

2. FRESH FRUIT AND VEGETABLES

Fruit

Thailand is a net producer and exporter of fruit and vegetables; however, attention must be brought to the fact that Thailand's climate is tropical and humid. Average temperatures vary between 33 and 42 degrees C and humidity in the rainy season is often 90-100%. Therefore, fruit and vegetables that grow in a temperate climate such as Canada's, cannot be grown in Thailand. It is in the supply of these temperate fruit and vegetables that niche opportunities exist for Canadian exporters.

The market for fresh fruit has been growing at an annual rate of 10-15% in the last few years and it is predicted that this trend will continue. Again, the increased consumption patterns and rise in the standard of living have contributed to an increase in the variety of foods available and bought by Thais, particularly in Bangkok and other urban areas.

The types of fresh produce imported into Thailand are clearly outlined in the table below. It is evident that apples account for the majority of the total fresh fruit imports.

Thai Fruit Imports, 1992

19 Baht = 1CS\$

Types	Volume (tonnes)	Amount (baht)	%
grape	845	65,135,669	2.84
apple	26,230	17,357,079	88.2
pear	1,821	71,327,447	6.12
cherry	129	10,042,674	.43
peach	8	491,367	.03
plum	68	3,834,897	.23
others	634	44,362,961	2.13
total	29,735	1,112,552,084	100

1992: Department of Business Economics