

# MARKET AND TRADE OF COCONUT PRODUCTS

Experts' Consultation on Coconut Sector Development  
in Asia and the Pacific  
Bangkok, Thailand, 30 Oct. - 1 Nov. 2013



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**Asian and Pacific Coconut Community**







# OUTLINE OF PRESENTATION

## I. GLOBAL COCONUT INDUSTRY SCENARIO

- ❑ World Coconut Area: APCC and other Countries
- ❑ Coconut Production in Nuts and Copra Equivalent
- ❑ CNO and other Veg. Oils
- ❑ Coconut Industry Supply Value Chain





# OUTLINE OF PRESENTATION

## II. EXPORT PERFORMANCE AND MARKET PROSPECTS OF TRADITIONAL / MAJOR COCONUT PRODUCTS

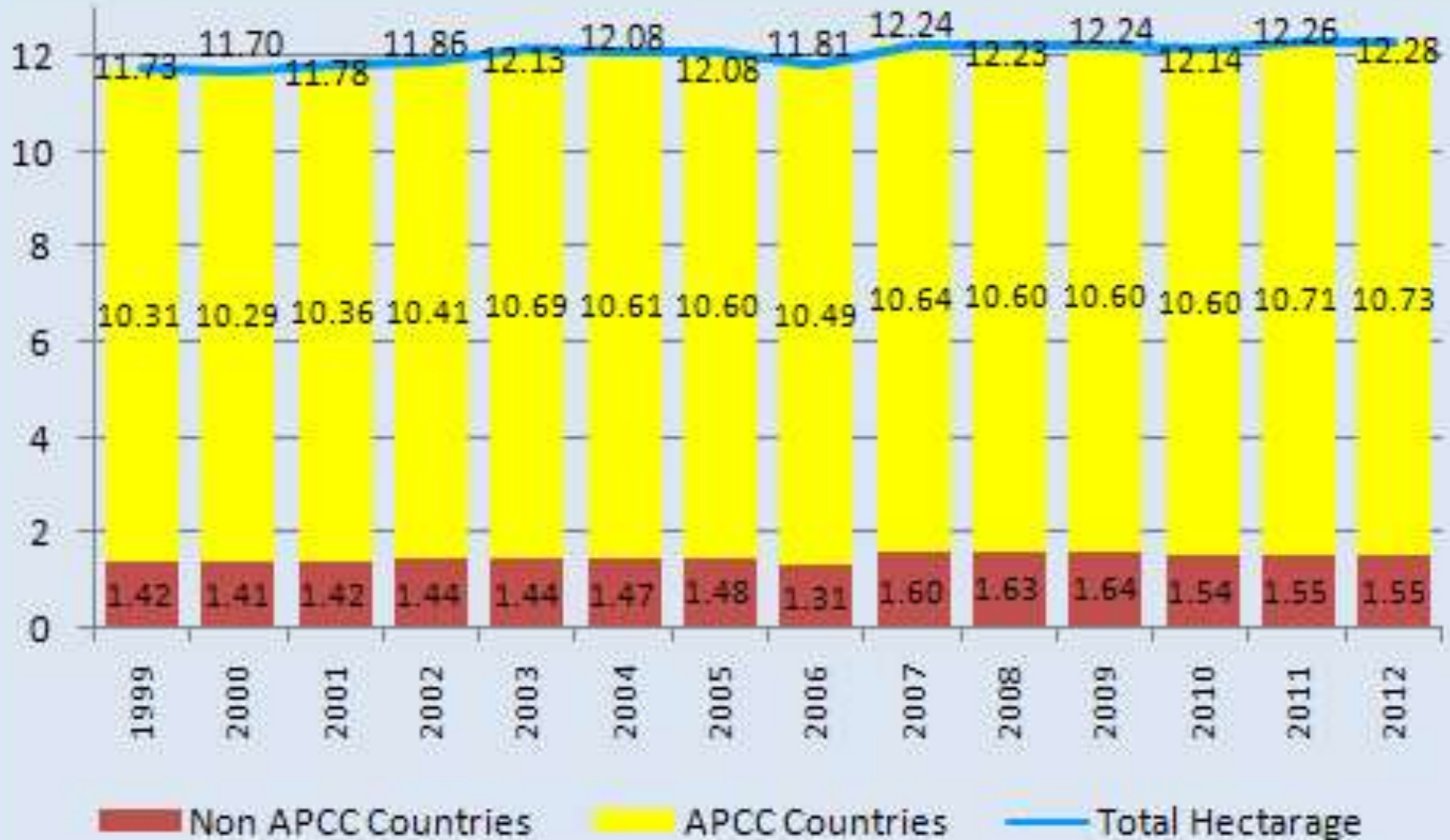
- ❑ Coconut Oil
- ❑ Virgin Coconut Oil
- ❑ Coconut Water
- ❑ Desiccated Coconut
- ❑ Coconut Flour
- ❑ Coconut Cream/Milk/Powder
- ❑ Nata de Coco
- ❑ Coconut Shell Charcoal/ Activated Carbon
- ❑ Coir and Coir-Based Products
- ❑ Coconut Sugar





# I. GLOBAL COCONUT INDUSTRY SCENARIO

## Coconut Hectarage in the World







# I. GLOBAL COCONUT INDUSTRY SCENARIO



- Global Coconut Area = **Approx. 12.28 M Hectares**



- Global Coconut Production = **Approx. 64.3 Billion Nuts**



**TABLE 1. Coconut Area (1000 Ha) and Coconut Production in Whole Nuts (1000 Nuts) by APCC Member Countries in 2012**

<b>Country</b>	<b>Area ('000 Ha)</b>	<b>Whole Nuts ('000 Nuts)</b>
<b>Federated Sates of Micronesia</b>	<b>17</b>	<b>40,000</b>
<b>Fiji</b>	<b>60</b>	<b>165,000</b>
<b>India</b>	<b>1,890</b>	<b>16,943,000</b>
<b>Indonesia</b>	<b>3,810</b>	<b>15,429,000</b>
<b>Kiribati</b>	<b>29</b>	<b>131,300</b>
<b>Malaysia</b>	<b>109</b>	<b>577,000</b>
<b>Marshall Islands</b>	<b>8</b>	<b>34,000</b>
<b>Papua New Guinea</b>	<b>221</b>	<b>1,101,000</b>
<b>Philippines</b>	<b>3,562</b>	<b>15,248,000</b>
<b>Samoa</b>	<b>99</b>	<b>20,000</b>
<b>Solomon Islands</b>	<b>38</b>	<b>100,000</b>
<b>Sri Lanka</b>	<b>395</b>	<b>1,833,000</b>
<b>Thailand</b>	<b>216</b>	<b>845,000</b>
<b>Tonga</b>	<b>8</b>	<b>44,400</b>
<b>Vanuatu</b>	<b>96</b>	<b>307,700</b>
<b>Vietnam</b>	<b>155</b>	<b>940,000</b>
<b>Kenya</b>	<b>205</b>	<b>169,599</b>
<b>Jamaica</b>	<b>51</b>	<b>96,000</b>



