USAID
FROM THE AMERICAN PEOPLE

John Ogonowski
Latin America
Farmer-to-Farmer Program

Executive Summary

Our task in doing this research project was to discover the use and popularity of various commodities in the tropical fruit industry. While finding the research and conducting the various types of research, we discovered the vast information that could be found out on specific commodities that included dried mango, pineapple, papaya, and banana. The research indicates that the market for dried fruits is vast and steadily increasing with constant year round demand. Certainly, one can conclude that this market would be a safe venture for potential exporters/importers.

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Introduction

Program Rationale

The John Ogonowski Farmer-to-Farmer Program, funded by the United States Agency for International Development, provides voluntary technical assistance to farmers, farm groups, and agribusinesses in developing and transitional countries to promote sustainable improvements in food processing, production, and marketing. The program relies on the expertise of volunteers from U.S. farms, land grant universities, cooperatives, private agribusinesses, and nonprofit farm organizations to respond to the local needs of host-country farmers and organizations.

To date, approximately one million farmer families (representing about five million people) have been direct beneficiaries of the FTF Program. Volunteers have provided direct hands-on training to over 80,000 people.

Winrock International and Florida International University's College of Business Administration have combined their resources and knowledge to implement the John Ogonowski Farmer-to-Farmer Program in Latin America, from 2003-2008.

The MAR 4613 course was created to add value to the Farmer-to-Farmer Program and prevent scarce volunteer resources from being diverted to requests for assistance, which are best, completed in the United States. The resulting freed up resources allow the program to fulfill requests with volunteers where an in country expert is a necessity. Of added value, hosts receive this additional US-based volunteer service at no cost to the FTF program.

Introduction

Research Objectives

The objective of this research is to analyze the US market potential of a variety of commodities. Our goal is to provide information on a variety of commodities, which can then be applied by our in-country partners to their business strategies. The primary beneficiaries of these reports are small and medium-sized farming cooperative groups which do not have the capability or the resources to conduct these studies on their own.

It is of critical importance that while drawing conclusions to satisfy the research objective, a thorough analysis is carried out. In order to do so, some of the questions which must be analyzed are:

1. What is the demand of the product in question?
2. Who are the buyers and consumers of the product?
3. What are the quality standards and packaging requirements?
4. What is the distribution system for the product?
5. Who are the competitors?
6. What government regulations apply to the import of this product?

If it is a new product for the market, additional questions must be asked:

1. Who are the potential buyers of this product?
2. What are the potential distribution channels?
3. What are the additional important issues which must be investigated before attempting to export the product?
4. Are there any regulations which might inhibit this product from being sold in the US market?

Research Method

Given that the research objectives include getting background information of the potential market of the commodities included in the report, the research was conducted using an explorative design. Two main methods were employed: secondary data research and personal interviews. In some instances focus groups with consumers were conducted.

The secondary research was conducted by searching and interpreting existing information relevant from governmental and private electronic sources. When specific information about a commodity was not found secondary research was guided by similar commodities relevant to the information needed.

In order to complement the secondary research, personal interviews with experts were conducted. The interviewees were either academic or commercial experts in the production and commercialization of the commodities in question. In some cases, the researchers felt the need to complement this information direct input from the consumers; in those cases focus groups session were conducted.

The sources of the information are cited through out the content of the report. Contact information of the experts is provided. At the end of the report conclusions and recommendations for future action are suggested.

Mixed Dry Fruit

Product Description

Papaya

Papaya is a tropical fruit that is believed to have originated in the area of northern Central America or southern Mexico. The seeds were taken to several countries in the Caribbean and probably entered the United States through way of the Bahamas. The sweet fruit grows on a plant that can grow up to thirty feet in height and for this reason people often mistake the plant for a tree. The fruit may mature over a period of four to six months. Papaya or "paw paw", as it is sometimes called in other countries, develops from plants that bear female or hermaphrodite flowers. The fruit usually is oval-shaped, and may weigh up to 20 pounds. The skin of the papaya is waxy and green and turns yellowish or a shade of pink when ripe. The flesh of the fruit is sweet and can be described as having a taste similar to cantaloupe. Papaya can grow in most tropical climates, and has flourished in the United States in Hawaii, California, and Florida.

Papaya in the form of a dried fruit can be found packaged by many companies in various different portions. The dried papaya fruit is commonly found packaged alone or in tropical fruit mixes that include other tropical fruit such as mango, banana chips, pineapple, coconut, and raisins. The organic market has made the dried papaya more appetizing to conscious consumers, who prefer the fruit without any pesticides and being healthier.

Mixed Dry Fruit

The following is a chart showing the nutritional value for dried papaya:
Serving Size: 40g (4 pieces)
Amount per serving:

Calories:	140
Total Fat	0g
Cholesterol	0mg
Sodium	90mg
Carbohydrate	35g
Dietary Fiber	1g
Sugars	29g
Protein	0g

Pineapple

Pineapple is a tropical fruit thought to have originated in South America in the southern region of Brazil, Columbia, or Paraguay. The fruit was most likely brought to America through Hawaii when the Spaniards introduced the pineapple in the sixteenth century. The fruit has since been a key product to the islands of Hawaii and has been used as a sign of friendship and welcome when given to visitors. The pineapple fruit grows among long, spiny leaves from a plant that grows two to three feet high. The flesh of the plant is a bright yellow that is quite sweet and covered in a hard, waxy skin. Only one fruit is grown per plant, taking about six months to harvest.

Like other tropical fruit, pineapple can be found packaged as a dried fruit in various different quantities and mixes. The most common mixes include other dried tropical fruit and/or raisins and nuts. Dried pineapple is also commonly grown organically, dried and packaged under the organic label.

Mixed Dry Fruit

The following is a chart showing the nutritional value for dried pineapple:[28]
Serving Size: 40g
Amount per serving:

Calories:	140
Total Fat	0g
Cholesterol	0mg
Sodium	20mg
Carbohydrate	35g
Dietary Fiber	2g
Sugars	30g
Protein	0g

Mango

The mango fruit grows on trees in a tropical climate and have blooming and fruiting season that usually lasts four to five months. The waxy, stretched, skin varies in color, as it could be different shades of green, yellow, or red. The flesh is a pink to orange color and sweet. Mango is believed to have first been grown in southern Asia. It was common for the monks of southern Asia to take it different places as they went on their voyages. Mango throughout time was taken to several places, including East and West Africa, the East Indies, Brazil, Mexico, and the Dominican Republic, before it was brought to the United States (specifically Southern Florida) in 1833. Seeds were brought into from the West Indies and trees sprung up in Miami and much of Florida.

Mango as a dried fruit is sold by many distribution companies either in mixes with other tropical fruit or by itself. The process of making dried fruit, as is the case with making mango dried, takes out much of the moisture of the fruit, hence allowing the fruit to be preserved and keeping it from spoiling very quickly. Many companies distribute the organic grown mango dried fruit, as it is popular among health conscious consumers.

