

## Pineapple: a growing industry in Colombia

Agronegocios, 14 August 2019



Pineapple is one of the most popular fruits in Colombia. According to the Colombian Fruit and Vegetable Association (Asociación Hortifrutícola de Colombia - Asohofrucol), the amount of pineapple production in Colombia increased by 12% or from 652,759 tons to 1.05 million tons per year from 2014 to 2018, and it is expected to increase to 1.18 million tons in 2019.

Mr. Álvaro Ernesto Palacio, general manager of Asohofrucol, said that the production of pineapple in Colombia has increased by 12% from 2014 to 2018. Last year, the production reached as much as 1.5 million tons from 32,735 hectares of cultivation land in Santander (43%), Valle de Cauca (14%) and Meta (12%). It is expected to increase to 1.18 million tons within this year. He also said that to be able to meet the expectation, they need to focus on increasing domestic consumption from the current average of 58.7 grams per person per day.

With the current achievement and potential opportunities, the Ministry of Agriculture and Rural Development and Ministry of Commerce, Industry and Tourism of Colombia, therefore have been collaborated to establish “Alianza El Agro”, a project operated by “Colombia Productiva”, the organization under the Ministry of Commerce, to promote the cultivation of MD2 pineapple and develop sanitation and quality standards to be able to add value and export to new markets. By 2032, Colombia expects to gain 216 USD from pineapple exports.

In 2018, Colombia exported a total of 15,703 tons of pineapples, to various countries such as Italy (20%), Chile (20%), the United Kingdom (10%), in addition, Slovenia, Spain, Netherlands, Germany, the United States, Portugal, Turkey, Russia and other countries. Palacio added that with in the end of 2019 Colombia should be able to export pineapples up to 16,376 tons.

Source: <https://www.agronegocios.co/agricultura/la-produccion-de-pina-en-colombia-llegaria-a-118-millones-de-toneladas-al-finalizar-el-ano-2895397>

Thailand Office of Agricultural Affairs, Los Angeles

September 2019