# **WORLD COCONUT OIL PRODUCTION, 1999 – 2011**

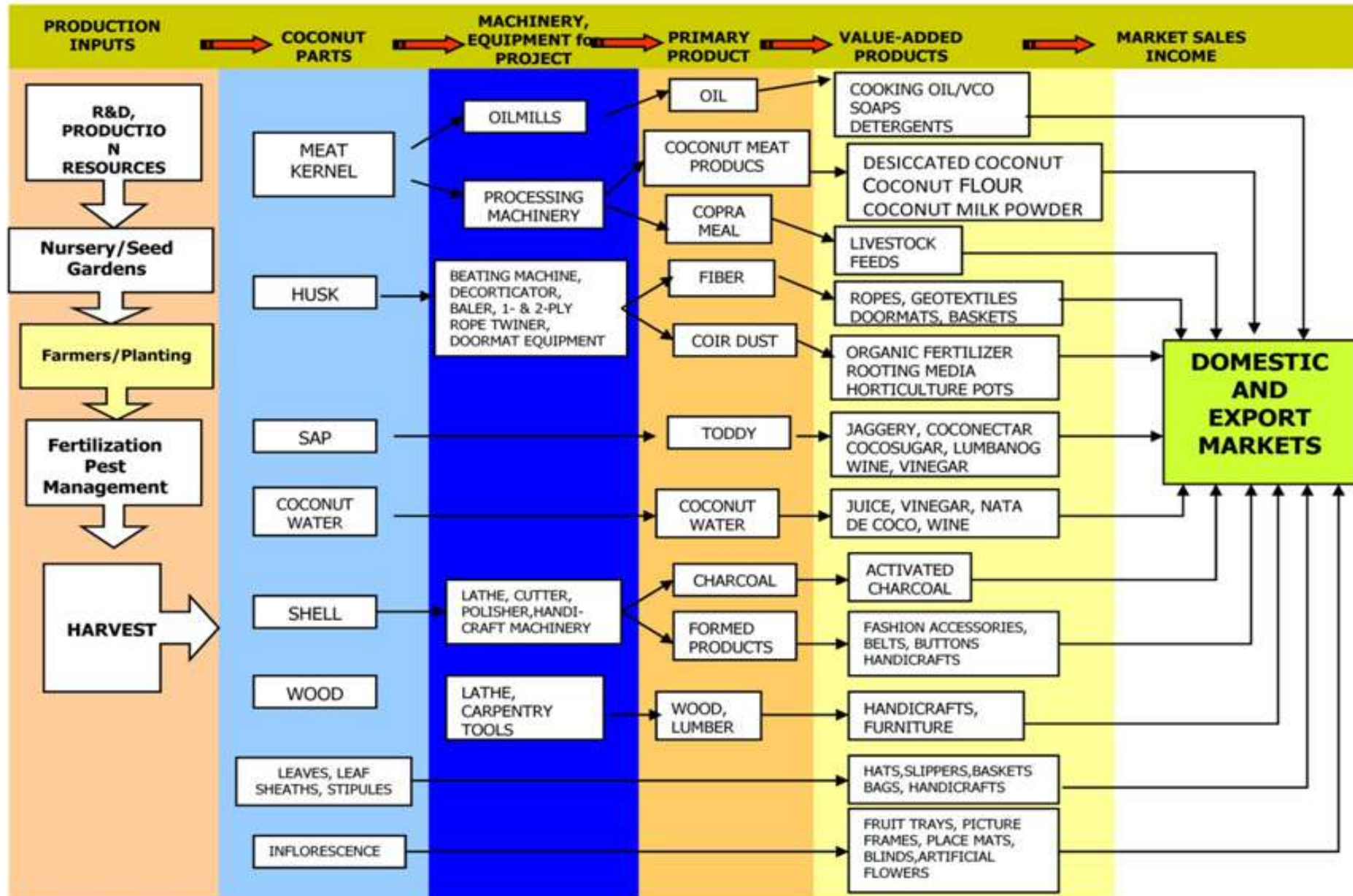
## **(In million MT)**

<b>Year</b>	<b>Export Quantity (MT)</b>
<b>1999</b>	<b>2.40</b>
<b>2000</b>	<b>3.24</b>
<b>2001</b>	<b>3.46</b>
<b>2002</b>	<b>3.10</b>
<b>2003</b>	<b>3.27</b>
<b>2004</b>	<b>3.04</b>
<b>2005</b>	<b>3.24</b>
<b>2006</b>	<b>3.10</b>
<b>2007</b>	<b>3.03</b>
<b>2008</b>	<b>3.05</b>
<b>2009</b>	<b>3.22</b>
<b>2010</b>	<b>3.60</b>
<b>2011</b>	<b>2.99</b>
<b>Average</b>	<b>3.13</b>

Source : APCC Trade Data



# COCONUT INDUSTRY: SUPPLY – VALUE CHAIN







## II. EXPORT PERFORMANCE AND MARKET PROSPECTS OF COCONUT PRODUCTS



### Export Performance of CNO

- On export performance, coconut oil (CNO) remains as the major product traded in the world market.
- In 2011, the world export of CNO was **1.86 M MT** mostly from the Philippines and Indonesia (**82%**).

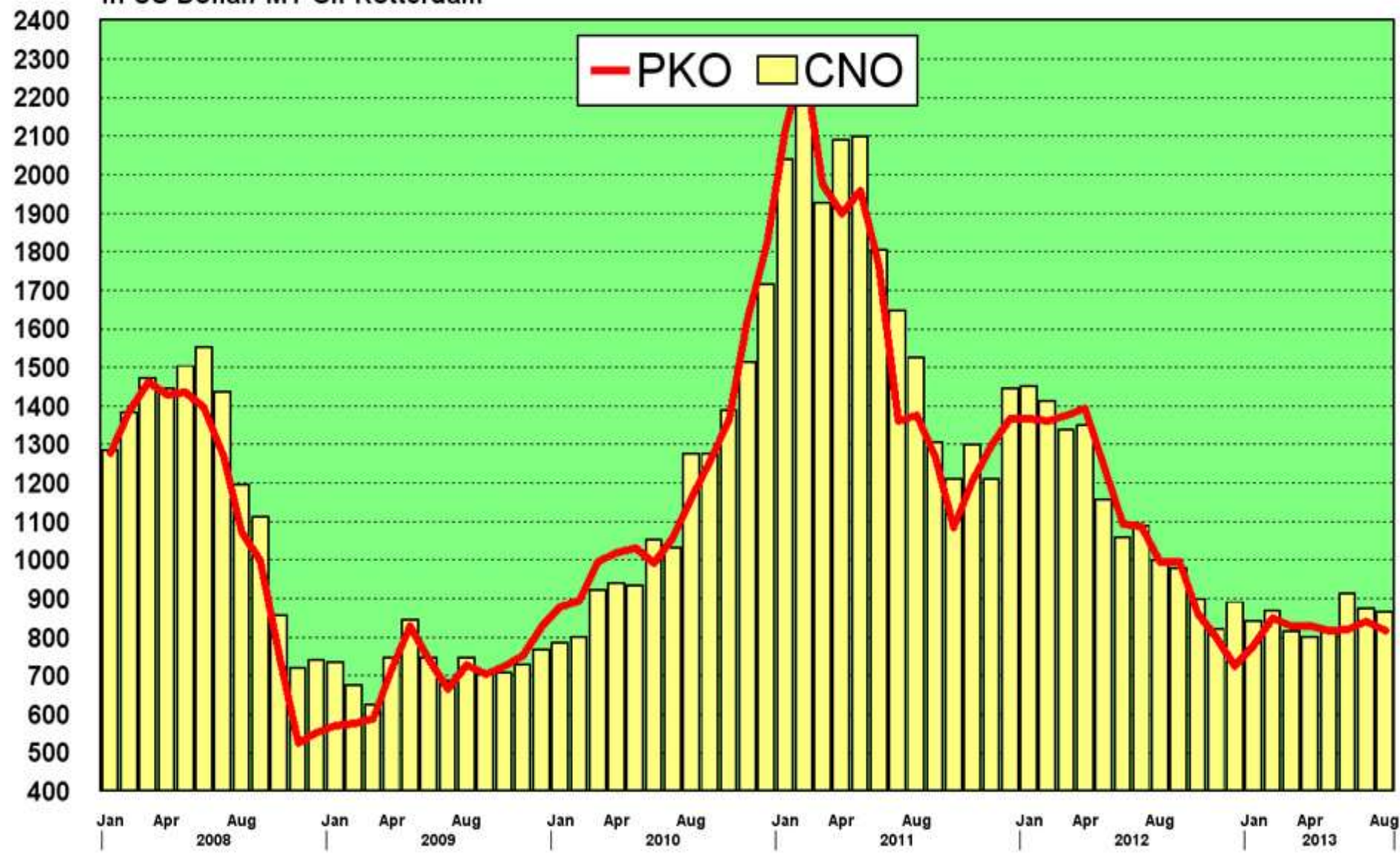




# MONTHLY PRICES OF LAURIC OILS, 2011 - 2013



In US Dollar/ MT Cif Rotterdam





# COCONUT OIL vis-à-vis Palm and Other Vegetable Oils



- Coconut oil competes with other sources of fats and oils in the world market.
- In the last two decades, the volume of oils and fats has risen steadily.
- In 2011, the total volume of the nine major vegetable oils is estimated at **148.67 million MT.**







# COCONUT OIL vis-à-vis Palm and Other Vegetable Oils



Vegetable Oils	1960	1970	1980	1990	2000	2011	% Share
Palm	1,264	1,742	4,543	11,014	21,874	49,680	33.41
Soybean	3,300	6,477	13,382	16,097	25,541	41,934	28.20
Rapeseed	1,099	1,833	3,478	8,160	14,466	23,225	15.62
Sunflower	1,788	3,491	5,025	7,869	9,700	12,547	8.44
Cotton	2,325	2,503	2,992	3,782	3,864	5,026	3.38
Palm Kernel	421	380	547	1,450	2,691	5,622	3.78
Groundnut	2,587	3,044	2,864	3,897	4,560	4,157	2.80
Olive	1,339	1,442	1,701	1,855	2,540	3,364	2.26
Coconut	1,949	2,020	2,717	3,387	3,281	3,123	2.10
Total	16,072	22,932	37,248	57,511	88,517	148,648	100

- Coconut oil was only **2.10%** of the total volume and it ranked 9<sup>th</sup> with palm oil as the major vegetable oil in the world.

