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Japan becomes the largest market for Taiwanese fruits

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Japan has surpassed China as the largest market for Taiwanâ??s fruit exports according to data from Taiwanâ??s Council of Agriculture (COA).

China was a major importer of Taiwanese fruit exports, but it imposed a ban on pineapples, sugar apples, wax apples, citrus and other fruits recently.

According to the local media, Japan was the focus of the Taiwan response as it joined exporters in exploring other channels. As a result, the value of Taiwanâ??s agricultural product exports to Japan in 2022 reached $850, an increase of 11 per cent from a year ago.

Japan became the largest market for Taiwanese fruit exports accounting for 46.2 per cent in 2022, meanwhile, China accounted for only 1.6 per cent.

The value of Taiwanese pineapples exported to Japan reached $ 24.05 million in 2022, an increase of 5.8 per cent over the previous year.

The COA has connected fruit distributors in Taiwan and Japan and announced in December 2022 that it signed a memorandum of understanding with Japanese produce chain Wismettac Foods to import at least 3,500 tonnes of Taiwanese pineapples, 1,500 tonnes of bananas, and 100 tonnes of frozen pineapples.