Mixed Dry Fruit

The following is a chart showing the nutritional value for dried mango:[26]
Serving Size: 40g
Amount per serving:

Calories:	160
Total Fat	0g
Cholesterol	0mg
Sodium	25mg
Carbohydrate	40g
Dietary Fiber	2g
Sugars	32g
Protein	0g

Banana

Banana is a fruit that grows on a plant (often mistakenly called "tree") that grows upwards of twenty to thirty feet high. Its origin is traced back to the Australian area and from there was spread throughout the European countries until it eventually was brought to the United States through Hawaii. The fruit can be grown in every tropical area and is today the fourth most cultivated crop in the entire world. The banana itself is a fruit that grows in clusters and looks like fingers on a hand during harvesting. The fruit, which is yellow and sweet, is protected by a skin that begins as green, smooth and waxy, and turns either yellow when ripe or a dark red.

Dried banana is packaged as banana chips, either alone or with other tropical dried fruit, as are most other packaged dried fruit. Banana chips (dried banana), can be found in the organic foods area of supermarkets, as it is a popular health food.

Mixed Dry Fruit

The following is a chart showing the nutritional value for dried banana chips:[27]
Serving Size: 34g
Amount per serving:

Calories:	180
Total Fat	10g
Cholesterol	0mg
Sodium	5mg
Carbohydrate	21g
Dietary Fiber	3g
Sugars	5g
Protein	1g

Statistical Data

U.S. Production Data

The main products produced by United States are Apples, Apricots, Dates, Figs, Peaches, Pears, Prunes and Raisins. Although there is a considerable domestic production of these products, there is also a significant import demand, in particular, products that are not grown in the United States and other items that may be in short supply. This category consists of dried fruit such as apples (e.g. rings or diced), apricots, dates, figs, raisins, sultanas and tropical fruit, like banana, mango, papaya (paw paw) and pineapple. [19]

A $2 billion increase in total agricultural imports from the November forecast will be earned largely by suppliers of tropical commodities, including sugar, cocoa, coffee, rubber, tea, spices, and other tropical crops. Fresh tropical fruits such as mangoes, pineapples, and melons will benefit exporters in Central and South America.[20]

Mixed Dry Fruit

Statistics on Foreign Trade

Exports of dried fruit accounted for about one-third of U.S. dried fruit supplies during the early 2000s, down slightly from the previous decade. Raisins make up well over half and prunes about a quarter of U.S. dried fruit exports. Japan is the leading destination for U.S. dried fruit exports, accounting for nearly 20 percent of annual volume. Other major markets include the United Kingdom, Canada, and Germany.[21]

Exports and imports of dried fruits have had a major change in recent years due to the increment in consumption and production of processed fruits. However, the imports and exports of dried mango, dried papaya, dried pineapple and dried banana have been in a downward figure. The numbers shown by the BICO, FAS and FATUS commodity aggregations clearly state that the trade with Guatemala, El Salvador, Honduras and Nicaragua are much less than other countries, almost zero. Even though there is an increment in the international trade for dried fruits, the imports of the commodities of this research from the countries mentioned occurred during 2004 and 2005.

21-May-06

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
BICO IMPORT COMMODITY AGGREGATIONS

AREA/COUNTRIES OF ORIGIN AND COMMODITIES IMPORTED CONSUMPTION IMPORTS		JANUARY - DECEMBER VALUES IN 1000 DOLLARS 2001	2002	2003	2004	2005	JANUARY - MARCH COMPARISONS 2005	2006	%CHNG
EL SALVADO PROCESSED FRUIT/VEG		2,792	3,466	3,534	3,636	4,252	646	662	2.48
FRUIT, DRIED, EX	813409000	0	0	0	0	0	0	20	--
GUATEMALA PROCESSED FRUIT/VEG		34,254	41,485	48,623	55,524	52,482	13,803	14,265	3.35
BANANAS, DRIED	803002040	0	0	0	20	0	0	0	--
HONDURAS PROCESSED FRUIT/VEG		10,929	12,582	12,110	14,293	16,096	3,293	4,497	36.56
BANANAS, DRIED	803002040	5	0	0	0	0	0	0	--
NICARAGUA PROCESSED FRUIT/VEG		341	80	75	103	61	3	10	233.33
TOTAL		48,316	57,613	64,342	73,556	72,891	17,744	19,434	9.52

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics
Note: All zeroes for a data item may show that statistics exist in the other import type. Consumption or General.

21-May-06

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Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics
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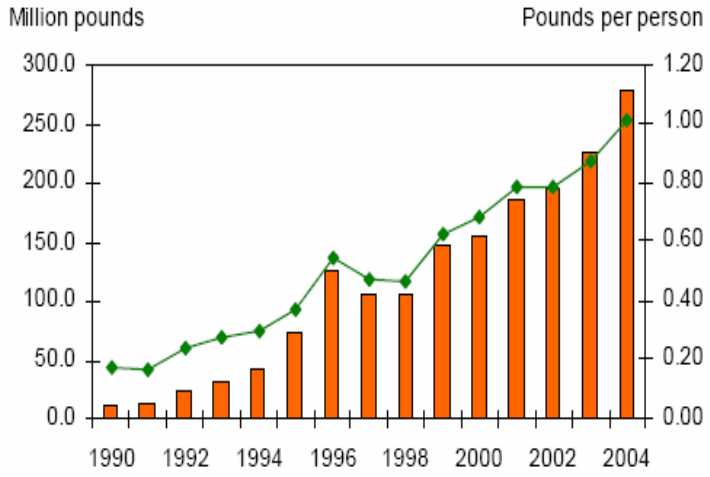
Mixed Dry Fruit

Papaya Imports

United Sates has increase to 24% consumption of Papaya from 2003 to 2004. Its consumption is approximately 277.8 million pounds around the country. 75% of the supplies in 2004 were by Mexico with the largest production shipment volume. Other suppliers are Belize, and Brazil. Local production from Hawaii has been also increasing since 2004 covering 7% of the production of the fruit [16].

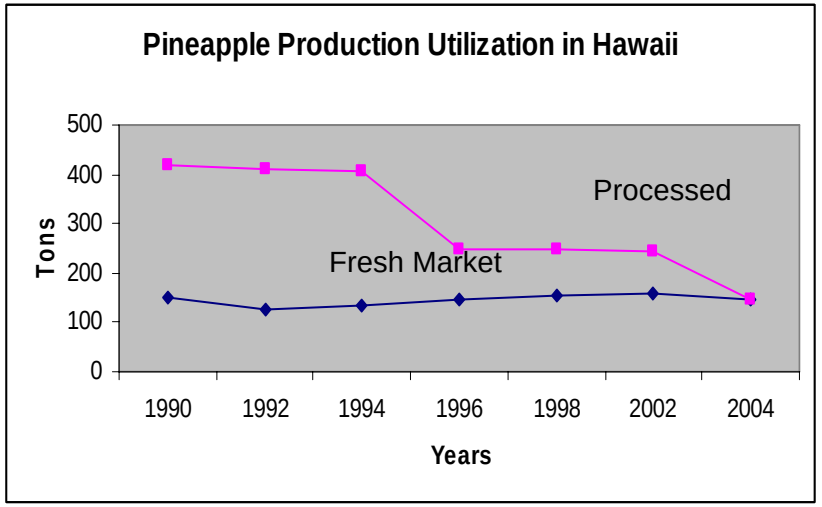
Figure 4
Fresh papayas: U.S. imports and domestic consumption



Source: Bureau of the Census, U.S. Department of Commerce and Economic Research Service, U.S. Department of Agriculture.

