

Going Banana

FOR A HEALTHIER LIFESTYLE



WHAT'S INSIDE

Indonesia is a tropical country with various resources such as various types of tropical fruits and vegetables. As there is a shift toward healthier lifestyle, more and more people are looking to increase their fruit intake. One tropical fruits packed with various nutrients and other benefits is banana, of which Indonesia is one of the world's top producers.

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Dear awesome readers,

Welcome to the October edition of Export News. In this edition, we will update you with the latest trend and information from world trade in banana.

As the world moves toward a health-conscious lifestyle, the demand for fresh fruit and vegetables has rocketed up during this recent decade. Banana – the tropical fruit mostly produced in Latin America and Southeast Asia – has been the most eaten fruit for breakfast in many countries including the United States and countries grouped in the European Union.

As a resource-rich country, Indonesia is one of the main banana producers in the world, ranked in 4th position. However, Indonesia seems to have not reach its potential in banana export market because in 2015 Indonesia was ranked only in the 43rd position of banana's exporters in the world. With the growing needs of healthy lifestyle in many countries, this momentum can be used to increase Indonesian export of banana to the world. More importantly, this export potential could be maximized by targeting the world's largest importers of banana or countries with the highest banana daily consumptions.

Lastly, if you do have interest in import banana from Indonesia, please contact our trade representative in your country or directly contact the exporters for further information which we include in this publication.

Thank you.

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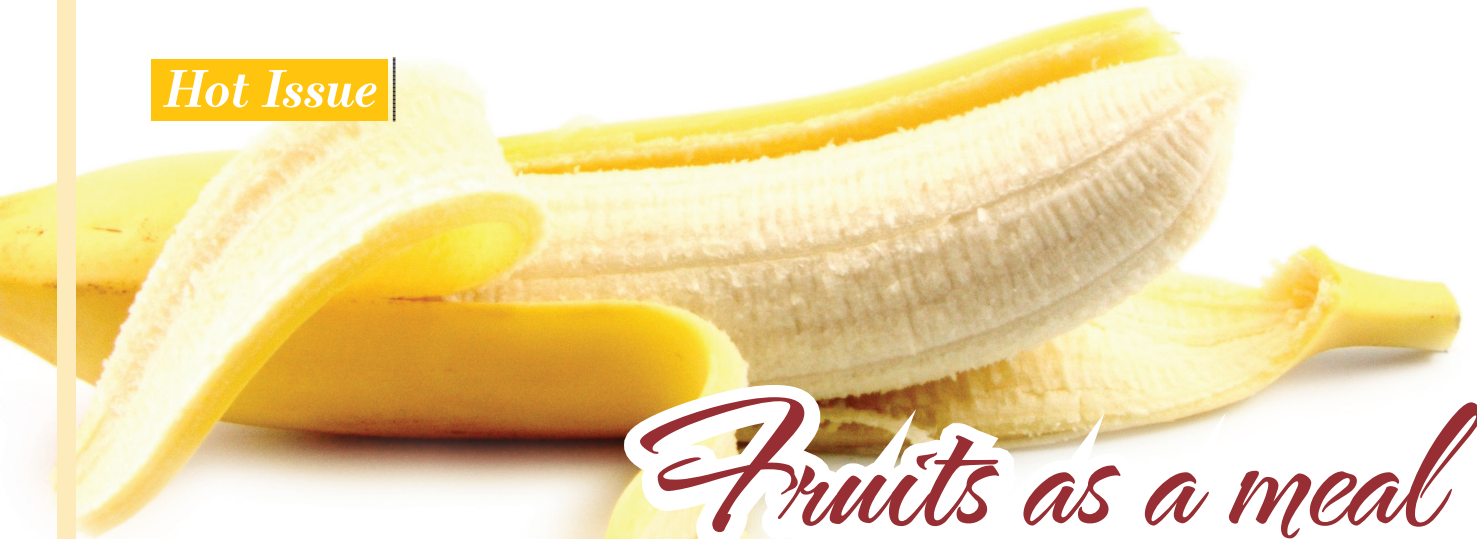


