

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

Huei-tsz Hsu

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

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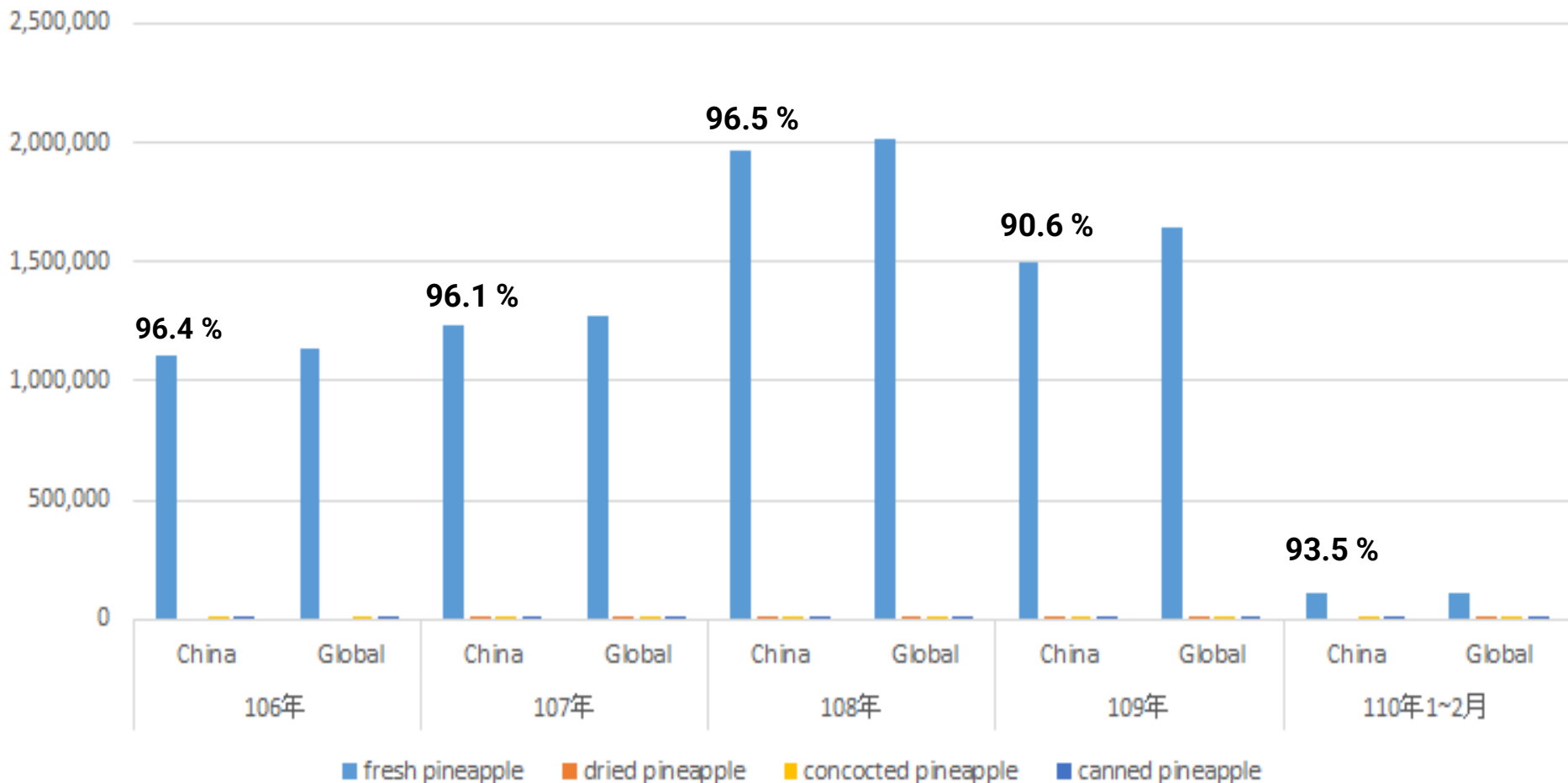
各海关自2021年3月1日起暂停受理台湾地区菠萝报关,并及时将上述情况通知辖区内相关企业。

