



JAMPRO
TRADE & INVESTMENT JAMAICA

Market Pointers

Papayas/Pawpaws to United States of America

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Papayas/Pawpaws



The papaya plant, *Carica papaya* (careica pa-pi-uh), is a short-lived herbaceous plant native to tropical climates in the Americas. Papayas are a fleshy fruit that were nicknamed 'tree melons' by early European explorers, but the papaya fruit is considered to be a berry. Papayas are the fourth most traded tropical fruit following bananas, mangoes, and pineapples. Approximately 75 percent of papayas are produced in only ten of the world's countries. India leads the world in papaya production followed by Brazil, Indonesia, Nigeria, and Mexico. Described as a common man's fruit, reasonably priced and possessing a high nutritive value, the papaya places first among 38 common fruits for vitamin C, vitamin A, riboflavin, folate, calcium, thiamine, niacin, iron, potassium and fibre.

Papaya is said to have originated in southern Mexico and Costa Rica and later introduced to other tropical and subtropical regions of the world. Consumption of this fruit is recommended for preventing vitamin A deficiency, a cause of childhood blindness. The fruit is not the only part of this plant that is of value, on the contrary, the fruits (ripe or green), stems, leaves and roots are used in a wide range of medical applications.

Papaya trees are fast growing, woody, tree-like plants, 2-10 m in height with a straight, cylindrical, soft hollow grey trunk roughened by the presence of large leaf and inflorescence scars. They produce best in temperatures between 70° to 90°F, prefer full sun and well-drained porous soils that are moist in hot weather and dry in cold weather. Even brief exposure to freezing temperatures (32°F) can damage papaya plants, and prolonged exposure to cold without frost protection by overhead sprinklers will kill the plants. Papaya has value for its medicinal and nutritional attributes.


Medicinal Attributes	Nutritional
Antimicrobial	Protein
Anthelmintic	Fat
Antifungal	Minerals
Antimalarial	Fibre
Antiamoebic	Carbohydrates
Topical	Energy
Hepatoprotective	Total carotene
Male infertility	Beta carotene
Diuretic	

Papayas are susceptible to a variety of different insects and pests including the papaya whitefly, papaya web-worm, hornworms, leafhoppers, aphids, and scale insects. Trees are sprayed or dusted to control these pests. Papaya trees may also be subject to infection by viral disease-causing agents.

Total national production 2018	9537 tonnes/ 9,537,000 kg
Total national exports 2018	US\$3,828,674
Average value 2018	2.07 per kg
HS Code:	080720
National tariff line:	087200000
Tariff line in USA	087200000



Target Market



Population
329.559 million
0.7% Growth

GDP
\$62,641.0/
\$64,767
(2019 est.)
2.2% Growth

Capital:
Washington D.C.

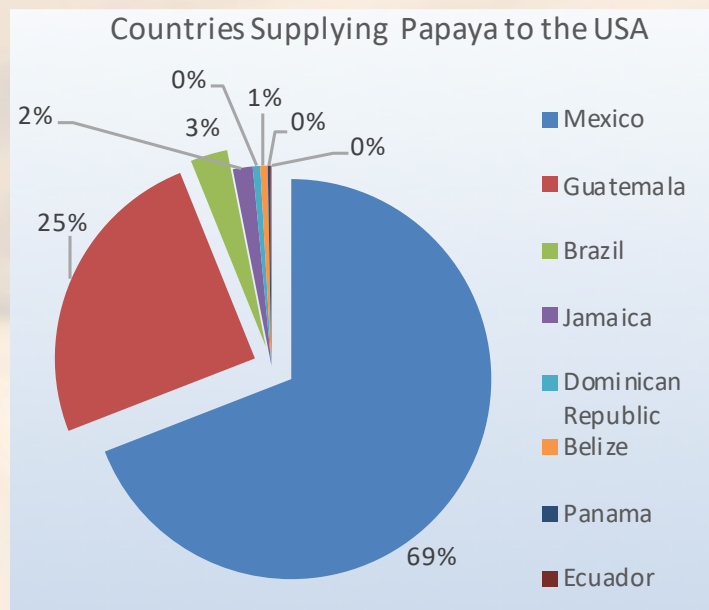
Major Cities:
New York, Los Angeles
Chicago, Houston

Currency:
US Dollar (USD)

Languages:
English 80%
Spanish 12%

Religions:
Christianity

Distance to Market
928 km (Kingston to
Miami Florida)



Mexico is the largest supplier of fresh papayas to the US market, a position it has held, unopposed, for over two decades. The papayas are sourced primarily from the Colima, Campeche, San Luis and Vera Cruz regions.¹ The benefits of the North American Free Trade Agreement (NAFTA) allow for duty free access of Mexican papaya into the USA and the close proximity reduces prices to distributors and retailers. The remaining market share is consumed by Guatemala, 25 percent, while Brazil and Jamaica

are the only other countries with over 1 percent interest.

