

CHALLENGES IN SHIFTING TRADITIONAL PRODUCTION AND SUPPLY CHAIN OF MANGOSTEEN FRUIT IN BALI TOWARD VALUE CREATION FOR EXPORT MARKET

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ABSTRACT

Bali is one of the provinces in Indonesia that can develop tropical agricultural commodities for export. Complementing the suitability of the land and climate, it also has significant space for air cargo from return aircraft after dropping tourists. One of the tropical fruits that have high export opportunities is mangosteen. However, from the existing 226,167 mangosteen trees with 15,229 tones production (data in 2019), only about 20% of the fruit can be exported. The low export volume is mainly due to the lack of registered plantations and the low quality of the mangosteen fruit produced to meet quarantine regulations and consumer values of importing countries. Furthermore, mangosteen plants are generally traditionally grown by small-scale farmers and not as a main commercial crop. Therefore, the supply chain mostly ends in traditional markets with very significant involvement of rural and urban traders. Changing the traditional production system and supply chain system into value creation in the value chain system for the export market faces some challenges. This paper discusses some challenges faced to increase the export volume of mangosteens from Bali.

Keywords: mangosteen, tropical fruit, value chain