



**JAMPRO**  
TRADE & INVESTMENT JAMAICA

# Market Pointers

**Pineapple to United States of America**



**DoBusiness**  
**JAMAICA**  
INVEST • TRADE • CONNECT



# Pineapple (Fresh or Dried)



The pineapple (*Ananas comosus*) is a herbaceous plant spanning between 1.0 to 1.50 metres in both height and circumference. It is a perennial with a short stem and long, needle tipped, waxy leaves. When the fruit blossoms, the stem stretches and enlarges at the base which creates a crown covering the head of the fruit which can contain more than a hundred flowers. The fruit consists of flowers growing around the scape, which go on to form the fruit stem, from the stalk to the crown. Each flower gives rise to an independent fruit arranged in a spiral around the stem. These fruits merge during fruit-bearing to produce the pineapple. The set fruits have an external covering of thick scales, known as the “eyes”.

Pineapples originated in South America and are native to southern Brazil and Paraguay (especially the Parana-Paraguay River locale). The tree was domesticated and transported around the region by the indigenous population prior to the arrival of the Europeans.

There are numerous varieties of pineapple in commercial production. The Smooth Cayenne was dominant in the latter half of the twentieth century until the introduction of the Extra Sweet or MD2, popularised by Del Monte. To date, other varieties, like Queen Victoria, Sugarloaf and Red Spanish, have been introduced to diversify the options on the market.<sup>1</sup>

Pineapples are not only tasty treats but provide considerable health benefits as a high energy food low in sugar and calories. They are rich in antioxidants: flavonoids and phenolic acids which are essential for fighting diseases. The enzyme bromelain is a digestive aid, which is useful for pancreatic efficiency and as an anti-inflammatory helping in injury recovery.<sup>2</sup>

The product is mostly consumed fresh. However, there are multiple ways of using pineapple. The fruit may be processed and canned, juiced, frozen for dairy products like yoghurts, and dried and crystallised. In the pharmaceutical industry, the enzyme bromelain can be extracted for its digestive facilitation. Additionally, pineapple leaves can be used as feedstock.<sup>3</sup>

Pineapples can be grown, across Jamaica, at optimal elevation levels of 1,000 to 1,500 metres above sea level in sandy loamy soil with pH level of 4 to 6.

<b>Total national production 2018</b>	31,998 tonnes/ 31,998,000 kg
<b>Total national exports 2018</b>	US\$278
<b>Average value 2018</b>	\$0.53 per kg
<b>HS Code:</b>	080430
<b>National tariff line:</b>	0804030010
<b>Tariff line in USA</b>	0804304000



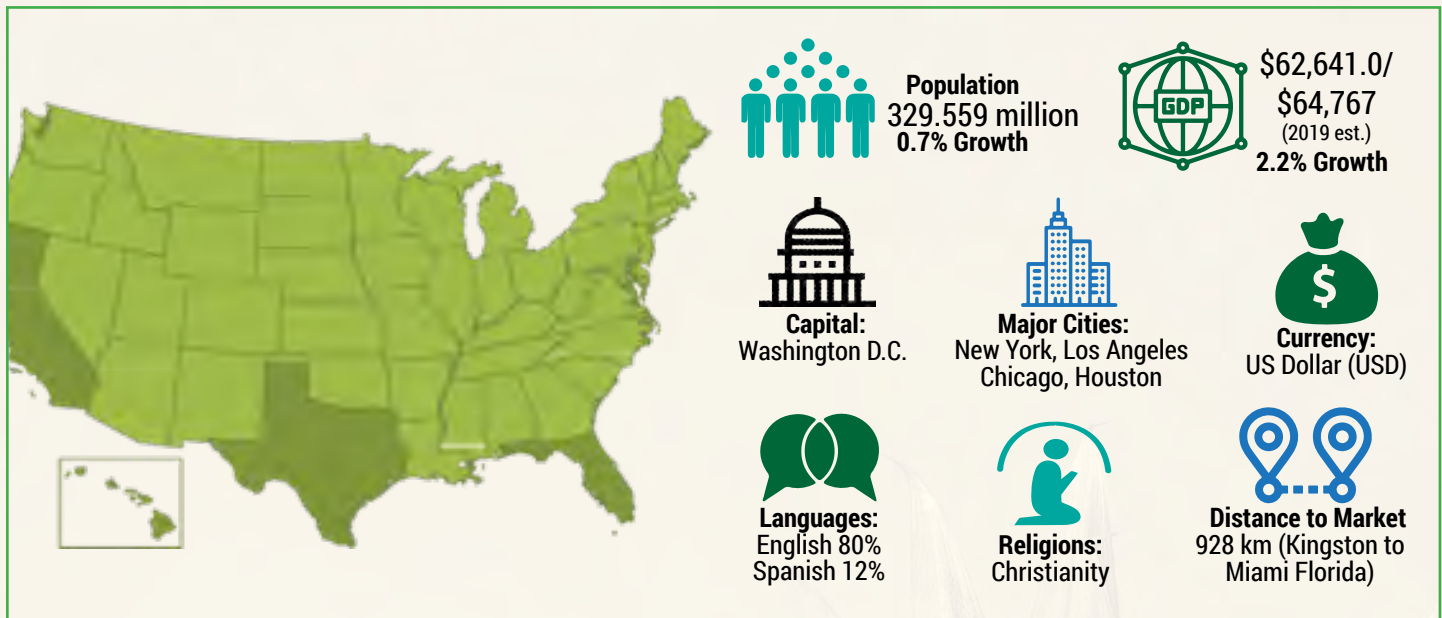
<sup>1</sup> [https://unctad.org/en/PublicationsLibrary/INFOCOMM\\_cp09\\_Pineapple\\_en.pdf](https://unctad.org/en/PublicationsLibrary/INFOCOMM_cp09_Pineapple_en.pdf)