Pineapple Import

Pineapple imports have decreased compared to prior years. Philippines, Indonesia, and Costa Rica are the leaders and primary suppliers of Pineapple. Hawaii production of pineapple has also pushed imports down; but its poor economic conditions it has also decrease its production.



Source: National Agricultural Statistics Service, U.S. Department of Agriculture.

Mixed Dry Fruit

Table 11--U.S. imports of fresh and frozen pineapples, by country, 1995-2004

Country	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
						1,000 pounds				
Costa Rica	172,995	192,305	344,342	446,029	504,018	574,663	581,531	765,120	888,956	879,420
Ecuador	3,241	8,939	9,281	5,268	11,785	14,341	18,788	40,405	65,713	76,817
Honduras	73,375	60,126	54,460	59,414	73,976	72,570	44,690	45,478	54,516	76,025
Mexico	13,599	17,849	35,423	41,009	33,530	38,505	54,180	39,799	33,421	60,102
Guatemala	1,202	877	333	1,018	3,846	1,681	5,581	1,617	6,471	38,840
Thailand	4,000	6,179	5,299	6,505	4,722	6,255	8,021	6,845	9,255	8,894
Panama	92	5,627	564	299	0	275	561	930	1,062	3,884
South Africa	117	78	0	0	0	9	76	157	329	398
China	0	2	0	0	258	442	41	251	256	335
Vietnam	0	0	0	0	344	497	741	1,468	662	241
Other countries	10,155	13,115	6,145	3,951	216	2,053	1,440	575	2,008	766
World	278,775	305,098	455,849	563,493	632,697	711,292	715,651	902,845	1,062,649	1,145,722

Source: Bureau of the Census, U.S. Department of Commerce.

Banana Imports

Almost all the consumption of the Banana in the United States is met through imports. Banana producers like Costa Rica with 1.9 Billion pounds in 2004, Guatemala dropping first place by 14 percent, and Ecuador been the number one importer to the United States. Others are Panama, Colombia, and Honduras. All importers had decreased their production due to floods and natural disasters in the last years holding up the production and consumption of the fruit in the country [17].

Mango Imports

United States imports Mango form many countries form the Central and South America like Mexico, Guatemala and Dominican Republic. Other suppliers are Brazil, Ecuador, Nicaragua, and Costa Rica. Mango consumption has consistently improved year after year ranking from 12 to 24 in 2004 [18].

Apparent Consumption

Consumption of nuts and dried fruits continues to climb as Americans snack more, and seek nutritious alternatives to chips and candy. The category has grown in response to news regarding the heart-healthy benefits of nuts in helping to reduce coronary heart disease, as well as the inclusion of certain nuts on the approved food lists of several popular diets. The category received an additional boost when the FDA approved the first qualified health claim for nuts when used in conjunction with a low saturated fat and cholesterol diet. This is good news for the industry and should have a positive impact on consumption as Americans try to battle obesity. [22]

However, in 2004 dried fruit consumption declined to the lowest amount in at least the last 20 years, averaging 2.29 pounds per person (processed weight), 5% less than in 2003. Consumption rose for dried apples and figs but declined for apricots, dates, prunes (dried plums), and raisins. Dried peach consumption in 2004 remained unchanged from 2003. Raisin consumption, which accounted for 63% of all dried fruit consumed in 2004, fell 1% to 1.44 pounds per person. Prune consumption accounted for 16 percent of all dried fruit consumed, down from 18% in 2003. In 2004, Americans consumed on average 0.37 pounds of prunes per person, 16% less than in 2003. A 74% drop in the production of plums dried for prunes drove down the available supply. Dried apricot consumption fell 23% between 2003 and 2004. Although the production of domestic apricots used for drying was up 81% in 2004, most dried apricots consumed in the United States are

imported. In 2004, imports fell 31 percent, reducing supplies by 26%.

Origin of Importations

According to the following chart the countries with more exports to the United States are Canada, China, Chile, Mexico, Spain and Thailand. Thailand is the top exporters for dried papaya to the United States. In 2005 Thailand exported $2,198,000 dollars, $21,000 more than 2004. The variance in percentage for the first quarter in 2005 and 2006 is -32.9. China exported $40,000 in total last year, however over the first four months of 2006, China has increased their exports by 533% in dollars.

Even though there has been an increment in Mango exports over the past years, the first quarter of 2006 shows a negative percentage change in comparison to 2006 as presented.

Dried Banana

In 2005 Thailand exported more dried bananas than any other country with a total of $1,467,000 dollars followed by China and Mexico. However, Thailand had a downward in the exports in comparison to 2004 as well as China. On the other hand, Mexico increased the amount of exports based in dollars. During the first quarter of 2006, China has increased the exports by 222%, Mexico by 296% and Thailand by 138.7%

Dried Papaya

Thailand is the top exporters of this product to the US. In 2005 Thailand exported $2,198,000 dollars, $21,000 more than 2004. The variance in percentage for the first quarter in 2005 and 2006 is -32.9. China exported $40,000 in total last year, but over the first four months of 2006, China has increased their exports by 533% in amount of dollars.

Dried Mango

In 2005 most imports of dried mango came from Philippine with a total amount of $16,608,000 dollars followed by Thailand and Mexico. There has been a percentage change between 2005 and 2006 favorable for Latin countries and South Africa. Even though there has been an increment over the past years, the first quarter of 2006 show a negative percentage change in comparison to 2006.

Dried Pineapple

There is not a clear number on the imports of dried pineapple. However, according to the BICO imports aggregate, Costa Rica is currently importing about $20,000,000 dollars of both fresh and dried pineapple.

