Title China strategy to export fruit

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Abstract

China boasts various climates. Land with tropical or subtropical climate covers 480,000 square kilometers, which is about 5% of the country's land area. In 2006, tropical and subtropical fruits covered a total area of 2525860 hectares with a production of 1.9184 million tons that valued 38.271 billion yuan (equal to USD 5.467 billion). Guangdong province, with 0.912 million hectares and an output of 8.12 million tons (17.93 billion yuan), is the leading province in cultivation of tropical and subtropical fruits. Guangxi is the second largest player with 0.688 million hectares and an output of 3.37 million tons (5.223 billion yuan). Cultivation area, production and output value of tropical and subtropical fruits in Fujian, Hainan, Sichuan, Yuannan and Guizhou in 2006 were 0.328 million hectares, 2.976 million tons and 5.71 billion yuan, 0.17 million hectares, 1.874 million tons and 4.89 billion yuan, 0.164 million hectares, 0.782 million tons and 1.25 billion yuan, 0.116 million hectares, 0.858 million tons and 1.49 billion tons, and 0.0446 million hectares, 0.2085 million tons and 0.429 billion yuan respectively. China is the world's largest producer of litchi and longan, areas and production of which are 571600 and 403663 hectares, and 1.5 and 1.1 million tons respectively. China is also a major player of pineapple, banana and mango production, which covers a area of 53068, 296509 and 120378 hectares, respectively. Most of the tropical and subtropical fruits are marketed domestically, with a small percentage of fruits, fresh or processed, exported. In 2006, China exported 22810 tons of banana, 3685 tons of pineapple, 49620 tons of orange, 9766 tons of litchi and 3149 tons of longan. Processing volume is less than 10% of the production. Some fruits such as litchi and longan suffer seasonal overproduction, demanding an urgent development of processing industry. There is still no practical method in production of off-season litchi. However, limited success in production of off-season longan has been achieved due to the finding of flowering induction effect of potassium chlorate. Off-season production of melons has been successfully carried out in tropical regions.