

BACKGROUND ...

CURRENT SITUATION ...

Demand for Vegetables and Fruits

Imports of vegetables and fruits in 1987 amounted to B\$43 million. The following items comprised 30% of total imports. There is a large pool of vegetable importers including Australia, New Zealand, India, China and Taiwan. Australia and the US lead in fresh fruit imports, while Singapore supplies the majority of processed fruit juices.

<i>Vegetables and Fruits</i>	<i>% Total '86 Imports</i>	<i>Major Country Supplier</i>
Potatoes, excluding sweet potatoes	3	China - 55%
Onions excluding spring onion	5	India - 41%
Cabbage - fresh	3	Australia - 61%
Vegetable preparations	4	Singapore - 28%
Apples - fresh	8	USA - 53%
Grapes - fresh	4	Australia - 57%
Pears - fresh	5	Australia - 51%
Oranges - fresh	8	USA - 63%
Orange juice	5	Singapore - 27%

Demand for locally grown fruit can only be satisfied for about 2 months of the year. There is a market for temperate zone fruits (e.g. apples, pears, grapes) imported from Canada and the US.

Demand for Beverages

Imported beverages constituted the largest dollar value import market for 1987; total imports were B\$55 million. Of the 34 major beverage items, the following items were 93% of total beverage imports. Although 68% of the population is restricted from alcohol consumption under Islamic law, there is a proportionally large market for alcoholic beverages. Singapore leads in imports of non-alcoholic beverages, while the EEC (primarily the United Kingdom and France) leads in alcoholic beverages, except beer and ale.

<i>BEVERAGES</i>	<i>% Total '86 Imports</i>	<i>Major Country Supplier</i>
Aerated waters flavored	37	Singapore - 85%
Non-aerated beverages ready for consumption	10	Singapore - 87%
Beer and ale	34	Singapore - 88%
Brandy	6	France - 89%
Stout and Porter	6	Malaysia - 76%