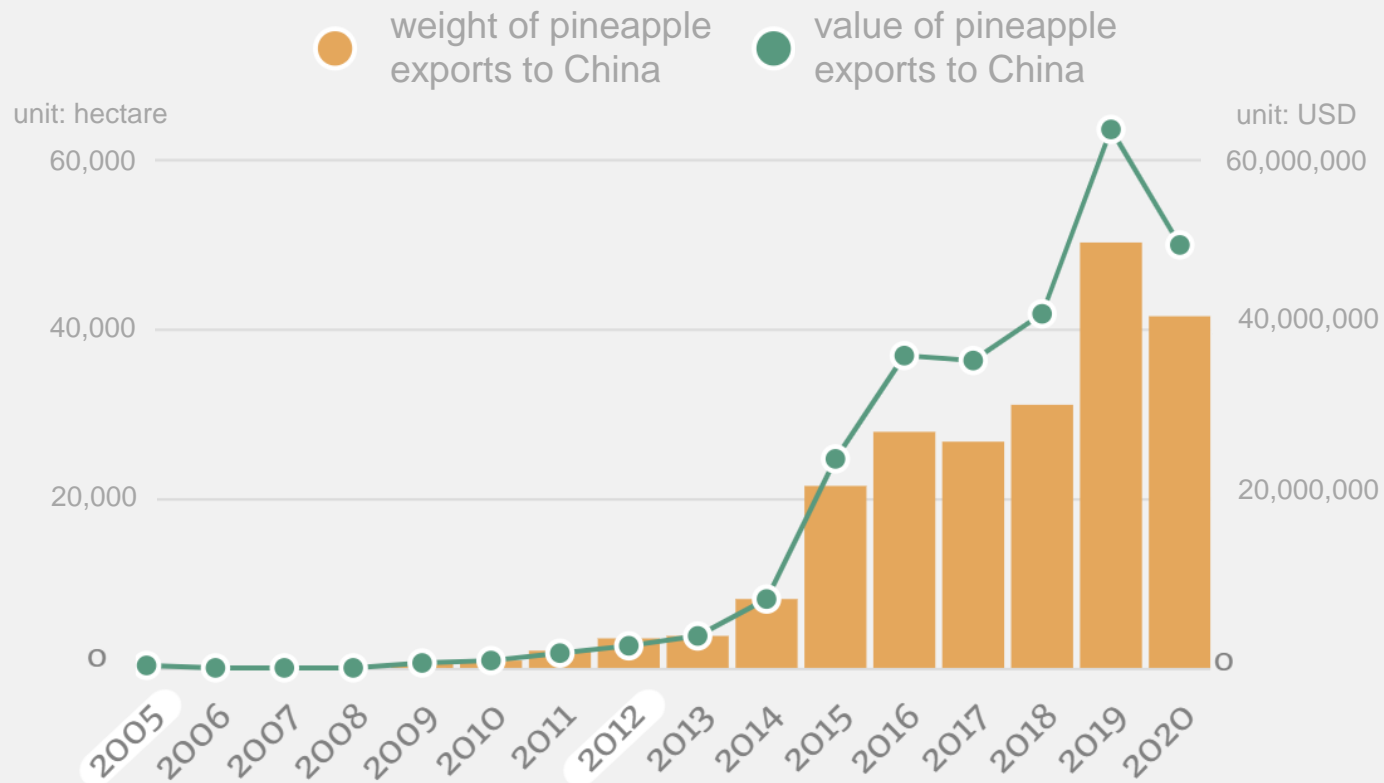
特此通知。

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

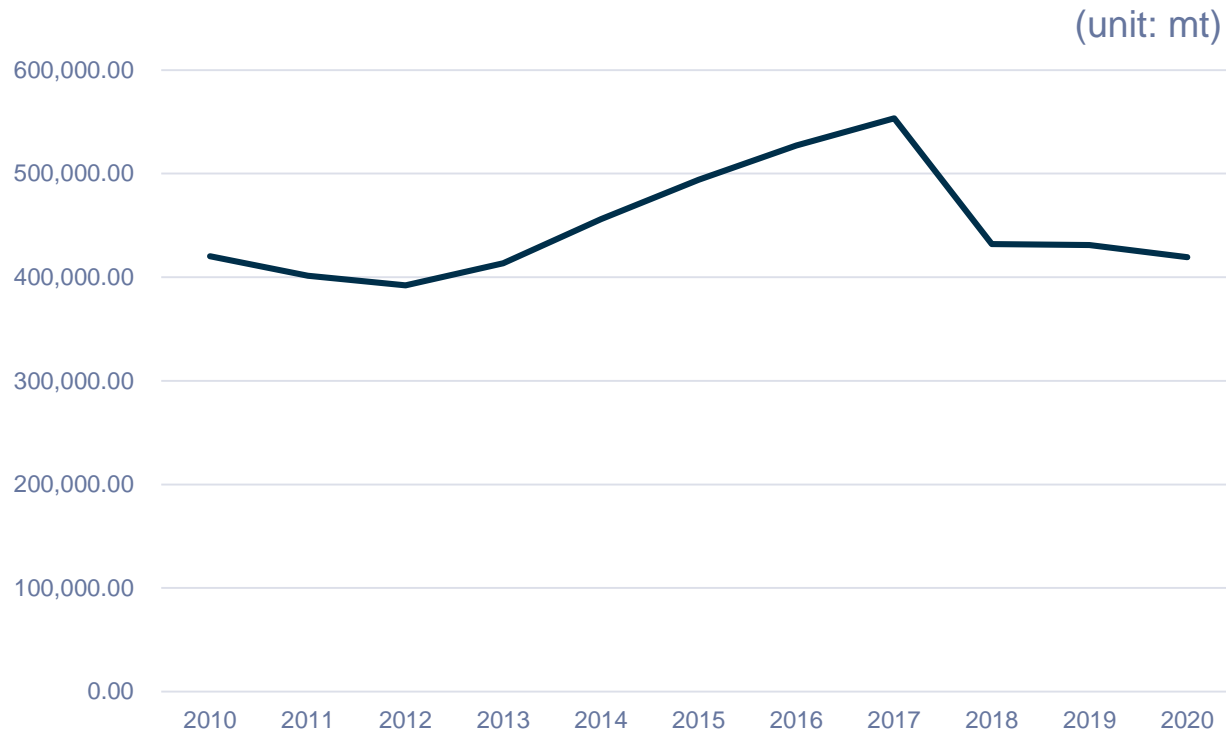
"Pineapple Quarantine Regulations" was introduced by BAPHIQ, not only to widely increase the export of the pineapples, they also hope to ensure the quality.

