



CBI  
*Ministry of Foreign Affairs*

# **CBI Product Factsheet:**

# **Fresh Pineapples in Europe**

## Introduction

Imports of fresh pineapples into the EU market have stabilised at about 900,000 tonnes in recent years. In 2014, imports increased relative to 2012 and 2013. The main imported variety is the sweet MD2 pineapple. Major European destination markets for fresh pineapples include Germany, the UK, Italy and Spain. The world pineapple trade is dominated by a few multinational companies: Dole Food Company, Del Monte Foods, Fyffes and Chiquita. Smaller exporters from developing countries must seek differentiation in niches, quality or price.

## Product definition

The pineapple (*Ananas comosus*) is a tropical plant with edible fruit. It is a member of the *Bromeliaceae* family. Pineapples are indigenous to South America. Pineapple plants can withstand both drought and rainfall between 500 mm and 3,000 mm per annum. Pineapples are cultivated from a crown cutting of the fruit of the plant.

Until the mid-1990s, pineapple production and trade was dominated by the Smooth Cayenne variety, which is characterised by high sugar and acid content and which is well suited to canning. In the mid-1990s, Del Monte experimented with a new hybrid pineapple variety, MD2, which has an even sweeter taste, higher vitamin C content and longer shelf life. The MD2 variety has now replaced Smooth Cayenne pineapples as the preferred variety in every major market. Over 80% of all European imports are MD2. Most other pineapples are of the types 'Smooth Cayenne', 'Sugarloaf', and 'Victoria'. Most pineapples for fresh consumption weigh between 1 and 2.5 kg.

**Table 1: CN commodity code for fresh pineapples**

Number	Product
08043000	Fresh or dried pineapples

Source: Eurostat Comext.

## Product specification

### Quality

Pineapples are divided into three classes: Extra Class, Class I and Class II. Most pineapples sold in the European market are of Class I.

Information on the quality requirements for each class can be found in the [UNECE standards for pineapples](#). The [General Marketing Standards of Regulation \(EU\) No. 543/2011](#) apply. At the very least, pineapples should be intact, clean, sound, and practically free of pests, damage, abnormal external moisture and internal browning, in addition to being able to withstand transport and handling.

The EU quality standards in [Regulation \(EC\) No. 1580/2007](#) specify that imports of fresh fruits and vegetables from third countries to the EU must conform to the EU Marketing Standards or their equivalent.

Pineapples do not ripen after harvesting. Exposure to ethylene produced by other fruits (e.g. bananas) may soften the fruit, but it will not make them any sweeter.

### Size and packaging

Fresh pineapples are classified according to Size Codes A to H, with average weights (including the crown) ranging from 2750 grams (Size A) to 800 grams (Size H). The minimum weight for a pineapple is 700 grams, except for some small-size varieties, which can weigh less. See [Codex Alimentarius Standard for Pineapples](#).

Packaging requirements differ by customer and market segment. They must at least be packaged in new, clean, high-quality that ensures proper protection for the produce while preventing damage to the product. Talk to your customers about their requirements and preferences concerning packaging. General characteristics include the following:

- Wholesale packaging in carton boxes or crates: These boxes can vary in size.
- Most fresh pineapples are supplied in boxes containing 5–10 pineapples.

See also the [Recommended International Code of Practice for Packaging and Transport of Tropical Fresh Fruits and Vegetables \(CAC/RCP 44-1995\)](#).

## Labelling

Labelling on consumer packaging must comply with the rules and regulations applying to the European market. Labels must not contain any toxic ink or glue. See the [Codex General Standard for the Labelling of Prepackaged Foods \(CODEX STAN 1-1985\)](#) and [Regulation \(EU\) No. 1169/2011](#) on the provision of food information to consumers, including with regard to the labelling of pre-packaged food sold on the EU market. If the nature of the produce is not visible from the outside, the package must be labelled with the name of the product, and possibly the name of the variety and/or commercial name.

Labels for pre-packed or other fresh fruits should provide the following information:

- the name under which the product is sold;
- the product's commercial identification: class, size (code), number of units, net weight;
- the name and address of the producer;
- the place/country of origin.

In addition, the label should include any certification logo (if applicable) and/or retailer logo (in the case of private-label products). A list of ingredients is not mandatory for fresh fruit, unless the container holds several different products, in which case the label should include a list of ingredients, as well as the quantities of each product.

