



Fresh Pineapple

Information Sheet

Section I: Production and marketing

Ghanaian pineapple industry suffered from a sudden shift in the variety in demand on international markets from Smooth Cayenne to MD2 in 2005. Since planting material of MD2 was not available, many producers were forced to cease production and the industry nearly collapsed. Ghana eventually managed to go into production of MD2, and has resumed pineapple exports. International demand for MD2 pineapple remains high, and production of this variety in Ghana should be further expanded to take advantage of this opportunity.

Major varieties and their attributes

• MD2:

Golden yellow skin and pulp,
deep green crown with little thorns,
high sugar level with limited acid



• Smooth Cayenne:

Cylindrical shape, Light yellow pulp,
high sugar and acidity

Principle export markets

EU countries, new opportunities in the Middle East

Marketing requirements

- Washed in chlorinated water, waxed and peduncle treated with fungicide
- Packaged in a carton box
- Brix level above 13 upon arrival
- Cold rooms and refrigerated containers for transport would make you internationally competitive.



Certification requirements

GLOBALGAP certification is required for market entry. Fair Trade and organic certification would add value.

Market calendar

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

High demand Low demand

Quantity internationally traded

- 921,886 tons in total (in 2008)
- 35,583 tons from Ghana (in 2008)

Competitive countries

Costa Rica, Cote d'Ivoire, Ecuador, Panama, Brazil, Honduras, South Africa, Kenya

Climatic and soil requirements

- Well drained sandy loam soil (no waterlogged areas)
- Soil pH 5.5 - 6.5
- Rainfall 1,250mm per annum

Major production areas



- Eastern region
- Central region
- Greater Accra region
- Volta region

Production cycle

14 months

Crop budget (for MD2)

Activity/Item	Cost/ Acre	Cost/ Acre
	GH¢	US\$
Inputs cost		
sucker (24000/acre)	1200	800
Land preparation	1656	1104
Planting	90	60
Chemical Inputs		
Fertilizer	2244	1496
Herbicide	45	30
Insecticide and Fungicides	154	103
Irrigation		
Hiring of water pump and pipes	120	80
Fuel for water pump (gallons)	228	152
Labour cost (man-days)		
Weeding	225	150
Fertilizer & Insecticides application	480	320
Harvesting (cost/box)	60	40
Sorting, grading and packaging	70	47
Farm Manager	200	133
Total	6,742	4,515

Key inputs for high productivity and quality

- Plastic mulch
- Recommended fertilizers
- Irrigation facility
- Modern pack-house facility
- Pre-cooling rooms and refrigerated trucks



Production calendar

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Produce is all year round

Estimated yield

- High input: 35 tons/acre
- Low input: 25 tons/acre
- Break even estimate: 4.8 tons



Historical prices

GH¢ 0.13 - 0.30/kg

Estimated revenue and profit

(per acre)	1st year	2nd year onwards
Revenue	GH¢ 7,700 (at ¢0.22/kg)	GH¢ 7,700
Cost	GH¢ 6,742	GH¢ 5,542 (No cost of suckers)
Gross profit	GH¢ 958	GH¢ 2,158
Gross profit %	12.4%	28%

Minimum acreage for viable business

2 acres



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Section II: TIPCEE Intervention

TIPCEE, HEII (Horticulture Export Industry Initiative)/ MOFA collaborated for the multiplication of MD2 suckers to make them available to the industry. TIPCEE, HEII and GTZ/MOAP launched a GLOBALGAP Option 2 program through which producer groups were assisted to achieve GLOBALGAP certification. In order for those producer groups to sustain GLOBALGAP certification, they should be further linked to exporters and their capacity to conduct internal inspections and audit enhanced.

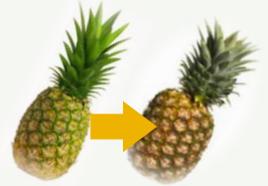
State of the industry at the start of the project

Opportunities:

- Ghanaian smallholders and enterprises having a long experience of pineapple production
- Ghanaian pineapple industry capable of producing export quality pineapples

Challenges:

- In 2005, the European market demand switched from Smooth Cayenne to MD2, resulting in Ghana losing its main export market for Smooth Cayenne.
- MD2 planting materials were not available in the country.
- GLOBALGAP certification became a requirement for exported pineapple. Only larger farms could achieve this certification on their own, leaving the smallholders excluded from the export market.



TIPCEE intervention

- MD2 sucker multiplication program with MOFA / HEII
- GLOBALGAP training program for producer groups
- Promotion of export norms and standards
- Quality inspection of exported pineapples
- GIS mapping of farms and packhouses



TIPCEE tools

- 3 Training Guides, "GLOBALGAP Option 2 for MD2 Pineapple"
- 3 Facilitator's Guides, "GLOBALGAP Option 2 for MD2 Pineapple"
- 3 Flipcharts, "GLOBALGAP Option 2 for MD2 Pineapple"
- GLOBALGAP QMS Training Guide
- GLOBALGAP Progress Monitoring Tools
- 3 Norms and Standards posters (MD2, Smooth Cayenne, Queen)
- Farmer Passport
- Exporter Directory 2006, 2007 and 2008
- Business plan templates
- Market Intelligence Reports (MIR)
- GIS maps
- Investor's Briefing Book
- "Ready to Take Off"



TIPCEE achievements

- Over 12,700 farmers trained in GAPs, IPM and GLOBALGAP readiness.
- 28 farmer groups (total of 282 farmers) certified against GLOBALGAP Option 2
- 2,044 farms mapped
- Raised awareness on quality standards among exporters



Lessons learned

- Smallholders are capable of complying with the GLOBALGAP standard. However, the standard should be communicated with visual aids in order for farmers to understand it more easily.
- It is critical to develop a capacity within producer groups to conduct GLOBALGAP internal inspections and internal audits.

Next steps

- Exporters and certified producer groups should be strongly linked, for exporters to secure the supply of products, and for producers to obtain support to sustain their certificates
- Financial investment for farmers to expand their production to meet the market demand

Collaborating partners



- SPEG (Sea-freight Pineapple Exporters of Ghana)
- GTZ/MOAP (Market Oriented Agriculture Programme)
- MOFA

All information valid as of: **September 2009**