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

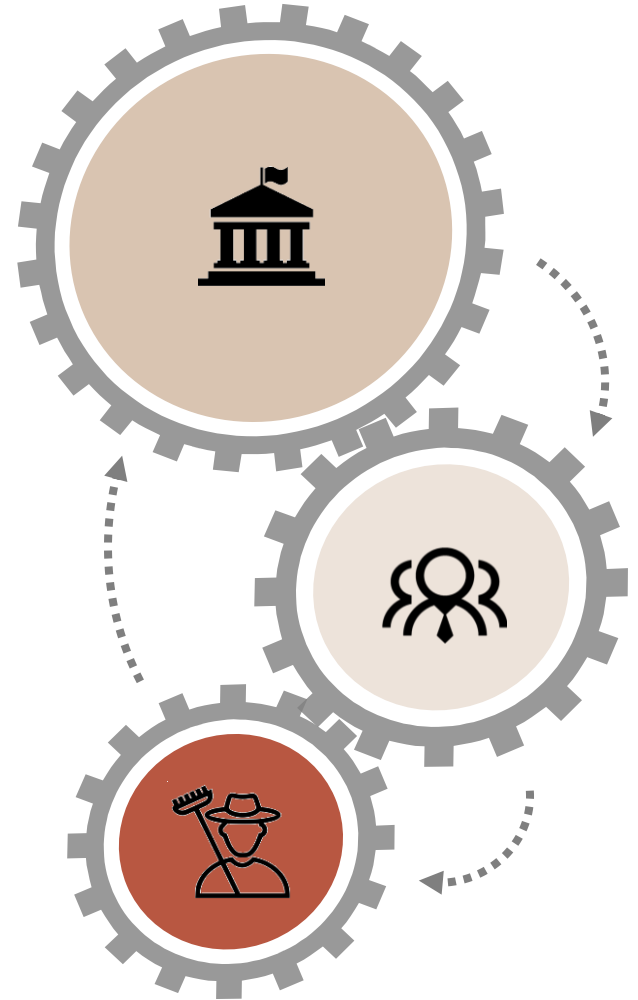
How does it work between the consumers and farmers? .

