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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.
- $\diamond \mathsf{To}$ identify the evolution of demand of these products
- $\ensuremath{\diamond}\mbox{To}$ 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.

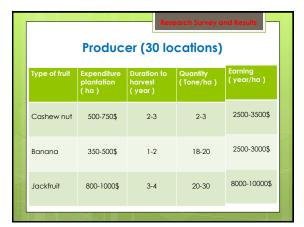
Plantation in Cambodia

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



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





3rd Step: Survey about distributor

Survey on:

\$Type of these fruits (fresh or dried fruit)

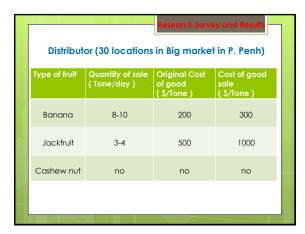
\$Original source of fruits

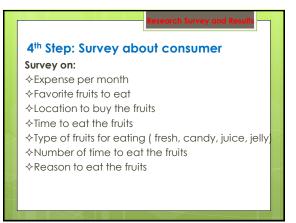
Original cost of good

Cost of good sale

Quantity of sale per day

\$Status of supplying for these fruits in market







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



Thank you for your kind attention