



*Asian and Pacific Centre for
Agricultural Engineering and Machinery*

APCAEM

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



Categorization of Constraints

Constraints	Strategies		
	Short-	Mid-	Long-term
Infrastructure		████████████████████	
Socio-economy	████████████████████		
Technology transfer development	████████████████	██	
Policy	████████████████		



Issues and Solutions

General aspects

- 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



Issues and Solutions

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



Issues and Solutions

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



Issues and Solutions

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!!