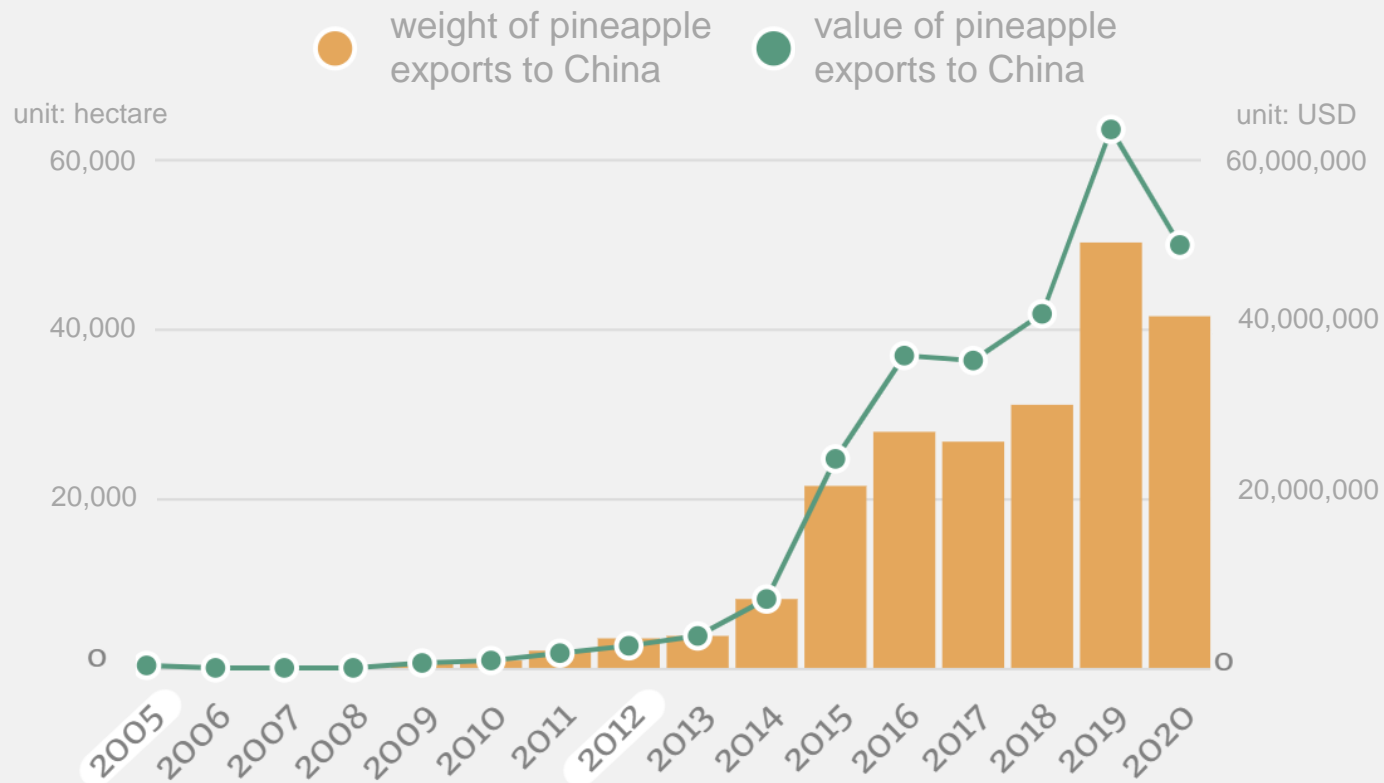
Farmer

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.



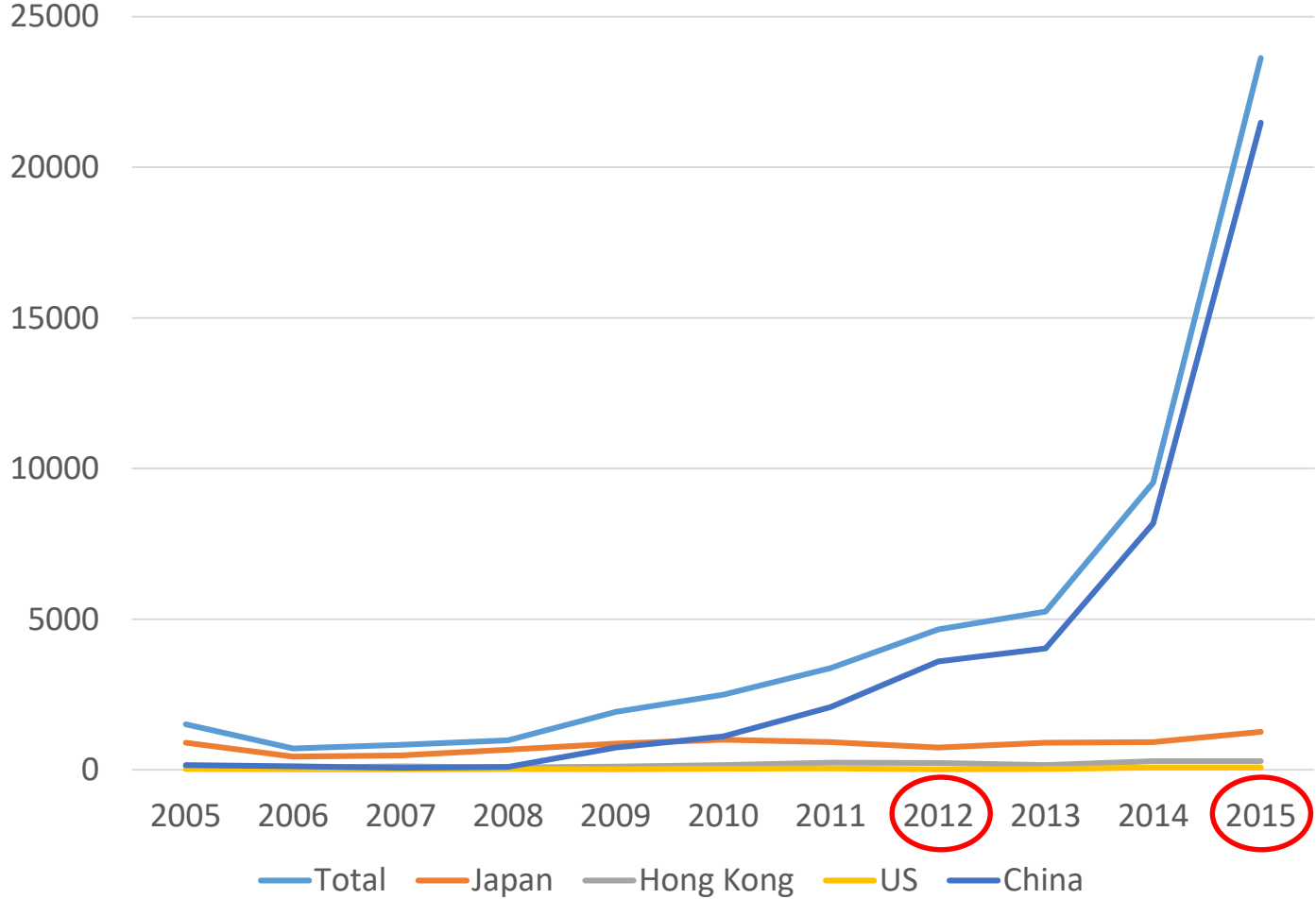


In 2015, tariff on pineapple is reduced to zero.

