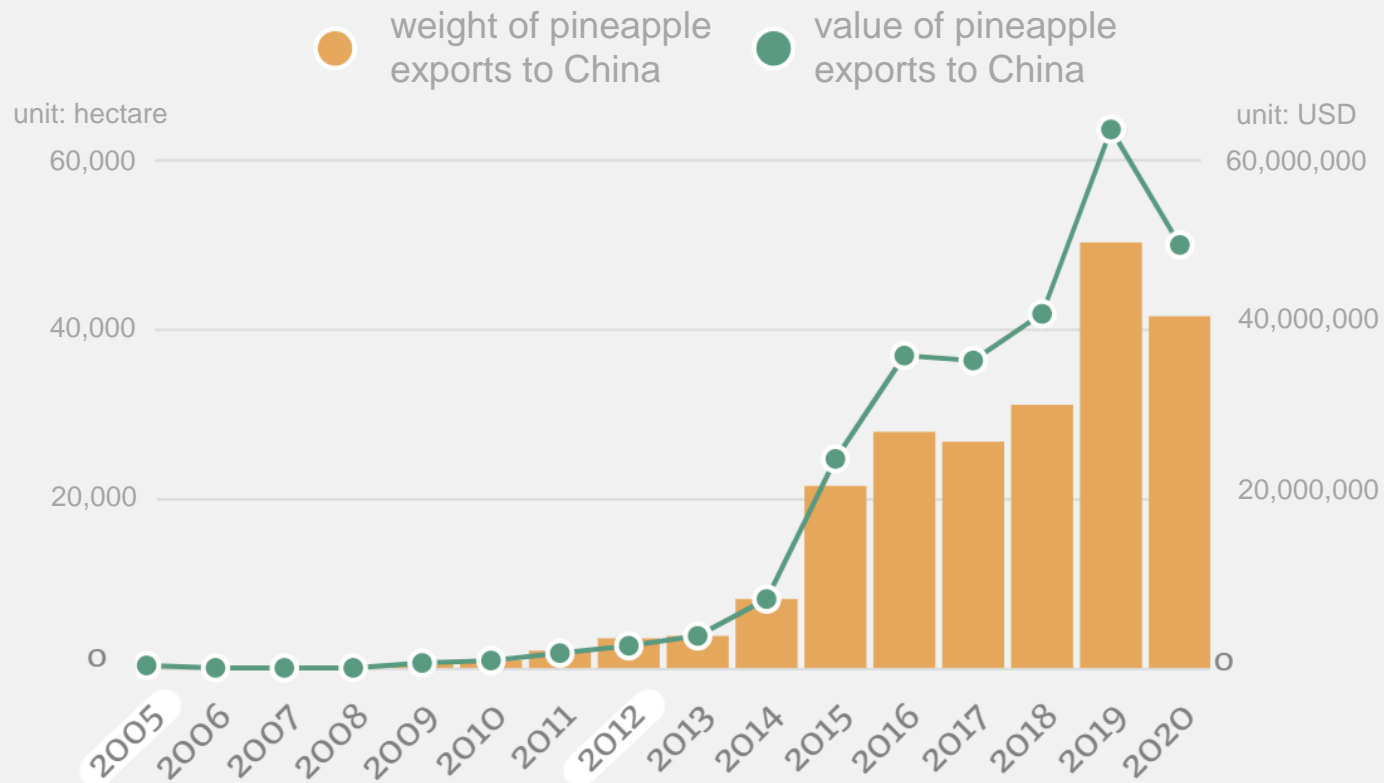
Farmer

What can they do?

Conclusion

Planting pineapples actually reflects the problem of the aging labor force in Taiwan's rural areas. The diversified improvement of the pineapple industry requires the joint efforts of farmers, the government, and consumers to avoid falling into the vicious circle of overproduction and government subsidies.