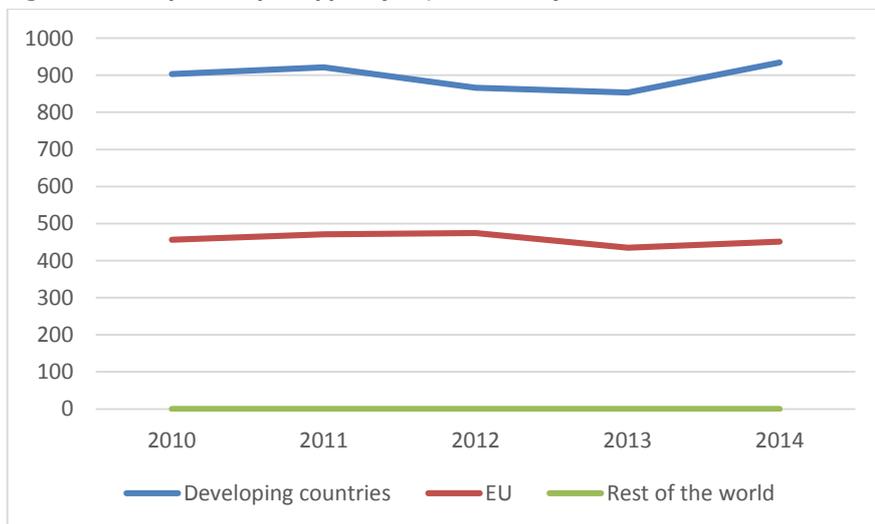
For more information on labelling, packaging and quality, see also: [Codex Alimentarius Standard for Pineapples](#) or read about [food labelling in the EU Export Helpdesk](#).

## What is the demand for pineapples in Europe?

General information and figures about production and trade developments in the European market is provided in the [CBI Trade Watch for Fresh Fruit and Vegetables](#) on the [CBI Market Intelligence Platform](#). This section provides detailed statistics on the production, trade and consumption of fresh pineapple.

## Imports

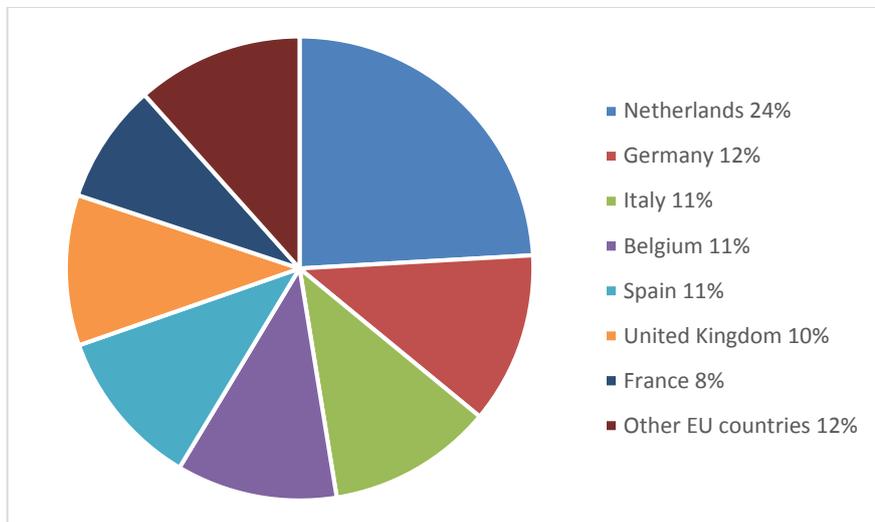
Figure 1: EU imports of pineapples (in 1,000 tonnes)<sup>1</sup>



Source: [Market Access Database](#)

<sup>1</sup> In this Product Fact Sheet, developing countries are defined as the countries mentioned on the OECD DAC list from 2012/2013.

**Figure 2: Import volume of pineapples in 2014; share per EU country**



Source: [ITC Trademap](#), calculations by ICI Business

### Interpretations and opportunities

The EU market for pineapples is supplied almost exclusively by developing countries. After a decade of rapid growth between 1995 and 2005, total imports of pineapples into the EU have stabilised at about 900 million tonnes in recent years. In 2014, imports increased modestly to 934 million tonnes, with a value of €607 million.

In 2014, Costa Rica accounted for 87% of the supply of fresh pineapples (817,000 tonnes), followed by Panama (32,000 tonnes), Ghana (24,000 tonnes) and the Ivory Coast (23,000 tonnes). Since 2010, the import of pineapples from Ecuador, Ivory Coast and Cameroon have declined, while smaller exporters (e.g. Colombia, Cuba, Israel and the Dominican Republic) are increasing their exports to Europe.

The demand for pineapples in Eastern European countries is expected to increase in the future.

The transport of fresh pineapples by sea, using reefer ships, is often combined with the banana trade. The companies that dominate the worldwide trade of bananas ([Dole](#), [Del Monte](#), [Chiquita](#) and [Fyffes](#)) are heavily involved in the production and trade of fresh pineapples as well. These companies operate their own plantations, packing houses, cold storage and other distribution facilities. They source additional supplies from out-growers (i.e. contract farming).

With imports amounting to 334,000 tonnes in 2014, the Netherlands is the largest importer of fresh pineapples, primarily due to its large seaports and its position as the main arrival port for large banana carriers. Many large markets (e.g. Italy, Spain and France) import directly from the country of origin. Germany is supplied primarily by the Netherlands and Belgium.

Pineapples from Costa Rica are transported by sea. Costa Rica sells almost exclusively fresh pineapples of the MD2 variety. To complement the assortment in supermarkets, European importers buy air-transported pineapples of the Victoria, Sugarloaf and Smooth Cayenne varieties from Africa. Ghana also supplies a small quantity of MD2 pineapples.