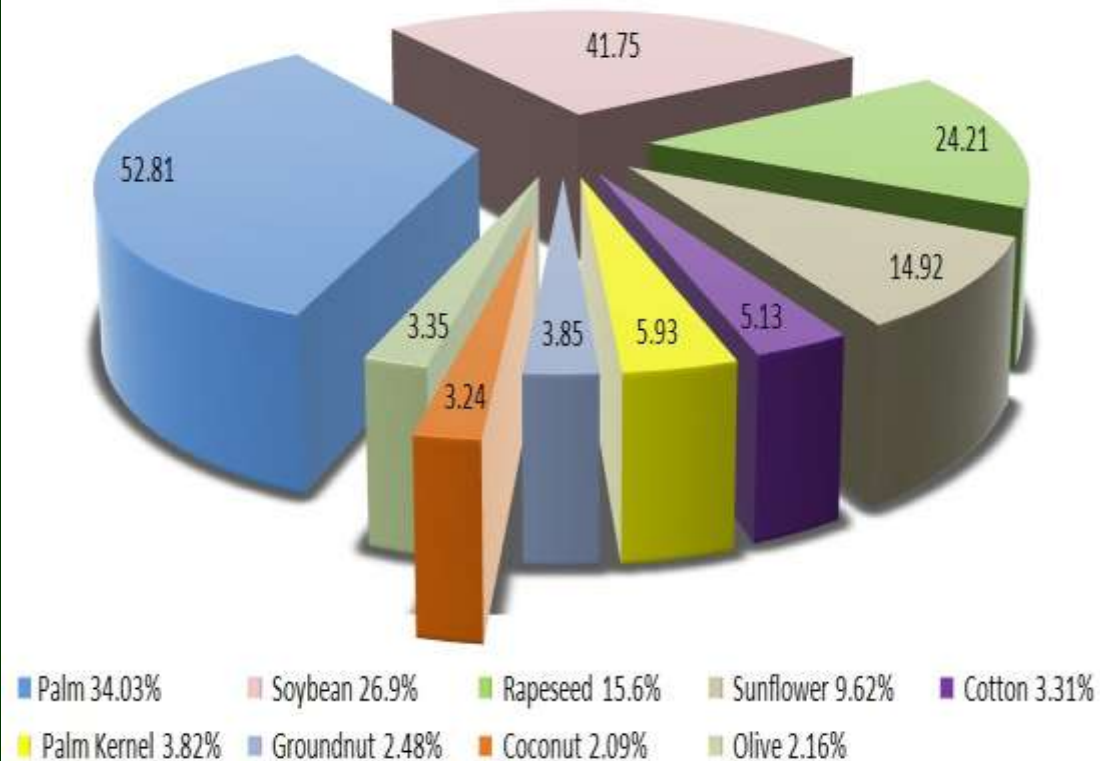


# COCONUT OIL vis-à-vis Palm and Other Vegetable Oils



- Coconut oil faces tough competition with a host of other oils such as soybean, palm, sunflower, rapeseed, olive and corn oil.

World Production of Coconut Oil vs. Other Oils, 2012  
(Million MT)



- Thus, the price of CNO is widely influenced by the supply and demand of these competing vegetable oils.



# VIRGIN COCONUT OIL (VCO)

The fast developing and high value niche market for virgin coconut oil offers a good prospect for the improvement of the income of coconut farmers.

Virgin coconut oil can also be produced on macro and a micro, village scale of operation.







# VIRGIN COCONUT OIL (VCO)

Coconut farmers can directly participate and get a bigger share of the profit of the industry instead of being a mere producer of copra.

“Women in Business” in Samoa is a good example. “Fair Trade” arrangement with Body Shop.





# VIRGIN COCONUT OIL (VCO)







# VIRGIN COCONUT OIL (VCO)







# VIRGIN COCONUT OIL (VCO)





# VIRGIN COCONUT OIL (VCO)







# VIRGIN COCONUT OIL (VCO)







PURE FIJI

hydrating  
body lotion  
coconut infusion

PURE FIJI

coconut milk  
shower gel

body butter  
coconut infusion

PURE FIJI

coconut sugar rub  
coconut

Oil of Ponape









Virgin Coconut Oil

APCC-DOA, INTERVIEW  
ON THE PROCESSING OF VALUE-ADDED CO

WWW.TROPICANA OIL.COM





WELCOME

TROPICANA

APCC-DOA, INTERNATIONAL

ON THE PROCESSING OF VALUE-ADDED COCONUT

Virgin Coconut Oil

WWW.TROPICANA.OIL.COM





# VCO BASED PRODUCTS PRODUCED BY TROPICANA





# VCO BASED PRODUCTS PRODUCED BY TROPICANA



# VCO BASED PRODUCTS PRODUCED BY THAI PURE





# THE PHILIPPINES EXPORT OF VCO, 2001 – 2012 (In MT)

Year	Export Quantity (MT)
2001	2.0
2002	19
2003	103
2004	177
2005	475
2006	461
2007	1,131
2008	1,693
2009	1,801
2010	2,737
2011	4,914
2012	6,002



Source : PCA and UCAP, Philippines





# Virgin Coconut Oil (VCO)



- Export volume of VCO grew from **2 MT** in 2001 to **6,002 MT** in 2012.





# VIRGIN COCONUT OIL (VCO)

**nutiva®**  
NOURISHING PEOPLE & PLANET

world's leading brand  
of organic coconut oil



*Available at  
over 15,000 stores  
worldwide and online.*

*Named one of the  
fastest growing private  
companies in US  
five years in a row  
by Inc. Magazine.*

**Revolutionizing the way the world eats.**



**www.nutiva.com**



- Prices of VCO ranged from **US\$ 3,500 to US\$ 4,600/Ton** FOB Manila, Philippines.
- VCO is used as food supplement, body oil and in various cosmetics and other personal care products.







- Major export destinations of VCO are: the USA, Canada, Germany, Lithuania, United Kingdom, New Zealand, Australia, Russia, Finland, and Turkey.





# VIRGIN COCONUT OIL (VCO)





## **Production of VCO and VCO Residue In the Solomon Islands (2008-2012)**

<b>Year</b>	<b>Nuts</b>	<b>VCO (Kg)</b>	<b>VCO Residue (Kg)</b>
2008	386,266	22,524.20	25,326.10
2009	802,248	47,871.60	52,658.80
2010	439,908	26,328.50	29,497.50
2011	1,219,950	78,958.20	82,581.30
2012	1,403,573	88,448.30	91,804.10