<sup>2</sup> <https://www.healthline.com/nutrition/benefits-of-pineapple#section7>

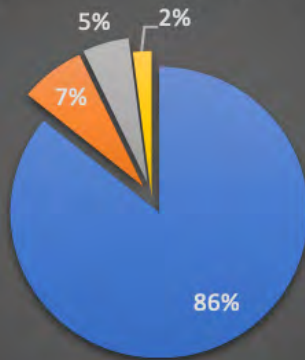
<sup>3</sup> Ibid 1



# Target Market



## Countries Supplying Pineapple to the USA



■ Costa Rica ■ Mexico ■ Honduras ■ Guatemala

Fresh pineapple is imported into the USA primarily in three forms: reduced in size, not reduced in size and shipped in crates, not reduced in size in bulk. Of these three categories, the largest market is for pineapples not reduced in size and shipped in crates or other packages. In 2018 imports totalled 1 billion kilograms valued at US\$650 million

Costa Rica, the leading exporter of pineapples globally, is the top supplier for most markets in the Americas, accounting for 85 percent/ 885 million kg as at 2018 valued at \$565 million. With this volume of supply going to the market, Costa Rica is responsible for the

fluctuations in the market size annually. For example, pineapple from the other source markets like Mexico, Honduras and Guatemala have all increased in supply since 2014, while the Costa Rican supply has fluctuated year over year, moving from a peak in 2014, of 930 million kg to the present 885 million kg. The growth of supply from other markets augurs well for market entrants who are seeking a foothold as average growth between 2014 to 2018 for Mexico is 21 percent, Honduras 11 percent, Guatemala 12 percent and Panama 3 percent, in contrast to the -1 percent for Costa Rican volumes.

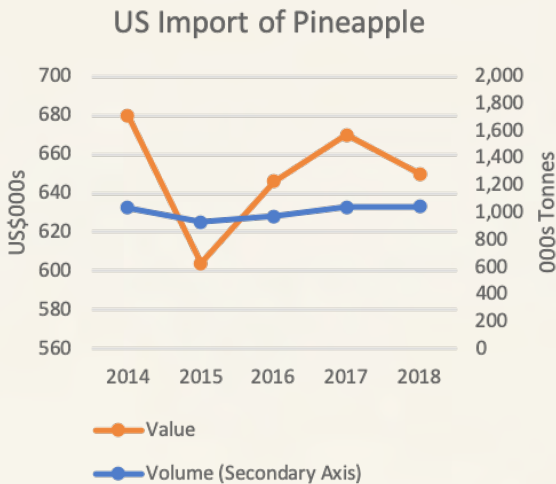
Despite its position in the market, Costa Rican unit values of \$0.64 per kg are above the average value of \$0.62 and have been consistently higher than the average values going into the USA. Mexican and Guatemalan pineapples have led on price at \$0.47 per kg and \$0.50 per kg, respectively.