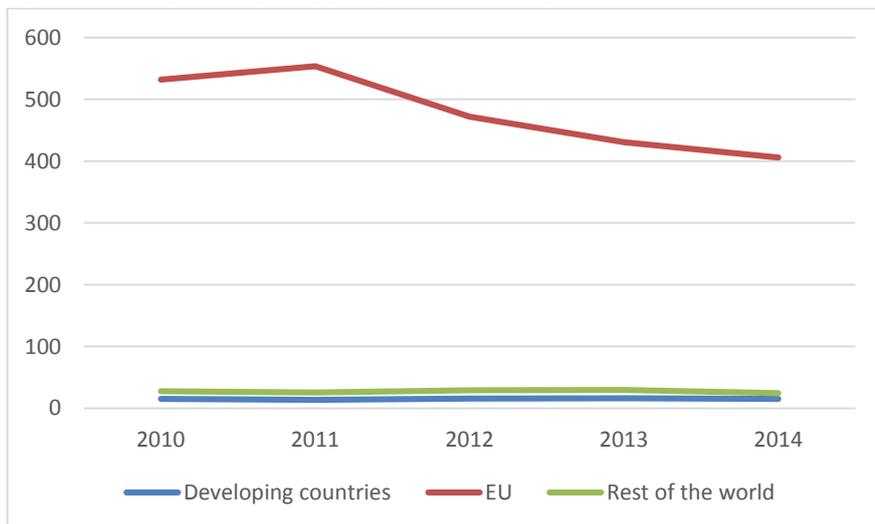
Although the MD2 variety has been dominant in recent years, there are opportunities for other varieties that cater to special tastes or needs (e.g. baby pineapples or extra-sweet varieties). Air-transported pineapples of varieties other than MD2 are required primarily when demand is high and sea transport takes too long.

#### Tips:

- Try to avoid competition with the dominant pineapple companies, Dole, Del Monte, Chiquita and Fyffes. Focus on niche markets (e.g. socially responsible fruit, environmentally friendly production, organic) or specialties (e.g. baby pineapples).
- To avoid the fierce competition of the market for fresh pineapple, consider focussing on new markets, on the few growing markets or on niche markets.
- If you have difficulty distinguishing your product or if you lack marketing strength, consider joining a multinational operation.

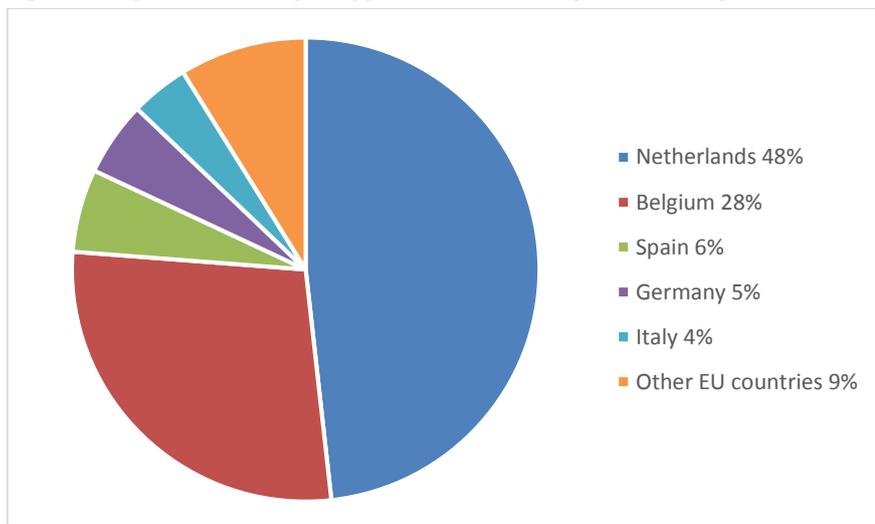
## Exports

**Figure 3: EU exports of pineapples (in 1000 tonnes)**



Source: [Market Access Database](#)

**Figure 4: Export volume of pineapples in 2014; share per EU country**



Source: [ITC Trademap](#), calculations by ICI Business

## Interpretations and opportunities

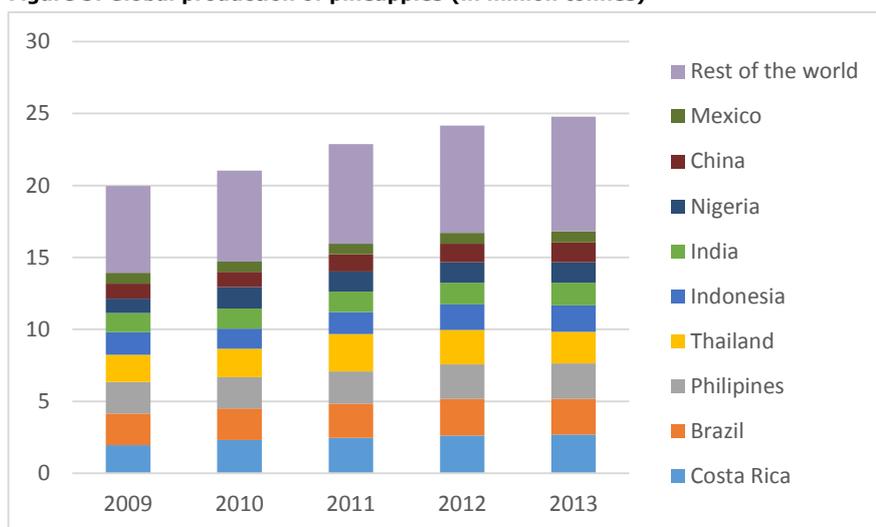
In 2014, the total European export volume of pineapples amounted to 446,000 tonnes. The vast majority (406,000 tonnes) of these pineapples were destined for markets within the EU. The Netherlands and Belgium are the leading re-exporters, with export volumes of 216,000 and 125,000 tonnes, respectively.