In 2012, China stops importing pineapples from Philippine.

unit: metric ton

Exported Pineapples



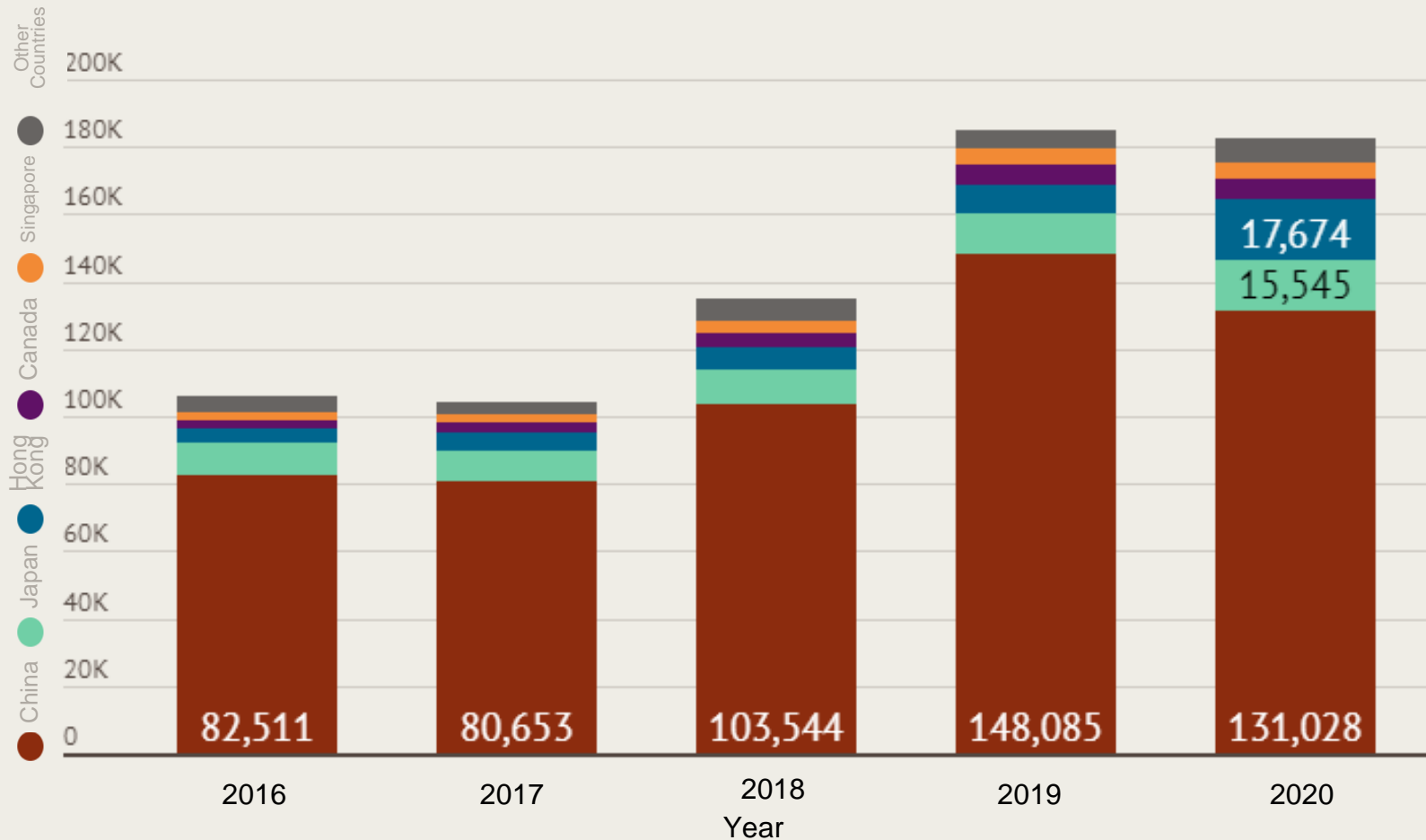
Source: COA

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**

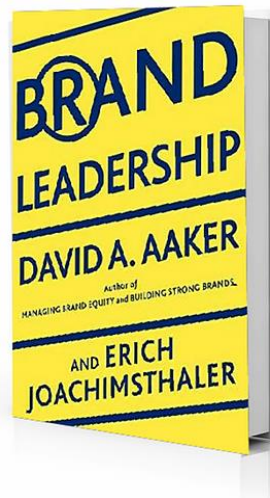
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**Innovative
Technology**