USAID FIU

Mixed Dry Fruit

25-May-06

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
FAS AGRICULTURAL IMPORT COMMODITY AGGREGATIONS

AREA/COUNTRIES OF ORIGIN AND COMMODITIES IMPORTED CONSUMPTION IMPORTS		JANUARY - DECEMBER VALUES IN 1000 DOLLARS 2001	2002	2003	2004	2005	JANUARY - MARCH COMPARISONS 2005	2006	% CHNG
AUSTRALIA	FRUIT, DRIED	58	36	270	209	44	12	705	5775
	GUAVAS, MANGOES 8.05E+08	0	0	0	0	16	0	0	--
BOLIVIA	FRUIT, DRIED	6	14	26	13	29	5	0	--
	GUAVAS, MANGOES 8.05E+08	0	0	0	0	14	0	0	--
	BANANAS, DRIED 8.03E+08	0	2	24	0	0	0	0	--
COLOMBIA	FRUIT, DRIED	152	220	453	539	460	25	55	120
	GUAVAS, MANGOES 8.05E+08	17	33	256	438	170	2	23	1050
COSTA RIC	FRUIT, DRIED	119	271	290	175	277	4	54	1250
	GUAVAS, MANGOES 8.05E+08	36	170	245	170	204	4	3	-25
ECUADOR	FRUIT, DRIED	936	662	531	632	544	111	148	33.33
	BANANAS, DRIED 8.03E+08	527	586	402	590	497	94	143	52.13
MEXICO	FRUIT, DRIED	7,389	7,196	9,658	10,256	10,584	2,127	2,030	-4.56
	GUAVAS, MANGOES 8.05E+08	1,231	1,574	2,639	4,335	4,005	347	481	38.62
PHILIPPINE	FRUIT, DRIED	3,454	6,442	9,764	14,346	18,314	4,412	855	-80.62
	GUAVAS, MANGOES 8.05E+08	2,098	5,293	8,670	11,674	16,608	3,700	760	-79.46
	BANANAS, DRIED 8.03E+08	1,333	1,129	1,082	1,437	1,293	358	72	-79.89
SOUTH AFR	FRUIT, DRIED	1,608	3,034	2,105	2,475	4,163	743	184	-75.24
	GUAVAS, MANGOES 8.05E+08	81	91	42	125	457	2	28	1300
THAILAND	FRUIT, DRIED	4,258	5,903	8,585	13,952	9,697	2,509	1,772	-29.37
	GUAVAS, MANGOES 8.05E+08	1,699	3,031	3,400	4,215	4,289	1,449	426	-70.6
	PAPAYAS, DRIED 8.13E+08	1,735	1,840	2,535	2,177	2,198	687	461	-32.9
	BANANAS, DRIED 8.03E+08	63	37	418	4,017	1,467	162	386	138.27

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics
Note: All zeroes for a data item may show that statistics exist in the other import type. Consumption or General.
(*) denotes a country that is a summarization of its component countries.

Market Characteristics

Consumer Preferences

The major customer's demand in the United States is dried tropical fruits mixed with dried nuts. Usually they are sold in packs at retail stores or specialized stores. Mixed dried Fruits are used for healthy breakfast and snacks. Snacks like bars mixed with chocolate and honey creating a trail mix of fruits nuts ready to eat. Dried fruits also mixed with granola and almonds becoming a high demand product in the United States Society today. American's obesity high rates have been an immense concern of the population for the past years; Dried fruits are revolutionizing a new market that is looking for healthier lifestyles.

Papaya

Papaya also known as "Carica Papaya" or "Melon Tree" is one of the growing fruits in the United States demand market. Its consumers have found its adaptability to different utilities in the cooking and beauty sector. Consumers use it in salads, trail mixes, cereals, and muffing. Its pulp is one of most basic components for facial creams, and shampoos, pushing its consumers to eat and enjoy its beneficial components. It is also known as the "Nature's Scalpel" because of it degrades dead tissue from the skin; as well as its stomach benefits against ulcers, swelling and sourness.

Pineapple

Pineapple also known as "Ananas Comosus" is on of the most consumed fruits in the United States it has a sweet mildly tart taste that consumers love. Processed, fresh and dried

Mixed Dry Fruit

Pineapple is consumed in an average of 12.4 pounds annually. It is a great source for Vitamins C and A. Its versatility makes it useful for salads, sauces, stuffing, trail mixes, hot cereals, muffins, fruit cakes, and ice cream. Pineapple is an international symbol of perfection, its juice contain bromelain which is helpful for anti inflammatory, muscle relaxation, and treatments of warts, abscesses, bruises, and ulcers. It also contains strong

Banana

Banana also known as “Musa X Paradisiaca” is one of America’s favorite fruits, its dried section is useful for bars, healthy snacks, and mix granola with trail mix. It is preferred because of its sweet flavor. It is useful in salads, cakes, and mix trails. Bananas are considered to be good for gastric ulcer and diarrhea because of its high contain of Vitamin A. They act as digesters helping reduce stress and anxiety. Its high content of carbohydrates makes them excellent source of energy and better brain functioning.

Mango

Mango also known as “Mangifera Indica” its excellent source of Vitamins A an C makes it a perfect source of Potassium. Consumers use it in cakes, salads, baked goods, sauces, and trail mixes. One of the most consumed fruits in the United States because of its delicious and tropical flavors. Consumers prefer dried mango for snacks mixed with granola bars.

Quality Standards

Consumers demand high quality of the food they consume specially in the taste, appearance, and shape of the fruit. Food safety, labeling, and disclosure of information have become a significant issue in the United States. Environmental and societal factors are also considered in the requirements and restrictions of these products. Therefore, plantations need to have high quality of external inputs as pesticides, fungicides, and other agrochemicals to fight diseases and pest maintaining and increasing the fertility of the land without damaging the environment. Some consumers in the United States are ready and willing to pay higher prices for premium quality products because at some point price guarantees the quality of the product. Restrictions are pushing producers to maintain high quality products coming into the country.

Papaya

Papaya’s standard process is one of the longest among fruits. The fruit should be harvest after color breaking until the yellow shows it’s ready to consume. This fruit cannot be left to mature in the tree because it often gets damage by fruit flies or birds. Therefore it needs to be caught before it falls to the ground. To be certified for shipment, this fruit must be always harvested and packed in strict compliance with the United States quarantine regulations.

Mixed Dry Fruit

Harvest process: The fruit is ripened at room temperature and refrigerated when fully ripe. When ready to eat, the fruit is partially to fully yellow and slightly Soft. Refrigeration can extend the fruit life but it can also interrupt the ripening process and cause injuries to the fruit.

Injuries: Papayas must always be treated to kill any eggs or larvae from fruit flies that may have been present within the growing process of the plant. Treatments include hot water and vapor heat treatments. These treatment need to be done before exportation and consumption of the fruit.

Diseases: Papayas develop many diseases that reduce the production of the fruit; they are known as: Anthracnose and chocolate spot are the most common diseases papaya develops. Among other known diseases there known are Phytophthora, Phytophthora palmivora (fruit, stem, roots); Powdery mildew (leaves), Damping off (seedlings) Wet rot (fruit).

Insects: most common insects are: Stevens's leafhopper, Empoasca stevensi, Mediterranean fruit fly, Ceratitis capitata, Melon fly, Bactrocera cucurbitae.

Pineapple

The classification of defects on pineapples has become more and more restricted for importers and exporters all over the world. In the United States, there are several attributes that make part of the restrictions pineapples have to enter the country. Among them, Discoloration, bruising, sunburn, and crown slips. Restrictions are classified by Injury, Damage and Serious Damages.

Injury: Discoloration cannot be more than ten percent of the crown leaves discolored; Bruising cannot be more than ¼ inch affecting any aggregate area; Sunburn cannot have spots where the sun has slight soften the shell affecting aggregate areas; Crown Slips, must have free from.

Damage: Discoloration cannot be more than twenty five percent of the crown leaves discolored; Bruising cannot be more than ½ inches affecting any aggregate area; Sunburn cannot have spots where the sun has moderated soften the shell affecting aggregate areas; Crown Slips must have at least five crown slips.

Serious Damages: Discoloration cannot be more than fifty percent of the crown leaves discolored; Bruising cannot be more than ¾ inches affecting any aggregate area; Sunburn cannot have spots where the sun has severe soften the shell affecting aggregate areas; Crown Slips are not considered in this category.

Banana

The quality of the Banana is determined by size, evenness of ripening, absence of blemishes, defects and arrangement of clusters. The requirement is divided in three sections "**Extra**", "**Class I**", and "**Class II**".