The Netherlands and Belgium together supplied 77% of the German demand for pineapples in 2014, thus making Germany the principal destination for these countries.

Total export volumes of pineapples by EU countries have decreased in recent years, declining from 575,000 tonnes in 2010 to 446,000 tonnes in 2014. In combination with increased imports, this decline is a good indication that the trade in pineapples is becoming more direct.

**Tips:**

- Use the Netherlands or Belgium for multimarket access. The experience and redistribution capacity of these leading import hubs offer a more flexible market approach.
- For general trade of pineapples, consider establishing direct trade relations with the leading destination markets.

**Production****Figure 5: Global production of pineapples (in million tonnes)**

Source: [FAOSTAT](http://faostat)

**Interpretations and opportunities**

Worldwide pineapple production has been rising slightly in recent years. In 2014, production amounted to nearly 25 million tonnes. Given the maturity and stability of the market for pineapples, no major growth in production is anticipated for the near future.

Costa Rica, Brazil, the Philippines and Thailand are the world's leading producers of pineapples. Together, they produce about 10 million tonnes annually (accounting for 40% of all pineapples worldwide). Costa Rica is the principal supplier for Europe. Brazil and Thailand do not export any significant quantities of pineapples, and the Philippines focuses on supplying markets in Asia and the Middle East.

Production in Costa Rica is organised predominantly by large multinational companies. Costa Rica's production is still increasing, and yields are high (approximately 56 tonnes per hectare).

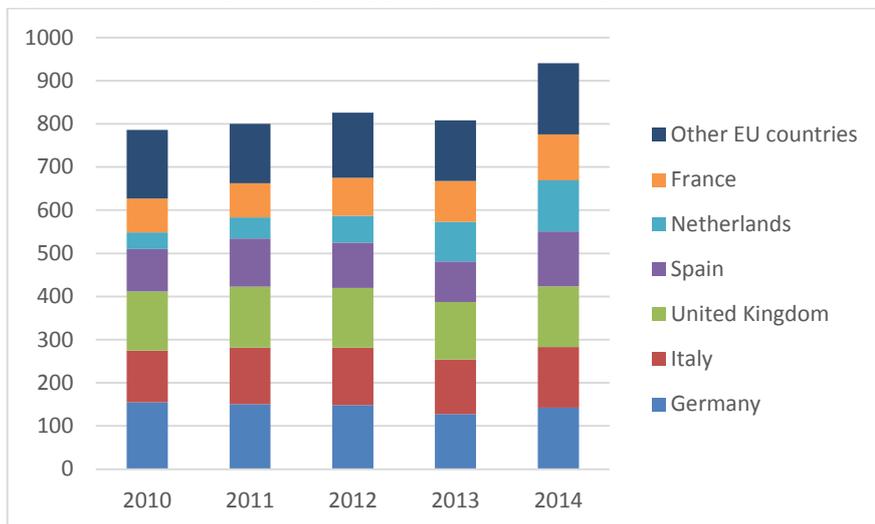
In the EU, Portugal is the only country that produces pineapple, although its production volumes of close to 3,500 tonnes are negligible compared to that of the major producing countries.

**Tips:**

- Define your quantitative position by comparing production and yield statistics for pineapples, see: <http://faostat.fao.org>
- Always be prepared for changes in the European market. Because Europe depends heavily on the supply of pineapples from Costa Rica, opportunities can arise suddenly if Costa Rica becomes unable to deliver.

## Consumption

Figure 6: EU consumption of pineapples (in 1000 tonnes)



Sources: [FAOSTAT](#), [ITC Trademap](#); calculations by ICI Business

## Interpretations and opportunities

- Germany, Italy, the UK and Spain are the largest consumer markets for pineapples in the EU. These four countries are responsible for almost 60% of the 940,000 tonnes consumed in the EU.
- Consumption of fresh tropical fruit is expected to increase somewhat further in the future, as the EU economy has started to recover from the economic slowdown of recent years. Given the changing consumption patterns and increasing incomes in Eastern EU member states, these markets are expected to grow as well.
- Consumers in Western Europe prefer the smaller-sized pineapples. Large retailers are increasingly selling individual portions of freshly cut pineapple. The right flavour and sweetness are important to consumers throughout Europe.