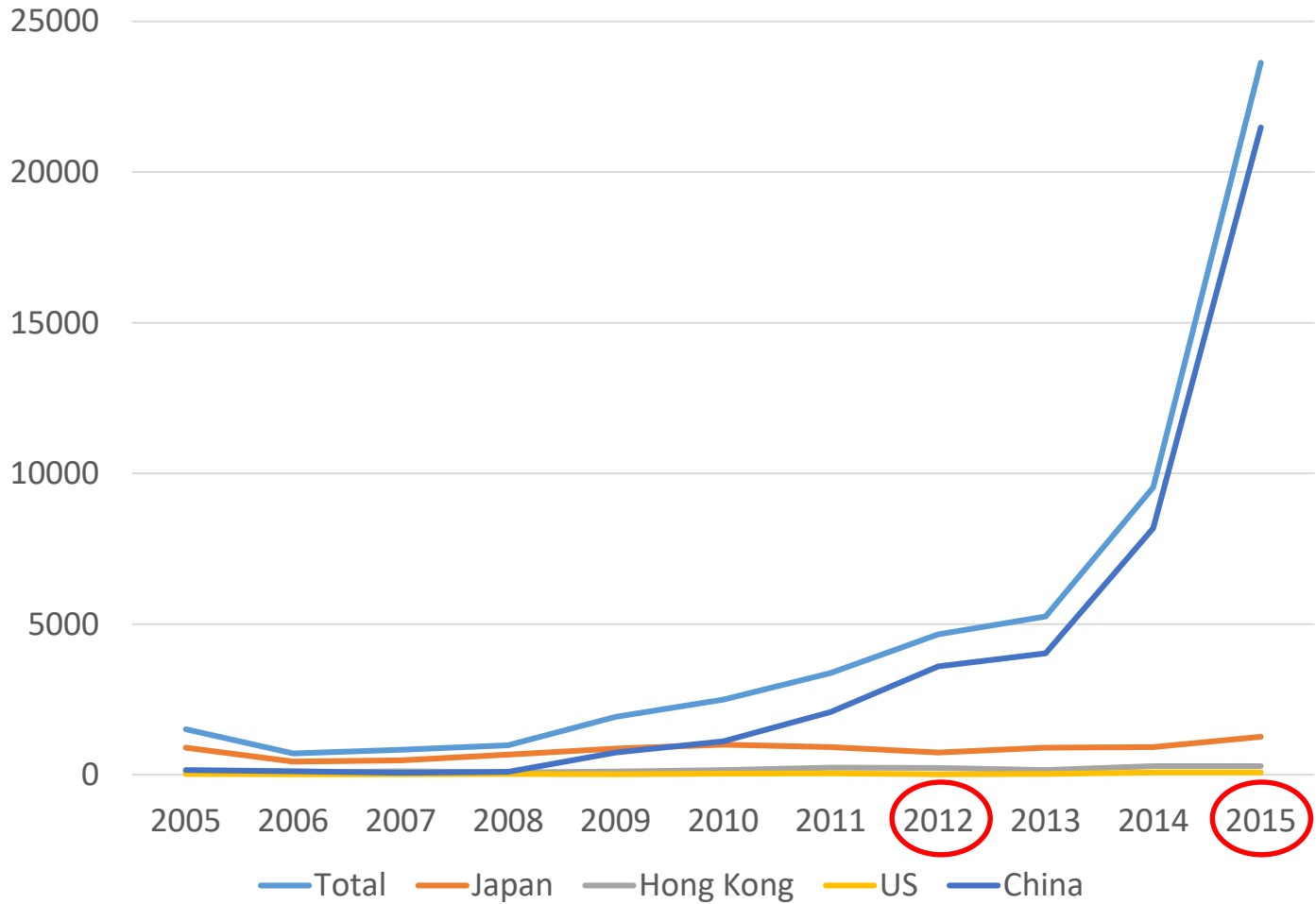


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In 2012, China stops importing pineapples from Philippine.

