

# Customers like frozen strawberries because of the stable price advantage

## Detail Introduction :

Many Asian consumers are familiar with pineapples from the Philippines and Taiwan, but few know that Indonesia also exports a huge volume of pineapples yearly.

China and the US are the company's main export markets." Many global fruit traders are facing multiple challenges. The shipping fees are high, and we need to share the burden of this extra cost with the customers. Stevan said about the export volume: "We work with fixed sales channels, so the pandemic did not have a big impact on our sales. The FOB price of a box of pineapples (10kg) is around \$ 11.84. This price is around 10% higher compared with the previous season."

Besides pineapples, Frozen Fruit also started to export frozen strawberry products this year. "Indo" A is famous for tropical fruits, but not many people know that we also grow a lot of strawberries here. Because of the high sea freight cost and the long distances between Indonesia and overseas markets, fresh strawberries are not exported in big volumes. Still, you can find many frozen strawberry processing factories in Indonesia. Ste" said.

"Since" March, we've decided to export frozen strawberries. We purchase fresh strawberries locally and process them in our factory." Ste" said. "So far South Korea is our only export market; we already exported 110kg of frozen strawberries to South Korea. Our products are sold to jam factories and juice production factories. Some factories prefer to use frozen fruits instead of fresh ones, as they have a longer shelf life, are more convenient in logistics, and are easier to process. Frozen fruits are sold at a relatively stable price. The export price of frozen strawberries in bulk is around \$1,8/kg.