

Govt devises new plan to keep Thailand on top of canned pineapple market

Thailand has been declared the world's largest exporter of canned pineapples, earning about 20 billion baht yearly from the fruit, much to the joy of Prime Minister Prayut Chan-o-cha.



Government spokesman Anucha Burapachaisri said on Wednesday that Prayut was overjoyed when the Agriculture Ministry informed him that Thailand held a 32% market share of the global canned pineapple market. The next biggest supplier is the Philippines with a 22% market share.

“The PM reckons that cooperation of government agencies to support and promote canned pineapple has helped win Thailand the top spot,” Anucha said.

He added that the government has drafted a 2023-2027 development plan to support the canned pineapple industry and enhance its capacity in the production, processing and marketing of the product.

Anucha said the government plans to use the development fund as a key mechanism to boost revenue for pineapple farmers.

He added that since most pineapple factories are located in Prachuap Khiri Khan, it can be considered a pineapple metropolis for Thailand and the world.

Last month, Alongkorn Ponlaboot, adviser to Agriculture Minister Chalermchai Sreeon, said the Agriculture Ministry will establish a “pineapple metropolis” in Prachuap Khiri Khan this year to support growers of the spiky yellow fruit.

He said the support will also be extended to pineapple farmers in Phetchaburi, Ratchaburi and Kanchanaburi.

Apart from pineapple, the government is also paying attention to mamuang bao, a type of mango that is smaller but propagates fast. This mango is usually consumed unripe with a hot and sweet dip.

Anucha said mamuang bao has been registered as a geographical indication product for Songkhla and that it earns the province about 58 million baht per year.

Source: The Nation Thailand on 4 January 2023

<https://www.nationthailand.com/thailand/economy/40023712>