Extra means bananas of superior quality, its fingers must be free of defects and appearance must be perfect.

Class I could have slight defects on the fingers; however the quality has to be presentable for the market. It could also have slight shape and color defect.

Class II does not qualify for higher demand markets, minimum requirements for defects. Most of the time Class II is used for dried mix trail fruits.

Mango

Mango is among others an extremely delicate fruit. Its restriction are classified by attributes like Bruising, external discoloration, Insects (lava) feeding injuries, Internal discoloration, scab. Restrictions are classified as injuries, damages, and serious damages.

Injuries: Bruising any slight surface indentation and discoloration of the flesh extending 1/8 inches; External Discoloration that could affect aggregate areas more than five percent; Insects meaning any presence of insects or feeding injuries in the fruit; Internal discoloration present at any time; Scab when cracks are affecting more than ¼ inches of the aggregate areas.

Damages: Bruising any indentation and discoloration of the flesh extending ¼ inches; External Discoloration that could affect aggregate areas more than fifteen percent; Insects meaning any presence of insects or feeding injuries in the fruit that exceeds more than ½ inches; Internal discoloration present in more than ¾ inches; Scab when cracks are affecting more than ½ inches of the aggregate areas.

Serious Damages: Bruising any indentation and discoloration of the flesh extending 1/8 inches; External Discoloration that could affect aggregate areas more than twenty five percent; Insects meaning any presence of insects or feeding injuries in the fruit that exceeds one inch; Internal Discoloration present in more than one ½ inches; Scab when cracks are affecting more than ¾ inches of the aggregate areas.

Market Segments

The United States market for organic and dehydrated fruits is growing since the last couple of years. The natural food store and natural food sectors in the conventional supermarkets are focusing in complementing the organic products to be part of the conventional consumption of food.

The food service sector in the United States now is equal or exceeds the household food expenditures at retail stores. Interviews have indicated that the distribution of this product in natural stores is accounting a sixty nine percent of fruits sold in this food sector and two percent in the conventional supermarkets out of their total fresh product sales.

Papaya

Global papaya imports are increasing in the last years and it is projected to keep growing. Papaya is consumed by Asians like Chinese, Indonesians, and Hispanics like Brazilians, Colombians, Venezuelans, Ecuadorians, and all of Central America.

Pineapple

Per capita consumption Pineapple has always been a high demand fruit of consumption and imports around the United States. Pineapple highest consumption is among Southern

Mixed Dry Fruit

Asian like Vietnamese, Middle East, Central and South America, and Puerto Rico.

Banana

Banana consumption in the United States has become part of the health chain of consumers. It is consume by everyone in the United States.

Mango

Mango consumption has decrease in the last couple of years. Mixed fruits in the other hand have maintained an average demand on the fruit. The most common consumers are Asians and Hispanics.

Top Retail Stores location in the United States

State	No. of Stores
California	1937
Florida	853
New York	785
Illinois	715
Pennsylvania	518
Ohio	465
Washington	390
New Jersey	356
Michigan	353

Source: National Business List, June 2000.

Competition

Tropical fruits like Pineapple, Papaya, Mango and Banana are produced in different countries where climate facilities its growth and maintenance of production. Competitions are also classified as specifications, regulations and need of the product.

Dried Papaya

Tropical fruits like Papaya are produced in different countries that its climate facilities its growth and maintenance of production.

- Thailand is the primary supplier dried papaya;
- Philippines are also suppliers dried papaya;
- Taiwan is also a supplier dried papaya.

Other suppliers are Australia, India, Kenya, South Africa, Peru, Vietnam, and Brazil (Papaya).

Competition is also classified as per product specifications. There are countries that can process their products as demanded. Some of the required specifications for dried fruits in the United States that defines competition are:

- Dried Papaya: could be sold as granules, chunks, or spears.

Dried Pineapple

Pineapple is sold as rings, or slices. Tropical fruits like Pineapple are produced in different countries that its climate facilities its growth and maintenance of production.

- Thailand is the primary supplier of dried pineapple;
- Philippines are also suppliers of dried pineapple;
- Taiwan is also a supplier of dried pineapple;

Other suppliers are Australia, India United States (Pineapple), Kenya, South Africa.

Competition is also classified as per product specifications. There are countries that can process their products as demanded. Some of the required specifications for dried fruits in the United States that defines competition are:

- Dried Pineapple: could be sold as rings, or slices.

Dried Banana

Tropical fruits like Banana are produced in different countries that its climate facilities its growth and maintenance of production.

- Ecuador is the major supplier of dried bananas.
- Malaysia supplier of dried bananas.
- Philippines supplier of dried;

Other suppliers are Cameron, Peru, Vietnam, and Colombia.

Mixed Dry Fruit

Competition is also classified as per product specifications. There are countries that can process their products as demanded. Some of the required specifications for dried fruits in the United States that defines competition are:

- Dried Banana: could be sold as a whole, in slices, or cubes.

Dried Mango

Tropical fruits like Mango are produced in different countries that its climate facilities its growth and maintenance of production.

- Thailand is the primary supplier of dried mango;
- Philippines supplies dried mango;
- Taiwan is also a supplier dried mango.

Other suppliers are Australia, India Cameron, and Mexico.

Competition is also classified as per product specifications. There are countries that can process their products as demanded. Some of the required specifications for dried fruits in the United States that defines competition are:

- Dried Mango: Could be sold as slices, granules, chunks, or dices.

Mixed Dry Fruit

Demand Trends

Fruit's availability varies among the times of the year.

Papaya

- Available all year long.

Pineapple

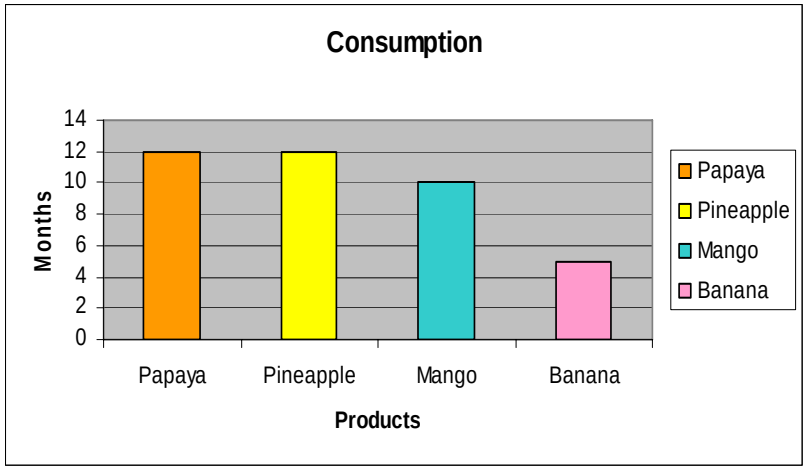
- Available all year long.

Banana

- Available only from July to November.

Mango

- Available mid January to October.



