

Title Trends of fresh cut produce in Thai retail markets for identification of packaging for shredded green papaya

Authors K. Sa-nguanpuag, S. Kanlayanarat, K. Tanprasert

Citation ISHS Acta Horticulturae 746:481-486. 2007.

Keywords fresh cut produce; survey; supermarket; shredded green papaya; Thailand

Abstract

Type, price and packaging trends for fresh cut produce in regular and upscale supermarket were investigated. The survey data found that fresh cut vegetables had a larger market segments than fresh cut fruits. The price of fresh cut produce was higher than whole fresh produce. There is also a great difference between the price at regular and upscale supermarkets with the largest differences found in fresh cut pomelo and ready-to-eat spice set for Thai spicy soup (Tom yam). The price difference was minimal for the produce whose price was relatively expensive, e.g. broccoli and apples. The most used packaging system is the foam tray wrapped with polyvinylchloride film. Based on the survey data, suitable packaging for shredded green papaya that will capture market with high margin is in a tray form which can be wrapped, bagged, or heat sealed with a plastic film that has proper barrier properties.