# VIRGIN COCONUT OIL (VCO)

## Export of VCO from Sri Lanka (2010 - 2012)

2010	1,817 MT
2011	910 MT
2012	1,660 MT





# VIRGIN COCONUT OIL (VCO)

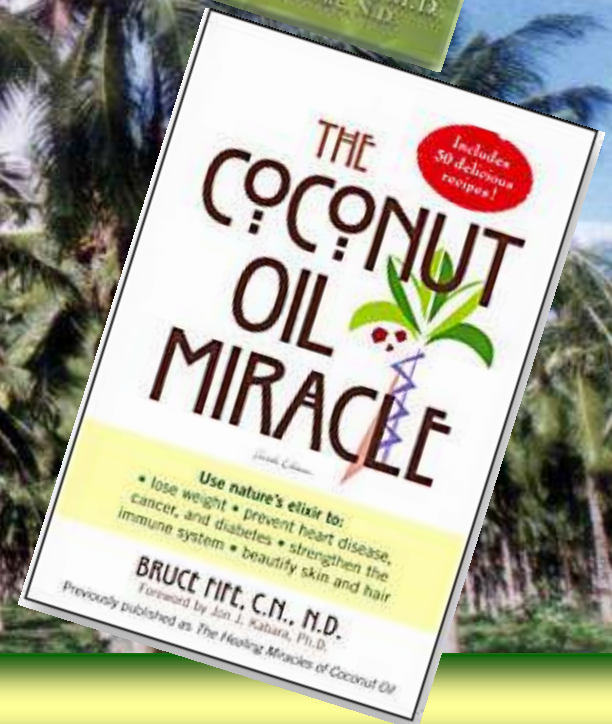
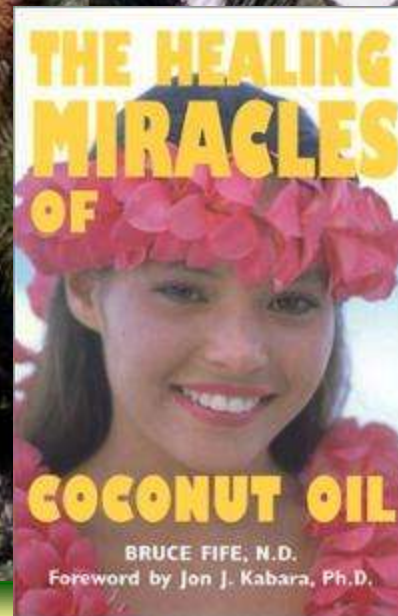
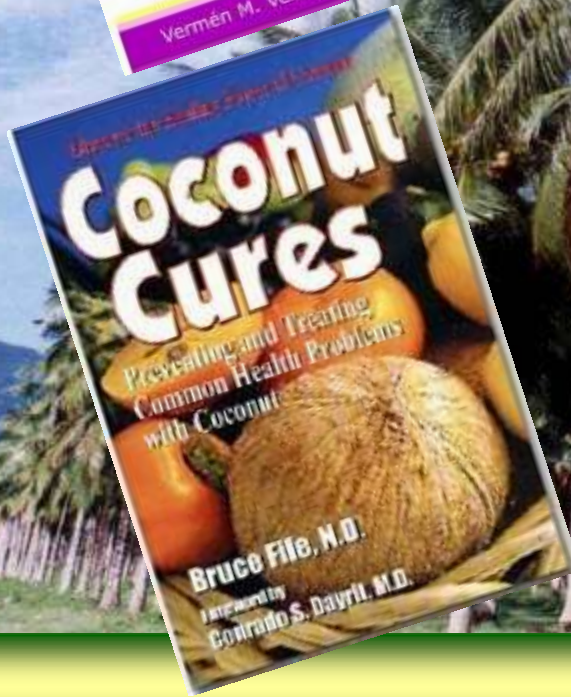
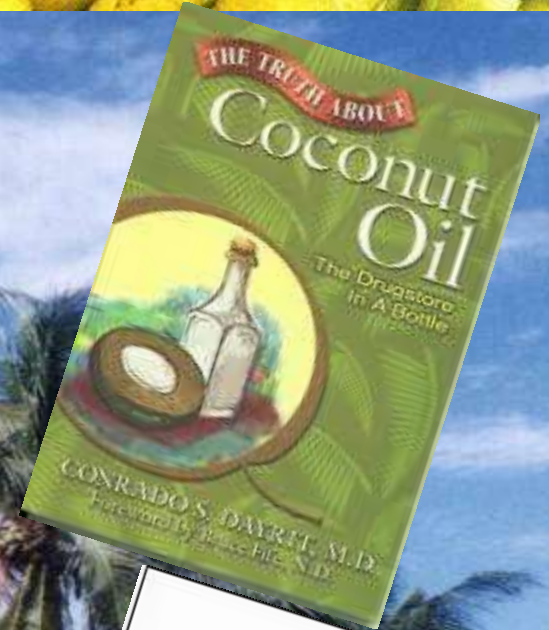
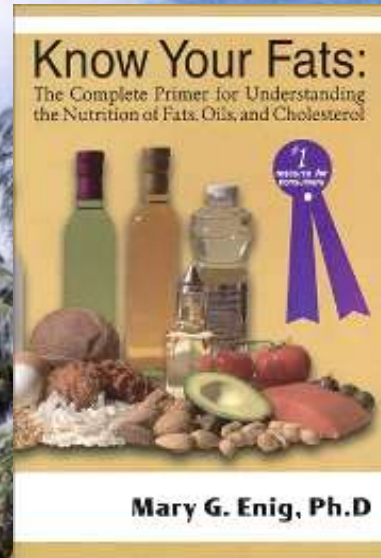
## Volume of VCO Export in Samoa (2008 - 2010)

2008	12,6 MT
2009	20.7 MT
2010	18,8 MT



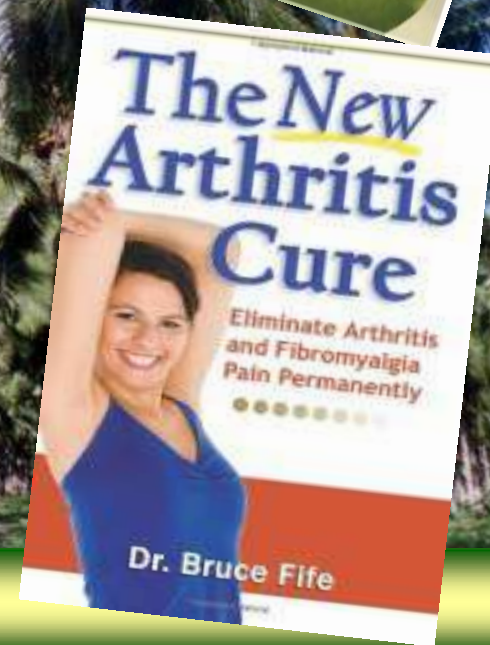
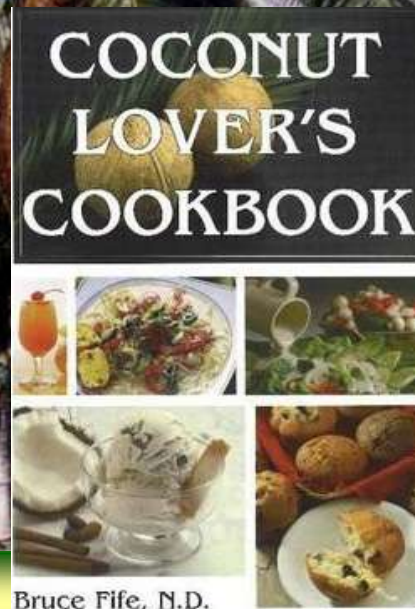
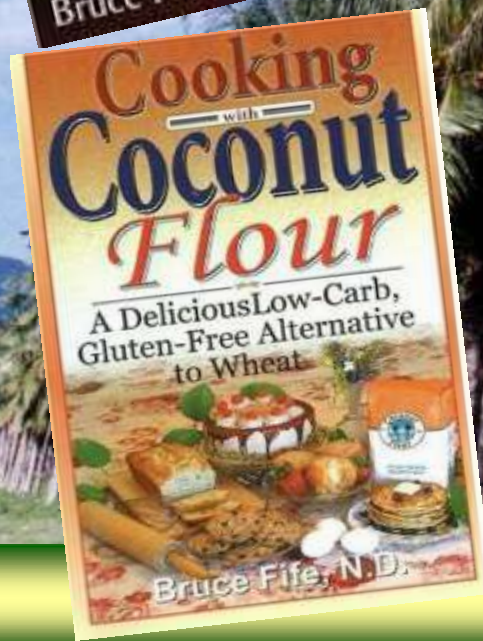
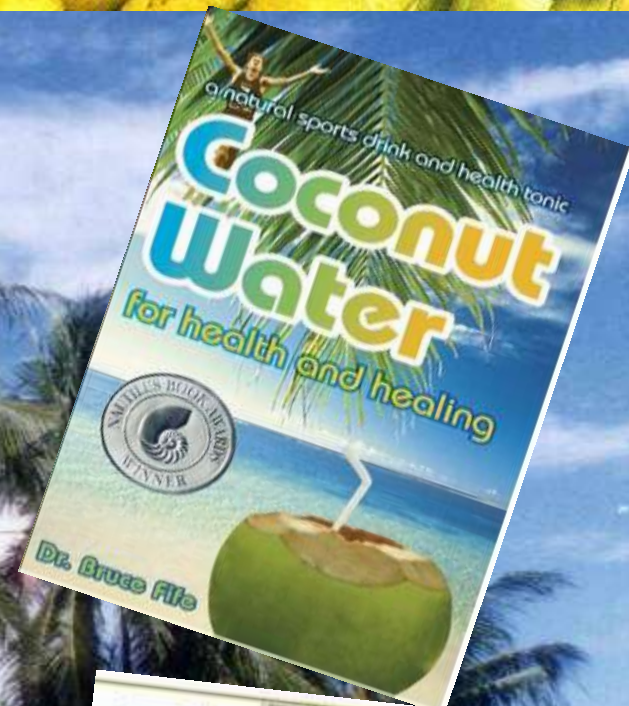
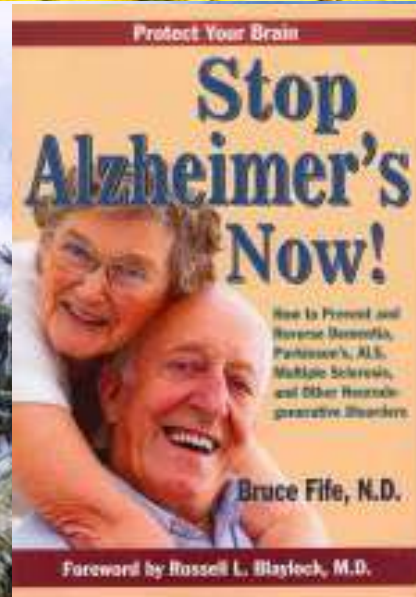
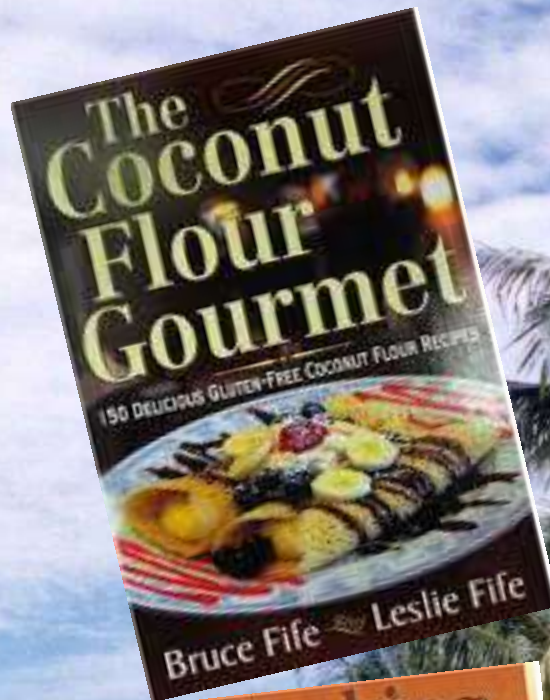


# COCONUT OIL REDISCOVERED





# COCONUT OIL REDISCOVERED







# DESICCATED COCONUT



- The **Philippines, Indonesia and Sri Lanka** are the major exporting countries of desiccated coconut (DC).





