



MARKET INTELLIGENCE UPDATES FOR BANANA

INDIAN EXPORT BUSINESS HIT HARD BY COVID 19 OUTBREAK IN EU, WEST AND SOUTH EAST ASIA

Exports of major agricultural perishable products from India has been hit due to the worsening coronavirus outbreak in the European Union (EU), West Asia and South-East Asia. There are many challenges faced major being disruptions in logistics, both ship and air. Also, banana prices at the farms in Maharashtra and Andhra Pradesh have fallen by 30% within two weeks. It needs to be ensured that documentation work in Indian ports continues and truck movement for perishables should not be impacted by internal restrictions.

PHILIPPINES GOVERNMENT TO INTERVENE IN THEIR BANANA INDUSTRY TO ESTABLISH EXIT PRICE CAPS ON THE CROP

The government of Ecuador, one of the biggest exporters of banana, heavily intervenes in terms of pricing and implements both a minimum and a maximum pricing caps to ensure the growers earns and the commodity remains competitive when it reaches the market. The Pilipino Banana Growers and Exporters Association will also implement exit cap that is the price imposed on the crop before it is shipped to its destination to allow the companies to become flexible in terms of drafting their programs for sustainability. The Philippines government will follow the model of Ecuador because the open pricing is better only when the market price is high, but exporters face huge problems when the market price goes down. Ecuador is a competitive market for India, hence similar measures should be taken by Indian government so that the exporters will not be hurt.

EUROPEAN UNION RELAXES FRUIT IMPORT RULES WHICH INCREASES EXPORTS FROM INDIA. BUT THERE IS DECLINE IN EXPORTS TO US AND JAPAN

The European Union has eased rules for import of fresh fruits such as mangoes, bananas, grapes and oranges from India. The physical certificate assuring food safety, and animal and plant health standards is no longer required. Instead an online certification issued by relevant authorities of exporting country will be enough. This relaxation comes because of global trade disruptions due to the spread of the Covid-19 pandemic. This has benefitted the Indian banana export industry.

However, exports to the United States and Japan will suffer as they send inspectors before finalising their orders. But their inspectors are not coming due to the travel bans. So, there are no export orders from these countries. Similar measures as EU should be adopted by these countries to benefit the export industry.

TROPICAL RACE 4 FUNGUS FOUND IN CAVENDISH VARIETY OF BANANA IS THREATENING AND MAY LEAD TO EXTINCTION OF BANANA IN WORLD

Fusarium fungus has recently arrived in Colombia which is one of the world's biggest growers of bananas, prompting the government to declare a national emergency. It had already hit Australian, African and Asian markets. Farmers then switched to growing the Cavendish banana variety because it was resistant to Fusarium. This variety accounts for 97% of world banana exports. Now, a new strain Tropical Race 4 (TR4) is found, which can overcome the Cavendish banana's resistance. There is currently no fully effective treatment to control or cure Fusarium. TR4 kills banana plants by blocking tissue in their stems. One solution to this can be quarantining farms but the biggest challenge is the easy spread of the fungus. It travels through infected plant material and soil particles attached to vehicles and farm equipment, through irrigation, drainage water and floods. As a result, many producers are searching for different variety of banana to overcome this issue.

100 PERCENT CARBON NEUTRAL BANANA INTRODUCED BY BELGIUM SUPERMARKET AHOLD DELHAIZE

Netherlands-based company worked alongside Port International researched that a single banana uses 0.9 kilograms of CO₂. Due to reduction and compensation measures along the supply chain, from planting to delivery, the carbon generated by the bananas can be offset. Delhaize first looked at how CO₂ emissions can be reduced throughout the supply chain. As part of this process, the company distinguished between banana cultivation, its

transportation, ripening, and the product's delivery. In this way, the integral process from its cultivation to when the product arrives in the store is included. This ensures that transport is organized in a greener and more sustainable way. Packaging is more sustainable and green energy is used. This is done to ensure reduction in carbon footprint and is more sustainable and ecological means of export.