Market Access

Tariff Measurements

The *U.S. Customs Service* assesses and collects import duties and taxes. According to Chapter 8 of the *Harmonized Tariff Schedule of the United States (2006) (Rev. 2),* the duty for the importation of dried fruits such as papaya is as follows:

Article Description	Quantity	1 General	1 Special	2
Dried Papaya	kg	1.8%	Free (A, AU, CA, CL, E, IL, J, JO, MA, MX, P, SG)	35%
Mixtures of nuts or dried fruits of this chapter	kg	14%	Free (A+, CA, D, E, IL, J, JO, MX, P, SG)	35%
Dried Pineapple	kg	0.44¢/kg	Free (A, AU, CA, CL, E, IL, J, JO, MA, MX, P, SG)	4.4¢/kg
Dried Mango	kg	1.5¢/kg	Free (A*, AU, CA, CL, E, IL, J, JO, MA, MX, P, SG)	33.1¢/kg
Dried Banana	kg	Free		Free

Mixed Dry Fruit

Restrictions

The United States is committed to protecting against disease, foreign pest, and chemical residue. According to Title 7 dried tropical fruits like mango, papaya, pineapple and banana do not require permits to enter the United States, however they are subject to general regulations set by government agencies.[25]

TITLE 7--AGRICULTURE

CHAPTER III - ANIMAL AND PLANT HEALTH INSPECTION SERVICE, DEPARTMENT OF AGRICULTURE
PART 319: FOREIGN QUARANTINE NOTICES—
Table of Contents Subpart Fruits and Vegetables

Sec. 319.56-2 - Restrictions on entry of fruits and vegetables.
(a) All importations of fruits and vegetables must be free from plants or portions of plants, as defined in Sec. 319.56-1.
(b) General permit for dried, cured, or processed fruits and vegetables. Dried, cured, or processed fruits and vegetables (except frozen fruits and vegetables), including cured figs and dates, raisins, nuts, and dried beans and peas, may be imported without permit or other compliance with the regulations in this subpart: Provided, That any such articles may be made subject to entry only under permit and on compliance with the safeguards to be prescribed therein, when it shall be determined by the Secretary of Agriculture that the condition of drying, curing, or processing to which they have been subjected may not entirely eliminate risk. Such determination with respect to any such articles shall become effective after due notice.

Regulations

The United States has regulations in place to protect the health of its consumers, and to ensure that all imported foods are nutritious, unaltered and safe to eat. The *Food and Drug Administration* (FDA) is responsible for the safety of all foods and has enacted the following laws :

The Pure Food and Drugs Act (1906)
The Federal Food, Drug, and Cosmetic Act of 1938, as amended
The Public Health Service Act (1944)
The Fair Packaging and Labeling Act (1966)
The Nutrition Labeling and Education Act of 1990
The Quality Protection Act (1996)

The *Federal, Food, Drug, and Cosmetic Act of 1938, as amended,* and the *Fair Packaging and Labeling Act (1966)* requires that the name of the food, net quantity, the address, ingredients, and nutrition information be accurately disclosed on the label in English. All imported foods must also include the county of origin according to *The Tariff Act of 1930*. The label requirements are detailed by FDA regulation 21 CFR 101.

Realistically food that is cultivated for consumption cannot be entirely pure, therefore the *Environmental Protection Agency* (EPA) has set standards of tolerances for pesticides,

herbicides, and fungicides used in agriculture. All foods that are chemically treated which are intended for either human or animal consumption must abide by the regulated tolerance levels set by the EPA. Previously, the level of risk was considered negligible in chemicals, such as pesticides, that were carcinogenic or harmful for the reason that the alternative posed greater non-cancerous consequences. Presently, new legislation requires that there be a reasonable guarantee that no harm will occur with accumulated exposure. Domestic and foreign producers alike must utilize approved chemicals that are permitted for use for a particular product. The FDA enforces these guidelines by assessing the chemical levels in all foods that are imported into the United States.

Foods must be safe and sanitary, and to accomplish this the facility, equipment, and staff must adopt what the FDA considers to be *Good Manufacturing Practices (GMP)*. The *Food, Drug, and Cosmetic Act* establishes a minimum of requirements to protect food at all stages of production from contamination. These provisions include actions such as extermination of rodents, inspection and sorting of raw materials, prompt handling and proper storage, use of clean equipment, and supervision of employees.

Two other agencies that take part in regulating imported foods are the *Federal Trade Commission (FTC)* and the *United States Customs Service.* The FTC ensures that information about the nutritional value, benefits, and safety of the food that is advertised is not misleading to the public. The *U.S. Customs Service* enforces the *Tariff Act of 1930*, *as amended*, as well as hundreds of other laws from other agencies regarding international trade. In addition, *U.S. Customs Service* has jurisdiction of carriers, persons, and items entering the United States.

To sum up, dried fruit imported to the United States must be healthy, unadulterated, and safe to consume. It is essential that the dried fruit is produced under sanitary conditions and that the product have an accurate and informative label in English. It is crucial to the nation that these regulations are enforced by these agencies to protect against disease, pests, and hazardous substances.

Technical Procedures

Shipments must be authorized by the *U.S. Customs Services* and arrive at an official port of entry. The importer or agent must file the appropriate documents with the government agency upon arrival. If the importer can not personally appear a broker may act as the agent, the importer is charged for service. Proper inspections of the goods are made to guarantee they are acceptable.

Prices

Dried Fruits

Prices vary per product. In the last years the consumption and price of dried fruits have been fluctuating. Retail price of tropical fruit is influenced by vary factors like post-harvest handling and short-term retail demand in large markets, for example, the United States, where retail merchandisers typically need two to three weeks to build a promotional campaign in order to sell the fruit. Another significant factor is the distance of the market field and the shipments expenses as freight rates, and insurances which often determine the degree of competitiveness of the products on the market. In recent studies it could be said that there is an average of 2.29 pounds of dried fruits consumption per person in the United States. Dried fruits are becoming the healthy way to continue with our dieting and busy lifestyles

Prices by Bags or Trail Mix

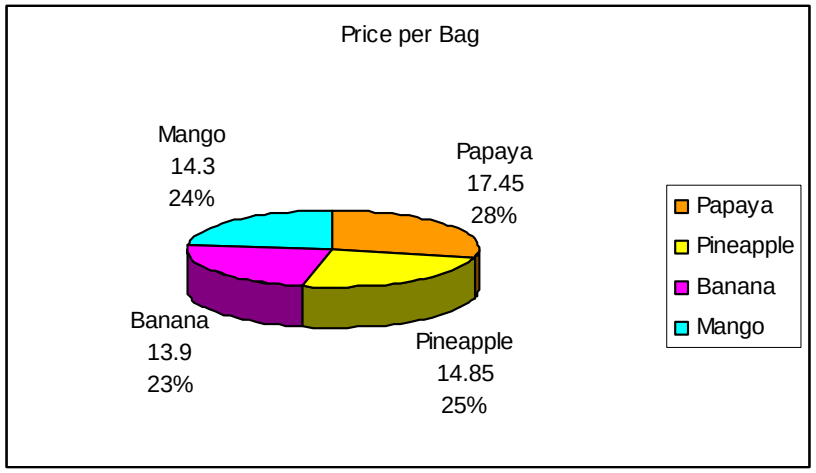
Papaya: Dried Papaya is sold in bags or train mix at the price of $17.45 each.