# DESICCATED COCONUT







# DESICCATED COCONUT



LOT NO.

**USE NO HOOKS  
STOW AWAY FROM BOILERS**



50 LBS. NET  
MEDIUM  
PRODUCT OF THE PHILIPPINES



# DESICCATED COCONUT







# DESICCATED COCONUT





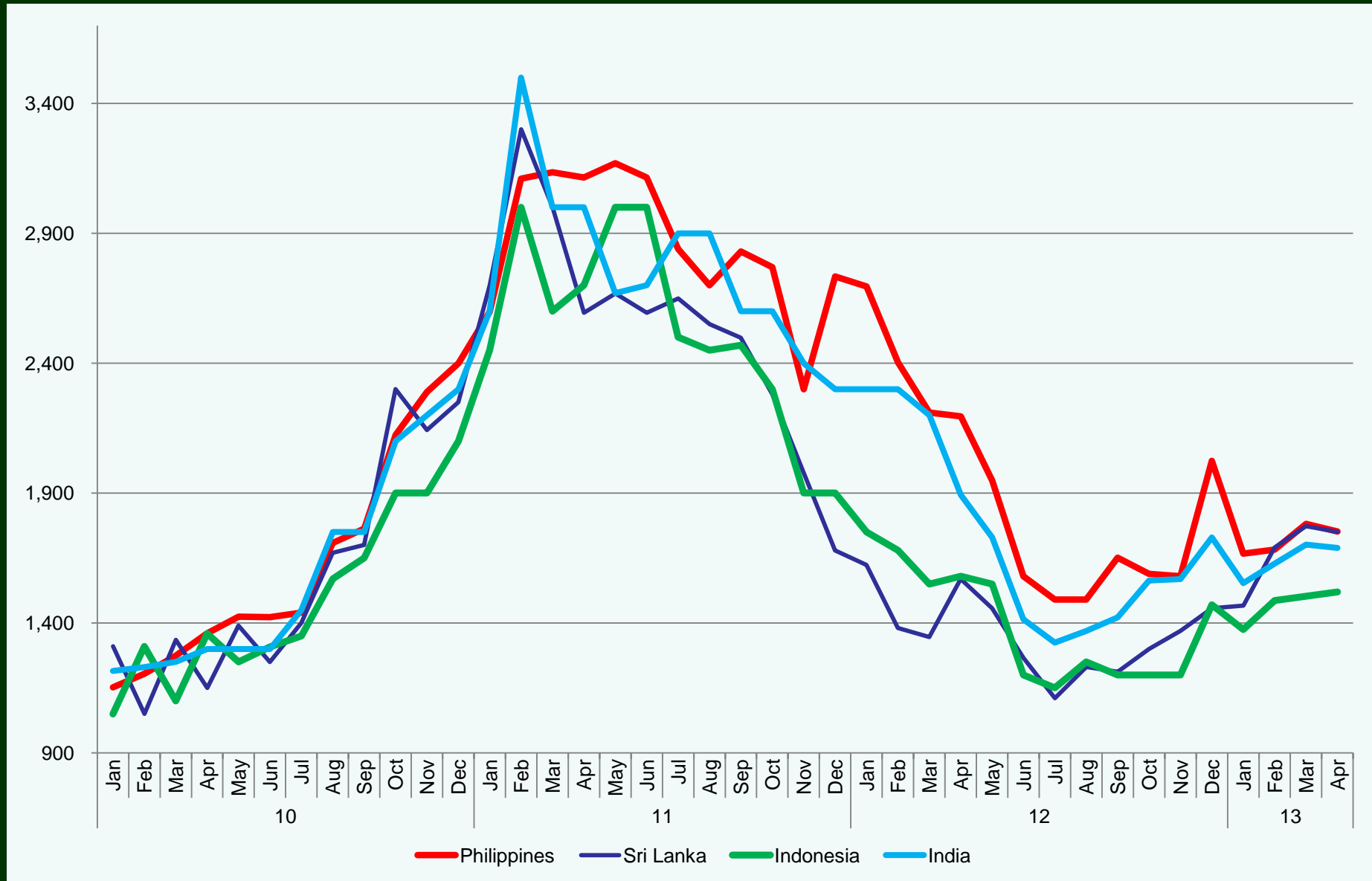


# World Exports of Desiccated Coconut 2006-2010 (in MT)



Country	2006	2007	2008	2009	2010
<b>A. APCC Countries</b>	<b>247,821</b>	<b>244,715</b>	<b>245,221</b>	<b>215,313</b>	<b>214,428</b>
India	652	312	1,455	2,173	1,563
Indonesia	59,496	59,884	57,689	46,699	47,065
Malaysia	9,025	8,268	6,599	9,448	6,766
Philippines	136,203	130,673	142,626	116,421	109,170
Sri Lanka	41,635	45,393	36,248	38,651	46,905
Samoa	143	23	316	740	1,444
Thailand	667	162	288	1,181	1,515
<b>B. Other Countries</b>	<b>8,206</b>	<b>89,152</b>	<b>125,319</b>	<b>109,881</b>	<b>116,969</b>
<b>TOTAL</b>	<b>256,027</b>	<b>333,867</b>	<b>370,540</b>	<b>325,194</b>	<b>331,397</b>

# Desiccated Coconut Price Record 2010-2013







**Major export destinations  
of DC are the USA,  
Europe, Canada,  
Australia, Middle East,  
Japan, Russia, Taiwan,  
New Zealand, Korea, and  
South Africa.**





# ACTIVATED CARBON



For coco-based  
activated carbon (AC),  
**Philippines, Indonesia,  
Sri Lanka, Malaysia,  
Thailand and India**



are the main suppliers in the world  
market.



# WORLD EXPORTS OF COCONUT SHELL CHARCOAL & ACTIVATED CARBON

Country	2006	2007	2008	2009	2010
<b>Shell Charcoal</b>	<b>29,792</b>	<b>29,363</b>	<b>24,926</b>	<b>237,342</b>	<b>224,783</b>
Philippines	25,578	25,553	21,979	34,747	35,000
Sri Lanka	3,558	3,200	2,947	3,550	2,873
Indonesia	656	610	N.A.	199,045	186,910
<b>Activated Carbon</b>	<b>115,085</b>	<b>101,021</b>	<b>86,002</b>	<b>85,156</b>	<b>110,077</b>
Philippines	33,849	30,474	20,259	20,027	29,572
Sri Lanka	15,676	17,880	17,388	17,635	28,782
Indonesia	15,529	26,325	24,478	22,741	24,791
Malaysia	20,361	17,039	15,071	17,730	19,732
Thailand	29,670	9,303	8,806	7,023	7,200