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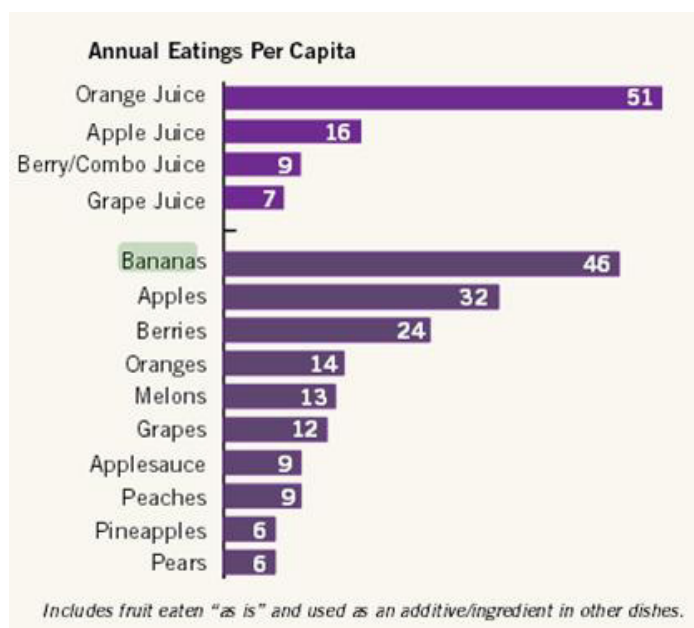


Fruits as a meal for health-conscious customers

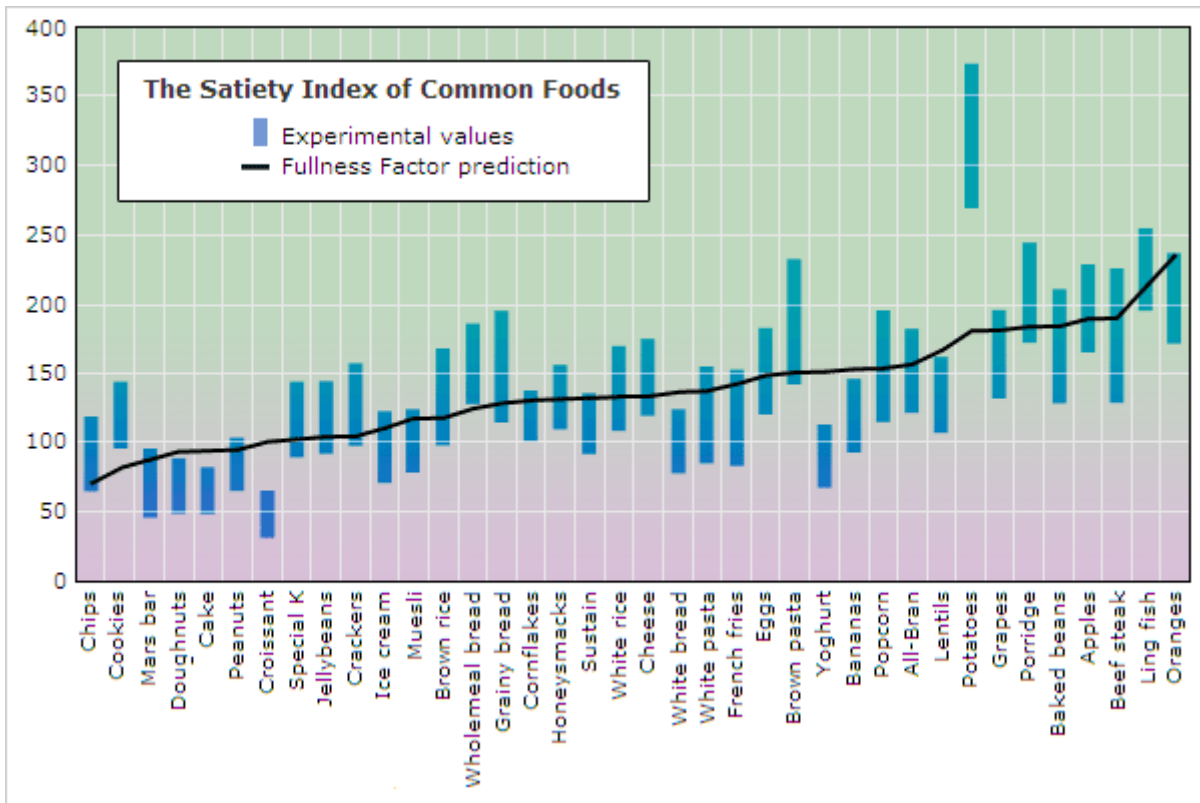
Shifting in consumer behavior towards a healthy lifestyle has changed the consumption pattern of fruit and vegetables - including tropical fruit - around the world. Tropical fruits even gain more popularities as they are considered as exotic fruits in several countries.

