Energize your life with exotic fruits!

Value Chain Development of Exotic Fresh Fruits in Southeast Asia

Farming
- Integrated pest management
- Group management
- Certification and standard compliance

Harvest
- Harvesting techniques

Packing House
- Post harvest treatment
- Packaging material
- Packing techniques

Consumer
- Awareness raising of retailers
- Preference tests of consumers
- Monitoring of orders and client satisfaction

Distribution
- From ethnic markets to specialized food chains
- Efficient ways of transportation
- Interaction of producers and consumer platforms

Logistics & Export
- Cool chain integrity
- Specialised logistic services
- Combinations of air and sea freight

Success in Value Chain Development

1. Behavioral changes of farmers
2. Innovative practices for postharvest treatment, packing and logistics
3. Fair and more direct trading