unit: metric ton

Exported Pineapples

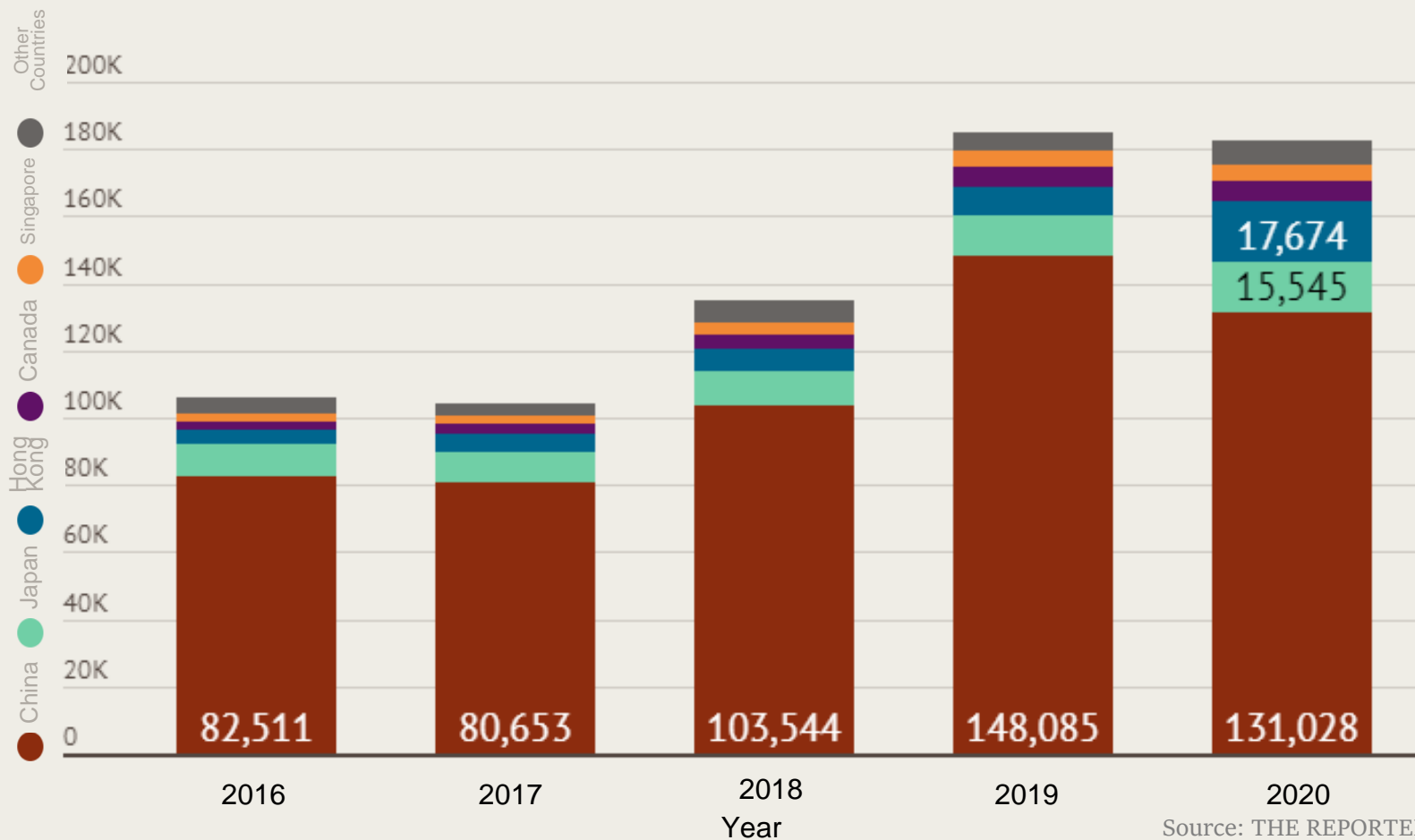


Taiwan's agricultural products exported to China

(2018~2020)

Rank	Fruit	China/global export percentage	Value (USD)
1	betel nuts	100 %	463,000
2	wax apple	98.1 %	48.257 million
3	pineapple sugar apple	96.9 %	113.22 million
4	pineapple	95.2 %	155.232 million
5	grape fruit	94.7 %	3.933 million
6	orange	92.5%	2.551 million

Distribution of major exporting countries of fresh and refrigerated fruits in the past 5 years



Creating Value through brands: ZESPRI

Agribusiness brand strategies need to include better targeting of consumers, strong links with distributors and retailers, and where relevant, research laboratories. The focus may also need to move away from increasing prices to growers in the short term...to developing long-term brand equity.

(Beverland, M. (2001). Creating value through brands: the ZESPRI™ kiwi fruit case. *British Food Journal*.)



Agribusiness=Agriculture+Business (Fusonie, 1995)

Creating Value through brands: ZESPRI

Unify kiwi growers.

Allow only one single brand.

Reformation

1

**Brand
Channel**

2

Survey the markets.

Coordinate the producers
and consumers.

Implement quality control.