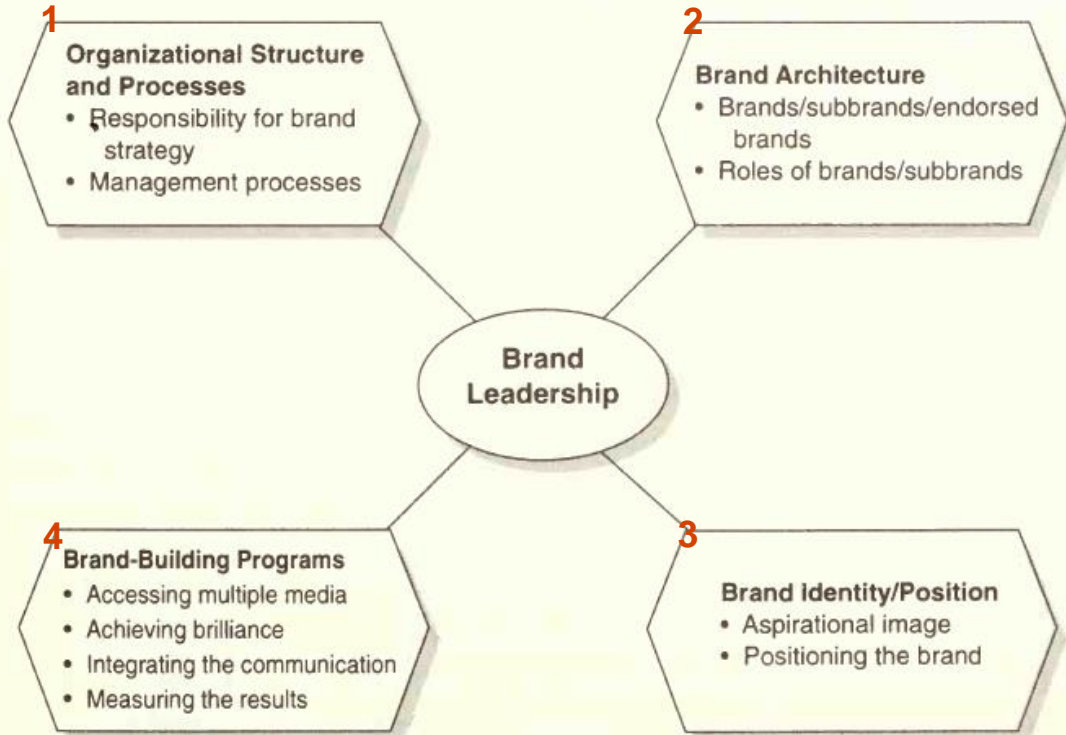
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Cultivate new varieties.

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



Interview Design

Government

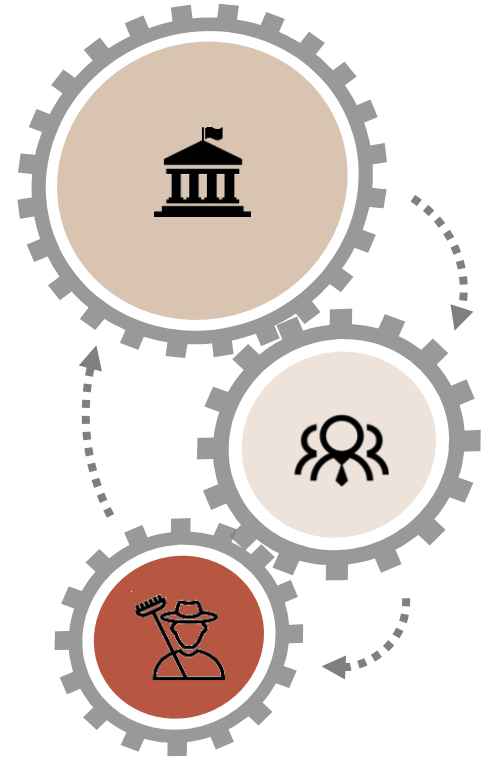
policy measure, national standpoint, goals, expectation