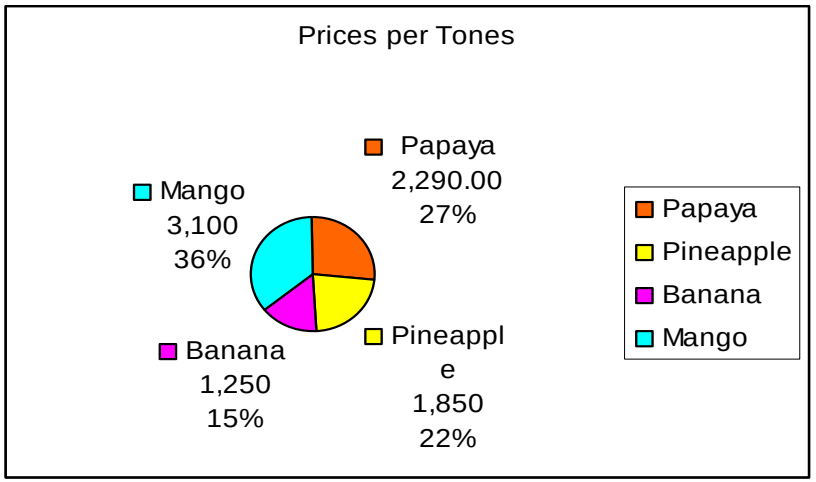
Pineapple: Dried Pineapple is sold in bags or trail mix at the price of $14.85 each.

Banana: Dried Banana is sold in bags or train mix at the price of $13.90 each.

Mango: Dried Mango is sold in bags or train mix at the price of $14.30 each.

Mixed Dry Fruit





Prices by Tons

Papaya: per tone of dried Papaya at US$2,290.

Pineapple: per tone of dried Pineapple at US$1,850.

Banana: per tone of dried Banana at US$1,250.

Mango: per tone of dried MangoUS$3,100.

Distribution Channels

The United States is the largest world market for organic foods increasing to $12 billion in 2003. The industry has grown approximately 20% in the last four years. According to USDA the total certified farmland has increased the most in 2002 through 2003. Fruits have grown on a 40% of all organic food sales. The most common distribution channel has been the conventional supermarket and direct to direct consumer sales. Organic food service is still considered as a small market, leading to a potential business for farmers and interested manufacturers. Significant impact in the labeling, packaging and certification of international products has been implemented by the National Organic Program of the USDA in 2002. These new regulations are to help organize and maximize the promotion of trade.

Organic products like dried or dehydrated fruits are sold in alternative distribution channels like farm gate sales, open air markets, however because of it is strongly growth in recent years sales have been distributed to specialized grocery shops, organic food markets, natural retailers, and in general to mainstream retail trades. The majority of Importers and suppliers are found in California and New York as specialized businesses. Few major companies are leading the role of distribution and supplies of these products reason why it has been mainly imported directly or through associated companies that bring the product to domestic producer and manufactures. One of the biggest and well known coast to coast distributors in California is Albert's Organics. They deliver to all major metropolitan areas in the U.S. and Canada. CF Fresh Sedro-Woolley in Washington is also a leading

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organic distributor from South America mainly Argentina and Chile. R-Best Produce, Inc. in New York where imports and distributes to the largest companies in the northeastern regions and supermarkets and smaller gourmet organic stores.

Some of the Organic Suppliers most known around the U.S. are: Ciranda, Hudson located in WI, it's a supplier of organic commodities and ingredients. For further information please visit their website [1]. Global Organics, Ltd., located in Arlington MA It specializes in imports and exports of organic and natural ingredients. For more information please visit their website [2]. Hartog Foods, Inc. located in New York as of the major importers and trader of conventional fruits and concentrates in the food industry. Hershey Import Co, Inc., located in New Jersey as a division of United Natural foods as an importer, processor, packager, and wholesale distribution of nuts, dried fruits, seeds, trail mixes, and natural organic products. Marroquin International Organic Commodity Services, Inc, located in Santa Cruz, California as a working organization with farmers and suppliers globally to provide natural foods industry. It processes dried tropical fruits, dried and dehydrated vegetables products. For further information please visit their website [3].

The major natural foods distributors and wholesalers involved in the distribution of organic foods are: United Natural Foods, Inc, as the largest natural food distributor in the United States. It supplies more than seven thousand retailers nationwide. Its subsidiary is Albert's Organic and Hershey Import Co. For further information please visit their website [4]. Tree of life, Inc. is a Dutch food company which is recognized as another major national natural food distributor in the U.S. and Canada. It has reached more than fifteen thousand food retailers and it has recently acquired AMCON natural food distributor business. For further information please visit their website [5].

Food Processors and manufacturer's encharged of the processing and manufacturing organic food products are often located in farms communities. Their role has become more important because of the increase on demand. They have been able to make organic products a conventional good for marketers in the food industry. General Mills, one of the major foods manufactures through its acquisition of Small Planet Foods, and Cascadian Farms (one of the pioneers in the organic business) is able to package, distribute, and manufacture all kinds of organic fruits. For further information please visit their website [6]. Gilroy Foods, Gilroy located in California producing a variety of dehydrate organic products. For further information please visit their website [7].

Retailer stores for organic foods have been producing an estimated of $8 billion in 2000 in Natural Product retailers and conventional supermarkets. According to publications Natural Foods Merchandiser's annual market overview in 2001 producing $32 billion. Natural food stores have increased in 40% in outlets. Two of the largest retail stores are: Whole Foods Market, Inc. located in Austin, Texas containing the largest natural and organic foods with 125 food stores across the country and running approximately a turn over of $2,272 millions in 2001. For further information please visit their website [8]. Wild Oats Markets, Inc., located in Colorado and it is known also a major nationwide chain of natural products containing 110 stores in 23 states producing annual sales of

Mixed Dry Fruit

approximately of $838 millions in 2001. For further information visit their website [9].

Imported goods are regulated by several federal agencies which are:

- The Food and Drug Administration (FDA), part of the Department of Health and Human Services and the Public Health Service [10]
- Centers for Disease Control and Prevention (CDC) [11]
- The US Department of Agriculture (USDA) [12]
- Environmental Protection Agency (EPA) [13]
- US Customs Service, US Department of Treasury [14]
- Federal Trade Commission (FTC)[15]

Commercial Practices

Procedures to Make Orders

With the technological advances in recent decades, including the advancement in international communications, the ordering process has been made easier and quicker. The dried fruit companies have benefited from this improvement in technology. Many of these companies now make it possible for grocery stores, companies, and ordinary consumers to place orders from their computers at home or in their business and have the goods directly shipped to them. Orders are also made through use of telephone or fax.

Systems and Terms of Payment

A variety of payment options are available, however, the degree of risk, costs and convenience differs. The seller must evaluate their situation and decide what they can afford and how much they are willing risk. They may decide to offer payment incentives and take a risk on the form of payment accepted to attract buyers and to be competitive in their market. A mix of payments may be accepted as well. Another factor to consider is the currency and the exchange rate, although, more than likely the currency will be U.S. dollars that may be exchanged by the seller. The best way to make an informed decision is with the help of an international banker. The table that follows compares payment methods.