There are over 30 pineapple varieties and cultivars in circulation in the USA, dominated by the cayenne, red Spanish and sugar loaf (from Mexico). Costa Rican pineapples grown on approximately 42,000 hectares of land are primarily of the gold variety and known for sweet succulent flavour and the MD2 grade.<sup>4</sup>

<b>Total Imports of pineapple value</b>	US\$650 million
<b>Total Imports of pineapple volume</b>	1,045,114,959 kg
<b>Average Import Value</b>	US\$0.62 per kg
<b>Imports of pineapple from Jamaica</b>	Nil
<b>Average import US\$ value:</b>	N/A

<sup>4</sup> <https://pineapplecr.com/en/the-history-of-pineapple-in-costa-rica-and-the-world/>





The USA is the largest importer of pineapples, globally, importing four times more than the Netherlands, the second largest importer with 253,648 tonnes. The market has seen steady volume growth at an average of 1.8 per cent between 2014 and 2018, while the value of the market has been vulnerable to price changes at an average of 1.4 per cent in the review period. The 10 per cent volume decline in 2015 relative to 2014, was attributed to a 17 percent decline in supply from Costa Rica, which resulted in similar declines of value, despite growth in output from the other supplying markets.

As domestic production of pineapple averages 150 thousand tonnes, the USA is a net importer of pineapples. The main entry points for pineapple into the USA are through Florida (\$269 million), California (\$138 million), Texas (\$84 million) and Delaware (\$65 million).

Pineapple consumption in the USA is widespread. As one of the largest imported fruit into the USA, by quantity it is second only to bananas and ninth by imported value. Domestic market volume sales reached 990.6 thousand tonnes in 2018 and is forecast to grow to 1.1 million tonnes by 2021 according to Euromonitor. Per capita consumption of fresh pineapple as at 2017 rose to 7.28 pounds/ 3.3 kg. Innovations in packaging for consumers is driving the growth along with the forms of preparation, moving from whole pineapple, to cut and cored pineapple making it easier for consumers to eat on the go.<sup>5</sup>

Retail prices of pineapple have ranged from \$1.33 per kg to \$2.53 per kg, with some outliers from low market destinations like Honduras over the period September 2018 to September 2019.<sup>6</sup> Higher prices are fetched for canned pineapple at around twice the value of fresh and frozen.

Pineapple was one of the strongest growing fruits in the USA in 2018 in total volume terms. A strong supply of low-priced pineapples helped to pull the average unit price down, which helped to sustain the strong demand seen over the review period. Fresh cut pineapple is popular due to the convenience it offers, but the demand for whole pineapple remained strong too, partly due to retailer promotions. Individual consumption of pineapple is most often as an item in salads and paired with other fruits. Retailers have been using discounting activities to attract customers, especially leading up to Easter and Christmas. Another benefit of pineapple is that it is a perennial fruit and so there is a year-round supply, although the weather can impact production.<sup>7</sup>



<sup>5</sup> <https://www.thepacker.com/article/fresh-pineapple-capita-continues-climb>

<sup>6</sup> Source: ITC Market Price Information

<sup>7</sup> Euromonitor Passport



# Market Access

Through the Caribbean Basin Economic Recovery Act (CBERA), Jamaican fresh produce, including pimento, are afforded duty free access into the USA. The product is allowed into all continental US ports, which excludes Hawaii and Guam. USDA allows for admission of the fruit and an import permit is required, 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".<sup>8</sup>

<b>General applied tariff</b>	0.51 cents per kg
<b>Tariff applied to Jamaica</b>	0%
<b>Tariff applied to main competitors</b>	0%
<b>Other import duties to be paid</b>	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) 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.<sup>9</sup>

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. Pineapple 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; and is pest soil and disease free. Documentation required for export from Jamaica are: Customs Entry, Commercial Invoice, and a JAMPRO letter.<sup>10</sup>

Pineapples in the USA are graded according to US. Fancy, US No.1 and US No.2. These standards focus on, among other areas, the appearance of the fruit and whether they are free from cracks, injury and decay.<sup>11</sup>

## Packaging requirements:

Recommended packaging for bulk pineapple products is 40-lb cartons/flats, 2-layer 20-lb. cartons/flats. During handling, the required temperature for mature green pineapples is 10 to 12.8 C, and 7.2 C for ripe pineapples. Pineapples are odour sensitive and have a life of 14 to 36 days and should not be packed close to odour producing products.<sup>12</sup>



## Labelling requirements:

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

1. Packaged food must be labelled in compliance with the required nutrition labelling information which shall appear on the label in the format specified in the appropriate section.
2. Fresh, unpackaged food must have the required nutrition labelling information 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 manufacturer all in the English language.