### Tip:

- Make sure that you are supplying the right type and quality in order to fulfil the requirements for European retailers and fresh processing.

## Which trends offer opportunities on the European market for pineapples?

The [CBI Trend mapping](#) provides information on general trends in the European market for fresh fruits and vegetables. This section provides details about specific trends in the market for fresh pineapples.

### From difficult to convenient products:

Many consumers regard fresh pineapples as a difficult product with a medium to high price. In general, price tends to be less of an issue than the difficulty of preparing the fruit. Supermarkets are increasingly facilitating consumers by selling special peeling tools or by offering freshly cut pineapple in consumer packages. Fresh pre-cut pineapple has found a significant consumer group in Northern Europe, and 'baby pineapples' are developing new market potential. In the southern part of Europe, more time is spent on eating and food preparation, and this is favourable for suppliers of fresh whole pineapples.

### Tip:

- Select the varieties that are easy to cut, and add consumer information about peeling and cutting.

### Flavour is important:

The flavour of the product is of crucial importance. Because fresh pineapples do not ripen after being picked, the flavour and sweetness of the fruit is an important selection criterion for buyers. European consumers have a preference for sweet pineapples with juicy flesh. Although the MD2 variety is the most popular, opportunities exist for other varieties, which are

mainly sold at street markets, ethnic shops and greengrocers. For example, with their superior flavour, ripe, air-freighted Sweet Cayenne pineapples are primarily destined for the specialist and catering segments.

**Tip:**

- Make sure to supply pineapples that are harvested with the right ripeness and flavour.

**Growing interest in sustainable fruit:**

In Europe, trends in the consumption of fresh fruit are developing towards more sustainable approaches to production and processing. Environmental and social issues are becoming increasingly important. Social and environmental certification schemes include actions aimed at sharply reducing and registering the use of pesticides, taking action to ensure the safety of employees and/or even including price guarantees for producers. Certification schemes that are in line with the [Global Social Compliance Program \(GSCP\)](#) are more likely to be accepted by European supermarkets.

For fruit importers, lowering the carbon footprint is becoming increasingly important as consumers and retailers are paying more attention to this topic. In the case of pineapples, the best flavour is delivered by air-freighted, sun-ripened fruit, while environmental considerations and price favour transport by sea. This is a trade-off, and buyers will differ in both demand and approach.

**Tips:**

- Consult the [Global Social Compliance Program \(GSCP\)](#) website for more information about social and environmental conduct.
- Increase your chances with major buyers by reducing your company's impact on the environment, and show them your efforts in the area of sustainability.

**Organic niche:**

The increased attention to health and the environment is also generating increased interest in organically produced fruits and vegetables. The demand for organic pineapple is especially strong in Northern European markets.

**Tip:**

- Read more about organic farming on the [Soil Association website](#).

**With which requirements should pineapples comply in order to be allowed on the European market?**

Buyer requirements can be divided into (1) musts (e.g. legal requirements), which must be met in order to enter the market; (2) common requirements (which have been implemented by most competitors), with which you should comply in order to stay abreast of the market; and (3) niche market requirements for specific segments.

For general information, see also the buyer requirements for fresh fruits and vegetables on the [CBI Market Intelligence Platform for fresh fruits and vegetables](#).

**Requirements that must be met**

**Pesticides**

Pesticide residues constitute a crucial issue for suppliers of fruits and vegetables. With the objective of avoiding health and environmental damage, the EU has set maximum residue levels (MRLs) for pesticides in and on food products. Products containing more pesticides than allowed will be withdrawn from the EU market. Note that buyers in several member states (e.g. the UK, Germany, the Netherlands and Austria) use MRLs that are stricter than those specified in EU legislation.

**Tips:**

- To identify the MRLs that are relevant for pineapples, consult the EU [MRL database](#), which contains all harmonised MRLs. The database is searchable according to product or pesticide used, and it provides lists of the MRLs associated with specific products and pesticide. Additional information about [MRLs is available in the EU Export Helpdesk](#).
- Reduce the amount of pesticides by applying [integrated pest management](#) (IPM) in production. IPM is an agricultural pest control strategy that includes growing practices and chemical management.
- Ask your buyers whether they have any additional requirements concerning MRLs and pesticide use.

## Plant health

Fruits and vegetables exported to the EU must comply with EU legislation on plant health. The EU has imposed [phytosanitary requirements](#) in order to prevent the introduction and spread of organisms that could be harmful to plants and plant products within the EU. The following are the most important implications of these requirements:

- Certain listed organisms may not be imported into the EU, except under specific circumstances. EU control measures are subject to change.
- Plants or plant products specified in Part B, Annex V of Directive [2000/29/EC](#) must be accompanied by plant health certificates.

**Tips:**

- Check with the relevant National Plant Protection Organisation (NPPO) or your EU importer to learn the requirements for your product. Click [here](#) for a list of NPPOs. A model phytosanitary certificate is available through [Annex VII](#) of the Plant Health Directive.
- Read more about [plant health in the EU Export Helpdesk](#).

