



Contents

- ☞ Introduction
- ☞ Research Overview
- ☞ Research Survey and Results
- ☞ Discussion
- ☞ Conclusion and Recommendation

Introduction

- ❖ Tropical region with two seasons
- ❖ 80% of population live with agriculture
- ❖ Therefore, the objective of the study is to work on market behavior about the agricultural products, specifically cashew nut, jackfruit, and banana

Introduction

Specifically, the objective is the study on the Market demand on Banana, Jackfruit, and Cashew nut in Phnom Penh

- ❖ To identify the evolution of supply of three types of fresh products of these fruits in the big capital city of Cambodia.
- ❖ To identify the evolution of demand of these products
- ❖ To determine the evolution of sale's price of each type of fruits

Research Overview

- ❖ Cashew nut plantation is becoming popular in Cambodia. The harvested cashew nut is normally exporting to Vietnam or Thailand but the price is very fluctuating.
- ❖ Banana is enough to support market in Phnom Penh and in rain season has much quantity.
- ❖ Jackfruit is normally in family scale. It is noted that Jackfruit is imported from the neighboring countries.

Plantation in Cambodia

Type of fruit	Surface	Output (Tone/ha)
Cashew	69,102 ha	2 - 3 /year
Banana	35,071 ha	1-2 /month
Jackfruit	5,584 ha	15-20 /year

Ministry of Agriculture , Forestry, and Fishery, 2010

Research Survey and Results

Four steps for the survey:

- ✧ **First step** : Survey about Farmer
- ✧ **Second step** : Survey about Transformer
- ✧ **Third step** : Survey about Distributor
- ✧ **Fourth step** : Survey about Consumer

Research Survey

1st step: Survey about Farmer

Survey on places where there is high plantation of the three type of fruits.

- ✧ Area and location
- ✧ Expenditure for plantation
- ✧ Duration to harvest and quantity
- ✧ Ultimate use of the fruits
- ✧ Earning per year
- ✧ Price and quantity sale to broker

Research Survey and Results

Producer (30 locations)

Type of fruit	Expenditure plantation (ha)	Duration to harvest (year)	Quantity (Tone/ha)	Earning (year/ha)
Cashew nut	500-750\$	2-3	2-3	2500-3500\$
Banana	350-500\$	1-2	18-20	2500-3000\$
Jackfruit	800-1000\$	3-4	20-30	8000-10000\$

Research Survey and Results

2nd Step: Survey about transformer

Survey on:

- ✧ Capacity of the factory
- ✧ Source of raw materials
- ✧ Quantity of raw materials
- ✧ Price of fresh fruits per kg
- ✧ Type of processed fruits

Research Survey and Results

Transformer (2 big Companies)

Name of company	Type of Fruit	Quantity of raw material/day	Type of products
Confirel Co. Ltd	Banana	500 kg	Chocolate sugar, dried banana, dried jackfruit
	Jackfruit	500 kg	
Khmer agriculture production Co. Ltd	Cashew nut	200-250 kg	Semi products

Research Survey and Results

3rd Step: Survey about distributor

Survey on:

- ✧ Type of these fruits (fresh or dried fruit)
- ✧ Original source of fruits
- ✧ Original cost of good
- ✧ Cost of good sale
- ✧ Quantity of sale per day
- ✧ Status of supplying for these fruits in market

Research Survey and Results

Distributor (30 locations in Big market in P. Penh)

Type of fruit	Quantity of sale (Tone/day)	Original Cost of good (\$/Tone)	Cost of good sale (\$/Tone)
Banana	8-10	200	300
Jackfruit	3-4	500	1000
Cashew nut	no	no	no

Research Survey and Results

4th Step: Survey about consumer

Survey on:

- ✧ Expense per month
- ✧ Favorite fruits to eat
- ✧ Location to buy the fruits
- ✧ Time to eat the fruits
- ✧ Type of fruits for eating (fresh, candy, juice, jelly)
- ✧ Number of time to eat the fruits
- ✧ Reason to eat the fruits

Research Survey and Results

Consumer (100 random)

Type of fruit	Type of fruit for eating	Time to eat the fruits	Expense (1person/month)
Banana	Fresh	At 11am - 2 pm Or 6pm - 9 pm	2-3\$
Jackfruit	Fresh and Processed fruits	At 11am - 2 pm Or 6pm - 9 pm	1-2\$
Cashew nut	Snack	At 11am - 2 pm Or 6pm - 9 pm	0.5-1\$

Discussion

- ✧ Comparing large area left in Cambodia, there still have capacity for the country to grow more of the fruits to supply locally and internally.
- ✧ Banana is enough for local market. However, it is possible to export the products to other countries. And, it is better if the raw materials are to be transformed to semi product or final product.
- ✧ Jackfruits plantation is not enough for local market. Thus, expanding the growth of this fruits is a need from Cambodia because this fruits are normally imported for the neighboring countries.
- ✧ For Cashew nut, the plantation is growing. However, the locally-processed factory should be established because final products are normally imported for local market.

Discussion

- ✧ It is found fluctuation of the supply of the fruits from season to another. Price is cheap during harvesting period and expensive during less yield of the fruits.
- ✧ Cashew nut has no local distributor due that the fresh cashew nut is exported to others countries. And, consumer purchase the final products imported.
- ✧ For jackfruits and Banana, people prefer the fresh products than the processed one. There few local companies to process these fruits for local market. Most of process fruits are imported.

Conclusion

- ✧ Cashew nut is mainly for exporting in fresh and semi product. It is not sold locally. Banana is enough in terms of supply for the local market. This may be expanded for international market. The jackfruits is not supplied enough from local plantation.
- ✧ Fresh fruits of Jackfruits and Banana are the demand of local market. The processed products are mainly imported due to lack of local SME. There is high demand of final product of cashew nut because the products are imported.
- ✧ The price of the fruits are very fluctuating depending the quantity of harvesting products. Normally, it depends on the seasons.

Recommendation

- Nutritional facts of each fruits to be studied to match international market
- Improve post harvest technology
- Feasible and cheap technology for fruit processing

Acknowledgement

- ITC for allowing me to work for this study
- Southampton University for the giving the project
- The Leverhulme Trust for funding this research



**Thank you for your kind
attention**