

Newsletter

September 24, 2009



Promoting the Consumption of June Plum

Introduction

June Plum (*Ambarella spondias dulcis ambere*), an economically important fruit, is required in the agro processing industry as well as the export and fresh markets.. In 2008, total consumption of the fruit was 2,903,400 kg, representing 100% locally grown June plums.



The Ministry of Agriculture & Fisheries' Fruit Tree Crop Project which was established in 2000 to produce non-traditional orchard crops, included June plum to satisfy the fresh foods and agro-processing demand. The ministry continues to support the project by providing planting material and technical assistance.

Prices

The average farmgate prices for June plum are \$22/kg and 33/kg for the dwarf and tall varieties respectively while the retail price is \$90/kg.

Supply Availability

June plum is cultivated and also scattered unintentionally island wide. Agro-processors obtain 85 to 95% of its required June plum stock from the parishes of St. Mary, St. Thomas, St. Ann, Westmoreland and St. James. Fruit from the dwarf variety is available all year round, while the taller variety is available between August to December.

Target Markets

In 2008, agro-processors utilized approximately 784,476kg of June plum or 27% of total demand while 175kg were exported to England.

New Market Opportunity

The Ministry of Agriculture & Fisheries, in collaboration with Nutrition Products Limited and Jamaica Exotic Flavours & Essences Company Limited, will introduce locally produced fruit juices, including June plum, in the National School Feeding Programme for the 2009-2010 school year.

This new initiative will require approximately 30,680kg of whole June plums (42,000kg of puree) on a monthly basis, which will gradually be increased to 122,720kg of whole fruit (168,000kg of puree) per month for the National School Feeding Programme.



Uses

June plum can be consumed as dessert. The fruit can also make delicious beverages, jellies, jams and pickles; or used for flavouring sauces, soups and stews.

Nutritional Value

Calories	57
Ascorbic Acid	42g per 100g of raw pulp
Protein	0.5 to 0/80%
Fat	0.28 to 1.79
Sucrose	8.05 to 10.54%
Crude Fiber	0.85 to 3.60%
Ash	0.44 to 0.65%
Moisture	59.65 to 85.47%

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