## Contaminants

Contaminants are substances that are not added to food intentionally, but which may be present as a result of the various stages of its production, packaging, transport or warehousing. With the objective of avoiding negative impact on the quality of food and risk to human health, the EU has set limits for several contaminants.

**Tips:**

- Identify the relevant contaminant levels in the annex of [Regulation \(EC\) 1881/2006](#). All contaminants are presented, and maximum levels are provided for each product or group of products.
- Learn more about the prevention and reduction of lead contamination in the [Code of Practice](#) published by the Codex Alimentarius.
- Consult the European Commission's factsheet on food contaminants '[Managing food contaminants: how the EU ensures that our food is safe](#)', and read more about [contaminants in the EU Export Helpdesk](#).

## Control of food imported to the EU

To ensure food safety and avoid environmental damage, the EU has adopted several Regulations and Directives that restrict the use of certain chemicals. Your products will be subject to official inspections, which are conducted in order to ensure that all foods marketed within the EU are safe (i.e. in compliance with the applicable requirements). There are three types of inspections:

- Documentary inspections
- Identity inspections
- Physical inspections

In the event of repeated non-compliance of specific products originating from particular countries, the EU can decide to perform higher-level inspections or to impose emergency measures. Although inspections can take place at all stages of import and marketing in the EU, most are performed at the points of entry to the EU.

Switzerland, Norway, Iceland and Liechtenstein are not EU member states, but they are part of the European Free Trade Association (EFTA). Their food laws are largely identical to those specified in EU legislation, although some aspects may differ. In Switzerland, import inspections are the responsibility of the [Swiss Customs Administration](#) and the [Federal Office of Public Health](#).

**Tips:**

- Become familiar with the procedures. Failure to follow the proper procedures could result in decreased and delayed orders, increased costs and actions by EU enforcement authorities.
- Make sure that the accompanying documents correspond exactly to the food products contained in the consignment.
- Check to determine whether any increased levels of control apply.
- Read more about [health control in the EU Export Helpdesk](#).
- Consult the [EU Export Helpdesk](#) for a full list of requirements for pineapples, selecting the product code for pineapples: **0804.30.00**.

## Common buyer requirements:

### Certification as guarantee

Given the high priority of food safety in all EU food sectors, you can expect most buyers to request additional guarantees in the form of certification. The most commonly requested food-safety certification scheme, [GLOBALG.A.P.](#), is essential for exporting pineapples to the EU, especially through supermarkets. This pre-farm gate standard covers the entire agricultural production process, from before the plant is in the ground to the non-processed product (it does not extend to processing).

Other food-safety management systems that can be required include the British Retail Consortium ([BRC](#)) and the International Food Standard ([IFS](#)), [FSSC22000](#) or [SQF](#). These management systems are in addition to GLOBALG.A.P. and they are recognised by the [Global Food Safety Initiative \(GFSI\)](#).

**Tips:**

- Identify the food-safety management systems that are most commonly requested in your target market. Expect GLOBALG.A.P. to be one of them.
- Read more on the different Food-Safety Management Systems in the [Standards Map](#).
- Be aware that food safety is a major issue. Work proactively with buyers to improve food safety, taking care to be transparent and current with buyer requirements and regulations.

### Quality standards

The General EU Marketing Standards also apply to fresh pineapples. Many EU buyers require compliance with the standards of the United Nations Economic Commission for Europe ([UNECE](#)) or the [Codex Alimentarius Commission](#) (CAC). It should be noted that quality refers to both the safety and quality of food.

**Tip:**

- Make sure to supply the level of quality agreed upon in the product specifications.

## Niche markets: Organic and Fair trade

### Organic: A growing niche market

Consumers in the EU are increasingly expressing a preference for food products that have been produced and processed by natural methods. The market for organic pineapples is relatively small, but demand is growing. In order to market organic products in the EU, you must use organic production methods, as specified in [EU legislation](#). Furthermore, you must have used these production methods for at least two years before you will be allowed to market the fruits and vegetables as organic. In addition, you (or your EU importer) must apply for import authorisation from EU organic control bodies. After being audited by an accredited certifier, you will be entitled to use the EU organic logo on your products, as along with the logo of the standard holder (e.g. [Soil Association](#) [especially relevant in the UK], [Naturland](#) [Germany] or [Bio Suisse](#) [Switzerland]). Regardless of several minor differences, all of these standards comply with the EU legislation on organic production and labelling.

Large suppliers of pineapples often implement well-marketed programmes for organic, sustainable or fair trade production. For example, see the website of [Dole Organic](#).

**Tips:**

- Implementing organic production and becoming certified can be expensive. You should therefore assess the market potential before making any investments.
- Consult the [Standards Map database](#) for the different organic certifications.
- For the export of organic pineapples into the European market, work with a competent and specialised importer who understands the market and who is familiar with the particular requirements and means of access for niche markets.

**Fair and sustainable**

A small but growing niche market is developing for fresh products that have been produced with greater attention to social and/or environmental conditions in the producing areas.

of the existing social and sustainability labels for fresh fruits and vegetables include [Fairtrade](#) , [Fair for Life](#) and the [Rainforest Alliance Certification Scheme](#).

