Presentation Summary

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Objectives of the Seminar

• To identify current status, problems, and solutions on enhancing export competitiveness of Asian fruits
• To share and exchange information and lay the groundwork for networking at national, regional, and international level
• To formulate an outline for a follow-up programme for increasing investment and assistance from national, bilateral and multilateral development
Consists of the Seminar

• **Key Presentation:** 2 papers
  - Safety/quality assurance
  - Agri-supply chain management

• **Paper Presentation:** 12 papers
  - Fresh fruit export: Issues and solutions of fruit export (5)
  - Role of private sector: Terminal market, Case studies (2)
  - Safety/quality assurance: Logistics, NDQT, GAP

• **Roundtable Discussion & Recommendation**

• **Closing speech**

* NDQT: Nondestructive quality evaluation technology
  GAP : Good agriculture practice

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Categorization of Constraints

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Export market of fruits is growing largely due to:
- Increased consumption demand, new technology, globalization
- Liberalized international trade system gives opportunities for further export growth of Asian fruits
- Inferior and inadequate postharvest handling procedure is a constraint to expansion of trade
- High requirement regarding safety and quality for the agricultural products is becoming one of the most important challenges of farm policy of Asian countries
- Asian developing countries are making claims that the export is crucial for the development of their country

General aspects

Infrastructure aspects

- Carrying out postharvest activities on the individual farm level rather than at cooperatives or centralized facilities
- Lack of postharvest technology and corresponding infra, machineries/facilities for meet the standard of importing
  - Small-scale farm, long distance, unpaved road, archipelago
  - Lack of pre-treatments, grading, packing, storage and processing
  - Poor marketing distribution system

- Strengthen the support by government policy makers
  - Increment of financial investment for hardware/software
- Reform the system or institutions
  - R&D and extension agencies, test laboratories
**Socio-economic aspects**

- Lack of market in Asia due to limited market access
- Lack of brands or trade marks
- Unstable consumption demands and price fluctuation
- Strict requirements of quality and safety standard
- Recognized fruit production as the by-production of agriculture and less attraction from government

- Diversifying or expanding the potential export markets
- Developing the global brand & marketing strategies
- Strengthening the R&D to meet field’s wishes
  - Quality/safety assurance, NDQT, sea freight, etc

**Technology aspects**

- Inferior R&D and extension service system
  - Limited allocation of fiscal resources
- Appropriate technology is available but not being used
  - Low level of technical knowledge of the farmers
  - Primitive or obsolescent on-farm practice

- Greater priority to the development of technical capacities and institutional linkages among people interested
  - Research facilities and funds, extension agencies, inspection infra
  - Adoptive research toward appropriate, cost-effective, new varieties, local-specific and improved technologies

- Strengthen the dissemination of appropriate technology
  - Execute demo-projects and farmer field school at pilot areas
  - Sharing the practice with the developing & developed countries
Issues and Solutions

Policy aspects

• Reduced investment in agricultural development
• Absence of or biased policy and institutional support
  - Less investment in agri sector and higher in non-agri sector
  - Focused on grain and production-oriented

• Developing the mid-/long-term policy strategies
  - Enhancing financial support for R&D, private sector and infra.
  - Risk minimizing measures: service, credit, tax benefit

• Improving the system to drive farm policy
  - Setting up government agencies: ‘Fruit bureau’, ‘Kawasan’, KAFMC
  - Formulating farmer organization or growers’ association

• Increase agreement between or among nations
  - Non-tariff agreement, FTA, export subsidy, etc.

Discussion Points

• How to solve constraints to export of Asian fruits
  - Policy, R&D, Institution or system, etc.

• What is the role of the governments, private sectors, R&D and extension agencies

• Others
Thank you very much!!