The statistics shows that in 2014 among the tropical fruits, banana was the most commonly eaten fruit in the world. Despite of being staple food in several countries in South and Southeast Asia, banana's

consumption in the world experienced significant increase for the last decade as it is considered to have many health benefits needed by health-conscious customers.



Food Consumption 2014 (Source: Produce for Better Health (PBH) Foundation)



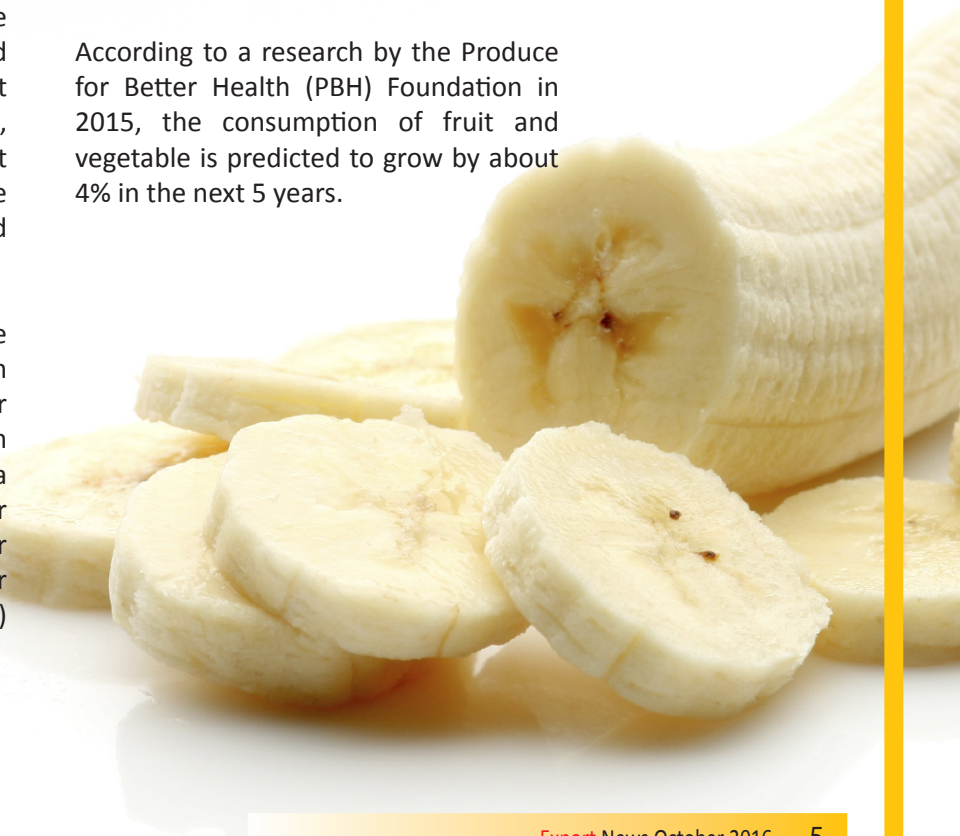
Satiety Index of Common Foods and Fullness Factor Prediction (Source: <http://nutritiondata.self.com>)

Banana is widely believed to have many nutrients including fiber and antioxidant which is beneficial for reducing damage from free radicals and lowering the risk of diseases. In addition to that, the potassium and magnesium contained in banana are also essential for heart health. Not only due to these benefits, banana gain even more popularity as it is more versatile to eat at breakfast while people are looking for a health-related meal.

In this period, people from different age level tend to consume fruit not only in its original form but also as a topping for their yoghurt or cereal meals or as an ingredient for their smoothies. Banana is used widely because it gives longer fullness. Banana has a 2.5 fullness factor (from a scale of 0 to 5) which is higher than white rice (2.1), white bread (1.8)

and brown rice (2.3). The higher fullness factor means that the food contains more water, fiber and/or protein and it will do a better job of satisfying hunger.

According to a research by the Produce for Better Health (PBH) Foundation in 2015, the consumption of fruit and vegetable is predicted to grow by about 4% in the next 5 years.