CSO

negotiation between farmers and consumers, standpoint, goals, expectation

Farmer

collaboration with CSOs, standpoint, goals, expectation

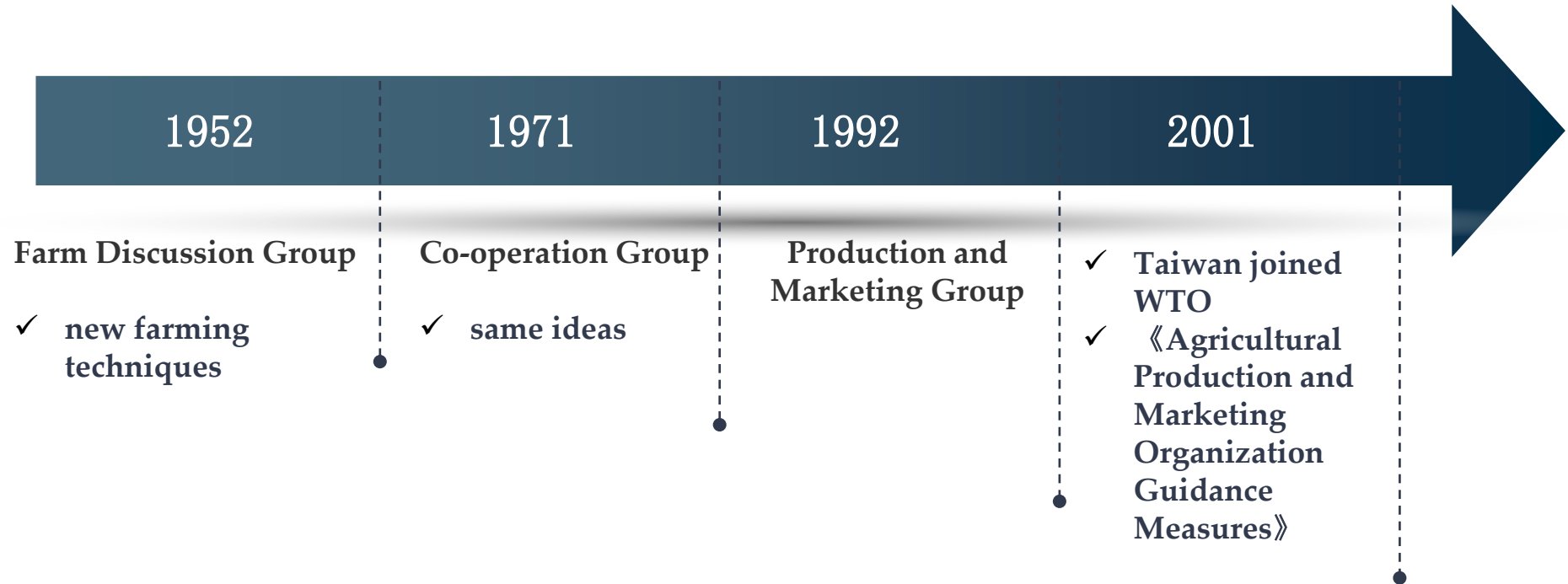


Pineapple Production and Marketing Groups in the Time of Pandemic

Huei-tsz Hsu

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The evolution of the direction of government guidance to agricultural organizations

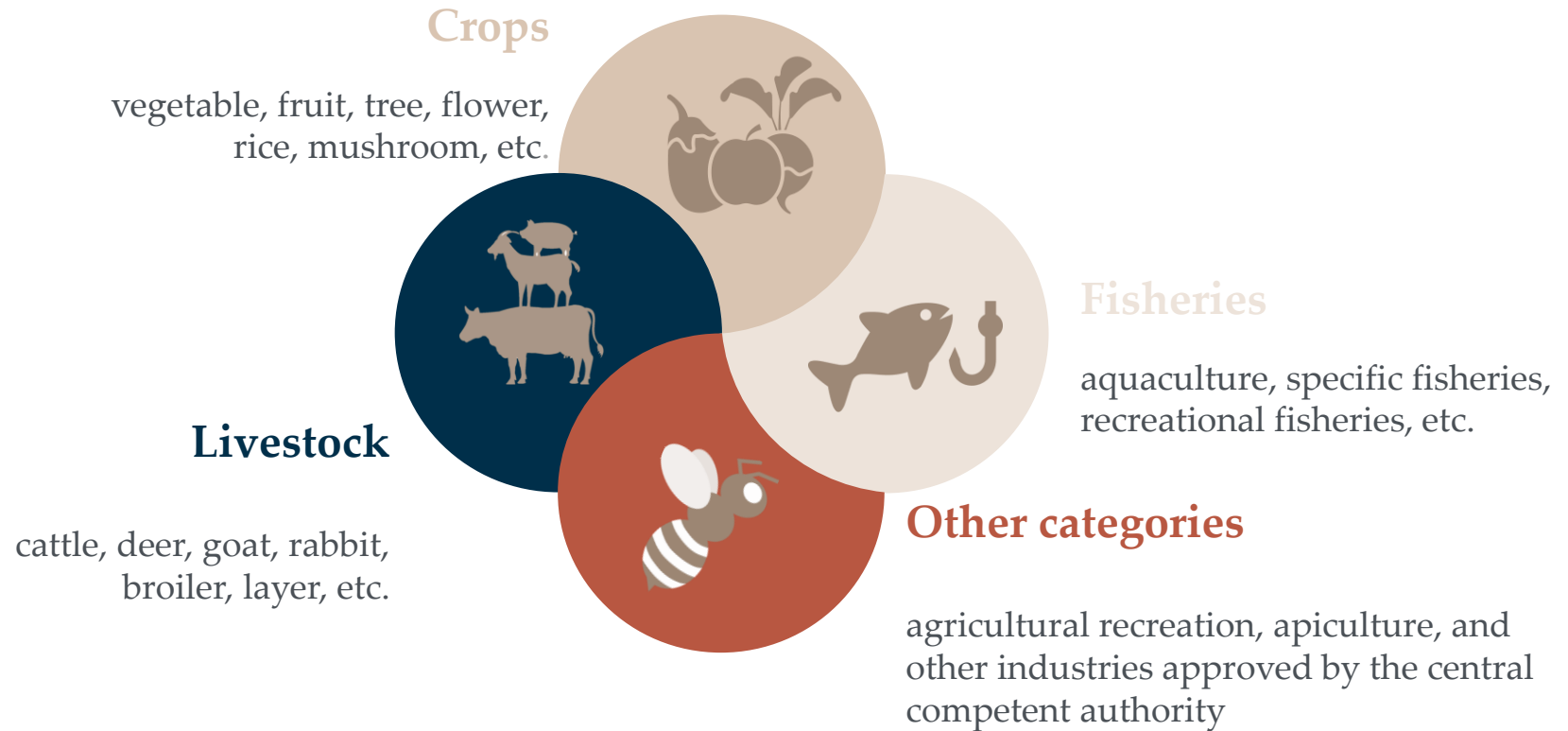


What is Production and Marketing Group ?