Importers may also adopt other initiatives, which could also affect suppliers. Examples include such retailer initiatives as the [Ethical Trading Initiative](#) (ETI) in the UK and the [Business Social Compliance Initiative](#) (BSCI) in North-Western Europe.

**Tips:**

- Examine your company's current performance (e.g. by completing a self-assessment on the [BSCI website](#)).
- Consult the [Standards Map database](#) for additional information and to learn about differences between fair trade labels.

**What competition do I face on the European market for pineapple?**

For general information about market competitiveness for fresh fruits and vegetables, consult the [Market Competitiveness information](#) available at the CBI market intelligence platform. The platform also includes [Tips for doing business with European buyers](#).

This section details market-entry opportunities and barriers relating to pineapples, as well as information concerning competition at the company and product levels.

**Buyer power:**

The buying power of large retail chains is strong, particularly in the supermarket channel. Supermarkets demand uniform quantity, relatively large volumes and primarily sea-transported (i.e. container) pineapples. For pineapples, well-ripened quality and Corporate Social Responsibility (CSR) are important, as are supply chain transparency and information sharing. Buyers in the EU tend to prefer long-term partnerships as a means of ensuring the supply and quality of products.

In Southern European countries, street markets and specialist shops are more dominant. They demand smaller volumes, and buyer requirements are somewhat less strict, although European legislation applies throughout the European Union. Although the buyer power of smaller shops is weaker, these customers have a wide range of choices between different suppliers.

**Degree of competition:**

Pineapple is a major tropical fruit, which is largely dominated by a few large enterprises. Competition is fierce, especially when supplies are high. Temporary shortfalls in supply or demand (e.g. due to drought) can have considerable impact on prices.

**Threat of new entrants:**

Certification and the need to meet both legal and non-legal requirements pose major obstacles to producers and exporters entering the market. The success of new entrants is determined by quality and distinctive products.

**Substitute products:**

The diversity of fruits supplied to the European market has increased in the past decade, thereby increasing competition for pineapples. If the price for pineapples is very high, consumers are more likely to buy other tropical fruits.

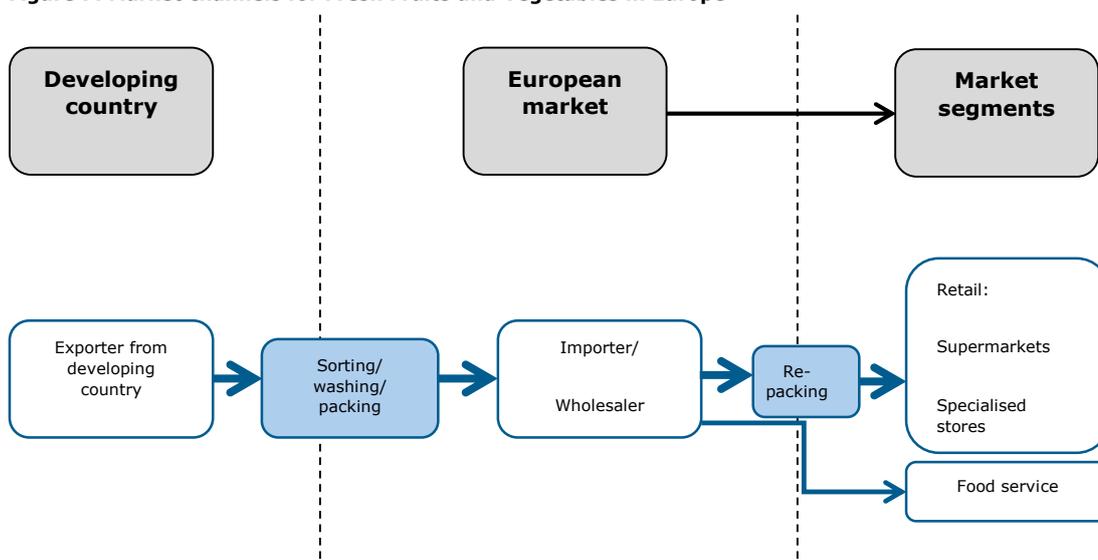
**Tips:**

- Enter the North-Western European market by participating in large retail programmes. Contact an experienced importer/distributor before entering the European market.
- Use the experience and logistical power of importers and service providers to reach smaller outlets as well.
- Try not to compete on price alone, instead building partnerships with buyers/ripening facilities and striving for excellence in product quality and handling.
- Establish a credible track record of providing transparent information on your company and product quality. Being part of a stable partnership and being a trustworthy supplier can help you to establish and maintain your position on the market.
- Use storytelling (e.g. highlight the origin and producer of your products), novel packaging and premium quality as methods for distinguishing your product from the rest of the field. Make sure that your pineapple has excellent ripeness and flavour.

## What do the trade channels and interesting market segments for pineapples look like in Europe?

For general information about market channels and segments, consult the [Market Channels and Segments](#) document available at the CBI market intelligence platform. This section provides information about the various channels through which fresh fruits and vegetables are marketed in Europe.