**Quality
Control**

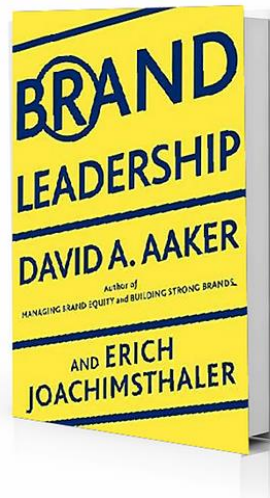
3

**Innovative
Technology**

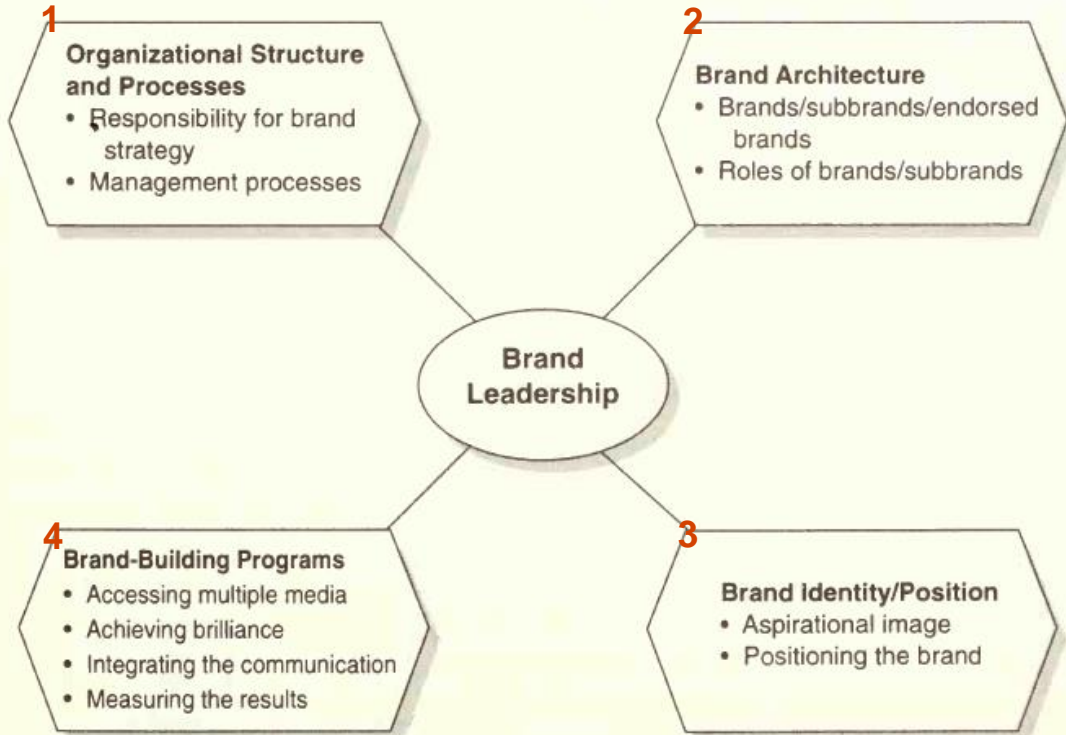
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Cultivate new varieties.

Brand matters.



Brand Leadership Tasks





Mitagri Co., Ltd.
台農發股份有限公司

- established on 5th December, 2016
- **Responsibility: Expansion in emerging export markets**
 - the import and export of the agricultural products
 - the export of technologies
 - the overseas investment and export of the materials
- Products: banana, **pineapple**, pomelo, mango



mitagri

Year	NET VALUE (NTD)
2016	240 million
2017	200 million
2018	152.37 million
2019	119.7 million
2020	98.65 million

- Nearly 60% lost
- Poor communication
- Competition with farmers
- Limitation of the policies



Chen, Yu-Ran (陳郁然)

Method



CSO: Greenland Cooperative (綠地合作社)



Chairperson: Kuo, Chih-Wei (郭智偉)

- ✓ established in August 2005
- ✓ located in Gaoshu Township, Pingtung County
- ✓ eco-friendly products
- ✓ promotes contract farming
- ✓ creates higher added value
- ✓ professional quality control

Farmer: 楊宇帆 (Yang, Yu-Fan)



楊宇帆(Yang, Yu-Fan), aka Pineapple Prince

- ✓ born in 1988
- ✓ located in Guanmiao, Tainan
- ✓ drop out from college working in Australia
- ✓ 《親愛的英九，聽我說說話，好嗎》
- ✓ organic pineapples

Interview Design

Government

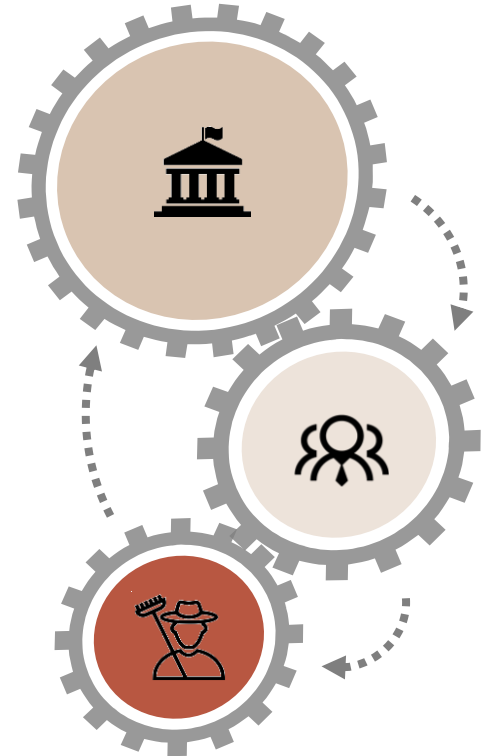
policy measure, national standpoint, goals, expectation

CSO

negotiation between farmers and consumers, standpoint, goals, expectation

Farmer

collaboration with CSOs, standpoint, goals, expectation



Thank
you