- a.k.a. Cooperation group
- an agricultural organization which is voluntarily formed and managed by farmers together whose lands are adjacent or close to each other, or manage the same type of agricultural activities
- operation scale may be expanded through the cooperation groups, leasing from arable lands, appointment or other modes of farming



Categories and industry classifications of agricultural production and marketing groups





Teaching skills of agricultural production and marketing



regular meetings with the group members



Holding National Top Ten Excellent Agriculture Production and Marketing Groups Competition



Assisting the groups to introduce modern production equipment

Compare and Contrast of 3 Common Types of Farmer Groups/Organizations in Taiwan

	Farmers' Association 農會	Cooperative (農業)合作社	Production and Marketing Group (農業)產銷班
law	✓	✓	X (regulation)
competent authority	✓	✓	X (counseling unit)
juridical person	✓	✓	X
subscription	X	✓	X
organization structure	directors, supervisors, departments of promotion, credit, marketing, insurance...	directors, supervisors, manager...	group leader, deputy leader, members

Fieldwork findings

- Short talks with two pineapple cooperatives
- Different perspectives, responses, performances to the issue.



- ✓ The cooperative that exports most pineapples

Pingtung County

Greenland Farmers' Cooperative

自然而然真實果實美味



- ✓ Exports: China, Japan
- ✓ fresh pineapples, dried pineapples, pineapple cakes

Pingtung County

Long-tan Fruits & Vegetables Cooperative

Fieldwork findings

- The need of production and marketing group (why not cooperative)
- 3Q1P



Certified Agricultural
Standards



Tap
Traceable Agricultural
Products



Taiwan Organic
Produce

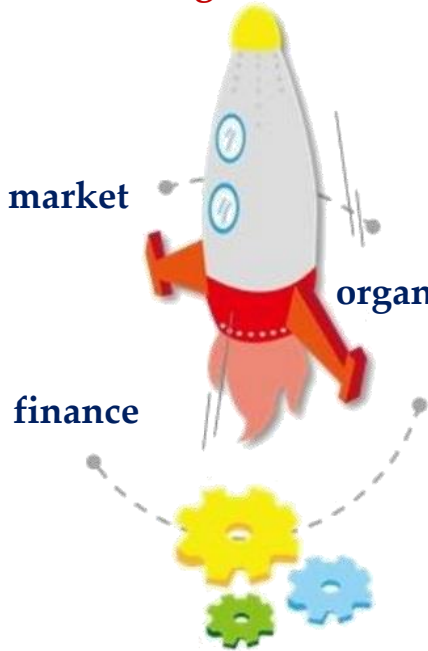


Production
Responsibility
Traceability System

- Government: encourages agriculture enterprization, subsidizes verification fee,

Production and marketing team corporate management guidance

Corporate management coaching



1st open selection

Counselling application

- sign the application form
- assess participation and willingness to invest
- make a review briefing

2nd counselling

On-site counseling

- expert on-site counseling

Business plan

- assist in the writing of business plan for guiding the transformation of the organization

3rd grants & resources

NT\$300,000 subsidy

- up to 500,000 NTD per year
- the total amount of the planned 1/2 self-raised funds is needed
- At least 1 million NTD in shares of the transformed company or cooperative business

3 main types of social capital



bonds

- localized social capital
- Can be: family, close friends. people who share same ethnicity



bridges

- horizontal social capital
- Can be: distant friends, colleagues, associates



linkages

- vertical social capital
- people or groups further up or lower down the social ladder

How social capital works?



Future work

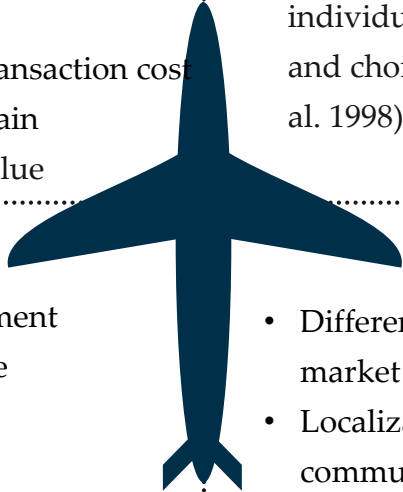


S

- Less passive reliance on state
- Lower transaction cost
- Value chain
- Brand value

W

- Constraint to individual actions and choices (Wall et al. 1998)



O

- Government guidance

T

- Differences in market structure
- Localization(local community)

More to see

- How the cooperatives counsels the production and marketing group
- Farmers that are not in any production group or cooperative
- Stable sales channels

Thank
you