**Figure 7: Market channels for Fresh Fruits and Vegetables in Europe**



It is important to distinguish between the supermarket channel and the specialist retail channel, which includes street markets. Supermarkets constitute the most important channel in North-Western Europe, while specialist retail is more important in Southern Europe. Pineapples are sold primarily in retail stores. Hypermarkets in Spain and France are also important market channels. The food-service channel (e.g. catering, restaurants) is smaller for fresh pineapples, although it is important for marketing larger fruit sizes. Out-of-home markets primarily use pre-cut/canned pineapples.

Delivering to supermarkets is highly demanding in terms of buyer requirements. Distinguish your product from the rest through innovation and/or additional attention to CSR or special varieties, in order to avoid competition with the major players in the supermarket channel.

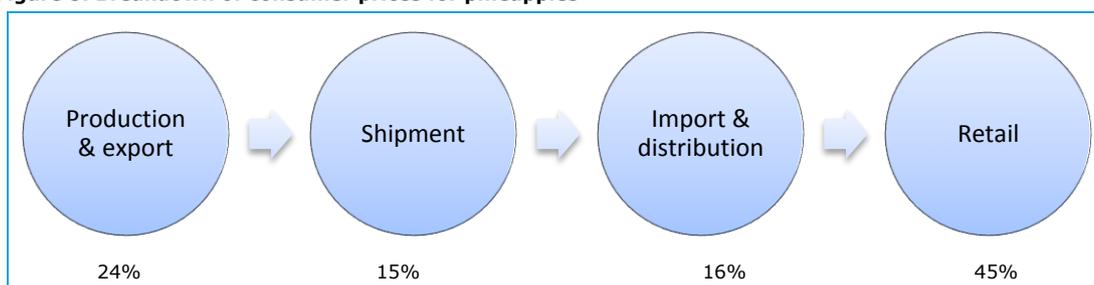
Because most pineapples are traded through the same channels as bananas, the actors in this market are highly specialised. In the supermarket channel, there are well-established supply chains from large multinational companies, each with its own production facilities (sometimes through out-growers), which deliver high volumes at low prices. Joining such well-established supply chains could offer the benefit of scale and experience, although it will decrease your independence.

**Tip:**

- If you export pineapples without having your own production facilities, focus on alternative or specialised trade channels instead of on the large supply chains. Producing exporters can also consider contracted farming or cooperation with the multinational pineapple companies.

## What are the end-market prices for pineapples?

**Figure 8: Breakdown of consumer prices for pineapples**



An indicative consumer price for pineapples in Europe is around €1.50 to €2.50 (small or medium sized). Pineapple has a relatively low price per kilo. Organic pineapple can add a considerable extra margin, sometimes more than 50%.

**Tip:**

- Information on current pineapple prices is available at the [fresh portal](#). For consumer prices, consult the online shops or assortments of supermarket chains. Good options include [Tesco](#), [Albert Heijn](#) (search: 'ananas') and [Carrefour](#) (search 'ananas').

## Useful Sources

**Export and market-entry support:**

- CBI - <http://www.cbi.eu/>
- CBI information about EU Buyer Requirements - [http://www.cbi.eu/marketintel\\_platform/fresh-fruit-vegetables/136122/buyerrequirements](http://www.cbi.eu/marketintel_platform/fresh-fruit-vegetables/136122/buyerrequirements)
- EU Export Helpdesk - [http://exporthelp.europa.eu/thdapp/index\\_en.html](http://exporthelp.europa.eu/thdapp/index_en.html)
- SIPPO - <http://www.switzerland-ge.com/global/export/en/sippo-services>

**Certification schemes:**

- British Retail Consortium (BRC) - <http://www.brcglobalstandards.com/>
- BSCI - <http://www.bsci-intl.org/>
- FAIRTRADE - <http://www.fairtrade.net/>
- GLOBALG.A.P - [http://www.globalgap.org/uk\\_en/](http://www.globalgap.org/uk_en/)
- ISEAL - <http://www.isealalliance.org/>
- ITC Standards Map - <http://www.standardsmap.org/>
- Rainforest Alliance - <http://www.rainforest-alliance.org/>

**Marketing and trade standards:**

- Codex Alimentarius - <http://www.codexalimentarius.org/codex-home/en/>
- European Food legislation - [http://ec.europa.eu/agriculture/organic/eu-policy/legislation\\_en](http://ec.europa.eu/agriculture/organic/eu-policy/legislation_en)
- The United Nations Economic Commission for Europe - <http://www.unece.org/tradewelcome/trade-home.html>

**Statistics and sector information:**

- Agricultural Research for Development - <http://www.cirad.fr/en>

- Fruitrop - <http://www.fruitrop.com> (publication of CIRAD)
- Freshfel - <http://www.freshfel.org>
- Freshplaza - <http://www.freshplaza.com>
- European Statistics Eurostat - <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/>
- FAOSTAT - <http://faostat.fao.org/>
- ITC Trade Map - <http://www.trademap.org/>
- United Nations Comtrade - <http://comtrade.un.org/>



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