Banana's World Market

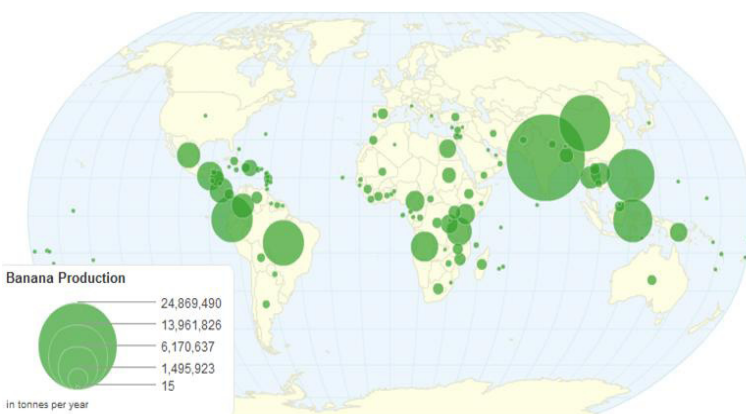
The importance of banana industry is presented by the export value and the employment of workers in its production centers in Latin America, the Carribean, Southeast Asia, and West Africa. It also affects the distribution channel and supermarket worldwide.

According to a research by the Millennium Development Goals (MDG) Achievement Fund, the world market of fresh banana "is characterized as an oligopolistic market dominated by a few multinational companies (MNCs) engaged in the purchase, transport, and marketing of the fruit. These companies own or contract plantations, own sea transport and ripening facilities, and have their

own distribution networks in consuming countries. This gives them considerable economies of scale and market power in selling bananas to the consuming countries."

Banana is one of the world's most important crops, produced by typically small and large-scale producers and it is cultivated in nearly 130 countries. Indonesia, as a resource-rich country with wide variation of crop plantations including fruits and vegetables, is recognized as one of banana producing countries.

Located in the tropic area, banana is one of tropical fruits produced in and exported from Indonesia. Based on FAO Statistics, in 2013 Indonesia was the 7th largest banana producer in the world with a production of about 5.4 million tons. Sitting in the first place as the main banana producer in the world was India with 27.5 million tons followed by China and the Philippines with the production of 24.5 million tons and 8.6 million tons respectively. The composition of the world main producers of banana has shown no significant changes since 2010 which implicates that the competitor to meet banana demand stays the same over the years.



Banana Production by Country (Source: <http://chartsbin.com>)

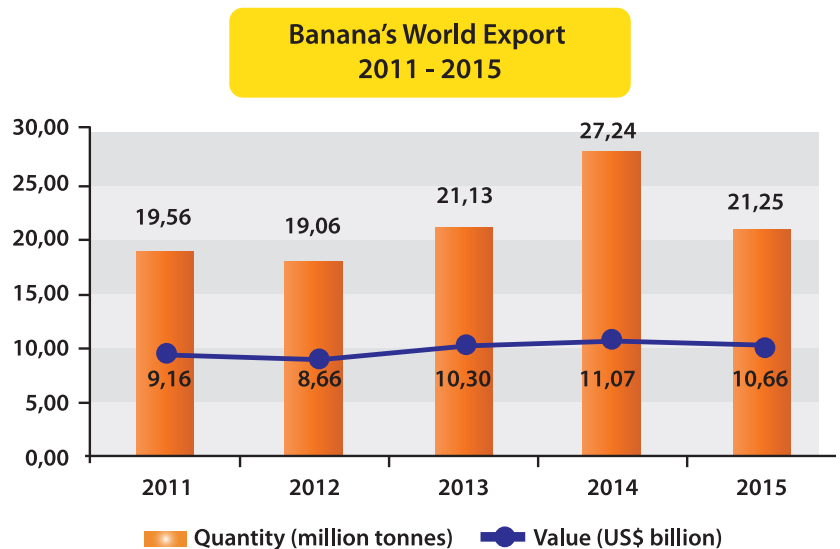
WORLD EXPORT AND IMPORT OF BANANAS

In the same year, the banana production in Indonesia is twice as much as the production of other tropical fruits such as mango, mangosteen, guavas (at 2.1 million tons) and pineapples at 1.8 million tons. Even though the production trend shows a decrease compared to the previous year, the market for Indonesian banana is still promising since the world's demand for banana is continuously rising.