# ACTIVATED CARBON



**ACTIVATED CARBON**



# ACTIVATED CARBON



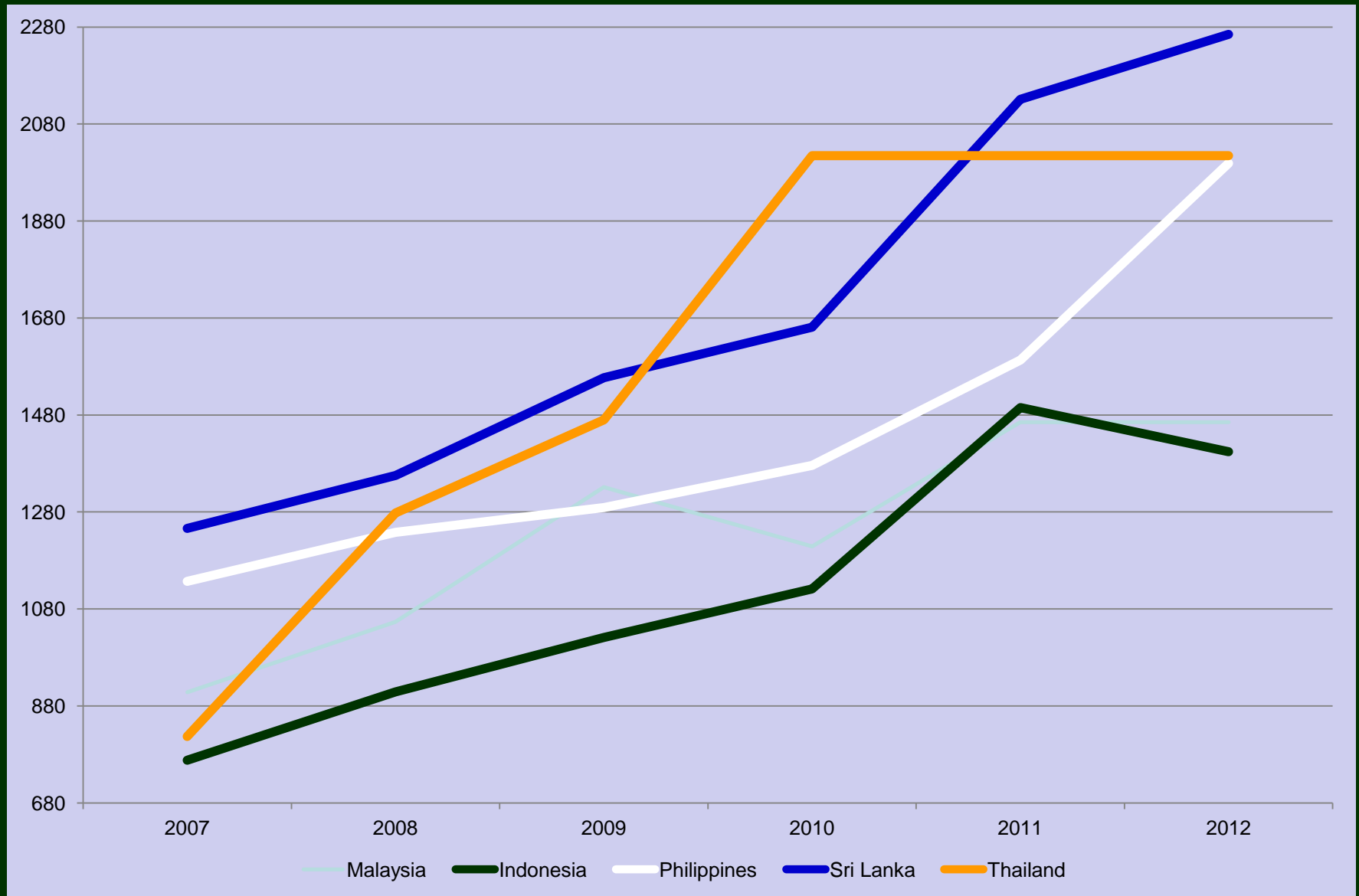




# ACTIVATED CARBON

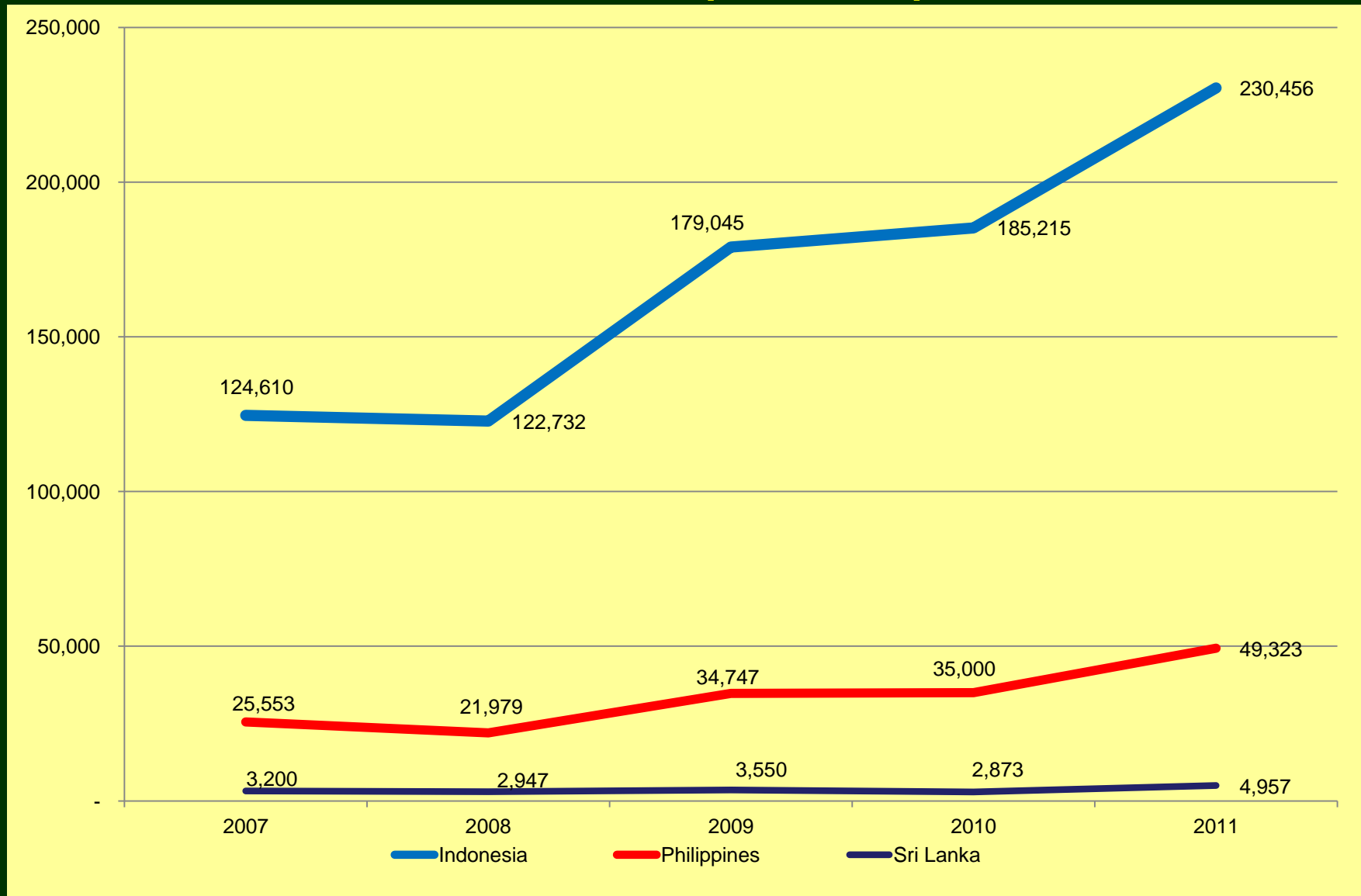


# Price Comparison of Activated Carbon 2007-2012 (US\$/MT)





# Export Volume of Coconut Shell Charcoal 2007-2011 (US\$/MT)





- **The USA** is one of the biggest markets for AC with a demand of about **70,000 MT/year**.







# COIR PRODUCTS



- For coir products, **India and Sri Lanka** remain as the two main players with a total estimated export volume of **629,788 MT** in 2011 or an increase by **2%** over the export volume in 2010.



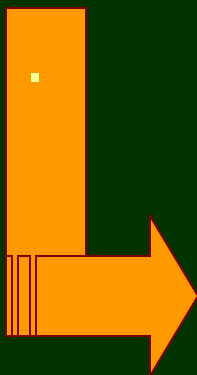


**HUSK**



**COIR**

- ❑ MATTRESSES
- ❑ MATS
- ❑ GEOTEXTILE
- ❑ COIR PLY COMPOSITES
- ❑ HIGH VALUE BELTS/  
TEXTILES, ETC.



