

PINEAPPLE

OVERVIEW

Ananas comosus is the botanical name of the fruit pineapple. Native to South America, it was named for its resemblance to a pinecone. Christopher Columbus is credited with contributing to the popularity of the fruit when he came across the fruit on the island of Guadeloupe in 1493. It is believed to be first introduced to Jamaica by the Tainos from South America. At a glance, all pineapples may look the same, but they can be differentiated by distinct features into respective varieties.

Common varieties produced in Jamaica are the sugar loaf, cowboy, MD2 and riplely. The Pineapple can be cultivated island wide, it flourishes best at 3300-5000 feet above sea level with adequate rainfall ranging between 20 -100 inches per year. The crop can be grown on a wide range of soils in Jamaica, however sandy loams with acid levels of PH 4-6 is preferred for optimal growth. Also, the fruit can be grown both moderately cool climates and warm climate conditions.

PRODUCTION

Production of pineapples in Jamaica have increased gradually over the period of 2018 to 2022. The 2nd and 3rd quarter of each year, is normally the highest for pineapple production. Quarter two (2) coincides with the season of spring which normally ushers more rainfall, that will assist in maturing the fruit. Approximately 67% of the annual pineapple production occurs over a six (6) month period from April to September.

Over a five-year period, production increased by 61.42%, moving from 31,998 MT in 2017 to 51,652 MT in 2022. Table 1 depicts the positive progression of pineapple each year.

**Table 1. Annual Pineapple Production
2018- 2022**

Year	Metric Tonne (MT)	% Change
2018	31,998	24
2019	33,938	6
2020	41,536	22
2021	48,634	17
2022	51,652	6

(MOAF, 2023)



PRODUCTION CONTINUED...

The total area reaped for pineapple island wide increased by approximately 61% to reach 2,730 hectares in 2022, up from 1,658 hectares in 2018. The average yield per hectare decreased by approximately 1.9%, moving from 19.29 MT/ha in 2018 to 18.92 MT/ha in 2021.

Table 2. Annual Pineapple Yield 2018- 2022

Year	Production (MT)	Area Reaped (ha)	Yield (MT/ha)
2018	31,998.00	1,658	19.29
2019	33,938.00	1,778	19.08
2020	41,536.00	2,184	19.01
2021	48,634.00	2,547	19.09
2022	51652.00	2,730	18.92

(MOAF, 2023)



PROFITABILITY

In 2021, the Cost of Production for pineapple was JMD \$79.40 per kg and the farm-gate price was JMD \$167.07, representing an approximate mark up of 111.48% on farm-gate price over variable cost of production for 2021. Thus, table 2 shows investing in pineapple production could prove to be very lucrative.

Table 3. Cost of Production Percentage Mark up on Farmgate Cost

	C.O.P (\$/kg)	FGP (\$/kg)	% mark up
Pineapple	79.40	167.07	111.48

(MOAF, 2022)





Smooth Cayenne

Smooth Cayenne is the cultivar preferred by commercial farmers and processor due to its combination of superb flavour, lack of spines, and square fruit form. It is demanded for canned slices and chunks. However it has a short shelf life and is susceptible to numerous pest and diseases.

MD2 Pineapple

The MD2 pineapple was introduced to the island in 2009 as a means to tackle issues faced by other pineapple varieties cultivated. It dominates the the global market and is best suited for processing into value added products such as juice concentrate, slices and dried.



Sugar Loaf Pineapple

Because of its rich and sweet flavour, the Sugar Loaf is popular at the local fresh fruit market. It is very delicate with a very short shelf life.

Spanish Red Pineapple

Both pineapple processors and the local market accept the Red Spanish variety. The Red Spanish fruit is hard when mature, allowing for the texture and appearance to remain intact when transported and handled.



IMPORT SUBSTITUTION

The Ministry of Agriculture, Fisheries and Mining is seeking to; substitute at least minimum 86% of imported pineapple juice concentrate and increase the volume of fresh pineapple available for local consumption to facilitate year round supply to local consumers including the tourist industry (AIC, 2018).

Hence, the MOAFM's initiative to increase production of pineapples, particularly the production of the MD2 variety, under the Production Incentive Programme (PIP). The PIP extends the MD2 pineapple program and targets the expansion of hectares in the parishes of Westmoreland, Hanover, St. Ann, Clarendon, St. James and St. Elizabeth. Farmers will be required to give back suckers for redistribution to other farmers to ensure sustainability and continuity of the MD2 Pineapple Programme.

Table 4. Annual Pineapple Juice Import Value 2017- 2021

Year	Metric Tonne (MT)	J\$CIF
2017	388.45	104,320,070.06
2018	159.98	47,223,802.06
2019	186.54	54,174,556.88
2020	139.07	47,820,817.72
2021	184.64	66,648,904.56
(STATIN, 2022)		

Table 4 depicts a downward trend in the importation of pineapple juices. This could be attributed to the effectiveness of the PIP Programme and the MD2 Pineapple Programme.



WHY INVEST IN PINEAPPLE PRODUCTION

- MD2 Pineapples are highly demanded in Europe, accounting for 80% of their imported pineapples.
- The current high local demand for fresh pineapples and pineapple products.
- Over JMD 66 million worth of opportunity for pineapple products, particularly in juices.
- Local Pineapple production is geared towards numerous value added products. e.g. canned fruit slices/chunks, jams, candies.

Value Added Products