In the last 5 years, the export value of banana to the world has increased gradually. In 2011, banana's world export value is accounted for US\$9.16 billion. In the following year, banana's global export performance experienced a decrease due to decreased production in top banana's producing countries the Philippines and Ecuador. In 2012, the Philippines suffered a loss of up to a quarter of its banana production due to Typhoon Pablo – also known as typhoon Bopha – that destroyed huge areas of its agricultural regions. Meanwhile, Ecuador also went through a projected loss of 25% of its banana production caused by heavy rain. The situation was compounded by an attack of the Black Sigatoka fungal disease.

However, banana export value enjoyed an increase in the following years and reached its peak in 2014 with an export value of US\$11.07 billion. In 2014, the export quantity of banana also skyrocketed up to 27.24 million tons compared to the previous year's volume of about 21.13 million tons.

The interesting fact from the banana's market structure lies on the composition of main banana's exporters in the world. Even though India, China, and Philippines are the Top 3 banana producers, none of them was the major exporting country



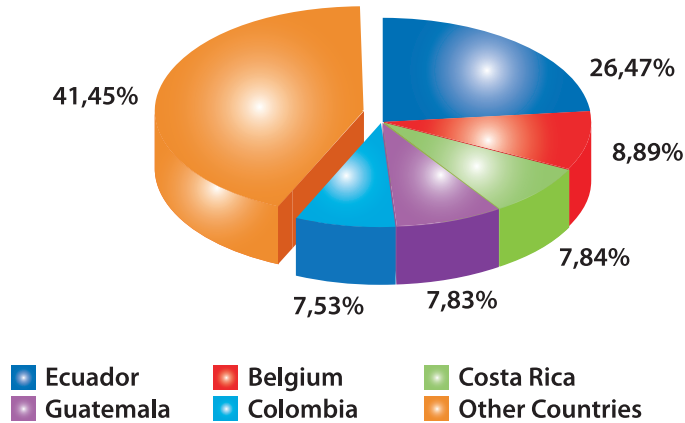
Banana's World Export (Source: trademap.org)

for banana. Only the Philippines sits in the Top 10 exporters of banana at the 7th position.

The banana's export market is dominated by Latin American countries including Ecuador, Costa Rica, Guatemala and Colombia with almost half of banana export market share in 2015, according to trademap.org. As shown by Picture 6, Ecuador was the world's top exporter for banana in 2015 with market share slightly more than a quarter of the world's export, at 26.47%. Ecuador has been the No. 1 banana exporter since 2008 and its domination in banana export market was getting greater every year. In 2015, Ecuador export of banana was thrice than Belgium, the world's second largest exporter of banana.

In the import side, the world's import for banana remains relatively steady during the period of 2011–2015. In the last 5 years, the world's banana import value has grown just a little at about

Banana's Major Exporters 2015



Major Exporters of Banana in 2015 (Source : trademap.org)

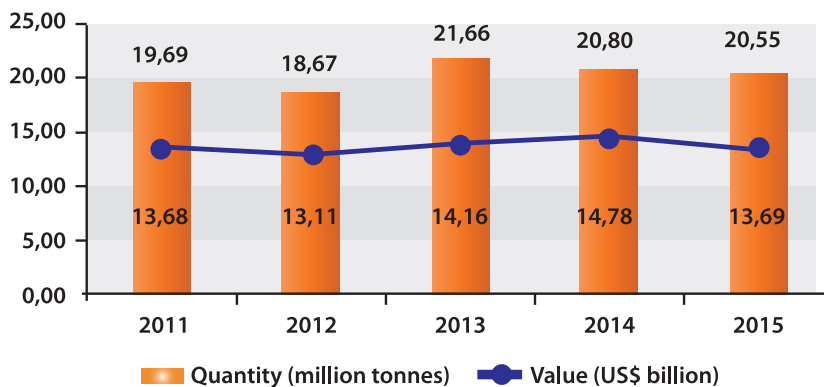
1.22% from US\$13.68 billion in 2011 to US\$13.69 in 2015.

As presented in Picture 8, in 2015 the European Union was the largest importer of banana with 43.77% of the total import followed by the United States at 18.91% and Russia at 6.64%. In Asia, Japan and China were the main importers with a combined share of just below 12%, about one-fourth the European Union's import.

Among the European Union countries, Belgium and Germany were the major importers of banana with a share of 35%. According to the European Commission, there are three different groups of origins supplying banana to the European Union:

- MFN (Most Favored Nation) countries, mainly those in Central and South America with 3.95 million tons in 2014;
- ACP (Africa, Caribbean, and Pacific) countries with 1.08 million tons in 2014;
- EU production at 0.66 million tons in 2014.