As a volume leader, Mexico has one of the lowest unit values for its papaya, at US\$519 per tonne. The lowest rates from Mexico were \$500 per tonne in 2017 to \$640 per tonne in 2009. Of the significant suppliers, Brazil and Jamaica have the most expensive papaya going into the market at \$2,072 and \$1,656 per tonne, respectively. The market prices for papaya also reflect the costs of the imported products, as the average per kg price in 2018 was US\$2.94 per kg, a high of \$5.71 and a low of \$1.15. As at the end of 2018, Jamaican papaya was on sale at \$4.88 per kg, Brazilian, \$5.71 and Mexican, \$1.79.²

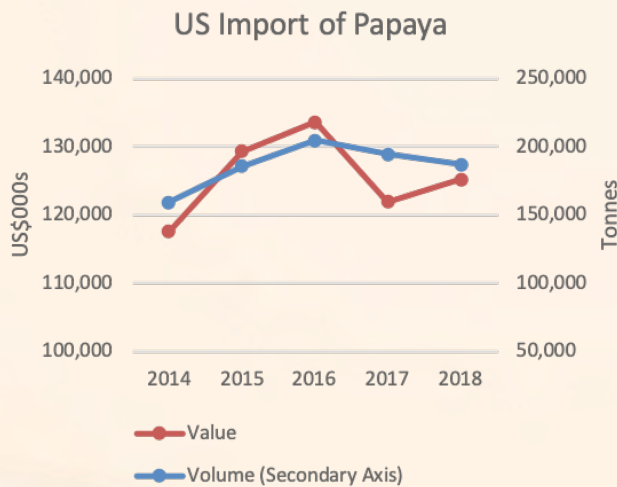
The main varieties of papaya in the USA include: Solo, Golden, Hawaiian, Maradol, Red Lady, Strawberry and Tainung. Most of the supplying markets produce the Maradol variety of papaya, with Mexico also supplying Royal Star and Tainung varieties. Additionally, the Kaya Paya label from Guatemala is a Tainung variety and has become increasingly popular.³

Total Imports of papaya value	US\$887 million
Total Imports of Papayas volume	1,564,803 tonnes
Average Import Value	US\$567 per tonne
Imports of Papayas from Jamaica	US\$1.9 million
Average import US\$ value:	US\$1,197 per tonne

¹ <https://www.freshplaza.com/article/2189005/overview-global-papaya-market/>

² ITC Market Prices Indicator

³ <https://www.freshplaza.com/article/9095440/growing-demand-for-kaya-paya-papa->



The USA is the largest importer of Papaya in the world, accounting for 36 percent of the global \$338 million trade in 2018.

Market Access

Through the Caribbean Basin Economic Recovery Act (CBERA), Jamaican fresh produce, including papaya, are afforded duty free access into the USA. The product is allowed into all Continental US ports, which excludes Hawaii and Guam.

USDA allows the fruit to be admitted with an import permit, along with an inspection at the port of entry. Other conditions which apply include “commercial or non-commercial consignments, must be free from plant litter or debris and free of any portions of plants”.⁶

General applied tariff:	5.4%
Tariff applied to Jamaica:	0%
Tariff applied to main competitors:	0%
Other import duties to be paid:	Nil

Certification:

Export of fruit and vegetable products into the USA is governed by a group of regulations from the Food and Drug Administration (FDA), United States Department of Agriculture (USDA) and the Animal and Plant Health Inspection Service (APHIS). The overarching guiding regulations are in the Food Safety Modernisation Act (FSMA) which outline, for example, the inspection of facilities in foreign markets and other regulations in the Code of Federal Regulations Title 21.⁷

⁶ https://www.ecfr.gov/cgi-bin/text-idx?SID=8d98aafbb9ea251c5da30141f1837368&mc=true&node=se7.5.319_156_63&rgn=div8

⁷ <https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfCFR/CFRSearch.cfm?CFRPart=112>

⁸ <http://www.micaf.gov.jm/sites/default/files/Exporting%20Requirements.pdf>

The market for Papaya in the USA has seen fluctuations over the past decade while the most recent five-year period has been one of growth and decline. The market peaked in 2016 and is currently in the second year of decline. The current volume of 1.8 million tonnes is within the range of the five-year average.