**COIR  
PITH**

- ❑ MEDIUM FOR  
HORTICULTURE PLANTS
- ❑ ORGANIC MANURE
- ❑ SOIL/ MOISTURE  
CONSERVATION





# COIR GEOTEXTILES (COIR BHOOVASTRA)



**Cocolog**



**Coir needled felt**



# COIR GEOTEXTILES (COIR BHOOVASTRA)



**Prevent soil erosion in the slopes / embankments of road.**







# GARDEN ARTICLES FROM COIR



**Coco pots**



**Coir Hanging Basket**





















# TUFTED COIR MATS







# TUFTED COIR MATS







# GEO TEXTILES





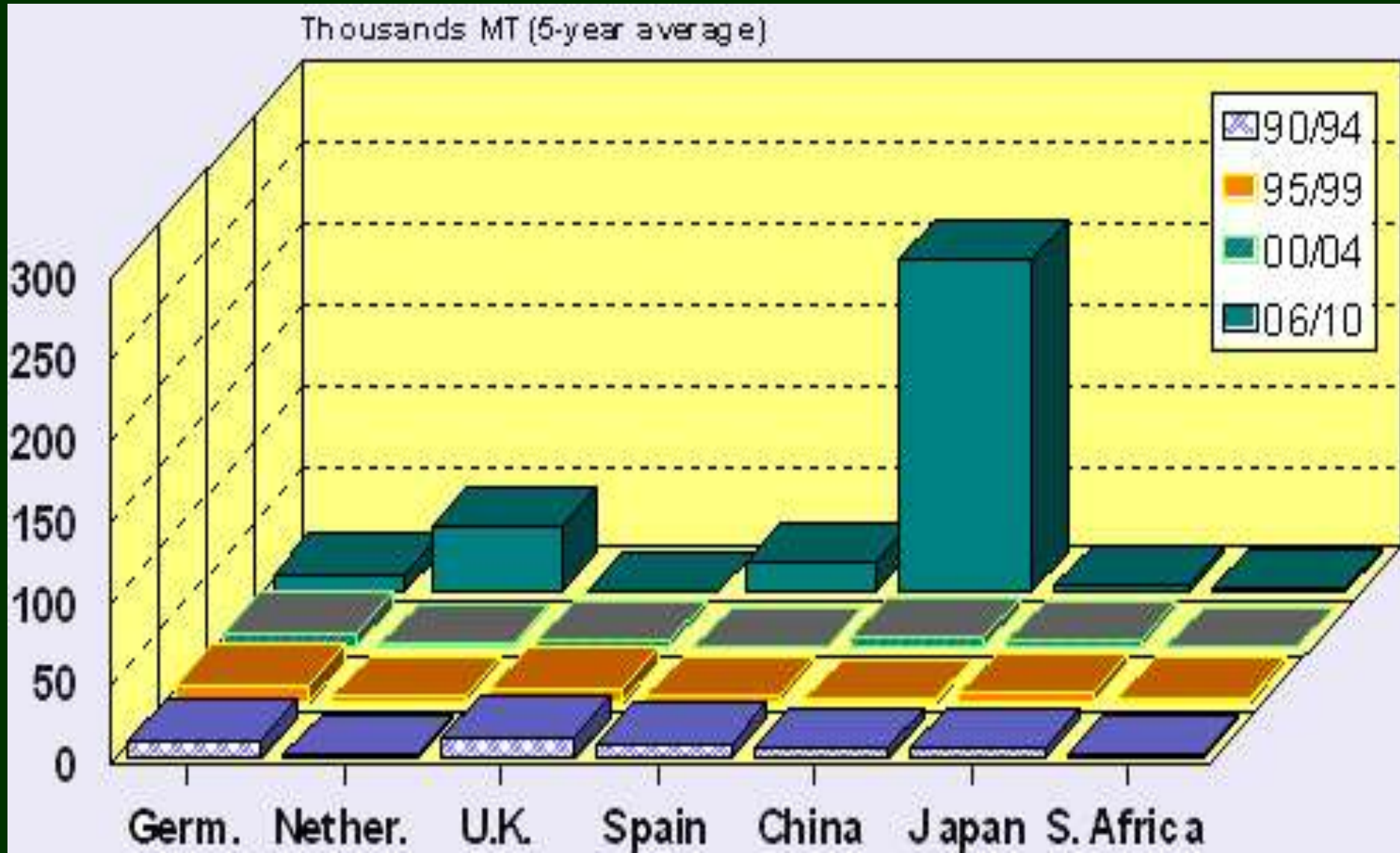
- Coir industry is fully developed in India and Sri Lanka.
- Emerging Countries are Philippines, Indonesia, Thailand and Vietnam.
- More than half of the coir produced is exported in the form of raw fibre.







# Export Market Destination of Coir Fibre, 1990 – 2010





- The world demand is about 700,000 tons per year and growing, with only an estimated supply of 500,000 tons.





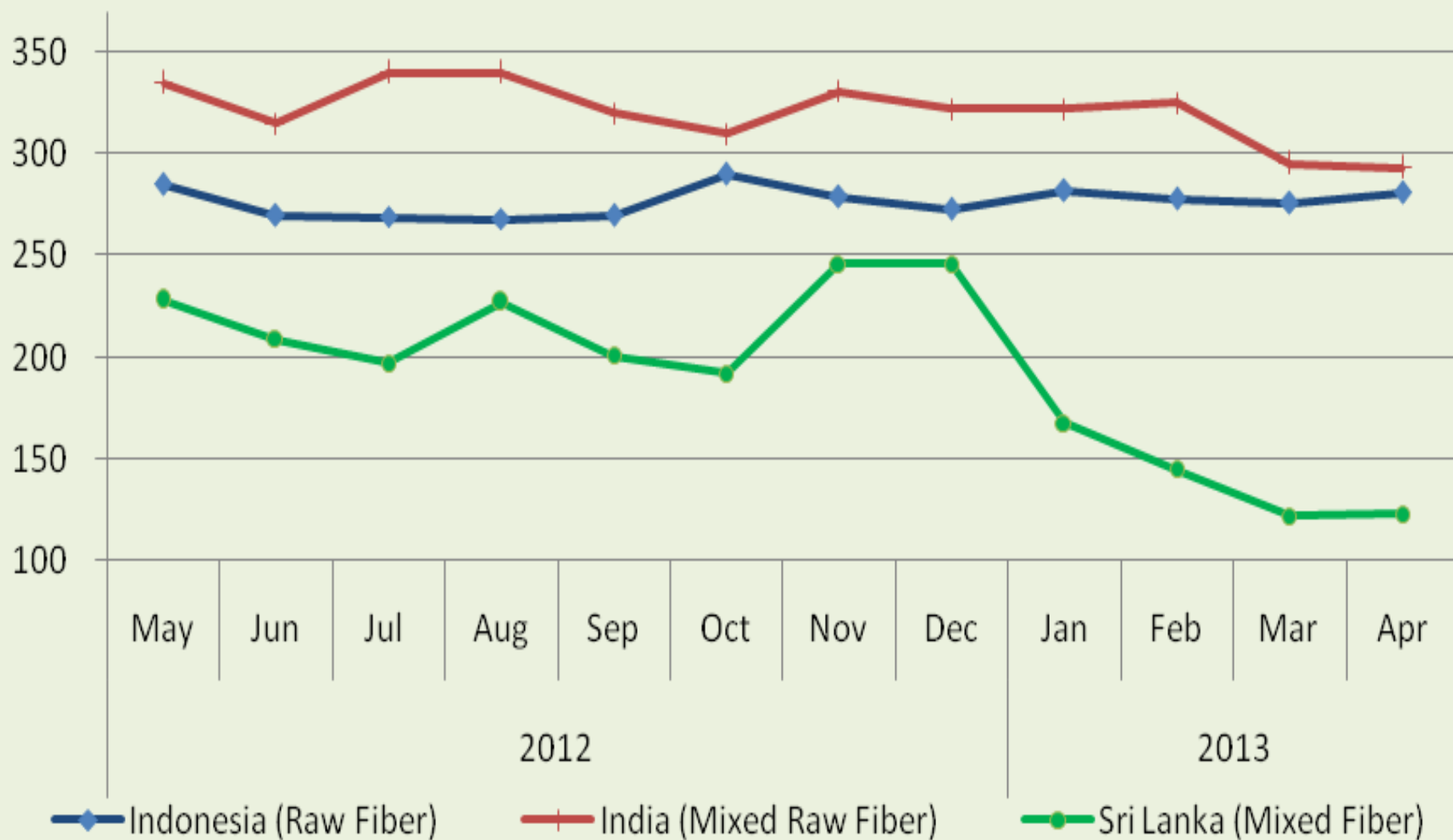


- The prices of coir fibre have increased from US\$ 160 per ton in 2004 to an average of US\$ 320/MT. During peak times, the price has gone up to as much as US\$ 500/ton.
- However, prices this year have gone down to US\$300/MT or as low as US\$150/MT





# Average Monthly Price of Coir Fibre May 2012 - April 2013 (US\$/MT)







- Approximately 70 – 75% of the total coir fibre production is absorbed by China with 1.37 billion people and expanding middle class with purchasing power. In 2009, China produced 1.3 million coconut fibre beds a month.





- China's requirement for coir fibre is about 450,000 tons/year. This is expected to increase by 10 to 20% per year.







