

## Export Potential

Thailand's export potential for fruit and vegetables is diversifying from the traditional Asian countries to North America and Europe. The market in Asia remains large, however in the last 6-7 years as fruits and vegetables have gained more importance in Thailand's trade picture, North America and Europe have become viable markets.

There are a number of reasons explaining the export expansion. There has been an increase in purchasing power of consumers abroad; improved quality of the product; crop diversification; and an improved market promotion strategy.

Thailand produces about 7 million tons of fruit each year, while 60,000 to 75,000 tons are destined for export markets.

The main export markets are Hong Kong, Singapore and Malaysia, as well as Japan, Taiwan, Brunei and Saudi Arabia. Newer markets include France, the U.K., West Germany, the U.S., Canada and Australia.

### Main Fruits for Export

- Papaya
- Longan
- Banana
- Mango
- Tangerine
- Pineapple
- Durian
- Pomelo

### Main Vegetables for Export

- Onion
- Tomatoes
- Mushrooms
- Baby corns

### Constraints

1. Disorganized marketing system. There is no central system for the transfer of produce from farmers to merchants. Buying and selling depends on individual agreements;
2. Lack of grading and packing facilities;
3. Lack of cold storage;
4. Lack of loading and unloading equipment;
5. Freight expense;
6. Lack of pest resistant varieties;
7. Inadequate training in field technologies for farmers;
8. Disorganized crop production, eg. farmers are ignorant of market demand for particular crops.