Banana's World Import 2011 - 2015



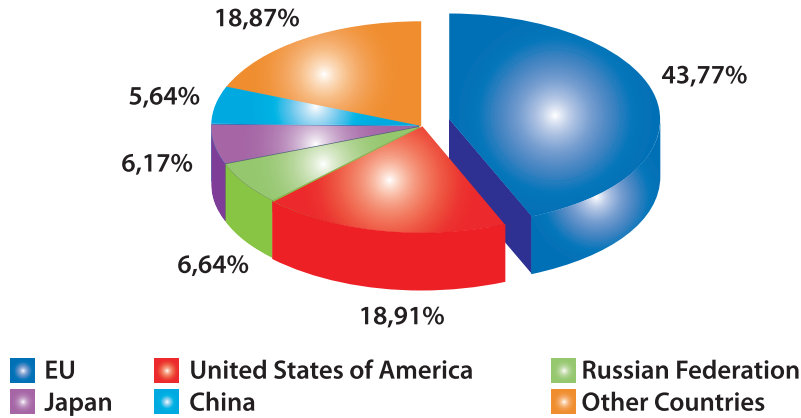
Banana's World Import (Source: trademap.org)

Indonesia's Export Performance on Banana Products

Indonesian export of banana has grown significantly over the last 5 years in the period of 2011-2015. It increased more than 10 times from US\$1.01 million in 2011 to US\$13.00 million in 2015. Banana's export in Indonesia reached its peak in 2014 with the export value reaching US\$ 16.18 million.

From all destination countries for Indonesian banana, China and Japan

Banana's Major Importers 2015



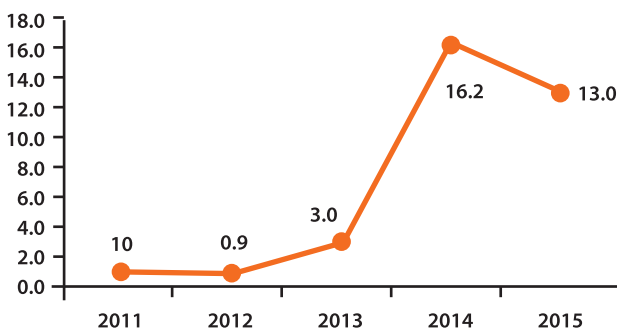
Major Importers of Banana in 2015 (Source : trademap.org)

were the countries which saw the highest increase in both export value and volume. China's import of Indonesian banana has skyrocketed from only US\$14,000 in 2012 to US\$11.04 million in 2014, before it decreased to US\$4.88 million in the following year. Meanwhile, Indonesia has finally started to export its banana to Japan in 2015 with an export value of some US\$1.78 million. This was an important achievement, considering the agricultural market in Japan was very strict and rather closed in nature. Since Japan implements high quality

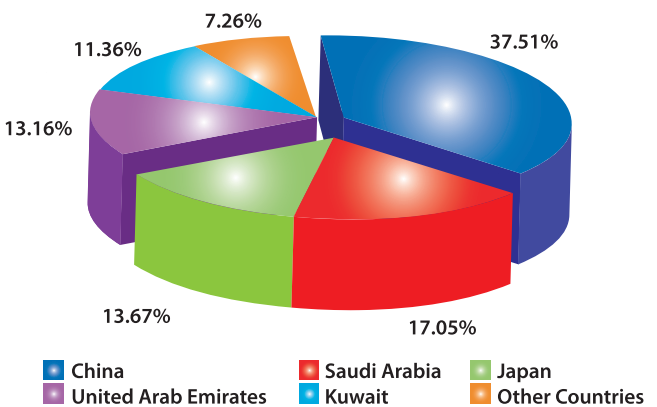
and health standards for the import of agricultural products, this success shows the recognition of the high quality of Indonesia banana.

The export of Indonesian banana does not yet target the world's major importing countries such as the European Union and the United States. This fact shows that there are still huge opportunities for Indonesia to increase banana export to these yet untapped markets.

Indonesian Export of Banana 2011-2015 (US\$ million)



Destination Countries for Indonesian Banana's Export



Indonesia Export Performance on Banana's Product (Source : trademap.org)

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F Food and Beverage

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