# COCONUT WATER



- **Coconut Water Export has increased tremendously**
- **USA, Japan, Brazil, Australia, Netherland, Canada, Germany are the major Importing Countries**



**Tender Coconut**

**Oleochemicals**



# COCONUT WATER



- In 2011, the Philippines exported 16,69 million liters of coconut water with a value of US\$15.113 million







**Table 12. Coconut Water Exports of the Philippines (2009 – 2011) Volume in Liters and Value in US\$ FOB**



2009		2010		2011	
Volume	Value	Volume	Value	Volume	Value
483,772	368,141	1,807,583	1,841,716	16,685,350	15,113,152









# TENDER COCONUT WATER NATURE'S GIFT TO MANKIND



- Contains potassium and sodium which regulate water and alkaline balance and help treat blood pressure
- Has organic vitamins and minerals appropriate for all ages





# TENDER COCONUT WATER NATURE'S GIFT TO MANKIND



- Contains growth factors which can retard aging
- A suitable rehydrating drink after exercise







# TENDER COCONUT WATER NATURE'S GIFT TO MANKIND



- Keeps the body cool
- Checks urinary track infection and prevents stone formation





# TENDER COCONUT WATER NATURE'S GIFT TO MANKIND



**Analysis of Mature and Tender Coconut Water**

	Mature Coconut Water	Tender Coconut Water
Total solids, %	5.4	4-6.5
Reducing sugars, %	2	4.4
Minerals, %	0.5	0.6
Protein, %	0.1	0.01
Fat, %	0.1	0.01
pH	5.2	4.5
Potassium (mg /100g)	247.0	290.0
Sodium (mg /100g)	48.0	42.0
Calcium (mg /100g)	40.0	44.0
Magnesium (mg /100g)	15.0	10.0
Phosphorous (mg /100g)	6.3	9.2
Iron (μ /100g)	79.0	106.0
Copper (μ /100g)	26.0	26.0







# **TENDER COCONUT WATER NATURE'S GIFT TO MANKIND**







# TENDER COCONUT WATER NATURE'S GIFT TO MANKIND









# TENDER COCONUT WATER NATURE'S GIFT TO MANKIND



















# TENDER COCONUT WATER NATURE'S GIFT TO MANKIND





# Celebes Coconut Corporation



Manufacturer of Organic Certified Desiccated Coconut, Coconut Milk, Coconut Cream, Coconut Water, Banana Chips, Creamed Coconut, Virgin Coconut Oil, RBD Coconut Oil, Coconut Flour, Coconut Sugar, and Coconut Vinegar



www.cel











**EVERYDAY LOW PRICE!**







# TENDER COCONUT WATER NATURE'S GIFT TO MANKIND







# TENDER COCONUT WATER NATURE'S GIFT TO MANKIND







# Ultimate Natural Hydration



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SANS PULPE NO SUGAR ADDED



# COCONUT FLOUR EXPORTS OF THE PHILIPPINES (2009 – 2011) VOLUME IN MT AND VALUE IN US\$ FOB



2009		2010		2011	
Volume	Value	Volume	Value	Volume	Value
967	1,165,310	494	628,537	742	1,613,329







# PRODUCTION OF COCONUT MILK/CREAM (CY 2010 – 2012 IN MT)



	2010	2011	2012
Sri Lanka	7,319	8,096	11,000
Thailand	84,230	74,543	438,460
Malaysia	3,213	3,925	n.a.
Indonesia	29,898	n.a.	n.a.
Philippines	1,120	2,918	n.a.
Samoa	316	n.a.	n.a.
Vietnam	800	n.a.	5,822



Unit Price/OZ    Retail Price

2.79

SO DELICIOUS COCONUT MILK VANILLA 32 FL OZ

74447101233    32.80 FL OZ

So Delicious    74447101233

Sugar Free Vanilla



Unit Price/OZ    Retail Price

2.79

SO DELICIOUS COCONUT MILK CHOCOLATE 32 FL OZ

74447101233    32.80 FL OZ

So Delicious    74447101233

Chocolate Coconut M.L.





Unit Price/OZ    Retail Price  
449  
1405









# NATA DE COCO EXPORTS OF THE PHILIPPINES (2009 –2011) VOLUME IN MT AND VALUE IN US\$ FOB



	2009		2010		2011	
	Volume	Value	Volume	Value	Volume	Value
Nata de Coco (Processed)	6,017	6,0625,625	5,304	5,886,282	6,207	6,614,986
Nata de Coco (Raw)	34	8,808	34	8,437	139	35,046







THP

Netto 500 g

Manisan  
Sari Kelapa  
(Nata de Coco)

THP

Manisan  
Sari Kelapa  
(Nata de Coco)

THP

Manisan Sari Kelapa (Nata de Coco) adalah minuman segar mengandung kadar serat yang berfungsi membantu melancarkan pencernaan.

Manisan Sari Kelapa (Nata de Coco) produk THP, dibuat dari bahan-bahan pilihan terbaik yang tanpa menggunakan bahan pengawet buatan.









# COCONUT SUGAR





# Coconut Palm Sugar Stages





# COCONUT SUGAR FOR A HEALTHY LIFE



- CONTAINS ESSENTIAL VITAMINS, MACRO AND MICRO-NUTRIENTS

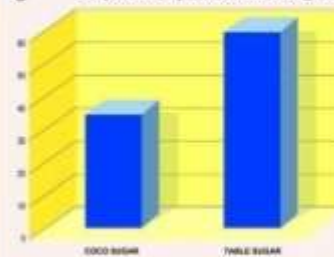


- HAS LOW GLYCEMIC INDEX (35)

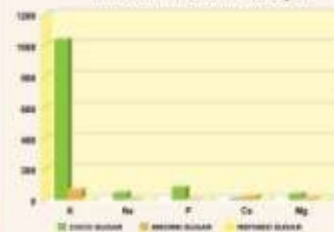
- SUITABLE FOR DIABETIC PATIENTS



Comparative Glycemic Index of Sugars



Macro Nutrient Content of Sugars



APCC



Chiwadi®



Coconut Flower Syrup

น้ำหวานดอกมะพร้าว

Net Wt. 470g





LOW GLYCEMIC - HIGH NUTRITION  
**COCONUT PALM  
SUGAR**

100% PURE COCONUT PALM NECTAR

EXHIBITOR  
COCONUT PALM SUGAR  
100% PURE COCONUT PALM NECTAR  
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# Indonesia, By The (coconut sugar) Numbers *(Source: B. Ripple, 2012)*



- Average tall (unimproved) coconut produces 3-4.5 liters of fresh nectar/day.
- Average collector (not usually the land-owner) can manage 30-50 trees/day. ( remember...twice a day...gasp now.)
- Final yield per day is an average of 15 kg/producer family or 450kg/month







# Indonesia, By The (coconut sugar) Numbers *(Source: B. Ripple, 2012)*



- Indonesia currently has well over 100,000 farmers within it's population that rely on coconut sugar as their primary income.
- Those 100,000+ coconut sugar producers bring over 50,000 ton (yes....50,000MT) of coconut sugar to market domestically every month.
- That's over 600,000 ton of coconut sugar produced and (mostly) consumed domestically in Indonesia every year.



# Health Benefits of Coconut Sugar

- Contains over 16 amino acids and four different B vitamins
- Source of iron, potassium, magnesium and zinc
- Low glycemic index food
- Relieve the symptoms of diabetic neuropathy
- Treatment for anxiety, depression and bipolar mood disorder
- Helpful in treating high blood pressure
- Treatment of wounds, traumas and burns

Source: [www.rawforbeauty.com](http://www.rawforbeauty.com)







# QUESTIONS TO CONSIDER IN THE STRATEGIC PLAN



1. To ensure economic viability and sustainability of coconut farming, what is the best CBFS for specific countries/ locations in Asia and the Pacific ?

- Copra alone is not competitive
- livelihood and food security
- Environmental Sustainability

## Sources of additional income

- Intercropping with cocoa, coffee, fruits, vegetables, corn, agro forest trees, etc.
- Livestock integration (cattle, goats, chicken, etc.





# QUESTIONS TO CONSIDER IN THE STRATEGIC PLAN



2. Which high-value products should we focus on?

- Market driven – Big Market
  - Sustainable Demand
- Integrated coconut processing
- Mix of high value coconut products
- Coconut processing technology
- Availability of equipment/ machineries







# QUESTIONS TO CONSIDER IN THE STRATEGIC PLAN



- Skilled staff/ laborers
- Availability & cost of electricity
- Access to roads, transport facilities
- Shipping
- Domestic & export market





# QUESTIONS TO CONSIDER IN THE STRATEGIC PLAN



## 3. What is the best agribusiness model for the coconut sector?

- Big business
- Contract growers :  
→ processing plants
- Nucleus farms
- Consolidators/ Aggregators
- SMEs/ Cooperatives/CBOs
- Success stories (in Kenya and other countries)







# OTHER CONSIDERATIONS

- Policy Support
- Conducive Business Environment
- Tax Incentives
- Technical Support
- Credit Assistance
- Strong SCFO's/CBO's
- Coconut Farmer's Cooperatives





# Thank You !!!



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