

Uni eropa sebagai pasar ekspor buah-buahan Indonesia

Nasution, Rosdiana Akmal, author

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Abstrak

.....Indonesia is an agrarian country producing various agricultural products. One of the products having export opportunities is fresh fruits. However until today Indonesia is still importing large amount of fruits. On the other hand the export value of Indonesia fruit is relatively smaller and limited to only a few type fruits. Eventually it arises questions whether or not Indonesia as an agrarian country could increase its export volume of fruits to other countries.

Several mandatory standards were put in place by EU Commission to be adhered by fruit exporters such as packaging, marketing, labelling and food safety, marketing of genetically engineered fruits, Maximum Residue Levels and organic products standards. Consequently the EU's provisions must be considered as a quality direction required by European importers.

This research objective is to identify the trends, opportunities, obstacles and strategy that are relevant to the effort of entering EU's fruit markets, Analyzing the regulations put in place by EU on the subject of exports and import is important to help developing countries, such as and especially Indonesia., to penetrate European market of fruit. This research utilize primary and secondary data. The fruits being researched were mango, pineapple and banana. EU members selected as the subjects for this research were Netherland, Germany and France. The time frame for this research was from 2002 to 2006.

The result of this research discovered that tropical fruits like mango, pineapple and banana are in great demand in Europe. Those fruits are not suitable to be cultivated in Europe with its sub-tropic climate, especially in the colder Eastern Europe. Therefore EU is fully dependant on developing countries to supply tropical fruits. The commodity that has the most opportunity for Indonesia is pineapple. Though pineapple originated from Europe but Indonesia's climate is very suitable for cultivating pineapple. In addition, the competition for export of pineapple is not as great as exports of banana. While in the case of mango, Indonesia still needed to improve quality of production because the commodity is sensitive to defects.