<sup>8</sup> [https://www.ecfr.gov/cgi-bin/text-idx?SID=8d98aafbb9ea251c5da30141f1837368&mc=true&node=se7.5.319\\_156\\_63&rgn=div8](https://www.ecfr.gov/cgi-bin/text-idx?SID=8d98aafbb9ea251c5da30141f1837368&mc=true&node=se7.5.319_156_63&rgn=div8)

<sup>9</sup> <https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfCFR/CFRSearch.cfm?CFRPart=112>

<sup>10</sup> <http://www.micaf.gov.jm/sites/default/files/Exporting%20Requirements.pdf>

<sup>11</sup> <https://www.ams.usda.gov/grades-standards/pineapple-grades-and-standards>

<sup>12</sup> <https://www.producemarketguide.com/produce/pineapple#backroom>



### **Distribution channels:**

Outside of the large Latin American producers with dedicated marketing and distribution contracts for pineapples in the US market. Distribution channels for pineapple are, typically: Grower/shipper – Grocery Wholesaler, Specialty Produce Wholesaler, Food Service Wholesaler to retail stores and food service establishments. When sent in bulk for processing, manufacturing companies are also included for the production of juice products, flavourings and canning.

Bulk unbranded produce accounts for the majority of fresh produce sales at retail stores, with mainly the country of origin referenced on packaging.

### **Select Buyers:**

Albert's Fresh Produce  
1155 Commerce Blvd  
Logan Township, NJ, United States, 08085  
+1 856-241-9090  
+1 800-899-5944  
[www.albertsfreshproduce.com](http://www.albertsfreshproduce.com)

International Citrus and Produce  
1011 Cadillac Way Suite B  
Burlingame, CA, United States, 94010  
650-342-4525  
650-342-4617  
[www.icproduce.com](http://www.icproduce.com)

Ben Litowich & Son Inc  
1847 NE 25th St  
Lighthouse Point, FL, United States, 33060  
561-347-3100  
800-457-2280  
561-347-3101  
[www.ben-bud.com](http://www.ben-bud.com)

Seminole Produce Distributing Co Inc  
306 W 13th St  
Sanford, FL, United States, 32771  
407-322-7785  
800-745-1102  
407-322-0208  
[www.freshveggie.com](http://www.freshveggie.com)

Joseph Fierman and Son Inc  
NYC Term Mkt, Row B Units 247-248, 250-257, 271  
Bronx, NY, United States, 10474  
718-589-1000  
718-328-3738

### **Voluntary standards:**

There are approximately 45 voluntary standards which can be applied to the production of fresh pineapple 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/>





**For further information contact**



**JAMPRO**  
TRADE & INVESTMENT JAMAICA

**HEAD OFFICE**

18 Trafalgar Road  
Kingston 10, Jamaica W.I.  
Phone: +1 876 978 7755; 978-3337  
Toll Free: +1 888 INVESTJA (468 4352)  
Fax: +1 876 946 0090  
Email: [info@jamprocorp.com](mailto:info@jamprocorp.com)

**WESTERN REGIONAL OFFICE**

Montego Bay Convention Centre  
Rose Hall, Montego Bay  
St. James, Jamaica W.I.  
Email: [jampromobay@jamprocorp.com](mailto:jampromobay@jamprocorp.com)



[dobusinessjamaica.com](http://dobusinessjamaica.com)

**NORTH AMERICAN REGIONAL OFFICE**

303 Eglinton Avenue East, 2nd Floor  
Toronto, Ontario, M4P 1L3, Canada  
Tel: 416 932 2200 (main) 416-598-3008  
Fax: 416 932 2207  
Toll-Free: 1 877 744 2208  
Email: [jamprocanada@jamprocorp.com](mailto:jamprocanada@jamprocorp.com)

767 3RD Avenue, Second Floor  
New York, NY 10017, USA  
Tel: 646-213-0101  
Email: [JamproNewYork@jamprocorp.com](mailto:JamproNewYork@jamprocorp.com)

**LONDON OFFICE**

JAMPRO / Jamaica Trade Commission  
1 Prince Consort Road,  
London SW7 2BZ, England  
Phone: + 44 20 7 584 8894  
Fax: + 44 20 7 823 9886  
email: [jamprouk@jamprocorp.com](mailto:jamprouk@jamprocorp.com)