The US is a net importer of papaya owing to little domestic production and imports of US\$125 million, to its \$22 million of exports to Canada and Hong Kong. The main entry points for papaya are through California (\$41 million), Texas (\$28 million), Florida (\$27 million) and New York (\$10 million).

Papaya consumption in the USA is primarily in its whole form, with some grocery retailers opting to sell the product pre sliced and packaged for consumers. As the product is still considered an exotic ethnic food, its consumption has not been wide in the mainstream markets. The main cities with high retail sales are Miami, Dallas, Houston, Los Angeles and New York, owing to high Hispanic, Asian and Caribbean populations.⁴ It’s popularity in salads has been growing among the millennial population, driven by food blogs and other media. It is sometimes called the “hipster banana”.⁵

Agricultural products exported from Jamaica require certification of the packing facility and inspection from the Plant Quarantine Produce Inspection Unit of the Ministry of Industry, Commerce, Agriculture and Fisheries. Papaya is recognised under the US Pre-Clearance program which allows for a clearance of the product in Jamaica, if approved a 203 Pre-Clearance Certificate is provided which declares that the product has been packed and cleaned to US standards; is pest soil and disease free. Documentation required for export from Jamaica are: Customs Entry, Commercial Invoice, JAMPRO letter.⁸

Packaging requirements:

Recommended packaging for bulk papaya products is 22lb cartons.

During handling, the relative temperature for papaya should be 10 to 12.8 C. the typical shelf life is 3 to 5 days and papaya can be susceptible to damage from chilling which requires monitoring.⁹

Labelling requirements:

Food labelling is governed by the Food and Drug Administration, Code of Federal Regulations, and Title 21, Subpart A, Section 101.9 which states:

- (1) When food is in package form, the required nutrition labelling information shall appear on the label in the format specified in this section.
- (2) When food is not in package form, the required nutrition labelling information shall be displayed clearly at the point of purchase (e.g., on a counter card, sign, tag affixed to the product, or

some other appropriate device). Alternatively, the required information may be placed in a booklet, loose-leaf binder, or other appropriate format that is available at the point of purchase.

Nutrition information for raw produce is voluntary, especially when exported in bulk form. Crates should be labelled with the name of the product, parcel weight, country of origin, and the manufacturer all in English language.



Distribution channels:

Papaya distribution has grown from sales across farmers' markets to grocery stores in key consuming regions in New York, Florida and California. Distributors in market have also been trying online sales to varying results. However key channels for access to the market are through importers/wholesalers who distribute to foodservice and grocery stores. Select Buyers:

Super Starr International LLC
9112 Southcage Blvd.
Pharr, TX, United States, 78577
956-510-8126
+1 956-510-8005

Western Fresh Marketing Services Inc
901 W Yosemite Ave
Madera, CA, United States, 93637
559-662-0301
559-662-0306
www.westernfreshmarketing.com

Dragon Fruit Connoisseurs of South Florida
21175 SW 168th St
Miami, FL, United States, 33187
+1 305-610-1752

M & M Farm Inc
14945 SW 197th Ave
Miami, FL, United States, 33196
305-233-8224
305-233-0813
www.mmtropicals.com

G W R Produce Inc
2033 Industrial Dr
McAllen, TX, United States, 78504
956-630-2749
956-630-4609

Voluntary standards:

There are approximately 45 voluntary standards which can be applied to the production of fresh pineapples destined for the USA including:

Fairtrade International – Small Producers Organizations

Fairtrade International is an independent, non-governmental, not-for-profit organization that promotes sustainable development and poverty alleviation and sets the Fairtrade standards. Nineteen national organizations, called Fairtrade Labelling Initiatives, market the Fairtrade products in 24 countries in Europe, North America, Australia, New Zealand. One organization - FLO-CERT - is responsible for auditing and certification of compliance with the Fairtrade standards.

Export development & export promotion:

PMA Fresh Summit Convention and Expo
Annual Event
<https://www.pma.com/events/freshsummit>

United Fresh Convention and Expo
Annual Event
<https://www.unitedfreshshow.org/uf19/Public/Enter.aspx>

Fresh Start Conference
Annual Event
<https://www.unitedfresh.org/>

⁹ <https://www.producemarketguide.com/produce/papayas#backroom>

For further information contact



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