Mixed Dry Fruit

Comparison of Payment Methods

Payment Method	Features	Advantages	Disadvantages
Wire Transfer	Fully electronic means of payment Uses correspondent bank accounts and Fed Wire U.S. Dollars and foreign currencies Same convenience and security as domestic wires Pin numbers for each authorized individual Repetitive codes for frequent transfers to same Beneficiaries	Fastest way for Beneficiary to receive good funds Easy to trace movement of funds from bank to bank	Cost is usually more than other means of payment Funds can be hard to recover if payment goes astray Intermediary banks deduct charges from the proceeds Details needed to apply funds received for credit management purposes are often lacking/insufficient Impossible to stop payment after execution
Foreign Checks	Paper instrument that must be sent to Beneficiary and is payable in Beneficiary's country Uses account relationships with foreign correspondent banks Available in U.S. Dollars and all major foreign currencies	Convenient when Beneficiary's bank details are not known Useful when information/ documentation must accompany payment (subscriptions, registrations, reservations, etc.) Relatively easy to stop payment if necessary	Mail or courier delivery can be slow Good funds must still be collected from the drawee bank If payable in foreign currency, value may change during the collection period Stale dating rules differ in various countries

Mixed Dry Fruit

Commercial Letters of Credit	Bank's credit replaces Buyer's credit Payment made against compliant documents Foreign bank risk can be eliminated via confirmation of a bank in Beneficiary's country Acceptance credits offer built-in financing opportunity	Rights and risks of Buyer and Seller are balanced Seller is assured of payment when conditions are met Buyer is assured of receiving the goods ordered Confirmation eliminates country risk and commercial risk	More costly than other payment alternatives Issuance and amendments can take time Strict documentary compliance by Seller is required Reduces applicant's credit facilities

Standby Letters of Credit	Powerful instrument with simple language Increasingly popular in U.S. and abroad Foreign bank risk can be eliminated via confirmation of a bank in Beneficiary's country "Evergreen" clauses shift expiry risk from Beneficiary to issuer	May be cheaper than Commercial Letter of Credit More secure than open account or Documentary Collection Discrepancies less likely than under Commercial L/C Confirmation eliminates country risk and commercial risk	Weak language can give Beneficiary unintended advantages More costly than Documentary Collections Reduces Buyer's credit facilities

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Documentary Collections	Seller uses banks as agents to present shipping documents to Buyer against Buyer's payment or promise to pay With Direct Collection Letter (DCL), Seller ships and sends shipping documents directly to Buyer's bank, which collects and remits funds to Seller's bank	More secure than open account Cheaper and less rigid than Commercial L/C No strict compliance rules apply No credit facilities required	Country risk and commercial risk exist No guaranty of payment by any bank No protection against order cancellation No built-in financing opportunity as with Commercial L/C

Table *International Payment Instruments Comparison Chart* from http://www.ams.usda.gov/tmd/export/payment.htm

Transportation

Goods from Central America may be transported by means of a highway, the ocean, or by air. Each form of transportation has standardized weight requirements as well as specifications for the size of containers or crates and palettes. The appropriate documents must be furnished to disclose the details of the contents of the shipment and its final destination.

Packing, Types Used: Crates and Labels

Dried fruits shipped to the United States must be packed to ensure freshness and have a label containing pertinent information affixed to the individual packages to effectively inform the consumer. When the product is shipped and contained within wooden crates the wood and packaging materials must be free of all pests that may have the potential to carry diseases and/or destroy domestic crops.

In addition, shipments must be accompanied with a packing list. Both domestic and foreign producers must provide a packing list, however, an export packing list is much more detailed. The list is used by those shipping the products and possibly the importing agent to verify the weight, amount, and type of cargo. Also, the list may be utilized by customs officials to levy duties and inspect the shipment. The list should be enclosed in a waterproof envelope included in or attached to

Mixed Dry Fruit

the packaged shipment. The packing list includes information such as:

- Package type
- Material in each package
- Measurements for each package
- Net weight – weight of goods only, excludes packaging
- Legal weight – weight of product and individual packaging material
- Tare weight – weight of packaging or shipping container
- Gross weight – weight of both goods and packaging, total
- Shippers and buyer's preferences

Sales Promotion

Because the best way to introduce the product is through distributors, commercial promotion is the most used.

-Volume Discounts – Many companies offer the ability to give a discount if the consumer buys in bulk. Also, by buying the product in bulk, the consumer may save in shipping costs,

-Prepayment Discounts – Paying before the item is actually delivered is an option offered as an incentive for customers to receive a discount for purchased dried fruit.

-Bonuses (24 packs for the price of 20) – Having consumers buy in larger quantities offers promotions such as receiving more items for less purchased. In the end, the consumer benefits by receiving free items.

-Samples- By offering free samples of dried frut, companies are able to have consumers try the item and have more consumers aware of their product. Such a promotion is especially useful in promoting new products.

-Free trials- Consumers that recieve the sample of dried fruit in the mail may try an item they may have not even known was in the market. This is important for new dried fruits that are increasing in popularity.

Market Perspectives

The market in the United States for dried fruit is promising. Characteristics such as the health benefits, portability, and the versatility of tropical dried fruit appeal to the American consumer. In the constant growing health food market, where the consumer is constantly looking not only for healthy foods, but other specifications such as the foods being low in sodium, pesticide free, organic, and other preferences, the dried fruit market is capable of offering all of these specifications.

The key to marketing the dried fruit in the United States is to reach these areas in which there is large demand for the dried fruit. This market is very broad, for people have shown to have the interest in the dried fruit almost everywhere in the United States, but even more so in those areas where the people are more health conscious. The major cities are a key area to promote these dried tropical fruits. People are aware of what they are eating, especially more recently with the explosion in the organic craze.

Delivering a product that is delicious, nutritious, and appealing is key. Everything from the packaging, to the texture, and colors of the fruits are key in reaching consumers. With competition being very broad, these factors must be taken into consideration.

We strongly recommend the push of dried tropical fruit, especially those that we have researched, which included papaya, pineapple, mango, and banana.

Upcoming Commercial Events

Potential importers should attend one or more commercial events to gain knowledge about the markets of interest. Upcoming trade shows include the Exphotel 2006 in Cancun, Mexico this June and Alimentec 2006 in Colombia this August. Both are approved by the *United States Department of Agriculture (USDA).* There are international trade shows in the United States as well. The list of events is posted on the following website by the USDA: http://www.fas.usda.gov/agx/Buying/Trade%20Show%20Calendars/2006/TSL_2006_no.pdf

More information is also available on http://www.export.gov/fas/fas.asp?pName=te

Conclusions and Recommendations

Develop good agricultural supply base with proper international certifications to facilitate the entry of their products.

Exporters need to find and select the right key distributor's channels to promote their products.

Develop partnership with local distributors and create new methods to promote dried fruits among dieting potential costumers that will add the product to their daily lifestyles.

The Industry should source better the increasing demand of the product in the United States by creating new marketing strategies.

The positive growth and the increase of consumer awareness of health issues should be the objective for many farmers to develop new operational stores in the country.

Target major food manufacturers increasing their interest in developing the industry and get more support of locals and better control of the market.

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